

# CLARK COUNTY POPULATION ELEMENT 2007 REPORT

Report Accepted by Clark County Planning Commission  
April 3, 2007

Report Accepted by the Clark County Board of County Commissioners  
May 1, 2007



**Clark County**  
**Department of Comprehensive Planning**  
500 South Grand Central Parkway, Suite 3012  
PO Box 551741 Las Vegas, NV 89155-1741  
(702) 455-4314 Fax: (702) 385-8940  
<http://www.accessclarkcounty.com>

# ACKNOWLEDGEMENTS

## **Clark County Board of Commissioners:**

Rory Reid, Chair  
Chip Maxfield, Vice Chair  
Susan Brager  
Tom Collins  
Chris Giunchigliani  
Lawrence Weekly  
Bruce L. Woodbury

## **Clark County Manager's Office:**

Virginia Valentine, County Manager  
Darryl Martin, Assistant County Manager  
Elizabeth Macias Quillin, Assistant County Manager  
Christine Robinson, Assistant County Manager  
Don Burnette, Chief Administrative Officer  
George Stevens, Chief Financial Officer

## **Department of Comprehensive Planning:**

Barbara Ginoulas, Director  
Rodney Allison, Assistant Director  
Charles Pulsipher, Planning Manager  
Jon Wardlaw, Assistant Planning Manager

## **Element Team:**

Kathleen Staite, Lead  
Gene Pasinski, Principal Planner  
Mark Donohue, Senior Planner  
Nichole Krause, Administrative Specialist  
Jamaal Jasper, Intern  
Johanna Murphy, City of North Las Vegas  
Andrew Powell, City of Las Vegas

## **Comprehensive Plan Steering Committee:**

Michael Dias (Chair), Sunrise Manor TAB  
Ron Newell (Vice Chair), Paradise  
David Berg, Outlying Districts  
Nicholas DiRosario, Nellis AFB  
Carolyn Edwards, General Public  
Steve Foster, General Public  
Dee Gatliff, Spring Valley TAB  
Steve Hamilton, Lower Kyle Canyon  
John Hiatt, Enterprise TAB  
Dan Holt, Las Vegas Chamber of Commerce  
Raymond Joe, Whitney TAB  
Charley Johnson, Planning  
Bernard Malamud, General Public  
Alice Martz, Henderson Chamber of Commerce  
Eric Mendoza, Greater Las Vegas Association of Realtors  
Helen Mortenson, League of Women Voters  
Maria Newell, General Public  
Nick Nicholson, General Public  
James Sala, General Public  
Carroll Varner, Lone Mountain CAC  
Lindsay White, Southern Nevada Home Builders Association

# TABLE OF CONTENTS

- BACKGROUND..... 1**
  - Authority..... 1
  - Objectives..... 1
  - Overview..... 1
  - Webpage Support..... 1
  - Combined Resident and Visitor Population..... 2
  - Summary of Clark County's History ..... 3
    - Growth Rates..... 4
    - Resorts..... 4
  
- ANALYSIS..... 5**
  - Growth..... 5
    - Natural Change and In-Migration..... 5
    - Tourism ..... 6
      - Hotel Room Inventory and Occupancy Rates..... 6
  - Population Estimates..... 6
    - Local Consensus Estimates ..... 6
    - State of Nevada Estimates ..... 6
    - U.S. Census Bureau Estimates ..... 6
  - Population Forecasts ..... 7
  - Resident Data ..... 7
    - Population ..... 7
    - Age Group Comparisons ..... 8
    - Clark County Male/Female Age Comparisons..... 9
    - Race and Ethnicity..... 10
    - Income..... 11
    - Education ..... 12
    - Commute Times and Means of Transportation..... 12
  - Visitor Population ..... 14
    - Issues..... 15
    - REMI Forecast..... 15
    - Unaccounted Population ..... 15
    - Homeless ..... 16
    - Federal Data Lag..... 16
    - Outside Influences..... 16
  
- RECOMMENDATIONS..... 17**
  - Work Plan ..... 17
  - Policies ..... 17
  
- APPENDIX..... 18**

# BACKGROUND

## Authority

Clark County is required by State Law [NRS 278.160 (g)] to prepare population estimates for the taxpayers and other providers. Nevada Administrative Code Section 360.365 directs county government and the cities and towns within its boundaries to coordinate and agree on the data used in the annual population estimates. Clark County entered into a Resolution with the Southern Nevada Regional Planning Coalition (SNRPC) on September 25, 2003 to produce Clark County's Annual Consensus Population Estimate.

## Objectives

The purpose of this Element is to provide a general overview of Clark County's population and demographic related issues. The Element addresses population estimates, forecasts, growth trends, visitor population, service-delivery impacts, age, race, ethnicity, income, education, commute times, means of transportation, and recommendations for future policies and work programs.

## Overview

The Population Element consists of two documents, the "*Report*" and "*Policies*." The report provides a basic overview of the major aspects of Clark County's demographics, and consists of three main components: Background, Analysis, and Recommendations.

The "*Policies*" assist with guiding land use and policy decisions made by the Planning Commission and the Board of County Commissioners. Together, the Report and Policies are referred to as the "*Population Element*."

In addition to land use planning and other departmental demographic programs, this element serves as an important information base for internal and external customers and serves as a basis for preparing other studies and plans as follows:

### ***Other demographic information provided by Clark County's Demographics Division:***

Annual Clark County Consensus Population Estimates; Geographic Integrated Land Use Information System (GILIS) Land Use Updates; Land Use Forecasting through the year 2035; Land Use Planning through the year 2035 (updated every two years), and availability of public lands.

As Clark County's resident and visitor population continues to grow, the needs of the community will change placing increased demands on government agencies when planning for service delivery such as: land management, diverse housing types, emergency and medical services, schools, recreational programs, water and energy consumption, air quality, transportation systems, traffic and commute times.

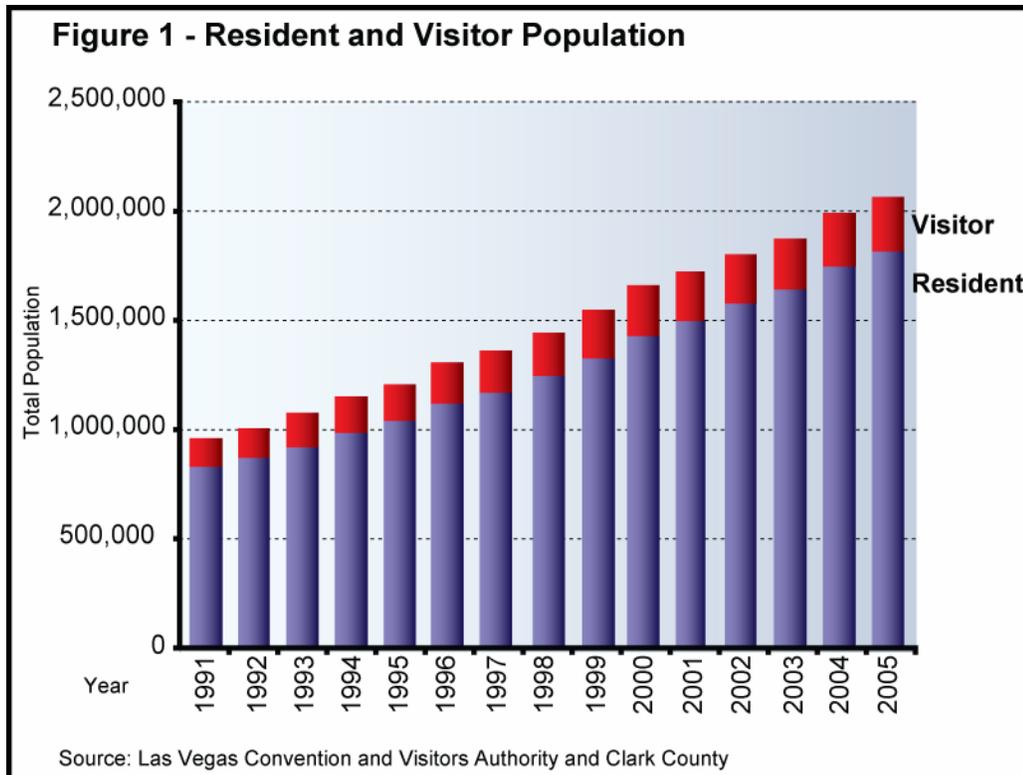
## Webpage Support

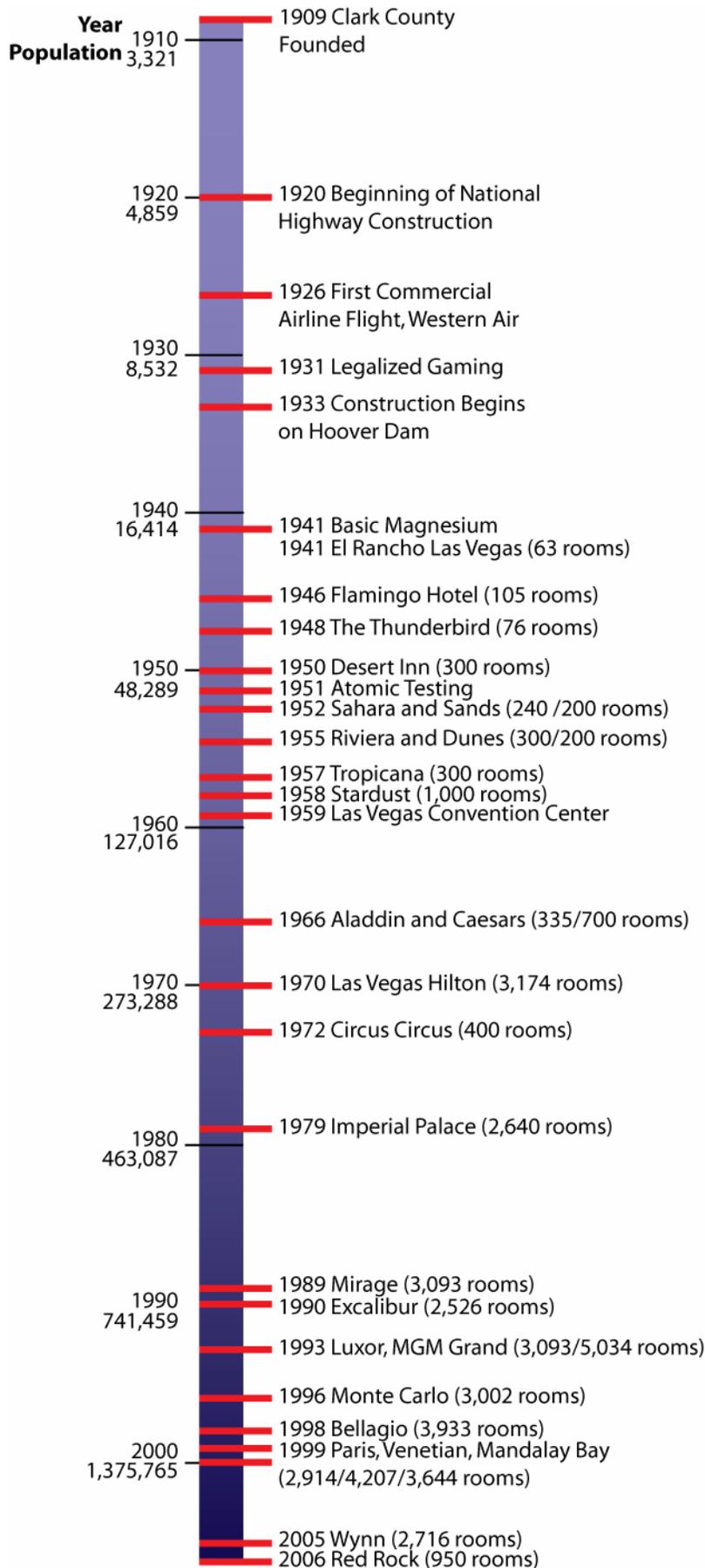
A wide variety of demographic material is located on the following website:

[http://www.co.clark.nv.us/comprehensive\\_planning/05/Demographics.htm](http://www.co.clark.nv.us/comprehensive_planning/05/Demographics.htm). For more detailed data on age, income, education, commute times and means of transportation, please visit the U.S Census websites: <http://www.census.gov> and <http://www.census.gov/prod/www/abs/decennial/index.htm>.

## Combined Resident and Visitor Population

**Figure 1** illustrates Clark County's resident and visitor population from 1991 through 2005. Visitor population accounts for 12 percent of the total population based on an average of 1991 through 2005. Visitor projections are based on hotel room inventory, average occupancy level of hotel rooms, and the average number of occupants staying in hotel rooms on any given day. When determining service-delivery needs, this additional visitor population is very important to consider.





Sources: Las Vegas Convention and Visitors Authority; US Census; Geary, et al, 1991; Wright, 1991; Hulse, 1990; Deanna DeMatteo, www.lvstriphistory.com

## Summary of Clark County's History

Historical resources have long been important in the development of communities. They help define the character of the community and influence continued development.

In 1892, the Santa Fe Railroad extended a line to Manvel (Barnewll), California, about 25 miles southeast of Searchlight. Although this spur was not within the County, its proximity suddenly made mining in the region much more profitable and allowed numerous communities to flourish.

In addition, the completion of the San Pedro, Los Angeles, and Salt Lake Railroad in 1905 was of great significance to the County. In that year, Las Vegas was established in a flurry of building activity to serve as a watering stop on the new rail line. Situated where the railroad crossed Las Vegas Creek, the town's plentiful water supply helped promote it as an agricultural boomtown.

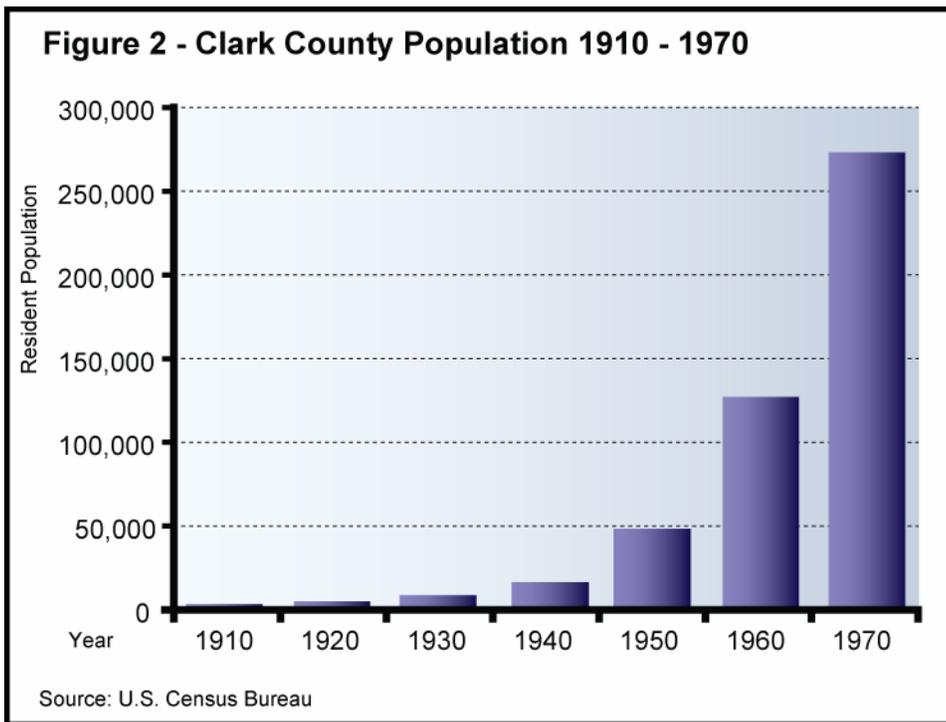
The historical time line to the left indicates Clark County's population, by decade, as determined by U.S. Census Bureau. The right side of the time line shows important events during the development of Clark County which contributed to demographic growth.

## Growth Rates

Clark County continues to maintain a high growth rate. While the fastest growth rate was during the 1940's when the population nearly tripled the number of new residents (16,000), growth has been much higher in each decade since then. In the 1950's the County's population reached nearly 80,000 new residents, increasing population from 48,289 to 127,016 in 1960. By 1970, the population exceeded a quarter of a million people.

Although growth rates were somewhat slower, estimated population growth through the seventies exceeded that of earlier decades. From 1970 to 1980, Clark County's population increased by an additional 189,799 residents and raised the total population to 463,087, an increase more than 3.5 times the population in 1960.

**Figure 2** illustrates Clark County's resident population growth from 1910 to 1970.



## Resorts

Two of Clark County's earliest resorts were the El Rancho Vegas and the Last Frontier; both were built in the early 1940's. Over the next sixty years, numerous resorts opened, closed, or were expanded. Las Vegas became known worldwide, attracting tourists from all over the globe. The resort industry continues to attract many people due to the availability of jobs, gaming, and entertainment. Tourism has continued to fuel the explosive growth in the Las Vegas Valley. By the year 2010, the projected room inventory will be 175,598. Gaming and entertainment, warm climate, outstanding recreation opportunities, and favorable tax structure all contribute to making Clark County an attractive place to work and live.

Additional information on the history of Clark County is available at the Clark County Heritage Museum (702) 455-7955, or the Las Vegas Clark County Library (702) 382-3493.

[www.accessclarkcounty.com/Museum/museum.htm](http://www.accessclarkcounty.com/Museum/museum.htm).

# ANALYSIS

## Growth

In 1970, Clark County's population was 273,288. As of July 1, 2006, the population reached 1,912,654. Clark County's average annual population growth rate since 1990 is 5.63 percent. If current growth trends continue, Clark County's population is expected to reach approximately 2.6 million by the year 2015 and over 3 million by the year 2025. Forecasts to the year 2035 indicate that the resident population will reach just over 3.5 million people.

## Natural Change and In-Migration

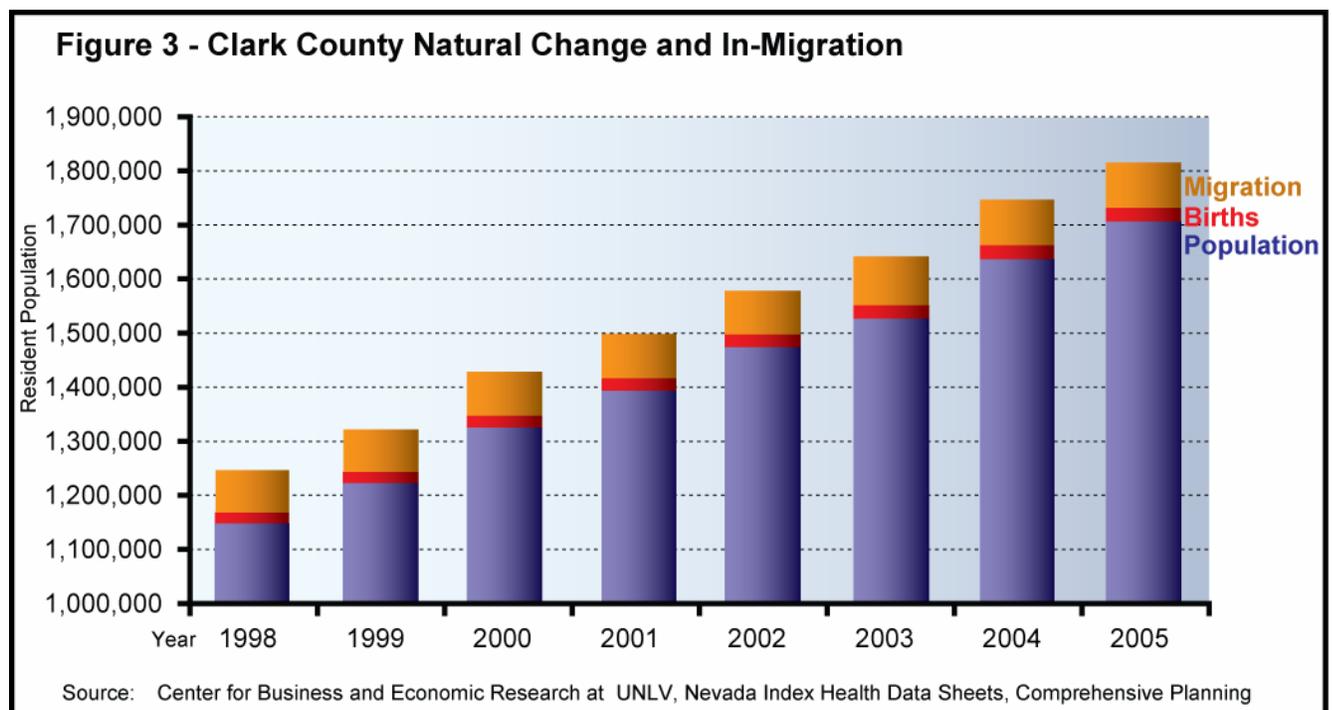
Two components contributing to Clark County's population growth are natural change and in-migration.

### Natural Change

Measurements of natural change (aging, births and deaths) illustrate trends over time and are important when projecting the needs of the community. As each age group matures, the needs and activities change (including participation in the work force). Many agencies, private businesses, and the government use this information for planning and decision making purposes. This may include anticipating the need for new schools, additional emergency services, recreational programs, transportation systems, water supply, and diverse housing types.

### In-Migration

**Figure 3** illustrates migration trends based on surrendered out-of-state licenses, and shows the yearly increase (in-migration), the birth rate, and the resident population from 1998 to 2005.



## Tourism

Although the number of annual visitors is not included in Clark County's Annual Consensus Population Estimate Process, it does affect the communities in Clark County. In 2005, Clark County's annual visitor population was estimated at 44,025,888. According to the Las Vegas Convention and Visitors Authority, visitor population places increased demand on emergency services and traffic flow conditions. The efforts made to promote Las Vegas as the most desirable destination for leisure and business travel fuels the yearly increase of visitor population. According to calculations prepared by the Department of Comprehensive Planning, as of October 2006, the average visitor population per day was 245,860. Table 1 shows the total number of hotel rooms forecasted for the Las Vegas Valley from 2007 to 2010.

## Hotel Room Inventory and Occupancy Rates

**Table – 1**

Hotel Room Inventory	
Year	Total
2007	140,578
2008	148,032
2009	167,998
2010	175,598

Source: Las Vegas Convention and Visitors Authority

As of August 31, 2006, the year-to-date total number of hotel rooms was 133,041. The August 2006 YTD occupancy rate was 90.6 %.

## Population Estimates

### Local Consensus Estimates

Under the direction of the SNRPC, Clark County and the cities collaborate to prepare an Annual Consensus Population Estimate. Clark County uses the following tools to prepare the estimates:

- (GILIS), a Parcel-Based Population Estimate Program
- Assessor's close-of-roll data
- Clark County's Annual Housing Vacancy Survey
- Census Bureau's person's per household figure for each housing type

Estimates provide guidance to many regional agencies in their facility planning decisions. The County uses population estimates for capital and fiscal studies, land use planning, and for determining service-delivery needs.

### State of Nevada Estimates

State and federal governments use estimates for the distribution of various funds. The State Demographer is required to prepare annual estimates for the population of the state, county, city, and unincorporated towns. Housing and employment data are the primary sources used by the State Demographer when preparing population estimates. The State Department of Taxation uses this estimate for the distribution of state revenue; thus, accurate estimates are important for both the state and the cities.

### U.S. Census Bureau Estimates

A census is an attempt to count each person in the population and it is prepared every ten years. A census is time consuming, and it is more expensive than creating a local estimate.

The Census Bureau is used as a benchmark for public services and it provides analyses and other products that serve as a basis for local population estimates. The Census is the main source used for the apportionment of electorates in Congress, the State Legislature, and for the creation of election districts for the Board of County Commissioners and other state and local boards.

## Population Forecasts

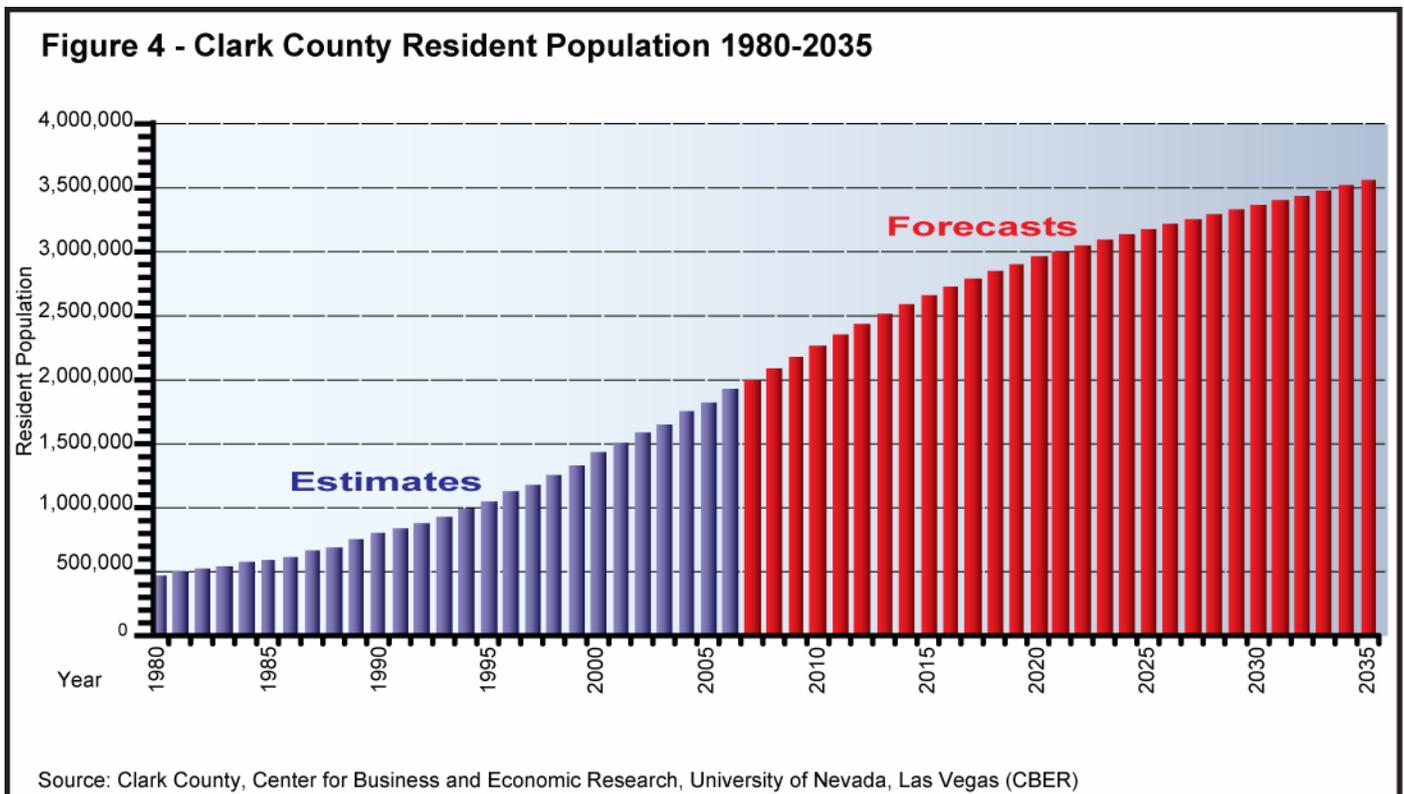
An Interlocal Agreement is in place between Clark County, the Regional Transportation Commission (RTC), and the Southern Nevada Water Authority (SNWA), to fund the annual, consensus long-term population forecast of economic and demographic variables influencing Clark County.

An Interlocal Agreement is also in place between Clark County and the Center for Business and Economic Research (CBER) at the University of Nevada, Las Vegas to perform the analysis and prepare the annual, long-term population forecast for Clark County. CBER uses the Regional Economic Models, Inc. (REMI) Program for this purpose. In addition, local jurisdictions and others collaborate to produce a consistent population forecast.

## Resident Data

### Population

**Figure 4** illustrates Clark County’s continuous growth over the last 25 years and the growth forecast for the next 25 years.

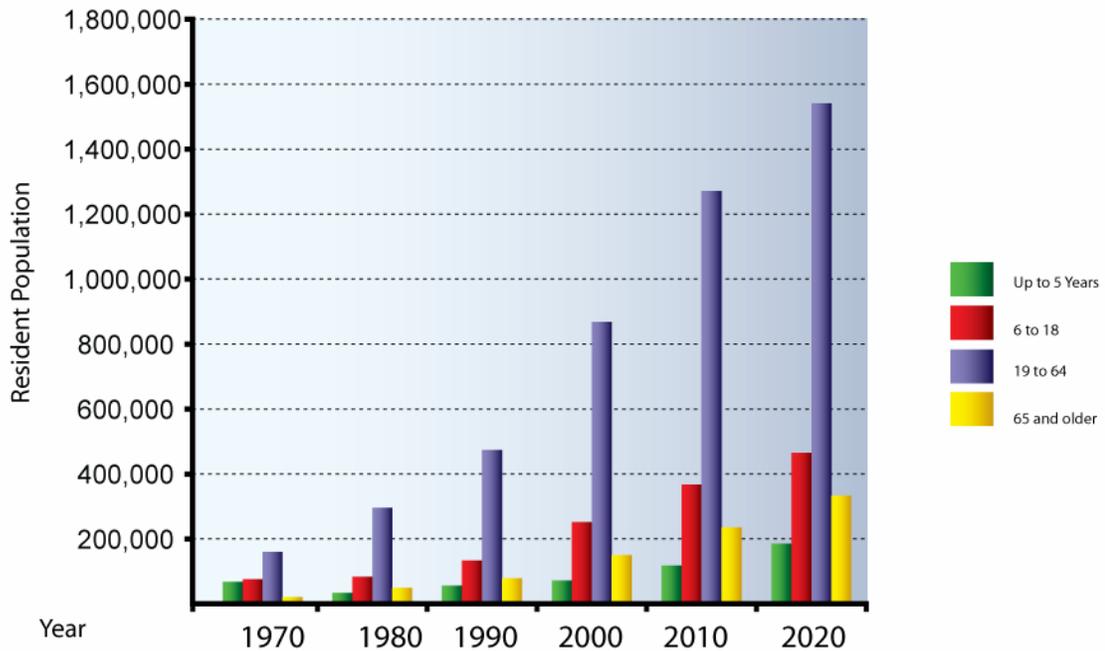


The following charts illustrate Clark County’s resident population by age, ethnicity, race, income, education, commute times and means of transportation.

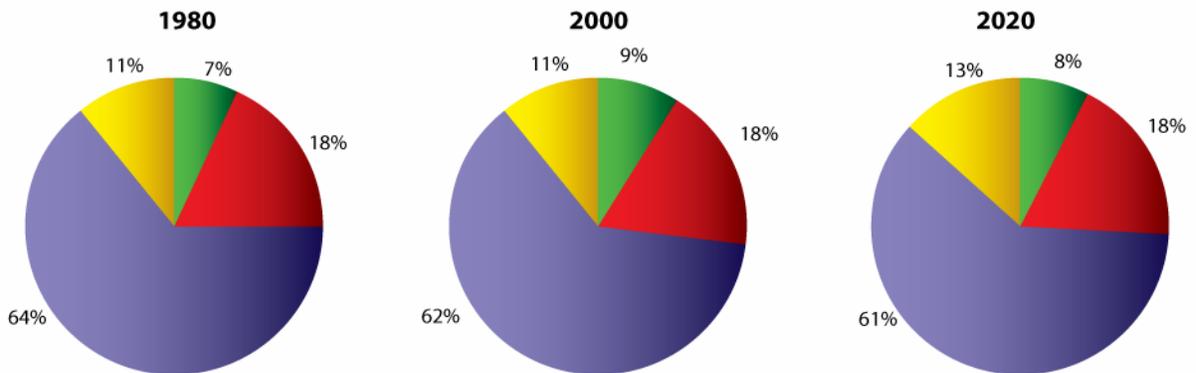
### Age Group Comparisons

**Figure 5** illustrates the State Demographer’s resident age-group population from 1970 to 2020. The top graph shows a comparison of age groups. The bottom pie chart displays percentages for the same age groups in twenty-year increments.

**Figure 5 - Clark County Resident Age Groups 1970 - 2020**

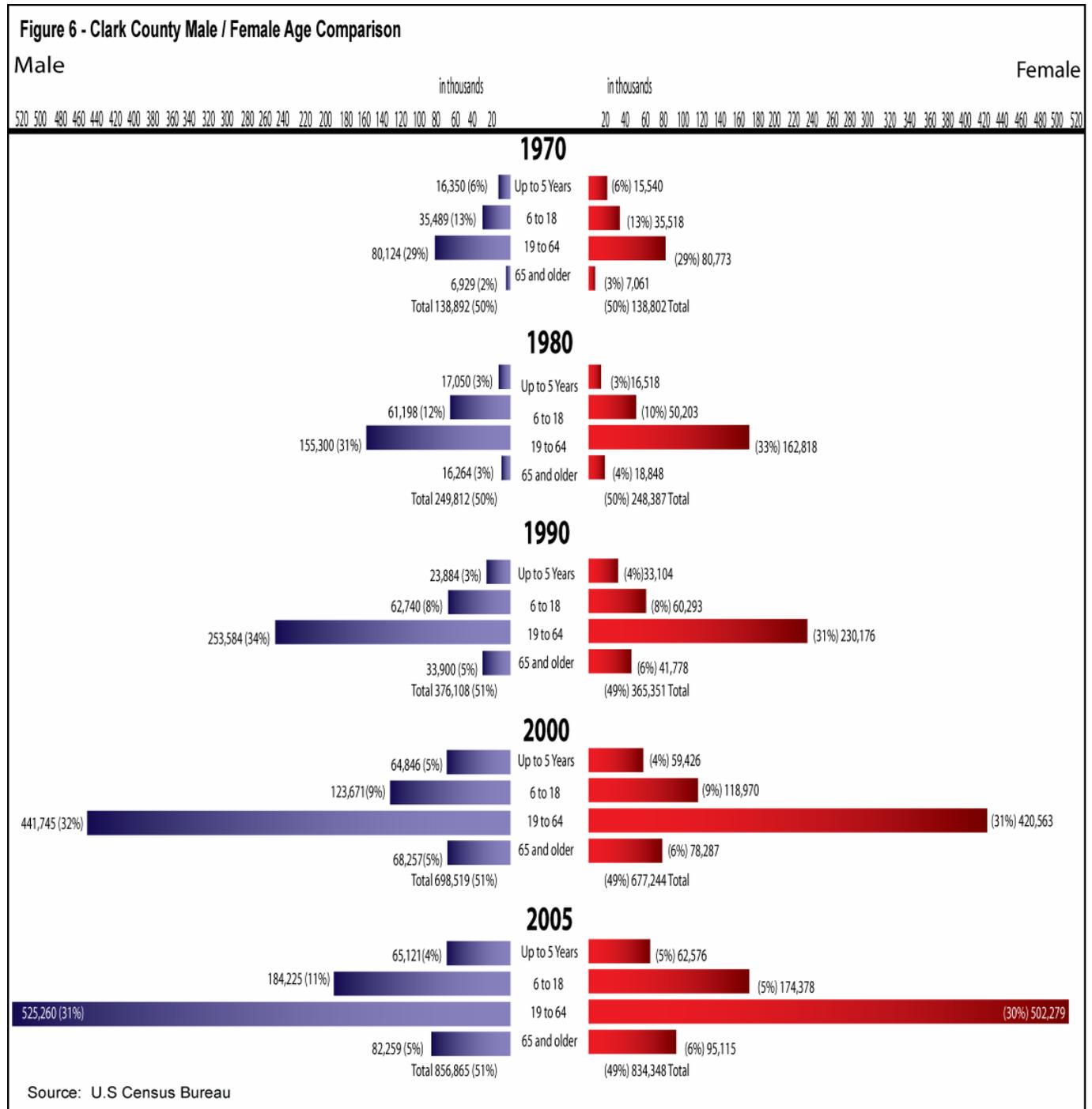


**Percentage of Resident Age Groups for 1980, 2000, and 2020**



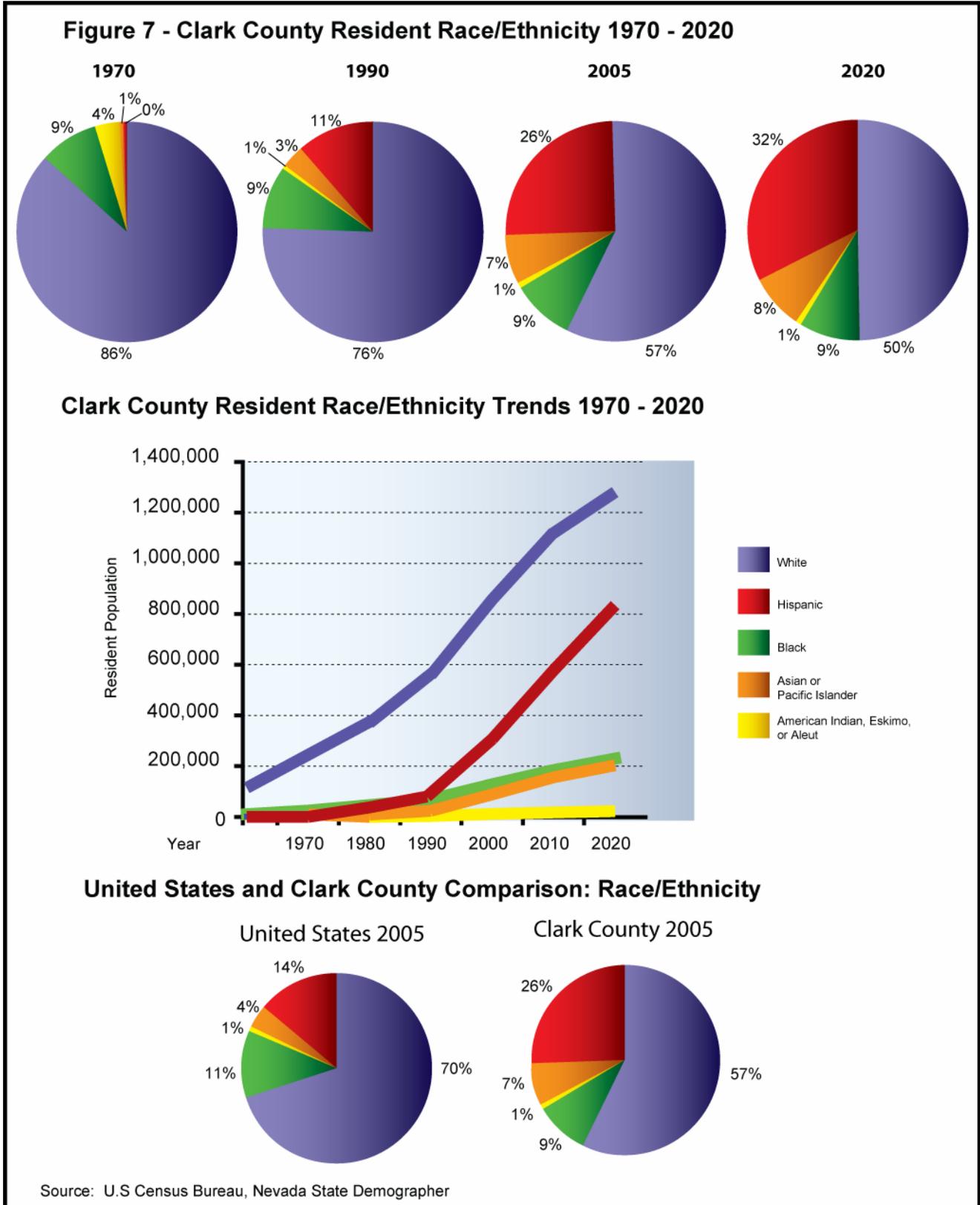
Source: U.S Census Bureau, Nevada State Demographer

**Figure 6** shows age group comparisons between male and females in Clark County from 1970 to 2005.



## Race and Ethnicity

**Figure 7** illustrates the different ethnic population increases from 1970 to 2020. The top pie chart shows a percentage comparison from 1970 to 2020. The middle graph shows the trends for the same years. The bottom pie chart shows a comparison between Clark County and the United States for the year 2005.

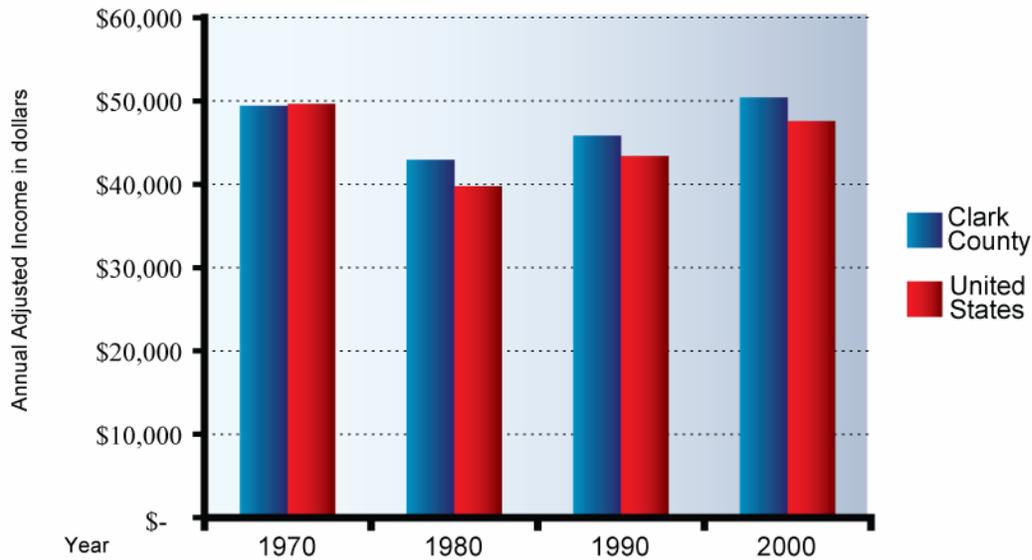


## Income

**Figure 8** illustrates median income for Clark County. The top graph shows a comparison of median household income for Clark County and the United States. The bottom graph compares various communities to Clark County as it pertains to educational attainment and income.

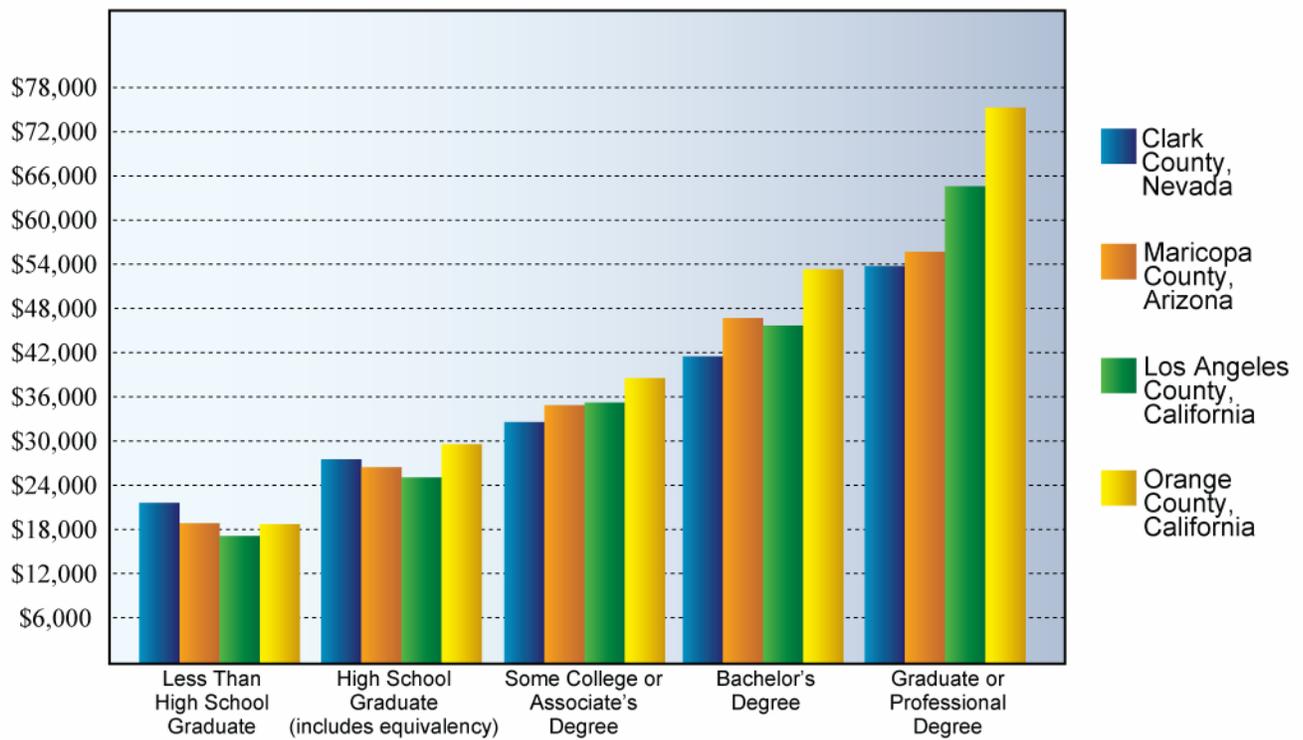
**Figure 8 - Median Household Income (Inflation adjusted to 2005)**

### Adjusted Income Comparison



Source: U.S Census Bureau, Comprehensive Planning

### Comparison Median Earnings by Educational Attainment 2005

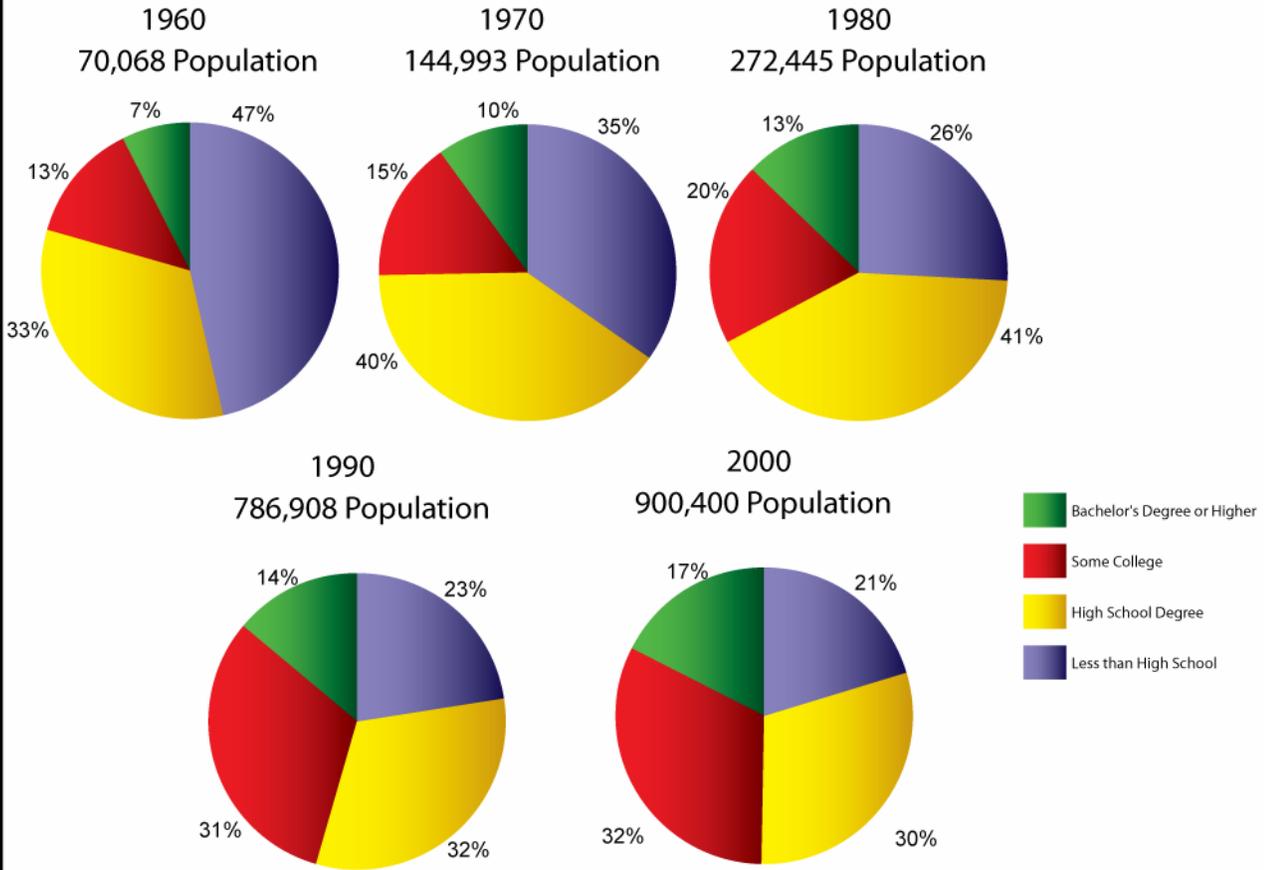


Source: U.S Census Bureau

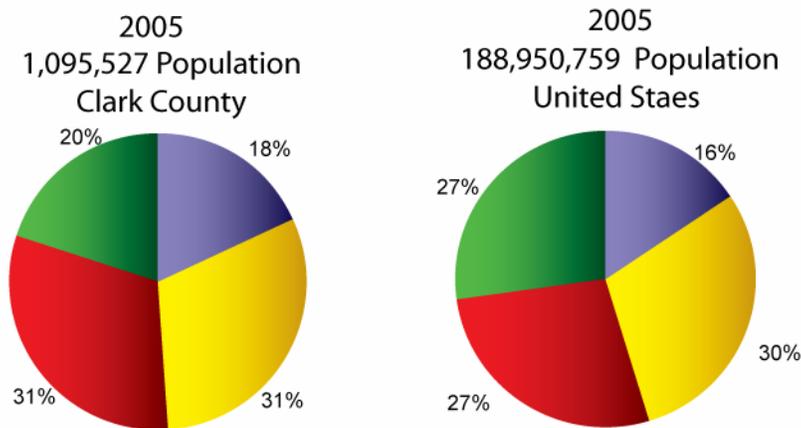
Education

**Figure 9** illustrates Clark County’s educational attainment for the resident population ages 25 and older. The top pie chart shows educational attainment in percentages from 1960 to 2000. The bottom pie chart shows a comparison between Clark County and the United States for the year 2005.

**Figure 9 - Educational Attainment of Clark County Population 25 Years and Older**



**United States and Clark County Comparison: Educational Attainment of Population 25 Years and Older**



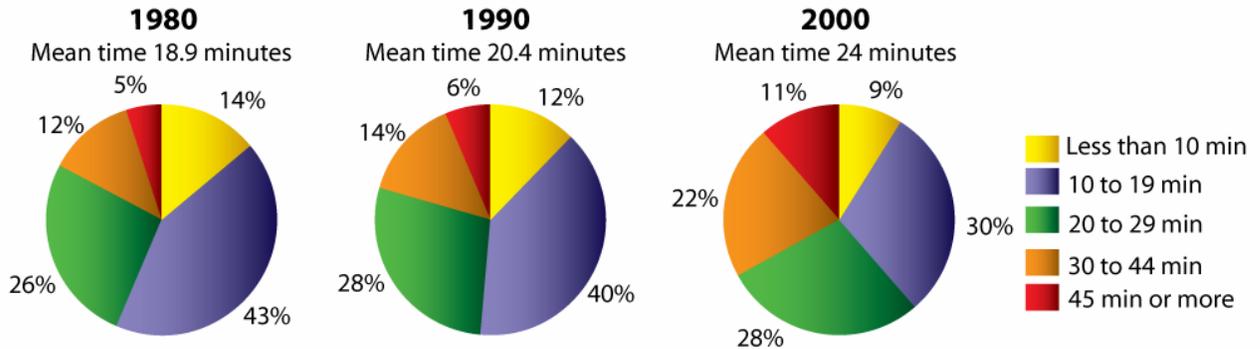
Source: U.S Census Bureau

Commute Time and Means of Transportation

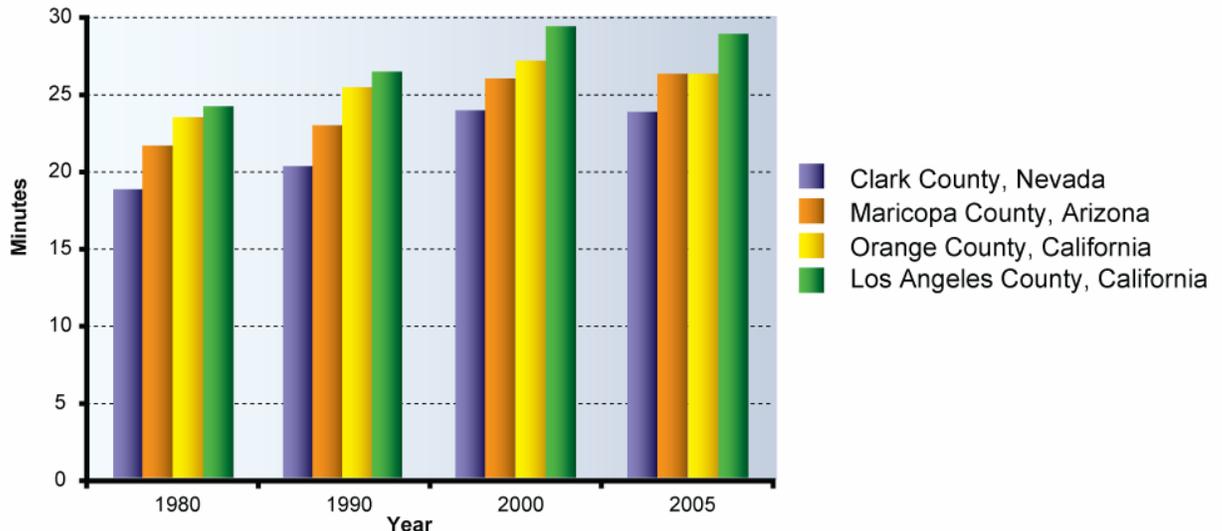
**Figure 10** illustrates travel time experienced by Clark County drivers. All three charts refer to resident population ages 16 years and older. The top pie chart shows percentages of travel times from 1980 to 2000. The middle graph compares Clark County's mean travel time with counties in Arizona and California. The bottom pie chart displays the means of transportation used by Clark County residents.

**Figure 10 - Travel Time**

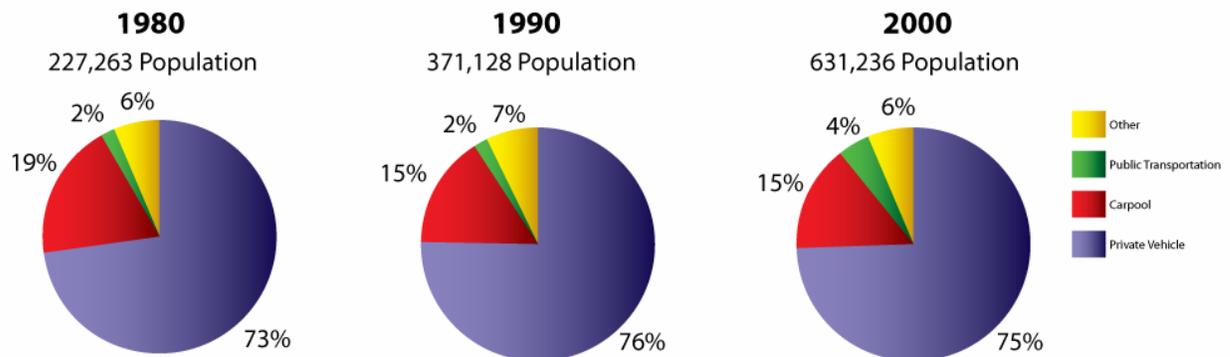
**Clark County Travel Time**



**Comparison of Mean Travel Time to Work**



**Means of Transportation**



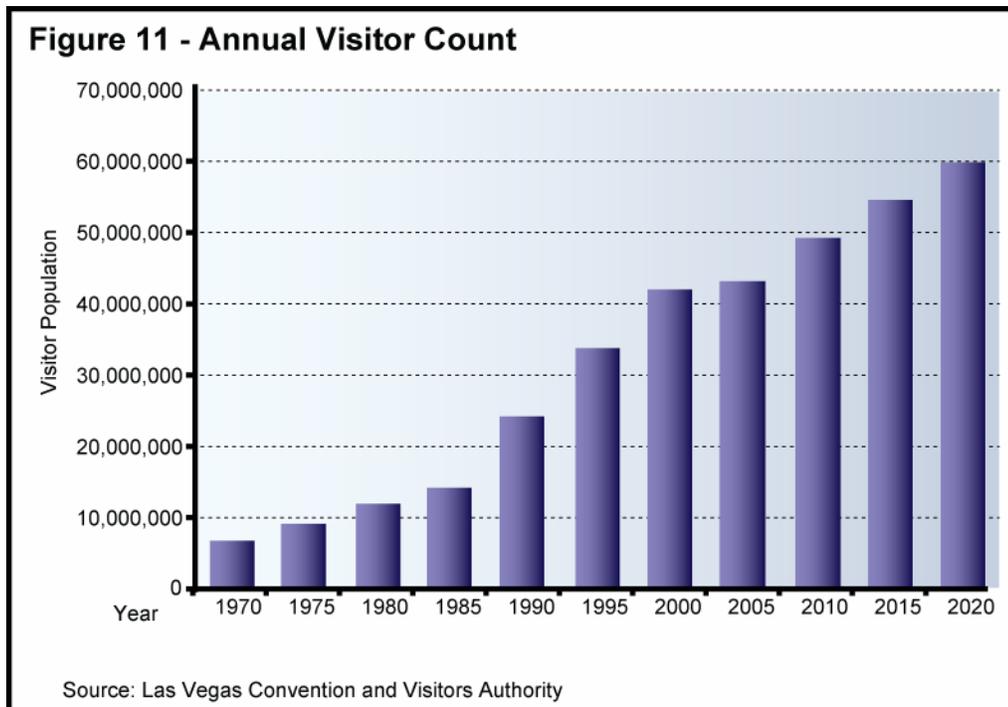
Source: U.S Census Bureau

## Visitor Population

The Las Vegas Convention and Visitors Authority (LVCVA) tracks Clark County's tourism. Clark County's 2006 estimated annual visitor population was 43,840,499 people as determined by the LVCVA.

Projections are based on hotel room inventory, average occupancy level of hotel rooms, and the average number of occupants staying in hotel rooms on any given day.

**Figure 11** illustrates the LVCVA's visitor population estimate and forecast figures from 1970 to 2020.



For more detailed information on Clark County visitors, please visit the Las Vegas Convention and Visitors Authority website: [www.lvcva.com](http://www.lvcva.com).

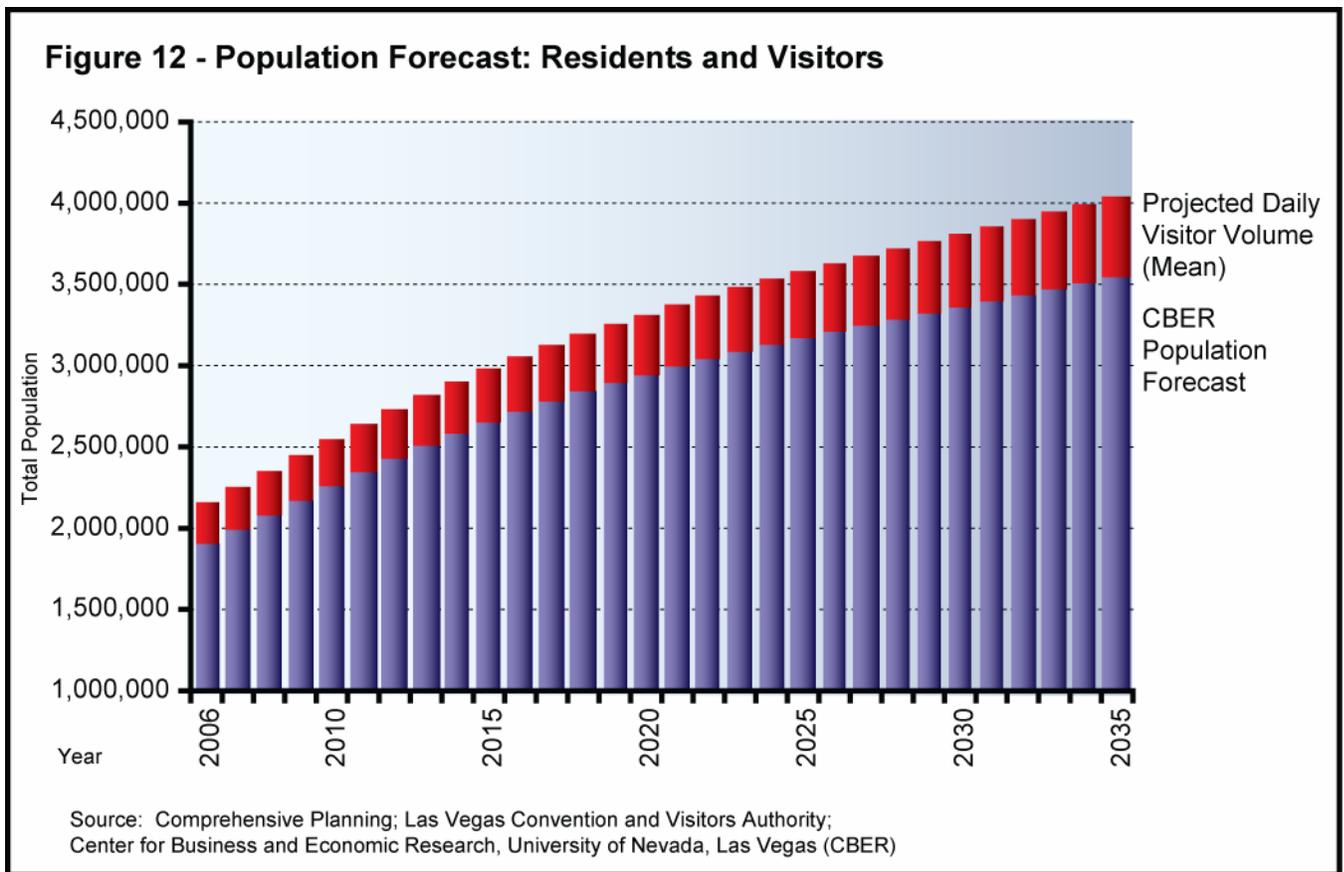
# Issues

## Total Population

The service demands based on Clark County’s population growth, visitor volume, age, gender and ethnicity fluctuations will continue to have impacts to our community that will affect land management, diverse housing types, emergency and medical services, schools, recreational programs, water and energy consumption, air quality, transportation systems, traffic and commute times. This information can be used when developing future elements and when making land use decisions.

**Figure 12** illustrates Clark County’s total forecasted population through the year 2035 at which time, resident and visitor population is expected to reach 4,039,857 (3,544,362 residents forecasted by REMI plus 495,495 daily visitors forecasted by the Department of Comprehensive Planning).

Visitor projections are based on hotel room inventory, average occupancy level of hotel rooms, and the average number of occupants staying in hotel rooms on any given day.



## REMI Forecast

The 2006 REMI forecast indicates that by the year 2007, the resident population for Clark County will be at least two million. Historically, the REMI Model has produced conservative population growth figures.

## Unaccounted Population

Many people who relocate to Clark County do not surrender their driver's license and there are many non-drivers; therefore, this aspect of the community is not included in Clark County's Annual Consensus Population Estimate figures. According to the Annual 2004 statistics prepared by the Center for Business and Economic Research, there were 84,323 out-of-state licenses surrendered in the Las Vegas Valley.

### **Homeless**

The homeless count occurs every year according to the Homeless Services at the Southern Nevada Regional Planning Coalition. The 2005 Clark County Homeless Enumeration Summary Report indicates that identifying the number of homeless beyond a very informed estimate is impossible. For the year 2005, the number of homeless in Clark County was 14,027. This population is not included in Clark County's Annual Population Estimate Process, yet, it has an impact on emergency and medical services. For more information regarding the homeless and services provided, please see the following website for details: [www.accessclarkcounty.com/social\\_service/default.htm](http://www.accessclarkcounty.com/social_service/default.htm).

### **Federal Data Lag**

The U.S. Census is conducted every ten years; therefore, the data quickly becomes outdated, which can severely affect financial calculations, service provision needs and the overall effectiveness of private businesses. To compensate for this, Clark County produces a locally prepared, annual population estimate.

### **Outside Influences**

A wide variety of unpredictable events such as natural disasters or terrorism could have an impact on Clark County's future population. These events, whether man made or natural, are difficult to plan for, yet should be kept in mind.

# RECOMMENDATIONS

The following recommendations are separated into the Work Plan (defines additional work needed) and Policies.

## Work Plan

The following tasks and projects are recommended:

- Use the Geographic Integrated Land Use Information System (GILIS) to produce the annual consensus population estimate and present to the Board of County Commissioners, other jurisdictions and the public for use when preparing for fiscal, capital and program planning.
- Coordinate and prepare the Annual Housing Vacancy Survey and Demographics Brochure.
- Continue to provide leadership to other local jurisdictions when developing, maintaining, and improving the annual consensus-population estimate process and other population programs by using the County Assessor's Land Use Data and applications from GILIS.
- Continue coordination efforts between the Regional Transportation Commission (RTC), the Southern Nevada Water Authority (SNWA), and the Center for Business and Economic Research (CBER) at the University of Nevada, Las Vegas to provide annual, consensus long-term population forecast of economic and demographic variables influencing Clark County.
- Continue coordination efforts with the Las Vegas Convention and Visitors Authority when updating Clark County's visitor population estimates and forecasts.
- Provide updated demographics data on the department webpage.

## Policies

- Continue to support the Southern Nevada Regional Planning Coalition's work by cooperating and sharing development and demographic information.
- Consider visitor population impacts for planning purposes and include in Clark County's service-delivery models.
- Clark County will generate demographic products that have value and utility for Clark County, as well as its partners and customers.
- Cooperate with and support the Census Bureau functions to enhance local and state programs.

# APPENDIX

## **Center for Business and Economic Research**

University of Nevada, Las Vegas  
4505 S. Maryland Parkway, Box 456002  
Las Vegas, NV 89154-6002  
(702) 895-3191  
<http://cber.unlv.edu>

## **City of Boulder City**

Department of Community Development  
401 California Avenue  
Boulder City, NV 89005  
(702) 293-9282  
[www.bcnv.org](http://www.bcnv.org)

## **City of Henderson**

Community Development Department  
240 Water Street / P.O. Box 95050  
Henderson, NV 89015  
(702) 267-1500  
[www.ci.henderson.nv.us](http://www.ci.henderson.nv.us)

## **City of Las Vegas**

Planning and Development  
731 S. 4th Street  
Las Vegas, NV 89101  
(702) 229-6301  
[www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

## **City of Mesquite**

10 E. Mesquite Blvd.  
Mesquite, NV 89027  
(702) 346-2835  
[www.mesquitenv.com](http://www.mesquitenv.com)

## **City of North Las Vegas**

Department of Planning and Zoning  
2266 Civic Center Drive  
North Las Vegas, NV 89030  
(702) 633-1515  
[www.cityofnorthlasvegas.com](http://www.cityofnorthlasvegas.com)

## **Las Vegas Chamber of Commerce**

3720 Howard Hughes Parkway  
Las Vegas, NV 89109  
(702) 735-1616  
[www.lvchamber.com](http://www.lvchamber.com)

## **Las Vegas Clark County Library District**

833 N. Las Vegas Boulevard  
Las Vegas, NV 89101  
(702) 734-7323  
[www.lvcclld.lib.nv.us](http://www.lvcclld.lib.nv.us)

## **Las Vegas Convention and Visitors Authority**

3150 Paradise Road  
Las Vegas, NV 89109-9096  
(702) 892-0711  
[www.lvcva.com](http://www.lvcva.com)

## **Nevada State Library and Archives**

(775) 684-3360  
[www.dmla.clan.lib.nv.us](http://www.dmla.clan.lib.nv.us)

## **Nevada State Agencies**

Department of Business and Industry;  
Commission on Economic Development;  
Department of Employment, Training and  
Rehabilitation; Gaming Control Board  
Department of Museums, Library and Art  
Commission on Tourism  
(702) 486-3000  
[www.state.nv.us](http://www.state.nv.us)

## **Nevada State Demographer**

(775) 684-6352  
[jhardcas@unr.edu](mailto:jhardcas@unr.edu)

## **University of Nevada, Reno**

Nevada Small Business Development Center  
Business Building, Room 411  
Reno, Nevada 89557-0100  
(775) 784-1110  
[www.nsbdc.org/demographer](http://www.nsbdc.org/demographer)

## **U.S. Bureau of Economic Analysis**

(202) 606-9900  
[www.bea.doc.gov](http://www.bea.doc.gov)

## **U.S. Bureau of Labor Statistics**

(202) 691-5200  
[www.bls.gov](http://www.bls.gov)

## **U.S. Census Bureau**

[www.census.gov](http://www.census.gov)