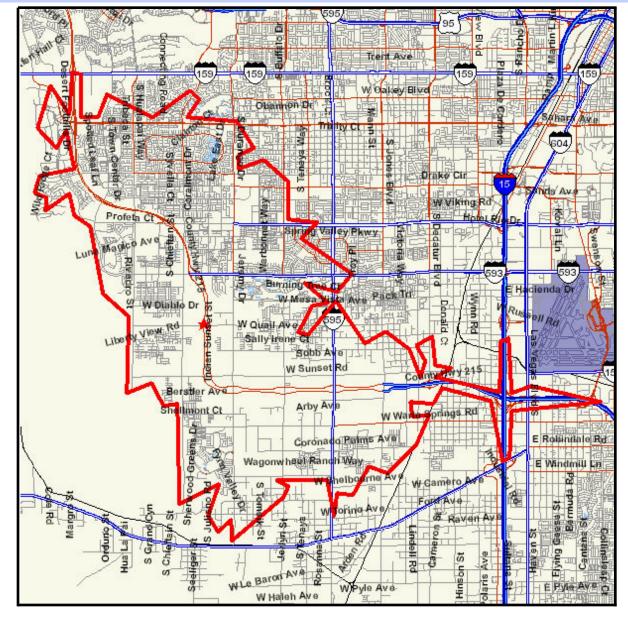
## Area Map

#### Prepared For: Pacific Concepts Project Code: DV401/DV402



#### Order #: 964033601 Site: 01

9140 W RUSSELL RD LAS VEGAS,NV 89148-1229 Coord: 36.085237, -115.289456 Polygon - See Appendix for Points









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Claritas Tech Support: 1 800 866 6511

### **Executive Summary 2005**

#### Prepared For: Pacific Concepts Project Code: DV401/DV402

#### Polygon (see appendix), Total



The population in this area is estimated to change from 76,500 to 123,358, resulting in a growth of 61.3% between 2000 and the current year. Over the next five years, the population is projected to grow by 30.3%.

The population in the United States is estimated to change from 281,421,906 to 295,140,073, resulting in a growth of 4.9% between 2000 and the current year. Over the next five years, the population is projected to grow by 4.9%.

The current year median age for this population is 36.6, while the average age is 37.1. Five years from now, the median age is projected to be 38.4.

The current year median age for the United States is 36.2, while the average age is 37.0. Five years from now, the median age is projected to be 37.4.

• Of this area's current year estimated population:

70.0% are White Alone, 5.9% are Black or African Am. Alone, 0.5% are Am. Indian and Alaska Nat. Alone, 13.0% are Asian Alone, 0.4% are Nat. Hawaiian and Other Pacific Isl. Alone, 5.0% are Some Other Race, and 5.1% are Two or More Races.

For the entire United States:

73.6% are White Alone, 12.4% are Black or African Am. Alone, 0.9% are Am. Indian and Alaska Nat. Alone, 4.1% are Asian Alone, 0.2% are Nat. Hawaiian and Other Pacific Isl. Alone, 6.1% are Some Other Race, and 2.7% are Two or More Races.

This area's current estimated Hispanic or Latino population is 13.2%, while the United States current estimated Hispanic or Latino population is 14.2%.



The number of households in this area is estimated to change from 31,186 to 49,651, resulting in an increase of 59.2% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 30.1%.

The number of households in the United States is estimated to change from 105,480,101 to 111,006,738, resulting in an increase of 5.2% between 2000 and the current year. Over the next five years, the number of households is projected to increase by 5.1%.



The average household income is estimated to be \$83,874 for the current year, while the average household income for the United States is estimated to be \$64,816 for the same time frame.

The average household income in this area is projected to increase 13.6% over the next five years, from \$83,874 to \$95,251. The United States is projected to have a 13.0% increase in average household income.

• The current year estimated per capita income for this area is \$33,802, compared to an estimate of \$24,704 for the United States as a whole.





### **Executive Summary 2005**

#### Polygon (see appendix), Total



For this area, 52.7% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.2% are in the Armed Forces, 66.2% are employed civilians, 2.7% are unemployed civilians, and 30.9% are not in the labor force.

For the United States, 46.8% of the population is estimated to be employed and age 16 and over for the current year. The employment status of this labor force is as follows:

0.5% are in the Armed Forces, 60.0% are employed civilians, 3.6% are unemployed civilians, and 35.8% are not in the labor force.

For this area, 52.7% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
12.6% have accupation type blue coller of 62.6% are white coller and 23.7% are Service & form workers.

12.6% have occupation type blue collar, 63.6% are white collar, and 23.7% are Service & farm workers.

For the United States, 46.8% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:

23.9% have occupation type blue collar, 60.0% are white collar, and 16.0% are Service & farm workers.

For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:

17.2% are in "Management, Business, and Financial Operations", 16.0% are in "Professional and Related Occupations", 23.7% are in "Service", and 30.4% are in "Sales and Office".

0.0% are in "Farming, Fishing, and Forestry", 6.6% are in "Construction, Extraction, and Maintenance", and 6.1% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in the United States, it is estimated that they are employed in the following occupational categories:

13.6% are in "Management, Business, and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.7% are in "Service", and 26.7% are in "Sales and Office".

0.7% are in "Farming, Fishing, and Forestry", 9.5% are in "Construction, Extraction, and Maintenance", and 14.5% are in "Production, Transportation, and Material Moving".



• Currently, it is estimated that 8.0% of the population age 25 and over in this area had earned a Master's, Professional, or Doctorate Degree and 18.7% had earned a Bachelor's Degree.

In comparison, for the United States, it is estimated that for the population over age 25, 8.9% had earned a Master's, Professional, and Doctorate Degree, while 15.7% had earned a Bachelor's Degree.



- Most of the dwellings in this area (66.6%) are estimated to be Owner-Occupied for the current year. For the entire country the majority of the housing units are Owner-Occupied (66.7%).
- The majority of dwellings in this area are estimated to be structures of 1 Unit Detached (61.7%) for the current year. In the United States, the majority of dwellings are estimated to be structures of 1 Unit Detached (60.6%) for the same year.
- The majority of housing units in this area (48.0%) are estimated to have been Housing Unit Built 1999 to present for the current year.
   The majority of housing units in the United States (17.1%) are estimated to have been Housing Unit Built 1970 to 1979 for the current year.





### Prepared For: Pacific Concepts Project Code: DV401/DV402

Order #: 964033601 Site: 01

Description	Polygon	<u>%</u>
Population		
2010 Projection	160,716	
2005 Estimate	123,358	
2000 Census	76,500	
1990 Census	26,051	
Growth 2005-2010	30.28%	
Growth 2000-2005	61.25%	
Growth 1990-2000	193.65%	
2005 Est. Population by Single Race Classification	123,358	
White Alone	86,380	
Black or African American Alone	7,338	5.95
American Indian and Alaska Native Alone	611	0.50
Asian Alone	15,976	
Native Hawaiian and Other Pacific Islander Alone	526	0.43
Some Other Race Alone	6,222	5.04
Two or More Races	6,305	5.11
2005 Est. Population Hispanic or Latino by Origin*	123,358	
Not Hispanic or Latino	107,120	86.84
Hispanic or Latino:	16,238	13.16
Mexican	,	57.84
Puerto Rican	991	6.10
Cuban	732	4.51
All Other Hispanic or Latino	5,122	31.54
2005 Est. Hispanic or Latino by Single Race Class.	16,238	
White Alone	8,176	50.35
Black or African American Alone	258	1.59
American Indian and Alaska Native Alone	148	0.91
Asian Alone	205	1.26
Native Hawaiian and Other Pacific Islander Alone	46	0.28
Some Other Race Alone	,	36.43
Two or More Races	1,489	9.17





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

cription	Polygon	
5 Est. Pop. Asian Alone Race by Category*	15,976	
Chinese, except Taiwanese	5,273	
Filipino	4,841	30.3
Japanese	1,124	7.0
Asian Indian	521	3.2
Korean	1,708	10.6
Vietnamese	990	6.2
Cambodian	77	0.4
Hmong	5	0.0
Laotian	61	0.3
Thai	383	2.4
Other Asian	584	3.6
Two or more Asian categories	408	2.5
5 Est. Population by Ancestry	123,358	
Pop, Arab	611	0.5
Pop, Czech	392	0.3
Pop, Danish	558	0.4
Pop, Dutch	1,050	0.
Pop, English	6,180	5.0
Pop, French (except Basque)	1,865	1.
Pop, French Canadian	692	0.5
Pop, German	12,031	9.′
Pop, Greek	616	0.5
Pop, Hungarian	746	0.0
Pop, Irish	8,084	6.5
Pop, Italian	11,251	9.1
Pop, Lithuanian	82	0.0
Pop, United States or American	5,374	4.3
Pop, Norwegian	1,483	1.2
Pop, Polish	3,082	2.5
Pop, Portuguese	235	0.1
Pop, Russian	1,734	1.4
Pop, Scottish	1,165	0.9
Pop, Scotch-Irish	1,040	0.8
Pop, Slovak	180	0.
Pop, Subsaharan African	698	0.5
Pop, Swedish	1,097	0.8
Pop, Swiss	307	0.2
Pop, Ukrainian	235	0.1
Pop, Welsh	331	0.2
Pop, West Indian (exc Hisp groups)	114	0.0





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Population by Ancestry		
Pop, Other ancestries	42,688	34.60
Pop, Ancestry Unclassified	19,437	15.76
2005 Est. Pop Age 5+ by Language Spoken At Home	115,405	
Speak Only English at Home	87,501	75.82
Speak Asian/Pacific Islander Language at Home	12,435	10.78
Speak IndoEuropean Language at Home	5,522	4.78
Speak Spanish at Home	8,633	7.48
Speak Other Language at Home	1,315	1.14
2005 Est. Population by Sex	123,358	
Male	61,427	49.80
Female	61,931	50.20
Male/Female Ratio	0.99	
2005 Est. Population by Age	123,358	
Age 0 - 4	7,953	6.45
Age 5 - 9	8,245	6.68
Age 10 - 14	7,608	6.17
Age 15 - 17	4,321	3.50
Age 18 - 20	3,704	3.00
Age 21 - 24	5,182	4.20
Age 25 - 34	21,377	17.33
Age 35 - 44	20,381	16.52
Age 45 - 49	9,138	7.41
Age 50 - 54	8,611	6.98
Age 55 - 59	7,845	6.36
Age 60 - 64	5,989	4.85
Age 65 - 74	8,141	6.60
Age 75 - 84	3,867	3.13
Age 85 and over	997	0.81
Age 16 and over	98,173	79.58
Age 18 and over	95,232	77.20
Age 21 and over	91,528	74.20
Age 65 and over	13,006	10.54
2005 Est. Median Age	36.61	
2005 Est. Average Age	37.07	





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Male Population by Age	61,427	
Age 0 - 4	4,152	6.76
Age 5 - 9	4,336	7.06
Age 10 - 14	3,757	6.12
Age 15 - 17	2,166	3.53
Age 18 - 20	1,868	3.04
Age 21 - 24	2,559	4.17
Age 25 - 34	10,539	17.16
Age 35 - 44	10,422	16.97
Age 45 - 49	4,577	7.45
Age 50 - 54	4,087	6.65
Age 55 - 59	3,842	6.25
Age 60 - 64	2,913	4.74
Age 65 - 74	4,043	6.58
Age 75 - 84	1,764	2.87
Age 85 and over	402	0.65
2005 Est. Median Age, Male	36.28	
2005 Est. Average Age, Male	36.61	
2005 Est. Female Population by Age	61,931	
Age 0 - 4	3,801	6.14
Age 5 - 9	3,909	6.31
Age 10 - 14	3,850	6.22
Age 15 - 17	2,155	3.48
Age 18 - 20	1,836	2.96
Age 21 - 24	2,623	4.24
Age 25 - 34	10,837	17.50
Age 35 - 44	9,959	16.08
Age 45 - 49	4,561	7.36
Age 50 - 54	4,523	7.30
Age 55 - 59	4,003	6.46
Age 60 - 64	3,076	4.97
Age 65 - 74	4,098	6.62
Age 75 - 84	2,104	3.40
Age 85 and over	595	0.96
2005 Est. Median Age, Female	36.96	
2005 Est. Average Age, Female	37.53	





### Prepared For: Pacific Concepts Project Code: DV401/DV402

Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Population Age 15+ by Marital Status*	99,553	
Total, Never Married	23,828	23.93
Married, Spouse present	54,980	55.23
Married, Spouse absent	3,333	3.35
Widowed	4,428	4.45
Divorced	12,984	13.04
Males, Never Married	13,164	13.22
Previously Married	7,265	7.30
Females, Never Married	10,663	10.71
Previously Married	11,453	11.50
2005 Est. Pop. Age 25+ by Educational Attainment*	86,346	
Less than 9th grade	2,276	2.64
Some High School, no diploma	7,705	8.92
High School Graduate (or GED)	21,928	25.40
Some College, no degree	25,572	29.62
Associate Degree	5,769	6.68
Bachelor's Degree	16,148	18.70
Master's Degree	3,809	4.41
Professional School Degree	2,463	2.85
Doctorate Degree	676	0.78
Households		
2010 Projection	64,607	
2005 Estimate	49,651	
2000 Census	31,186	
1990 Census	10,200	
Growth 2005-2010	30.12%	
Growth 2000-2005	59.21%	
Growth 1990-2000	205.75%	
2005 Est. Households by Household Type	49,651	
Family Households	32,490	65.44
Nonfamily Households	17,161	
2005 Est. Group Quarters Population	48	
2005 Households by Ethnicity, Hispanic/Latino	4,849	9.77





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Households by Household Income	49,651	
Income Less than \$15,000	3,047	6.14
Income \$15,000 - \$24,999	3,209	6.46
Income \$25,000 - \$34,999	4,470	9.00
Income \$35,000 - \$49,999	7,477	15.06
Income \$50,000 - \$74,999	11,369	22.90
Income \$75,000 - \$99,999	7,642	15.39
Income \$100,000 - \$149,999	7,772	15.65
Income \$150,000 - \$249,999	2,945	5.93
Income \$250,000 - \$499,999	1,039	2.09
Income \$500,000 and more	681	1.37
2005 Est. Average Household Income	\$83,874	
2005 Est. Median Household Income	\$64,562	
2005 Est. Per Capita Income	\$33,802	
2005 Est. Household Type, Presence Own Children*	49,651	
Single Male Householder	5,819	11.72
Single Female Householder	5,667	11.41
Married-Couple Family, own children	10,291	20.73
Married-Couple Family, no own children	15,395	31.01
Male Householder, own children	1,126	2.27
Male Householder, no own children	1,138	2.29
Female Householder, own children	2,561	5.16
Female Householder, no own children	1,979	3.99
Nonfamily, Male Householder	3,567	7.18
Nonfamily, Female Householder	2,108	4.25
2005 Est. Households by Household Size*	49,651	
1-person household	11,486	23.13
2-person household	19,377	39.03
3-person household	8,667	17.46
4-person household	6,072	12.23
5-person household	2,543	5.12
6-person household	992	2.00
7 or more person household	515	1.04
2005 Est. Average Household Size	2.48	





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Households by Presence of People*	49,651	
Households with 1 or more People Age 18 or under:		
Married-Couple Family	10,866	21.88
Other Family, Male Householder	1,304	2.63
Other Family, Female Householder	2,906	5.85
Nonfamily, Male Householder	208	0.42
Nonfamily, Female Householder	53	0.11
Households no People Age 18 or under:		
Married-Couple Family	14,821	29.85
Other Family, Male Householder	960	1.93
Other Family, Female Householder	1,634	3.29
Nonfamily, Male Householder	9,178	18.49
Nonfamily, Female Householder	7,722	15.55
2005 Est. Households by Number of Vehicles*	49,651	
No Vehicles	1,870	3.77
1 Vehicle	18,075	36.40
2 Vehicles	22,837	46.00
3 Vehicles	5,230	10.53
4 Vehicles	1,391	2.80
5 or more Vehicles	249	0.50
2005 Est. Average Number of Vehicles*	1.74	
Family Households		
2010 Projection	41,919	
2005 Estimate	32,490	
2000 Census	20,291	
1990 Census	7,399	
Growth 2005-2010	29.02%	
Growth 2000-2005	60.12%	
Growth 1990-2000	174.24%	





Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Family Households by Household Income	32,490	
Income Less than \$15,000	1,248	3.84
Income \$15,000 - \$24,999	1,355	4.17
Income \$25,000 - \$34,999	2,256	6.94
Income \$35,000 - \$49,999	4,203	12.94
Income \$50,000 - \$74,999	7,917	24.37
Income \$75,000 - \$99,999	6,159	18.96
Income \$100,000 - \$149,999	5,426	16.70
Income \$150,000 - \$249,999	2,442	7.52
Income \$250,000 - \$499,999	916	2.82
Income \$500,000 and more	568	1.75
2005 Est. Average Family Household Income	\$94,888	
2005 Est. Median Family Household Income	\$72,681	
2005 Est. Families by Poverty Status*	32,490	
Income At or Above Poverty Level:		
Married-Couple Family, own children	10,647	32.77
Married-Couple Family, no own children	14,496	44.62
Male Householder, own children	1,294	3.98
Male Householder, no own children	795	2.45
Female Householder, own children	2,630	8.09
Female Householder, no own children	1,452	4.47
Income Below Poverty Level:		
Married-Couple Family, own children	275	0.85
Married-Couple Family, no own children	268	0.82
Male Householder, own children	131	0.40
Male Householder, no own children	44	0.14
Female Householder, own children	389	1.20
Female Householder, no own children	69	0.21
2005 Est. Pop Age 16+ by Employment Status*	98,173	
In Armed Forces	187	0.19
Civilian - Employed	65,001	66.21
Civilian - Unemployed	2,682	2.73
Not in Labor Force	30,303	30.87





### Prepared For: Pacific Concepts Project Code: DV401/DV402

Order #: 964033601 Site: 01

Description	Polygon	%
2005 Est. Civ Employed Pop 16+ Class of Worker*	65,001	
For-Profit Private Workers	55,024	84.65
Non-Profit Private Workers	965	1.48
Local Government Workers	4,008	6.17
State Government Workers	1,173	1.80
Federal Government Workers	774	1.19
Self-Emp Workers	2,905	4.47
Unpaid Family Workers	152	0.23
2005 Est. Civ Employed Pop 16+ by Occupation*	65,001	
Management, Business, and Financial Operations	11,190	17.22
Professional and Related Occupations	10,384	15.98
Service	15,422	
Sales and Office	19,788	30.44
Farming, Fishing, and Forestry	1	0.00
Construction, Extraction and Maintainance	4,260	6.55
Production, Transportation and Material Moving	3,955	6.08
2005 Est. Pop 16+ by Occupation Classification*	65,001	
Blue Collar	8,216	12.64
White Collar	41,361	
Service and Farm	15,424	23.73
2005 Est. Workers Age 16+, Transportation To Work*	64,232	
Drove Alone	52,289	81.41
Car Pooled	7,478	11.64
Public Transportation	1,016	1.58
Walked	448	0.70
Motorcycle	155	0.24
Bicycle	94	0.15
Other Means	564	0.88
Worked at Home	2,188	3.41
2005 Est. Workers Age 16+ by Travel Time to Work*	62,044	
Less than 15 Minutes	10,330	16.65
15 - 29 Minutes	31,904	51.42
30 - 44 Minutes	15,413	24.84
45 - 59 Minutes	2,173	3.50
60 or more Minutes	2,223	3.58
2005 Est. Average Travel Time to Work in Minutes*	26.33	





Pop-Facts: Demographic Snapshot 2005 Report		
Order #: 964033 Site: 01	8601	
Polygon	%	
49,651		
33,075	66.61	
16,576	33.39	
5		
33,075		
76	0.23	
147	0.44	
111	0.34	
78	0.24	
	<u>Polygon</u> 49,651 33,075 16,576 5 33,075 76 147 111	

2005 Est. Median All Owner-Occupied Housing Value	\$246,749	
2005 Est. Housing Units by Units in Structure*	56,026	
1 Unit Attached	3,339	5.96
1 Unit Detached	34,565	61.69
2 Units	276	0.49
3 to 19 Units	13,178	23.52
20 to 49 Units	1,028	1.83
50 or More Units	3,357	5.99
Mobile Home or Trailer	283	0.51
Boat, RV, Van, etc.	1	0.00



Value \$80,000 - \$99,999

Value \$100,000 - \$149,999

Value \$150,000 - \$199,999

Value \$200,000 - \$299,999

Value \$300,000 - \$399,999

Value \$400,000 - \$499,999

Value \$500,000 - \$749,999

Value \$750,000 - \$999,999

Value \$1,000,000 or more



0.97

8.98

5.15

5.33

1.02

2.36

321

6,056 18.31

14,501 43.84

4,230 12.79

2,969

1,702

1,763

338

782

Prepared For: Pacific Concepts Project Code: DV401/DV402 Order #: 964033601 Site: 01

### Trade Area: 9140 W RUSSELL RD, LAS VEGAS, NV 89148-1229, aggregate

Description	Polygon	%
2005 Est. Housing Units by Year Structure Built	56,026	
Housing Unit Built 1999 to present	26,875	47.97
Housing Unit Built 1995 to 1998	13,364	23.85
Housing Unit Built 1990 to 1994	7,792	13.91
Housing Unit Built 1980 to 1989	6,773	12.09
Housing Unit Built 1970 to 1979	1,047	1.87
Housing Unit Built 1960 to 1969	131	0.23
Housing Unit Built 1950 to 1959	37	0.07
Housing Unit Built 1940 to 1949	8	0.01
Housing Unit Built 1939 or Earlier	0	0.00
2005 Est. Median Year Structure Built **	1999	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.





### Prepared For: Pacific Concepts Project Code: DV401/DV402

Order #: 964033601 Site: 01

### **Appendix:** Area Listing

#### Area Name:

Type: Polygon	Reporting Detail: Aggregate	Reporting Level: Block Group
9140 W RUSSELL RD, LAS VEGAS, NV 89148-1229		

#### **Polygon Points:**

36.021843 -115.279465	36.028099 -115.279991	36.024448 -115.284683	36.029144 -115.288338
36.038532 -115.284164	36.032795 -115.298767	36.062008 -115.299294	36.061485 -115.304504
36.068268 -115.308678	36.065136 -115.317551	36.087566 -115.317024	36.094349 -115.326416
36.114170 -115.331108	36.117298 -115.336845	36.123558 -115.338409	36.118866 -115.347282
36.122517 -115.346756	36.124081 -115.350929	36.128777 -115.349365	36.130863 -115.336845
36.142338 -115.339455	36.137123 -115.343109	36.142860 -115.349892	36.155380 -115.345192
36.147034 -115.338409	36.159550 -115.337372	36.158508 -115.334236	36.145988 -115.334236
36.145988 -115.327980	36.152771 -115.324852	36.145988 -115.308159	36.153812 -115.294594
36.151207 -115.291466	36.145988 -115.295639	36.144947 -115.277901	36.137123 -115.271645
36.135036 -115.276863	36.130863 -115.276863	36.133469 -115.267990	36.127209 -115.259125
36.116257 -115.259125	36.115211 -115.248695	36.110519 -115.254433	36.100086 -115.236176
36.094868 -115.241386	36.097477 -115.253387	36.091740 -115.244522	36.090698 -115.250259
36.082870 -115.255470	36.082352 -115.251823	36.092262 -115.241913	36.079742 -115.231476
36.083393 -115.223656	36.078178 -115.215309	36.069832 -115.211136	36.074528 -115.209572
36.079220 -115.212700	36.081829 -115.206963	36.073483 -115.205917	36.072441 -115.200180
36.069832 -115.205917	36.065659 -115.182442	36.080265 -115.181923	36.081306 -115.179314
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36.062008 -115.206444	36.062527 -115.214783	36.058357 -115.214264	36.058876 -115.208008
36.050011 -115.212700	36.041664 -115.223129	36.043751 -115.229912	36.035404 -115.235649
36.035927 -115.241386	36.029144 -115.242432	36.039577 -115.245041	36.039577 -115.263298
36.038013 -115.259125	36.034882 -115.260689	36.021843 -115.279465	



