

# AT A GLANCE: LATAH COUNTY



Square Miles: 1,077  
 County Seat: Moscow (25,766)  
 Established in 1888

## POPULATION

2010 Census  
**37,244**

2018 Estimate  
**40,134**

2025 / 2030 Projection  
**40,546 / 40,806**

Females  
**49.2%**

Males  
**50.8%**

Minority  
**11.7%**

Median Age  
**29.2**

Age 65+  
**2,591**

Age 15-64  
**31,216**

Under 15  
**6,327**

## HOUSING

Median Home Value  
**\$207,200**

Homeowner Vacancy Rate  
 1.7%

Rental Vacancy Rate  
 2.5%

Occupied Housing Units  
 15,448

Assisted Living Facilities  
 3

## HIGHER EDUCATION

University of Idaho - St. Andrews College  
 Lewis-Clark State College  
 sT

## LARGEST PRIVATE SECTOR EMPLOYERS

1. Gritman Medical Center
2. Emsi Inc.
3. Walmart
4. Bennett Lumber
5. Moscow Food Co-op

## ECONOMIC

Median Household Income  
 \$43,310

Per Capita Income  
 \$24,166

County Property Tax  
 \$1.60 per \$100 Value

% of Families Below Poverty Level  
 9.8%

Food Insecurity Rate:

COUNTY  
**16.7%**

REGION  
**14.7%**

## INDUSTRIES

Job Comparison	2013	2018	Change in Jobs	2018 Pay Per Job
Agriculture and Forestry	349	359	10	\$54,491
Mining	13	13	0	\$70,430
Construction	383	489	106	\$36,855
Manufacturing	374	360	-14	\$47,738
Trade, Utilities, and Transportation	2,307	2,270	-37	\$28,759
Financial Activities	385	382	-3	\$37,724
Professional and Business Services	795	903	108	\$42,321
Education and Healthcare	5,880	5,994	114	\$45,042
Leisure and Hospitality	1,740	1,937	197	\$14,394
Information and Other Services	432	482	50	\$30,039
Public Administration	625	628	3	\$46,696

**Sources**  
 US Census Bureau, 2013-2017 ACS  
 Stats America: Measuring Distress  
 Idaho Department of Labor  
 National Association of Realtors  
 Feeding America Map the Meal Gap 2018  
 Google

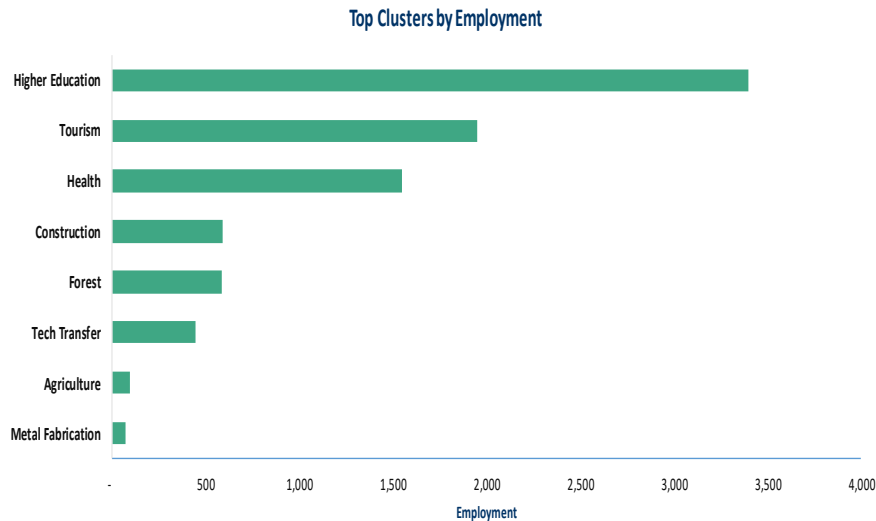
The University of Idaho in Moscow provides a fourth of the county's jobs. Enrollment at the university is a major driver of retail, tourism, construction, and service jobs in the Moscow area. Its enrollment growth has slowed in the last 15 years, reducing its economic stimulus.

The forest cluster—logging, wood products, the Forest Service, and related transportation—employs about 580 people today, down from 690 25 years ago. The Bennett lumber mill, which employs more than 150 people, is the largest manufacturer. The metal cluster employs about 70 people at machine shops and equipment makers. Other manufacturers employ about 110 people.

Farming of wheat and pulse crops play a major role in the county's economy.

Technology transfer, health care, and tourism are the fastest-growing sectors. Technology transfer, which takes new ideas developed by university researchers and turns them into practical applications, has created about 320 manufacturing and professional services in the last 15 years. Health care grew from 940 jobs 25 years ago to 1,560 today. The tourism sector employed 1,480 people in 1993 and 1,950 people 25 years later.

Partnership for Economic Prosperity ([www.pepedo.org](http://www.pepedo.org)) is the county's economic development organization.



Source: Idaho Department of Labor

## DID YOU KNOW?

When settlers moved into the Moscow area, their pigs loved the abundance of camas bulbs, so it became known as Hog Heaven. In 1875, it changed its name to Moscow.

The Nez Perce was the first tribe to selectively breed horses for specific traits and these horses, the appaloosas, were highly prized for their endurance and speed. The appaloosa's name is a reference to the Palouse. In 1938, the Appaloosa Horse Club formed. Its headquarters in Moscow includes a registry for appaloosas and a history museum.

Carol Ryrie Brink, the daughter of Moscow's first mayor, became well-known for her stories of Idaho settlers. Her book "Caddie Woodlawn" won the Newberry Medal for children's literature in 1936. She is featured at the McConnell Mansion Museum.

The mansion was built as a home in 1886 for a Moscow merchant who became Idaho's governor a year later. McConnell's daughter Mary married William Borah, the "Lion of Idaho" who served as U.S. senator from 1907 to 1940.

Potlatch was founded in 1906 as a company town built by the Potlatch Lumber Company for workers at its new mill.

The Palouse produces large quantities of dry peas, lentils, and garbanzos, and the USA Dry Pea & Lentil Council established its headquarters in Moscow in 1965.