

Community Profile

Rings: 3, 5, 10 mile radii

2098 N Rainbow Blvd, Las Vegas, NV

Latitude: 36.1979

Longitude: -115.2407

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	182,269	414,500	1,205,928
2020 Total Population	190,403	436,374	1,357,488
2020 Group Quarters	1,144	1,878	10,854
2024 Total Population	191,537	438,014	1,420,357
2024 Group Quarters	1,131	1,852	10,702
2029 Total Population	195,769	447,513	1,475,065
2024-2029 Annual Rate	0.44%	0.43%	0.76%
2024 Total Daytime Population	162,066	415,256	1,546,322
Workers	63,573	186,135	816,309
Residents	98,493	229,121	730,013
Household Summary			
2010 Households	67,248	153,714	438,296
2010 Average Household Size	2.69	2.68	2.72
2020 Total Households	71,705	165,363	505,422
2020 Average Household Size	2.64	2.63	2.66
2024 Households	72,861	168,018	533,351
2024 Average Household Size	2.61	2.60	2.64
2029 Households	75,510	173,735	560,344
2029 Average Household Size	2.58	2.57	2.61
2024-2029 Annual Rate	0.72%	0.67%	0.99%
2010 Families	43,330	101,540	282,401
2010 Average Family Size	3.27	3.23	3.32
2024 Families	44,436	105,687	334,520
2024 Average Family Size	3.31	3.26	3.33
2029 Families	45,844	108,957	350,244
2029 Average Family Size	3.28	3.23	3.30
2024-2029 Annual Rate	0.63%	0.61%	0.92%
Housing Unit Summary			
2000 Housing Units	71,301	151,860	373,632
Owner Occupied Housing Units	56.1%	60.3%	50.2%
Renter Occupied Housing Units	37.3%	32.8%	41.5%
Vacant Housing Units	6.6%	6.9%	8.3%
2010 Housing Units	76,226	174,275	518,989
Owner Occupied Housing Units	48.0%	52.0%	45.2%
Renter Occupied Housing Units	40.3%	36.2%	39.3%
Vacant Housing Units	11.8%	11.8%	15.5%
2020 Housing Units	75,953	175,536	548,639
Owner Occupied Housing Units	46.8%	51.1%	46.5%
Renter Occupied Housing Units	47.6%	43.1%	45.6%
Vacant Housing Units	5.6%	5.8%	7.9%
2024 Housing Units	76,307	176,201	572,761
Owner Occupied Housing Units	51.4%	55.7%	51.3%
Renter Occupied Housing Units	44.1%	39.6%	41.8%
Vacant Housing Units	4.5%	4.6%	6.9%
2029 Housing Units	79,028	182,085	600,422
Owner Occupied Housing Units	52.8%	57.1%	52.1%
Renter Occupied Housing Units	42.8%	38.3%	41.2%
Vacant Housing Units	4.5%	4.6%	6.7%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	72,861	168,018	533,334
<\$15,000	9.5%	8.6%	9.1%
\$15,000 - \$24,999	7.1%	6.3%	6.4%
\$25,000 - \$34,999	8.3%	7.7%	7.8%
\$35,000 - \$49,999	13.1%	11.8%	11.5%
\$50,000 - \$74,999	19.2%	18.4%	17.7%
\$75,000 - \$99,999	15.8%	14.3%	13.6%
\$100,000 - \$149,999	16.0%	17.4%	17.5%
\$150,000 - \$199,999	6.1%	7.3%	7.8%
\$200,000+	5.0%	8.1%	8.6%
Average Household Income	\$83,457	\$96,456	\$97,398
2029 Households by Income			
Household Income Base	75,510	173,735	560,327
<\$15,000	8.3%	7.5%	8.1%
\$15,000 - \$24,999	5.4%	4.8%	4.9%
\$25,000 - \$34,999	6.5%	6.1%	6.3%
\$35,000 - \$49,999	11.2%	9.9%	9.7%
\$50,000 - \$74,999	17.9%	16.7%	16.0%
\$75,000 - \$99,999	16.5%	14.7%	13.8%
\$100,000 - \$149,999	19.4%	20.5%	20.4%
\$150,000 - \$199,999	8.5%	9.9%	10.4%
\$200,000+	6.3%	9.9%	10.5%
Average Household Income	\$97,967	\$112,625	\$113,411
2024 Owner Occupied Housing Units by Value			
Total	39,223	98,172	293,623
<\$50,000	2.1%	1.5%	3.2%
\$50,000 - \$99,999	1.4%	0.7%	1.0%
\$100,000 - \$149,999	2.6%	1.7%	1.8%
\$150,000 - \$199,999	3.9%	2.3%	2.3%
\$200,000 - \$249,999	6.8%	4.8%	4.3%
\$250,000 - \$299,999	10.0%	7.0%	5.4%
\$300,000 - \$399,999	27.2%	24.6%	23.3%
\$400,000 - \$499,999	23.1%	25.0%	25.6%
\$500,000 - \$749,999	15.6%	21.0%	22.1%
\$750,000 - \$999,999	4.4%	6.0%	6.1%
\$1,000,000 - \$1,499,999	1.2%	2.5%	2.4%
\$1,500,000 - \$1,999,999	0.8%	1.3%	1.2%
\$2,000,000 +	0.7%	1.6%	1.2%
Average Home Value	\$435,422	\$507,836	\$499,995
2029 Owner Occupied Housing Units by Value			
Total	41,716	103,893	312,703
<\$50,000	0.3%	0.2%	1.8%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.4%	0.2%	0.2%
\$150,000 - \$199,999	0.1%	0.1%	0.2%
\$200,000 - \$249,999	0.6%	0.4%	0.7%
\$250,000 - \$299,999	2.0%	1.2%	1.2%
\$300,000 - \$399,999	21.1%	16.5%	14.7%
\$400,000 - \$499,999	30.9%	29.3%	29.3%
\$500,000 - \$749,999	30.2%	34.5%	34.8%
\$750,000 - \$999,999	8.6%	9.6%	9.7%
\$1,000,000 - \$1,499,999	2.6%	3.7%	3.4%
\$1,500,000 - \$1,999,999	1.7%	1.9%	1.8%
\$2,000,000 +	1.3%	2.3%	1.8%
Average Home Value	\$577,281	\$625,304	\$608,481

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.

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Median Household Income			
2024	\$63,330	\$69,705	\$70,234
2029	\$75,879	\$81,889	\$82,570
Median Home Value			
2024	\$384,990	\$429,238	\$433,926
2029	\$482,261	\$514,630	\$511,831
Per Capita Income			
2024	\$31,792	\$36,999	\$36,616
2029	\$37,842	\$43,716	\$43,140
Median Age			
2010	35.9	37.4	35.0
2020	37.7	39.4	37.3
2024	38.6	40.1	37.9
2029	39.7	41.2	38.9
2020 Population by Age			
Total	190,403	436,374	1,357,488
0 - 4	5.6%	5.4%	5.8%
5 - 9	6.3%	6.0%	6.4%
10 - 14	6.7%	6.6%	6.9%
15 - 24	12.9%	12.4%	13.0%
25 - 34	14.9%	14.0%	14.7%
35 - 44	12.9%	12.6%	13.7%
45 - 54	12.6%	12.9%	13.1%
55 - 64	12.4%	12.9%	12.0%
65 - 74	9.5%	10.3%	8.9%
75 - 84	4.7%	5.3%	4.3%
85 +	1.6%	1.7%	1.3%
18 +	77.6%	78.2%	76.9%
2024 Population by Age			
Total	191,536	438,019	1,420,357
0 - 4	5.6%	5.3%	5.8%
5 - 9	5.7%	5.5%	6.0%
10 - 14	6.0%	5.9%	6.3%
15 - 24	12.9%	12.3%	13.0%
25 - 34	14.9%	14.0%	14.7%
35 - 44	13.4%	13.2%	14.2%
45 - 54	12.3%	12.4%	12.8%
55 - 64	12.1%	12.6%	11.7%
65 - 74	9.9%	10.5%	9.1%
75 - 84	5.5%	6.2%	5.0%
85 +	1.7%	1.9%	1.4%
18 +	79.0%	79.6%	78.2%
2029 Population by Age			
Total	195,768	447,513	1,475,066
0 - 4	5.5%	5.2%	5.7%
5 - 9	5.4%	5.2%	5.6%
10 - 14	5.5%	5.5%	5.8%
15 - 24	12.4%	11.8%	12.4%
25 - 34	14.3%	13.6%	14.6%
35 - 44	14.0%	13.7%	14.4%
45 - 54	12.1%	12.1%	12.6%
55 - 64	11.5%	12.0%	11.5%
65 - 74	10.6%	11.2%	9.7%
75 - 84	6.6%	7.3%	5.9%
85 +	2.1%	2.4%	1.8%
18 +	80.2%	80.7%	79.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	92,709	213,166	675,730
Females	97,694	223,208	681,758
2024 Population by Sex			
Males	94,629	216,876	715,424
Females	96,908	221,138	704,933
2029 Population by Sex			
Males	96,191	220,225	737,256
Females	99,579	227,288	737,810
2020 Population by Race/Ethnicity			
Total	182,268	414,500	1,205,928
White Alone	61.2%	61.3%	57.6%
Black Alone	11.7%	12.7%	12.4%
American Indian Alone	0.8%	0.7%	0.7%
Asian Alone	5.2%	6.3%	7.9%
Pacific Islander Alone	0.7%	0.7%	0.7%
Some Other Race Alone	14.9%	13.3%	15.6%
Two or More Races	5.3%	4.9%	5.0%
Hispanic Origin	32.3%	28.6%	32.9%
Diversity Index	76.6	75.4	78.8
2024 Population by Race/Ethnicity			
Total	190,403	436,374	1,357,488
White Alone	41.6%	44.1%	41.0%
Black Alone	14.4%	14.7%	14.9%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	6.3%	7.5%	9.4%
Pacific Islander Alone	0.9%	0.8%	0.8%
Some Other Race Alone	19.7%	17.2%	17.9%
Two or More Races	15.8%	14.6%	14.9%
Hispanic Origin	37.7%	33.2%	34.2%
Diversity Index	86.1	84.8	86.1
2029 Population by Race/Ethnicity			
Total	191,537	438,014	1,420,358
White Alone	38.7%	41.4%	38.6%
Black Alone	14.9%	15.1%	15.4%
American Indian Alone	1.3%	1.1%	1.1%
Asian Alone	6.7%	7.9%	10.1%
Pacific Islander Alone	0.9%	0.9%	0.8%
Some Other Race Alone	21.1%	18.3%	18.5%
Two or More Races	16.4%	15.2%	15.4%
Hispanic Origin	39.9%	35.1%	35.4%
Diversity Index	87.1	86.0	86.9
2020 Population by Race/Ethnicity			
Total	195,769	447,513	1,475,066
White Alone	36.7%	39.3%	36.7%
Black Alone	14.8%	15.0%	15.4%
American Indian Alone	1.3%	1.2%	1.1%
Asian Alone	7.0%	8.4%	10.7%
Pacific Islander Alone	0.9%	0.9%	0.9%
Some Other Race Alone	22.1%	19.3%	19.2%
Two or More Races	17.0%	15.9%	16.0%
Hispanic Origin	41.7%	36.8%	36.8%
Diversity Index	87.7	86.8	87.6

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.

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2020 Population by Relationship and Household Type			
Total	190,403	436,374	1,357,488
In Households	99.4%	99.6%	99.2%
Householder	37.7%	37.9%	37.2%
Opposite-Sex Spouse	13.5%	15.0%	14.6%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.2%	3.0%	3.0%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.6%	26.2%	27.2%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.4%	1.4%	1.4%
Grandchild	3.1%	3.0%	2.8%
Brother or Sister	2.2%	2.0%	2.0%
Parent	2.3%	2.2%	2.2%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.6%
Other Relatives	2.2%	2.1%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.0%	4.6%	4.6%
In Group Quarters	0.6%	0.4%	0.8%
Institutionalized	0.5%	0.3%	0.5%
Noninstitutionalized	0.1%	0.1%	0.3%
2024 Population 25+ by Educational Attainment			
Total	133,700	310,497	979,255
Less than 9th Grade	6.0%	5.6%	6.4%
9th - 12th Grade, No Diploma	8.5%	7.8%	7.7%
High School Graduate	30.9%	28.0%	26.8%
GED/Alternative Credential	3.6%	3.6%	3.6%
Some College, No Degree	22.3%	21.9%	21.5%
Associate Degree	8.5%	8.5%	8.6%
Bachelor's Degree	14.1%	16.1%	16.8%
Graduate/Professional Degree	6.3%	8.5%	8.5%
2024 Population 15+ by Marital Status			
Total	158,365	364,517	1,164,325
Never Married	38.4%	36.0%	37.3%
Married	41.8%	44.7%	44.7%
Widowed	5.9%	6.2%	5.2%
Divorced	13.9%	13.1%	12.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	101,733	228,419	741,117
Population 16+ Employed	93.3%	93.0%	93.5%
Population 16+ Unemployment rate	6.7%	7.0%	6.5%
Population 16-24 Employed	14.8%	13.4%	13.5%
Population 16-24 Unemployment rate	8.1%	10.2%	10.5%
Population 25-54 Employed	63.8%	63.1%	65.7%
Population 25-54 Unemployment rate	6.7%	6.8%	5.9%
Population 55-64 Employed	14.9%	16.1%	14.9%
Population 55-64 Unemployment rate	3.9%	4.9%	4.7%
Population 65+ Employed	6.5%	7.4%	5.9%
Population 65+ Unemployment rate	9.1%	7.0%	7.1%

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2024 Employed Population 16+ by Industry			
Total	94,933	212,508	693,213
Agriculture/Mining	0.4%	0.4%	0.2%
Construction	9.5%	8.5%	7.8%
Manufacturing	3.6%	3.7%	4.0%
Wholesale Trade	1.3%	1.5%	1.5%
Retail Trade	11.8%	11.1%	11.2%
Transportation/Utilities	6.8%	6.9%	7.2%
Information	2.0%	1.8%	1.8%
Finance/Insurance/Real Estate	5.3%	5.9%	5.5%
Services	57.1%	57.3%	57.9%
Public Administration	2.2%	2.8%	3.0%
2024 Employed Population 16+ by Occupation			
Total	94,934	212,508	693,213
White Collar	49.0%	52.7%	52.0%
Management/Business/Financial	11.6%	13.9%	14.3%
Professional	14.8%	16.9%	17.0%
Sales	9.2%	9.4%	9.3%
Administrative Support	13.4%	12.4%	11.4%
Services	28.4%	25.7%	26.8%
Blue Collar	22.6%	21.6%	21.2%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	7.1%	6.3%	5.7%
Installation/Maintenance/Repair	2.7%	2.8%	2.7%
Production	3.1%	3.1%	3.1%
Transportation/Material Moving	9.4%	9.2%	9.5%
2020 Households by Type			
Total	71,705	165,363	505,422
Married Couple Households	36.6%	40.3%	40.0%
With Own Children <18	13.9%	14.3%	15.8%
Without Own Children <18	22.7%	26.0%	24.1%
Cohabiting Couple Households	9.1%	8.5%	8.6%
With Own Children <18	3.3%	3.0%	3.1%
Without Own Children <18	5.8%	5.5%	5.5%
Male Householder, No Spouse/Partner	22.0%	21.0%	23.0%
Living Alone	13.3%	12.7%	14.3%
65 Years and over	4.3%	4.3%	4.0%
With Own Children <18	2.0%	1.9%	2.2%
Without Own Children <18, With Relatives	4.3%	4.0%	4.0%
No Relatives Present	2.5%	2.3%	2.6%
Female Householder, No Spouse/Partner	32.2%	30.2%	28.4%
Living Alone	15.2%	14.3%	13.0%
65 Years and over	7.2%	7.0%	5.5%
With Own Children <18	6.6%	5.9%	6.2%
Without Own Children <18, With Relatives	8.9%	8.4%	7.6%
No Relatives Present	1.6%	1.6%	1.6%
2020 Households by Size			
Total	71,705	165,363	505,422
1 Person Household	28.5%	27.0%	27.2%
2 Person Household	30.3%	32.3%	30.6%
3 Person Household	15.8%	15.7%	15.8%
4 Person Household	12.2%	12.2%	12.8%
5 Person Household	7.3%	7.0%	7.4%
6 Person Household	3.5%	3.4%	3.6%
7 + Person Household	2.4%	2.3%	2.5%

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2020 Households by Tenure and Mortgage Status			
Total	71,705	165,363	505,422
Owner Occupied	49.6%	54.3%	50.5%
Owned with a Mortgage/Loan	38.0%	40.8%	38.8%
Owned Free and Clear	11.6%	13.4%	11.7%
Renter Occupied	50.4%	45.7%	49.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	68	67	67
Percent of Income for Mortgage	38.1%	38.5%	38.7%
Wealth Index	64	82	78
2020 Housing Units By Urban/ Rural Status			
Total	75,953	175,536	548,639
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	190,403	436,374	1,357,488
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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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Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Urban Edge Families (7C)	Up and Coming Families (7A)
2.	Metro Fusion (11C)	Metro Fusion (11C)	Bright Young Professionals
3.	Home Improvement (4B)	Old and Newcomers (8F)	Urban Edge Families (7C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$133,260,871	\$348,366,216	\$1,147,761,107
Average Spent	\$1,828.97	\$2,073.39	\$2,151.98
Spending Potential Index	77	87	90
Education: Total \$	\$89,386,386	\$241,695,885	\$762,541,083
Average Spent	\$1,226.81	\$1,438.51	\$1,429.72
Spending Potential Index	71	83	83
Entertainment/Recreation: Total \$	\$217,426,801	\$580,468,336	\$1,856,898,147
Average Spent	\$2,984.13	\$3,454.80	\$3,481.57
Spending Potential Index	73	84	85
Food at Home: Total \$	\$404,841,066	\$1,063,041,306	\$3,430,416,138
Average Spent	\$5,556.35	\$6,326.95	\$6,431.82
Spending Potential Index	76	87	88
Food Away from Home: Total \$	\$220,595,615	\$579,296,453	\$1,896,035,458
Average Spent	\$3,027.62	\$3,447.82	\$3,554.95
Spending Potential Index	78	89	91
Health Care: Total \$	\$404,637,068	\$1,075,520,500	\$3,414,494,023
Average Spent	\$5,553.55	\$6,401.22	\$6,401.96
Spending Potential Index	72	83	83
HH Furnishings & Equipment: Total \$	\$170,361,007	\$452,144,960	\$1,458,166,160
Average Spent	\$2,338.16	\$2,691.05	\$2,733.97
Spending Potential Index	74	85	86
Personal Care Products & Services: Total \$	\$55,790,591	\$147,475,142	\$474,527,787
Average Spent	\$765.71	\$877.73	\$889.71
Spending Potential Index	77	88	89
Shelter: Total \$	\$1,483,046,021	\$3,929,764,287	\$12,609,793,788
Average Spent	\$20,354.46	\$23,388.95	\$23,642.58
Spending Potential Index	76	88	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$181,853,293	\$491,751,411	\$1,565,928,039
Average Spent	\$2,495.89	\$2,926.78	\$2,936.02
Spending Potential Index	71	84	84
Travel: Total \$	\$159,546,738	\$429,972,501	\$1,369,335,296
Average Spent	\$2,189.74	\$2,559.09	\$2,567.42
Spending Potential Index	72	84	85
Vehicle Maintenance & Repairs: Total \$	\$81,917,705	\$214,958,965	\$696,369,947
Average Spent	\$1,124.30	\$1,279.38	\$1,305.65
Spending Potential Index	76	86	88

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 14, 2025