






Site_1	1385 US 93, Jackpot, NV 89825 Radius: 10 Miles	1385 US 93, Jackpot, NV 89825 Radius: 20 Miles	1385 US 93, Jackpot, NV 89825 Radius: 30 Miles
Latitude: 41.98409			
Longitude: -114.67246			
 2000 Total Population	1,176	1,176	2,225
2000 Group Quarters	22	22	49
2009 Total Population	1,208	1,208	2,278
2014 Total Population	1,257	1,257	2,360
2009 - 2014 Annual Rate	0.8%	0.8%	0.71%
 2000 Households	423	423	798
2000 Average Household Size	2.73	2.73	2.73
2009 Households	433	433	830
2009 Average Household Size	2.74	2.74	2.68
2014 Households	450	450	863
2014 Average Household Size	2.74	2.74	2.68
2009 - 2014 Annual Rate	0.77%	0.77%	0.78%
2000 Families	247	247	531
2000 Average Family Size	3.62	3.62	3.36
2009 Families	248	248	544
2009 Average Family Size	3.67	3.67	3.33
2014 Families	256	256	561
2014 Average Family Size	3.68	3.68	3.33
2009 - 2014 Annual Rate	0.64%	0.64%	0.62%
 2000 Housing Units	503	503	937
Owner Occupied Housing Units	32.0%	32.0%	48.0%
Renter Occupied Housing Units	52.1%	52.1%	37.1%
Vacant Housing Units	15.9%	15.9%	14.8%
2009 Housing Units	555	555	1,022
Owner Occupied Housing Units	29.9%	29.9%	45.9%
Renter Occupied Housing Units	48.1%	48.1%	35.3%
Vacant Housing Units	22.0%	22.0%	18.8%
2014 Housing Units	555	555	1,043
Owner Occupied Housing Units	30.8%	30.8%	45.8%
Renter Occupied Housing Units	50.3%	50.3%	36.9%
Vacant Housing Units	18.9%	18.9%	17.3%
Median Household Income			
2000	\$30,519	\$30,519	\$30,242
2009	\$40,445	\$40,445	\$38,579
2014	\$42,191	\$42,191	\$40,750
Median Home Value			
2000	\$26,538	\$26,538	\$74,268
2009	\$31,154	\$31,154	\$116,944
2014	\$31,346	\$31,346	\$143,919
Per Capita Income			
2000	\$12,592	\$12,592	\$13,302
2009	\$16,769	\$16,769	\$16,917
2014	\$17,213	\$17,213	\$17,618
Median Age			
2000	27.3	27.3	30.7
2009	29.2	29.2	32.6
2014	30.6	30.6	33.4

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Income

Household Income Base	464	464	841
< \$15,000	8.8%	8.8%	11.3%
\$15,000 - \$24,999	22.2%	22.2%	23.5%
\$25,000 - \$34,999	30.8%	30.8%	25.7%
\$35,000 - \$49,999	17.9%	17.9%	19.5%
\$50,000 - \$74,999	16.4%	16.4%	14.6%
\$75,000 - \$99,999	3.9%	3.9%	3.7%
\$100,000 - \$149,999	0.0%	0.0%	1.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000+	0.0%	0.0%	0.7%
Average Household Income	\$34,102	\$34,102	\$35,913

2009 Households by Income

Household Income Base	433	433	830
< \$15,000	4.8%	4.8%	7.5%
\$15,000 - \$24,999	8.5%	8.5%	12.7%
\$25,000 - \$34,999	24.0%	24.0%	22.8%
\$35,000 - \$49,999	30.7%	30.7%	27.7%
\$50,000 - \$74,999	22.9%	22.9%	20.6%
\$75,000 - \$99,999	6.0%	6.0%	5.2%
\$100,000 - \$149,999	3.0%	3.0%	2.3%
\$150,000 - \$199,999	0.0%	0.0%	0.6%
\$200,000+	0.0%	0.0%	0.7%
Average Household Income	\$45,329	\$45,329	\$45,069

2014 Households by Income

Household Income Base	450	450	863
< \$15,000	4.9%	4.9%	7.8%
\$15,000 - \$24,999	8.4%	8.4%	12.3%
\$25,000 - \$34,999	21.1%	21.1%	20.0%
\$35,000 - \$49,999	30.4%	30.4%	26.7%
\$50,000 - \$74,999	26.2%	26.2%	24.2%
\$75,000 - \$99,999	5.8%	5.8%	5.1%
\$100,000 - \$149,999	3.1%	3.1%	2.4%
\$150,000 - \$199,999	0.0%	0.0%	0.7%
\$200,000+	0.0%	0.0%	0.8%
Average Household Income	\$46,500	\$46,500	\$46,699

2000 Owner Occupied HUs by Value

Total	142	142	447
<\$50,000	65.5%	65.5%	34.0%
\$50,000 - 99,999	14.1%	14.1%	41.2%
\$100,000 - 149,999	20.4%	20.4%	17.2%
\$150,000 - 199,999	0.0%	0.0%	3.4%
\$200,000 - \$299,999	0.0%	0.0%	1.1%
\$300,000 - 499,999	0.0%	0.0%	0.4%
\$500,000 - 999,999	0.0%	0.0%	2.7%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$47,324	\$47,324	\$94,312

2000 Specified Renter Occupied HUs by Contract Rent


Total	310	310	367
With Cash Rent	100.0%	100.0%	96.2%
No Cash Rent	0.0%	0.0%	3.8%
Median Rent	\$389	\$389	\$393
Average Rent	\$375	\$375	\$380

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Age				
	Total	1,176	1,176	2,225
	0 - 4	8.9%	8.9%	7.0%
	5 - 9	8.9%	8.9%	8.2%
	10 - 14	9.2%	9.2%	9.3%
	15 - 19	10.2%	10.2%	10.8%
	20 - 24	8.8%	8.8%	6.7%
	25 - 34	15.1%	15.1%	13.5%
	35 - 44	17.6%	17.6%	17.3%
	45 - 54	12.5%	12.5%	13.3%
	55 - 64	5.5%	5.5%	7.5%
	65 - 74	2.5%	2.5%	4.0%
	75 - 84	0.8%	0.8%	2.1%
	85+	0.0%	0.0%	0.4%
	18+	67.5%	67.5%	68.4%

2009 Population by Age			
Total	1,208	1,208	2,278
0 - 4	9.0%	9.0%	7.0%
5 - 9	8.3%	8.3%	7.4%
10 - 14	7.3%	7.3%	7.7%
15 - 19	7.5%	7.5%	9.3%
20 - 24	9.0%	9.0%	6.9%
25 - 34	18.3%	18.3%	14.8%
35 - 44	12.6%	12.6%	13.4%
45 - 54	14.3%	14.3%	15.1%
55 - 64	9.0%	9.0%	10.9%
65 - 74	3.4%	3.4%	4.6%
75 - 84	1.1%	1.1%	2.2%
85+	0.2%	0.2%	0.6%
18+	71.2%	71.2%	71.4%

2014 Population by Age			
Total	1,257	1,257	2,360
0 - 4	9.3%	9.3%	7.2%
5 - 9	8.2%	8.2%	7.4%
10 - 14	7.5%	7.5%	7.8%
15 - 19	6.7%	6.7%	8.4%
20 - 24	8.0%	8.0%	6.4%
25 - 34	18.6%	18.6%	15.2%
35 - 44	13.4%	13.4%	13.4%
45 - 54	10.7%	10.7%	12.5%
55 - 64	11.6%	11.6%	12.8%
65 - 74	4.3%	4.3%	5.7%
75 - 84	1.5%	1.5%	2.5%
85+	0.2%	0.2%	0.6%
18+	71.5%	71.5%	71.9%

2000 Population by Sex			
Males	50.8%	50.8%	51.7%
Females	49.2%	49.2%	48.3%

2009 Population by Sex			
Males	49.7%	49.7%	51.4%
Females	50.3%	50.3%	48.6%

2014 Population by Sex			
Males	49.0%	49.0%	51.1%
Females	51.0%	51.0%	48.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Total	1,176	1,176	2,225
White Alone	65.8%	65.8%	78.7%
Black Alone	0.0%	0.0%	0.0%
American Indian Alone	2.8%	2.8%	2.0%
Asian or Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	27.0%	27.0%	16.1%
Two or More Races	4.2%	4.2%	3.0%
Hispanic Origin	46.9%	46.9%	29.5%
Diversity Index	78.2	78.2	63.8

2009 Population by Race/Ethnicity

Total	1,208	1,208	2,278
White Alone	60.3%	60.3%	75.1%
Black Alone	0.0%	0.0%	0.0%
American Indian Alone	2.3%	2.3%	1.8%
Asian or Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	32.9%	32.9%	19.8%
Two or More Races	4.4%	4.4%	3.2%
Hispanic Origin	56.4%	56.4%	35.6%
Diversity Index	81.5	81.5	69.5

2014 Population by Race/Ethnicity

Total	1,257	1,257	2,360
White Alone	57.4%	57.4%	73.1%
Black Alone	0.0%	0.0%	0.0%
American Indian Alone	2.0%	2.0%	1.7%
Asian or Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	36.1%	36.1%	21.9%
Two or More Races	4.4%	4.4%	3.2%
Hispanic Origin	61.5%	61.5%	39.0%
Diversity Index	82.7	82.7	72.0



2000 Population 3+ by School Enrollment

Total	1,242	1,242	2,255
Enrolled in Nursery/Preschool	0.6%	0.6%	0.6%
Enrolled in Kindergarten	0.0%	0.0%	0.3%
Enrolled in Grade 1-8	15.9%	15.9%	17.2%
Enrolled in Grade 9-12	7.7%	7.7%	8.9%
Enrolled in College	2.6%	2.6%	3.0%
Enrolled in Grad/Prof School	1.8%	1.8%	1.1%
Not Enrolled in School	71.4%	71.4%	69.0%

2009 Population 25+ by Educational Attainment

Total	711	711	1,404
Less than 9th Grade	19.8%	19.8%	13.2%
9th - 12th Grade, No Diploma	14.2%	14.2%	12.7%
High School Graduate	24.2%	24.2%	31.2%
Some College, No Degree	27.6%	27.6%	27.3%
Associate Degree	0.0%	0.0%	5.3%
Bachelor's Degree	12.8%	12.8%	8.1%
Graduate/Professional Degree	1.4%	1.4%	2.1%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Population 15+ by Marital Status

Total	911	911	1,773
Never Married	41.3%	41.3%	32.0%
Married	42.8%	42.8%	51.6%
Widowed	3.1%	3.1%	4.0%
Divorced	12.8%	12.8%	12.4%



2000 Population 16+ by Employment Status

Total	955	955	1,723
In Labor Force	85.1%	85.1%	77.0%
Civilian Employed	83.4%	83.4%	74.0%
Civilian Unemployed	1.8%	1.8%	3.0%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	14.9%	14.9%	23.0%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	94.9%	94.9%	94.9%
Civilian Unemployed	5.1%	5.1%	5.1%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	96.5%	96.5%	96.4%
Civilian Unemployed	3.5%	3.5%	3.6%

2000 Females 16+ by Employment Status and Age of Children

Total	434	434	799
Own Children < 6 Only	11.8%	11.8%	7.4%
Employed/in Armed Forces	5.1%	5.1%	2.9%
Unemployed	3.9%	3.9%	2.1%
Not in Labor Force	2.8%	2.8%	2.4%
Own Children < 6 and 6-17 Only	10.6%	10.6%	10.1%
Employed/in Armed Forces	9.2%	9.2%	7.9%
Unemployed	0.0%	0.0%	0.4%
Not in Labor Force	1.4%	1.4%	1.9%
Own Children 6-17 Only	17.7%	17.7%	21.8%
Employed/in Armed Forces	15.0%	15.0%	19.4%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.8%	2.8%	2.4%
No Own Children < 18	59.9%	59.9%	60.7%
Employed/in Armed Forces	47.2%	47.2%	36.7%
Unemployed	0.0%	0.0%	1.0%
Not in Labor Force	12.7%	12.7%	23.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

Total	781	781	1,330
Agriculture/Mining	4.1%	4.1%	8.5%
Construction	2.0%	2.0%	2.3%
Manufacturing	2.0%	2.0%	4.2%
Wholesale Trade	0.0%	0.0%	1.5%
Retail Trade	3.3%	3.3%	8.7%
Transportation/Utilities	0.0%	0.0%	3.6%
Information	0.9%	0.9%	1.4%
Finance/Insurance/Real Estate	0.0%	0.0%	1.5%
Services	85.9%	85.9%	67.1%
Public Administration	1.7%	1.7%	1.1%

2009 Employed Population 16+ by Occupation

Total	781	781	1,330
White Collar	27.9%	27.9%	38.6%
Management/Business/Financial	4.4%	4.4%	7.7%
Professional	6.0%	6.0%	11.3%
Sales	8.3%	8.3%	9.9%
Administrative Support	9.2%	9.2%	9.7%
Services	55.6%	55.6%	42.8%
Blue Collar	16.5%	16.5%	18.6%
Farming/Forestry/Fishing	2.4%	2.4%	2.7%
Construction/Extraction	3.7%	3.7%	3.5%
Installation/Maintenance/Repair	3.8%	3.8%	2.9%
Production	2.9%	2.9%	3.4%
Transportation/Material Moving	3.6%	3.6%	6.1%



2000 Workers 16+ by Means of Transportation to Work

Total	782	782	1,246
Drove Alone - Car, Truck, or Van	56.6%	56.6%	57.6%
Carpooled - Car, Truck, or Van	12.1%	12.1%	16.4%
Public Transportation	0.0%	0.0%	0.2%
Walked	29.4%	29.4%	19.4%
Other Means	1.8%	1.8%	2.4%
Worked at Home	0.0%	0.0%	3.9%

2000 Workers 16+ by Travel Time to Work

Total	782	782	1,246
Did Not Work at Home	100.0%	100.0%	96.1%
Less than 5 minutes	34.9%	34.9%	23.0%
5 to 9 minutes	47.7%	47.7%	29.9%
10 to 19 minutes	14.3%	14.3%	15.7%
20 to 24 minutes	2.0%	2.0%	6.8%
25 to 34 minutes	0.0%	0.0%	14.4%
35 to 44 minutes	0.0%	0.0%	3.5%
45 to 59 minutes	0.0%	0.0%	0.6%
60 to 89 minutes	0.0%	0.0%	1.1%
90 or more minutes	1.0%	1.0%	1.0%
Worked at Home	0.0%	0.0%	3.9%
Average Travel Time to Work (in min)	7.3	7.3	14.2

2000 Households by Vehicles Available

Total	452	452	821
None	7.3%	7.3%	4.6%
1	48.9%	48.9%	39.7%
2	32.7%	32.7%	34.7%
3	8.0%	8.0%	15.6%
4	2.2%	2.2%	4.0%
5+	0.9%	0.9%	1.3%
Average Number of Vehicles Available	1.5	1.5	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

Total	423	423	798
Family Households	58.4%	58.4%	66.5%
Married-couple Family	41.6%	41.6%	53.6%
With Related Children	25.8%	25.8%	29.1%
Other Family (No Spouse)	16.8%	16.8%	12.9%
With Related Children	14.2%	14.2%	9.6%
Nonfamily Households	41.6%	41.6%	33.5%
Householder Living Alone	31.0%	31.0%	25.6%
Householder Not Living Alone	10.6%	10.6%	7.9%
Households with Related Children	40.0%	40.0%	38.7%
Households with Persons 65+	7.6%	7.6%	13.4%

2000 Households by Size

Total	423	423	798
1 Person Household	31.0%	31.0%	25.6%
2 Person Household	27.2%	27.2%	32.3%
3 Person Household	12.3%	12.3%	13.0%
4 Person Household	12.5%	12.5%	14.4%
5 Person Household	8.7%	8.7%	7.6%
6 Person Household	4.3%	4.3%	4.0%
7+ Person Household	4.0%	4.0%	3.0%

2000 Households by Year Householder Moved In

Total	452	452	821
Moved in 1999 to March 2000	38.5%	38.5%	29.4%
Moved in 1995 to 1998	31.6%	31.6%	32.4%
Moved in 1990 to 1994	19.2%	19.2%	18.3%
Moved in 1980 to 1989	7.3%	7.3%	9.6%
Moved in 1970 to 1979	0.0%	0.0%	4.8%
Moved in 1969 or Earlier	3.3%	3.3%	5.6%
Median Year Householder Moved In	1998	1998	1996



2000 Housing Units by Units in Structure

Total	539	539	957
1, Detached	12.2%	12.2%	36.1%
1, Attached	0.0%	0.0%	0.6%
2	11.9%	11.9%	6.7%
3 or 4	21.0%	21.0%	11.8%
5 to 9	2.6%	2.6%	1.5%
10 to 19	0.0%	0.0%	0.0%
20+	9.8%	9.8%	5.5%
Mobile Home	40.8%	40.8%	35.1%
Other	1.7%	1.7%	2.7%

2000 Housing Units by Year Structure Built

Total	539	539	957
1999 to March 2000	8.9%	8.9%	7.2%
1995 to 1998	3.0%	3.0%	7.6%
1990 to 1994	9.3%	9.3%	6.7%
1980 to 1989	47.5%	47.5%	29.7%
1970 to 1979	18.9%	18.9%	24.5%
1969 or Earlier	12.4%	12.4%	24.3%
Median Year Structure Built	1984	1984	1980


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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Top 3 Tapestry Segments

1.	Crossroads	Crossroads	Crossroads
2.			Prairie Living

 **2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$490,157	\$490,157	\$895,595
Average Spent	\$1,132.00	\$1,132.00	\$1,079.03
Spending Potential Index	45	45	43
Computers & Accessories: Total \$	\$64,359	\$64,359	\$119,849
Average Spent	\$148.64	\$148.64	\$144.40
Spending Potential Index	65	65	63
Education: Total \$	\$325,775	\$325,775	\$548,242
Average Spent	\$752.37	\$752.37	\$660.53
Spending Potential Index	60	60	53
Entertainment/Recreation: Total \$	\$904,199	\$904,199	\$1,852,568
Average Spent	\$2,088.22	\$2,088.22	\$2,232.01
Spending Potential Index	64	64	69
Food at Home: Total \$	\$1,267,344	\$1,267,344	\$2,530,865
Average Spent	\$2,926.89	\$2,926.89	\$3,049.23
Spending Potential Index	64	64	67
Food Away from Home: Total \$	\$938,782	\$938,782	\$1,771,153
Average Spent	\$2,168.09	\$2,168.09	\$2,133.92
Spending Potential Index	65	65	64
Health Care: Total \$	\$1,041,531	\$1,041,531	\$2,268,825
Average Spent	\$2,405.38	\$2,405.38	\$2,733.52
Spending Potential Index	64	64	73
HH Furnishings & Equipment: Total \$	\$549,981	\$549,981	\$1,009,363
Average Spent	\$1,270.16	\$1,270.16	\$1,216.10
Spending Potential Index	58	58	56
Investments: Total \$	\$349,408	\$349,408	\$852,757
Average Spent	\$806.95	\$806.95	\$1,027.42
Spending Potential Index	56	56	71
Retail Goods: Total \$	\$6,977,581	\$6,977,581	\$13,997,950
Average Spent	\$16,114.51	\$16,114.51	\$16,865.00
Spending Potential Index	63	63	66
Shelter: Total \$	\$4,249,324	\$4,249,324	\$7,363,689
Average Spent	\$9,813.68	\$9,813.68	\$8,871.91
Spending Potential Index	63	63	57
TV/Video/Sound Equipment: Total \$	\$344,207	\$344,207	\$651,091
Average Spent	\$794.94	\$794.94	\$784.45
Spending Potential Index	65	65	65
Travel: Total \$	\$489,469	\$489,469	\$935,653
Average Spent	\$1,130.41	\$1,130.41	\$1,127.29
Spending Potential Index	61	61	61
Vehicle Maintenance & Repairs: Total \$	\$263,871	\$263,871	\$527,721
Average Spent	\$609.40	\$609.40	\$635.81
Spending Potential Index	65	65	68

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.