

The Charles Marketplace | NWC Karcher Rd & Lake Ave | Caldwell, ID



CONCEPTUAL

ADDRESS:

NWC Karcher Rd & Lake Ave, Caldwell, ID 83607

SUMMARY:

- Vibrant 3-mile trade area: 52,793 residents (projected to grow to 73,000), in a tight-knit, community-focused market ideal for local business.
- Median household income of \$71,176 exceeds the national average of about \$69,717, indicating stronger local purchasing power for premium goods and services.
- Robust annual growth rate of 16.9% since 2020 far surpasses the national average, highlighting a rapidly expanding market ideal for businesses seeking high-growth opportunities.

LOCAL REPRESENTATION:



LeAnn Hume
Executive Director/Principal
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Executive Director/Principal

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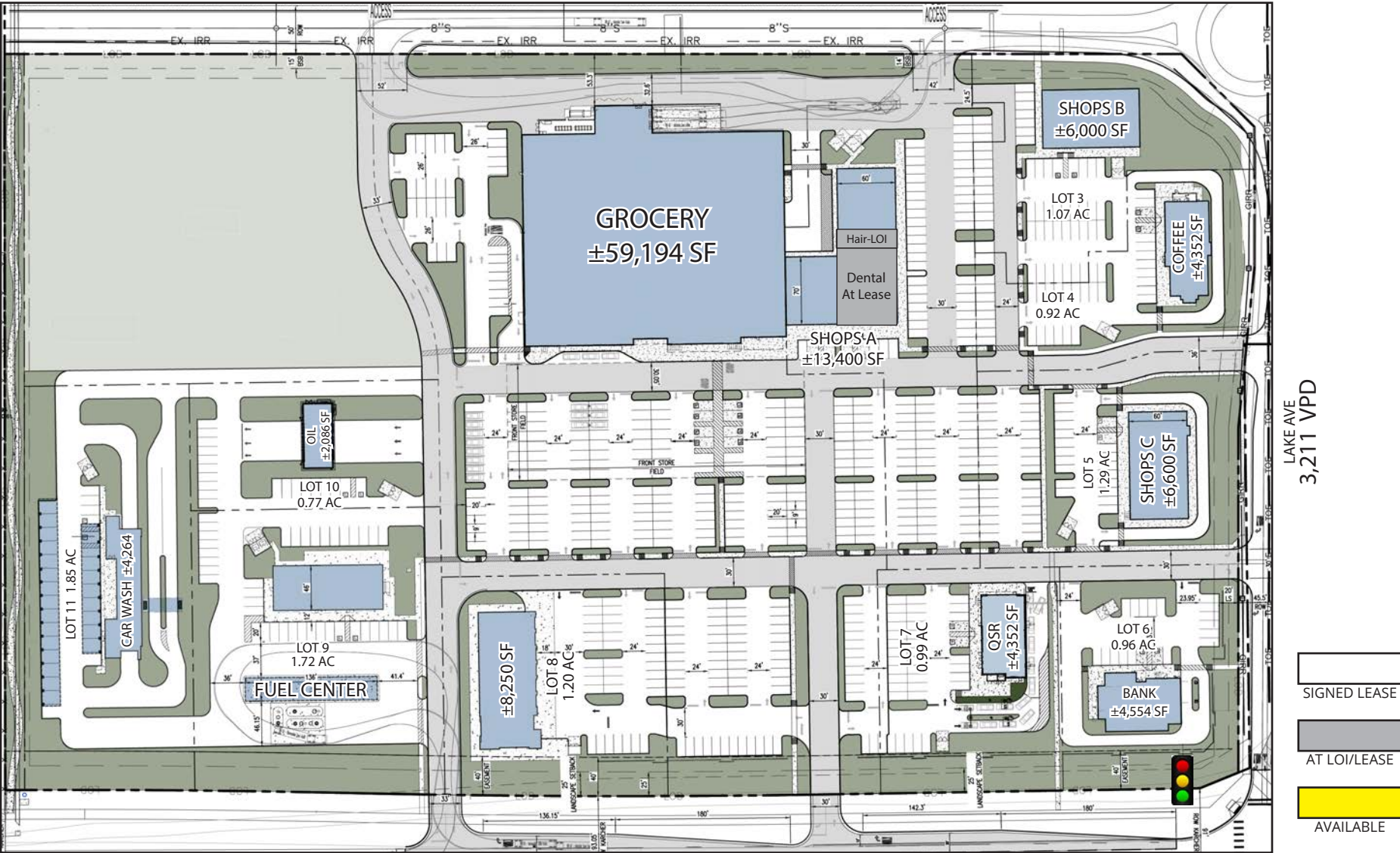
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The Charles Marketplace | Site Plan

TOTAL ACRES: ±22.19 SQUARE FEET: ±966,504

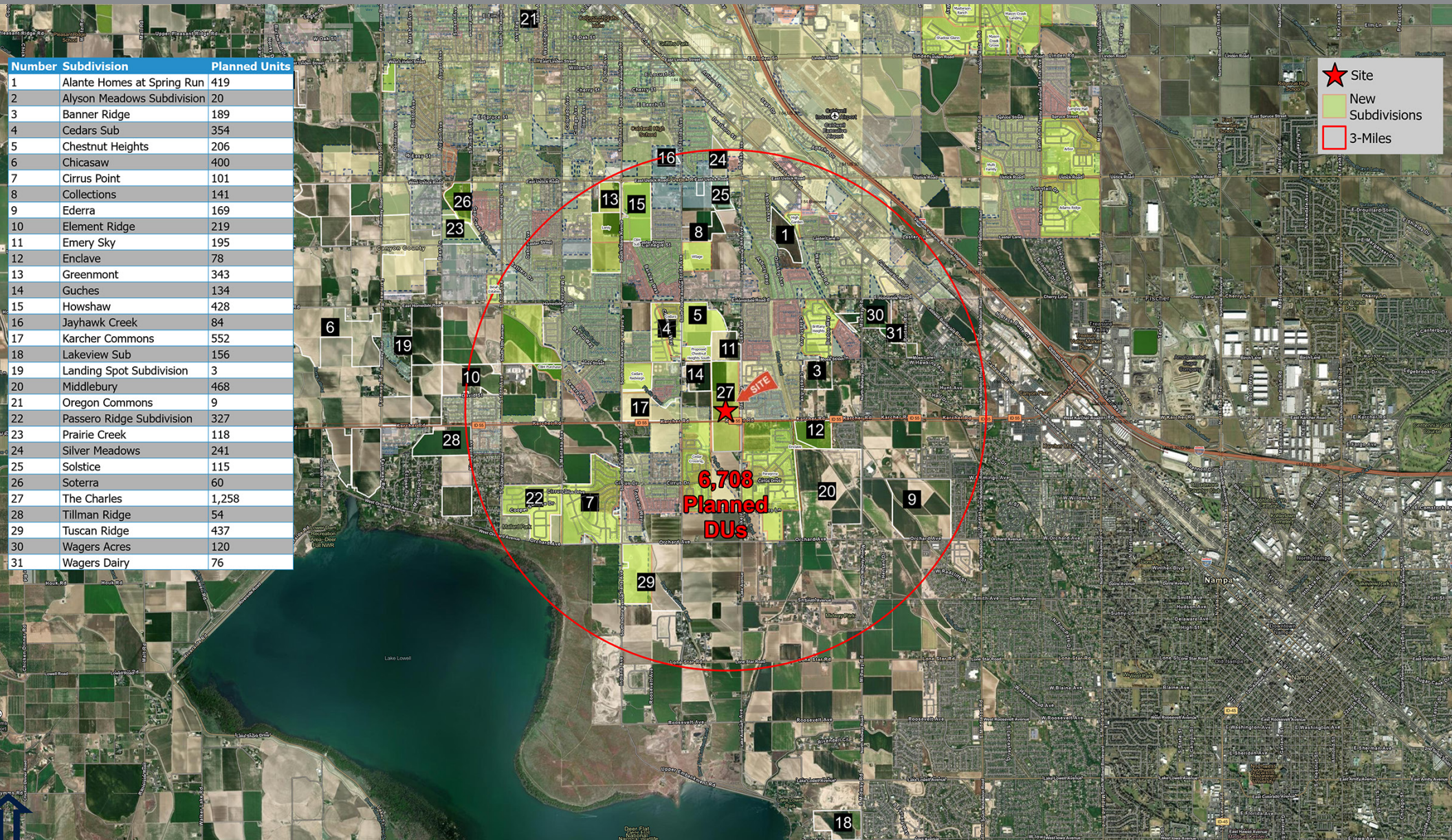


KARCHER RD
17,312 VPD

LAKE AVE
3,211 VPD

CONCEPTUAL

The Charles Marketplace | Housing



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The Charles Marketplace | Aerial



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The Charles Marketplace | 3-Mile Demographics

ANNUAL HOUSEHOLD SPENDING



KEY FACTS

52,739

Population



17,388

Households

32.9

Median Age

\$57,897

Median Disposable Income

EDUCATION

15%

No High School Diploma



32%

High School Graduate



30%

Some College



23%

Bachelor's/Grad/Prof Degree

INCOME



\$71,167

Median Household Income



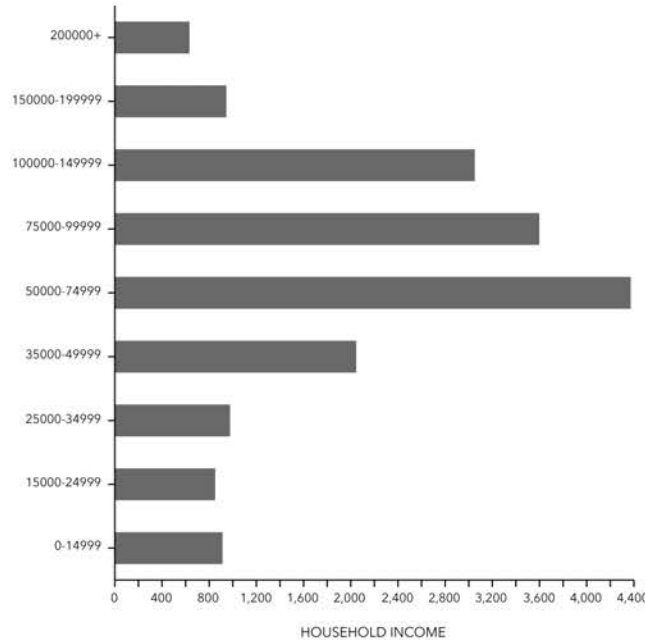
\$27,968

Per Capita Income



\$211,964

Median Net Worth



Tapestry Segments



Up and Coming Families

7,239 households

41.6%
of Households



Down the Road

2,171 households

12.5%
of Households



Green Acres

1,855 households

10.7%
of Households

Average Household Size

for this area

3.02

which is more than the average for United States

| Area | Value | 0.00 | 4.00 |
|---------------|-------|------|------|
| This area | 3.02 | | |
| Canyon County | 2.92 | | |
| Idaho | 2.64 | | |
| United States | 2.53 | | |

EMPLOYMENT



White Collar

52%



Blue Collar

33%



Services

14%

3.2%

Unemployment Rate

Source: ESRI Business Analyst 2024



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