MARKETING PROFILE Valley County, ID

THE SCIENCE OF WHERE"

Geography: County

KEY FACTS

9,984

Population



Average Household Size Median Age

\$53,223

Median Household Income

ANNUAL HOUSEHOLD SPENDING





\$4,296 Groceries



Computers & Hardware

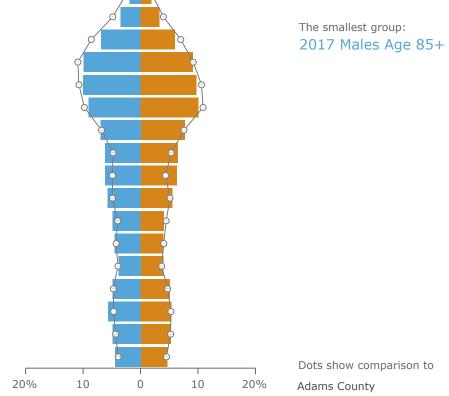
\$5,280 Health Care



\$2,606 Eating Out



Age Pyramid



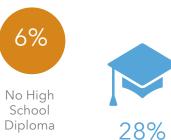
Dots show comparison to Adams County

The largest group:

60-64

2017 Males Age

EDUCATION





High School

Graduate

Some College



Bachelor's/Grad/Prof Degree

ANNUAL LIFESTYLE SPENDING



\$1,700







Theatre/Operas/ Concerts



Movies/Museums/ Parks

Sports Events

Online Games

Tapestry Segments



The Great Outdoors 1,945 households

44% of Households



Rural Resort Dwellers 1,781 households

40%

of Households



In Style 728 households

16%

of Households