

Geodemographic Analysis - Carson City, Churchill County, Clark County, & Douglas County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS							
	Carson City		Churchill County		Clark County		Douglas County	
2000 & 1990 MAJOR CATEGORY ESTIMATES								
2000 POPULATION	51,956		24,722		1,294,506		40,652	
1990 CENSUS POPULATION	40,443		17,938		741,459		27,637	
1990-2000 PERCENT INCREASE	28.47%		37.82%		74.59%		47.09%	
1990-2000 AVERAGE ANNUAL GROWTH RATE	2.54%		3.26%		5.73%		3.93%	
AREA OF ANALYSIS (SQUARE MILES)	156.1		5,024.9		8,101.5		738.7	
2000 PERSONS PER SQUARE MILE	333		5		160		55	
2000 HOUSEHOLDS	20,690		9,128		512,997		15,376	
2000 PERSONS PER HOUSEHOLD	2.36		2.66		2.49		2.63	
1990 HOUSEHOLDS	15,895		6,666		287,025		10,571	
2000 FAMILIES	13,438		6,377		325,600		11,114	
2000 GROUP QUARTERS POPULATION	3,069		469		16,022		168	
1990 CENSUS & 2000 HOUSING UNIT ESTIMATES								
2000 HOUSING UNITS	21,850		10,077		571,884		20,735	
1990 HOUSING UNITS	16,628		7,290		317,188		14,121	
1990 OWNER-OCCUPIED UNITS	9,582	57.6%	4,204	57.7%	149,007	47.0%	7,285	51.6%
1990 MEAN VALUE OF OWN-OCC UNITS	\$106,102		\$87,687		\$98,436		\$138,673	
1990 RENTER-OCCUPIED UNITS	6,313	38.0%	2,462	33.8%	138,018	43.5%	3,286	23.3%
1990 MEAN CONTRACT RENT	\$408		\$370		\$462		\$547	
2000 RACE ESTIMATES								
WHITE (non-hispanic)	41,919	80.7%	19,767	80.0%	858,308	66.3%	34,779	85.6%
BLACK (non-hispanic)	957	1.8%	283	1.1%	122,189	9.4%	126	0.3%
AMERICAN INDIAN, ESKIMO, OR ALEUT (non-hisp)	1,446	2.8%	1,315	5.3%	9,956	0.8%	836	2.1%
ASIAN OR PACIFIC ISLANDER (non-hispanic)	1,068	2.1%	971	3.9%	63,134	4.9%	763	1.9%
OTHER (non-hispanic)	40	0.1%	15	0.1%	1,016	0.1%	25	0.1%
HISPANIC	6,526	12.6%	2,371	9.6%	239,903	18.5%	4,123	10.1%
2000 SEX ESTIMATES								
FEMALE	25,467	49.0%	12,341	49.9%	643,004	49.7%	20,347	50.1%
MALE	26,489	51.0%	12,381	50.1%	651,502	50.3%	20,305	49.9%

Geodemographic Analysis - Carson City, Churchill County, Clark County, & Douglas County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS							
	Carson City		Churchill County		Clark County		Douglas County	
2000 AGE ESTIMATES								
0 TO 4 YEARS	3,226	6.2%	1,971	8.0%	93,147	7.2%	2,848	7.0%
5 TO 9 YEARS	3,294	6.3%	1,986	8.0%	90,919	7.0%	2,944	7.2%
10 TO 14 YEARS	3,376	6.5%	1,898	7.7%	91,011	7.0%	2,939	7.2%
15 TO 17 YEARS	1,986	3.8%	1,063	4.3%	51,019	3.9%	1,600	3.9%
18 TO 20 YEARS	1,614	3.1%	885	3.6%	46,148	3.6%	1,013	2.5%
21 TO 24 YEARS	2,317	4.5%	1,174	4.7%	61,415	4.7%	1,578	3.9%
25 TO 34 YEARS	7,228	13.9%	3,137	12.7%	182,119	14.1%	4,882	12.0%
35 TO 44 YEARS	7,967	15.3%	3,711	15.0%	213,556	16.5%	7,158	17.6%
45 TO 54 YEARS	7,628	14.7%	3,363	13.6%	187,882	14.5%	6,217	15.3%
55 TO 59 YEARS	2,829	5.4%	1,201	4.9%	68,187	5.3%	2,174	5.3%
60 TO 64 YEARS	2,454	4.7%	1,037	4.2%	54,176	4.2%	1,761	4.3%
65 TO 74 YEARS	4,584	8.8%	1,782	7.2%	89,188	6.9%	3,280	8.1%
75 AND OVER	3,453	6.6%	1,514	6.1%	65,739	5.1%	2,258	5.6%
MEDIAN AGE	39.7		35.9		36.8		39.0	
MEDIAN AGE OF HOUSEHOLDER	50.4		48.3		47.4		48.9	
2000 HOUSEHOLD INCOME ESTIMATES								
\$0 TO \$9,999	1,273	6.2%	945	10.4%	35,831	7.0%	899	5.8%
\$10,000 TO \$14,999	1,032	5.0%	625	6.8%	25,165	4.9%	519	3.4%
\$15,000 TO \$24,999	2,934	14.2%	1,134	12.4%	63,979	12.5%	1,500	9.8%
\$25,000 TO \$34,999	2,611	12.6%	1,234	13.5%	66,961	13.1%	2,128	13.8%
\$35,000 TO \$39,999	1,219	5.9%	594	6.5%	31,038	6.1%	933	6.1%
\$40,000 TO \$49,999	2,421	11.7%	1,127	12.3%	59,411	11.6%	1,745	11.3%
\$50,000 TO \$74,999	4,891	23.6%	2,045	22.4%	112,934	22.0%	3,620	23.5%
\$75,000 TO \$99,999	2,140	10.3%	756	8.3%	55,750	10.9%	1,941	12.6%
\$100,000 TO \$149,000	1,544	7.5%	460	5.0%	38,191	7.4%	1,207	7.8%
\$150,000 OR GREATER	625	3.0%	208	2.3%	23,737	4.6%	884	5.7%
2000 & 1990 MISCELLANEOUS INCOME ESTIMATES								
2000 PER CAPITA INCOME	\$23,252		\$18,283		\$24,135		\$26,126	
1990 PER CAPITA INCOME	\$15,094		\$12,626		\$15,043		\$17,435	
2000 MEDIAN HOUSEHOLD INCOME	\$47,197		\$40,856		\$48,890		\$51,637	
1990 MEDIAN HOUSEHOLD INCOME	\$32,428		\$29,446		\$32,059		\$35,997	
2000 MEDIAN FAMILY INCOME	\$55,153		\$46,883		\$55,695		\$57,937	
1990 MEDIAN FAMILY INCOME	\$37,779		\$33,456		\$36,794		\$39,702	

Geodemographic Analysis - Elko County, Esmeralda County, Eureka County, & Humboldt County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH

UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS							
	<i>Elko County</i>		<i>Esmeralda County</i>		<i>Eureka County</i>		<i>Humboldt County</i>	
2000 & 1990 MAJOR CATEGORY ESTIMATES								
2000 POPULATION	48,711		1,321		1,918		18,286	
1990 CENSUS POPULATION	33,530		1,344		1,547		12,844	
1990-2000 PERCENT INCREASE	45.28%		-1.71%		23.98%		42.37%	
1990-2000 AVERAGE ANNUAL GROWTH RATE	3.81%		-0.17%		2.17%		3.60%	
AREA OF ANALYSIS (SQUARE MILES)	17,206.4		3,588.9		4,179.2		9,659.9	
2000 PERSONS PER SQUARE MILE	3		0		0		2	
2000 HOUSEHOLDS	17,030		608		800		6,460	
2000 PERSONS PER HOUSEHOLD	2.83		2.16		2.38		2.78	
1990 HOUSEHOLDS	11,777		588		617		4,538	
2000 FAMILIES	11,929		350		487		4,461	
2000 GROUP QUARTERS POPULATION	530		5		12		305	
1990 CENSUS & 2000 HOUSING UNIT ESTIMATES								
2000 HOUSING UNITS	19,650		1,008		1,069		7,249	
1990 HOUSING UNITS	13,461		966		817		5,044	
1990 OWNER-OCCUPIED UNITS	7,592	56.4%	355	36.7%	421	51.5%	3,054	60.5%
1990 MEAN VALUE OF OWN-OCC UNITS	\$77,562		\$39,921		\$67,298		\$71,095	
1990 RENTER-OCCUPIED UNITS	4,185	31.1%	233	24.1%	196	24.0%	1,484	29.4%
1990 MEAN CONTRACT RENT	\$359		\$261		\$285		\$349	
2000 RACE ESTIMATES								
WHITE (non-hispanic)	34,400	70.6%	1,039	78.7%	1,551	80.9%	11,796	64.5%
BLACK (non-hispanic)	304	0.6%	10	0.8%	11	0.6%	90	0.5%
AMERICAN INDIAN, ESKIMO, OR ALEUT (non-hisp)	3,014	6.2%	78	5.9%	49	2.6%	950	5.2%
ASIAN OR PACIFIC ISLANDER (non-hispanic)	571	1.2%	12	0.9%	20	1.0%	108	0.6%
OTHER (non-hispanic)	57	0.1%	0	0.0%	1	0.1%	14	0.1%
HISPANIC	10,365	21.3%	182	13.8%	286	14.9%	5,328	29.1%
2000 SEX ESTIMATES								
FEMALE	23,162	47.5%	598	45.3%	885	46.1%	8,621	47.1%
MALE	25,549	52.5%	723	54.7%	1,033	53.9%	9,665	52.9%

Geodemographic Analysis - Elko County, Esmeralda County, Eureka County, & Humboldt County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH

UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

AREAS OF ANALYSIS

	<i>Elko County</i>		<i>Esmeralda County</i>		<i>Eureka County</i>		<i>Humboldt County</i>		
2000 AGE ESTIMATES									
0 TO 4 YEARS	4,432	9.1%	85	6.4%	169	8.8%	1,537	8.4%	
5 TO 9 YEARS	4,346	8.9%	92	7.0%	138	7.2%	1,623	8.9%	
10 TO 14 YEARS	4,124	8.5%	87	6.6%	158	8.2%	1,498	8.2%	
15 TO 17 YEARS	2,226	4.6%	46	3.5%	65	3.4%	780	4.3%	
18 TO 20 YEARS	1,717	3.5%	47	3.6%	53	2.8%	633	3.5%	
21 TO 24 YEARS	2,340	4.8%	52	3.9%	83	4.3%	939	5.1%	
25 TO 34 YEARS	7,087	14.5%	182	13.8%	252	13.1%	2,612	14.3%	
35 TO 44 YEARS	8,148	16.7%	212	16.0%	313	16.3%	3,068	16.8%	
45 TO 54 YEARS	6,677	13.7%	217	16.4%	300	15.6%	2,446	13.4%	
55 TO 59 YEARS	2,277	4.7%	76	5.8%	98	5.1%	862	4.7%	
60 TO 64 YEARS	1,715	3.5%	60	4.5%	85	4.4%	631	3.5%	
65 TO 74 YEARS	2,218	4.6%	92	7.0%	123	6.4%	1,010	5.5%	
75 AND OVER	1,404	2.9%	73	5.5%	81	4.2%	647	3.5%	
MEDIAN AGE	32.5		38.2		36.2		33.1		
MEDIAN AGE OF HOUSEHOLDER	44.9		47.6		47.5		45.5		
2000 HOUSEHOLD INCOME ESTIMATES									
\$0 TO \$9,999	1,253	7.4%	88	14.5%	84	10.5%	417	6.5%	
\$10,000 TO \$14,999	1,080	6.3%	63	10.4%	50	6.3%	432	6.7%	
\$15,000 TO \$24,999	2,311	13.6%	93	15.3%	111	13.9%	878	13.6%	
\$25,000 TO \$34,999	2,021	11.9%	81	13.3%	120	15.0%	840	13.0%	
\$35,000 TO \$39,999	976	5.7%	31	5.1%	60	7.5%	430	6.7%	
\$40,000 TO \$49,999	2,141	12.6%	93	15.3%	102	12.8%	1,008	15.6%	
\$50,000 TO \$74,999	4,239	24.9%	99	16.3%	188	23.5%	1,549	24.0%	
\$75,000 TO \$99,999	1,875	11.0%	35	5.8%	47	5.9%	563	8.7%	
\$100,000 TO \$149,000	729	4.3%	19	3.1%	21	2.6%	252	3.9%	
\$150,000 OR GREATER	405	2.4%	6	1.0%	17	2.1%	91	1.4%	
2000 & 1990 MISCELLANEOUS INCOME ESTIMATES									
2000 PER CAPITA INCOME	\$18,708		\$18,187		\$19,256		\$17,789		
1990 PER CAPITA INCOME	\$13,764		\$12,803		\$14,598		\$13,450		
2000 MEDIAN HOUSEHOLD INCOME	\$44,687		\$32,218		\$38,455		\$41,300		
1990 MEDIAN HOUSEHOLD INCOME	\$33,877		\$25,135		\$31,487		\$32,615		
2000 MEDIAN FAMILY INCOME	\$50,720		\$38,302		\$44,767		\$46,611		
1990 MEDIAN FAMILY INCOME	\$38,096		\$30,874		\$36,654		\$36,343		

Geodemographic Analysis - Lander County, Lincoln County, Lyon County, Mineral County, & Nye County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS									
	Lander County		Lincoln County		Lyon County		Mineral County		Nye County	
2000 & 1990 MAJOR CATEGORY ESTIMATES										
2000 POPULATION	6,832		4,281		33,494		5,789		31,362	
1990 CENSUS POPULATION	6,266		3,775		20,001		6,475		17,781	
1990-2000 PERCENT INCREASE	9.03%		13.40%		67.46%		-10.59%		76.38%	
1990-2000 AVERAGE ANNUAL GROWTH RATE	0.87%		1.27%		5.29%		-1.11%		5.84%	
AREA OF ANALYSIS (SQUARE MILES)	5,518.5		10,642.0		2,018.3		3,814.4		18,148.1	
2000 PERSONS PER SQUARE MILE	1		0		17		2		2	
2000 HOUSEHOLDS	2,367		1,569		13,028		2,309		12,295	
2000 PERSONS PER HOUSEHOLD	2.87		2.50		2.55		2.45		2.46	
1990 HOUSEHOLDS	2,212		1,325		7,680		2,529		6,664	
2000 FAMILIES	1,684		1,044		9,289		1,529		8,336	
2000 GROUP QUARTERS POPULATION	28		356		299		132		1,127	
1990 CENSUS & 2000 HOUSING UNIT ESTIMATES										
2000 HOUSING UNITS	2,794		2,152		14,936		2,760		15,036	
1990 HOUSING UNITS	2,586		1,800		8,722		2,994		8,073	
1990 OWNER-OCCUPIED UNITS	1,555	60.1%	974	54.1%	5,560	63.7%	1,681	56.1%	4,677	57.9%
1990 MEAN VALUE OF OWN-OCC UNITS	\$59,342		\$51,638		\$76,443		\$54,795		\$66,429	
1990 RENTER-OCCUPIED UNITS	657	25.4%	351	19.5%	2,120	24.3%	848	28.3%	1,987	24.6%
1990 MEAN CONTRACT RENT	\$272		\$174		\$323		\$322		\$284	
2000 RACE ESTIMATES										
WHITE (non-hispanic)	5,050	73.9%	3,699	86.4%	27,691	82.7%	3,928	67.9%	26,173	83.5%
BLACK (non-hispanic)	11	0.2%	152	3.6%	140	0.4%	417	7.2%	440	1.4%
AMERICAN INDIAN, ESKIMO, OR ALEUT (non-hisp)	266	3.9%	76	1.8%	1,052	3.1%	611	10.6%	915	2.9%
ASIAN OR PACIFIC ISLANDER (non-hispanic)	20	0.3%	21	0.5%	371	1.1%	85	1.5%	375	1.2%
OTHER (non-hispanic)	33	0.5%	12	0.3%	16	0.0%	7	0.1%	34	0.1%
HISPANIC	1,452	21.3%	321	7.5%	4,224	12.6%	741	12.8%	3,425	10.9%
2000 SEX ESTIMATES										
FEMALE	3,334	48.8%	2,043	47.7%	16,504	49.3%	2,853	49.3%	14,976	47.8%
MALE	3,498	51.2%	2,238	52.3%	16,990	50.7%	2,936	50.7%	16,386	52.2%

Geodemographic Analysis - Lander County, Lincoln County, Lyon County, Mineral County, & Nye County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS									
	Lander County		Lincoln County		Lyon County		Mineral County		Nye County	
2000 AGE ESTIMATES										
0 TO 4 YEARS	636	9.3%	350	8.2%	2,561	7.6%	481	8.3%	2,254	7.2%
5 TO 9 YEARS	629	9.2%	358	8.4%	2,579	7.7%	455	7.9%	2,222	7.1%
10 TO 14 YEARS	634	9.3%	371	8.7%	2,536	7.6%	447	7.7%	2,245	7.2%
15 TO 17 YEARS	321	4.7%	360	8.4%	1,429	4.3%	296	5.1%	1,227	3.9%
18 TO 20 YEARS	227	3.3%	131	3.1%	894	2.7%	190	3.3%	895	2.9%
21 TO 24 YEARS	334	4.9%	178	4.2%	1,295	3.9%	236	4.1%	1,253	4.0%
25 TO 34 YEARS	971	14.2%	511	11.9%	3,879	11.6%	706	12.2%	3,817	12.2%
35 TO 44 YEARS	1,088	15.9%	457	10.7%	4,563	13.6%	802	13.9%	4,642	14.8%
45 TO 54 YEARS	952	13.9%	487	11.4%	4,816	14.4%	756	13.1%	4,694	15.0%
55 TO 59 YEARS	319	4.7%	226	5.3%	1,851	5.5%	310	5.4%	2,031	6.5%
60 TO 64 YEARS	228	3.3%	167	3.9%	1,810	5.4%	307	5.3%	1,679	5.4%
65 TO 74 YEARS	297	4.3%	371	8.7%	3,153	9.4%	455	7.9%	2,673	8.5%
75 AND OVER	196	2.9%	314	7.3%	2,128	6.4%	348	6.0%	1,730	5.5%
MEDIAN AGE	31.7		32.7		38.8		35.8		39.6	
MEDIAN AGE OF HOUSEHOLDER	44.8		54.1		51.6		50.1		50.9	
2000 HOUSEHOLD INCOME ESTIMATES										
\$0 TO \$9,999	220	9.3%	311	19.8%	1,420	10.9%	208	9.0%	1,451	11.8%
\$10,000 TO \$14,999	182	7.7%	266	17.0%	1,166	8.9%	154	6.7%	989	8.0%
\$15,000 TO \$24,999	279	11.8%	252	16.1%	2,623	20.1%	431	18.7%	1,860	15.1%
\$25,000 TO \$34,999	305	12.9%	224	14.3%	2,148	16.5%	270	11.7%	1,711	13.9%
\$35,000 TO \$39,999	146	6.2%	95	6.1%	847	6.5%	111	4.8%	721	5.9%
\$40,000 TO \$49,999	325	13.7%	222	14.1%	1,533	11.8%	229	9.9%	1,502	12.2%
\$50,000 TO \$74,999	581	24.5%	161	10.3%	2,292	17.6%	531	23.0%	2,698	21.9%
\$75,000 TO \$99,999	206	8.7%	26	1.7%	638	4.9%	253	11.0%	890	7.2%
\$100,000 TO \$149,000	80	3.4%	4	0.3%	227	1.7%	107	4.6%	299	2.4%
\$150,000 OR GREATER	43	1.8%	8	0.5%	134	1.0%	15	0.6%	174	1.4%
2000 & 1990 MISCELLANEOUS INCOME ESTIMATES										
2000 PER CAPITA INCOME	\$16,489		\$11,097		\$15,627		\$18,692		\$19,539	
1990 PER CAPITA INCOME	\$13,067		\$8,839		\$11,772		\$11,691		\$14,959	
2000 MEDIAN HOUSEHOLD INCOME	\$40,319		\$22,481		\$31,411		\$40,708		\$35,811	
1990 MEDIAN HOUSEHOLD INCOME	\$32,575		\$20,353		\$25,171		\$27,443		\$29,490	
2000 MEDIAN FAMILY INCOME	\$44,566		\$32,403		\$35,297		\$48,694		\$41,252	
1990 MEDIAN FAMILY INCOME	\$36,590		\$27,988		\$28,333		\$32,765		\$32,179	

Geodemographic Analysis - Pershing County, Storey County, Washoe County, & White Pine County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

AREAS OF ANALYSIS

	Pershing County		Storey County		Washoe County		White Pine County		
2000 & 1990 MAJOR CATEGORY ESTIMATES									
2000 POPULATION	6,187		3,404		326,286		10,503		
1990 CENSUS POPULATION	4,336		2,526		254,667		9,264		
1990-2000 PERCENT INCREASE	42.69%		34.76%		28.12%		13.37%		
1990-2000 AVERAGE ANNUAL GROWTH RATE	3.62%		3.03%		2.51%		1.26%		
AREA OF ANALYSIS (SQUARE MILES)	6,069.7		264.1		6,559.9		8,900.2		
2000 PERSONS PER SQUARE MILE	1		13		50		1		
2000 HOUSEHOLDS	2,279		1,350		129,572		3,599		
2000 PERSONS PER HOUSEHOLD	2.69		2.50		2.48		2.57		
1990 HOUSEHOLDS	1,614		1,006		102,294		3,296		
2000 FAMILIES	1,561		901		79,187		2,428		
2000 GROUP QUARTERS POPULATION	61		26		5,558		1,237		
1990 CENSUS & 2000 HOUSING UNIT ESTIMATES									
2000 HOUSING UNITS	2,720		1,470		143,462		4,389		
1990 HOUSING UNITS	1,908		1,085		112,193		3,982		
1990 OWNER-OCCUPIED UNITS	980	51.4%	734	67.6%	55,335	49.3%	2,392	60.1%	
1990 MEAN VALUE OF OWN-OCC UNITS	\$64,017		\$100,196		\$120,394		\$54,696		
1990 RENTER-OCCUPIED UNITS	634	33.2%	272	25.1%	46,959	41.9%	904	22.7%	
1990 MEAN CONTRACT RENT	\$289		\$342		\$440		\$273		
2000 RACE ESTIMATES									
WHITE (non-hispanic)	4,108	66.4%	3,034	89.1%	246,143	75.4%	8,154	77.6%	
BLACK (non-hispanic)	322	5.2%	15	0.4%	7,360	2.3%	373	3.6%	
AMERICAN INDIAN, ESKIMO, OR ALEUT (non-hisp)	270	4.4%	69	2.0%	5,935	1.8%	307	2.9%	
ASIAN OR PACIFIC ISLANDER (non-hispanic)	45	0.7%	60	1.8%	17,950	5.5%	52	0.5%	
OTHER (non-hispanic)	7	0.1%	3	0.1%	368	0.1%	20	0.2%	
HISPANIC	1,435	23.2%	223	6.6%	48,530	14.9%	1,597	15.2%	
2000 SEX ESTIMATES									
FEMALE	3,032	49.0%	1,698	49.9%	162,033	49.7%	4,636	44.1%	
MALE	3,155	51.0%	1,706	50.1%	164,253	50.3%	5,867	55.9%	

Geodemographic Analysis - Pershing County, Storey County, Washoe County, & White Pine County

Nevada

APRIL 2000 BLOCK GROUP LEVEL ESTIMATES PRODUCED BY CLARITAS, Inc.

PROVIDED BY: BUREAU OF BUSINESS AND ECONOMIC RESEARCH
UNIVERSITY OF NEVADA, RENO (775)784-1771

05-Jan-01

	AREAS OF ANALYSIS							
	Pershing County		Storey County		Washoe County		White Pine County	
2000 AGE ESTIMATES								
0 TO 4 YEARS	607	9.8%	212	6.2%	22,102	6.8%	766	7.3%
5 TO 9 YEARS	547	8.8%	229	6.7%	21,975	6.7%	789	7.5%
10 TO 14 YEARS	479	7.7%	241	7.1%	22,219	6.8%	778	7.4%
15 TO 17 YEARS	246	4.0%	118	3.5%	12,364	3.8%	407	3.9%
18 TO 20 YEARS	196	3.2%	74	2.2%	12,139	3.7%	344	3.3%
21 TO 24 YEARS	281	4.5%	137	4.0%	14,937	4.6%	541	5.2%
25 TO 34 YEARS	820	13.3%	397	11.7%	45,965	14.1%	1,523	14.5%
35 TO 44 YEARS	910	14.7%	570	16.7%	58,393	17.9%	1,624	15.5%
45 TO 54 YEARS	781	12.6%	631	18.5%	48,126	14.7%	1,473	14.0%
55 TO 59 YEARS	315	5.1%	210	6.2%	16,805	5.2%	524	5.0%
60 TO 64 YEARS	254	4.1%	171	5.0%	13,114	4.0%	421	4.0%
65 TO 74 YEARS	427	6.9%	244	7.2%	21,406	6.6%	716	6.8%
75 AND OVER	324	5.2%	170	5.0%	16,741	5.1%	597	5.7%
MEDIAN AGE	34.4		40.9		37.3		35.6	
MEDIAN AGE OF HOUSEHOLDER	47.5		50.8		46.7		48.2	
2000 HOUSEHOLD INCOME ESTIMATES								
\$0 TO \$9,999	271	11.9%	117	8.7%	7,458	5.8%	461	12.8%
\$10,000 TO \$14,999	221	9.7%	115	8.5%	5,765	4.4%	336	9.3%
\$15,000 TO \$24,999	277	12.2%	132	9.8%	14,415	11.1%	538	14.9%
\$25,000 TO \$34,999	311	13.6%	139	10.3%	15,455	11.9%	566	15.7%
\$35,000 TO \$39,999	178	7.8%	82	6.1%	7,648	5.9%	231	6.4%
\$40,000 TO \$49,999	325	14.3%	154	11.4%	13,980	10.8%	414	11.5%
\$50,000 TO \$74,999	472	20.7%	272	20.1%	28,910	22.3%	630	17.5%
\$75,000 TO \$99,999	143	6.3%	179	13.3%	16,736	12.9%	269	7.5%
\$100,000 TO \$149,000	57	2.5%	127	9.4%	11,228	8.7%	114	3.2%
\$150,000 OR GREATER	24	1.1%	33	2.4%	7,977	6.2%	40	1.1%
2000 & 1990 MISCELLANEOUS INCOME ESTIMATES								
2000 PER CAPITA INCOME	\$15,476		\$22,910		\$26,265		\$15,477	
1990 PER CAPITA INCOME	\$11,566		\$15,647		\$16,313		\$12,007	
2000 MEDIAN HOUSEHOLD INCOME	\$35,776		\$46,295		\$54,572		\$35,682	
1990 MEDIAN HOUSEHOLD INCOME	\$27,776		\$32,542		\$34,352		\$29,473	
2000 MEDIAN FAMILY INCOME	\$39,082		\$52,633		\$64,357		\$43,010	
1990 MEDIAN FAMILY INCOME	\$30,863		\$38,359		\$39,604		\$35,165	

From: Tammy Westergard
To: Niki Gladys
Date: 5/26/2009 4:56 PM
Subject: following up to last Friday's meeting
Attachments: age demographics_carson city.pdf; A Second Life for Higher Education_.pdf; 2000county_demos.pdf; Editorial Possibilities.doc

Hi Niki,

Touching base on two fronts: 1) the VM I left regarding my paperwork ... not sure if you still have the things I gave you but wondering if it wouldn't be too much trouble if you do have the papers to look thru and see if the roster of flower basket partners, with my hand written notes on the page, are in the pile. If so, would you mind letting me know and then fax the page to 887-2286. Sorry for the trouble, but thanks. That sheet had all of the double checked notes and I'd had not yet entered the info into the corrected spreadsheet and 2) here are the items I told you I would send: a graph that easily shows the breakdown of Carson City's population by age - I'm sending three different sources: a) the most current 2008 estimates from the Center for Regional Studies at UNR (the first attachment), b) go directly to this link and see age breakdown from Carson City's regional data center: <http://www.regionaldatcenter.com/RDC/carsoncity/demographics.aspx#age> with the data being compiled by a company called Applied Geographic Solutions and 3) the U.S. Census 200 data which is posted with the State of Nevada Demographer. Long story short is it is as I've told you - we are not a gray community by any means and each of these data sources confirms that. Also attached here is some info. on Second Life as it applies to education - regarding the virtual worlds business niche I was talking about.

And finally did you get a chance to talk to Peggy about editorial? How will we move forward on that? I attached the word doc of what I gave you just in case you need it for reference. This was just some thoughts as a starting place, but i know how the newsroom plans so the deadlines will sneak up if we don't get it all firmed up :-)

Thanks and talk to you soon!
TW

p.s. the Basque Festival meeting is tomorrow at 7:15 at Adeles, hope you can make it.

Tammy Westergard
Office of Business Development
Deputy Manager
201 North Carson Street, Suite #2
Carson City, NV 89701
775-887-2101 x30123 - voice
775-887-2286 - facsimile
twestergard@ci.carson-city.nv.us