



1274 Disc Dr, Sparks, NV, 89436

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

**2009 Population**

|                   |       |        |         |
|-------------------|-------|--------|---------|
| Total Population  | 9,055 | 74,633 | 141,527 |
| Male Population   | 47.8% | 48.9%  | 49.6%   |
| Female Population | 52.2% | 51.1%  | 50.4%   |
| Median Age        | 35.8  | 36.1   | 34.8    |

**2009 Income**

|                   |           |          |          |
|-------------------|-----------|----------|----------|
| Median HH Income  | \$87,398  | \$66,674 | \$59,698 |
| Per Capita Income | \$33,628  | \$27,614 | \$25,049 |
| Average HH Income | \$101,604 | \$78,490 | \$69,697 |

**2009 Households**

|                        |       |        |        |
|------------------------|-------|--------|--------|
| Total Households       | 2,966 | 26,149 | 50,224 |
| Average Household Size | 3.02  | 2.84   | 2.79   |

**2009 Housing**

|                               |       |       |       |
|-------------------------------|-------|-------|-------|
| Owner Occupied Housing Units  | 73.9% | 64.9% | 56.5% |
| Renter Occupied Housing Units | 13.8% | 27.8% | 35.6% |
| Vacant Housing Units          | 12.3% | 7.4%  | 7.9%  |

**Population**

|                       |        |        |         |
|-----------------------|--------|--------|---------|
| 1990 Population       | 1,853  | 43,463 | 85,654  |
| 2000 Population       | 5,832  | 57,748 | 115,094 |
| 2009 Population       | 9,055  | 74,633 | 141,527 |
| 2014 Population       | 10,793 | 82,168 | 154,015 |
| 1990-2000 Annual Rate | 12.15% | 2.88%  | 3%      |
| 2000-2009 Annual Rate | 4.87%  | 2.81%  | 2.26%   |
| 2009-2014 Annual Rate | 3.57%  | 1.94%  | 1.71%   |

In the identified market area, the current year population is 141,527. In 2000, the Census count in the market area was 115,094. The rate of change since 2000 was 2.26 percent annually. The five-year projection for the population in the market area is 154,015, representing a change of 1.71 percent annually from 2009 to 2014. Currently, the population is 49.6 percent male and 50.4 percent female.

**Households**

|                       |       |        |        |
|-----------------------|-------|--------|--------|
| 1990 Households       | 617   | 15,954 | 32,431 |
| 2000 Households       | 1,934 | 20,780 | 41,389 |
| 2009 Households       | 2,966 | 26,149 | 50,224 |
| 2014 Households       | 3,525 | 28,576 | 54,378 |
| 1990-2000 Annual Rate | 12.1% | 2.68%  | 2.47%  |
| 2000-2009 Annual Rate | 4.73% | 2.52%  | 2.11%  |
| 2009-2014 Annual Rate | 3.51% | 1.79%  | 1.6%   |

The household count in this market area has changed from 41,389 in 2000 to 50,224 in the current year, a change of 2.11 percent annually. The five-year projection of households is 54,378, a change of 1.6 percent annually from the current year total. Average household size is currently 2.79, compared to 2.75 in the year 2000. The number of families in the current year is 33,880 in the market area.

**Housing**

Currently, 56.5 percent of the 54,544 housing units in the market area are owner occupied; 35.6 percent, renter occupied; and 7.9 percent are vacant. In 2000, there were 43,674 housing units—58.8 percent owner occupied, 36.0 percent renter occupied and 5.2 percent vacant. The rate of change in housing units since 2000 is 2.43 percent. Median home value in the market area is \$182,284, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 2.45 percent annually to \$205,751. From 2000 to the current year, median home value changed by 3.64 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.



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|---------------------------------|-----------------|-----------------|-----------------|
| <b>Median Household Income</b>  |                 |                 |                 |
| 1990 Median HH Income           | \$47,276        | \$36,706        | \$30,790        |
| 2000 Median HH Income           | \$74,176        | \$50,630        | \$43,434        |
| 2009 Median HH Income           | \$87,398        | \$66,674        | \$59,698        |
| 2014 Median HH Income           | \$88,238        | \$69,633        | \$62,106        |
| 1990-2000 Annual Rate           | 4.61%           | 3.27%           | 3.5%            |
| 2000-2009 Annual Rate           | 1.79%           | 3.02%           | 3.5%            |
| 2009-2014 Annual Rate           | 0.19%           | 0.87%           | 0.79%           |
| <b>Per Capita Income</b>        |                 |                 |                 |
| 1990 Per Capita Income          | \$17,631        | \$15,064        | \$13,529        |
| 2000 Per Capita Income          | \$27,048        | \$21,546        | \$19,374        |
| 2009 Per Capita Income          | \$33,628        | \$27,614        | \$25,049        |
| 2014 Per Capita Income          | \$34,009        | \$28,797        | \$26,336        |
| 1990-2000 Annual Rate           | 4.37%           | 3.64%           | 3.66%           |
| 2000-2009 Annual Rate           | 2.38%           | 2.72%           | 2.82%           |
| 2009-2014 Annual Rate           | 0.23%           | 0.84%           | 1.01%           |
| <b>Average Household Income</b> |                 |                 |                 |
| 1990 Average Household Income   | \$51,445        | \$40,840        | \$35,085        |
| 2000 Average Household Income   | \$80,617        | \$59,470        | \$52,489        |
| 2009 Average HH Income          | \$101,604       | \$78,490        | \$69,697        |
| 2014 Average HH Income          | \$103,092       | \$82,421        | \$73,622        |
| 1990-2000 Annual Rate           | 4.59%           | 3.83%           | 4.11%           |
| 2000-2009 Annual Rate           | 2.53%           | 3.05%           | 3.11%           |
| 2009-2014 Annual Rate           | 0.29%           | 0.98%           | 1.1%            |

**Households by Income**

Current median household income is \$59,698 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$62,106 in five years. In 2000, median household income was \$43,434, compared to \$30,790 in 1990.

Current average household income is \$69,697 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$73,622 in five years. In 2000, average household income was \$52,489, compared to \$35,085 in 1990.

Current per capita income is \$25,049 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$26,336 in five years. In 2000, the per capita income was \$19,374, compared to \$13,529 in 1990.

**Population by Employment**

|                  | Radius: 1 Miles | Radius: 3 Miles | Radius: 5 Miles |
|------------------|-----------------|-----------------|-----------------|
| Total Businesses | 233             | 1,319           | 4,881           |
| Total Employees  | 1,485           | 11,027          | 63,789          |

Currently, 86.7 percent of the civilian labor force in the identified market area is employed and 13.3 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 90.5 percent of the civilian labor force, and unemployment will be 9.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 69.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 54.6 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 22.5 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 23.0 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 75.0 percent of the market area population drove alone to work, and 2.0 percent worked at home. The average travel time to work in 2000 was 19.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

**Population by Education**

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 17.7 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 31.3 percent were high school graduates only (29.8 percent in the U.S.)
- 7.4 percent had completed an Associate degree (7.2 percent in the U.S.)
- 12.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 5.2 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.