

Market Profile

4406 W Charleston Blvd, Las Vegas, Nevada, 89102
Drive time: 10, 20 minute radii

Prepared by Wes Drown, CCIM

Latitude: 36.15933

Longitude: -115.20049

	10 minutes	20 minutes
Population Summary		
2010 Total Population	177,626	1,153,435
2020 Total Population	183,774	1,256,823
2020 Group Quarters	1,046	11,218
2023 Total Population	183,001	1,278,630
2023 Group Quarters	1,048	11,231
2028 Total Population	189,650	1,307,880
2023-2028 Annual Rate	0.72%	0.45%
2023 Total Daytime Population	228,906	1,475,317
Workers	128,027	779,562
Residents	100,879	695,755
Household Summary		
2010 Households	64,452	418,592
2010 Average Household Size	2.73	2.72
2020 Total Households	69,363	467,690
2020 Average Household Size	2.63	2.66
2023 Households	70,505	480,587
2023 Average Household Size	2.58	2.64
2028 Households	73,774	496,926
2028 Average Household Size	2.56	2.61
2023-2028 Annual Rate	0.91%	0.67%
2010 Families	39,109	268,021
2010 Average Family Size	3.42	3.33
2023 Families	41,074	299,120
2023 Average Family Size	3.32	3.29
2028 Families	42,953	309,006
2028 Average Family Size	3.29	3.25
2023-2028 Annual Rate	0.90%	0.65%
Housing Unit Summary		
2000 Housing Units	72,865	396,435
Owner Occupied Housing Units	44.0%	50.5%
Renter Occupied Housing Units	49.1%	41.3%
Vacant Housing Units	6.9%	8.2%
2010 Housing Units	75,756	497,460
Owner Occupied Housing Units	36.9%	43.9%
Renter Occupied Housing Units	48.2%	40.2%
Vacant Housing Units	14.9%	15.9%
2020 Housing Units	74,614	510,402
Owner Occupied Housing Units	35.8%	44.5%
Renter Occupied Housing Units	57.2%	47.2%
Vacant Housing Units	7.0%	8.3%
2023 Housing Units	74,944	518,010
Owner Occupied Housing Units	37.5%	47.1%
Renter Occupied Housing Units	56.5%	45.7%
Vacant Housing Units	5.9%	7.2%
2028 Housing Units	77,979	532,993
Owner Occupied Housing Units	38.3%	48.5%
Renter Occupied Housing Units	56.3%	44.8%
Vacant Housing Units	5.4%	6.8%

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 2023 and 2028, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income		
Household Income Base	70,505	480,570
<\$15,000	16.7%	13.0%
\$15,000 - \$24,999	10.7%	9.0%
\$25,000 - \$34,999	11.7%	10.1%
\$35,000 - \$49,999	15.1%	12.5%
\$50,000 - \$74,999	17.5%	17.6%
\$75,000 - \$99,999	11.5%	12.0%
\$100,000 - \$149,999	9.5%	13.2%
\$150,000 - \$199,999	3.4%	6.1%
\$200,000+	3.8%	6.5%
Average Household Income	\$67,427	\$84,582
2028 Households by Income		
Household Income Base	73,774	496,909
<\$15,000	15.9%	12.2%
\$15,000 - \$24,999	8.7%	7.2%
\$25,000 - \$34,999	10.4%	8.7%
\$35,000 - \$49,999	13.4%	10.7%
\$50,000 - \$74,999	17.3%	16.8%
\$75,000 - \$99,999	12.7%	12.6%
\$100,000 - \$149,999	12.0%	15.3%
\$150,000 - \$199,999	4.8%	8.3%
\$200,000+	4.8%	8.0%
Average Household Income	\$78,618	\$98,305
2023 Owner Occupied Housing Units by Value		
Total	28,105	243,866
<\$50,000	4.1%	4.9%
\$50,000 - \$99,999	2.6%	1.9%
\$100,000 - \$149,999	5.3%	3.1%
\$150,000 - \$199,999	7.9%	3.9%
\$200,000 - \$249,999	11.6%	6.5%
\$250,000 - \$299,999	19.1%	10.9%
\$300,000 - \$399,999	22.6%	29.0%
\$400,000 - \$499,999	11.3%	17.0%
\$500,000 - \$749,999	8.8%	14.8%
\$750,000 - \$999,999	3.2%	4.4%
\$1,000,000 - \$1,499,999	1.4%	1.8%
\$1,500,000 - \$1,999,999	1.0%	1.0%
\$2,000,000 +	1.2%	0.8%
Average Home Value	\$377,571	\$424,027
2028 Owner Occupied Housing Units by Value		
Total	29,850	258,138
<\$50,000	1.1%	3.1%
\$50,000 - \$99,999	1.0%	0.9%
\$100,000 - \$149,999	0.9%	0.8%
\$150,000 - \$199,999	0.5%	0.6%
\$200,000 - \$249,999	2.8%	2.1%
\$250,000 - \$299,999	20.3%	8.7%
\$300,000 - \$399,999	33.9%	32.2%
\$400,000 - \$499,999	18.2%	22.9%
\$500,000 - \$749,999	12.9%	20.1%
\$750,000 - \$999,999	3.8%	5.0%
\$1,000,000 - \$1,499,999	1.9%	2.0%
\$1,500,000 - \$1,999,999	1.4%	1.0%
\$2,000,000 +	1.3%	0.6%
Average Home Value	\$456,222	\$472,330

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.

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Median Household Income		
2023	\$44,688	\$55,835
2028	\$51,552	\$64,333
Median Home Value		
2023	\$298,772	\$364,607
2028	\$368,969	\$406,851
Per Capita Income		
2023	\$25,922	\$31,881
2028	\$30,513	\$37,453
Median Age		
2010	34.7	35.3
2020	36.2	37.3
2023	36.7	37.2
2028	37.3	37.4
2020 Population by Age		
Total	183,774	1,256,823
0 - 4	6.0%	5.9%
5 - 9	6.5%	6.4%
10 - 14	7.0%	6.9%
15 - 24	13.2%	13.1%
25 - 34	15.6%	14.6%
35 - 44	13.5%	13.4%
45 - 54	12.6%	13.0%
55 - 64	11.8%	12.1%
65 - 74	8.5%	9.0%
75 - 84	4.0%	4.3%
85 +	1.3%	1.3%
18 +	76.6%	76.8%
2023 Population by Age		
Total	183,003	1,278,632
0 - 4	6.8%	6.4%
5 - 9	6.7%	6.5%
10 - 14	6.4%	6.3%
15 - 24	12.8%	12.6%
25 - 34	15.0%	15.0%
35 - 44	13.1%	13.5%
45 - 54	11.6%	12.1%
55 - 64	11.5%	11.6%
65 - 74	9.5%	9.6%
75 - 84	5.1%	4.9%
85 +	1.6%	1.4%
18 +	76.4%	77.1%
2028 Population by Age		
Total	189,647	1,307,880
0 - 4	6.9%	6.6%
5 - 9	6.5%	6.4%
10 - 14	6.4%	6.3%
15 - 24	12.8%	12.2%
25 - 34	14.1%	14.9%
35 - 44	13.5%	13.9%
45 - 54	11.4%	11.6%
55 - 64	10.8%	10.8%
65 - 74	9.7%	9.6%
75 - 84	5.9%	5.9%
85 +	1.9%	1.7%
18 +	76.5%	77.2%
2020 Population by Sex		

Source: Esri forecasts for 2023 and 2028, U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	92,017	626,454
Females	91,757	630,369
2023 Population by Sex		
Males	93,689	644,780
Females	89,312	633,850
2028 Population by Sex		
Males	96,484	655,754
Females	93,166	652,126
2010 Population by Race/Ethnicity		
Total	177,626	1,153,434
White Alone	53.7%	57.3%
Black Alone	11.8%	12.2%
American Indian Alone	0.8%	0.8%
Asian Alone	6.3%	7.2%
Pacific Islander Alone	0.7%	0.7%
Some Other Race Alone	21.7%	16.9%
Two or More Races	5.0%	5.0%
Hispanic Origin	42.7%	34.9%
Diversity Index	81.8	79.3
2020 Population by Race/Ethnicity		
Total	183,774	1,256,823
White Alone	34.0%	39.9%
Black Alone	15.0%	15.0%
American Indian Alone	1.5%	1.2%
Asian Alone	7.4%	8.3%
Pacific Islander Alone	0.9%	0.8%
Some Other Race Alone	25.2%	19.6%
Two or More Races	16.0%	15.1%
Hispanic Origin	44.6%	36.8%
Diversity Index	88.2	86.6
2023 Population by Race/Ethnicity		
Total	183,001	1,278,630
White Alone	32.1%	38.0%
Black Alone	15.6%	15.7%
American Indian Alone	1.5%	1.2%
Asian Alone	7.6%	8.8%
Pacific Islander Alone	0.9%	0.8%
Some Other Race Alone	26.1%	20.1%
Two or More Races	16.2%	15.3%
Hispanic Origin	45.7%	37.5%
Diversity Index	88.5	87.2
2028 Population by Race/Ethnicity		
Total	189,650	1,307,880
White Alone	28.9%	34.7%
Black Alone	16.4%	16.6%
American Indian Alone	1.6%	1.3%
Asian Alone	8.2%	9.6%
Pacific Islander Alone	0.9%	0.9%
Some Other Race Alone	27.1%	20.8%
Two or More Races	16.8%	16.0%
Hispanic Origin	46.6%	38.2%
Diversity Index	89.0	88.0

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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2020 Population by Relationship and Household Type		
Total	183,774	1,256,823
In Households	99.4%	99.1%
Householder	37.6%	37.2%
Opposite-Sex Spouse	11.8%	14.0%
Same-Sex Spouse	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.3%	3.1%
Same-Sex Unmarried Partner	0.2%	0.2%
Biological Child	27.0%	27.2%
Adopted Child	0.4%	0.5%
Stepchild	1.3%	1.4%
Grandchild	3.1%	2.9%
Brother or Sister	2.5%	2.1%
Parent	2.4%	2.2%
Parent-in-law	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.6%
Other Relatives	2.6%	2.2%
Foster Child	0.1%	0.1%
Other Nonrelatives	5.7%	4.7%
In Group Quarters	0.6%	0.9%
Institutionalized	0.4%	0.6%
Noninstitutionalized	0.2%	0.3%
2023 Population 25+ by Educational Attainment		
Total	123,225	870,618
Less than 9th Grade	9.5%	7.5%
9th - 12th Grade, No Diploma	10.1%	8.5%
High School Graduate	29.3%	26.2%
GED/Alternative Credential	4.8%	4.2%
Some College, No Degree	19.7%	20.4%
Associate Degree	8.1%	8.7%
Bachelor's Degree	12.7%	16.3%
Graduate/Professional Degree	5.9%	8.2%
2023 Population 15+ by Marital Status		
Total	146,589	1,032,346
Never Married	43.3%	39.1%
Married	38.1%	43.1%
Widowed	5.8%	5.6%
Divorced	12.9%	12.2%
2023 Civilian Population 16+ in Labor Force		
Civilian Population 16+	91,136	632,203
Population 16+ Employed	92.0%	92.5%
Population 16+ Unemployment rate	8.0%	7.5%
Population 16-24 Employed	15.2%	13.9%
Population 16-24 Unemployment rate	10.1%	11.9%
Population 25-54 Employed	63.0%	64.6%
Population 25-54 Unemployment rate	8.0%	6.9%
Population 55-64 Employed	14.9%	15.1%
Population 55-64 Unemployment rate	5.3%	5.9%
Population 65+ Employed	6.9%	6.4%
Population 65+ Unemployment rate	9.0%	7.4%

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2023 Employed Population 16+ by Industry		
Total	83,872	584,687
Agriculture/Mining	0.3%	0.2%
Construction	10.6%	8.1%
Manufacturing	3.8%	3.9%
Wholesale Trade	1.0%	1.0%
Retail Trade	11.8%	11.5%
Transportation/Utilities	6.5%	7.6%
Information	1.8%	1.7%
Finance/Insurance/Real Estate	5.9%	6.4%
Services	56.0%	56.1%
Public Administration	2.3%	3.4%
2023 Employed Population 16+ by Occupation		
Total	83,871	584,687
White Collar	44.5%	51.0%
Management/Business/Financial	9.9%	13.0%
Professional	12.9%	16.8%
Sales	9.8%	9.3%
Administrative Support	11.9%	11.9%
Services	30.4%	26.7%
Blue Collar	25.1%	22.3%
Farming/Forestry/Fishing	0.2%	0.1%
Construction/Extraction	8.8%	6.0%
Installation/Maintenance/Repair	3.3%	3.3%
Production	3.3%	3.5%
Transportation/Material Moving	9.5%	9.4%
2020 Households by Type		
Total	69,363	467,690
Married Couple Households	31.9%	38.4%
With Own Children <18	13.2%	15.1%
Without Own Children <18	18.8%	23.3%
Cohabiting Couple Households	9.4%	8.8%
With Own Children <18	3.7%	3.2%
Without Own Children <18	5.7%	5.5%
Male Householder, No Spouse/Partner	26.7%	23.7%
Living Alone	16.6%	14.8%
65 Years and over	5.1%	4.3%
With Own Children <18	2.2%	2.2%
Without Own Children <18, With Relatives	4.8%	4.2%
No Relatives Present	3.1%	2.6%
Female Householder, No Spouse/Partner	31.9%	29.1%
Living Alone	14.3%	13.2%
65 Years and over	6.1%	5.7%
With Own Children <18	7.1%	6.4%
Without Own Children <18, With Relatives	8.7%	7.9%
No Relatives Present	1.8%	1.6%
2020 Households by Size		
Total	69,363	467,690
1 Person Household	31.0%	28.0%
2 Person Household	28.0%	30.2%
3 Person Household	15.2%	15.7%
4 Person Household	11.8%	12.5%
5 Person Household	7.5%	7.4%
6 Person Household	3.8%	3.7%
7 + Person Household	2.8%	2.6%

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2020 Households by Tenure and Mortgage Status		
Total	69,363	467,690
Owner Occupied	38.5%	48.5%
Owned with a Mortgage/Loan	28.4%	36.4%
Owned Free and Clear	10.1%	12.2%
Renter Occupied	61.5%	51.5%
2023 Affordability, Mortgage and Wealth		
Housing Affordability Index	65	66
Percent of Income for Mortgage	40.2%	39.2%
Wealth Index	49	70
2020 Housing Units By Urban/ Rural Status		
Total	74,614	510,402
Urban Housing Units	100.0%	99.9%
Rural Housing Units	0.0%	0.1%
2020 Population By Urban/ Rural Status		
Total	183,774	1,256,823
Urban Population	100.0%	99.9%
Rural Population	0.0%	0.1%

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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Top 3 Tapestry Segments		
1.	Urban Edge Families (7C)	Up and Coming Families (7A)
2.	Metro Fusion (11C)	Urban Edge Families (7C)
3.	NeWest Residents (13C)	NeWest Residents (13C)
2023 Consumer Spending		
Apparel & Services: Total \$	\$104,112,990	\$868,866,329
Average Spent	\$1,476.68	\$1,807.93
Spending Potential Index	67	82
Education: Total \$	\$77,283,532	\$652,467,234
Average Spent	\$1,096.14	\$1,357.65
Spending Potential Index	61	76
Entertainment/Recreation: Total \$	\$164,411,632	\$1,416,022,901
Average Spent	\$2,331.91	\$2,946.44
Spending Potential Index	62	78
Food at Home: Total \$	\$316,710,328	\$2,636,585,111
Average Spent	\$4,492.03	\$5,486.18
Spending Potential Index	66	81
Food Away from Home: Total \$	\$176,171,938	\$1,485,476,880
Average Spent	\$2,498.72	\$3,090.96
Spending Potential Index	67	83
Health Care: Total \$	\$321,454,745	\$2,751,623,835
Average Spent	\$4,559.32	\$5,725.55
Spending Potential Index	62	78
HH Furnishings & Equipment: Total \$	\$131,343,803	\$1,128,526,836
Average Spent	\$1,862.90	\$2,348.23
Spending Potential Index	63	79
Personal Care Products & Services: Total \$	\$44,467,730	\$376,918,140
Average Spent	\$630.70	\$784.29
Spending Potential Index	66	82
Shelter: Total \$	\$1,152,838,662	\$9,684,173,179
Average Spent	\$16,351.16	\$20,150.72
Spending Potential Index	66	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$131,469,073	\$1,163,159,670
Average Spent	\$1,864.68	\$2,420.29
Spending Potential Index	60	77
Travel: Total \$	\$97,157,012	\$846,884,496
Average Spent	\$1,378.02	\$1,762.19
Spending Potential Index	61	78
Vehicle Maintenance & Repairs: Total \$	\$61,153,350	\$516,929,852
Average Spent	\$867.36	\$1,075.62
Spending Potential Index	66	82

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.

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