



# Community Profile

Rings: 1, 3, 5 mile radii

2120 N Rainbow Blvd, Las Vegas, NV

Latitude: 36.1978

Longitude: -115.2397

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	29,385	183,042	416,456
2020 Total Population	30,983	191,392	438,500
2020 Group Quarters	72	1,145	1,881
2022 Total Population	31,043	193,087	440,425
2022 Group Quarters	72	1,145	1,881
2027 Total Population	31,721	197,401	449,318
2022-2027 Annual Rate	0.43%	0.44%	0.40%
2022 Total Daytime Population	25,955	167,405	414,235
Workers	9,323	64,132	176,415
Residents	16,632	103,273	237,820
<b>Household Summary</b>			
2010 Households	10,826	67,438	154,319
2010 Average Household Size	2.70	2.70	2.68
2020 Total Households	11,788	71,924	166,006
2020 Average Household Size	2.62	2.65	2.63
2022 Total Households	11,940	72,655	167,529
2022 Average Household Size	2.59	2.64	2.62
2027 Total Households	12,260	74,505	171,266
2027 Average Household Size	2.58	2.63	2.61
2022-2027 Annual Rate	0.53%	0.50%	0.44%
2010 Families	6,894	43,548	101,976
2010 Average Family Size	3.29	3.28	3.23
2022 Total Families	7,507	46,300	109,326
2022 Average Family Size	3.18	3.23	3.17
2027 Total Families	7,725	47,550	111,968
2027 Average Family Size	3.15	3.22	3.15
2022-2027 Annual Rate	0.57%	0.53%	0.48%
<b>Housing Unit Summary</b>			
2000 Housing Units	12,086	71,533	152,848
Owner Occupied Housing Units	38.3%	56.6%	60.2%
Renter Occupied Housing Units	55.0%	36.8%	32.9%
Vacant Housing Units	6.7%	6.6%	6.9%
2010 Housing Units	12,236	76,434	174,981
Owner Occupied Housing Units	33.7%	48.2%	51.9%
Renter Occupied Housing Units	54.8%	40.0%	36.3%
Vacant Housing Units	11.5%	11.8%	11.8%
2020 Housing Units	12,432	76,180	176,238
Vacant Housing Units	5.2%	5.6%	5.8%
2022 Housing Units	12,479	76,152	176,299
Owner Occupied Housing Units	35.4%	48.3%	52.7%
Renter Occupied Housing Units	60.3%	47.1%	42.4%
Vacant Housing Units	4.3%	4.6%	5.0%
2027 Housing Units	12,822	78,067	180,197
Owner Occupied Housing Units	37.1%	49.7%	53.9%
Renter Occupied Housing Units	58.5%	45.8%	41.1%
Vacant Housing Units	4.4%	4.6%	5.0%
<b>Median Household Income</b>			
2022	\$52,936	\$58,114	\$64,441
2027	\$61,958	\$71,194	\$78,527
<b>Median Home Value</b>			
2022	\$255,063	\$296,033	\$337,427
2027	\$341,469	\$359,570	\$383,342
<b>Per Capita Income</b>			
2022	\$25,508	\$29,903	\$35,109
2027	\$30,299	\$35,764	\$41,731
<b>Median Age</b>			
2010	30.6	35.8	37.3
2022	32.4	37.5	39.2
2027	32.9	37.9	39.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	11,940	72,655	167,529
<\$15,000	10.4%	10.2%	9.2%
\$15,000 - \$24,999	9.5%	8.2%	7.1%
\$25,000 - \$34,999	8.3%	8.7%	7.7%
\$35,000 - \$49,999	17.9%	14.8%	13.4%
\$50,000 - \$74,999	22.2%	19.4%	18.9%
\$75,000 - \$99,999	15.1%	15.2%	14.6%
\$100,000 - \$149,999	13.1%	14.5%	15.7%
\$150,000 - \$199,999	1.6%	4.9%	6.4%
\$200,000+	1.9%	4.2%	7.0%
Average Household Income	\$67,196	\$79,599	\$92,351
<b>2027 Households by Income</b>			
Household Income Base	12,260	74,505	171,266
<\$15,000	8.4%	8.5%	7.6%
\$15,000 - \$24,999	6.9%	5.8%	4.8%
\$25,000 - \$34,999	6.5%	6.6%	5.5%
\$35,000 - \$49,999	14.8%	12.6%	11.5%
\$50,000 - \$74,999	23.0%	18.5%	17.7%
\$75,000 - \$99,999	17.6%	15.9%	15.1%
\$100,000 - \$149,999	18.0%	19.3%	19.8%
\$150,000 - \$199,999	2.5%	7.5%	9.4%
\$200,000+	2.5%	5.2%	8.5%
Average Household Income	\$79,482	\$94,892	\$109,555
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,418	36,781	92,825
<\$50,000	5.4%	1.9%	1.1%
\$50,000 - \$99,999	5.6%	3.5%	2.2%
\$100,000 - \$149,999	6.0%	4.0%	3.2%
\$150,000 - \$199,999	10.7%	6.6%	4.7%
\$200,000 - \$249,999	20.0%	13.6%	9.9%
\$250,000 - \$299,999	23.5%	22.2%	17.4%
\$300,000 - \$399,999	17.7%	28.9%	30.7%
\$400,000 - \$499,999	2.5%	9.9%	14.5%
\$500,000 - \$749,999	5.5%	6.2%	10.7%
\$750,000 - \$999,999	1.5%	1.9%	3.5%
\$1,000,000 - \$1,499,999	0.8%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.3%
\$2,000,000 +	0.5%	0.3%	0.7%
Average Home Value	\$290,147	\$334,151	\$388,792
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	4,755	38,787	97,125
<\$50,000	0.6%	0.2%	0.2%
\$50,000 - \$99,999	0.8%	0.3%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.3%
\$150,000 - \$199,999	0.7%	0.3%	0.3%
\$200,000 - \$249,999	5.4%	4.6%	2.8%
\$250,000 - \$299,999	29.1%	22.2%	15.4%
\$300,000 - \$399,999	31.9%	37.6%	37.0%
\$400,000 - \$499,999	7.6%	17.4%	21.1%
\$500,000 - \$749,999	17.3%	12.3%	16.3%
\$750,000 - \$999,999	3.7%	3.1%	4.1%
\$1,000,000 - \$1,499,999	1.5%	1.3%	1.4%
\$1,500,000 - \$1,999,999	0.7%	0.4%	0.4%
\$2,000,000 +	0.5%	0.3%	0.5%
Average Home Value	\$423,959	\$415,827	\$448,171

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	29,386	183,042	416,456
0 - 4	9.0%	7.1%	6.7%
5 - 9	7.4%	6.8%	6.7%
10 - 14	6.9%	6.9%	6.9%
15 - 24	16.3%	13.9%	13.3%
25 - 34	17.1%	14.1%	13.2%
35 - 44	14.5%	13.8%	13.8%
45 - 54	12.5%	14.0%	14.3%
55 - 64	8.7%	10.9%	11.5%
65 - 74	4.4%	6.9%	7.7%
75 - 84	2.4%	4.1%	4.4%
85 +	0.7%	1.4%	1.4%
18 +	72.4%	74.9%	75.4%
<b>2022 Population by Age</b>			
Total	31,045	193,088	440,427
0 - 4	7.8%	6.3%	5.9%
5 - 9	7.4%	6.3%	6.1%
10 - 14	7.0%	6.2%	6.0%
15 - 24	14.5%	12.6%	12.1%
25 - 34	17.8%	15.3%	14.5%
35 - 44	13.5%	12.7%	12.3%
45 - 54	11.3%	11.9%	12.2%
55 - 64	9.9%	12.1%	12.6%
65 - 74	6.8%	9.6%	10.5%
75 - 84	3.0%	5.2%	5.8%
85 +	1.0%	1.9%	1.9%
18 +	74.1%	77.6%	78.4%
<b>2027 Population by Age</b>			
Total	31,721	197,399	449,317
0 - 4	8.0%	6.5%	6.1%
5 - 9	7.3%	6.3%	6.0%
10 - 14	7.0%	6.3%	6.1%
15 - 24	14.3%	12.1%	11.5%
25 - 34	16.8%	14.6%	14.1%
35 - 44	14.6%	13.5%	13.2%
45 - 54	10.9%	11.4%	11.4%
55 - 64	9.5%	11.2%	11.8%
65 - 74	6.9%	10.1%	10.8%
75 - 84	3.7%	6.1%	6.8%
85 +	1.1%	2.0%	2.2%
18 +	74.0%	77.5%	78.4%
<b>2010 Population by Sex</b>			
Males	14,439	90,590	205,794
Females	14,945	92,453	210,662
<b>2022 Population by Sex</b>			
Males	15,290	95,574	217,101
Females	15,752	97,513	223,324
<b>2027 Population by Sex</b>			
Males	15,567	97,593	221,286
Females	16,155	99,808	228,032

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 07, 2022



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Rings: 1, 3, 5 mile radii

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	29,385	183,042	416,456
White Alone	53.4%	61.1%	61.1%
Black Alone	15.5%	11.7%	12.9%
American Indian Alone	0.7%	0.8%	0.7%
Asian Alone	5.3%	5.2%	6.4%
Pacific Islander Alone	1.0%	0.7%	0.7%
Some Other Race Alone	17.9%	15.1%	13.4%
Two or More Races	6.1%	5.3%	4.9%
Hispanic Origin	38.3%	32.6%	28.7%
Diversity Index	81.7	76.7	75.5
<b>2020 Population by Race/Ethnicity</b>			
Total	30,983	191,392	438,500
White Alone	33.3%	41.4%	43.9%
Black Alone	19.9%	14.4%	14.8%
American Indian Alone	1.4%	1.3%	1.1%
Asian Alone	5.9%	6.3%	7.5%
Pacific Islander Alone	1.0%	0.9%	0.8%
Some Other Race Alone	21.8%	19.9%	17.3%
Two or More Races	16.6%	15.8%	14.6%
Hispanic Origin	40.6%	38.0%	33.3%
Diversity Index	88.1	86.2	84.9
<b>2022 Population by Race/Ethnicity</b>			
Total	31,042	193,086	440,425
White Alone	32.6%	40.6%	43.1%
Black Alone	19.9%	14.5%	14.9%
American Indian Alone	1.4%	1.3%	1.1%
Asian Alone	5.9%	6.3%	7.5%
Pacific Islander Alone	1.0%	0.9%	0.8%
Some Other Race Alone	22.3%	20.4%	17.7%
Two or More Races	16.9%	16.1%	14.9%
Hispanic Origin	41.1%	38.6%	33.7%
Diversity Index	88.2	86.5	85.2
<b>2027 Population by Race/Ethnicity</b>			
Total	31,722	197,401	449,317
White Alone	30.4%	38.2%	40.7%
Black Alone	20.4%	14.9%	15.4%
American Indian Alone	1.5%	1.4%	1.2%
Asian Alone	6.1%	6.5%	7.8%
Pacific Islander Alone	1.0%	0.9%	0.9%
Some Other Race Alone	22.8%	21.0%	18.2%
Two or More Races	17.8%	17.1%	15.8%
Hispanic Origin	41.1%	38.8%	34.0%
Diversity Index	88.5	87.1	86.0
<b>2010 Population by Relationship and Household Type</b>			
Total	29,385	183,043	416,456
In Households	99.6%	99.3%	99.5%
In Family Households	81.7%	82.1%	82.8%
Householder	23.2%	23.8%	24.5%
Spouse	12.7%	15.0%	16.4%
Child	33.7%	32.0%	31.4%
Other relative	7.4%	7.1%	6.7%
Nonrelative	4.7%	4.1%	3.7%
In Nonfamily Households	17.9%	17.2%	16.7%
In Group Quarters	0.4%	0.7%	0.5%
Institutionalized Population	0.3%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Population 25+ by Educational Attainment</b>			
Total	19,651	132,433	307,607
Less than 9th Grade	4.8%	5.5%	4.8%
9th - 12th Grade, No Diploma	10.8%	9.0%	8.4%
High School Graduate	30.9%	28.0%	26.4%
GED/Alternative Credential	4.6%	4.9%	4.3%
Some College, No Degree	21.3%	21.9%	21.6%
Associate Degree	9.4%	9.1%	8.9%
Bachelor's Degree	12.5%	14.4%	16.6%
Graduate/Professional Degree	5.6%	7.2%	8.9%
<b>2022 Population 15+ by Marital Status</b>			
Total	24,153	156,708	360,983
Never Married	38.2%	35.2%	33.8%
Married	42.0%	44.3%	46.3%
Widowed	6.2%	6.2%	6.3%
Divorced	13.6%	14.3%	13.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	15,896	97,978	219,348
Population 16+ Employed	92.6%	93.4%	93.9%
Population 16+ Unemployment rate	7.4%	6.6%	6.1%
Population 16-24 Employed	15.9%	13.9%	13.0%
Population 16-24 Unemployment rate	12.4%	12.4%	11.9%
Population 25-54 Employed	68.4%	65.0%	64.4%
Population 25-54 Unemployment rate	5.9%	5.2%	4.9%
Population 55-64 Employed	11.5%	14.9%	15.9%
Population 55-64 Unemployment rate	10.7%	6.0%	5.7%
Population 65+ Employed	4.2%	6.2%	6.8%
Population 65+ Unemployment rate	2.2%	9.0%	7.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	14,712	91,471	205,875
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	7.3%	9.1%	8.4%
Manufacturing	3.3%	2.6%	3.1%
Wholesale Trade	1.5%	1.4%	1.6%
Retail Trade	13.9%	12.7%	11.8%
Transportation/Utilities	5.8%	7.5%	7.7%
Information	1.2%	1.6%	1.6%
Finance/Insurance/Real Estate	6.0%	5.0%	5.5%
Services	58.8%	57.2%	56.9%
Public Administration	1.7%	2.7%	3.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	14,711	91,470	205,876
White Collar	47.1%	49.3%	52.5%
Management/Business/Financial	8.6%	10.3%	12.3%
Professional	12.1%	15.6%	17.2%
Sales	11.5%	10.3%	10.6%
Administrative Support	15.0%	13.1%	12.4%
Services	31.2%	27.7%	25.1%
Blue Collar	21.7%	23.0%	22.4%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	7.0%	7.2%	6.6%
Installation/Maintenance/Repair	3.0%	2.6%	2.7%
Production	3.3%	3.3%	3.5%
Transportation/Material Moving	8.1%	9.8%	9.5%

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July 07, 2022



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<b>2010 Households by Type</b>			
Total	10,826	67,438	154,319
Households with 1 Person	26.4%	26.9%	25.5%
Households with 2+ People	73.6%	73.1%	74.5%
Family Households	63.7%	64.6%	66.1%
Husband-wife Families	35.0%	40.8%	44.3%
With Related Children	18.9%	19.3%	19.9%
Other Family (No Spouse Present)	28.7%	23.8%	21.8%
Other Family with Male Householder	9.2%	7.9%	7.0%
With Related Children	5.4%	4.5%	4.0%
Other Family with Female Householder	19.5%	15.9%	14.7%
With Related Children	13.6%	10.2%	9.4%
Nonfamily Households	9.9%	8.5%	8.4%
All Households with Children	38.8%	34.8%	33.9%
Multigenerational Households	6.0%	6.1%	5.7%
Unmarried Partner Households	11.1%	8.9%	8.3%
Male-female	10.1%	8.0%	7.4%
Same-sex	1.1%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	10,827	67,436	154,318
1 Person Household	26.4%	26.9%	25.5%
2 Person Household	28.0%	30.5%	32.4%
3 Person Household	17.7%	16.1%	15.9%
4 Person Household	13.5%	12.4%	12.5%
5 Person Household	7.8%	7.3%	7.2%
6 Person Household	3.6%	3.6%	3.5%
7 + Person Household	2.9%	3.2%	2.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,826	67,438	154,319
Owner Occupied	38.1%	54.6%	58.8%
Owned with a Mortgage/Loan	33.1%	44.8%	47.4%
Owned Free and Clear	4.9%	9.8%	11.4%
Renter Occupied	61.9%	45.4%	41.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	101	95	92
Percent of Income for Mortgage	25.4%	26.8%	27.6%
Wealth Index	41	64	84
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	12,236	76,434	174,981
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	29,385	183,042	416,456
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Fusion (11C)	Urban Edge Families (7C)	Urban Edge Families (7C)
<b>2.</b>	Urban Edge Families (7C)	Metro Fusion (11C)	Metro Fusion (11C)
<b>3.</b>	NeWest Residents (13C)	Old and Newcomers (8F)	Old and Newcomers (8F)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,736,748	\$136,281,341	\$360,929,779
Average Spent	\$1,652.99	\$1,875.73	\$2,154.43
Spending Potential Index	69	78	89
Education: Total \$	\$15,075,168	\$105,244,695	\$281,990,004
Average Spent	\$1,262.58	\$1,448.55	\$1,683.23
Spending Potential Index	64	74	86
Entertainment/Recreation: Total \$	\$27,169,006	\$199,056,835	\$533,636,517
Average Spent	\$2,275.46	\$2,739.75	\$3,185.34
Spending Potential Index	62	75	87
Food at Home: Total \$	\$50,351,530	\$349,614,773	\$923,923,902
Average Spent	\$4,217.05	\$4,811.99	\$5,515.01
Spending Potential Index	68	78	89
Food Away from Home: Total \$	\$35,769,763	\$245,975,261	\$649,878,512
Average Spent	\$2,995.79	\$3,385.52	\$3,879.20
Spending Potential Index	69	78	90
Health Care: Total \$	\$51,658,244	\$387,727,993	\$1,040,774,890
Average Spent	\$4,326.49	\$5,336.56	\$6,212.51
Spending Potential Index	61	75	88
HH Furnishings & Equipment: Total \$	\$19,481,692	\$142,035,203	\$380,562,439
Average Spent	\$1,631.63	\$1,954.93	\$2,271.62
Spending Potential Index	64	76	89
Personal Care Products & Services: Total \$	\$8,071,087	\$57,623,273	\$153,548,997
Average Spent	\$675.97	\$793.11	\$916.55
Spending Potential Index	66	78	90
Shelter: Total \$	\$185,570,383	\$1,294,353,146	\$3,432,715,375
Average Spent	\$15,541.91	\$17,815.06	\$20,490.28
Spending Potential Index	68	78	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,378,110	\$148,216,913	\$402,840,292
Average Spent	\$1,622.96	\$2,040.01	\$2,404.60
Spending Potential Index	60	75	89
Travel: Total \$	\$20,843,291	\$155,926,913	\$421,589,492
Average Spent	\$1,745.67	\$2,146.13	\$2,516.52
Spending Potential Index	61	75	88
Vehicle Maintenance & Repairs: Total \$	\$10,068,456	\$71,395,250	\$189,310,235
Average Spent	\$843.25	\$982.66	\$1,130.01
Spending Potential Index	67	78	90

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.