



Specialty Comparison Profile

Prepared by Carol Campbell

	630 Sierra Rose Dr Reno, NV 89511 Drivetime: 10 minutes	630 Sierra Rose Dr Reno, NV 89511 Drivetime: 15 minutes	630 Sierra Rose Dr Reno, NV 89511 Drivetime: 20 minutes
Latitude: 39.473203			
Longitude: -119.794821			
1990 Total Population	135,775	209,593	215,206
2000 Total Population	159,618	258,539	272,116
2007 Total Population	184,164	300,562	322,052
2012 Total Population	203,133	336,271	361,965
1990 Total Households	59,348	86,202	88,112
2000 Total Households	66,608	103,225	107,732
2007 Total Households	77,040	120,668	127,766
2012 Total Households	85,136	135,202	143,653
1990 Average Household Size	2.21	2.37	2.38
2000 Average Household Size	2.34	2.46	2.48
2007 Average Household Size	2.34	2.45	2.48
2012 Average Household Size	2.34	2.45	2.49
1990 Average Household Income	\$36,490	\$39,072	\$38,715
2000 Average Household Income	\$53,161	\$56,625	\$56,289
2007 Average Household Income	\$65,586	\$70,562	\$70,121
2012 Average Household Income	\$79,107	\$85,124	\$84,347

Office Profile

2007 Employed Civilian Population 16+	83,317	139,217	149,789
2012 Employed Civilian Population 16+	92,362	156,908	169,532
2000 Total White Collar Employment	43,199	74,402	77,956
2007 Total White Collar Employment	45,806	79,957	85,288
2012 Total White Collar Employment	51,828	92,173	98,614

Retail Profile

2007 Total Retail Expenditures	\$1	\$1	\$1
2007 % Household Income Spent on Retail Goods	1%	1%	1%

Subdivision Profile

2000 % Single Family Households	41.1%	49.3%	49.6%
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Single Family Profile

1990 - 2000 Annual New Households	726	1,702	1,962
2000 - 2007 Annual New Households	1,669	2,791	3,205
2007 - 2012 Annual New Households	1,619	2,907	3,178
2000 % Owner Occupied Households	42.3%	52.5%	53.6%
2007 % Owner Occupied Households	43.6%	53.5%	54.7%
2012 % Owner Occupied Households	43.1%	53.2%	54.4%
1990 - 2000 Annual New Owner Households	307	893	1,052
2000 - 2007 Annual New Owner Households	727	1,493	1,753
2007 - 2012 Annual New Owner Households	698	1,548	1,728

Data Note: White Collar is defined as the following occupations: Management including Farmer and Farm Managers, Business/Financial, Computer and Mathematical, Architecture/Engineering, Life/Physical/Social Science, Community/Social Services, Legal, Education/Training/Library, Arts/Design/Entertainment/Sports/Media, Healthcare Practitioner/Technician, Sales/Related, and Office/Administrative Support. Single Family Households have 1 detached unit in structure.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI converted 1990 Census data into 2000 geography. ESRI forecasts for 2007 and 2012. Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics.