

Nestled in the Treasure Valley where the desert meets the Rocky Mountains, the Boise-Nampa MSA is one of the country's most likable and livable areas. In fact, Boise is consistently recognized nationally, including Forbes Magazine's #1 place for business and careers, and Inc Magazine's #2 best city to do business in America.

With a population of 544,754 and growing, Boise offers the cultural experiences of a large metropolitan area, with the feel of a small town. The location and mild climate also lends itself to a wide variety of outdoor recreation opportunities – biking, hiking, golfing, camping, fishing, skiing – all within a short distance of downtown.

The Treasure Valley is home to over 18,000 businesses and more than a dozen corporate headquarters – four of which are Fortune 500 companies.

Boise in Relation to the Pacific Northwest And Distances to Other Major Cities



Boise MSA Snapshot

- MSA Population, 2006: 544,754
- Median Age: 34
- Civilian Labor Force (Feb. '07): 297,240
- Unemployment Rate (Feb. '07): 2.5%
- Average Travel Time to Work (min): 23
- Elevation: 2,842 feet
- Sunshine Days: 234
- Median Housing Value (January '07)
 - Ada County: \$220,120
 - Canyon County: \$169,900
- Average Rent: \$706
- Boise High School Completion: 91%
- College Graduates: 33%
- Cost of Living Index: 97.7

Idaho Statesman

The Newspaper of the Treasure Valley
IDAHOSTATESMAN.COM