



# Community Profile

Rings: 1, 3, 5 mile radii

1420 Scheels Drive suite e-108, Sparks, NV

Latitude: 39.5325  
Longitude: -119.7192

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	6,699	61,219	154,073
2020 Total Population	7,587	66,893	170,473
2020 Group Quarters	46	497	3,183
2022 Total Population	8,545	67,129	173,005
2022 Group Quarters	46	497	3,183
2027 Total Population	8,648	68,277	178,988
2022-2027 Annual Rate	0.24%	0.34%	0.68%
2022 Total Daytime Population	16,441	81,098	199,184
Workers	12,435	48,139	111,280
Residents	4,006	32,959	87,904
<b>Household Summary</b>			
2010 Households	3,011	23,339	58,929
2010 Average Household Size	2.22	2.60	2.59
2020 Total Households	3,563	26,132	66,628
2020 Average Household Size	2.12	2.54	2.51
2022 Households	4,043	26,758	68,077
2022 Average Household Size	2.10	2.49	2.49
2027 Households	4,117	27,455	71,015
2027 Average Household Size	2.09	2.47	2.48
2022-2027 Annual Rate	0.36%	0.52%	0.85%
2010 Families	1,672	14,913	35,366
2010 Average Family Size	2.88	3.19	3.26
2022 Families	2,135	16,451	40,012
2022 Average Family Size	2.79	3.11	3.17
2027 Families	2,179	16,853	41,699
2027 Average Family Size	2.77	3.08	3.14
2022-2027 Annual Rate	0.41%	0.48%	0.83%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,767	21,879	56,905
Owner Occupied Housing Units	39.3%	57.4%	46.0%
Renter Occupied Housing Units	55.5%	38.6%	48.5%
Vacant Housing Units	5.1%	4.0%	5.5%
2010 Housing Units	3,240	25,386	65,929
Owner Occupied Housing Units	31.7%	50.1%	41.4%
Renter Occupied Housing Units	61.3%	41.8%	48.0%
Vacant Housing Units	7.1%	8.1%	10.6%
2020 Housing Units	3,865	27,534	70,732
Vacant Housing Units	7.8%	5.1%	5.8%
2022 Housing Units	4,384	28,298	72,349
Owner Occupied Housing Units	28.9%	48.3%	42.7%
Renter Occupied Housing Units	63.4%	46.2%	51.4%
Vacant Housing Units	7.8%	5.4%	5.9%
2027 Housing Units	4,451	29,177	75,711
Owner Occupied Housing Units	30.0%	48.6%	42.9%
Renter Occupied Housing Units	62.5%	45.5%	50.9%
Vacant Housing Units	7.5%	5.9%	6.2%
<b>Median Household Income</b>			
2022	\$55,097	\$67,358	\$59,626
2027	\$76,412	\$80,665	\$73,677
<b>Median Home Value</b>			
2022	\$333,665	\$357,316	\$341,766
2027	\$369,231	\$405,428	\$392,698
<b>Per Capita Income</b>			
2022	\$33,148	\$34,818	\$31,719
2027	\$40,983	\$41,422	\$37,974
<b>Median Age</b>			
2010	34.2	36.8	34.8
2022	35.9	37.8	35.8
2027	36.3	38.2	36.3

**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	4,043	26,758	68,077
<\$15,000	8.5%	7.1%	10.2%
\$15,000 - \$24,999	16.6%	9.5%	10.4%
\$25,000 - \$34,999	7.8%	6.8%	8.0%
\$35,000 - \$49,999	12.1%	11.6%	12.5%
\$50,000 - \$74,999	18.2%	19.4%	18.7%
\$75,000 - \$99,999	14.1%	16.5%	14.6%
\$100,000 - \$149,999	15.8%	18.2%	16.6%
\$150,000 - \$199,999	4.3%	6.2%	5.1%
\$200,000+	2.7%	4.6%	4.1%
Average Household Income	\$73,001	\$87,049	\$80,131
<b>2027 Households by Income</b>			
Household Income Base	4,117	27,455	71,015
<\$15,000	8.6%	6.3%	8.8%
\$15,000 - \$24,999	12.5%	7.3%	7.7%
\$25,000 - \$34,999	5.0%	5.0%	5.8%
\$35,000 - \$49,999	8.3%	9.2%	11.2%
\$50,000 - \$74,999	14.2%	16.9%	17.1%
\$75,000 - \$99,999	17.5%	18.0%	15.5%
\$100,000 - \$149,999	23.8%	22.6%	21.2%
\$150,000 - \$199,999	6.5%	8.8%	7.5%
\$200,000+	3.5%	5.8%	5.3%
Average Household Income	\$89,742	\$102,671	\$95,263
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,258	13,666	30,839
<\$50,000	10.1%	3.7%	6.2%
\$50,000 - \$99,999	10.3%	2.5%	4.2%
\$100,000 - \$149,999	3.3%	3.0%	3.5%
\$150,000 - \$199,999	6.7%	3.1%	4.9%
\$200,000 - \$249,999	2.1%	5.5%	5.9%
\$250,000 - \$299,999	8.2%	14.1%	12.1%
\$300,000 - \$399,999	28.0%	31.7%	31.8%
\$400,000 - \$499,999	11.8%	19.8%	18.1%
\$500,000 - \$749,999	9.3%	11.8%	9.1%
\$750,000 - \$999,999	8.1%	2.6%	2.1%
\$1,000,000 - \$1,499,999	0.2%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.7%
\$2,000,000 +	1.8%	0.7%	0.6%
Average Home Value	\$380,222	\$397,731	\$368,477
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,328	14,167	32,435
<\$50,000	5.9%	2.0%	4.0%
\$50,000 - \$99,999	1.1%	0.5%	1.1%
\$100,000 - \$149,999	1.8%	0.5%	0.6%
\$150,000 - \$199,999	6.1%	1.1%	1.4%
\$200,000 - \$249,999	9.0%	2.3%	2.0%
\$250,000 - \$299,999	8.4%	9.4%	10.2%
\$300,000 - \$399,999	25.5%	32.7%	33.3%
\$400,000 - \$499,999	17.4%	27.0%	27.2%
\$500,000 - \$749,999	14.1%	19.5%	16.0%
\$750,000 - \$999,999	7.5%	2.5%	2.4%
\$1,000,000 - \$1,499,999	1.4%	1.1%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.6%	0.8%
\$2,000,000 +	1.4%	0.8%	0.6%
Average Home Value	\$434,163	\$455,573	\$431,408

**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	6,697	61,216	154,074
0 - 4	7.4%	6.7%	7.6%
5 - 9	5.5%	6.5%	6.8%
10 - 14	6.0%	7.0%	6.7%
15 - 24	17.3%	14.6%	15.0%
25 - 34	14.9%	13.1%	14.1%
35 - 44	12.0%	12.8%	13.0%
45 - 54	12.9%	14.5%	13.9%
55 - 64	11.2%	11.9%	11.4%
65 - 74	6.4%	7.1%	6.6%
75 - 84	4.4%	4.2%	3.6%
85 +	2.1%	1.6%	1.3%
18 +	77.4%	75.7%	74.9%
<b>2022 Population by Age</b>			
Total	8,547	67,130	173,005
0 - 4	6.4%	6.1%	6.7%
5 - 9	6.0%	6.0%	6.4%
10 - 14	5.3%	5.8%	6.1%
15 - 24	12.9%	12.6%	14.0%
25 - 34	18.1%	15.9%	15.6%
35 - 44	12.1%	12.1%	12.5%
45 - 54	10.4%	11.4%	11.3%
55 - 64	10.9%	12.5%	11.7%
65 - 74	9.9%	10.3%	9.5%
75 - 84	5.4%	5.3%	4.6%
85 +	2.6%	1.9%	1.6%
18 +	79.2%	78.7%	77.1%
<b>2027 Population by Age</b>			
Total	8,651	68,274	178,988
0 - 4	6.6%	6.2%	6.9%
5 - 9	5.9%	5.9%	6.3%
10 - 14	5.6%	5.9%	6.1%
15 - 24	13.5%	12.2%	14.0%
25 - 34	16.6%	15.0%	14.8%
35 - 44	13.3%	13.7%	13.5%
45 - 54	9.9%	10.7%	10.8%
55 - 64	10.5%	11.5%	10.8%
65 - 74	9.4%	10.4%	9.6%
75 - 84	6.4%	6.5%	5.6%
85 +	2.5%	2.0%	1.6%
18 +	79.1%	78.8%	77.1%
<b>2010 Population by Sex</b>			
Males	3,339	30,276	77,660
Females	3,360	30,944	76,413
<b>2022 Population by Sex</b>			
Males	4,263	33,221	87,100
Females	4,282	33,909	85,905
<b>2027 Population by Sex</b>			
Males	4,321	33,786	90,034
Females	4,327	34,490	88,954

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 Race/Ethnicity</b>			
Total	6,699	61,219	154,073
White Alone	73.8%	74.0%	68.9%
Black Alone	3.1%	2.7%	3.2%
American Indian Alone	1.5%	1.4%	1.7%
Asian Alone	6.1%	5.1%	5.6%
Pacific Islander Alone	0.9%	0.7%	0.9%
Some Other Race Alone	10.6%	12.2%	15.6%
Two or More Races	4.0%	3.9%	4.2%
Hispanic Origin	23.3%	28.4%	33.9%
Diversity Index	63.9	66.3	72.1
<b>2020 Population by Race/Ethnicity</b>			
Total	7,587	66,893	170,473
White Alone	59.7%	56.6%	52.9%
Black Alone	3.7%	2.9%	3.6%
American Indian Alone	1.6%	1.7%	2.1%
Asian Alone	7.5%	6.3%	6.4%
Pacific Islander Alone	1.7%	1.0%	1.1%
Some Other Race Alone	12.0%	17.1%	19.3%
Two or More Races	13.9%	14.3%	14.7%
Hispanic Origin	27.7%	33.3%	36.5%
Diversity Index	76.2	79.1	81.5
<b>2022 Population by Race/Ethnicity</b>			
Total	8,545	67,130	173,003
White Alone	58.7%	56.0%	52.2%
Black Alone	3.5%	2.8%	3.4%
American Indian Alone	1.6%	1.8%	2.1%
Asian Alone	7.5%	6.3%	6.4%
Pacific Islander Alone	1.7%	1.0%	1.1%
Some Other Race Alone	12.6%	17.3%	19.5%
Two or More Races	14.4%	14.8%	15.1%
Hispanic Origin	28.5%	33.5%	36.7%
Diversity Index	77.0	79.5	81.8
<b>2027 Population by Race/Ethnicity</b>			
Total	8,648	68,276	178,989
White Alone	56.6%	54.1%	50.1%
Black Alone	3.5%	2.9%	3.5%
American Indian Alone	1.6%	1.8%	2.2%
Asian Alone	7.8%	6.6%	6.6%
Pacific Islander Alone	1.8%	1.1%	1.2%
Some Other Race Alone	13.3%	17.9%	20.3%
Two or More Races	15.4%	15.7%	16.1%
Hispanic Origin	29.1%	34.1%	37.3%
Diversity Index	78.3	80.5	82.7
<b>2010 Population by Relationship and Household Type</b>			
Total	6,699	61,219	154,073
In Households	100.0%	99.3%	99.2%
In Family Households	75.6%	81.3%	78.9%
Householder	23.9%	24.4%	23.0%
Spouse	14.7%	16.4%	14.9%
Child	28.1%	31.1%	31.2%
Other relative	5.3%	5.7%	5.9%
Nonrelative	3.7%	3.7%	3.9%
In Nonfamily Households	24.4%	18.0%	20.3%
In Group Quarters	0.0%	0.7%	0.8%
Institutionalized Population	0.0%	0.6%	0.3%
Noninstitutionalized Population	0.0%	0.1%	0.5%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	5,926	46,650	115,351
Less than 9th Grade	4.7%	5.5%	6.5%
9th - 12th Grade, No Diploma	6.8%	8.7%	9.5%
High School Graduate	31.4%	25.7%	23.6%
GED/Alternative Credential	4.6%	5.9%	6.1%
Some College, No Degree	26.7%	23.4%	22.6%
Associate Degree	6.0%	9.4%	10.2%
Bachelor's Degree	13.8%	14.5%	14.8%
Graduate/Professional Degree	6.0%	6.9%	6.6%
<b>2022 Population 15+ by Marital Status</b>			
Total	7,024	55,120	139,653
Never Married	36.5%	31.2%	34.7%
Married	44.0%	49.7%	46.1%
Widowed	9.9%	6.2%	5.2%
Divorced	9.7%	12.9%	14.0%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,753	36,216	90,380
Population 16+ Employed	97.2%	96.0%	95.9%
Population 16+ Unemployment rate	2.8%	4.0%	4.1%
Population 16-24 Employed	18.1%	16.2%	17.5%
Population 16-24 Unemployment rate	6.2%	10.4%	9.7%
Population 25-54 Employed	64.1%	63.9%	64.1%
Population 25-54 Unemployment rate	2.2%	2.7%	2.9%
Population 55-64 Employed	12.3%	14.8%	13.5%
Population 55-64 Unemployment rate	0.3%	2.2%	2.9%
Population 65+ Employed	5.5%	5.1%	4.9%
Population 65+ Unemployment rate	3.0%	3.3%	2.7%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,620	34,775	86,642
Agriculture/Mining	1.1%	0.7%	0.6%
Construction	6.3%	9.2%	9.5%
Manufacturing	12.2%	9.8%	8.8%
Wholesale Trade	6.3%	3.6%	3.3%
Retail Trade	12.4%	13.0%	12.6%
Transportation/Utilities	4.7%	8.3%	8.6%
Information	1.4%	1.6%	1.5%
Finance/Insurance/Real Estate	4.7%	4.4%	4.4%
Services	45.8%	45.2%	47.0%
Public Administration	5.2%	4.0%	3.7%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,619	34,776	86,643
White Collar	57.0%	52.8%	50.0%
Management/Business/Financial	15.8%	13.4%	11.4%
Professional	18.1%	15.4%	15.6%
Sales	7.3%	8.9%	9.6%
Administrative Support	15.8%	15.2%	13.5%
Services	18.7%	19.0%	21.2%
Blue Collar	24.3%	28.3%	28.8%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	5.0%	6.7%	7.6%
Installation/Maintenance/Repair	1.9%	3.0%	2.8%
Production	4.3%	5.7%	5.7%
Transportation/Material Moving	13.0%	12.6%	12.5%

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August 01, 2022



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<b>2010 Households by Type</b>			
Total	3,012	23,339	58,929
Households with 1 Person	34.4%	27.5%	30.2%
Households with 2+ People	65.6%	72.5%	69.8%
Family Households	55.5%	63.9%	60.0%
Husband-wife Families	34.1%	43.1%	38.8%
With Related Children	14.3%	19.4%	18.9%
Other Family (No Spouse Present)	21.4%	20.8%	21.2%
Other Family with Male Householder	7.6%	7.2%	7.2%
With Related Children	5.1%	4.4%	4.4%
Other Family with Female Householder	13.8%	13.6%	14.1%
With Related Children	9.1%	8.6%	9.4%
Nonfamily Households	10.1%	8.6%	9.8%
All Households with Children	28.8%	33.0%	33.2%
Multigenerational Households	3.9%	5.1%	5.1%
Unmarried Partner Households	10.9%	9.3%	9.9%
Male-female	10.3%	8.6%	9.1%
Same-sex	0.6%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	3,011	23,339	58,929
1 Person Household	34.4%	27.5%	30.2%
2 Person Household	32.0%	32.4%	30.2%
3 Person Household	15.4%	15.6%	14.7%
4 Person Household	9.6%	12.1%	12.0%
5 Person Household	5.4%	6.8%	6.9%
6 Person Household	1.8%	3.0%	3.2%
7 + Person Household	1.5%	2.6%	2.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,012	23,339	58,927
Owner Occupied	34.1%	54.5%	46.3%
Owned with a Mortgage/Loan	24.3%	41.2%	34.4%
Owned Free and Clear	9.8%	13.3%	11.9%
Renter Occupied	65.9%	45.5%	53.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	80	92	85
Percent of Income for Mortgage	31.9%	28.0%	30.2%
Wealth Index	47	73	63
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,240	25,386	65,929
Housing Units Inside Urbanized Area	100.0%	99.3%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	1.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,699	61,219	154,073
Population Inside Urbanized Area	100.0%	99.3%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	1.5%

**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>			
1.	Old and Newcomers (8F)	Set to Impress (11D)	Set to Impress (11D)
2.	Young and Restless (11B)	Home Improvement (4B)	Metro Fusion (11C)
3.	Set to Impress (11D)	Rustbelt Traditions (5D)	NeWest Residents (13C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,174,740	\$55,283,652	\$131,716,966
Average Spent	\$1,774.61	\$2,066.06	\$1,934.82
Spending Potential Index	74	86	80
Education: Total \$	\$5,629,699	\$42,260,243	\$100,302,318
Average Spent	\$1,392.46	\$1,579.35	\$1,473.37
Spending Potential Index	71	81	75
Entertainment/Recreation: Total \$	\$10,343,273	\$81,005,642	\$188,653,749
Average Spent	\$2,558.32	\$3,027.34	\$2,771.18
Spending Potential Index	70	82	75
Food at Home: Total \$	\$18,144,521	\$140,210,370	\$334,913,888
Average Spent	\$4,487.89	\$5,239.94	\$4,919.63
Spending Potential Index	72	85	79
Food Away from Home: Total \$	\$12,683,806	\$98,709,285	\$235,709,459
Average Spent	\$3,137.23	\$3,688.96	\$3,462.39
Spending Potential Index	73	86	80
Health Care: Total \$	\$19,985,098	\$157,554,236	\$365,305,995
Average Spent	\$4,943.14	\$5,888.12	\$5,366.07
Spending Potential Index	70	83	76
HH Furnishings & Equipment: Total \$	\$7,237,284	\$57,550,831	\$133,970,190
Average Spent	\$1,790.08	\$2,150.79	\$1,967.92
Spending Potential Index	70	84	77
Personal Care Products & Services: Total \$	\$2,989,384	\$23,266,631	\$54,825,885
Average Spent	\$739.40	\$869.52	\$805.35
Spending Potential Index	73	85	79
Shelter: Total \$	\$66,323,087	\$515,403,175	\$1,227,355,015
Average Spent	\$16,404.42	\$19,261.65	\$18,028.92
Spending Potential Index	72	84	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,395,902	\$60,377,916	\$138,451,313
Average Spent	\$1,829.31	\$2,256.44	\$2,033.75
Spending Potential Index	67	83	75
Travel: Total \$	\$7,721,893	\$62,505,555	\$143,495,878
Average Spent	\$1,909.94	\$2,335.96	\$2,107.85
Spending Potential Index	66	81	73
Vehicle Maintenance & Repairs: Total \$	\$3,753,091	\$29,139,101	\$68,515,077
Average Spent	\$928.29	\$1,088.99	\$1,006.44
Spending Potential Index	74	86	80

**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.