




# SOUTHERN NEVADA MARKET OVERVIEW





How Well Do  
You Know Your  
Community?



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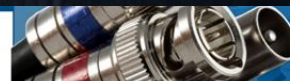
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# What Percentage of Southern Nevada Residents Were Born in Nevada?



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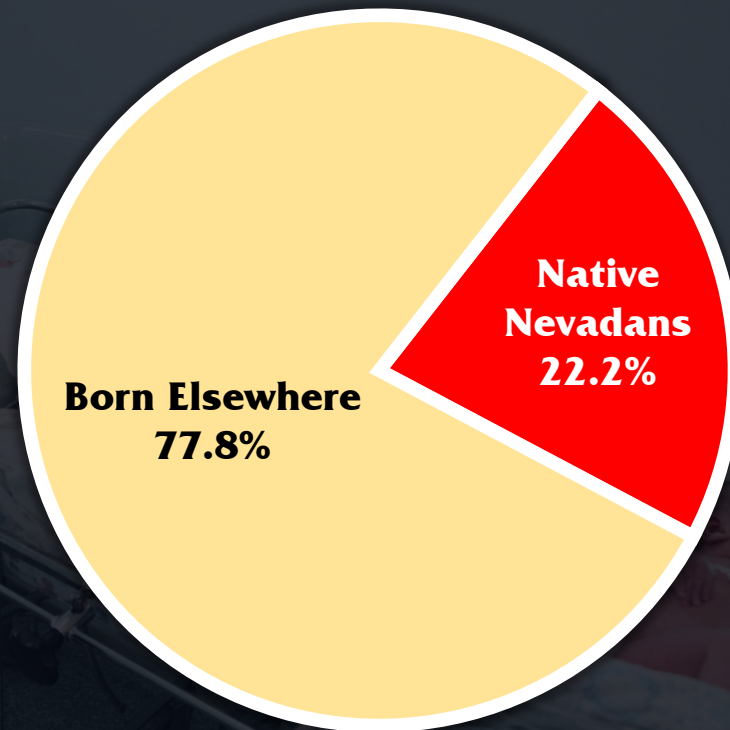
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# Place of Birth

## Southern Nevada Residents



Source: United States Census Bureau (2010)



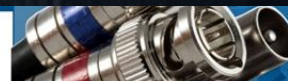
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# What Percentage of Southern Nevada Residents Were Born in the United States?



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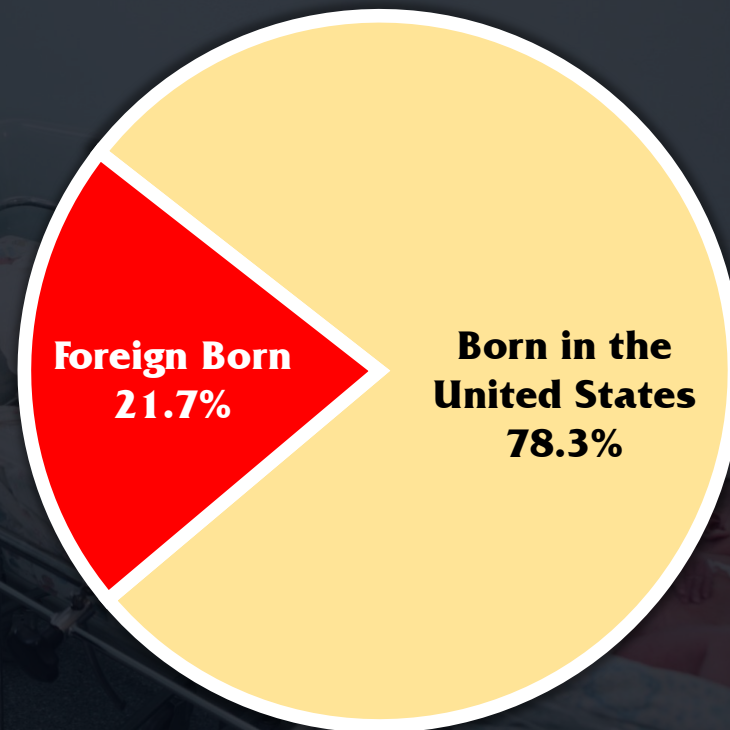
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# Place of Birth

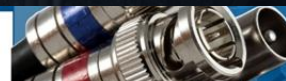
## Southern Nevada Residents



Source: United States Census Bureau (2010)



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A photograph of a family moving into a new home. A man is on the left, looking at a box. A woman is in the center, smiling and helping a young boy unpack a box. The boy is kneeling on the floor, and a soccer ball is nearby. The scene is set in a bright room with large windows.

# Where Are “Newcomers” Coming From?



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# Drivers License Surrenders

	State	DL Surrenders	% of Total
1)	California	18,605	31.4%
2)	Arizona	3,939	6.6%
3)	Florida	3,144	5.3%
4)	Texas	2,853	4.8%
5)	Utah	2,256	3.8%
6)	Washington	2,124	3.6%
7)	Illinois	2,066	3.5%
8)	New York	1,846	3.1%
9)	Colorado	1,826	3.1%
10)	Hawaii	1,549	2.6%
11)	Michigan	1,416	2.4%
12)	Ohio	1,208	2.0%
13)	Oregon	1,147	1.9%
14)	Georgia	916	1.5%
	Other	14,339	24.2%
	<b>Total</b>	<b>59,234</b>	<b>100.0%</b>

Source: Nevada Department of Motor Vehicles (2011)

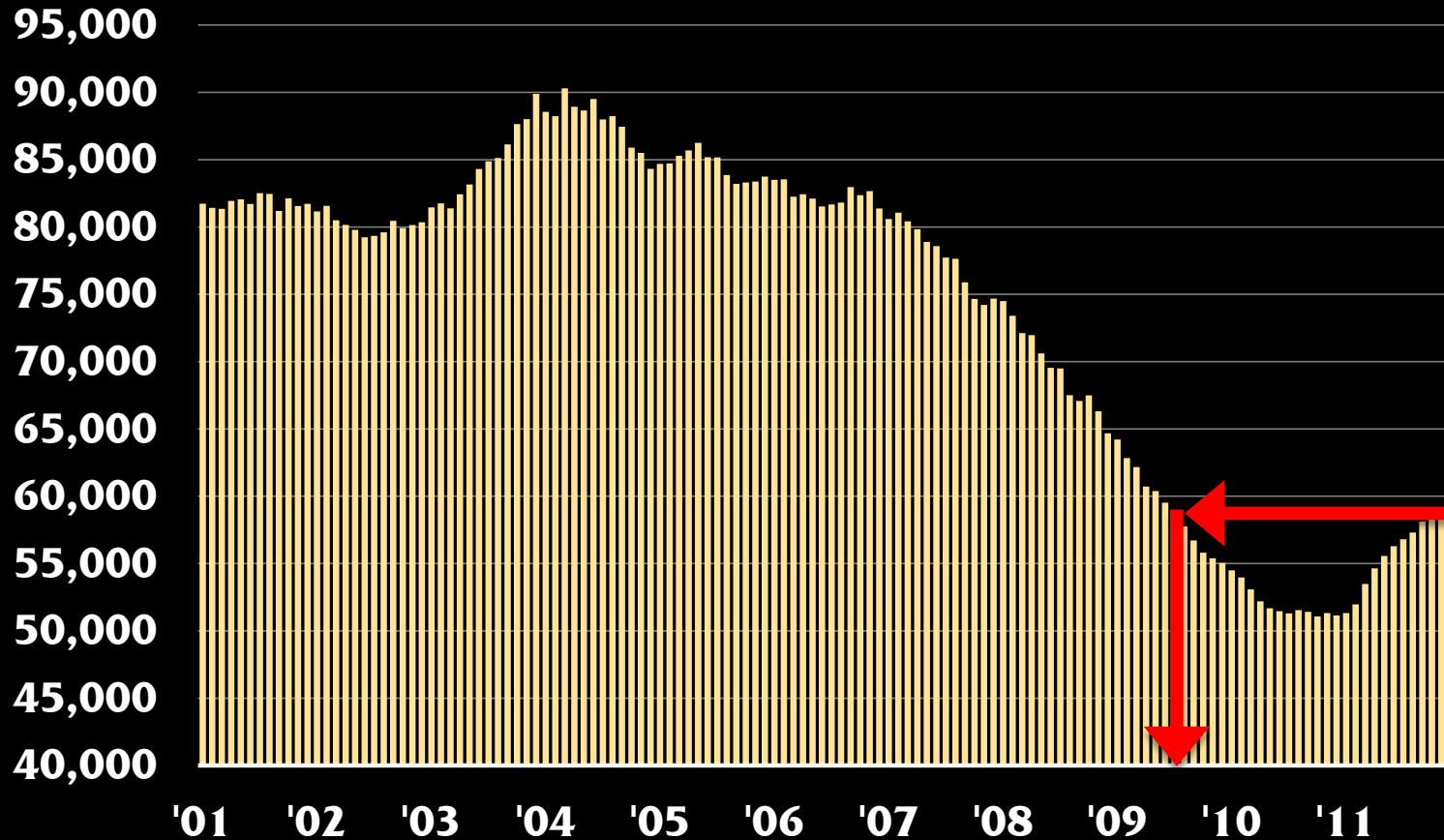


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# Southern Nevada Drivers License Surrenders

## Trailing 12-Month Series



Source: Nevada Department of Motor Vehicles and Applied Analysis



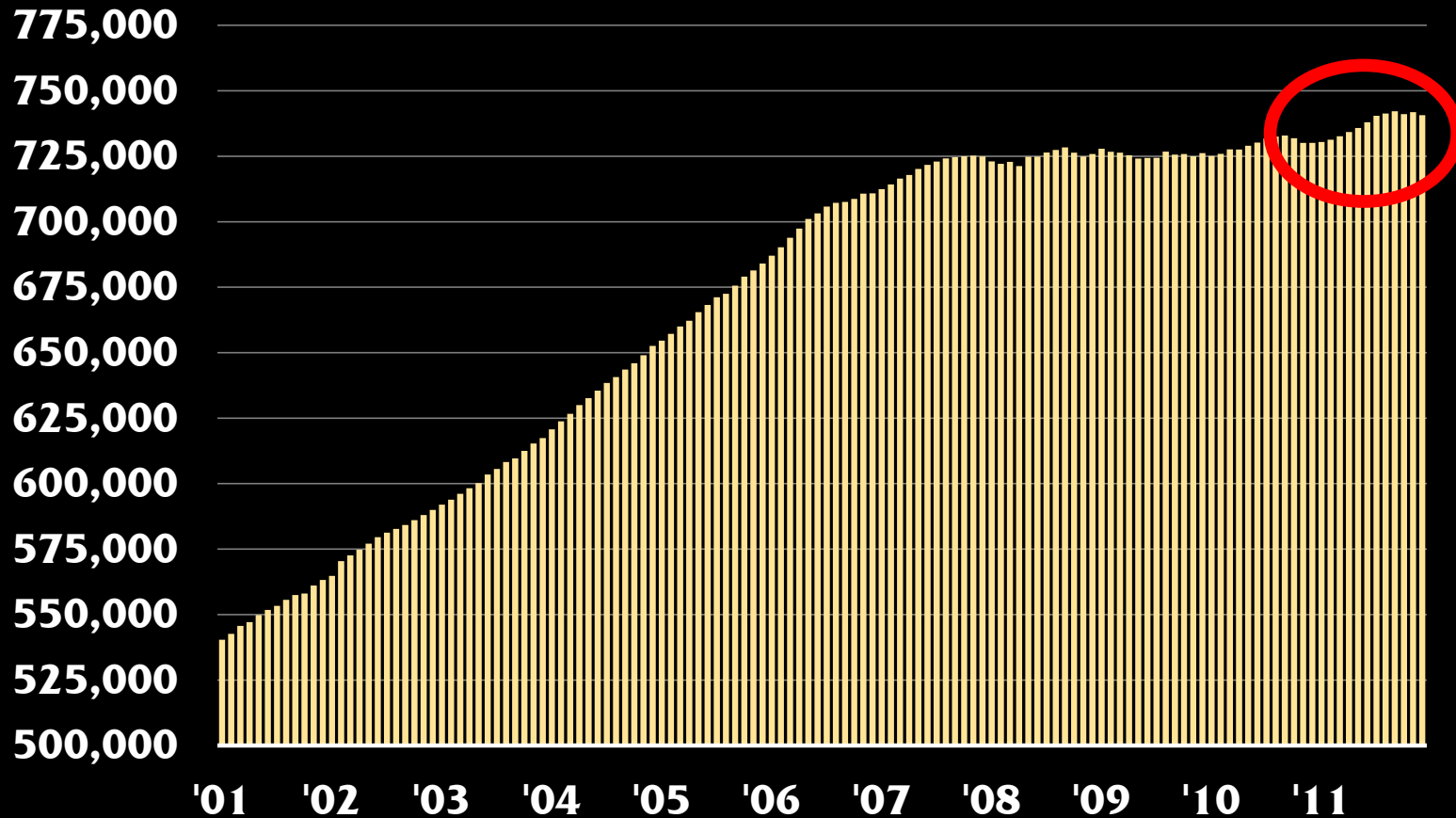
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# Southern Nevada Electric Meter Connections

## Monthly Series



Source: NV Energy



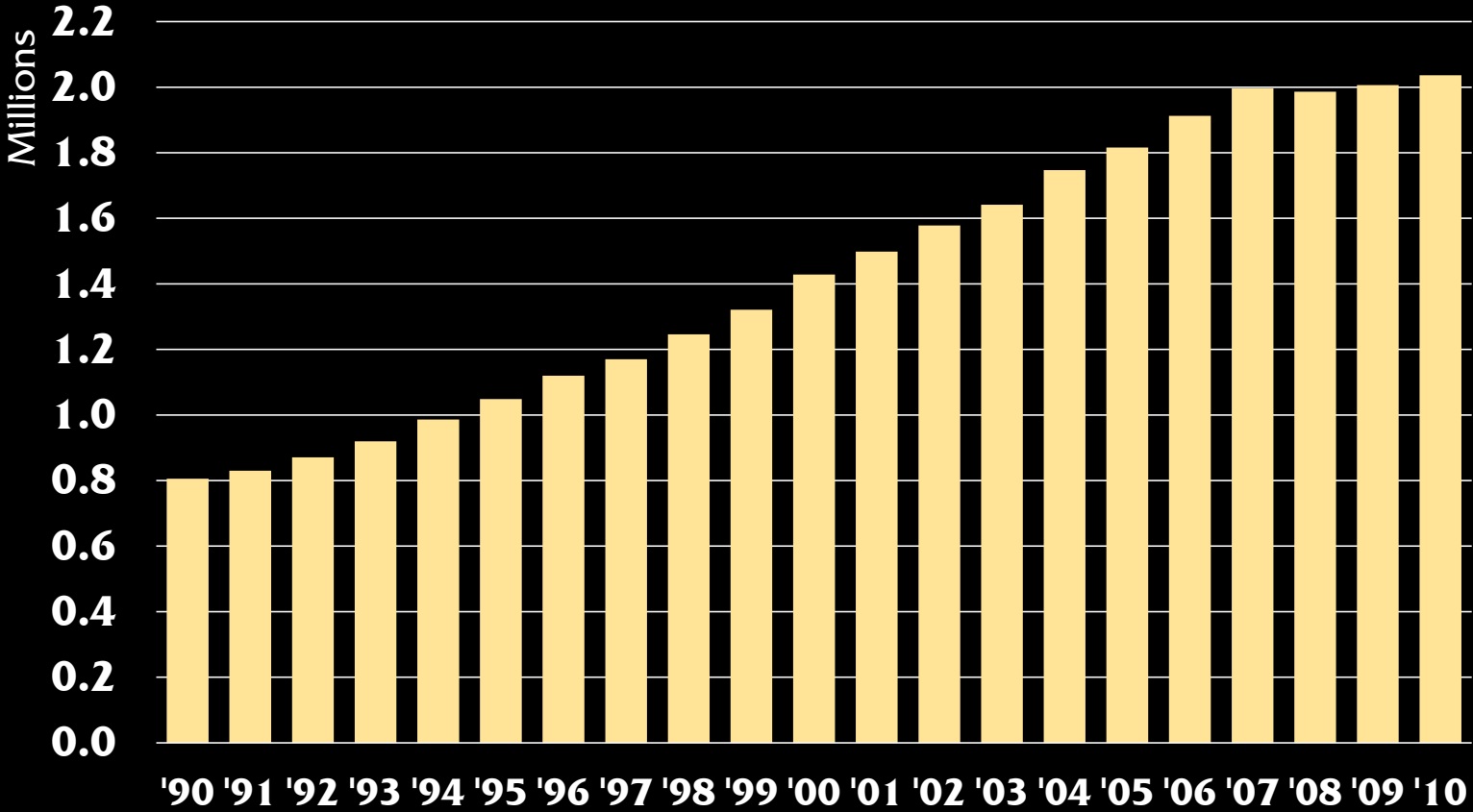
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# Clark County, Nevada Population

## Annual Series



Source: U.S. Department of Commerce: Census Bureau; Nevada Demographers Office

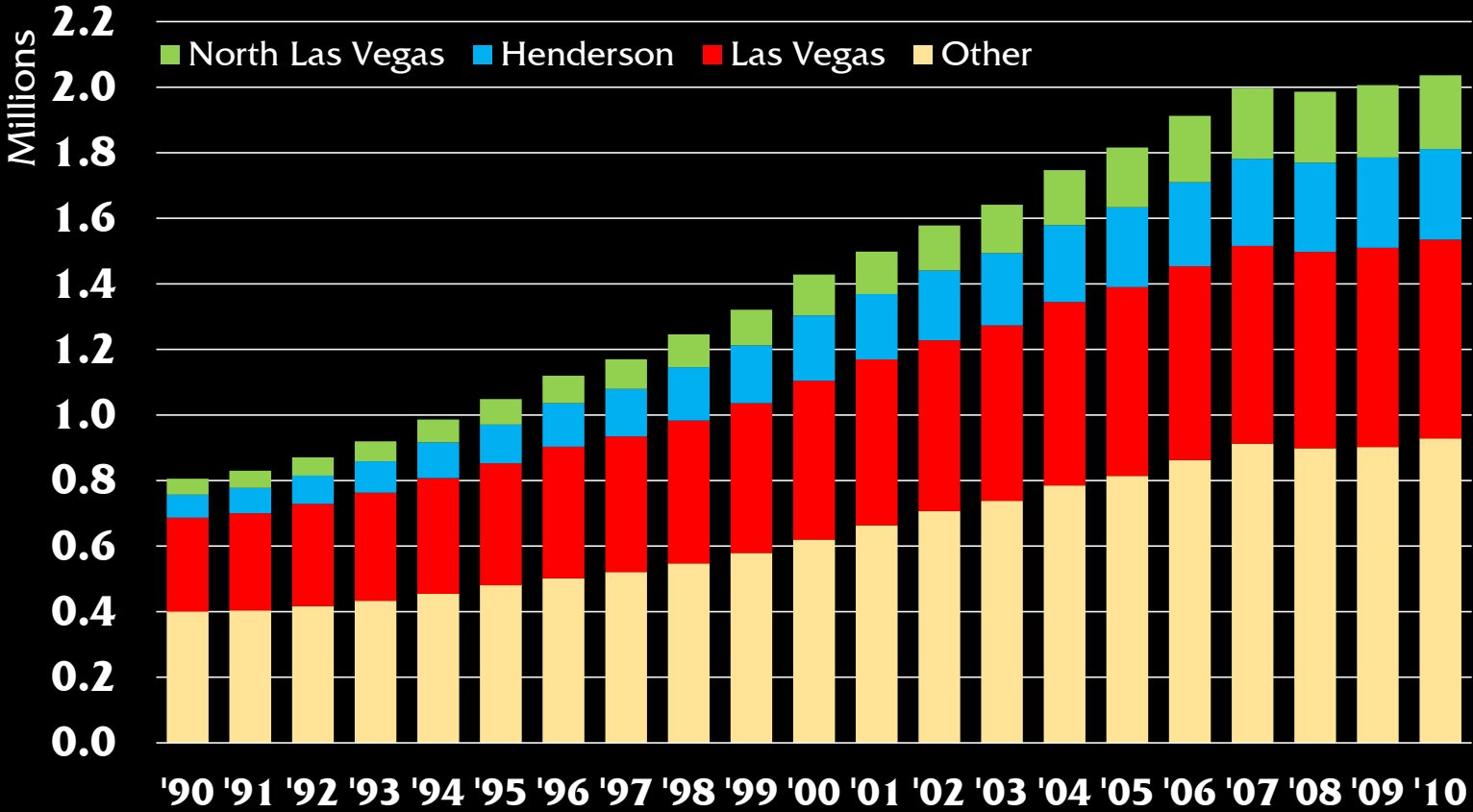


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# Clark County, Nevada Population

## Annual Series



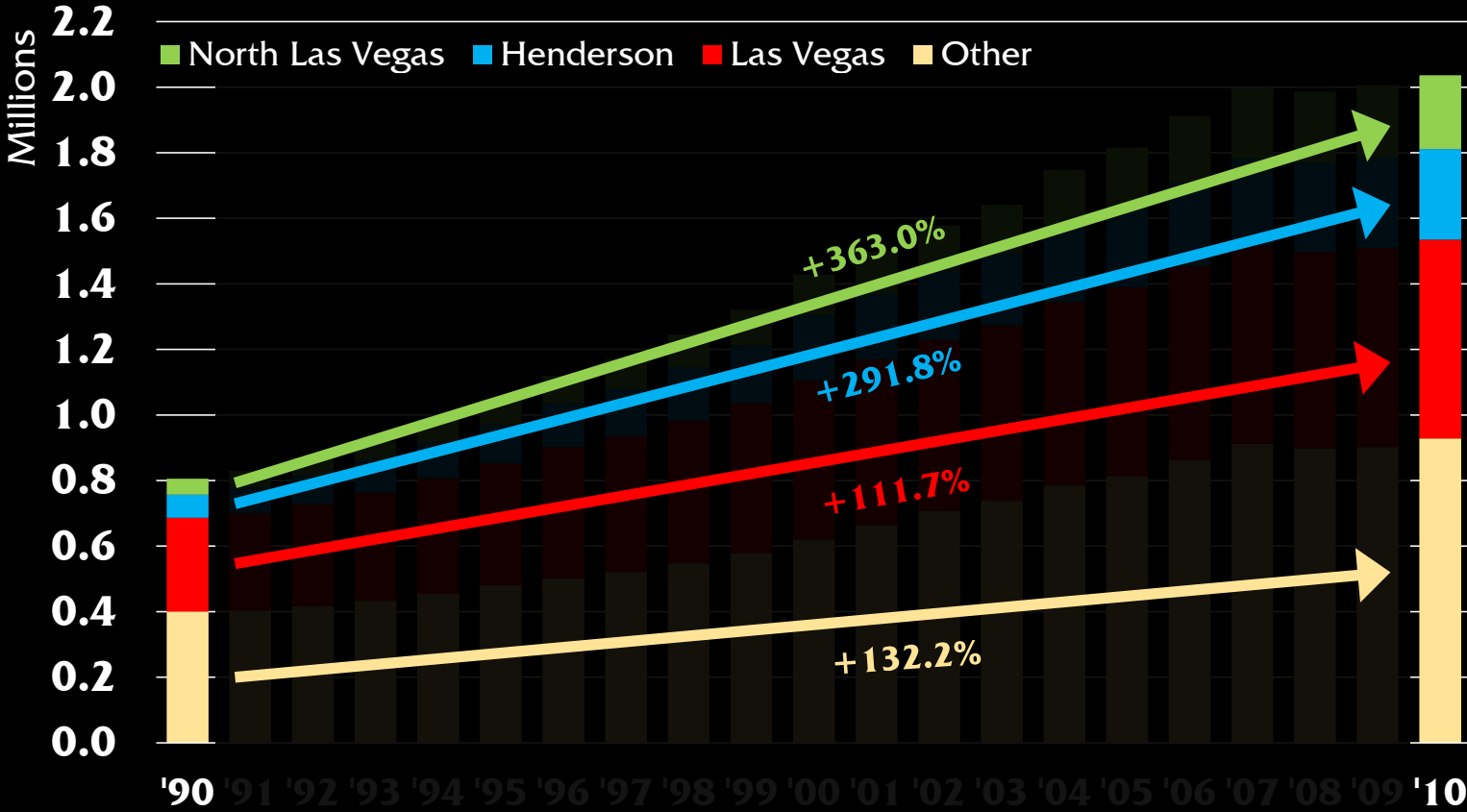
Source: U.S. Department of Commerce: Census Bureau; Nevada Demographers Office



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# Clark County, Nevada Population Annual Series



Source: U.S. Department of Commerce: Census Bureau; Nevada Demographers Office



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# How Much Larger is Las Vegas in Terms of Metro Population:

San Jose, CA	+114,358
Austin, TX	+234,980
Jacksonville, FL	+605,673
Memphis, TN	+635,169
New Orleans, LA	+783,505
Salt Lake City, UT	+827,072
Honolulu, HI	+998,062



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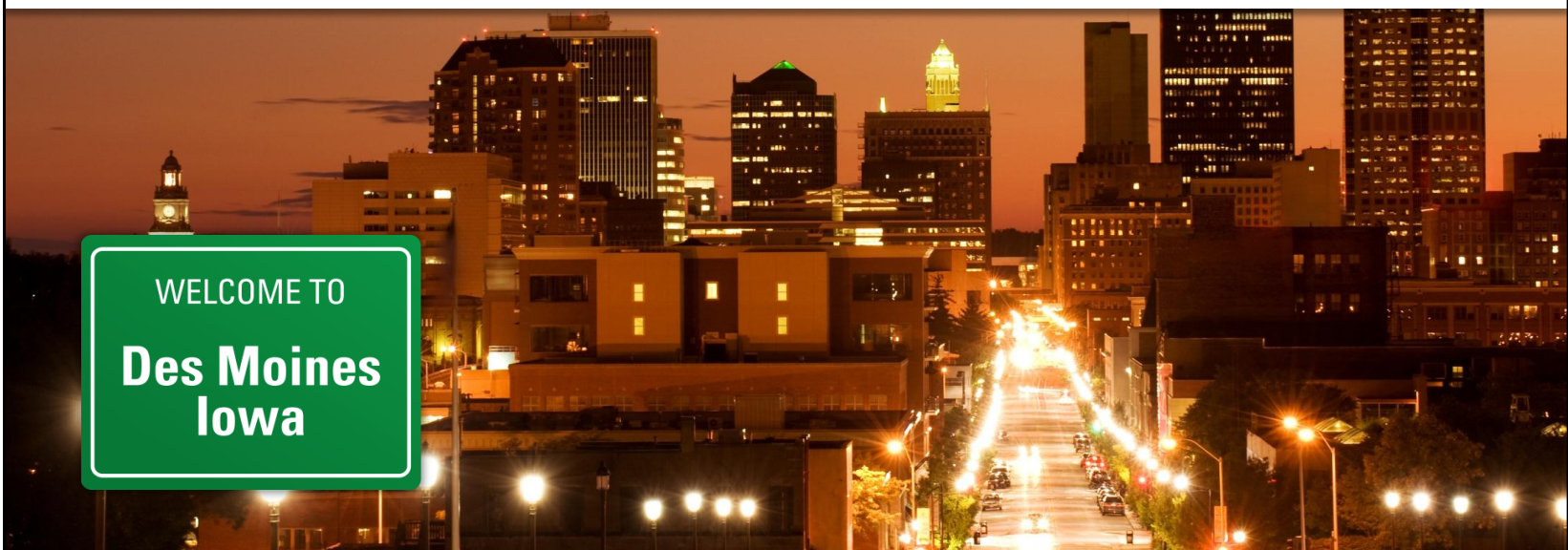


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WELCOME TO  
**Madison  
Wisconsin**



WELCOME TO  
**Des Moines  
Iowa**



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# More or Less People Per Household Than the National Avg.?



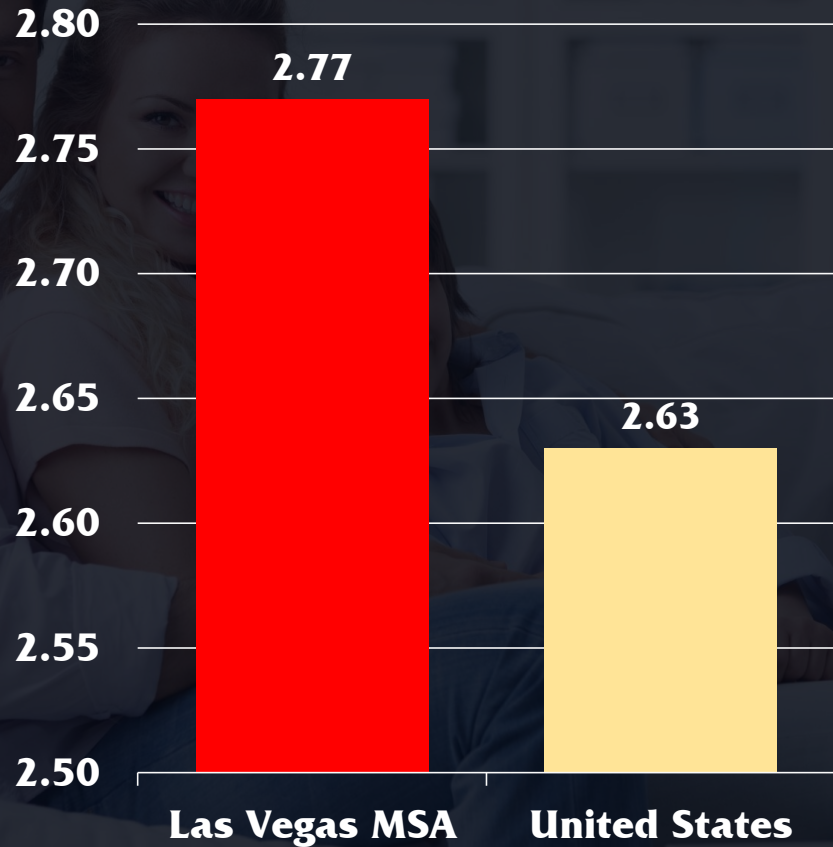
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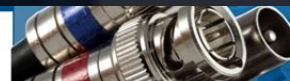
# Persons Per Household Comparisons



Source: US Census Bureau (2010 American Community Survey)



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# Average Length of Residence? (in Years)

- a) 1.6
- b) 3.2
- c) 6.4
- d) 8.2



Source: Nielsen's Claritas (2011)



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# Older or Younger Than the Median National Average?

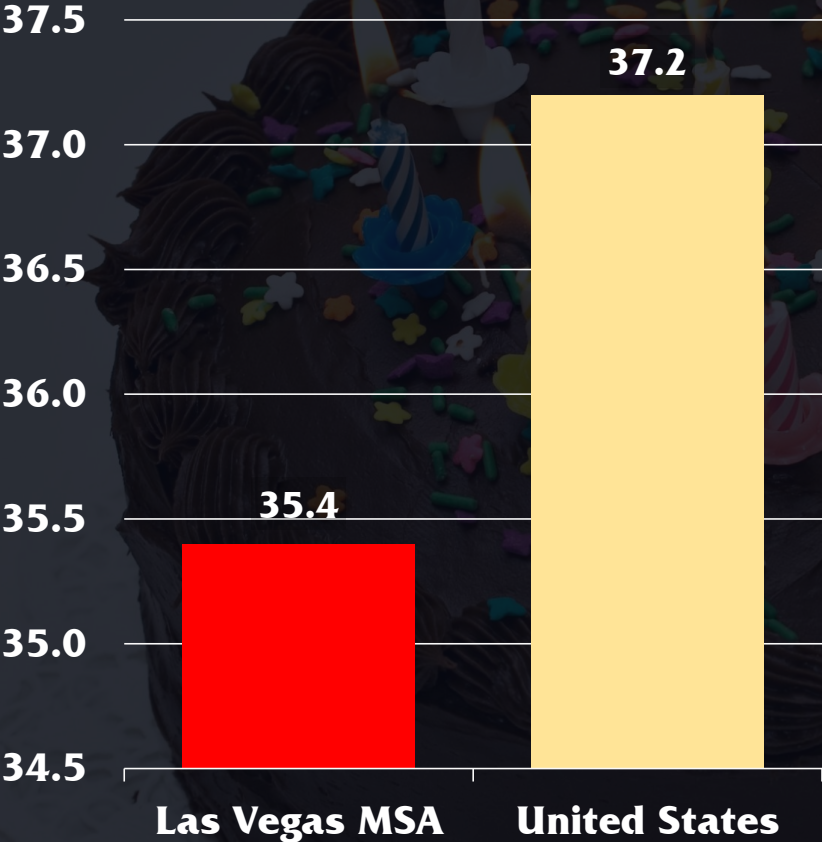


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# Median Age Comparisons



Source: US Census Bureau (2010 American Community Survey)

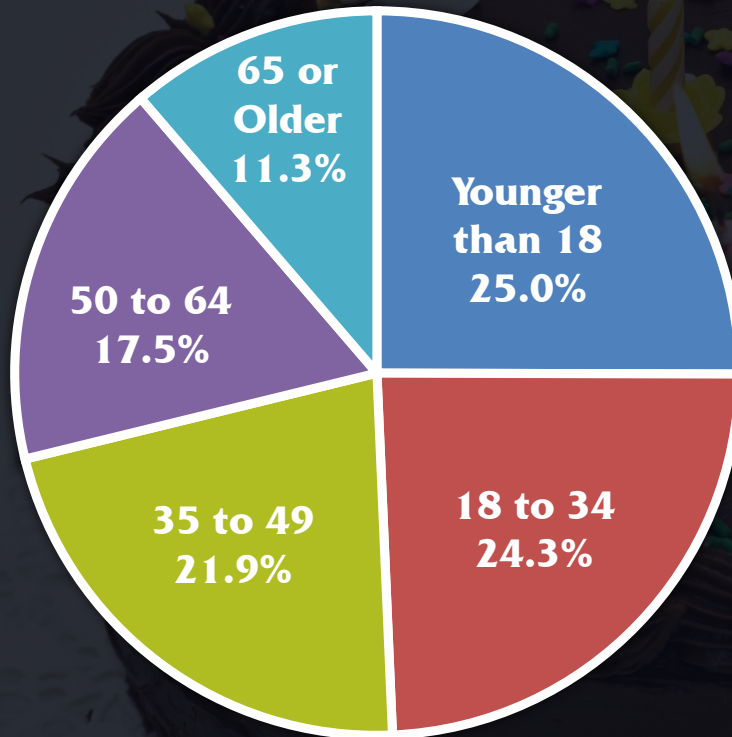


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# Age Distribution

## Las Vegas-Paradise MSA



Source: US Census Bureau (2010 American Community Survey)



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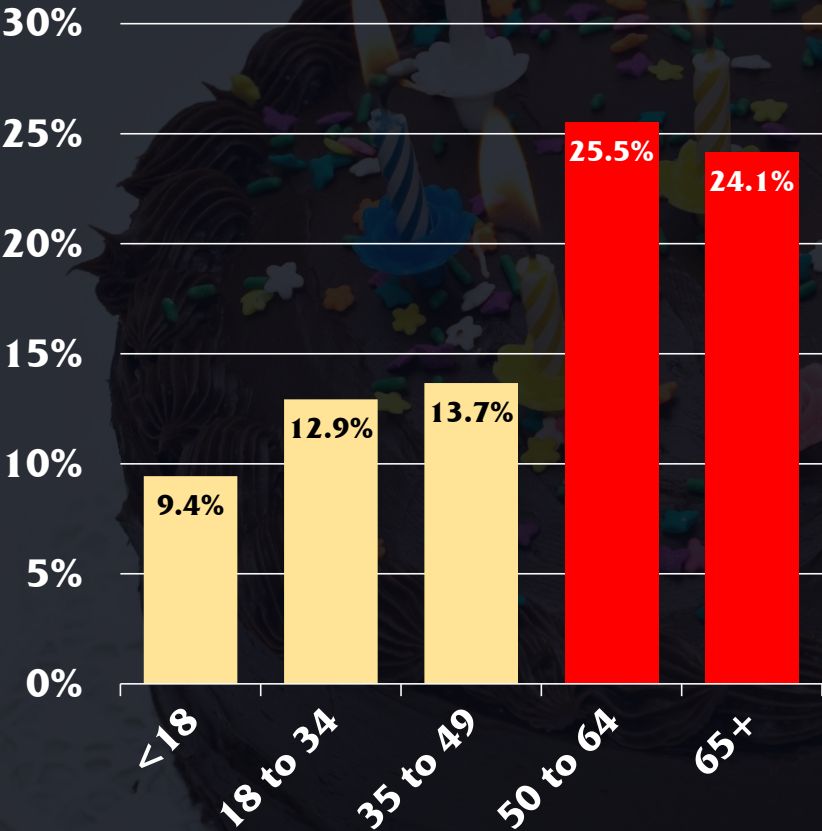


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# Fastest Growing Age Groups

Growth Rates | Past 5 Years



Source: US Census Bureau (2005 & 2010 American Community Survey)



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## What Share Speaks a Language Other than English in Their Home?

a) 21.7%

b) 32.4%

c) 44.2%

d) 53.5%



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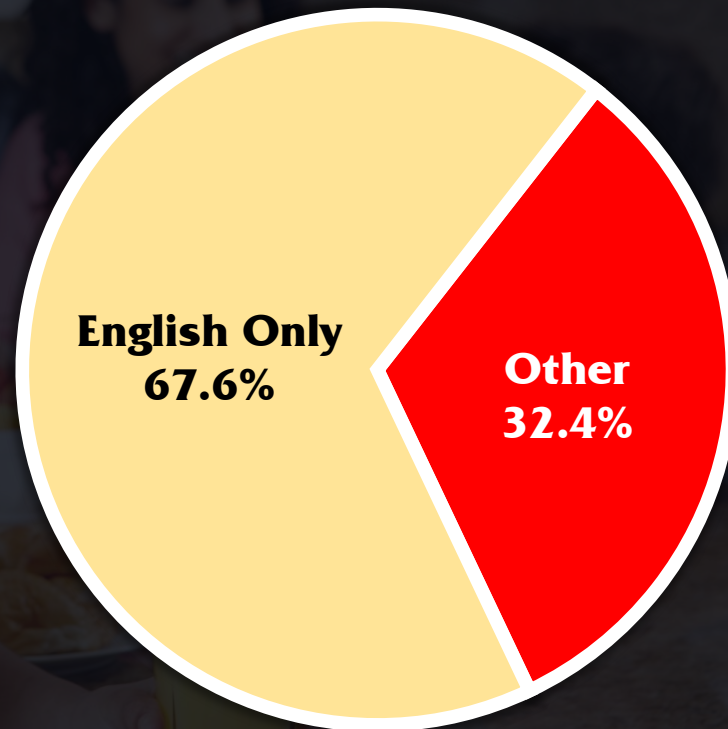


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## Language Spoken at Home Southern Nevada Residents



Source: US Census Bureau (2010 American Community Survey)

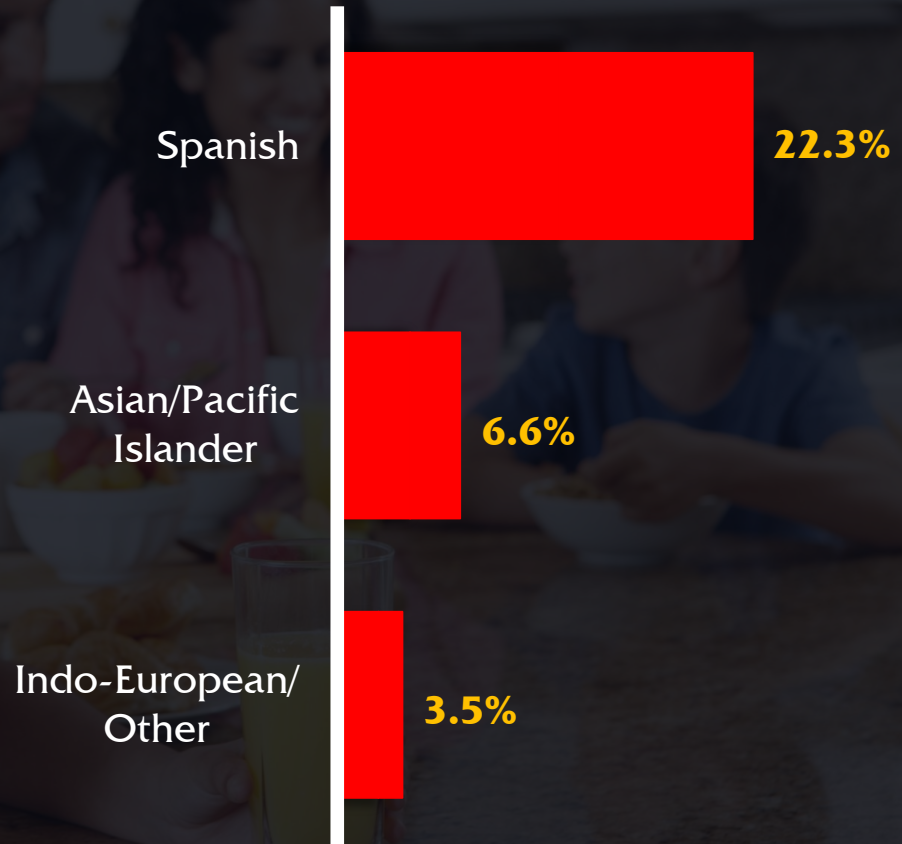


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## Languages Spoken At Home (Las Vegas MSA)



Source: US Census Bureau (2010 American Community Survey)



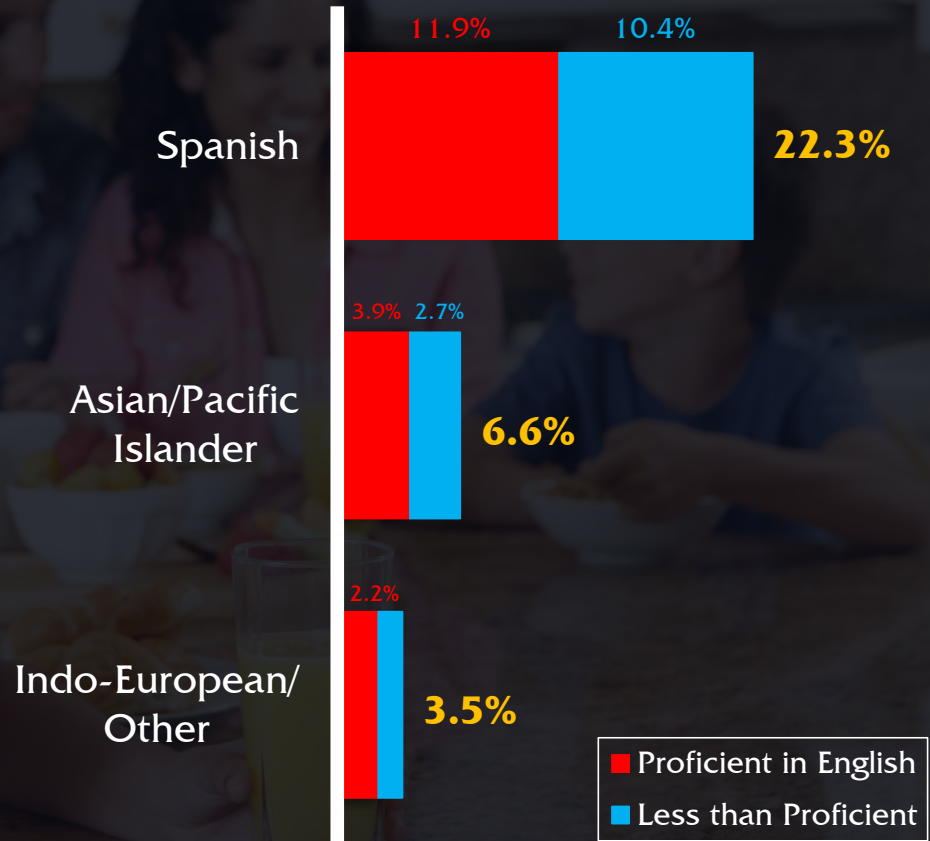
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# Languages Spoken At Home (Las Vegas MSA)



Source: US Census Bureau (2010 American Community Survey)



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March 1, 2012

# Marital Status of Las Vegas MSA Residents (Age 15+)?



**X 357,865  
couples**



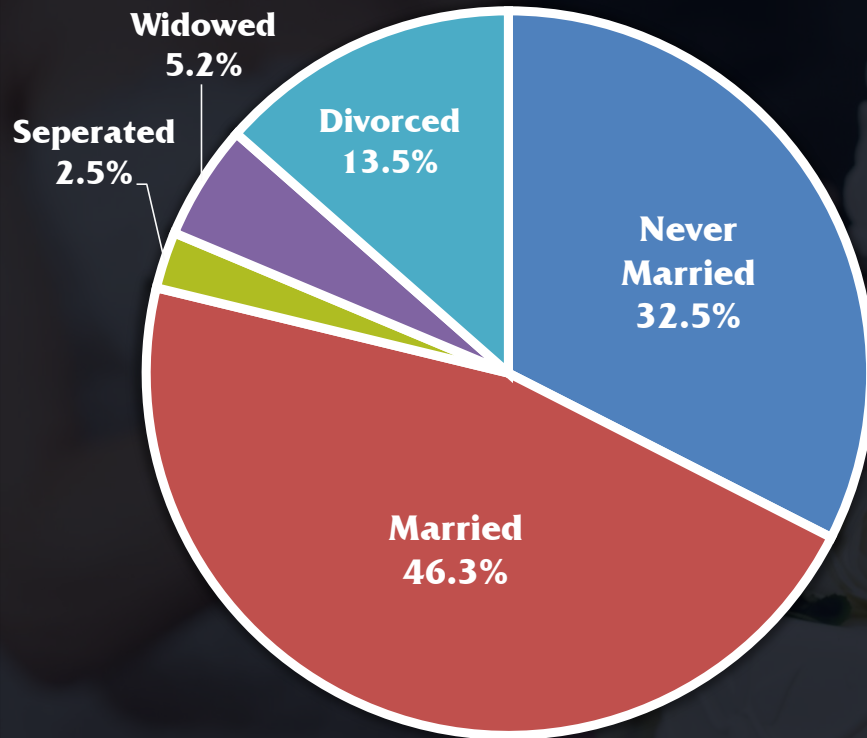
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# Marital Status

## Las Vegas-Paradise MSA



Source: US Census Bureau (2010 American Community Survey)



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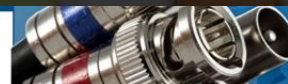




# Racial and Ethnic Diversity in Southern Nevada



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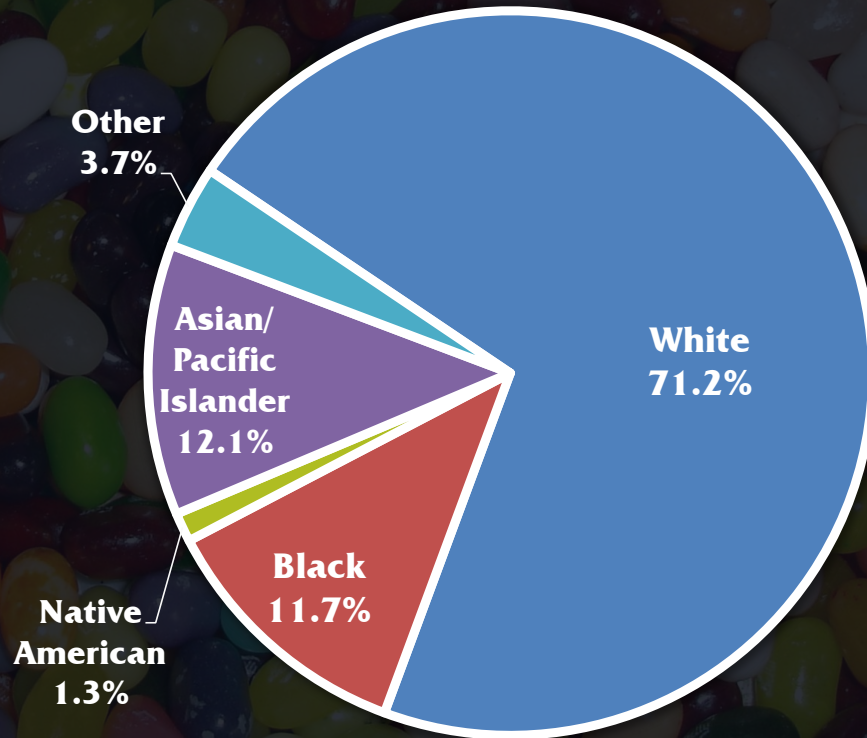


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# Racial Diversity

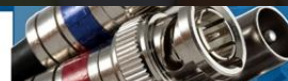
## Las Vegas-Paradise MSA



Source: US Census Bureau (2010 American Community Survey)



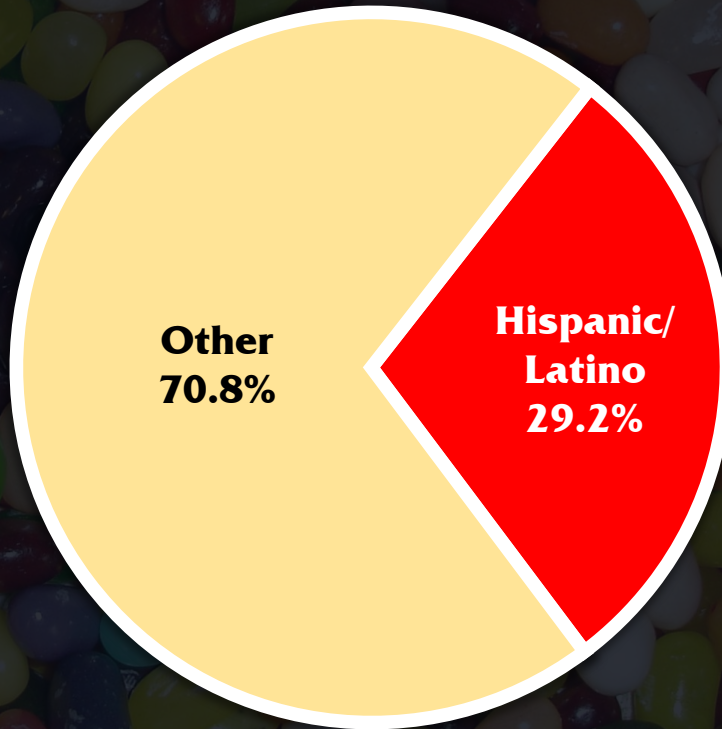
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# Ethnic Diversity

## Las Vegas-Paradise MSA



Source: US Census Bureau (2010 American Community Survey)



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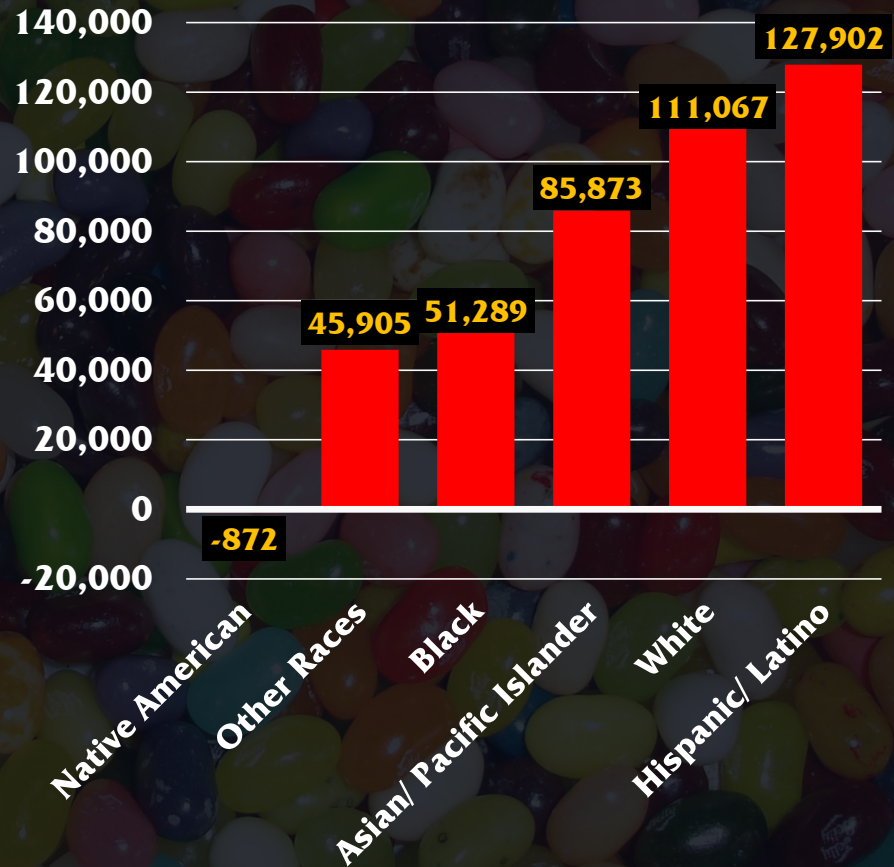






## Fastest Growing Groups

Population Growth | Past 5 Years



Source: US Census Bureau (2005 & 2010 American Community Survey)



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# How Does the Median Household Income Compare to the National Average?

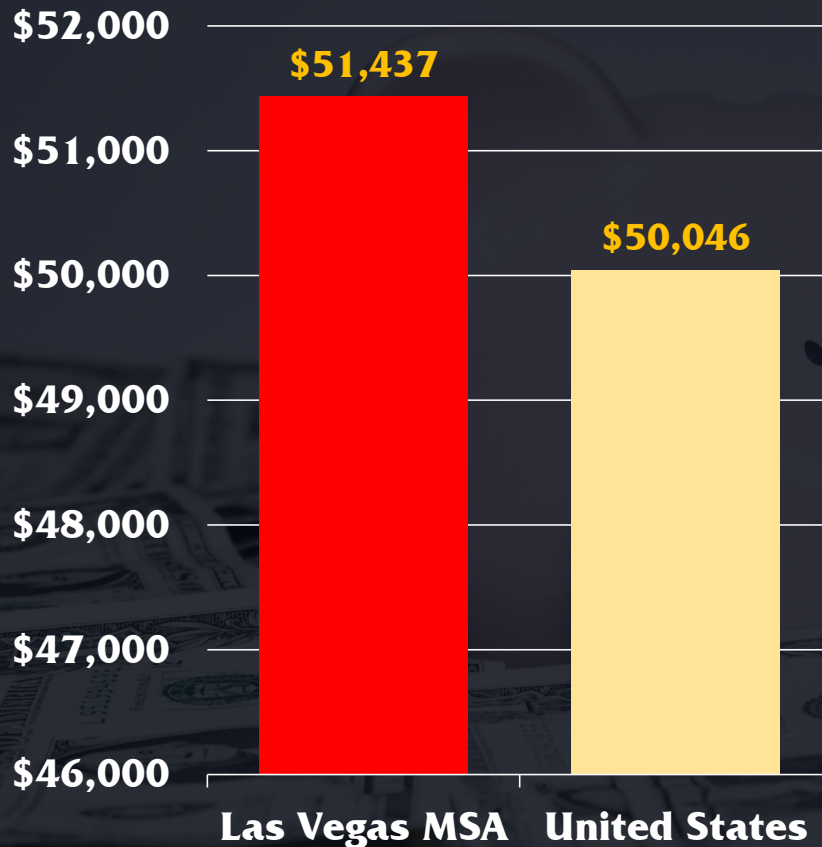


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# Median HH Income Comparisons



Source: US Census Bureau (2010 American Community Survey)

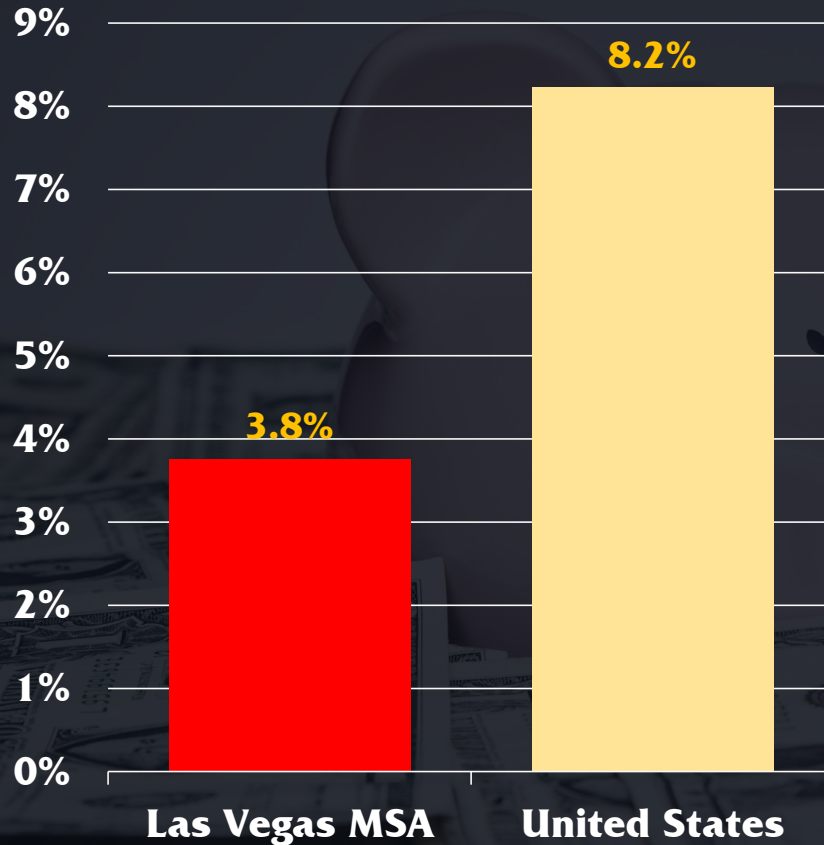


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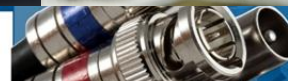
# Median HH Income Growth Rate Past 5 Years



Source: US Census Bureau (2010 & 2005 American Community Survey)



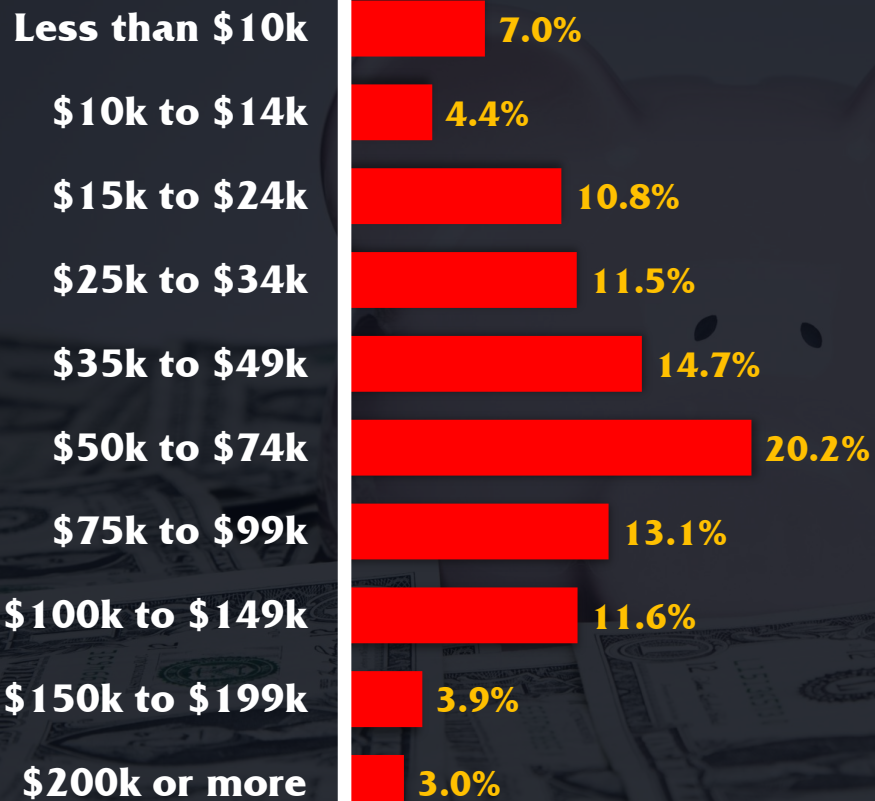
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# Median HH Income

## Las Vegas MSA



Source: US Census Bureau (2010 American Community Survey)



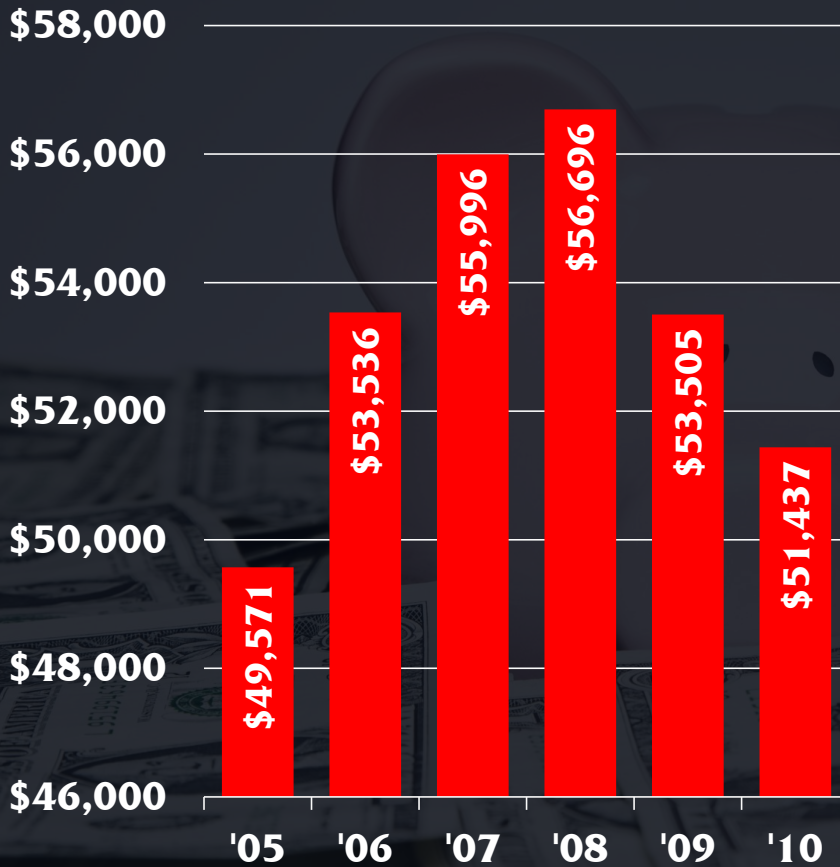
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# Median HH Income

## Las Vegas MSA



Source: US Census Bureau (American Community Surveys)



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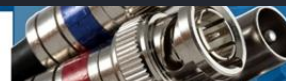




# What Percentage Has At Least a Bachelor's Degree?



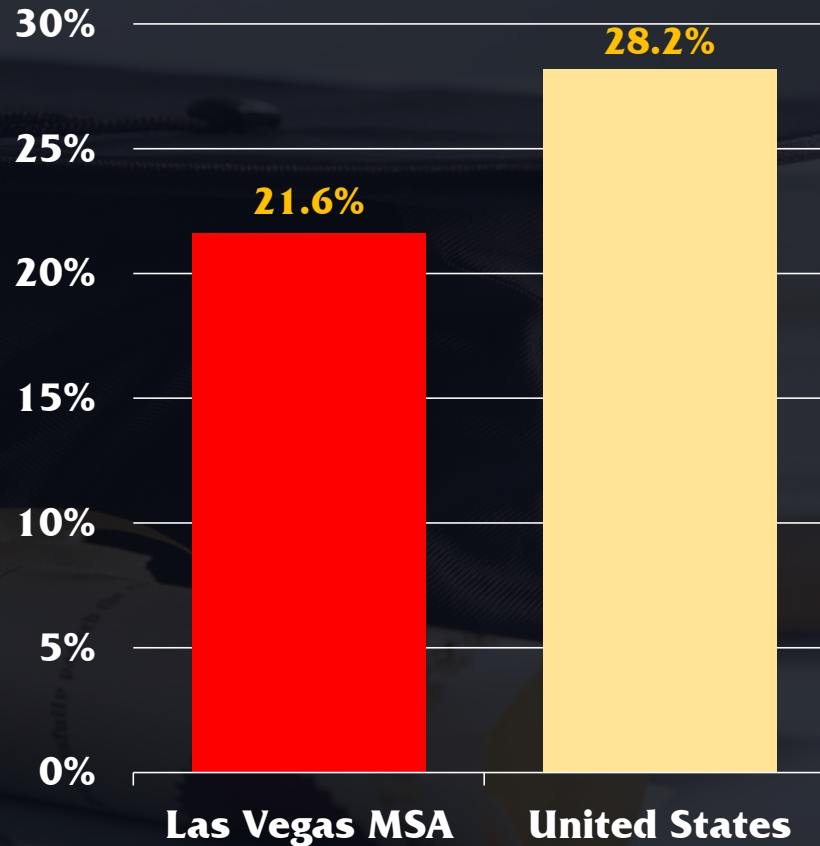
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# Educational Attainment

## Bachelor's Degree or Higher



Source: US Census Bureau (2010 American Community Survey)




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# What Percentage Has Less than a High School Diploma?

a) 16.1%

b) 21.3%

c) 24.5%

d) 27.6%



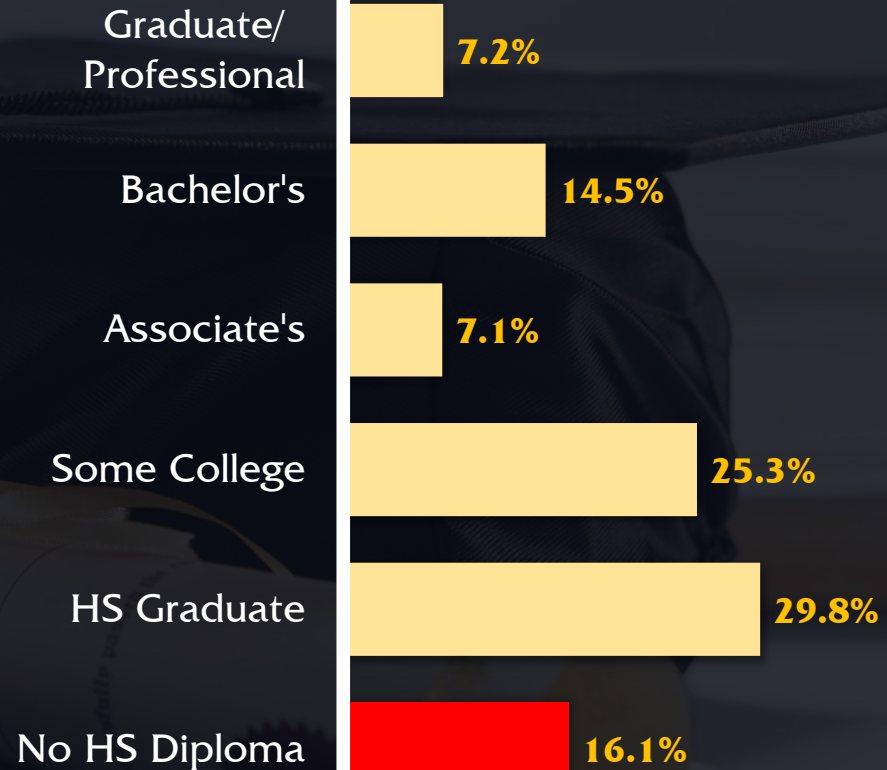
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# Educational Attainment

## Las Vegas MSA



Source: US Census Bureau (2010 American Community Survey)



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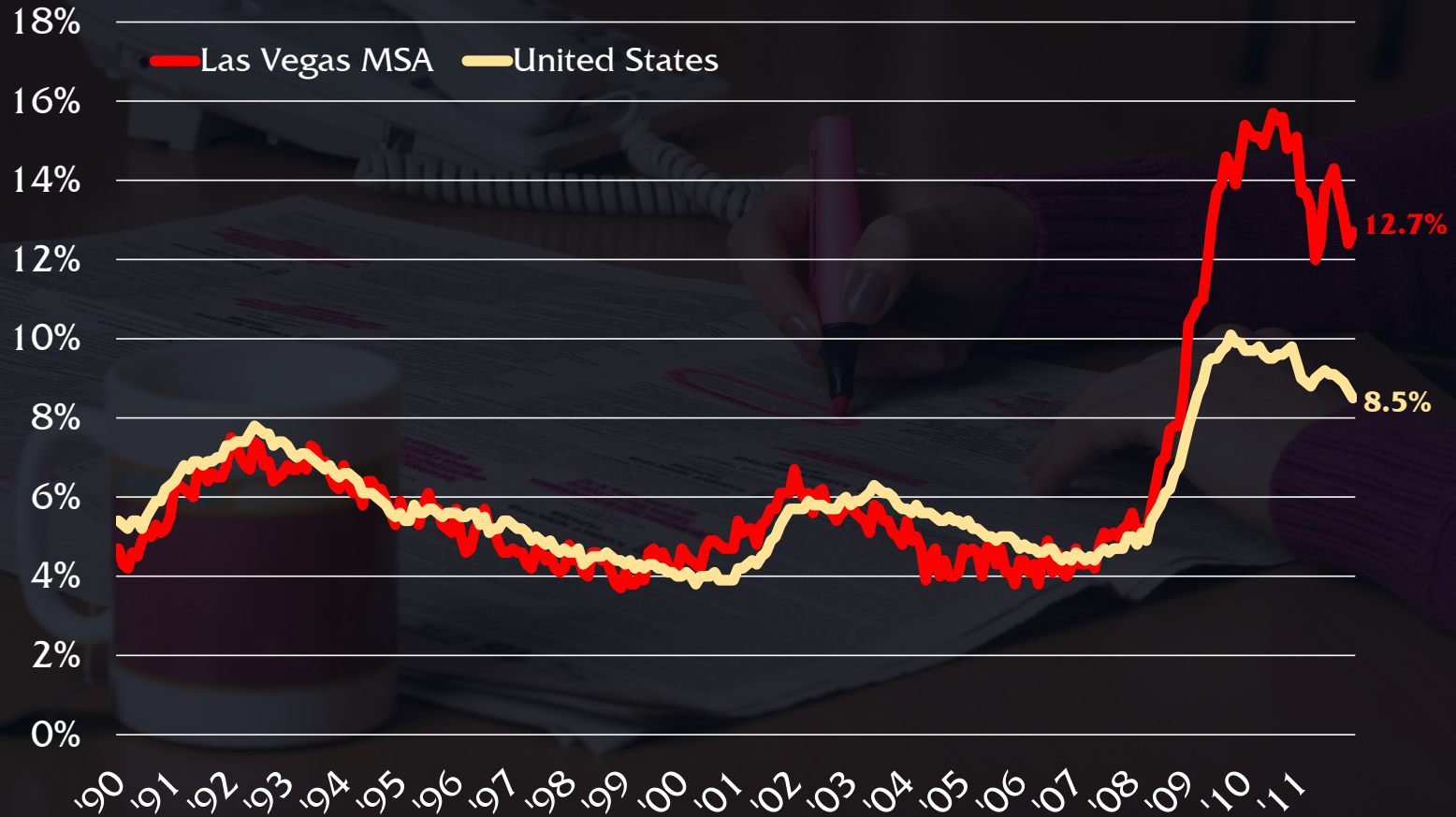




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# Unemployment Rates



Source: Nevada Department of Employment, Training and Rehabilitation

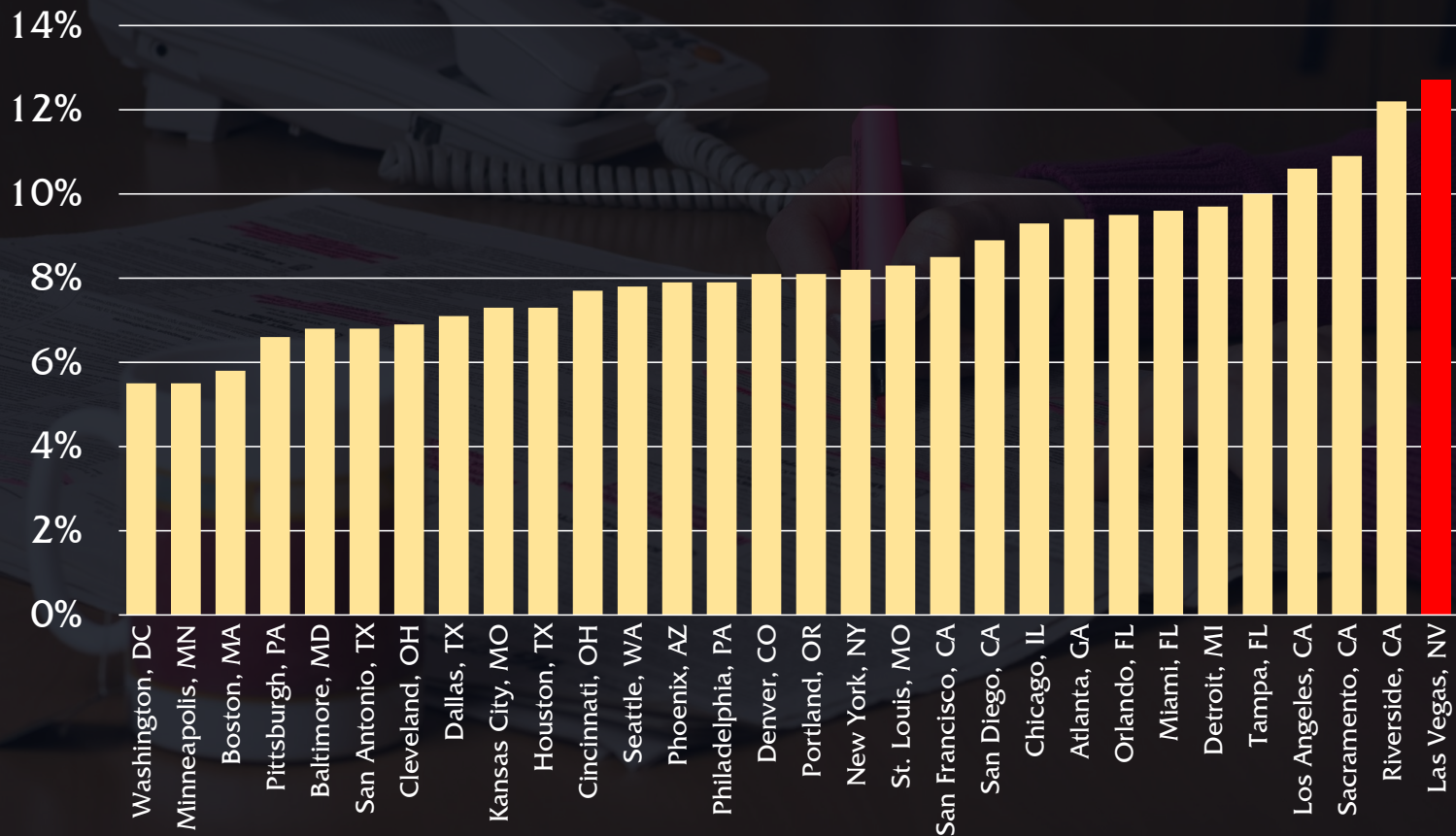


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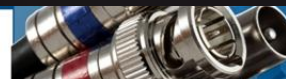
# Unemployment Rates By Metropolitan Area



Source: United States Bureau of Labor Statistics (As of Dec-2011)



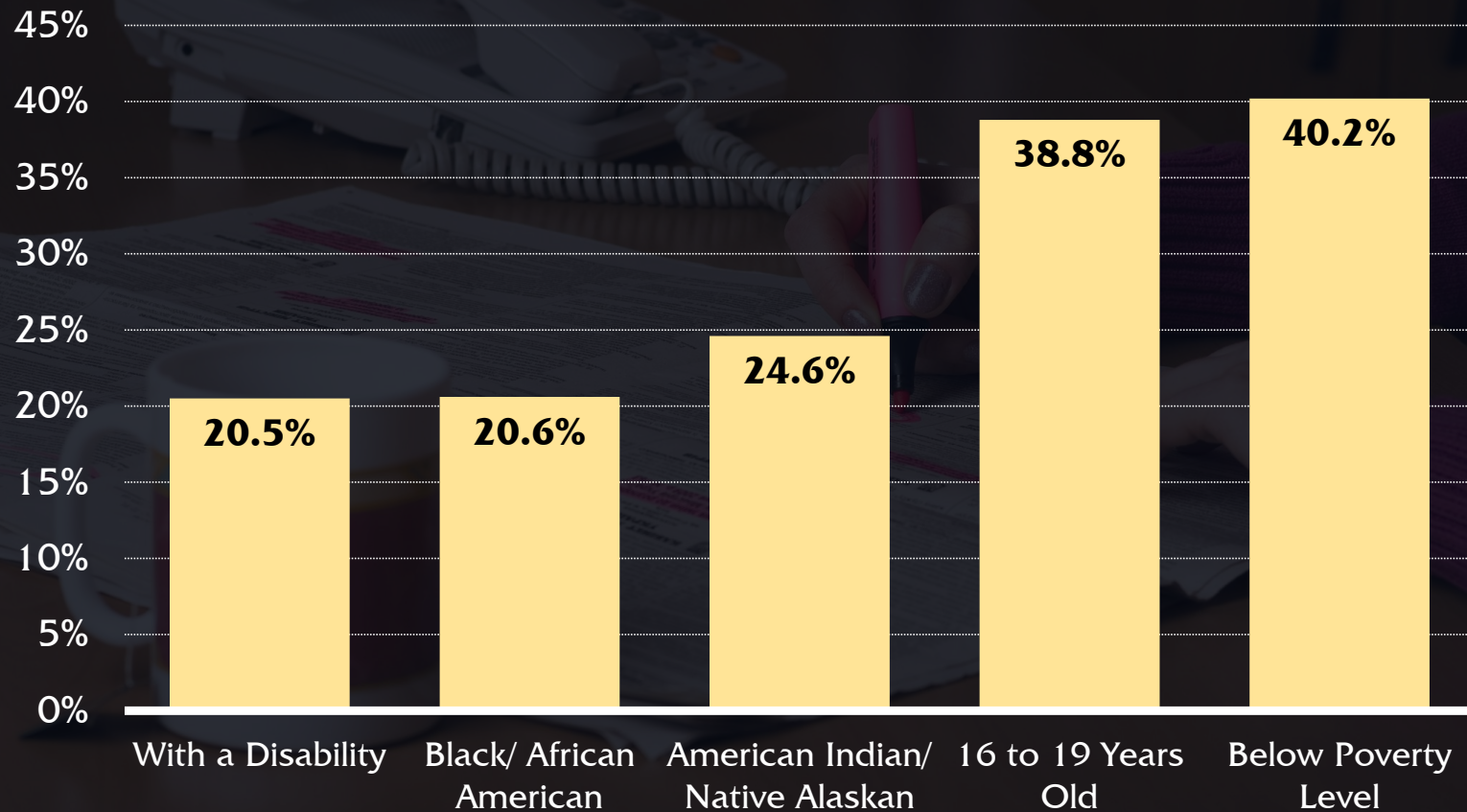
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# Highest Unemployment Rates

## Las Vegas MSA



Source: United States Census Bureau, 2010 American Community Survey



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# What Has Been the Fastest Growing Sector of the Economy During the Past 12 Months?

- a) Information
- b) Education/Health
- c) Government
- d) Leisure/Hospitality



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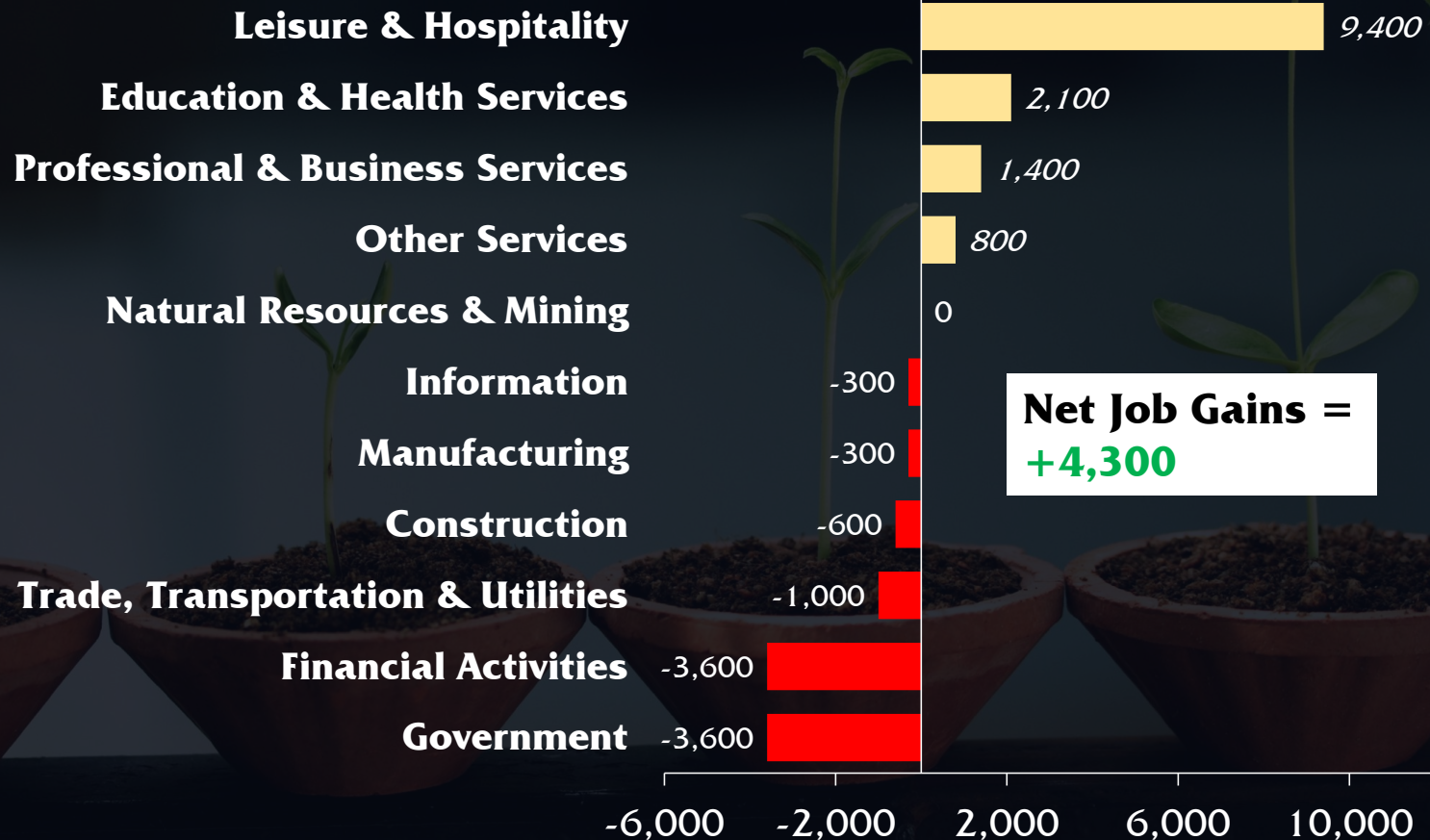


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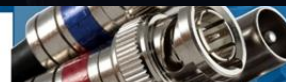


# Las Vegas MSA Employment Growth

## Past 12 Months



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# What Has Been the Fastest Growing Sector of the Economy During the Past 5 Years?

- a) Information
- b) Education/Health
- c) Government
- d) Leisure/Hospitality



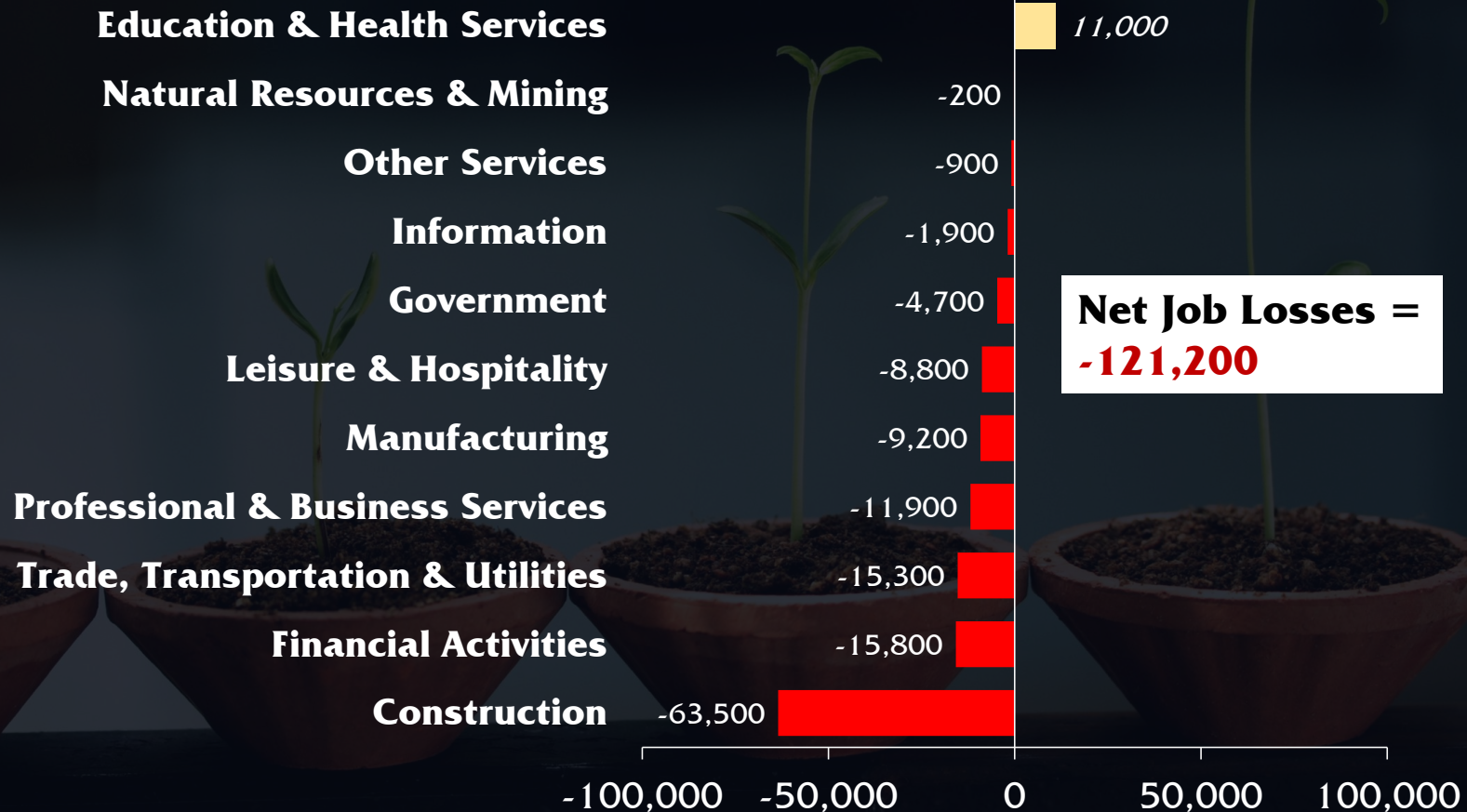
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# Las Vegas MSA Employment Growth Past 5 Years



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# What Percentage of the Workforce is Employed by Hotels and Hotel Casinos?

**20%**



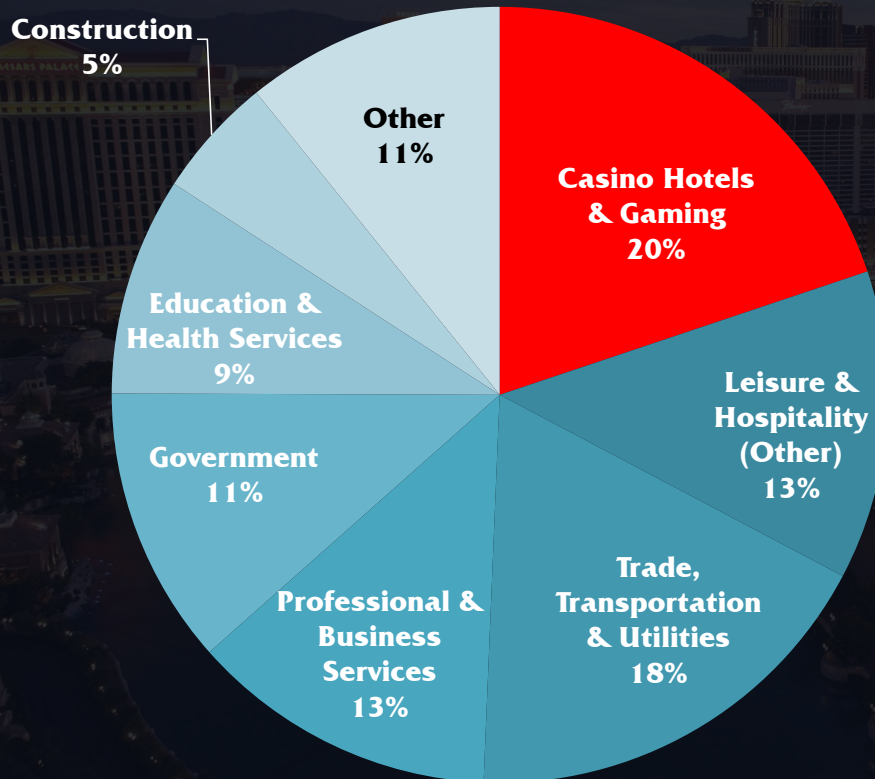
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# Las Vegas MSA Employment Distribution



Source: Nevada Department of Employment, Training and Rehabilitation



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# What Sector of the Economy Has the Highest Wages Per Employee?

## Government

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Hint: approx. 1 out of 9 southern Nevada workers is employed in this sector

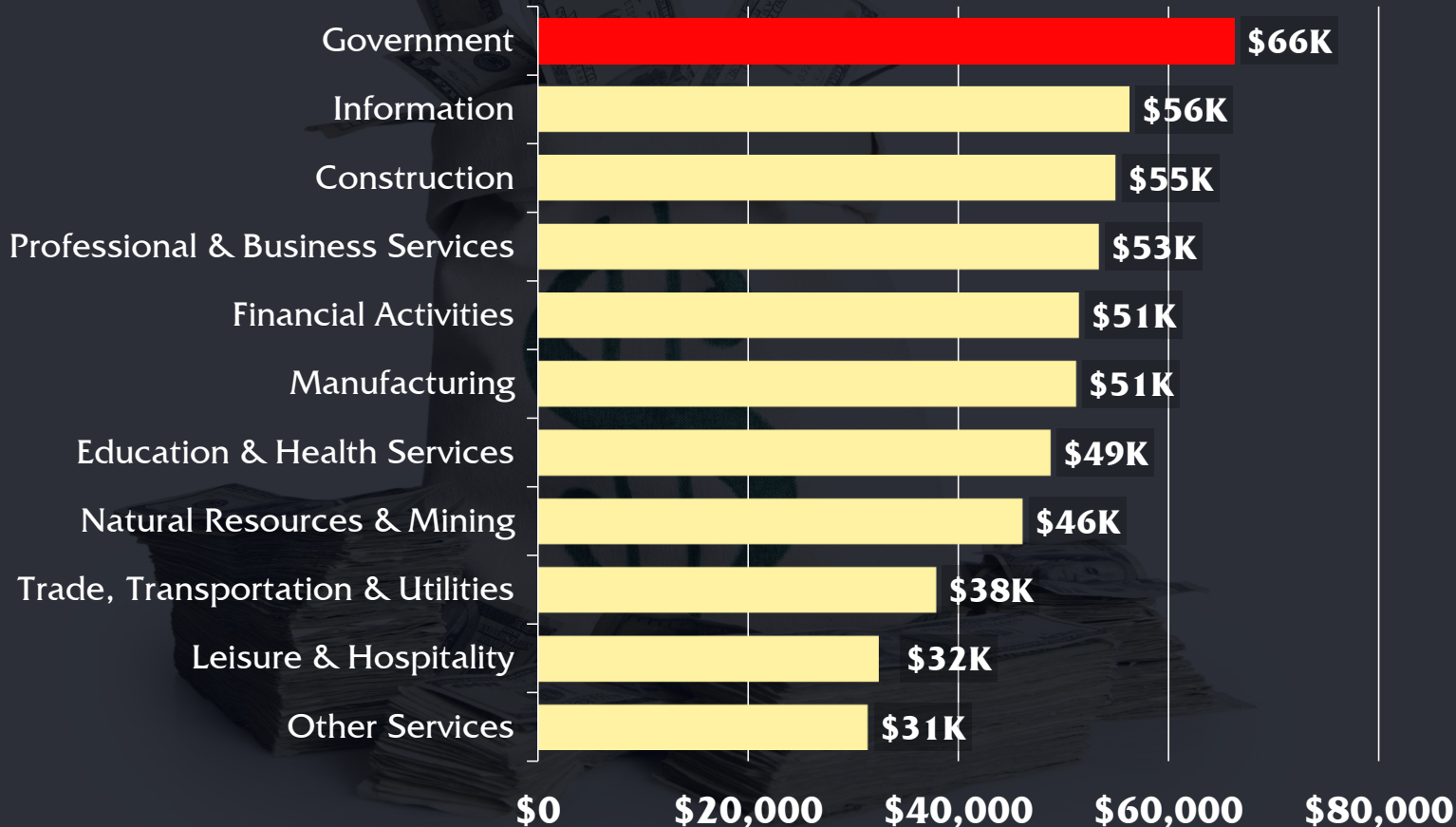


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# Average Wages By Sector (Clark County, NV)



Source: Nevada Department of Employment, Training and Rehabilitation (preliminary for 2011)



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# How Many Businesses Were Formed in Nevada During the Past Year?

**+456**

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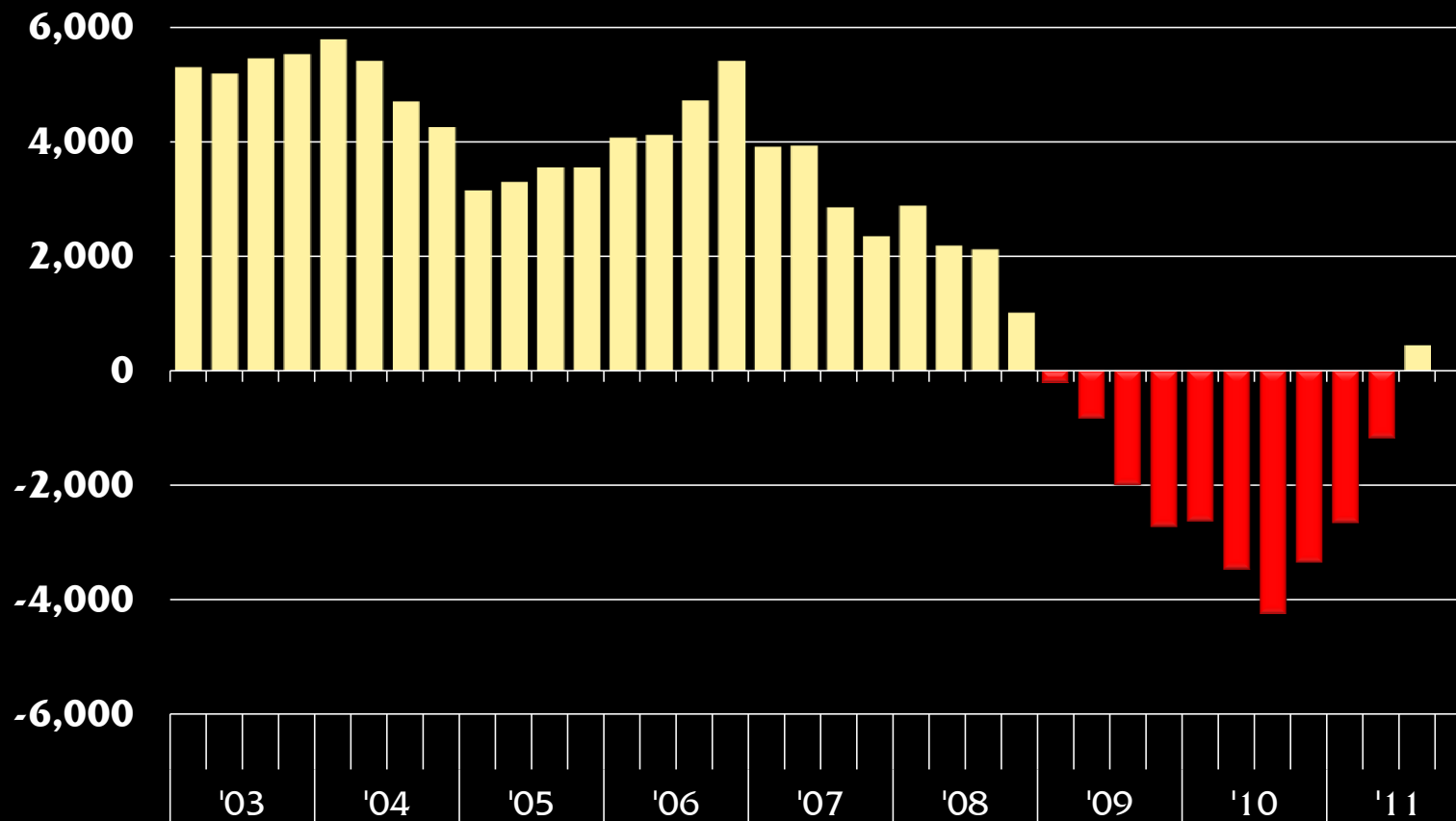
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# Y-O-Y Change in Business Establishments

## State of Nevada



Source: Nevada Department of Employment, Training and Rehabilitation



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# How Does Las Vegas MSA's Cost of Living Compare to the National Average?

- a) It is Significantly Higher
- b) It is Slightly Higher
- c) It is Slightly Lower
- d) It is Significantly Lower



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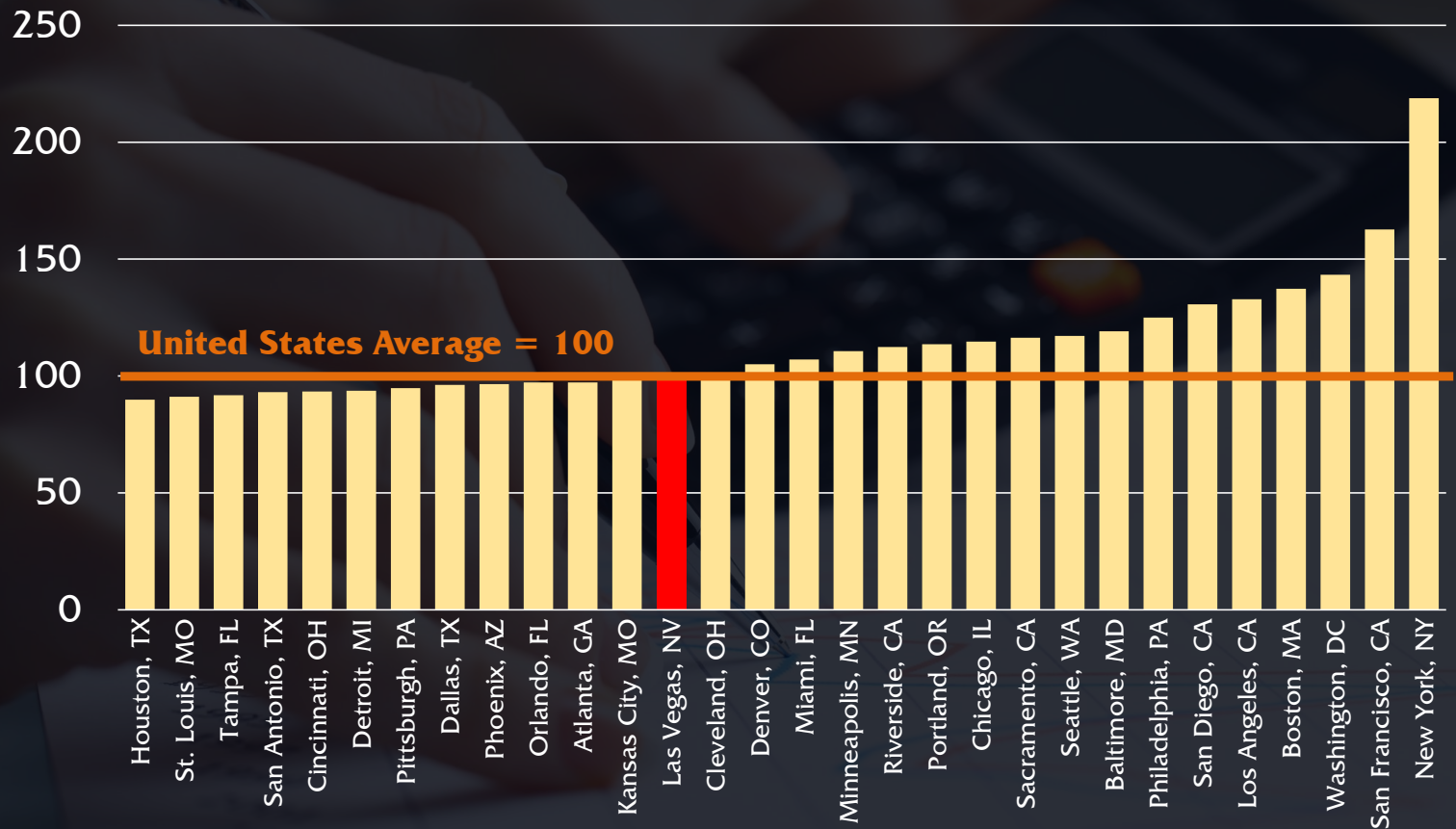
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# Cost of Living Index

## By Metropolitan Area



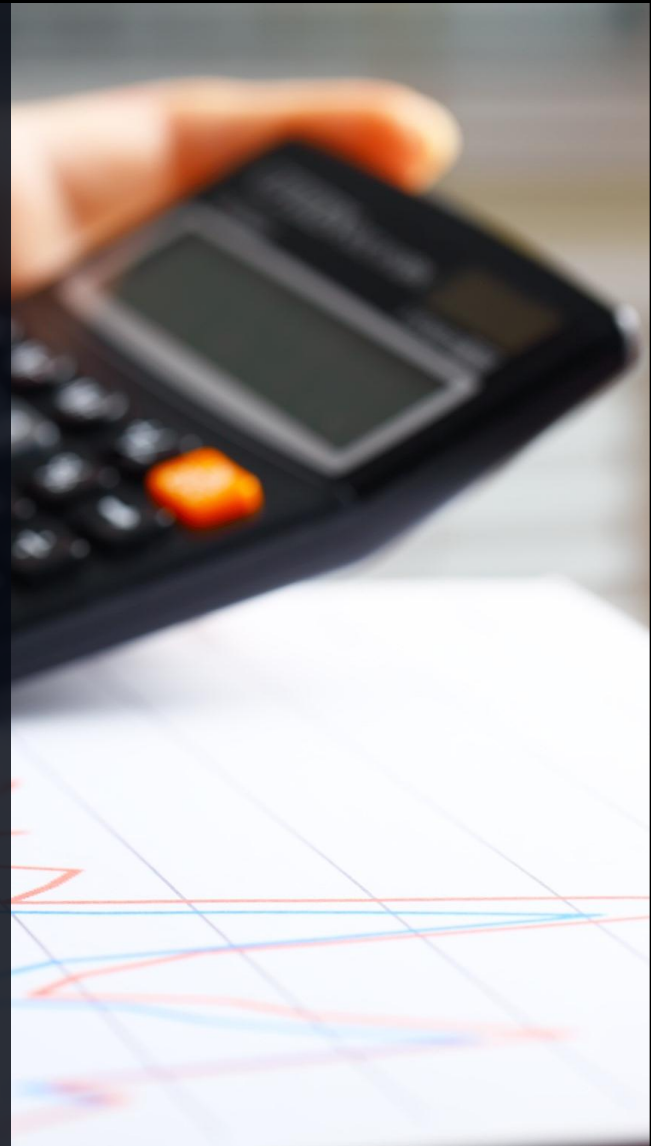
Source: The Council For Community and Economic Research (Q4 2011)



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**Which One of the  
Following Categories  
Does Las Vegas  
Report a Cost  
Higher Than the  
National Average?**



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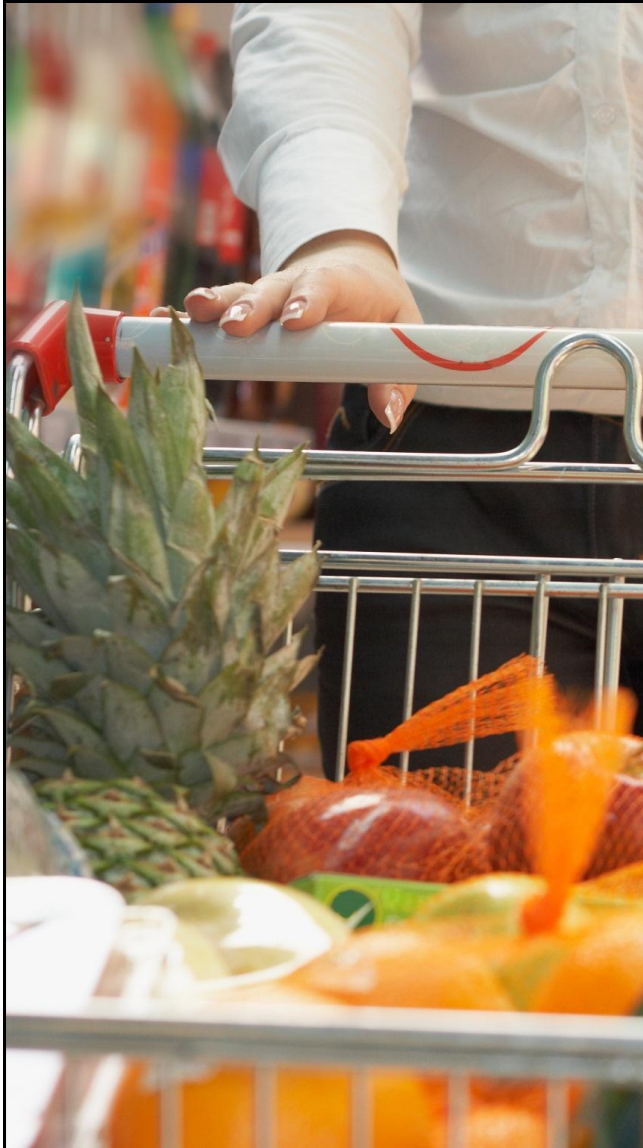
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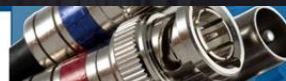
# Cost of Living: Groceries?

**+5.0%**

*Source: The Council For Community and Economic Research*



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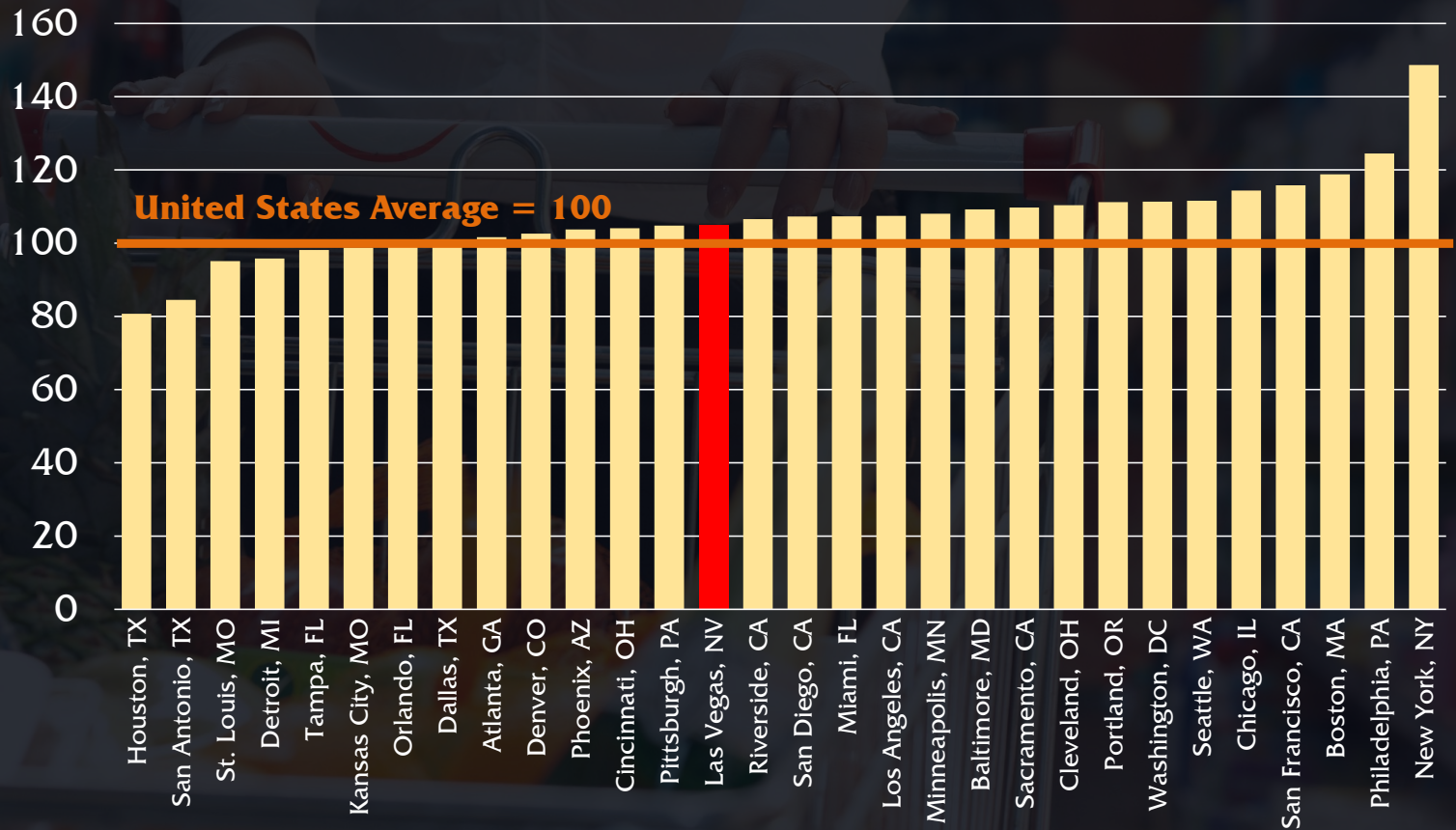


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# Cost of Living: Groceries

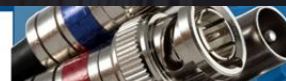
## By Metropolitan Area

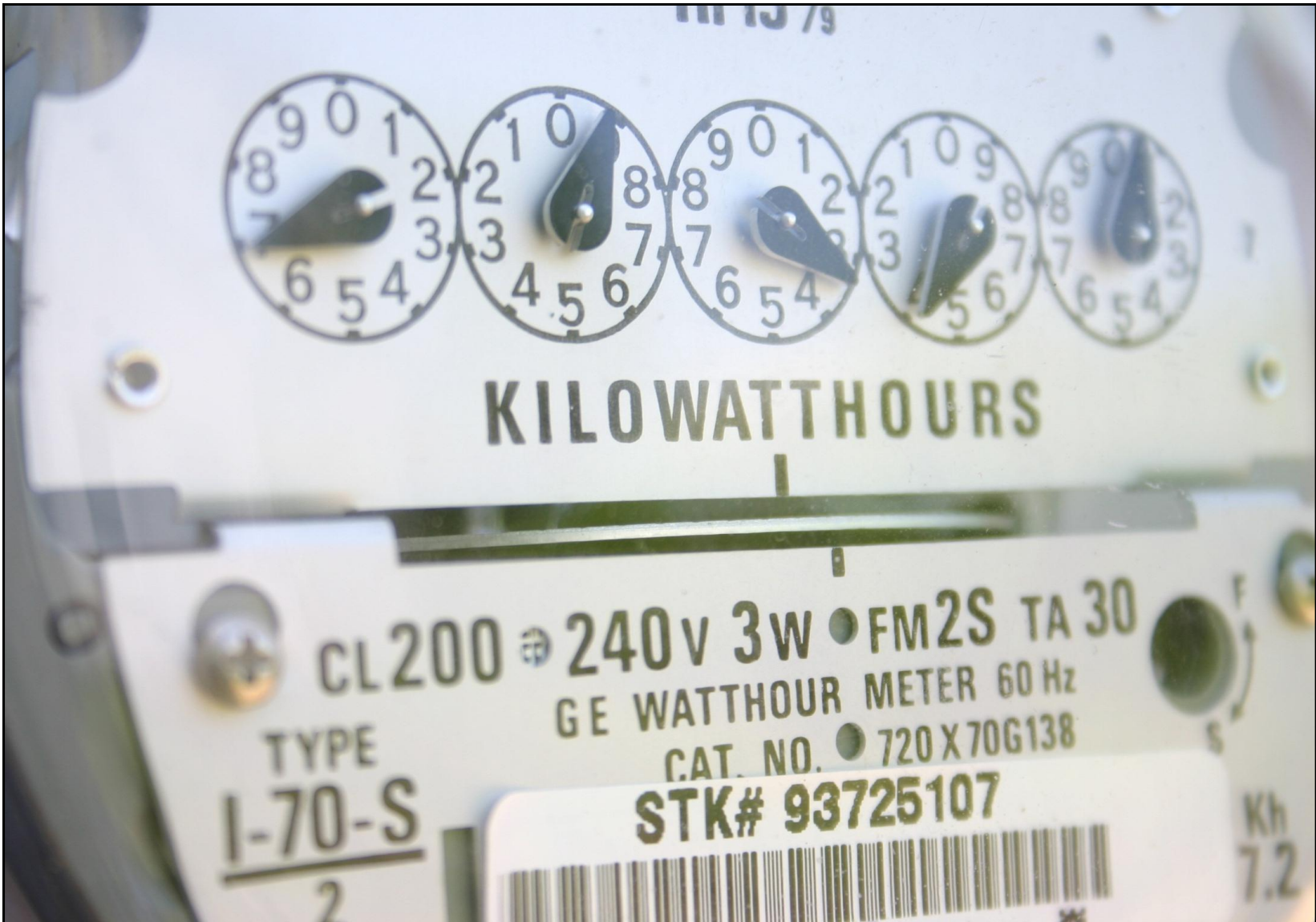


Source: The Council For Community and Economic Research (Q4 2011)



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# Cost of Living: Utilities?

**-8.5%**

Source: The Council For Community and Economic Research



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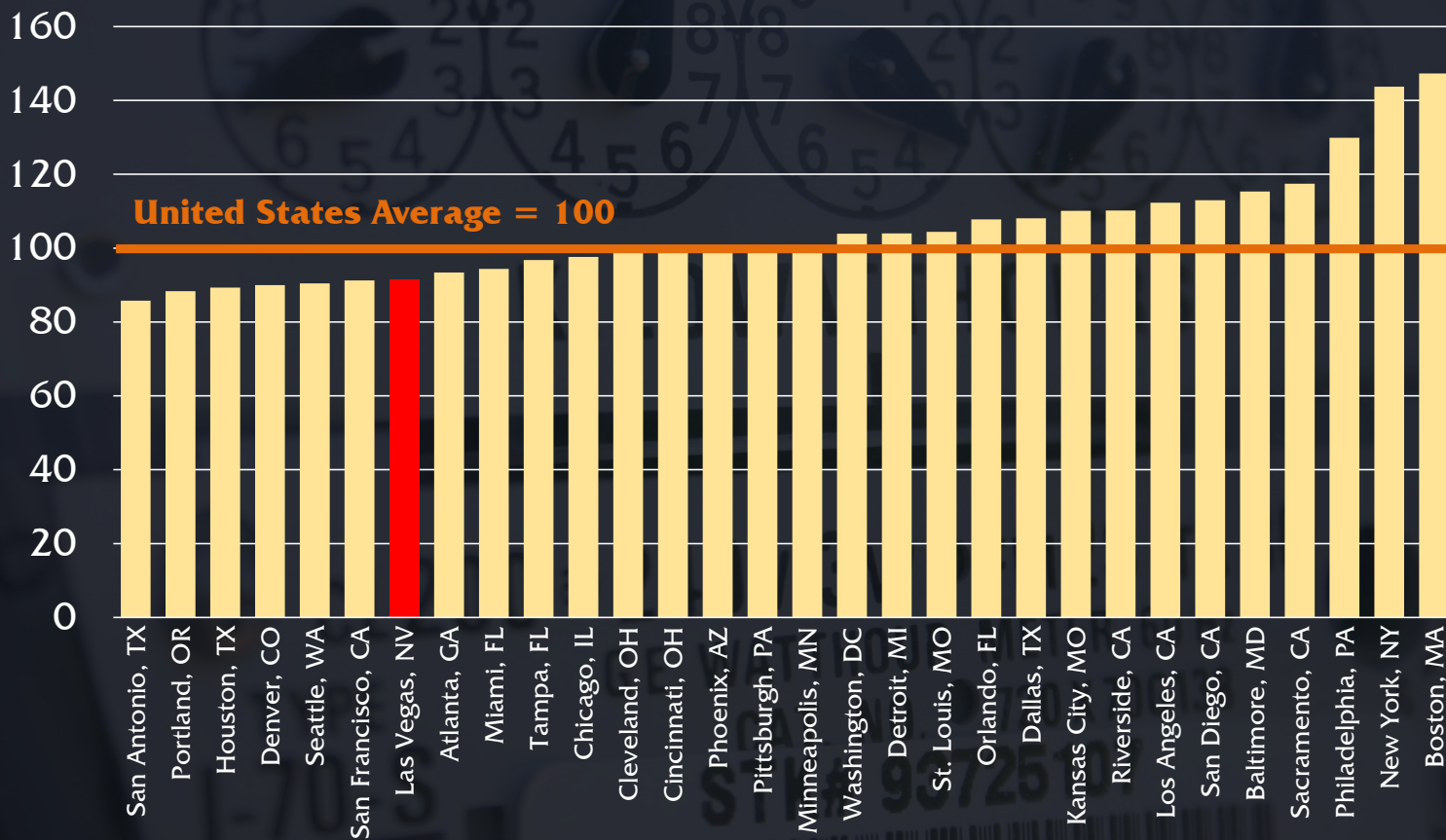


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# Cost of Living: Utilities

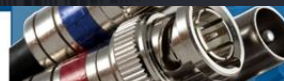
By Metropolitan Area



Source: The Council For Community and Economic Research (Q4 2011)



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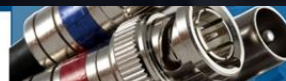
# Cost of Living: Transportation?

**+3.8%**

*Source: The Council For Community and Economic Research*



SOUTHERN NEVADA MARKET OVERVIEW

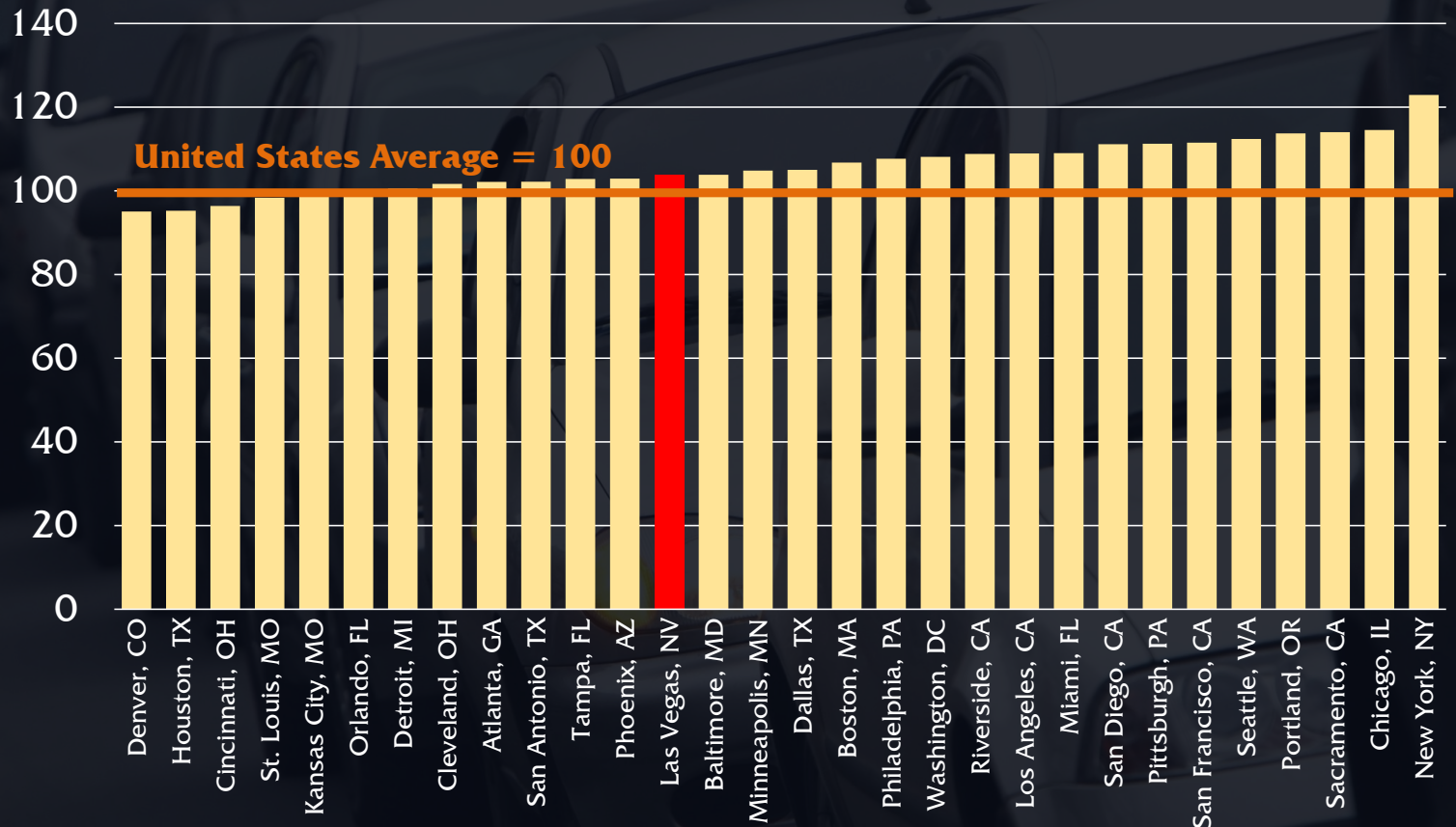


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# Cost of Living: Transportation

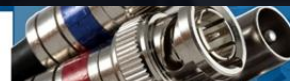
## By Metropolitan Area



Source: The Council For Community and Economic Research (Q4 2011)



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# Cost of Living: Health Care?

**+6.6%**

*Source: The Council For Community and Economic Research*



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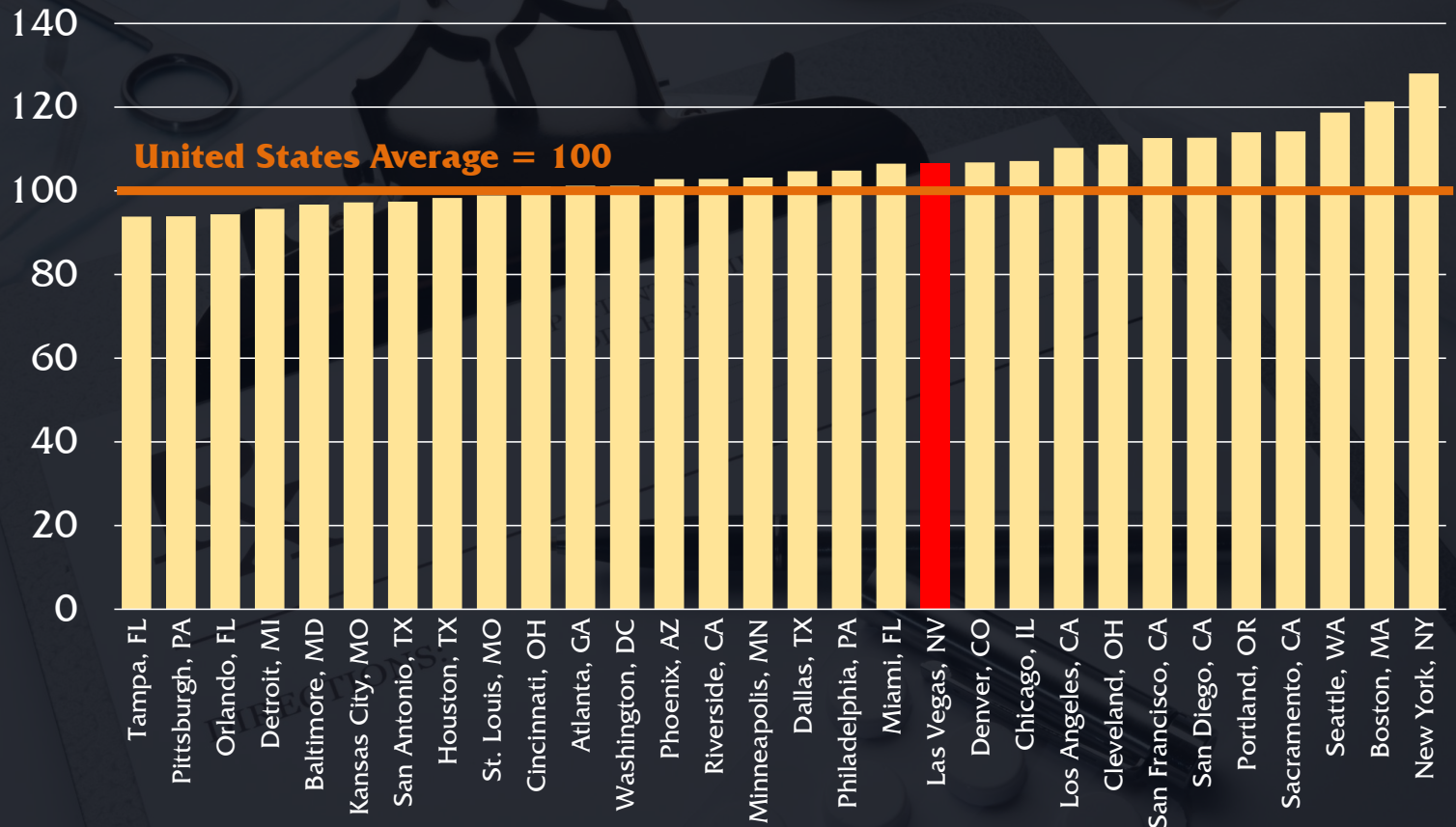


For more information, visit  
[www.appliedanalysis.com](http://www.appliedanalysis.com)

March 1, 2012

# Cost of Living: Health Care

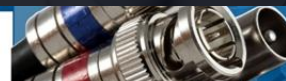
## By Metropolitan Area



Source: The Council For Community and Economic Research (Q4 2011)



SOUTHERN NEVADA MARKET OVERVIEW

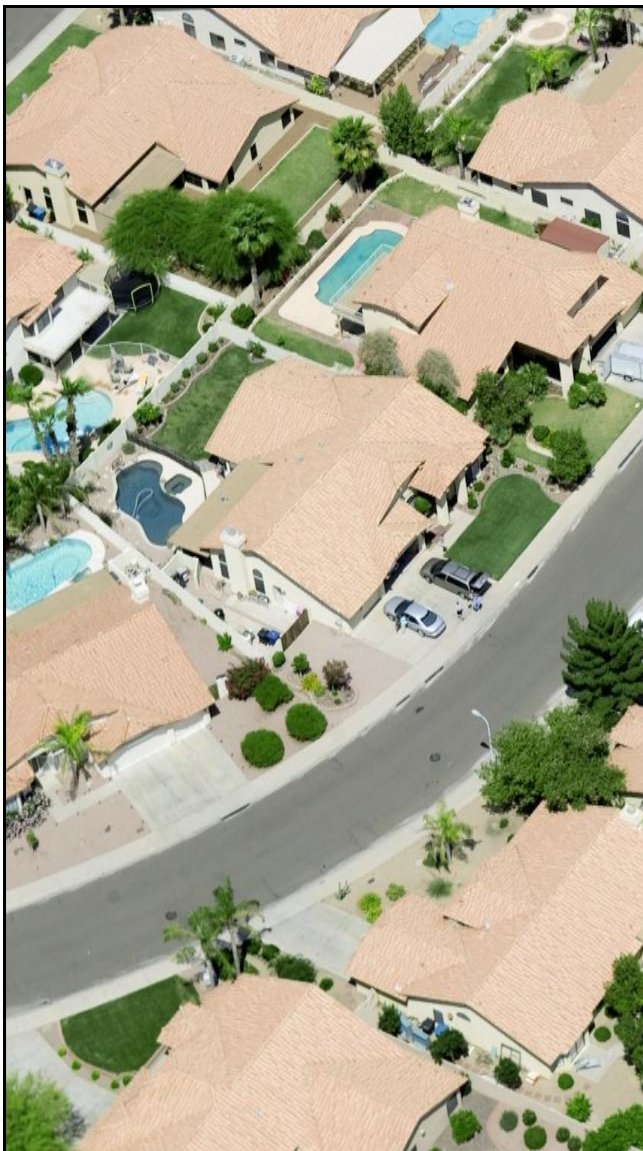


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# What Share of People Own a Home Versus Those That Rent?

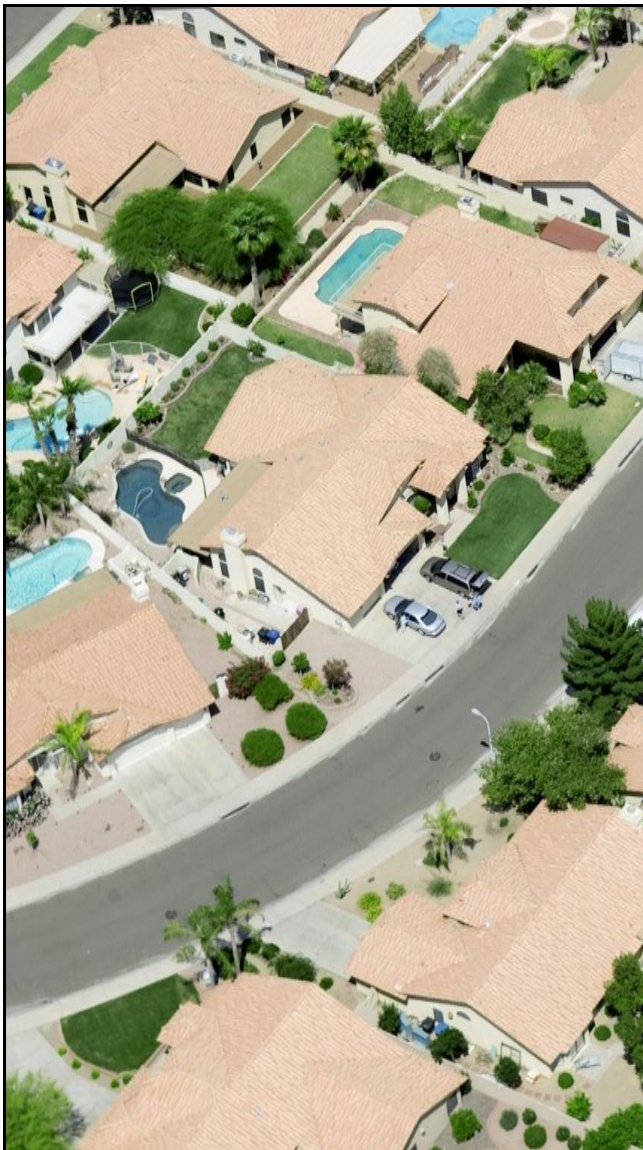


SOUTHERN NEVADA MARKET OVERVIEW



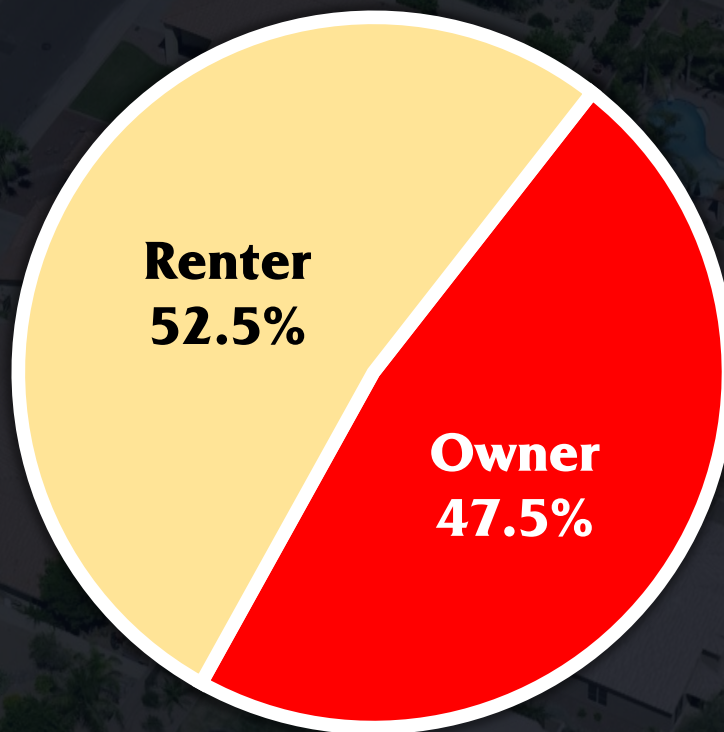
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# Owners vs. Renters

## Las Vegas-Paradise MSA



Source: 2011 Las Vegas Perspective



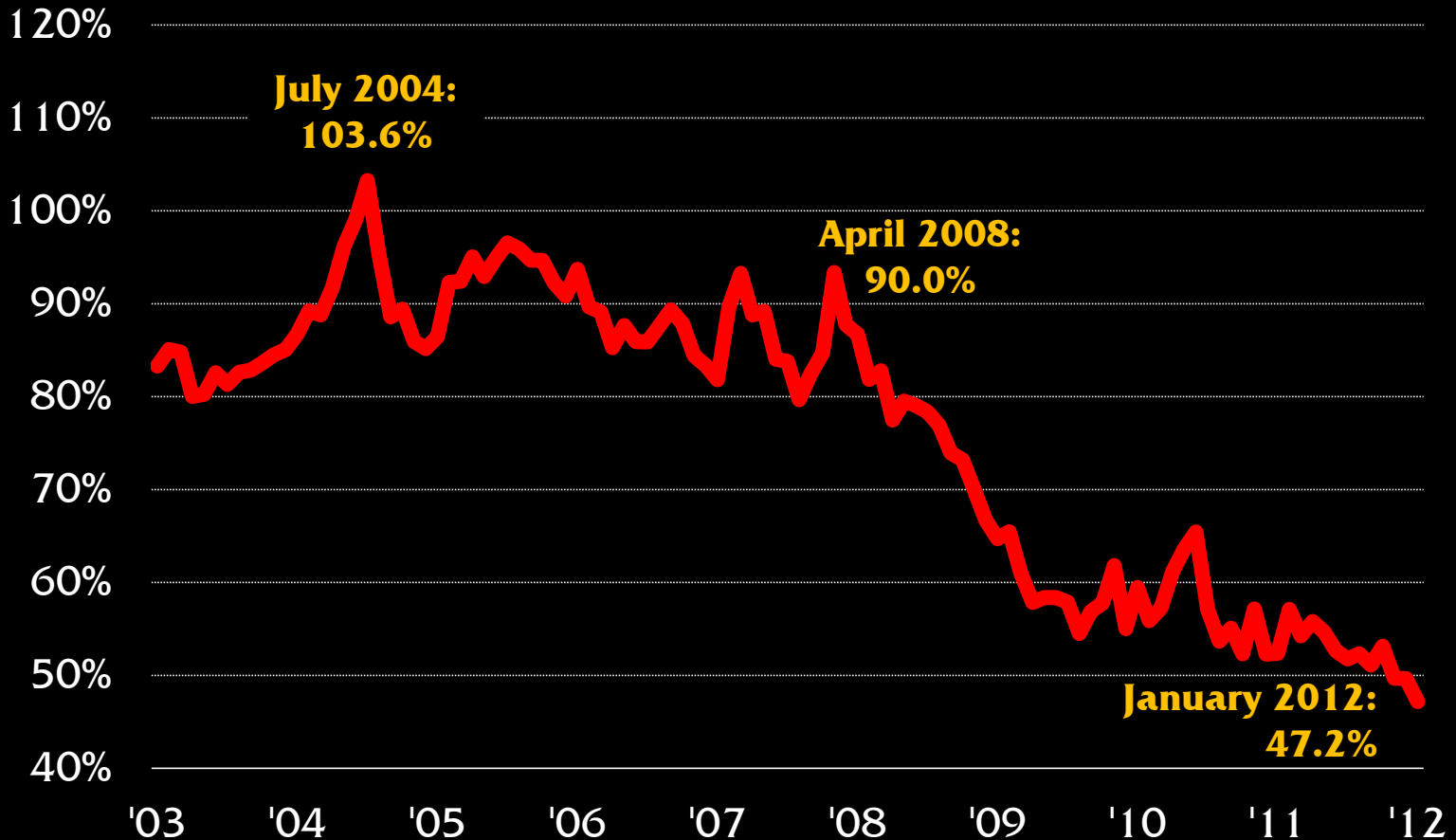
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# Resale Home Prices

As a Percentage of New Home Sales



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# Which Market Has the Lowest Median Home Price?

- a) Detroit, MI 
- b) Core Coral, FL
- c) Fort Wayne, IN
- d) Reno, NV
- e) Las Vegas, NV



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# Which Market Has the Lowest Median Home Price?

- a) Detroit, MI **\$50,800**
- b) Core Coral, FL
- c) Fort Wayne, IN
- d) Reno, NV
- e) Las Vegas, NV **\$100,000**



Source: National Association of REALTORS; Applied Analysis

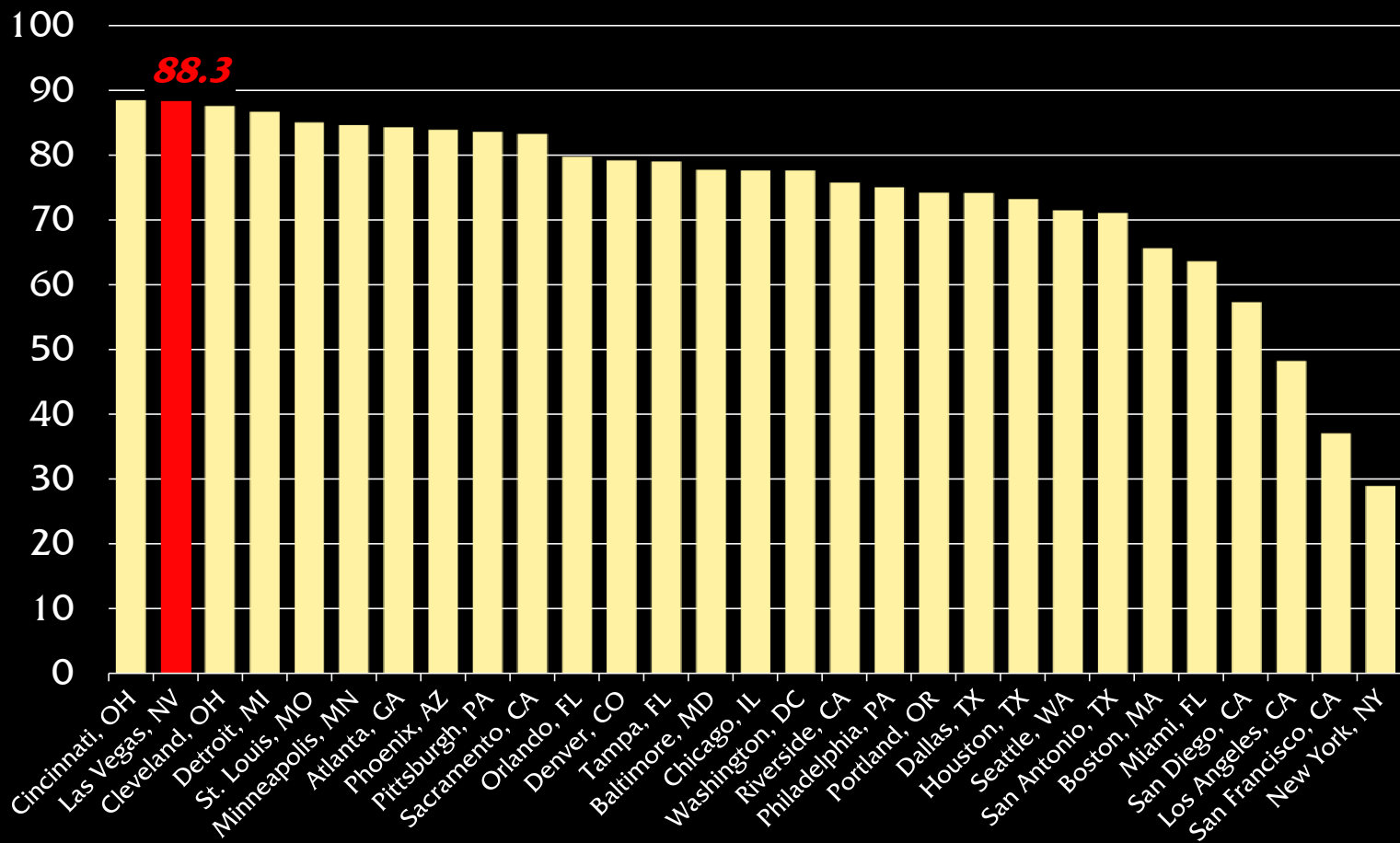


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# Housing Opportunity Index

## Share of Homes Affordable for Median Income



Source: National Association of Home Builders/Wells Fargo (Q4 2011)



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# What Percent of People Live in a Single Family Residential Home as Opposed to an Apartment or Condo?

- a) 29%
- b) 39%
- c) 49%
- d) 59%



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Single Family

→ 59.0%



Apartments

→ 21.2%



Condos/Townhomes

→ 14.7%



Mobile Homes/Other

→ 2.8%



Plexes

→ 2.3%

Source: Clark Count Assessor's Office (Q2 2011)



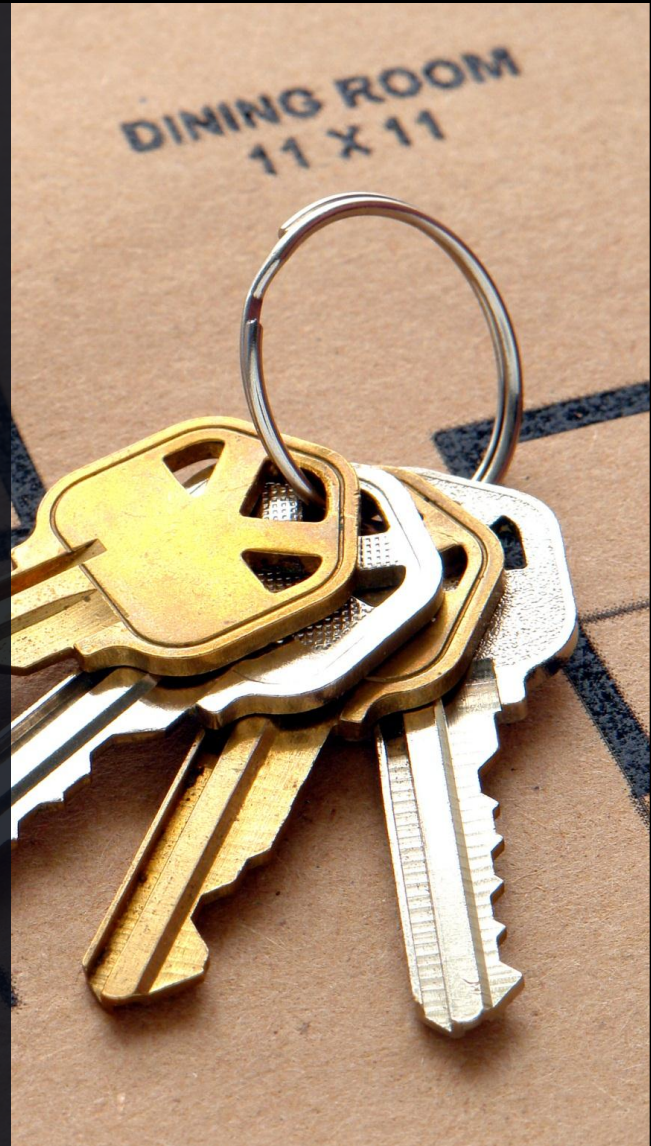
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# Which One of the Following Housing Types Has the Fewest Number of Renters?

- a) Single Family Homes
- b) Town Homes
- c) Mobile Homes
- d) Condominiums



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Single Family

Owner Occupied  
**61.5%**

Non-Owner Occupied  
**38.5%**



Apartments

Owner Occupied  
**19.6%**

Non-Owner Occupied  
**80.4%**



Condos/Townhomes

Owner Occupied  
**59.1%**

Non-Owner Occupied  
**40.9%**



Mobile Homes/Other

Owner Occupied  
**76.7%**

Non-Owner Occupied  
**23.3%**



Plexes

Owner Occupied  
**60.1%**

Non-Owner Occupied  
**39.9%**

Source: Clark County Assessor's Office (Q2 2011)



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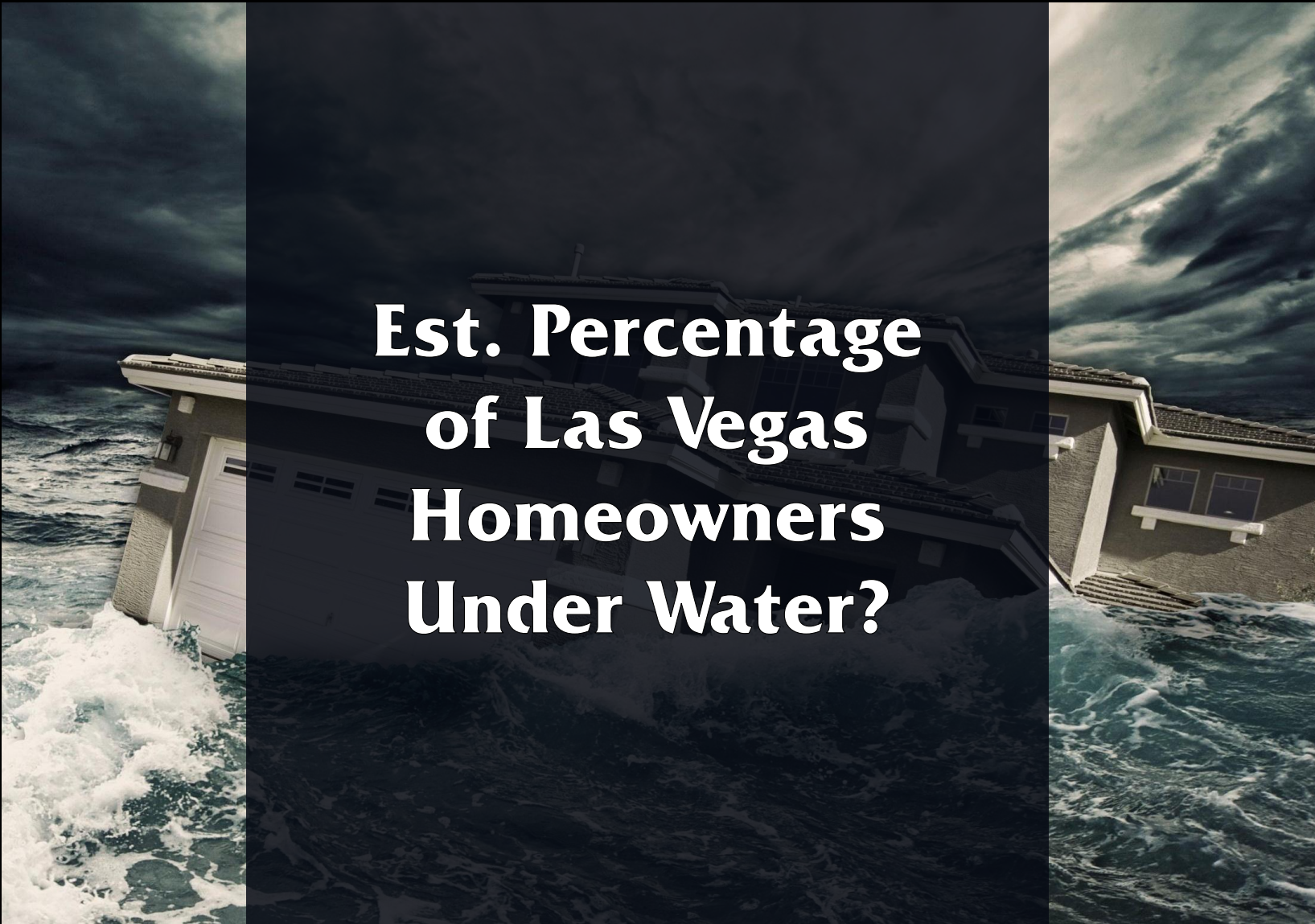
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# Est. Percentage of Las Vegas Homeowners Under Water?



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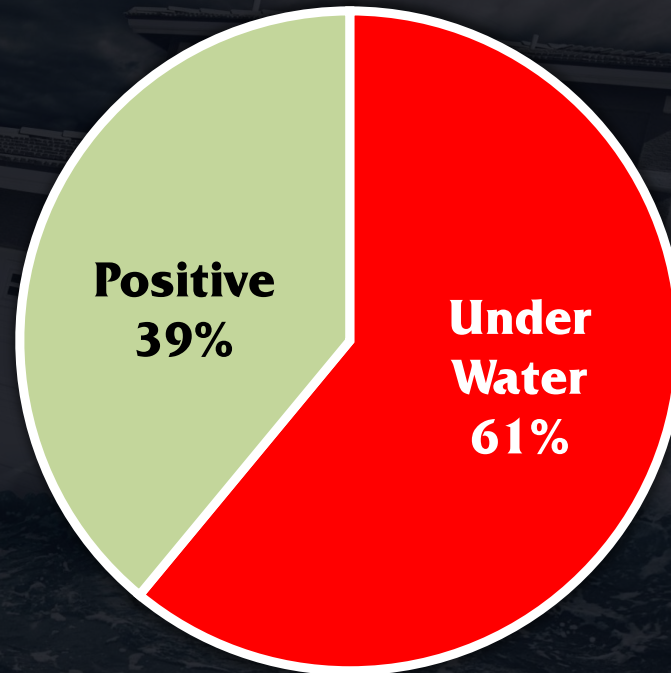


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# Homeowner's Equity

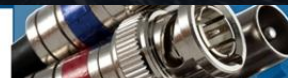
## Las Vegas-Paradise MSA



Source: CoreLogic (Q3 2011)

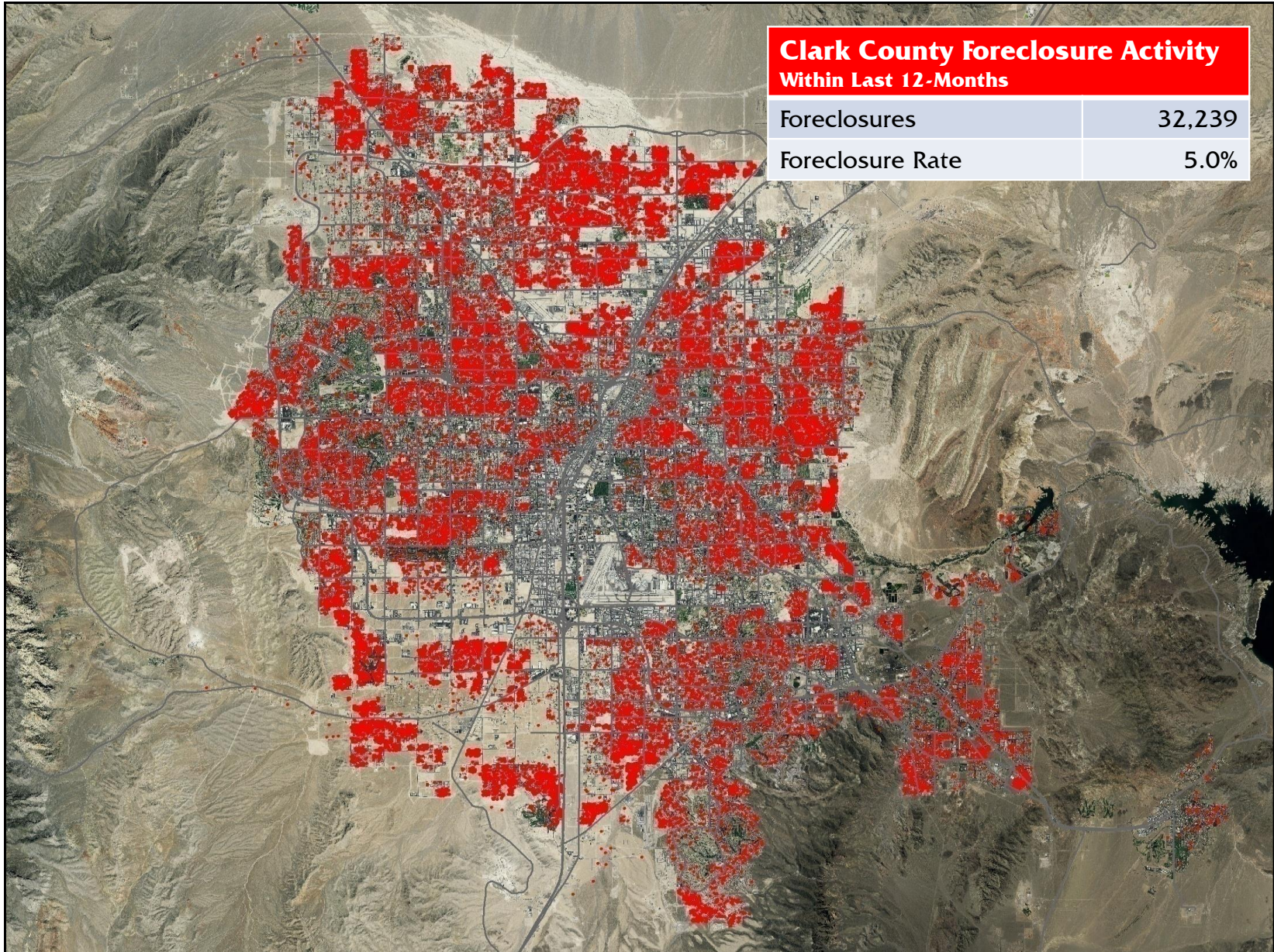


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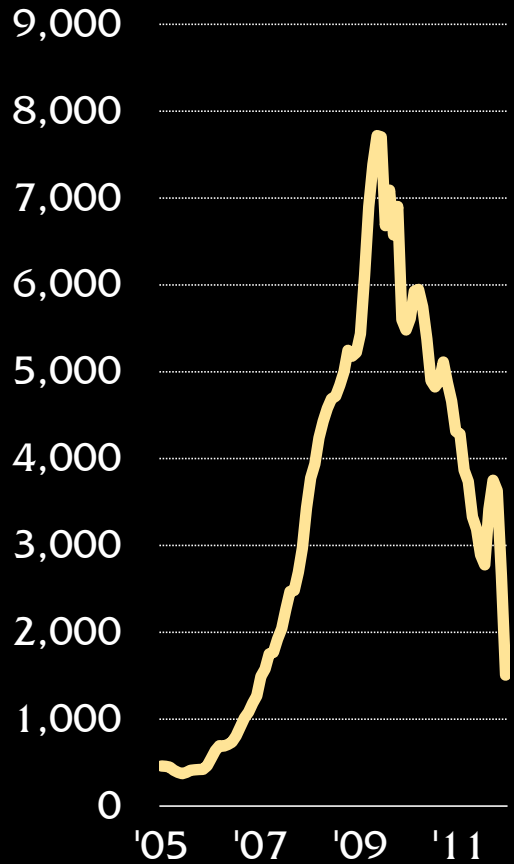
APPLIED ANALYSIS





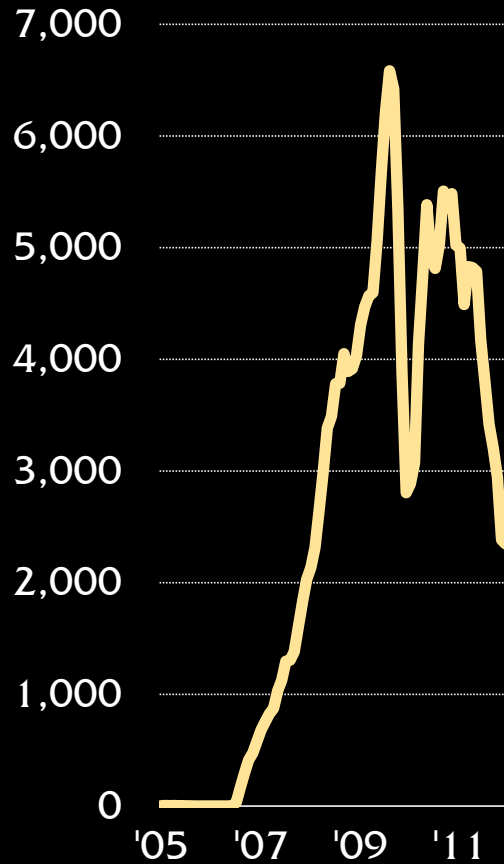
### Notices of Breaches and Defaults

(Trailing 3-Month Averages)



### Notices of Trustee Sales

(Trailing 3-Month Averages)



### Trustee Deeds (Foreclosures)

(Trailing 3-Month Averages)



Source: Clark County Assessor's Office and Applied Analysis



SOUTHERN NEVADA MARKET OVERVIEW



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