

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.5539/-119.7824

Northtowne Ln & Lund Ln Reno, NV 89512	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2024)	23,836		116,341		251,072		337,179	
Projected Population (2029)	22,955		114,192		246,083		333,227	
Census Population (2020)	24,387		114,977		250,423		333,240	
Census Population (2010)	22,230		104,726		227,851		300,497	
Projected Annual Growth (2024-2029)	-881	-0.7%	-2,149	-0.4%	-4,990	-0.4%	-3,952	-0.2%
Historical Annual Growth (2020-2024)	-551	-0.6%	1,364	0.3%	649	-	3,939	0.3%
Historical Annual Growth (2010-2020)	2,157	1.0%	10,251	1.0%	22,572	1.0%	32,743	1.1%
Estimated Population Density (2024)	7,591 <i>psm</i>		4,115 <i>psm</i>		3,198 <i>psm</i>		2,191 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>	
Households								
Estimated Households (2024)	9,284		47,489		103,964		139,883	
Projected Households (2029)	9,071		47,165		103,198		139,764	
Census Households (2020)	8,872		44,628		99,225		132,933	
Census Households (2010)	7,969		40,297		89,210		118,210	
Projected Annual Growth (2024-2029)	-213	-0.5%	-324	-0.1%	-765	-0.1%	-119	-
Historical Annual Change (2010-2024)	1,314	1.2%	7,191	1.3%	14,754	1.2%	21,673	1.3%
Average Household Income								
Estimated Average Household Income (2024)	\$71,089		\$79,445		\$94,191		\$106,937	
Projected Average Household Income (2029)	\$72,669		\$81,631		\$97,440		\$110,674	
Census Average Household Income (2010)	\$38,857		\$41,925		\$51,659		\$60,215	
Census Average Household Income (2000)	\$40,760		\$42,177		\$49,106		\$55,619	
Projected Annual Change (2024-2029)	\$1,581	0.4%	\$2,186	0.6%	\$3,249	0.7%	\$3,736	0.7%
Historical Annual Change (2000-2024)	\$30,329	3.1%	\$37,267	3.7%	\$45,085	3.8%	\$51,319	3.8%
Median Household Income								
Estimated Median Household Income (2024)	\$59,956		\$64,730		\$75,201		\$84,336	
Projected Median Household Income (2029)	\$60,626		\$65,271		\$76,311		\$85,645	
Census Median Household Income (2010)	\$32,610		\$35,735		\$43,627		\$49,051	
Census Median Household Income (2000)	\$33,378		\$34,924		\$40,611		\$45,485	
Projected Annual Change (2024-2029)	\$670	0.2%	\$541	0.2%	\$1,109	0.3%	\$1,309	0.3%
Historical Annual Change (2000-2024)	\$26,578	3.3%	\$29,806	3.6%	\$34,590	3.5%	\$38,851	3.6%
Per Capita Income								
Estimated Per Capita Income (2024)	\$27,789		\$32,696		\$39,161		\$44,497	
Projected Per Capita Income (2029)	\$28,821		\$33,989		\$41,024		\$46,554	
Census Per Capita Income (2010)	\$13,933		\$16,132		\$20,227		\$23,688	
Census Per Capita Income (2000)	\$14,936		\$16,195		\$19,188		\$21,910	
Projected Annual Change (2024-2029)	\$1,032	0.7%	\$1,293	0.8%	\$1,864	1.0%	\$2,057	0.9%
Historical Annual Change (2000-2024)	\$12,853	3.6%	\$16,501	4.2%	\$19,973	4.3%	\$22,588	4.3%
Estimated Average Household Net Worth (2024)	\$481,474		\$580,557		\$804,447		\$1.01 M	

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Lat/Lon: 39.5539/-119.7824

Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Race and Ethnicity									
Total Population (2024)		23,836		116,341		251,072		337,179	
White (2024)		11,075	46.5%	64,567	55.5%	149,469	59.5%	209,825	62.2%
Black or African American (2024)		1,487	6.2%	5,898	5.1%	10,458	4.2%	12,557	3.7%
American Indian or Alaska Native (2024)		464	1.9%	2,106	1.8%	3,778	1.5%	4,635	1.4%
Asian (2024)		1,861	7.8%	7,960	6.8%	16,591	6.6%	22,805	6.8%
Hawaiian or Pacific Islander (2024)		334	1.4%	1,115	1.0%	1,990	0.8%	2,383	0.7%
Other Race (2024)		4,780	20.1%	18,228	15.7%	35,239	14.0%	42,354	12.6%
Two or More Races (2024)		3,835	16.1%	16,467	14.2%	33,548	13.4%	42,619	12.6%
Population < 18 (2024)		5,629	23.6%	22,057	19.0%	49,907	19.9%	66,922	19.8%
White Not Hispanic		1,248	22.2%	6,307	28.6%	17,167	34.4%	25,642	38.3%
Black or African American		418	7.4%	1,231	5.6%	2,511	5.0%	3,053	4.6%
Asian		373	6.6%	1,195	5.4%	2,640	5.3%	3,791	5.7%
Other Race Not Hispanic		361	6.4%	1,668	7.6%	3,708	7.4%	5,126	7.7%
Hispanic		3,229	57.4%	11,655	52.8%	23,882	47.9%	29,310	43.8%
Not Hispanic or Latino Population (2024)		13,639	57.2%	76,282	65.6%	171,399	68.3%	238,867	70.8%
Not Hispanic White		9,319	68.3%	56,785	74.4%	132,846	77.5%	188,064	78.7%
Not Hispanic Black or African American		1,378	10.1%	5,492	7.2%	9,736	5.7%	11,708	4.9%
Not Hispanic American Indian or Alaska Native		169	1.2%	959	1.3%	1,744	1.0%	2,191	0.9%
Not Hispanic Asian		1,784	13.1%	7,701	10.1%	16,112	9.4%	22,250	9.3%
Not Hispanic Hawaiian or Pacific Islander		238	1.7%	847	1.1%	1,556	0.9%	1,848	0.8%
Not Hispanic Other Race		39	0.3%	287	0.4%	679	0.4%	922	0.4%
Not Hispanic Two or More Races		713	5.2%	4,213	5.5%	8,726	5.1%	11,885	5.0%
Hispanic or Latino Population (2024)		10,197	42.8%	40,059	34.4%	79,673	31.7%	98,312	29.2%
Hispanic White		1,756	17.2%	7,782	19.4%	16,623	20.9%	21,762	22.1%
Hispanic Black or African American		108	1.1%	406	1.0%	722	0.9%	849	0.9%
Hispanic American Indian or Alaska Native		295	2.9%	1,147	2.9%	2,034	2.6%	2,444	2.5%
Hispanic Asian		77	0.8%	260	0.6%	479	0.6%	556	0.6%
Hispanic Hawaiian or Pacific Islander		97	0.9%	269	0.7%	434	0.5%	536	0.5%
Hispanic Other Race		4,741	46.5%	17,941	44.8%	34,560	43.4%	41,432	42.1%
Hispanic Two or More Races		3,122	30.6%	12,254	30.6%	24,822	31.2%	30,734	31.3%
Not Hispanic or Latino Population (2020)		12,402	50.9%	71,730	62.4%	166,650	66.5%	234,737	70.4%
Hispanic or Latino Population (2020)		11,985	49.1%	43,247	37.6%	83,773	33.5%	98,504	29.6%
Not Hispanic or Latino Population (2010)		12,097	54.4%	69,301	66.2%	159,891	70.2%	222,267	74.0%
Hispanic or Latino Population (2010)		10,133	45.6%	35,425	33.8%	67,960	29.8%	78,230	26.0%
Not Hispanic or Latino Population (2029)		13,369	58.2%	75,218	65.9%	167,202	67.9%	233,738	70.1%
Hispanic or Latino Population (2029)		9,586	41.8%	38,975	34.1%	78,880	32.1%	99,489	29.9%
Projected Annual Growth (2024-2029)		-611	-1.2%	-1,084	-0.5%	-793	-0.2%	1,177	0.2%
Historical Annual Growth (2010-2020)		1,852	1.8%	7,822	2.2%	15,813	2.3%	20,273	2.6%

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Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Total Age Distribution (2024)									
Total Population		23,836		116,341		251,072		337,179	
Age Under 5 Years		1,552	6.5%	6,121	5.3%	13,449	5.4%	17,772	5.3%
Age 5 to 9 Years		1,490	6.3%	6,042	5.2%	13,870	5.5%	18,729	5.6%
Age 10 to 14 Years		1,706	7.2%	6,263	5.4%	14,271	5.7%	19,219	5.7%
Age 15 to 19 Years		1,676	7.0%	9,411	8.1%	17,254	6.9%	21,866	6.5%
Age 20 to 24 Years		2,068	8.7%	11,264	9.7%	20,014	8.0%	24,718	7.3%
Age 25 to 29 Years		2,252	9.4%	10,665	9.2%	21,649	8.6%	27,488	8.2%
Age 30 to 34 Years		2,043	8.6%	9,814	8.4%	21,257	8.5%	27,713	8.2%
Age 35 to 39 Years		1,663	7.0%	8,198	7.0%	18,242	7.3%	24,496	7.3%
Age 40 to 44 Years		1,517	6.4%	7,096	6.1%	15,725	6.3%	21,280	6.3%
Age 45 to 49 Years		1,271	5.3%	6,093	5.2%	13,504	5.4%	18,373	5.4%
Age 50 to 54 Years		1,330	5.6%	6,638	5.7%	14,651	5.8%	19,943	5.9%
Age 55 to 59 Years		1,274	5.3%	6,712	5.8%	14,578	5.8%	19,741	5.9%
Age 60 to 64 Years		1,121	4.7%	6,475	5.6%	14,360	5.7%	19,968	5.9%
Age 65 to 69 Years		974	4.1%	5,454	4.7%	12,676	5.0%	18,158	5.4%
Age 70 to 74 Years		778	3.3%	4,149	3.6%	10,117	4.0%	14,812	4.4%
Age 75 to 79 Years		581	2.4%	3,025	2.6%	7,529	3.0%	11,278	3.3%
Age 80 to 84 Years		310	1.3%	1,745	1.5%	4,459	1.8%	6,606	2.0%
Age 85 Years or Over		230	1.0%	1,173	1.0%	3,466	1.4%	5,020	1.5%
Median Age		32.1		34.0		35.8		37.2	
Age 19 Years or Less		6,425	27.0%	27,837	23.9%	58,844	23.4%	77,585	23.0%
Age 20 to 64 Years		14,538	61.0%	72,957	62.7%	153,980	61.3%	203,720	60.4%
Age 65 Years or Over		2,873	12.1%	15,546	13.4%	38,248	15.2%	55,873	16.6%
Female Age Distribution (2024)									
Female Population		11,846	49.7%	53,332	45.8%	119,828	47.7%	162,841	48.3%
Age Under 5 Years		707	6.0%	2,870	5.4%	6,441	5.4%	8,558	5.3%
Age 5 to 9 Years		694	5.9%	2,893	5.4%	6,688	5.6%	9,080	5.6%
Age 10 to 14 Years		816	6.9%	2,979	5.6%	6,807	5.7%	9,227	5.7%
Age 15 to 19 Years		811	6.8%	3,437	6.4%	7,209	6.0%	9,365	5.8%
Age 20 to 24 Years		1,039	8.8%	5,122	9.6%	9,452	7.9%	11,745	7.2%
Age 25 to 29 Years		1,152	9.7%	5,007	9.4%	10,311	8.6%	13,136	8.1%
Age 30 to 34 Years		972	8.2%	4,350	8.2%	9,804	8.2%	12,975	8.0%
Age 35 to 39 Years		787	6.6%	3,612	6.8%	8,353	7.0%	11,384	7.0%
Age 40 to 44 Years		780	6.6%	3,279	6.1%	7,503	6.3%	10,241	6.3%
Age 45 to 49 Years		662	5.6%	2,880	5.4%	6,523	5.4%	8,970	5.5%
Age 50 to 54 Years		655	5.5%	2,939	5.5%	6,801	5.7%	9,432	5.8%
Age 55 to 59 Years		649	5.5%	3,101	5.8%	7,028	5.9%	9,624	5.9%
Age 60 to 64 Years		575	4.9%	3,034	5.7%	7,024	5.9%	9,921	6.1%
Age 65 to 69 Years		515	4.4%	2,601	4.9%	6,303	5.3%	9,209	5.7%
Age 70 to 74 Years		421	3.6%	2,110	4.0%	5,261	4.4%	7,801	4.8%
Age 75 to 79 Years		319	2.7%	1,543	2.9%	3,988	3.3%	5,944	3.7%
Age 80 to 84 Years		171	1.4%	916	1.7%	2,381	2.0%	3,466	2.1%
Age 85 Years or Over		123	1.0%	662	1.2%	1,949	1.6%	2,764	1.7%
Female Median Age		33.1		34.7		36.7		38.1	
Age 19 Years or Less		3,027	25.6%	12,178	22.8%	27,145	22.7%	36,230	22.2%
Age 20 to 64 Years		7,271	61.4%	33,322	62.5%	72,800	60.8%	97,426	59.8%
Age 65 Years or Over		1,549	13.1%	7,832	14.7%	19,883	16.6%	29,185	17.9%

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Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Male Age Distribution (2024)									
Male Population	11,990	50.3%	63,008	54.2%	131,244	52.3%	174,339	51.7%	
Age Under 5 Years	846	7.1%	3,251	5.2%	7,008	5.3%	9,214	5.3%	
Age 5 to 9 Years	796	6.6%	3,149	5.0%	7,182	5.5%	9,648	5.5%	
Age 10 to 14 Years	890	7.4%	3,284	5.2%	7,464	5.7%	9,992	5.7%	
Age 15 to 19 Years	865	7.2%	5,974	9.5%	10,046	7.7%	12,501	7.2%	
Age 20 to 24 Years	1,029	8.6%	6,142	9.7%	10,562	8.0%	12,973	7.4%	
Age 25 to 29 Years	1,101	9.2%	5,659	9.0%	11,338	8.6%	14,352	8.2%	
Age 30 to 34 Years	1,070	8.9%	5,464	8.7%	11,452	8.7%	14,738	8.5%	
Age 35 to 39 Years	876	7.3%	4,587	7.3%	9,889	7.5%	13,113	7.5%	
Age 40 to 44 Years	737	6.1%	3,818	6.1%	8,221	6.3%	11,039	6.3%	
Age 45 to 49 Years	609	5.1%	3,213	5.1%	6,982	5.3%	9,403	5.4%	
Age 50 to 54 Years	675	5.6%	3,699	5.9%	7,849	6.0%	10,511	6.0%	
Age 55 to 59 Years	625	5.2%	3,612	5.7%	7,550	5.8%	10,118	5.8%	
Age 60 to 64 Years	546	4.6%	3,442	5.5%	7,336	5.6%	10,047	5.8%	
Age 65 to 69 Years	459	3.8%	2,853	4.5%	6,374	4.9%	8,950	5.1%	
Age 70 to 74 Years	357	3.0%	2,039	3.2%	4,856	3.7%	7,010	4.0%	
Age 75 to 79 Years	262	2.2%	1,482	2.4%	3,541	2.7%	5,333	3.1%	
Age 80 to 84 Years	139	1.2%	830	1.3%	2,078	1.6%	3,140	1.8%	
Age 85 Years or Over	107	0.9%	511	0.8%	1,517	1.2%	2,255	1.3%	
Male Median Age	31.3		33.6		35.1		36.4		
Age 19 Years or Less	3,398	28.3%	15,659	24.9%	31,699	24.2%	41,355	23.7%	
Age 20 to 64 Years	7,267	60.6%	39,635	62.9%	81,179	61.9%	106,294	61.0%	
Age 65 Years or Over	1,325	11.0%	7,714	12.2%	18,366	14.0%	26,689	15.3%	
Males per 100 Females (2024)									
Overall Comparison	101		118		110		107		
Age Under 5 Years	120	54.5%	113	53.1%	109	52.1%	108	51.8%	
Age 5 to 9 Years	115	53.4%	109	52.1%	107	51.8%	106	51.5%	
Age 10 to 14 Years	109	52.2%	110	52.4%	110	52.3%	108	52.0%	
Age 15 to 19 Years	107	51.6%	174	63.5%	139	58.2%	133	57.2%	
Age 20 to 24 Years	99	49.7%	120	54.5%	112	52.8%	110	52.5%	
Age 25 to 29 Years	96	48.9%	113	53.1%	110	52.4%	109	52.2%	
Age 30 to 34 Years	110	52.4%	126	55.7%	117	53.9%	114	53.2%	
Age 35 to 39 Years	111	52.7%	127	55.9%	118	54.2%	115	53.5%	
Age 40 to 44 Years	94	48.6%	116	53.8%	110	52.3%	108	51.9%	
Age 45 to 49 Years	92	47.9%	112	52.7%	107	51.7%	105	51.2%	
Age 50 to 54 Years	103	50.7%	126	55.7%	115	53.6%	111	52.7%	
Age 55 to 59 Years	96	49.1%	116	53.8%	107	51.8%	105	51.3%	
Age 60 to 64 Years	95	48.7%	113	53.1%	104	51.1%	101	50.3%	
Age 65 to 69 Years	89	47.1%	110	52.3%	101	50.3%	97	49.3%	
Age 70 to 74 Years	85	45.9%	97	49.1%	92	48.0%	90	47.3%	
Age 75 to 79 Years	82	45.2%	96	49.0%	89	47.0%	90	47.3%	
Age 80 to 84 Years	81	44.9%	91	47.5%	87	46.6%	91	47.5%	
Age 85 Years or Over	87	46.5%	77	43.5%	78	43.8%	82	44.9%	
Age 19 Years or Less	112	52.9%	129	56.3%	117	53.9%	114	53.3%	
Age 20 to 39 Years	103	50.8%	121	54.7%	114	53.3%	112	52.8%	
Age 40 to 64 Years	96	49.0%	117	53.9%	109	52.1%	106	51.5%	
Age 65 Years or Over	86	46.1%	98	49.6%	92	48.0%	91	47.8%	

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Household Type (2024)									
Total Households		9,284		47,489		103,964		139,883	
Households with Children		3,415	36.8%	12,790	26.9%	28,498	27.4%	38,482	27.5%
Average Household Size		2.5		2.3		2.4		2.4	
Household Density per Square Mile		2,957		1,680		1,324		909	
Population Family		19,451	81.6%	81,374	69.9%	181,361	72.2%	245,380	72.8%
Population Non-Family		4,198	17.6%	29,284	25.2%	63,280	25.2%	84,948	25.2%
Population Group Quarters		187	0.8%	5,683	4.9%	6,430	2.6%	6,852	2.0%
Family Households		6,331	68.2%	26,136	55.0%	57,759	55.6%	78,360	56.0%
Married Couple Households		3,351	52.9%	15,067	57.6%	36,666	63.5%	52,793	67.4%
Other Family Households with Children		2,980	47.1%	11,069	42.4%	21,094	36.5%	25,567	32.6%
Family Households with Children		3,387	53.5%	12,696	48.6%	28,335	49.1%	38,285	48.9%
Married Couple with Children		1,512	44.7%	6,490	51.1%	16,334	57.6%	23,450	61.3%
Other Family Households with Children		1,874	55.3%	6,206	48.9%	12,002	42.4%	14,835	38.7%
Family Households No Children		2,944	46.5%	13,440	51.4%	29,424	50.9%	40,075	51.1%
Married Couple No Children		1,838	62.4%	8,577	63.8%	20,332	69.1%	29,343	73.2%
Other Family Households No Children		1,106	37.6%	4,863	36.2%	9,092	30.9%	10,732	26.8%
Non-Family Households		2,953	31.8%	21,353	45.0%	46,204	44.4%	61,523	44.0%
Non-Family Households with Children		28	1.0%	94	0.4%	162	0.4%	197	0.3%
Non-Family Households No Children		2,924	99.0%	21,258	99.6%	46,042	99.6%	61,325	99.7%
Average Family Household Size		3.1		3.1		3.1		3.1	
Average Family Income		\$80,491		\$93,656		\$112,839		\$130,527	
Median Family Income		\$73,469		\$82,919		\$95,403		\$105,898	
Average Non-Family Household Size		1.4		1.4		1.4		1.4	
Marital Status (2024)									
Population Age 15 Years or Over		19,087		97,915		209,482		281,460	
Never Married		8,249	43.2%	45,479	46.4%	87,375	41.7%	110,304	39.2%
Currently Married		6,845	35.9%	29,028	29.6%	72,531	34.6%	107,054	38.0%
Previously Married		3,994	20.9%	23,408	23.9%	49,576	23.7%	64,102	22.8%
Separated		746	18.7%	3,440	14.7%	7,366	14.9%	9,205	14.4%
Widowed		1,007	25.2%	4,884	20.9%	11,311	22.8%	15,033	23.5%
Divorced		2,240	56.1%	15,084	64.4%	30,900	62.3%	39,864	62.2%
Educational Attainment (2024)									
Adult Population Age 25 Years or Over		15,343		77,239		172,214		234,876	
Elementary (Grade Level 0 to 8)		1,988	13.0%	7,732	10.0%	13,812	8.0%	15,554	6.6%
Some High School (Grade Level 9 to 11)		1,795	11.7%	7,524	9.7%	13,917	8.1%	16,471	7.0%
High School Graduate		4,175	27.2%	21,910	28.4%	45,011	26.1%	58,188	24.8%
Some College		3,396	22.1%	17,607	22.8%	39,452	22.9%	53,920	23.0%
Associate Degree Only		1,522	9.9%	5,886	7.6%	14,057	8.2%	19,181	8.2%
Bachelor Degree Only		1,697	11.1%	10,622	13.8%	28,545	16.6%	43,170	18.4%
Graduate Degree		770	5.0%	5,958	7.7%	17,419	10.1%	28,392	12.1%
Any College (Some College or Higher)		7,385	48.1%	40,073	51.9%	99,474	57.8%	144,663	61.6%
College Degree + (Bachelor Degree or Higher)		2,467	16.1%	16,580	21.5%	45,964	26.7%	71,562	30.5%

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Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 39.5539/-119.7824

Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Housing									
Total Housing Units (2024)		10,264		53,102		115,595		155,261	
Total Housing Units (2020)		9,661		48,957		106,404		141,981	
Historical Annual Growth (2020-2024)		603	1.6%	4,145	2.1%	9,191	2.2%	13,280	2.3%
Housing Units Occupied (2024)		9,284 90.4%		47,489 89.4%		103,964 89.9%		139,883 90.1%	
Housing Units Owner-Occupied		3,244 34.9%		17,433 36.7%		46,271 44.5%		68,674 49.1%	
Housing Units Renter-Occupied		6,040 65.1%		30,056 63.3%		57,692 55.5%		71,209 50.9%	
Housing Units Vacant (2024)		980	9.6%	5,614	10.6%	11,631	10.1%	15,378	9.9%
Household Size (2024)									
Total Households		9,284		47,489		103,964		139,883	
1 Person Households		2,053	22.1%	15,760	33.2%	33,835	32.5%	44,624	31.9%
2 Person Households		3,810	41.0%	16,897	35.6%	37,064	35.7%	50,177	35.9%
3 Person Households		1,451	15.6%	6,220	13.1%	13,699	13.2%	18,627	13.3%
4 Person Households		1,012	10.9%	4,301	9.1%	9,930	9.6%	14,075	10.1%
5 Person Households		537	5.8%	2,350	4.9%	5,335	5.1%	7,100	5.1%
6 Person Households		242	2.6%	1,119	2.4%	2,402	2.3%	3,140	2.2%
7 or More Person Households		180	1.9%	843	1.8%	1,700	1.6%	2,139	1.5%
Household Income Distribution (2024)									
HH Income \$200,000 or More		357	3.8%	2,524	5.3%	7,905	7.6%	14,344	10.3%
HH Income \$150,000 to \$199,999		526	5.7%	3,017	6.4%	8,575	8.2%	12,605	9.0%
HH Income \$125,000 to \$149,999		441	4.8%	2,580	5.4%	7,458	7.2%	10,617	7.6%
HH Income \$100,000 to \$124,999		896	9.6%	5,202	11.0%	11,152	10.7%	15,394	11.0%
HH Income \$75,000 to \$99,999		1,326	14.3%	6,374	13.4%	14,125	13.6%	19,252	13.8%
HH Income \$50,000 to \$74,999		1,768	19.0%	8,101	17.1%	17,862	17.2%	23,152	16.6%
HH Income \$35,000 to \$49,999		1,451	15.6%	6,270	13.2%	12,463	12.0%	15,258	10.9%
HH Income \$25,000 to \$34,999		818	8.8%	4,374	9.2%	8,195	7.9%	9,742	7.0%
HH Income \$15,000 to \$24,999		605	6.5%	3,771	7.9%	7,380	7.1%	8,899	6.4%
HH Income \$10,000 to \$14,999		393	4.2%	1,962	4.1%	3,230	3.1%	3,809	2.7%
HH Income Under \$10,000		702	7.6%	3,314	7.0%	5,618	5.4%	6,813	4.9%
Household Vehicles (2024)									
Households 0 Vehicles Available		1,087	11.7%	6,138	12.9%	10,709	10.3%	12,150	8.7%
Households 1 Vehicle Available		3,630	39.1%	16,792	35.4%	35,822	34.5%	46,437	33.2%
Households 2 Vehicles Available		2,842	30.6%	14,884	31.3%	34,723	33.4%	49,008	35.0%
Households 3 or More Vehicles Available		1,724	18.6%	9,675	20.4%	22,709	21.8%	32,287	23.1%
Total Vehicles Available		15,221		80,416		184,462		257,378	
Average Vehicles per Household		1.6		1.7		1.8		1.8	
Owner-Occupied Household Vehicles		6,843	45.0%	37,196	46.3%	99,324	53.8%	149,325	58.0%
Average Vehicles per Owner-Occupied Household		2.1		2.1		2.1		2.2	
Renter-Occupied Household Vehicles		8,378	55.0%	43,220	53.7%	85,138	46.2%	108,053	42.0%
Average Vehicles per Renter-Occupied Household		1.4		1.4		1.5		1.5	
Travel Time (2024)									
Worker Base Age 16 years or Over		12,511		62,146		135,285		182,916	
Travel to Work in 14 Minutes or Less		3,180	25.4%	17,391	28.0%	36,451	26.9%	47,824	26.1%
Travel to Work in 15 to 29 Minutes		5,952	47.6%	27,488	44.2%	59,422	43.9%	80,040	43.8%
Travel to Work in 30 to 59 Minutes		2,213	17.7%	10,534	17.0%	23,212	17.2%	32,257	17.6%
Travel to Work in 60 Minutes or More		677	5.4%	2,751	4.4%	5,717	4.2%	7,389	4.0%
Work at Home		489	3.9%	3,982	6.4%	10,482	7.7%	15,406	8.4%
Average Minutes Travel to Work		19.2		18.8		18.8		19.1	

Complete Profile



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Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Transportation To Work (2024)									
Worker Base Age 16 years or Over		12,511		62,146		135,285		182,916	
Drive to Work Alone		8,707	69.6%	42,574	68.5%	93,128	68.8%	127,747	69.8%
Drive to Work in Carpool		2,164	17.3%	9,276	14.9%	20,142	14.9%	25,809	14.1%
Travel to Work by Public Transportation		695	5.6%	2,212	3.6%	3,456	2.6%	3,807	2.1%
Drive to Work on Motorcycle		44	0.3%	256	0.4%	553	0.4%	887	0.5%
Bicycle to Work		23	0.2%	556	0.9%	1,152	0.9%	1,306	0.7%
Walk to Work		180	1.4%	2,096	3.4%	3,421	2.5%	3,974	2.2%
Other Means		209	1.7%	1,195	1.9%	2,950	2.2%	3,980	2.2%
Work at Home		489	3.9%	3,982	6.4%	10,482	7.7%	15,406	8.4%
Daytime Demographics (2024)									
Total Businesses		306		5,092		9,921		12,889	
Total Employees		3,178		63,199		116,652		147,145	
Company Headquarter Businesses		7	2.4%	186	3.7%	357	3.6%	476	3.7%
Company Headquarter Employees		107	3.4%	7,369	11.7%	14,849	12.7%	21,116	14.4%
Employee Population per Business		10.4	to 1	12.4	to 1	11.8	to 1	11.4	to 1
Residential Population per Business		77.8	to 1	22.8	to 1	25.3	to 1	26.2	to 1
Adj. Daytime Demographics Age 16 Years or Over		9,464		97,651		187,796		241,604	
Labor Force									
Labor Population Age 16 Years or Over (2024)		18,798		96,739		206,736		277,787	
Labor Force Total Males (2024)		9,310	49.5%	52,749	54.5%	108,222	52.3%	143,616	51.7%
Male Civilian Employed		6,681	71.8%	35,148	66.6%	73,888	68.3%	99,396	69.2%
Male Civilian Unemployed		328	3.5%	2,538	4.8%	5,023	4.6%	6,202	4.3%
Males in Armed Forces		-	-	119	0.2%	267	0.2%	333	0.2%
Males Not in Labor Force		2,301	24.7%	14,943	28.3%	29,044	26.8%	37,686	26.2%
Labor Force Total Females (2024)		9,488	50.5%	43,990	45.5%	98,514	47.7%	134,171	48.3%
Female Civilian Employed		5,830	61.4%	27,010	61.4%	61,415	62.3%	83,542	62.3%
Female Civilian Unemployed		416	4.4%	1,967	4.5%	3,709	3.8%	4,377	3.3%
Females in Armed Forces		-	-	10	-	22	-	57	-
Females Not in Labor Force		3,242	34.2%	15,004	34.1%	33,368	33.9%	46,194	34.4%
Unemployment Rate		744	4.0%	4,505	4.7%	8,732	4.2%	10,580	3.8%
Occupation (2024)									
Occupation Population Age 16 Years or Over		12,511		62,146		135,285		182,916	
Occupation Total Males		6,681	53.4%	35,137	56.5%	73,870	54.6%	99,374	54.3%
Occupation Total Females		5,830	46.6%	27,010	43.5%	61,415	45.4%	83,542	45.7%
Management, Business, Financial Operations		1,101	8.8%	7,112	11.4%	17,970	13.3%	26,247	14.3%
Professional, Related		2,007	16.0%	9,885	15.9%	24,425	18.1%	34,909	19.1%
Service		2,945	23.5%	13,197	21.2%	26,459	19.6%	33,950	18.6%
Sales, Office		2,627	21.0%	12,932	20.8%	29,279	21.6%	39,644	21.7%
Farming, Fishing, Forestry		70	0.6%	137	0.2%	320	0.2%	416	0.2%
Construction, Extraction, Maintenance		1,327	10.6%	6,628	10.7%	13,522	10.0%	17,838	9.8%
Production, Transport, Material Moving		2,435	19.5%	12,254	19.7%	23,309	17.2%	29,911	16.4%
White Collar Workers		5,734	45.8%	29,929	48.2%	71,675	53.0%	100,800	55.1%
Blue Collar Workers		6,777	54.2%	32,217	51.8%	63,610	47.0%	82,116	44.9%

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Lat/Lon: 39.5539/-119.7824

Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Units In Structure (2024)									
Total Units		9,284		47,489		103,964		139,883	
1 Detached Unit		3,080	33.2%	19,861	41.8%	50,441	48.5%	72,800	52.0%
1 Attached Unit		748	8.1%	2,478	5.2%	4,943	4.8%	6,716	4.8%
2 Units		150	1.6%	1,184	2.5%	2,122	2.0%	2,595	1.9%
3 to 4 Units		1,130	12.2%	4,111	8.7%	7,732	7.4%	9,945	7.1%
5 to 9 Units		1,157	12.5%	3,556	7.5%	7,691	7.4%	9,947	7.1%
10 to 19 Units		912	9.8%	4,032	8.5%	8,440	8.1%	10,386	7.4%
20 to 49 Units		486	5.2%	2,993	6.3%	5,392	5.2%	6,250	4.5%
50 or More Units		923	9.9%	6,179	13.0%	10,642	10.2%	13,021	9.3%
Mobile Home or Trailer		675	7.3%	2,924	6.2%	6,144	5.9%	7,716	5.5%
Other Structure		22	0.2%	171	0.4%	417	0.4%	506	0.4%
Homes Built By Year (2024)									
Homes Built 2020 or later		284	2.8%	1,912	3.6%	3,998	3.5%	5,504	3.5%
Homes Built 2010 to 2019		702	6.8%	4,254	8.0%	10,312	8.9%	14,437	9.3%
Homes Built 2000 to 2009		906	8.8%	5,345	10.1%	13,667	11.8%	21,179	13.6%
Homes Built 1990 to 1999		1,097	10.7%	5,460	10.3%	15,402	13.3%	22,896	14.7%
Homes Built 1980 to 1989		1,577	15.4%	6,504	12.2%	15,425	13.3%	21,093	13.6%
Homes Built 1970 to 1979		2,530	24.6%	9,285	17.5%	19,074	16.5%	25,257	16.3%
Homes Built 1960 to 1969		1,359	13.2%	6,008	11.3%	11,360	9.8%	13,413	8.6%
Homes Built 1950 to 1959		558	5.4%	4,541	8.6%	8,075	7.0%	8,929	5.8%
Homes Built 1940 to 1949		255	2.5%	2,281	4.3%	3,920	3.4%	4,359	2.8%
Homes Built Before 1939		16	0.2%	1,898	3.6%	2,732	2.4%	2,816	1.8%
Median Age of Homes		42.1	yrs	43.7	yrs	40.6	yrs	38.6	yrs
Home Values (2024)									
Owner Specified Housing Units		3,244		17,433		46,271		68,674	
Home Values \$1,000,000 or More		174	5.4%	996	5.7%	2,647	5.7%	4,776	7.0%
Home Values \$750,000 to \$999,999		191	5.9%	1,103	6.3%	3,522	7.6%	6,644	9.7%
Home Values \$500,000 to \$749,999		653	20.1%	4,077	23.4%	12,963	28.0%	20,781	30.3%
Home Values \$400,000 to \$499,999		475	14.6%	3,252	18.7%	10,361	22.4%	15,082	22.0%
Home Values \$300,000 to \$399,999		599	18.5%	3,255	18.7%	7,452	16.1%	9,707	14.1%
Home Values \$250,000 to \$299,999		204	6.3%	1,009	5.8%	1,697	3.7%	2,207	3.2%
Home Values \$200,000 to \$249,999		212	6.5%	851	4.9%	1,469	3.2%	1,876	2.7%
Home Values \$175,000 to \$199,999		61	1.9%	218	1.3%	433	0.9%	519	0.8%
Home Values \$150,000 to \$174,999		47	1.5%	240	1.4%	405	0.9%	494	0.7%
Home Values \$125,000 to \$149,999		20	0.6%	83	0.5%	135	0.3%	176	0.3%
Home Values \$100,000 to \$124,999		52	1.6%	324	1.9%	731	1.6%	948	1.4%
Home Values \$90,000 to \$99,999		11	0.3%	51	0.3%	99	0.2%	122	0.2%
Home Values \$80,000 to \$89,999		42	1.3%	156	0.9%	283	0.6%	355	0.5%
Home Values \$70,000 to \$79,999		2	-	22	0.1%	35	-	42	-
Home Values \$60,000 to \$69,999		37	1.1%	83	0.5%	238	0.5%	302	0.4%
Home Values \$50,000 to \$59,999		113	3.5%	359	2.1%	629	1.4%	816	1.2%
Home Values \$35,000 to \$49,999		74	2.3%	230	1.3%	515	1.1%	610	0.9%
Home Values \$25,000 to \$34,999		141	4.3%	348	2.0%	676	1.5%	827	1.2%
Home Values \$10,000 to \$24,999		64	2.0%	395	2.3%	1,037	2.2%	1,213	1.8%
Home Values Under \$10,000		71	2.2%	382	2.2%	945	2.0%	1,175	1.7%
Owner-Occupied Median Home Value		\$344,680		\$407,909		\$454,102		\$493,048	
Renter-Occupied Median Rent		\$1,275		\$1,273		\$1,319		\$1,352	

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Lat/Lon: 39.5539/-119.7824

Northtowne Ln & Lund Ln Reno, NV 89512		1 mi radius	3 mi radius	5 mi radius	7 mi radius
Total Annual Consumer Expenditure (2024)					
Total Household Expenditure		\$792.98 M	\$4.13 B	\$9.82 B	\$14.05 B
Total Non-Retail Expenditure		\$389.96 M	\$2.05 B	\$4.9 B	\$7.07 B
Total Retail Expenditure		\$403.02 M	\$2.08 B	\$4.92 B	\$6.98 B
Alcoholic Beverages		\$4.83 M	\$25.19 M	\$60.21 M	\$86.23 M
Apparel		\$15.09 M	\$77.51 M	\$183.1 M	\$260.19 M
Contributions		\$23.5 M	\$126.22 M	\$309.44 M	\$450.57 M
Education		\$17.24 M	\$91.41 M	\$221.8 M	\$320.82 M
Entertainment		\$46.96 M	\$240.88 M	\$567.83 M	\$805.8 M
Food Away From Home		\$35.56 M	\$183.41 M	\$434.72 M	\$619.05 M
Grocery		\$60.91 M	\$296.76 M	\$667.83 M	\$916.69 M
Health Care		\$56.75 M	\$293.23 M	\$655.07 M	\$893.87 M
Household Furnishings and Equipment		\$21.26 M	\$110.21 M	\$262.28 M	\$374.51 M
Household Operations		\$15.51 M	\$78.94 M	\$185.25 M	\$262.36 M
Miscellaneous Expenses		\$13.77 M	\$71.35 M	\$169.38 M	\$241.27 M
Personal Care		\$11.58 M	\$57.1 M	\$130.1 M	\$180.18 M
Shelter		\$148.74 M	\$744.73 M	\$1.69 B	\$2.35 B
Tax and Retirement		\$149.57 M	\$850.03 M	\$2.2 B	\$3.34 B
Tobacco and Related		\$5.54 M	\$25.23 M	\$52.81 M	\$68.73 M
Transportation		\$122.23 M	\$644.8 M	\$1.55 B	\$2.23 B
Utilities		\$43.95 M	\$213.13 M	\$477.5 M	\$653.25 M
Monthly Household Consumer Expenditure (2024)					
Total Household Expenditure		\$7,118	\$7,247	\$7,875	\$8,368
Total Non-Retail Expenditure		\$3,500 49.2%	\$3,591 49.6%	\$3,928 49.9%	\$4,209 50.3%
Total Retail Expenditures		\$3,618 50.8%	\$3,656 50.4%	\$3,946 50.1%	\$4,159 49.7%
Alcoholic Beverages		\$43 0.6%	\$44 0.6%	\$48 0.6%	\$51 0.6%
Apparel		\$135 1.9%	\$136 1.9%	\$147 1.9%	\$155 1.9%
Contributions		\$211 3.0%	\$221 3.1%	\$248 3.1%	\$268 3.2%
Education		\$155 2.2%	\$160 2.2%	\$178 2.3%	\$191 2.3%
Entertainment		\$422 5.9%	\$423 5.8%	\$455 5.8%	\$480 5.7%
Food Away From Home		\$319 4.5%	\$322 4.4%	\$348 4.4%	\$369 4.4%
Grocery		\$547 7.7%	\$521 7.2%	\$535 6.8%	\$546 6.5%
Health Care		\$509 7.2%	\$515 7.1%	\$525 6.7%	\$533 6.4%
Household Furnishings and Equipment		\$191 2.7%	\$193 2.7%	\$210 2.7%	\$223 2.7%
Household Operations		\$139 2.0%	\$139 1.9%	\$148 1.9%	\$156 1.9%
Miscellaneous Expenses		\$124 1.7%	\$125 1.7%	\$136 1.7%	\$144 1.7%
Personal Care		\$104 1.5%	\$100 1.4%	\$104 1.3%	\$107 1.3%
Shelter		\$1,335 18.8%	\$1,307 18.0%	\$1,357 17.2%	\$1,399 16.7%
Tax and Retirement		\$1,343 18.9%	\$1,492 20.6%	\$1,764 22.4%	\$1,987 22.4%
Tobacco and Related		\$50 0.7%	\$44 0.6%	\$42 0.5%	\$41 0.5%
Transportation		\$1,097 15.4%	\$1,131 15.6%	\$1,245 15.8%	\$1,328 15.9%
Utilities		\$395 5.5%	\$374 5.2%	\$383 4.9%	\$389 4.7%