

Boise Data Profile

Forbes Magazine named Boise the 6th Best Place for Business and Careers in 2000.

Boise has the 3rd lowest cost of doing business in the West, according to economy.com!

Employment:

Total Employment (1)	248,391
Unemployment	5.1%
Civilian Labor Force	261,728
Percent Employed in Service (2)	29.6%
Percent Employed in Trade	22.7%
Percent Employed in Government	15%
Percent Employed in Manufacturing	15.8%
Percent Employed in Mining/Construction	6.6%

Transportation:

Number of Airlines	7
Airline Passengers per Year 2000 (3)	3,032,494

Media & Telecommunications:

Radio Stations	35
TV Stations with National Affiliation	6
Daily Newspapers	2

Housing:†(4)

Single-Family Homes Sold (Ada and Canyon County)	7,711
Median New Home Sales Price (Ada County)	\$134,000
Median New Home Sales Price (Canyon County)	\$93,863
Average Apartment Rent - 2 Bdrms (Ada County)	\$755 per month

Population:†(5)

Boise Metropolitan Statistical Area (MSA), 2000	432,345 (Ada & Canyon Counties)
Ada County Population	300,904
Canyon County Population	131,441
Boise City, 2000	185,787

Market:†(7)

Percentage of Population 23-34 Years of Age	11%
Percentage of Population 35-44 Years of Age	19%
Television Market, Designated Market Area (DMA)	554,300

Households:†(7)

Total # of Households, MSA	162,601
Total # of Households, DMA	206,200
Cost of Living Index, National Average 100(6)	99.4%

Income:†(7)

Effective Buying Income, DMA	\$9,158,348,000
Median Household EBI, DMA	\$34,966
Average Household EBI, DMA	\$44,415

Business, Boise MSA:

Total Retail Sales	\$5,806,893,000
Food Store Sales	\$693,234,000
Restaurant/Bar Sales	\$447,349,000
General Merchandise Sales	\$822,676,000
Total Businesses	15,159

Sources:

(1)†Idaho Department of Labor, Research and Analysis Bureau, January 2003

(2)†Of Those Employed

(3)†Boise Air Terminal Offices

(4)†Ada County Assn of Realtors, Jan-Sept. 2001

(5)†US Census, 2000

(6)†ACCRA, Cost of Living Index, 2001

(7) Demographics USA-County Edition, Market Statistics,2002