

# FULL DEMOGRAPHIC PROFILE

1990 - 2000 Census, 2004 Estimates & 2009 Projections

Calculated using Proportional Block Groups

Prepared For



Lat/Lon: 36.020471/-115.118617

RF1

Eastern Av & Serene Av Las Vegas, Nevada		1.00 mi radius	3.00 mi radius	5.00 mi radius
<b>POPULATION</b>	2004 Estimated Population	15,651	124,066	206,977
	2009 Projected Population	20,777	153,238	253,896
	2000 Census Population	10,957	97,376	164,460
	1990 Census Population	847	16,294	47,035
	Historical Annual Growth 1990 to 2004	124.8%	47.2%	24.3%
	Projected Annual Growth 2004 to 2009	6.6%	4.7%	4.5%
<b>HOUSEHOLDS</b>	2004 Est. Households	5,810	47,915	81,689
	2009 Proj. Households	7,801	59,923	101,695
	2000 Census Households	4,032	37,210	63,980
	1990 Census Households	302	6,049	18,016
	Historical Annual Growth 1990 to 2004	130.3%	49.4%	25.2%
	Projected Annual Growth 2004 to 2009	6.9%	5.0%	4.9%
<b>AGE</b>	2004 Est. Population 0 to 9 Years	15.5%	14.3%	13.7%
	2004 Est. Population 10 to 19 Years	14.2%	13.2%	13.2%
	2004 Est. Population 20 to 29 Years	13.2%	12.8%	13.2%
	2004 Est. Population 30 to 44 Years	27.5%	26.1%	25.1%
	2004 Est. Population 45 to 59 Years	18.6%	19.8%	20.1%
	2004 Est. Population 60 to 74 Years	8.3%	10.1%	10.7%
	2004 Est. Population 75 Years Plus	2.7%	3.7%	4.0%
	2004 Est. Median Age	32.9	35.0	35.4
<b>MARITAL STATUS &amp; SEX</b>	2004 Est. Male Population	50.0%	49.7%	49.9%
	2004 Est. Female Population	50.0%	50.3%	50.1%
	2004 Est. Never Married	23.2%	23.0%	24.3%
	2004 Est. Now Married	56.7%	56.6%	54.4%
	2004 Est. Separated or Divorced	7.0%	7.5%	7.8%
	2004 Est. Widowed	13.0%	12.9%	13.5%
<b>INCOME</b>	2004 Est. HH Income \$200,000 or More	3.8%	4.3%	4.3%
	2004 Est. HH Income \$150,000 to 199,999	4.4%	3.6%	3.4%
	2004 Est. HH Income \$100,000 to 149,999	20.1%	16.0%	14.4%
	2004 Est. HH Income \$75,000 to 99,999	20.4%	18.4%	16.8%
	2004 Est. HH Income \$50,000 to 74,999	20.9%	24.2%	23.7%
	2004 Est. HH Income \$35,000 to 49,999	14.3%	15.0%	15.7%
	2004 Est. HH Income \$25,000 to 34,999	6.9%	7.5%	8.9%
	2004 Est. HH Income \$15,000 to 24,999	5.0%	6.0%	7.0%
	2004 Est. HH Income \$0 to 14,999	4.2%	5.1%	5.8%
	2004 Est. Average Household Income	\$ 79,927	\$ 78,541	\$ 76,358
	2004 Est. Median HH Income	\$ 74,401	\$ 67,887	\$ 64,083
	2004 Est. Per Capita Income	\$ 29,736	\$ 30,403	\$ 30,198
	2004 Est. Number of Businesses	423	2,792	7,015
	2004 Est. Total Number of Employees	3,694	23,113	80,795

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<b>RACE</b>	2004 Est. White Population	80.1%	80.8%	81.0%
	2004 Est. Black Population	4.2%	4.0%	4.2%
	2004 Est. Asian & Pacific Islander	7.9%	7.4%	6.6%
	2004 Est. American Indian & Alaska Native	0.5%	0.5%	0.6%
	2004 Est. Other Races Population	7.3%	7.2%	7.6%
<b>HISPANIC</b>	2004 Est. Hispanic Population	2,249	16,936	29,702
	2004 Est. Hispanic Population Percent	14.4%	13.7%	14.4%
	2009 Proj. Hispanic Population Percent	19.5%	18.8%	19.4%
	2000 Hispanic Population Percent	11.0%	10.5%	11.3%
<b>EDUCATION (Adults 25 or Older)</b>	2004 Est. Adult Population (25 Years or Older)	10,148	83,388	139,347
	2004 Est. Elementary (0 to 8)	2.0%	2.2%	2.2%
	2004 Est. Some High School (9 to 11)	7.9%	7.5%	8.4%
	2004 Est. High School Graduate (12)	27.8%	26.0%	26.6%
	2004 Est. Some College (13 to 16)	28.0%	30.8%	30.0%
	2004 Est. Associate Degree Only	9.0%	7.6%	7.0%
	2004 Est. Bachelor Degree Only	16.5%	17.3%	17.1%
	2004 Est. Graduate Degree	8.8%	8.5%	8.7%
<b>HOUSING</b>	2004 Est. Total Housing Units	6,226	52,431	89,774
	2004 Est. Owner Occupied Percent	71.5%	70.4%	64.4%
	2004 Est. Renter Occupied Percent	21.9%	21.0%	26.6%
	2004 Est. Vacant Housing Percent	6.7%	8.6%	9.0%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	10.9%	17.1%	14.3%
	2000 Homes Built 1995 to 1998	57.5%	41.4%	36.2%
	2000 Homes Built 1990 to 1994	20.1%	25.1%	24.5%
	2000 Homes Built 1980 to 1989	8.9%	13.0%	18.1%
	2000 Homes Built 1970 to 1979	2.0%	2.1%	5.1%
	2000 Homes Built 1960 to 1969	0.2%	0.8%	1.4%
	2000 Homes Built 1950 to 1959	0.2%	0.3%	0.4%
	2000 Homes Built Before 1949	0.2%	0.2%	0.1%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	-	0.3%	0.3%
	2000 Home Value \$500,000 to \$999,999	0.9%	1.6%	1.9%
	2000 Home Value \$400,000 to \$499,999	0.9%	1.5%	1.5%
	2000 Home Value \$300,000 to \$399,999	3.0%	4.2%	4.2%
	2000 Home Value \$200,000 to \$299,999	25.2%	20.5%	20.5%
	2000 Home Value \$150,000 to \$199,999	38.4%	34.0%	32.9%
	2000 Home Value \$100,000 to \$149,999	29.9%	35.9%	35.5%
	2000 Home Value \$50,000 to \$99,999	0.7%	1.6%	2.9%
	2000 Home Value \$25,000 to \$49,999	-	0.1%	0.1%
	2000 Home Value \$0 to \$24,999	1.0%	0.3%	0.3%
	2000 Median Home Value	\$ 172,070	\$ 176,104	\$ 176,622
	2000 Median Rent	\$ 854	\$ 869	\$ 823

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<b>LABOR FORCE</b>	2004 Est. Labor: Population Age 16+	11,824	95,629	161,301
	2004 Est. Civilian Employed	69.2%	67.4%	67.1%
	2004 Est. Civilian Unemployed	3.3%	2.9%	3.0%
	2004 Est. in Armed Forces	0.2%	0.3%	0.3%
	2004 Est. not in Labor Force	27.3%	29.4%	29.6%
	2004 Labor Force: Males	49.3%	49.3%	49.5%
	2004 Labor Force: Females	50.7%	50.7%	50.5%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16+	5,839	51,312	87,297
	2000 Mgmt, Business, & Financial Operations	17.1%	16.3%	15.5%
	2000 Professional and Related	15.6%	17.4%	16.9%
	2000 Service	22.1%	21.8%	22.0%
	2000 Sales and Office	32.3%	30.5%	30.9%
	2000 Farming, Fishing, and Forestry	-	0.0%	0.0%
	2000 Construction, Extraction, & Maintenance	7.3%	7.2%	7.4%
	2000 Production, Transport, & Material Moving	5.7%	6.9%	7.2%
	2000 Percent White Collar Workers	64.9%	64.1%	63.3%
2000 Percent Blue Collar Workers	35.1%	35.9%	36.7%	
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	82.5%	84.0%	82.7%
	2000 Drive to Work in Carpool	11.5%	10.6%	11.0%
	2000 Travel to Work by Public Transportation	0.9%	0.7%	1.2%
	2000 Drive to Work on Motorcycle	-	0.2%	0.3%
	2000 Walk or Bicycle to Work	1.0%	0.9%	1.3%
	2000 Other Means	0.9%	0.9%	0.8%
	2000 Work at Home	3.1%	2.7%	2.8%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	22.8%	24.0%	24.4%
	2000 Travel to Work in 15 to 29 Minutes	55.6%	55.6%	54.2%
	2000 Travel to Work in 30 to 59 Minutes	17.2%	17.6%	18.4%
	2000 Travel to Work in 60 Minutes or More	4.5%	2.8%	3.0%
	2000 Average Travel Time to Work	22.4	20.7	20.7
<b>CONSUMER EXPENDITURE</b>	2004 Est. Total Household Expenditure (in Millions)	\$ 312.6	\$ 2,753.3	\$ 4,677.3
	2004 Est. Apparel	\$ 16.7	\$ 147.1	\$ 250.1
	2004 Est. Contributions & Gifts	\$ 18.6	\$ 164.0	\$ 278.6
	2004 Est. Education & Reading	\$ 6.9	\$ 60.7	\$ 103.5
	2004 Est. Entertainment	\$ 16.0	\$ 140.5	\$ 238.4
	2004 Est. Food, Beverages & Tobacco	\$ 53.8	\$ 473.3	\$ 804.4
	2004 Est. Furnishings And Equipment	\$ 12.2	\$ 107.6	\$ 182.5
	2004 Est. Health Care & Insurance	\$ 23.4	\$ 206.3	\$ 350.4
	2004 Est. Household Operations & Shelter & Utilities	\$ 91.0	\$ 802.0	\$ 1,362.3
	2004 Est. Miscellaneous Expenses	\$ 3.6	\$ 31.4	\$ 53.3
	2004 Est. Personal Care	\$ 5.1	\$ 45.3	\$ 77.0
	2004 Est. Transportation	\$ 65.4	\$ 575.1	\$ 976.7

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