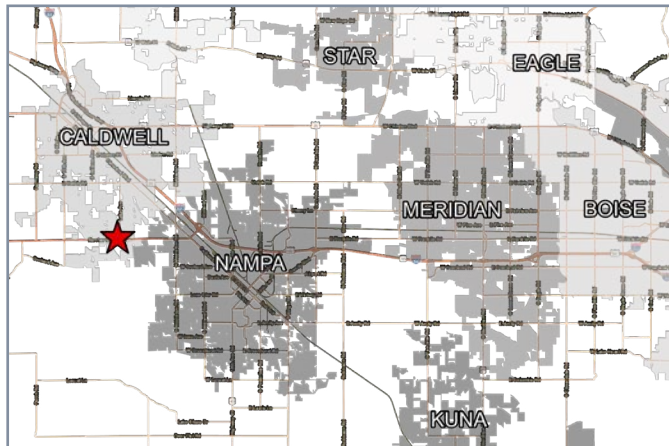


Karcher & Lake | NWC Karcher Rd & Lake Ave | Caldwell, ID



ADDRESS:

NWC Karcher Rd & Lake Ave, Caldwell, ID 83607

SUMMARY:

- Vibrant 3-mile trade area: 52,793 residents (projected to grow 2.8% by 2030), 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.
- Median age of 32.9 is younger than the national average of 38.9, attracting a vibrant, trend-conscious demographic eager for modern shopping and retail experiences.
- 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.



BARCLAY
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Kristin Walrod

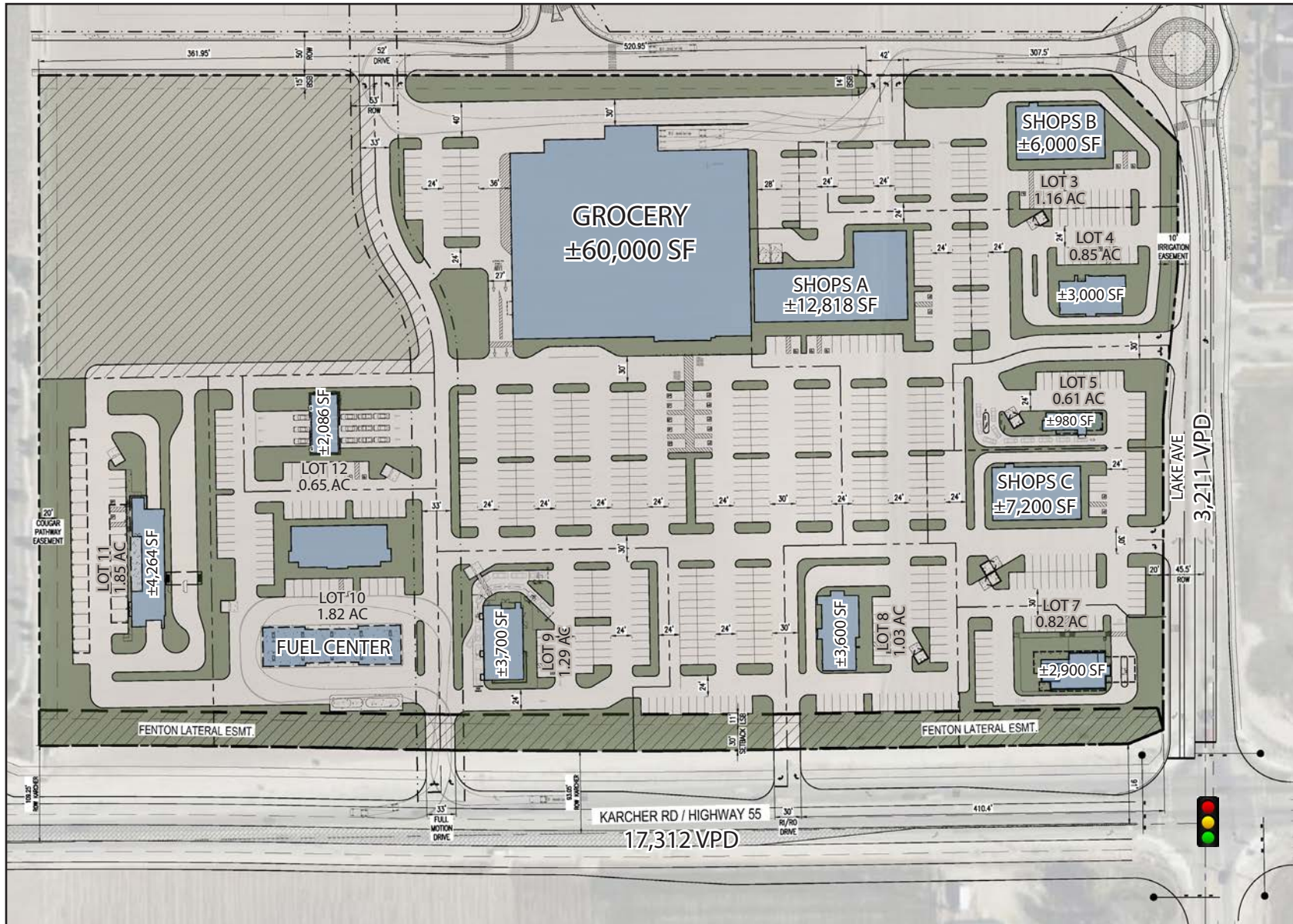
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kwalrod@barclaygroup.com

Matthew Archer

Leasing Associate
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CONCEPTUAL

TOTAL ACRES: ±22.19 SQUARE FEET: ±966,512



Karcher & Lake, Caldwell, ID | Aerial



Housing Data: Maricopa Association of Governments; RL Brown Barclay Group.



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Karcher & Lake, Caldwell, ID | 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



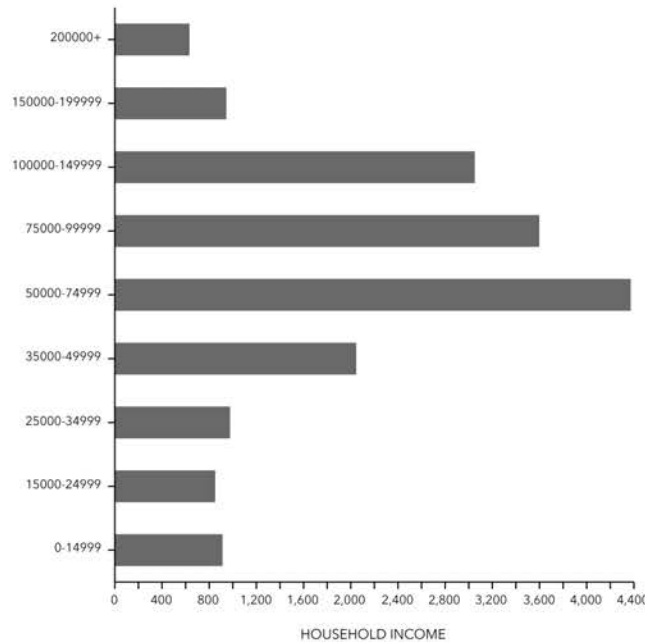
\$27,968

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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