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North Idaho
Gem of the Inland Northwest

North Idaho
Abundant natural resources, tourism- recreation companies, and agriculture drive business growth.



North Idaho – North Idaho is frequently identified as one of the best locations to live in the US and is comprised of Idaho’s five northernmost counties – Kootenai, Boundary, Benewah, Bonner, and Shoshone. Coeur d’Alene is the largest city within North Idaho. Other important cities in the region include Post Falls, Rathdrum and Hayden. East of Coeur d’Alene lies the Silver Valley, rich with mining history, which follows Interstate 90 to the Montana border at Lookout Pass. The North Idaho region is well known for silvaculture (growing of trees and the production of lumber). The production of grass seeds and hops for beer production are also significant in the region. Nine microbreweries have operations in the area and the area also boasts many cattle ranches.

Coeur d’Alene’s MSA boasts a population of over 180,000. The CdA MSA (combined CdA/Spokane), has a population of over 730,000 and has grown by 9.8%. This population growth outpaced the national rate of 6.9%. The region is projected to continue its population growth.

Coeur d’Alene offers one of the nation’s fastest-growing metros for both job and population growth. Since 2017, North Idaho job growth has exceeded 10%. Businesses employ a highly-skilled workforce of 350,000+ within a 30-40 minute drive, and it’s projected to grow by 38,000 in the next 5 years .

Source Google Search

Top Public & Private

Employers

Kootenai Health	2,500 - 4,999
Coeur d’Alene School District	1,000 - 2,499
Walmart	1,000 - 2,499
Hagadone Hospitality	1,000 - 2,499
Kootenai County	500 - 999
Post Falls School District	500 - 999
North Idaho College	500 - 999
Silverwood	500 - 999
Coeur d’Alene Casino	500 - 999

Source: 2023 Idaho Dept of Labor



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North Idaho
Coeur d'Alene
Ranked #7 Best
Performing Small
City Economy by
Milken Institute.



4.2%

Unemployment Rate:
Kootenai County (Aug 2023)

3.0%

Unemployment Rate:
State of Idaho (Aug 2023)

83,016

No. of Employed:
Job Strength (Kootenai County, 2023)

185,474

Coeur d'Alene MSA:
Population Base (2023)

1.8%

Kootenai County:
Est. Ann. Pop. Growth (2023)

\$70,539

Kootenai County:
Med. Household Income (2023)

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North Idaho
**offers a unique
combination of
metropolitan and
small-town living
and is home to
North Idaho College.**

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North Idaho
includes Kootenai
County, the 3rd
fastest growing
county in Idaho and
where 70% of the
population is under
the age 55.

3,480

Single Family:
Homes Sold

(Kootenai County, Flexmls 2022)

143

Single Family:
Condos Sold

(Kootenai County, Flexmls 2022)

\$555,000

Median:
Home Price

(Kootenai County, Flexmls 2022)

250+

Trucking Companies
In the I-90 Aerospace
Corridor (2023)

19.2%

10 Year Projected growth:
Idaho Aerospace Industry
(Idaho Commerce)

3.9 MILLION

Travelers per year:
Spokane Airport (2022)

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North Idaho
**Part of the I-90
Aerospace Corridor**
- an integrated
network of over
**200 companies
& organizations
supporting the
aerospace industry.**