

Demographic Report



105 E Wallace Ave

Population

Distance	Male	Female	Total
1- Mile	2,072	2,108	4,180
3- Mile	10,679	11,003	21,682
5- Mile	19,531	20,013	39,544

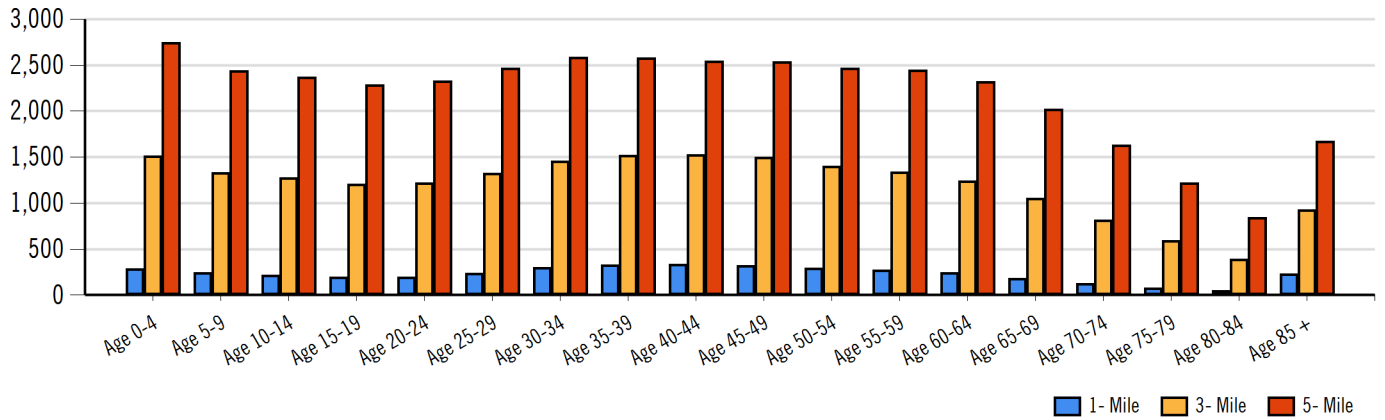


Janna Scharf
northidahojanna@gmail.com
208-651-9700

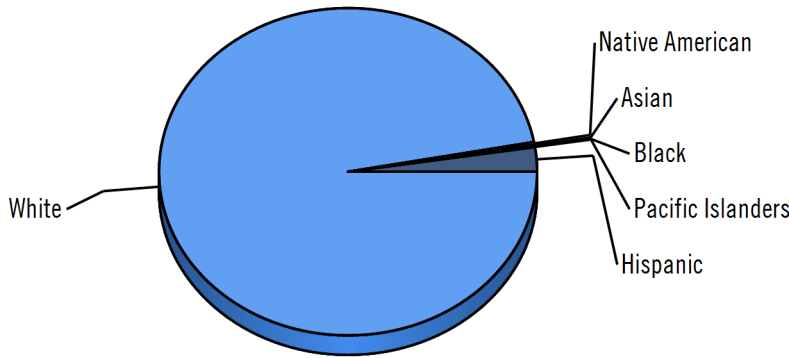
MOODY'S
ANALYTICS

Catylist

Population by Distance and Age (2020)

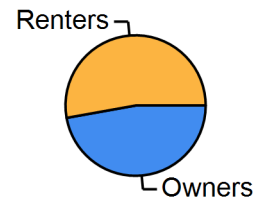


Ethnicity within 5 miles

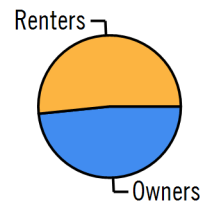


White Native American Asian Black Pacific Islanders Hispanic

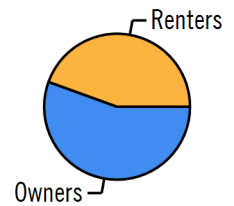
Home Ownership 1 Mile



Home Ownership 3 Mile



Home Ownership 5 Mile



Employment by Distance

Distance	Employed	Unemployed	Unemployment Rate
1-Mile	2,095	86	1.90 %
3-Mile	10,152	520	3.49 %
5-Mile	18,235	858	3.67 %



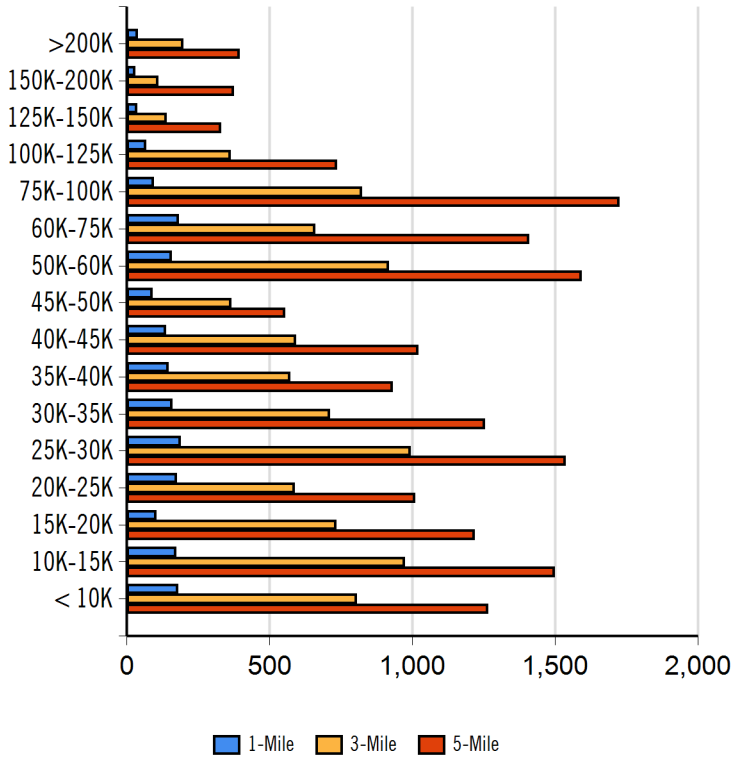
Janna Scharf
northidahojanna@gmail.com
208-651-9700



Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
1-Mile	25	0	221	147	83	253	35	46	175	403	442	35	159
3-Mile	87	14	1,341	830	270	1,152	338	117	1,244	1,701	1,674	299	623
5-Mile	161	72	2,087	1,479	384	2,120	556	207	2,291	3,386	2,781	694	1,132

Household Income



Radius	Median Household Income
1-Mile	\$32,770.00
3-Mile	\$42,362.24
5-Mile	\$45,274.61

Radius	Average Household Income
1-Mile	\$44,797.86
3-Mile	\$49,532.33
5-Mile	\$53,865.79

Radius	Aggregate Household Income
1-Mile	\$91,260,585.31
3-Mile	\$449,857,225.63
5-Mile	\$868,911,075.06

Education

	1-Mile	3-mile	5-mile
Pop > 25	3,035	15,123	27,362
High School Grad	835	4,553	7,887
Some College	836	4,420	7,849
Associates	199	1,144	2,273
Bachelors	366	1,771	3,653
Masters	143	533	1,137
Prof. Degree	77	285	525
Doctorate	36	83	153

Tapestry

	1-Mile	3-mile	5-mile
Vacant Ready For Rent	84 %	93 %	92 %
Teen's	36 %	60 %	68 %
Expensive Homes	98 %	53 %	54 %
Mobile Homes	1 %	37 %	61 %
New Homes	4 %	34 %	67 %
New Households	65 %	99 %	106 %
Military Households	29 %	28 %	27 %
Households with 4+ Cars	57 %	81 %	101 %
Public Transportation Users	0 %	5 %	4 %
Young Wealthy Households	0 %	4 %	13 %

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.

Expenditures

	1-Mile	%	3-Mile	%	5-Mile	%
Total Expenditures	77,885,352		385,437,852		710,920,197	
Average annual household	39,294		41,421		43,059	
Food	5,298	13.48 %	5,529	13.35 %	5,705	13.25 %
Food at home	3,624		3,746		3,832	
Cereals and bakery products	512		531		543	
Cereals and cereal products	183		189		194	
Bakery products	329		341		349	
Meats poultry fish and eggs	746		763		776	
Beef	174		179		181	
Pork	136		138		141	
Poultry	142		144		147	
Fish and seafood	118		120		123	
Eggs	60		62		63	
Dairy products	353		371		381	
Fruits and vegetables	722		747		766	
Fresh fruits	105		108		112	
Processed vegetables	145		148		150	
Sugar and other sweets	133		138		141	
Fats and oils	115		119		122	
Miscellaneous foods	684		707		724	
Nonalcoholic beverages	320		328		334	
Food away from home	1,673		1,783		1,873	
Alcoholic beverages	256		276		293	
Housing	14,837	37.76 %	15,453	37.31 %	15,922	36.98 %
Shelter	8,904		9,292		9,579	
Owned dwellings	4,840		5,184		5,452	
Mortgage interest and charges	2,301		2,504		2,656	
Property taxes	1,628		1,746		1,840	
Maintenance repairs	910		933		955	
Rented dwellings	3,464		3,445		3,419	
Other lodging	598		662		707	
Utilities fuels	3,680		3,777		3,860	
Natural gas	328		342		352	
Electricity	1,524		1,549		1,573	
Fuel oil	136		142		146	
Telephone services	1,127		1,161		1,190	
Water and other public services	562		581		597	
Household operations	938	2.39 %	993	2.40 %	1,039	2.41 %
Personal services	243		262		280	
Other household expenses	695		731		759	
Housekeeping supplies	514		533		548	
Laundry and cleaning supplies	143		149		151	
Other household products	292		304		315	
Postage and stationery	77		80		81	
Household furnishings	800		856		894	
Household textiles	62		65		68	
Furniture	152		173		184	
Floor coverings	18		19		21	
Major appliances	120		123		126	
Small appliances	77		79		81	
Miscellaneous	369		394		412	
Apparel and services	1,064	2.71 %	1,117	2.70 %	1,154	2.68 %
Men and boys	187		205		216	
Men 16 and over	151		167		177	
Boys 2 to 15	35		38		38	
Women and girls	400		416		425	



Janna Scharf
northidahojanna@gmail.com
208-651-9700





Women 16 and over	331	346	355
Girls 2 to 15	68	70	70
Children under 2	86	86	87

Expenditures (Continued)

	1-Mile	%	3-Mile	%	5-Mile	%
Total Expenditures	77,885,352		385,437,852		710,920,197	
Average annual household	39,294		41,421		43,059	
Transportation	5,400	13.74 %	5,669	13.69 %	5,894	13.69 %
Vehicle purchases	1,140		1,240		1,308	
Cars and trucks new	563		628		665	
Cars and trucks used	551		581		608	
Gasoline and motor oil	1,827		1,884		1,935	
Other vehicle expenses	2,090		2,176		2,261	
Vehicle finance charges	132		139		147	
Maintenance and repairs	714		752		778	
Vehicle insurance	1,001		1,025		1,063	
Vehicle rental leases	242		259		271	
Public transportation	342		367		389	
Health care	3,202	8.15 %	3,318	8.01 %	3,438	7.98 %
Health insurance	2,155		2,222		2,291	
Medical services	619		655		690	
Drugs	324		333		346	
Medical supplies	102		106		110	
Entertainment	2,308	5.87 %	2,426	5.86 %	2,535	5.89 %
Fees and admissions	365		405		436	
Television radios	907		931		955	
Pets toys	852		891		930	
Personal care products	496		528		550	
Reading	47		48		50	
Education	913		1,006		1,055	
Tobacco products	405		404		404	
Miscellaneous	631	1.61 %	666	1.61 %	694	1.61 %
Cash contributions	1,062		1,133		1,179	
Personal insurance	3,369		3,842		4,181	
Life and other personal insurance	130		135		143	
Pensions and Social Security	3,238		3,707		4,037	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2018	Change	1 Person	Family	Owner	Renter	Vacant
1-Mile	2020	4,316	4,267	1.60 %	1,701	2,044	2,049	2,267	1,585
3-Mile	2020	15,928	14,013	12.17 %	5,318	8,986	8,519	7,409	3,122
5-Mile	2020	26,964	22,712	14.94 %	7,664	16,962	16,758	10,206	4,151
1-Mile	2023	4,184	4,267	-1.41 %	1,646	1,985	1,974	2,210	2,025
3-Mile	2023	15,438	14,013	8.73 %	5,136	8,727	8,307	7,131	4,603
5-Mile	2023	26,141	22,712	11.50 %	7,412	16,463	16,513	9,628	6,552



Janna Scharf
northidahojanna@gmail.com
208-651-9700



Location Facts & Demographics

Demographics are determined by a 10 minute drive from 105 E Wallace Ave, Coeur D Alene, ID 83814

CITY, STATE

Coeur D Alene, ID

POPULATION

43,073

AVG. HHSIZE

2.34

MEDIAN HH INCOME

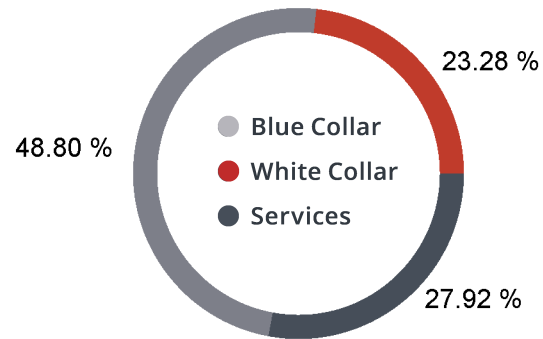
\$46,751

HOME OWNERSHIP

Renters: **7,911**

Owners: **10,190**

EMPLOYMENT



46.28 %
Employed

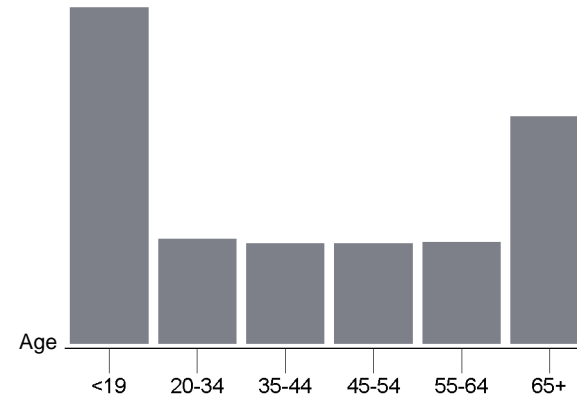
2.18 %
Unemployed

EDUCATION

High School Grad: **29.13 %**
Some College: **28.65 %**
Associates: **8.48 %**
Bachelors: **22.23 %**

GENDER & AGE

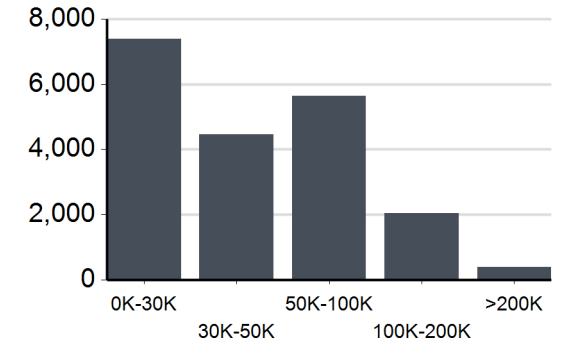
49.69 % **50.31 %**



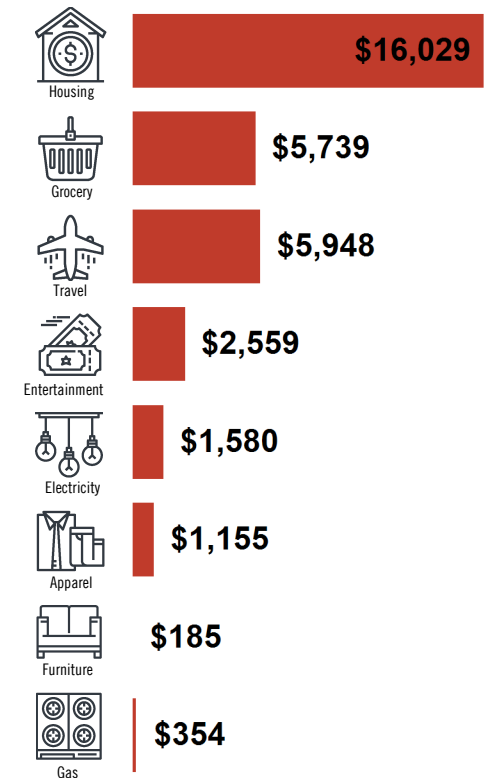
RACE & ETHNICITY

White: **96.21 %**
Asian: **0.05 %**
Native American: **0.19 %**
Pacific Islanders: **0.03 %**
African-American: **0.14 %**
Hispanic: **1.80 %**
Two or More Races: **1.58 %**

INCOME BY HOUSEHOLD



HH SPENDING



105 E Wallace Ave



Keller Williams Realty Coeur d' Alene

3931 North Schreiber Way Coeur d' Alene, ID 83815 | 208-667-2399



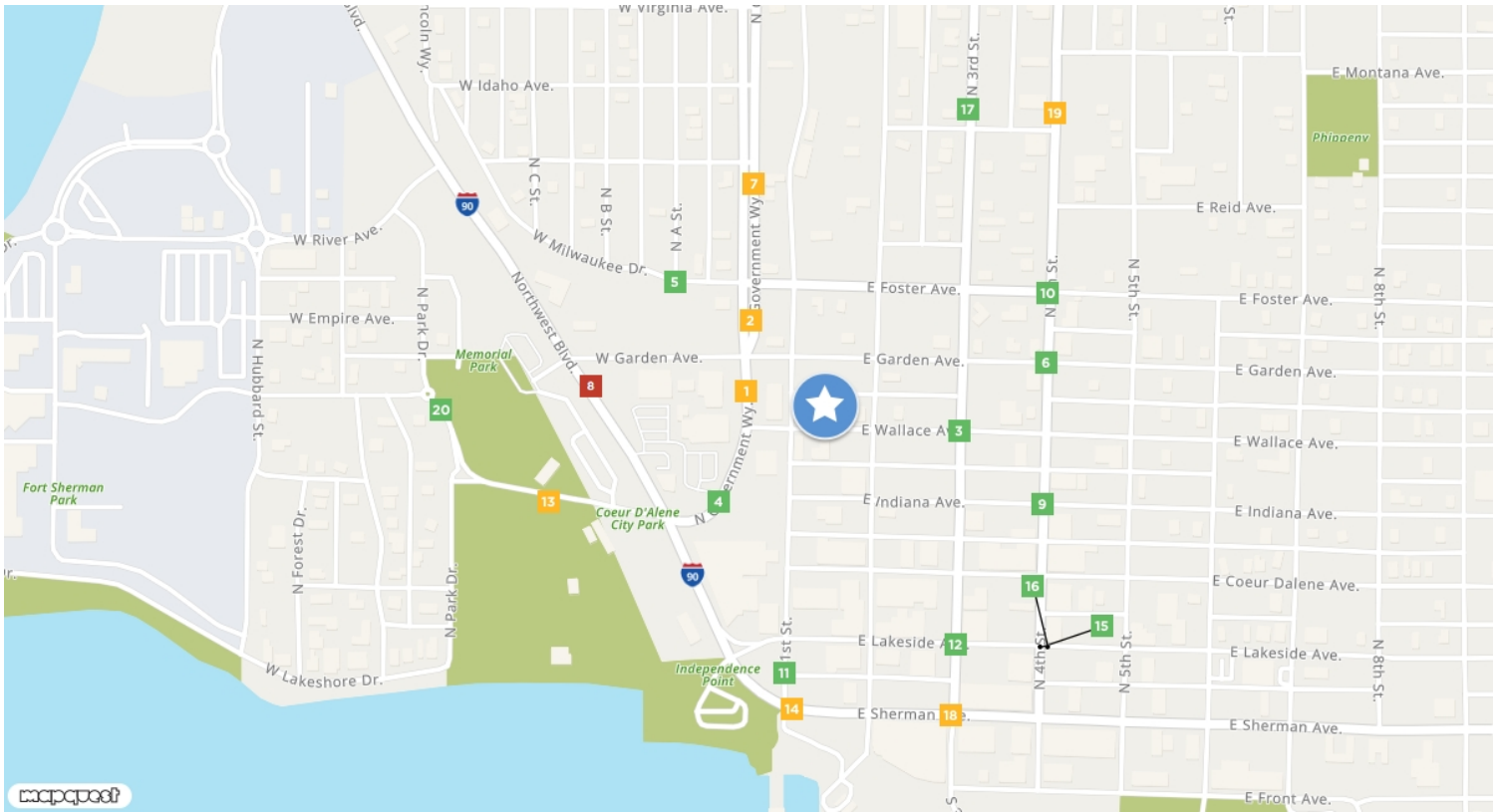
**Nearby
Retail**



Janna Scharf
northidahojanna@gmail.com
208-651-9700

MOODY'S | Catylist
ANALYTICS

Traffic Counts



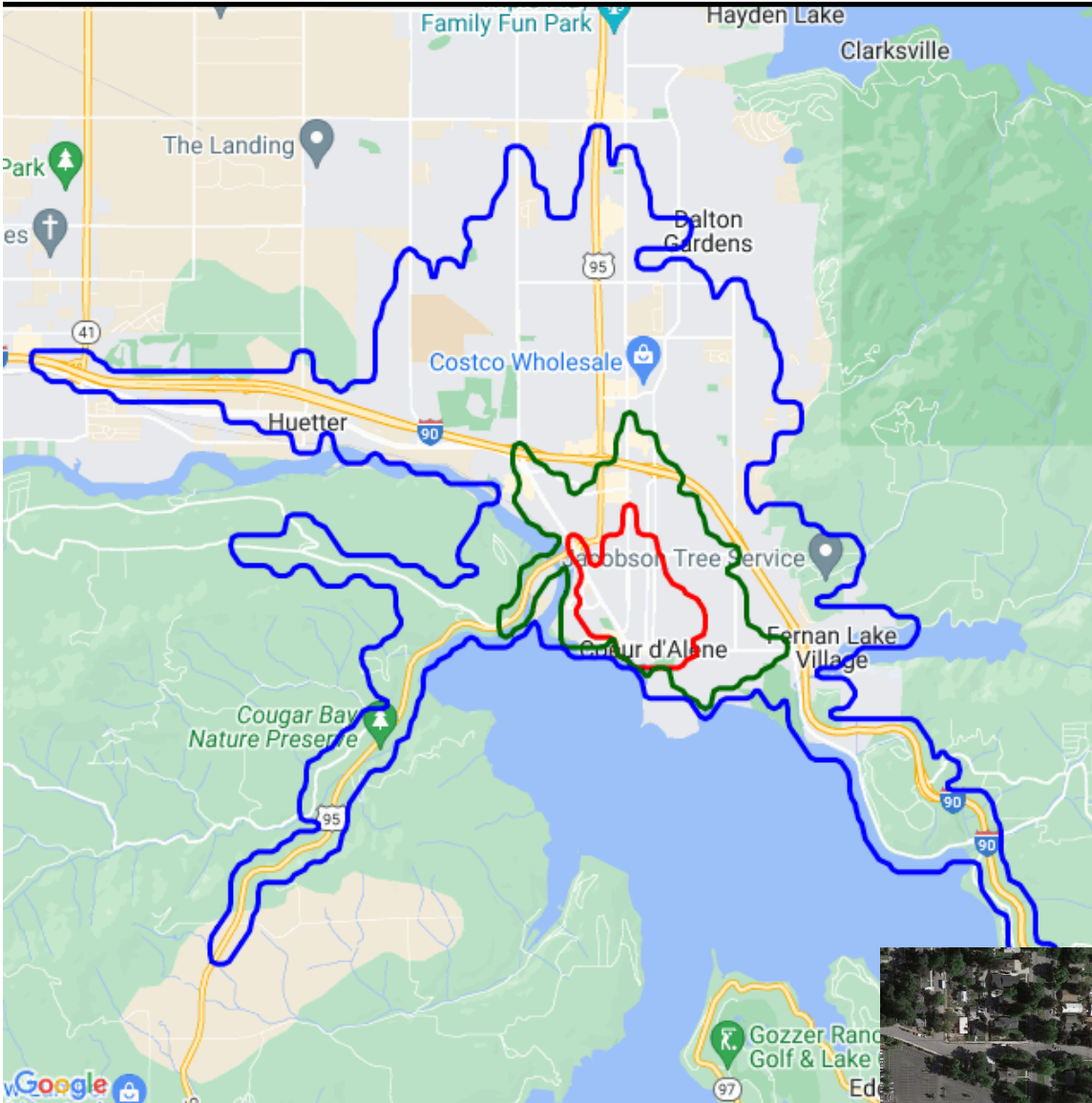
North Government Way 1 E Wallace Ave Year: 2021 5,897 est Year: 2019 5,800 Year: 2018 5,800	North Government Way 2 W Garden Ave Year: 2021 8,434 est Year: 2019 7,500 Year: 2018 9,600	East Wallace Avenue 3 Year: 2021 3,982 est Year: 2019 4,000	North Government Way 4 I- 90 Bus Year: 2021 4,391 est Year: 2019 4,000 Year: 2018 4,300	West Foster Avenue 5 Year: 2021 1,493 est Year: 2019 1,500
North 4th Street 6 E Garden Ave Year: 2021 5,283 est Year: 2019 4,900 Year: 2015 5,700	North Government Way 7 W Browne Ave Year: 2021 6,023 est Year: 2019 5,300 Year: 2018 5,900	Northwest Boulevard 8 N Government Way Year: 2021 13,081 est Year: 2019 13,000 Year: 2015 13,000	North 4th Street 9 N 4th St Year: 2021 4,260 est Year: 2019 4,200 Year: 2018 4,300	East Foster Avenue 10 N 4th St Year: 2021 1,904 est Year: 2019 1,800 Year: 2018 1,800
North 1st Street 11 E Lakeside Ave Year: 2021 1,572 est Year: 2019 1,200 Year: 2018 1,500	East Lakeside Avenue 12 N 3rd St Year: 2021 3,525 est Year: 2019 2,900 Year: 2015 4,900	West Mullan Road 13 Park Dr Year: 2021 6,924 est Year: 2019 6,900 Year: 2018 6,900	Northwest Boulevard 14 S 1st St Year: 2021 8,038 est Year: 2019 8,000 Year: 2018 8,000	North 4th Street 15 E Lakeside Ave Year: 2021 3,041 est Year: 2019 2,900 Year: 2018 2,900
East Lakeside Avenue 16 N 4th St Year: 2021 3,980 est Year: 2019 3,600 Year: 2015 4,400	North 3rd Street 17 E Boise Ave Year: 2021 4,919 est Year: 2019 4,900 Year: 2018 4,900	Sherman Avenue 18 N 2nd St Year: 2021 7,292 est Year: 2019 7,300 Year: 2018 7,400	North 4th Street 19 E Roosevelt Ave Year: 2021 5,647 est Year: 2019 5,500 Year: 2018 5,500	North Park Drive 20 N Park Dr Year: 2021 2,665 est Year: 2019 480 Year: 2018 480



Janna Scharf
 northidahojanna@gmail.com
 208-651-9700



Demographic Report



105 E Wallace Ave

Population

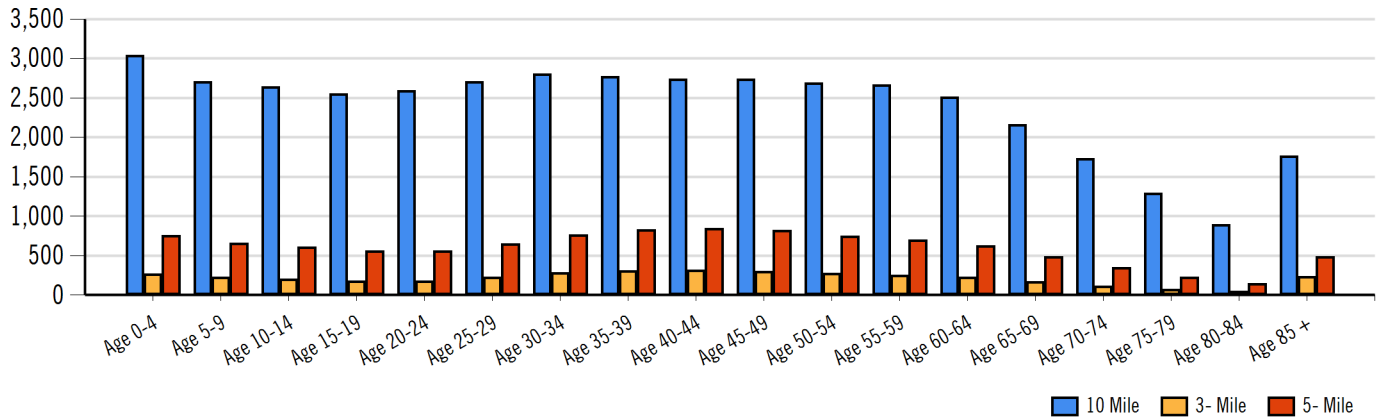
Distance	Male	Female	Total
3- Minute	1,961	2,026	3,986
5- Minute	5,439	5,461	10,900
10 Minute	21,403	21,670	43,073



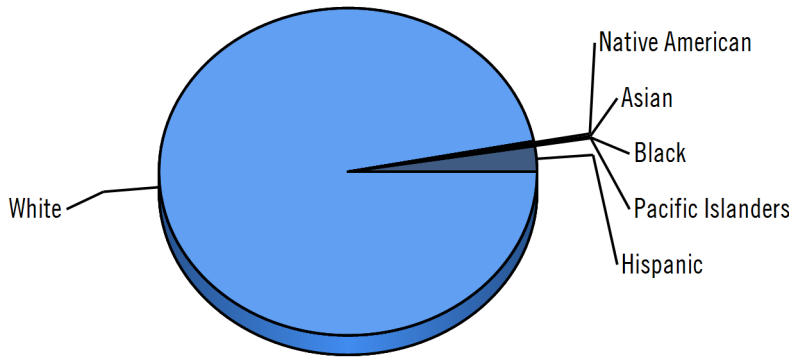
Janna Scharf
northidahojanna@gmail.com
208-651-9700



Population by Distance and Age (2020)

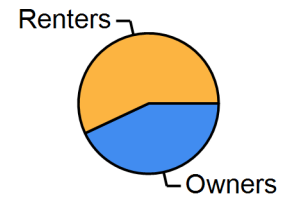


Ethnicity within 5 Minute

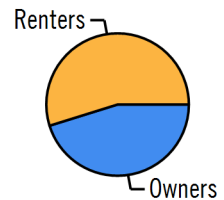


■ White
 ■ Native American
 ■ Asian
 ■ Black
 ■ Pacific Islanders
 ■ Hispanic

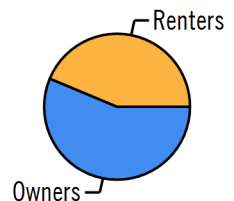
Home Ownership 3 Minute



Home Ownership 5 Minute



Home Ownership 10 Minute



Employment by Distance

Distance	Employed	Unemployed	Unemployment Rate
3-Minute	1,947	82	1.65 %
5-Minute	5,263	263	2.73 %
10-Minute	19,933	940	3.24 %



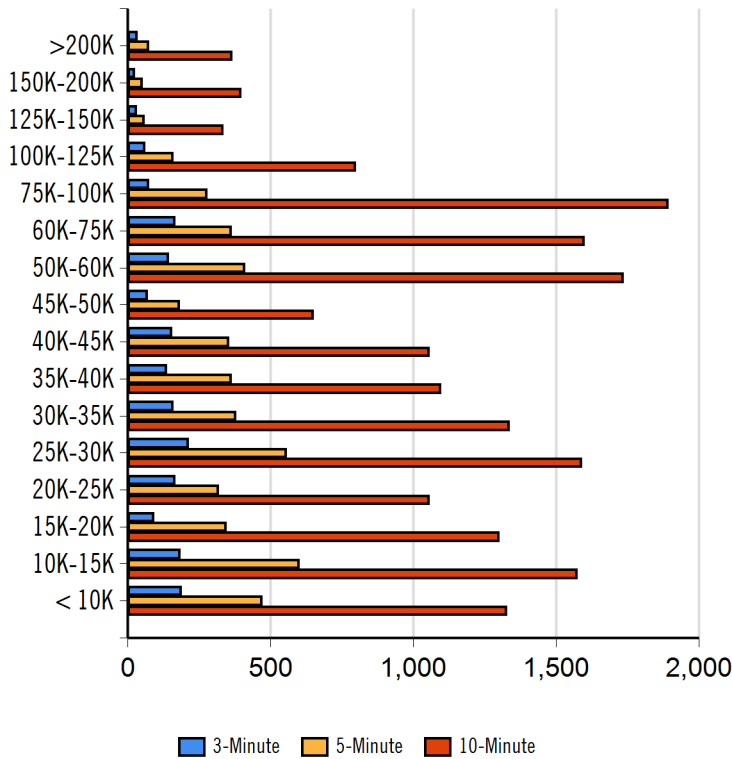
Janna Scharf
 northidahojanna@gmail.com
 208-651-9700



Labor & Income

	Agriculture	Mining	Construction	Manufacturing	Wholesale	Retail	Transportation	Information	Professional	Utility	Hospitality	Pub-Admin	Other
3-Minute	15	1	206	155	78	222	33	36	178	362	423	27	129
5-Minute	65	2	718	414	154	527	172	62	535	905	1,020	114	320
10-Minute	182	77	2,292	1,610	417	2,400	645	234	2,401	3,677	3,054	751	1,224

Household Income



Radius	Median Household Income
3-Minute	\$32,095.63
5-Minute	\$36,617.47
10-Minute	\$46,751.31

Radius	Average Household Income
3-Minute	\$42,611.13
5-Minute	\$44,483.60
10-Minute	\$55,003.25

Radius	Aggregate Household Income
3-Minute	\$84,494,245.16
5-Minute	\$213,677,189.24
10-Minute	\$930,248,602.19

Education

	3-Minute	5-Minute	10-Minute
Pop > 25	2,901	7,733	29,519
High School Grad	840	2,298	8,598
Some College	780	2,260	8,456
Associates	198	530	2,504
Bachelors	313	888	3,869
Masters	121	259	1,272
Prof. Degree	72	139	512
Doctorate	31	45	149

Tapestry

	3-Minute	5-Minute	10-Minute
Vacant Ready For Rent	68 %	90 %	80 %
Teen's	30 %	46 %	61 %
Expensive Homes	68 %	52 %	44 %
Mobile Homes	1 %	10 %	62 %
New Homes	4 %	16 %	68 %
New Households	58 %	78 %	94 %
Military Households	26 %	26 %	24 %
Households with 4+ Cars	50 %	67 %	88 %
Public Transportation Users	1 %	4 %	4 %
Young Wealthy Households	0 %	0 %	11 %

This Tapestry information compares this selected market against the average. If a tapestry is over 100% it is above average for that statistic. If a tapestry is under 100% it is below average.



Janna Scharf
northidahojanna@gmail.com
208-651-9700



Expenditures

	3-Minute	%	5-Minute	%	10-Minute	%
Total Expenditures	74,368,140		193,098,811		763,179,848	
Average annual household	38,553		39,577		43,403	
Food	5,218	13.53 %	5,333	13.47 %	5,739	13.22 %
Food at home	3,587		3,645		3,850	
Cereals and bakery products	507		515		546	
Cereals and cereal products	181		184		194	
Bakery products	325		331		351	
Meats poultry fish and eggs	739		748		778	
Beef	172		175		182	
Pork	135		136		141	
Poultry	141		142		147	
Fish and seafood	117		118		123	
Eggs	60		60		63	
Dairy products	350		358		382	
Fruits and vegetables	713		724		771	
Fresh fruits	104		105		112	
Processed vegetables	143		144		151	
Sugar and other sweets	132		134		142	
Fats and oils	114		115		122	
Miscellaneous foods	678		689		727	
Nonalcoholic beverages	318		322		335	
Food away from home	1,630		1,687		1,889	
Alcoholic beverages	249		258		296	
Housing	14,620	37.92 %	14,918	37.69 %	16,029	36.93 %
Shelter	8,768		8,962		9,645	
Owned dwellings	4,714		4,886		5,518	
Mortgage interest and charges	2,233		2,337		2,694	
Property taxes	1,585		1,640		1,861	
Maintenance repairs	894		908		962	
Rented dwellings	3,475		3,467		3,414	
Other lodging	579		609		712	
Utilities fuels	3,637		3,682		3,883	
Natural gas	324		330		354	
Electricity	1,511		1,523		1,580	
Fuel oil	134		136		148	
Telephone services	1,112		1,129		1,198	
Water and other public services	554		563		601	
Household operations	918	2.38 %	943	2.38 %	1,048	2.41 %
Personal services	236		244		283	
Other household expenses	682		699		765	
Housekeeping supplies	508		517		549	
Laundry and cleaning supplies	143		145		152	
Other household products	288		293		316	
Postage and stationery	77		79		81	
Household furnishings	786		811		901	
Household textiles	61		63		68	
Furniture	149		158		185	
Floor coverings	17		18		21	
Major appliances	117		118		128	
Small appliances	76		76		81	
Miscellaneous	364		375		415	
Apparel and services	1,054	2.73 %	1,077	2.72 %	1,155	2.66 %
Men and boys	186		192		217	
Men 16 and over	150		154		178	
Boys 2 to 15	35		37		38	
Women and girls	395		404		426	



Janna Scharf
northidahojanna@gmail.com
208-651-9700





Women 16 and over	326	335	355
Girls 2 to 15	68	69	70
Children under 2	85	85	86

Expenditures (Continued)

	3-Minute	%	5-Minute	%	10-Minute	%
Total Expenditures	74,368,140		193,098,811		763,179,848	
Average annual household	38,553		39,577		43,403	
Transportation	5,293	13.73 %	5,423	13.70 %	5,948	13.70 %
Vehicle purchases	1,112		1,158		1,323	
Cars and trucks new	545		579		676	
Cars and trucks used	542		551		612	
Gasoline and motor oil	1,799		1,829		1,950	
Other vehicle expenses	2,049		2,090		2,283	
Vehicle finance charges	128		132		150	
Maintenance and repairs	701		722		784	
Vehicle insurance	982		990		1,073	
Vehicle rental leases	237		245		274	
Public transportation	331		346		391	
Health care	3,139	8.14 %	3,189	8.06 %	3,471	8.00 %
Health insurance	2,119		2,146		2,310	
Medical services	603		618		700	
Drugs	316		323		349	
Medical supplies	100		102		111	
Entertainment	2,259	5.86 %	2,315	5.85 %	2,559	5.90 %
Fees and admissions	350		371		442	
Television radios	896		906		962	
Pets toys	833		853		938	
Personal care products	487		502		554	
Reading	46		46		50	
Education	896		939		1,053	
Tobacco products	404		404		405	
Miscellaneous	614	1.59 %	635	1.60 %	701	1.62 %
Cash contributions	1,040		1,069		1,195	
Personal insurance	3,228		3,461		4,244	
Life and other personal insurance	126		128		145	
Pensions and Social Security	3,102		3,333		4,098	

Distance	Year	Estimated Households			Housing Occupied By		Housing Occupancy		
		Projection	2018	Change	1 Person	Family	Owner	Renter	Vacant
3-Minute	2020	2,022	1,984	6.72 %	848	894	873	1,150	714
5-Minute	2020	5,345	5,084	42.53 %	2,085	2,563	2,420	2,925	1,665
10-Minute	2020	19,543	16,701	314.93 %	6,170	11,492	10,953	8,590	3,130
3-Minute	2023	1,965	1,984	-2.56 %	822	871	834	1,130	927
5-Minute	2023	5,194	5,084	17.85 %	2,022	2,496	2,326	2,868	2,189
10-Minute	2023	18,966	16,701	240.79 %	5,969	11,173	10,720	8,246	4,843



Janna Scharf
northidahojanna@gmail.com
208-651-9700

