



Carson City, NV

Nevada Governor's Office of
ECONOMIC DEVELOPMENT

Empowering Success

808 W. Nye Lane
Carson City, Nevada 89703

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

Report Parameters

1 MSA

16180 Carson City, NV

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

59,512

Population (2023)

Population **grew by 4,225** over the last 5 years and is projected to **grow by 6,353** over the next 5 years.

33,430

Total Regional Employment

Jobs **grew by 1,008** over the last 5 years and are projected to **grow by 1,275** over the next 5 years.

\$62.2K

Median Household Income (2021)

Median household income is **\$6.8K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 7.6%** since 2018, growing by 4,225. Population is expected to **increase by 10.7%** between 2023 and 2028, adding 6,353.
- From 2018 to 2023, jobs **increased by 3.1%** in Carson City, NV from 32,422 to **33,430**. This change **fell short of the national growth rate of 3.6% by 0.5%**. As the number of jobs increased, the **labor force participation rate decreased from 58.5% to 55.6% between 2018 and 2023**.
- Concerning educational attainment, **16.1% of Carson City, NV residents possess a Bachelor's Degree** (5.0% below the national average), and **10.5% hold an Associate's Degree** (1.5% above the national average).
- The top three industries in 2023 are State Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.

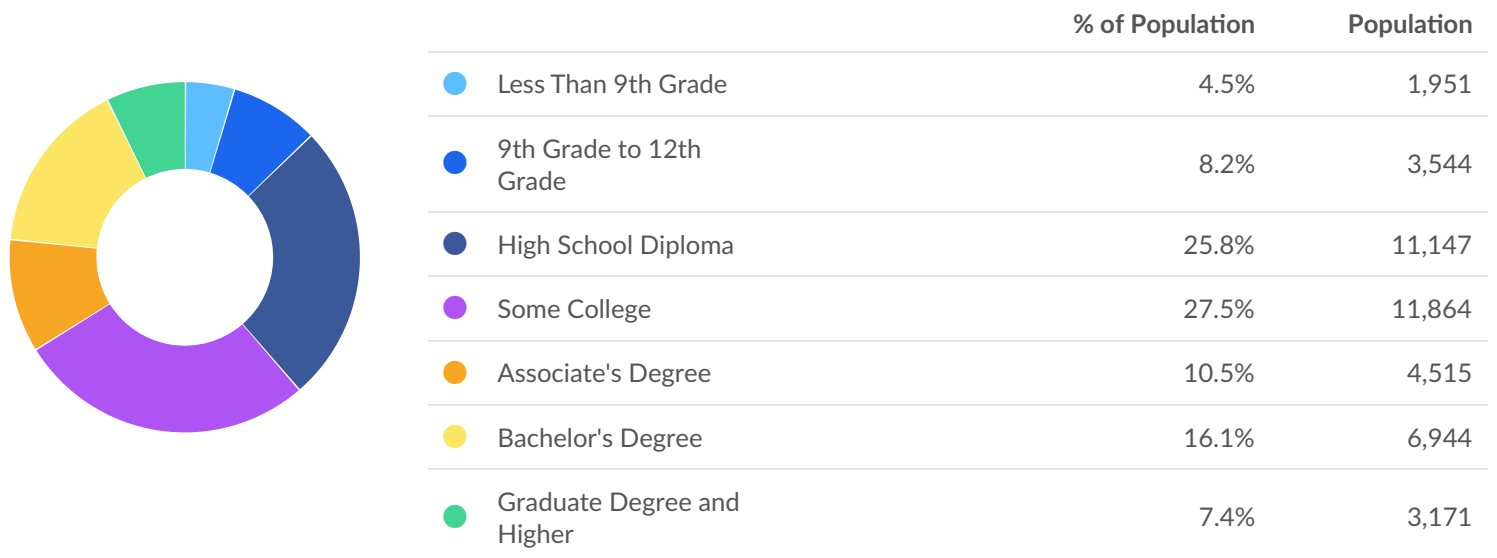
	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	60,800	25,844	33,430	111.3	\$4.56B	\$7.46B	\$10.77B
State	3,239,826	1,608,791	1,666,099	112.2	\$219.39B	\$188.67B	\$209.80B

Jan 2024 Labor Force Breakdown



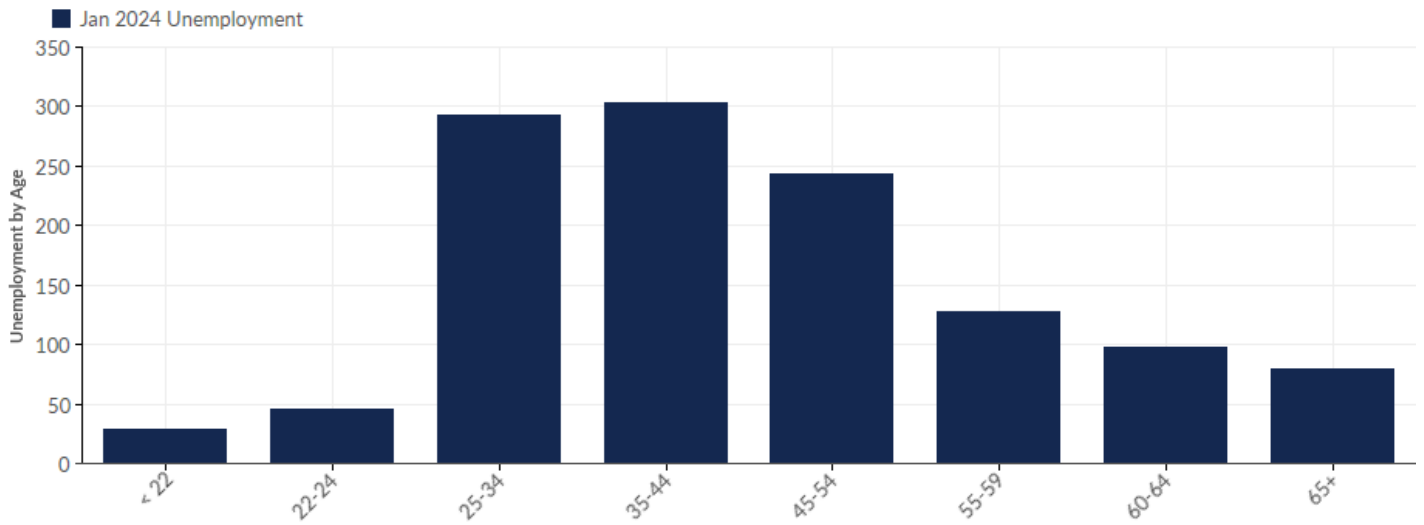
Educational Attainment

Concerning educational attainment, **16.1% of Carson City, NV residents possess a Bachelor's Degree** (5.0% below the national average), and **10.5% hold an Associate's Degree** (1.5% above the national average).



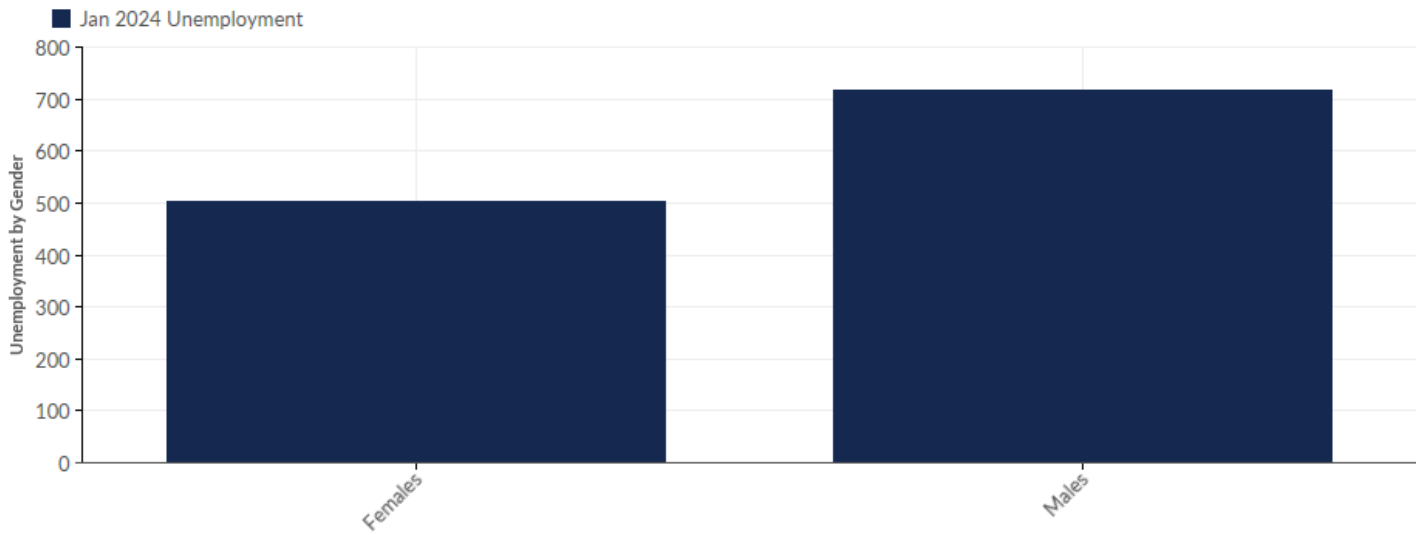
Unemployment by Demographics

Unemployment by Age



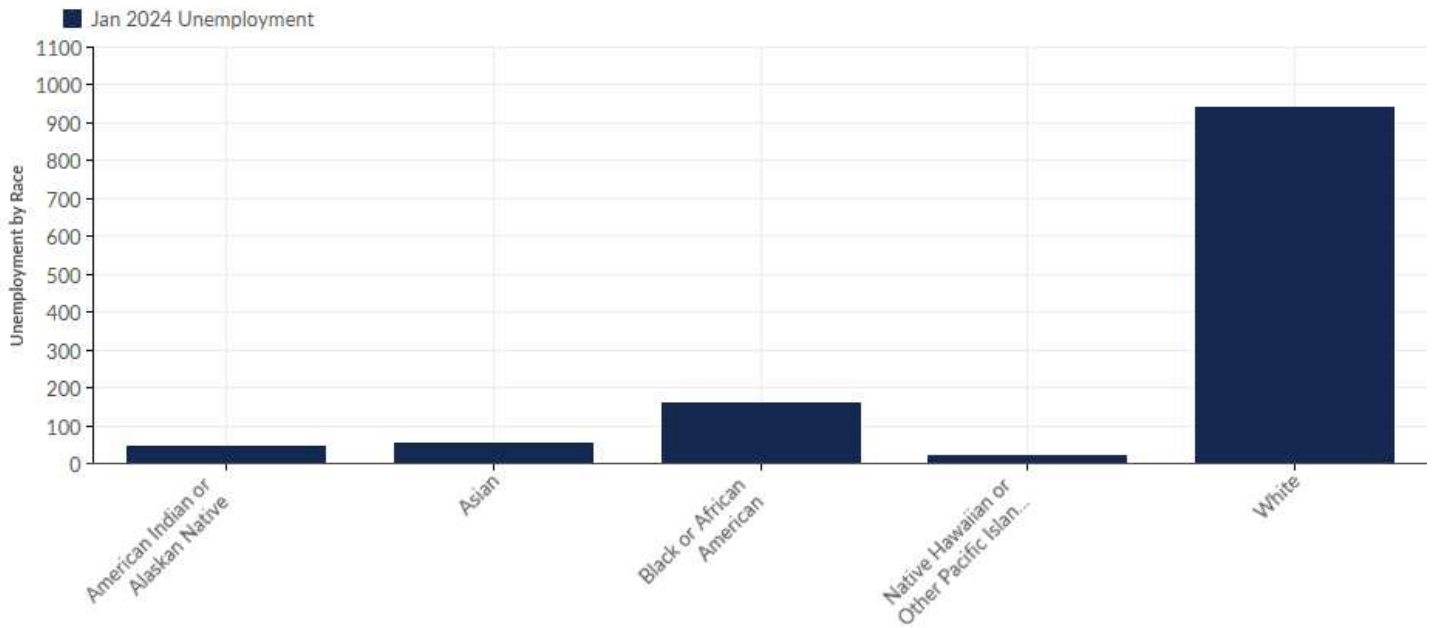
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	29	2.38%
22-24	46	3.77%
25-34	293	24.04%
35-44	303	24.86%
45-54	243	19.93%
55-59	127	10.42%
60-64	98	8.04%
65+	80	6.56%
Total	1,219	100.00%

Unemployment by Gender



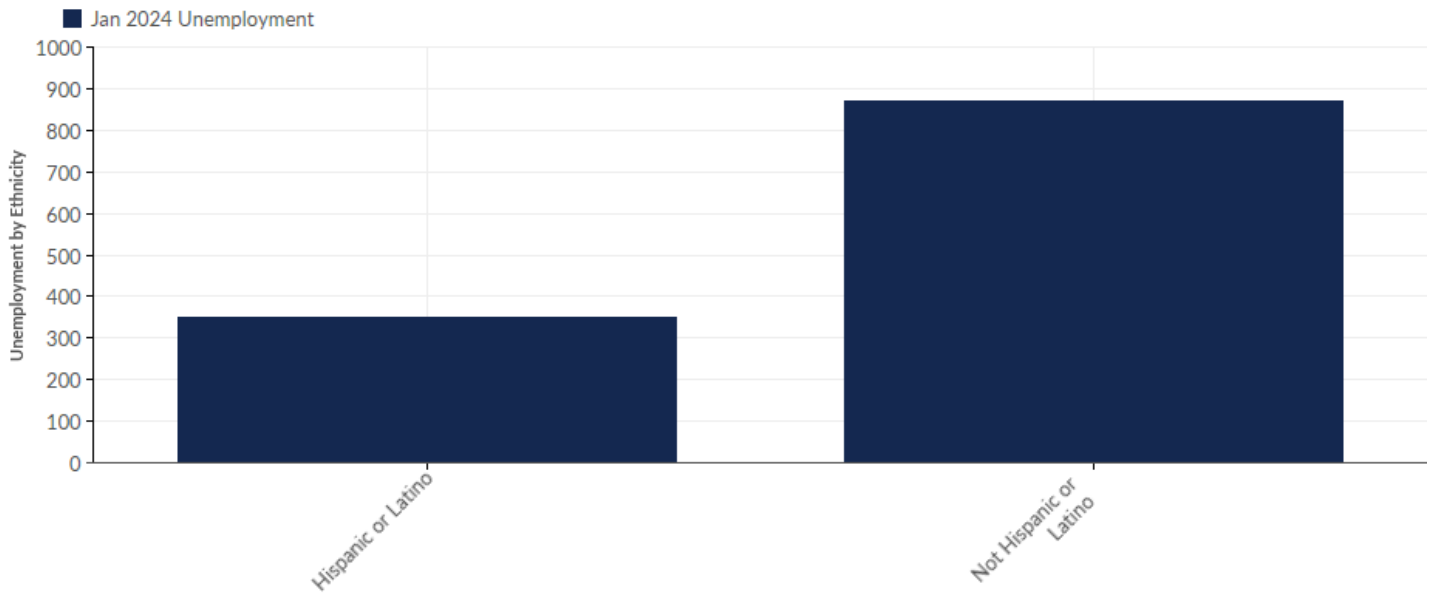
Gender	Unemployment (Jan 2024)	% of Unemployed
Females	501	41.10%
Males	718	58.90%
Total	1,219	100.00%

Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	45	3.69%
Asian	55	4.51%
Black or African American	158	12.96%
Native Hawaiian or Other Pacific Islander	21	1.72%
White	940	77.11%
Total	1,219	100.00%

Unemployment by Ethnicity

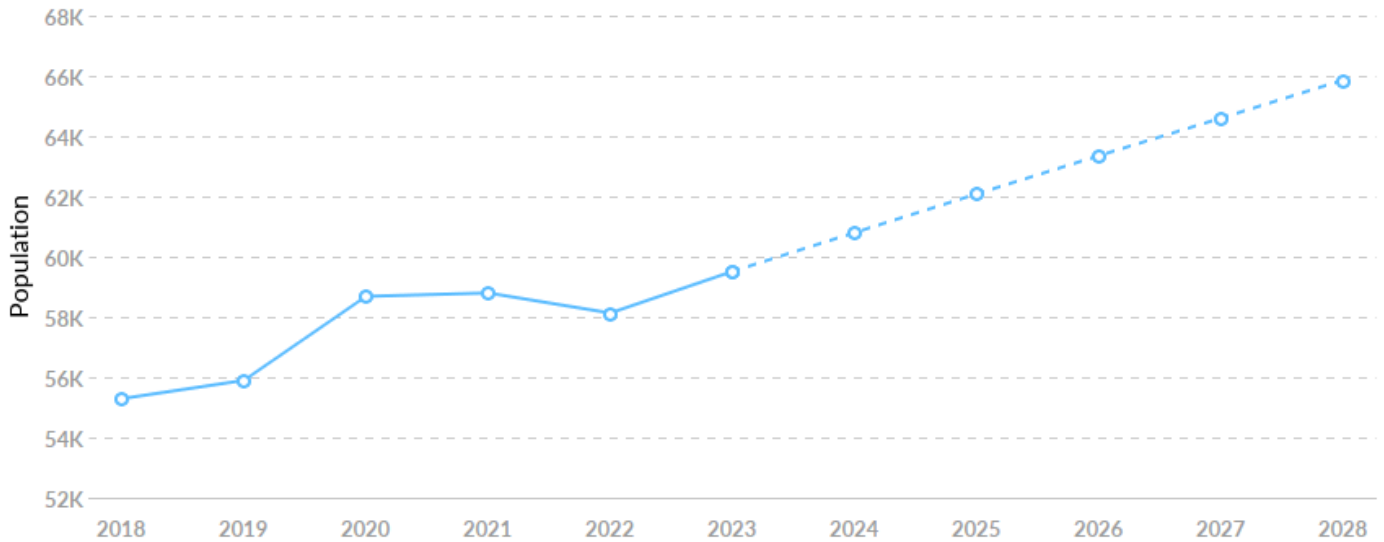


Ethnicity	Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino	351	28.79%
Not Hispanic or Latino	868	71.21%
Total	1,219	100.00%

Historic & Projected Trends

Population Trends

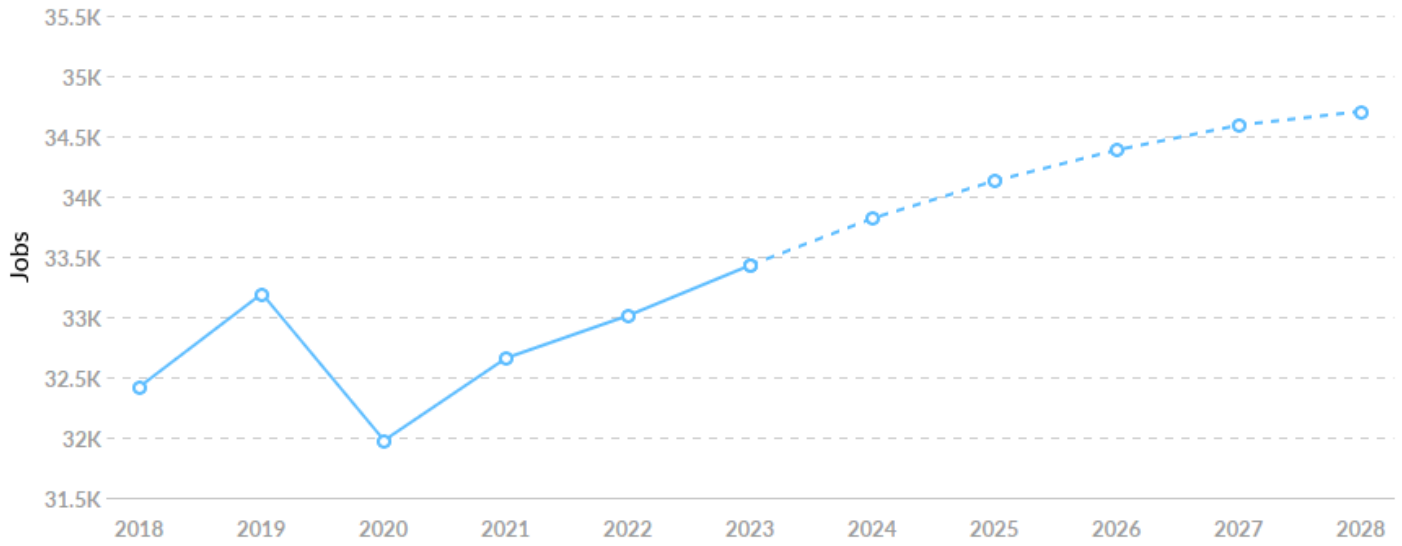
As of 2023 the region's population increased by 7.6% since 2018, growing by 4,225. Population is expected to increase by 10.7% between 2023 and 2028, adding 6,353.



Timeframe	Population
2018	55,287
2019	55,894
2020	58,683
2021	58,796
2022	58,130
2023	59,512
2024	60,800
2025	62,084
2026	63,354
2027	64,601
2028	65,864

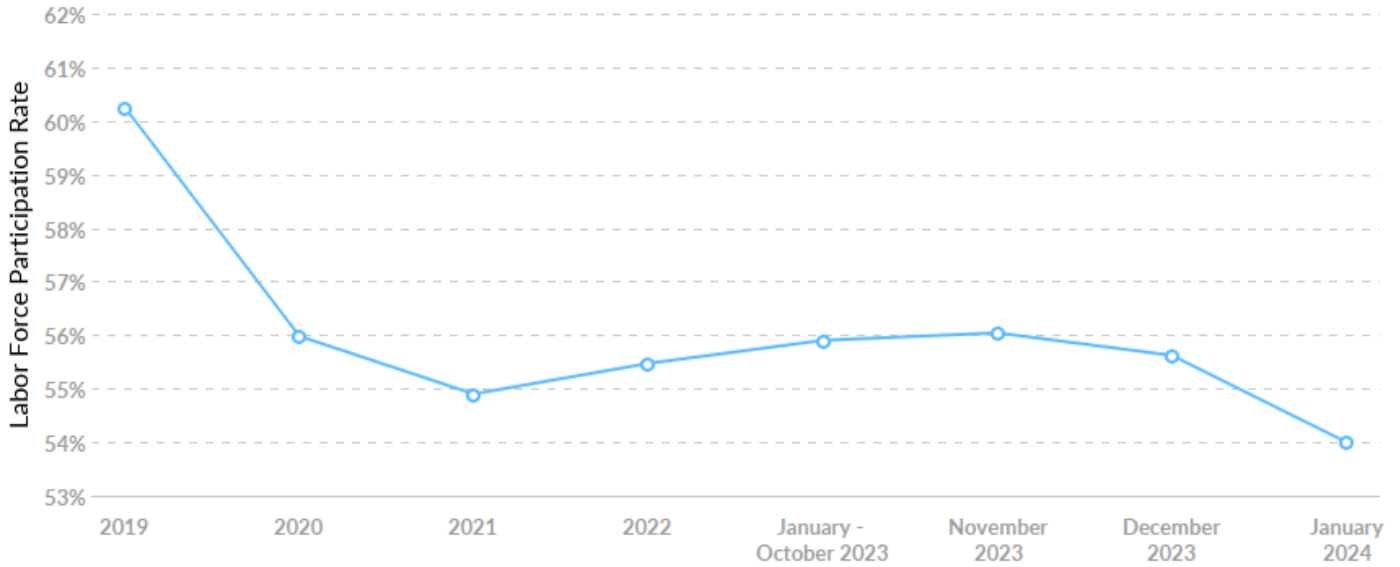
Job Trends

From 2018 to 2023, jobs increased by 3.1% in Carson City, NV from 32,422 to 33,430. This change fell short of the national growth rate of 3.6% by 0.5%.



Timeframe	Jobs
2018	32,422
2019	33,193
2020	31,975
2021	32,659
2022	33,012
2023	33,430
2024	33,819
2025	34,130
2026	34,386
2027	34,592
2028	34,706

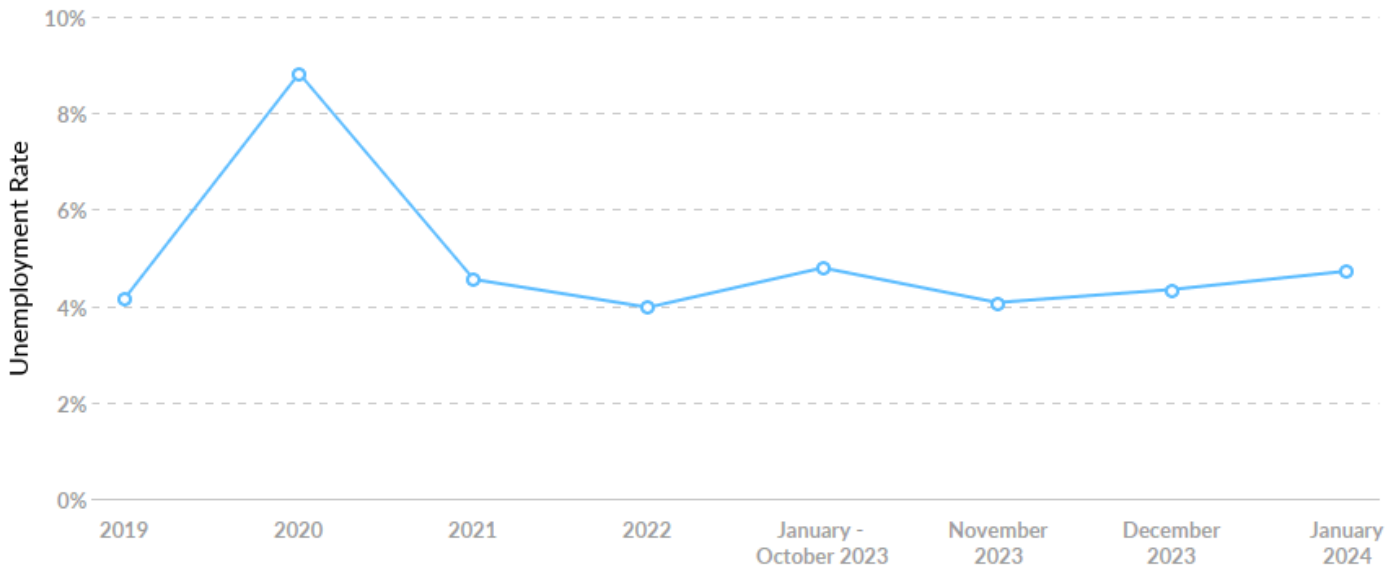
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.25%
2020	55.98%
2021	54.90%
2022	55.47%
January - October 2023	55.90%
November 2023	56.04%
December 2023	55.62%
January 2024	54.00%

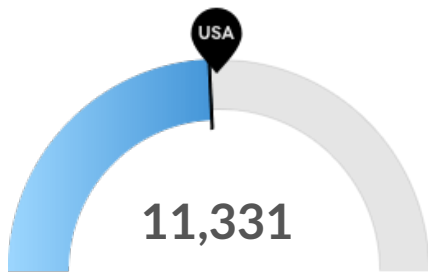
Unemployment Rate Trends

Carson City, NV had a January 2024 unemployment rate of 4.72%, **increasing from 4.15%** 5 years before.



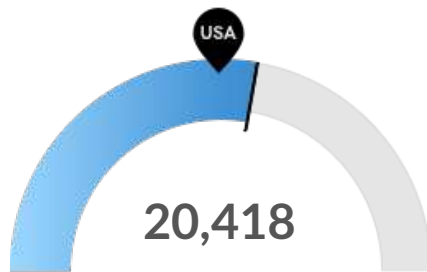
Timeframe	Unemployment Rate
2019	4.15%
2020	8.82%
2021	4.55%
2022	3.97%
January - October 2023	4.79%
November 2023	4.07%
December 2023	4.34%
January 2024	4.72%

Population Characteristics



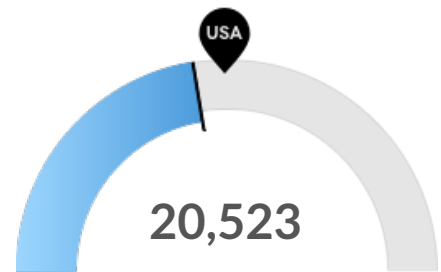
Millennials

Carson City, NV has 11,331 millennials (ages 25-39). The national average for an area this size is 11,820.



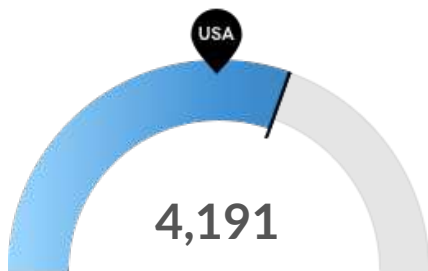
Retiring Soon

Retirement risk is high in Carson City, NV. The national average for an area this size is 17,421 people 55 or older, while there are 20,418 here.



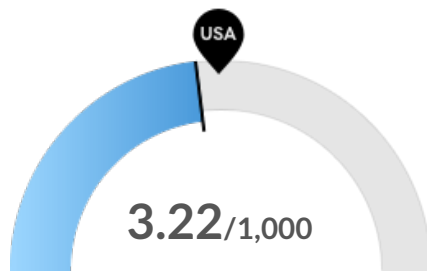
Racial Diversity

Racial diversity is low in Carson City, NV. The national average for an area this size is 23,905 racially diverse people, while there are 20,523 here.



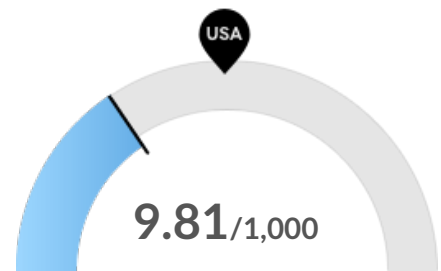
Veterans

Carson City, NV has 4,191 veterans. The national average for an area this size is 3,087.



Violent Crime

Carson City, NV has 3.22 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

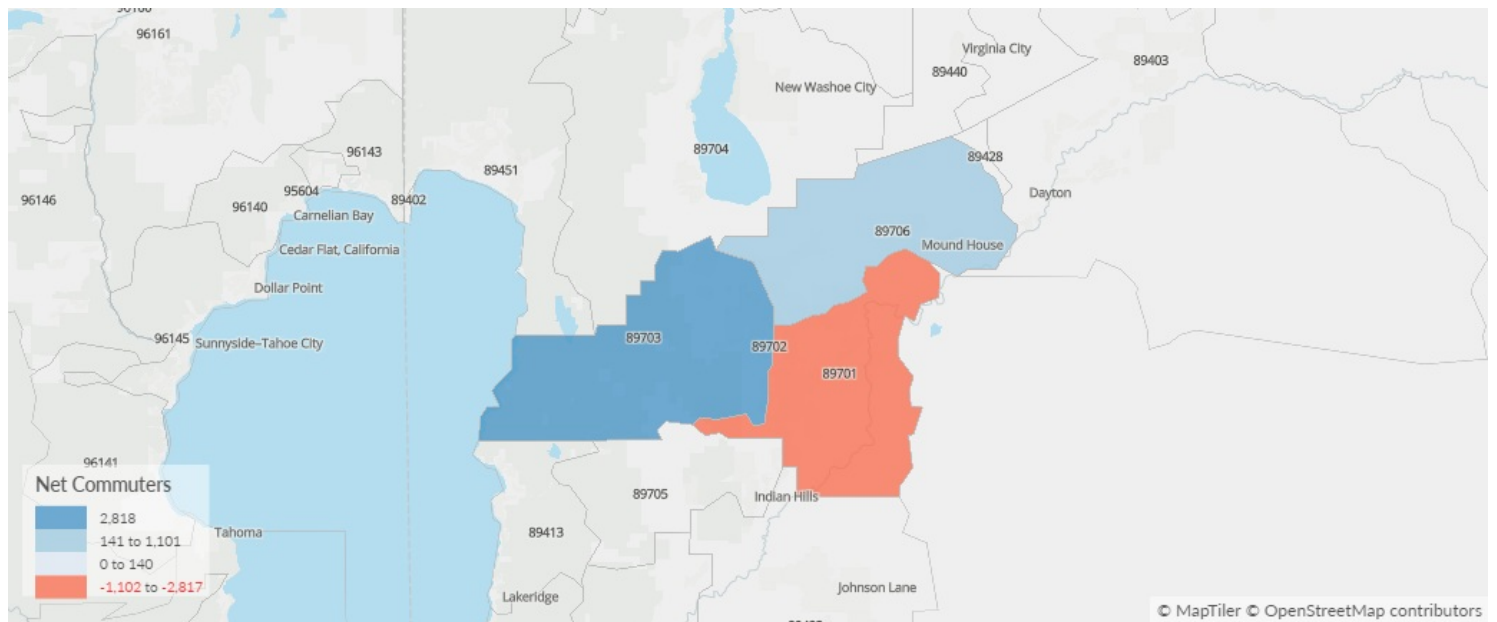


Property Crime

Carson City, NV has 9.81 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Carson City, NV currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

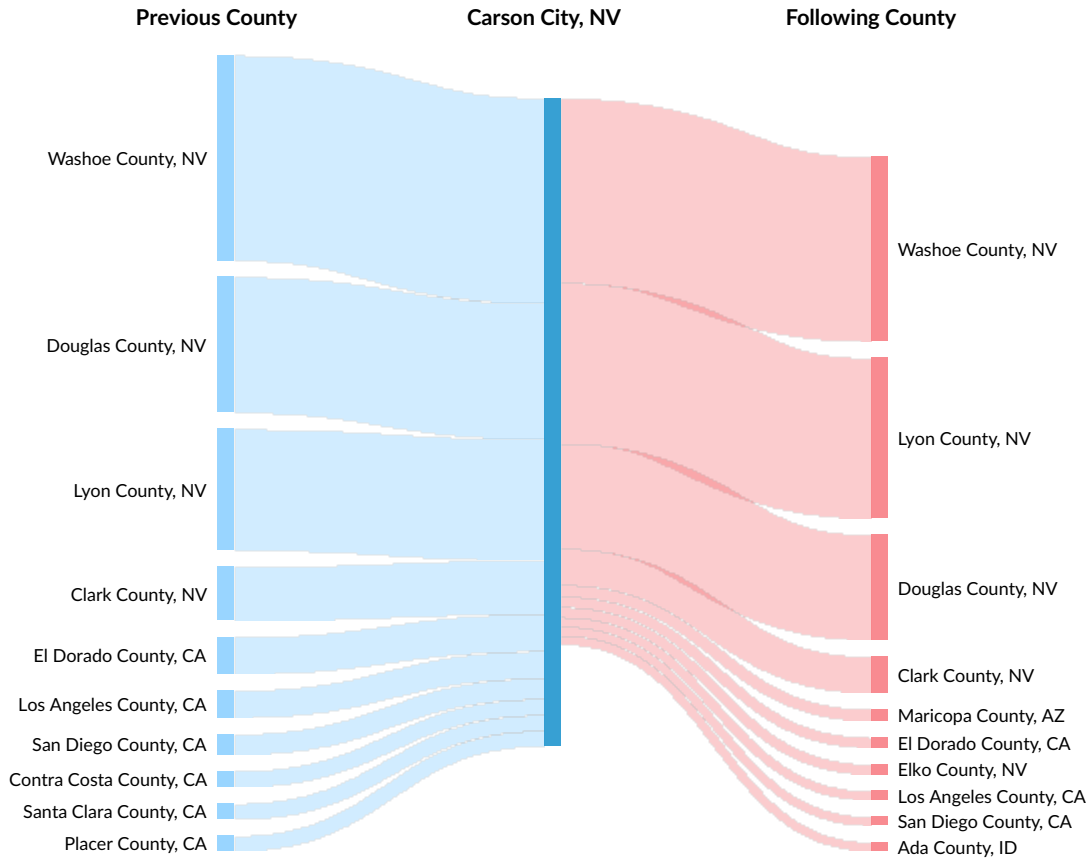
ZIP	Name	2023 Employment
89701	Carson City, NV (in Cars...	14,036
89706	Carson City, NV (in Cars...	11,152
89703	Carson City, NV (in Cars...	8,069
89702	Carson City, NV (in Cars...	83
89721	Carson City, NV (in Cars...	75

ZIP	Name	2023 Workers
89701	Carson City, NV (in Cars...	15,138
89706	Carson City, NV (in Cars...	11,011
89703	Carson City, NV (in Cars...	5,251
89702	Carson City, NV (in Cars...	83
89721	Carson City, NV (in Cars...	75

Inbound and Outbound Migration

The table below analyzes past and current residents of Carson City, NV. The left column shows residents of other counties migrating to Carson City, NV. The right column shows residents migrating from Carson City, NV to other counties.

As of 2021, **804** people have migrated from Washoe County, NV to Carson City, NV. In the same year, **724** people left Carson City, NV migrating to Washoe County, NV. The total Net Migration for Carson City, NV in 2021 was **429**.

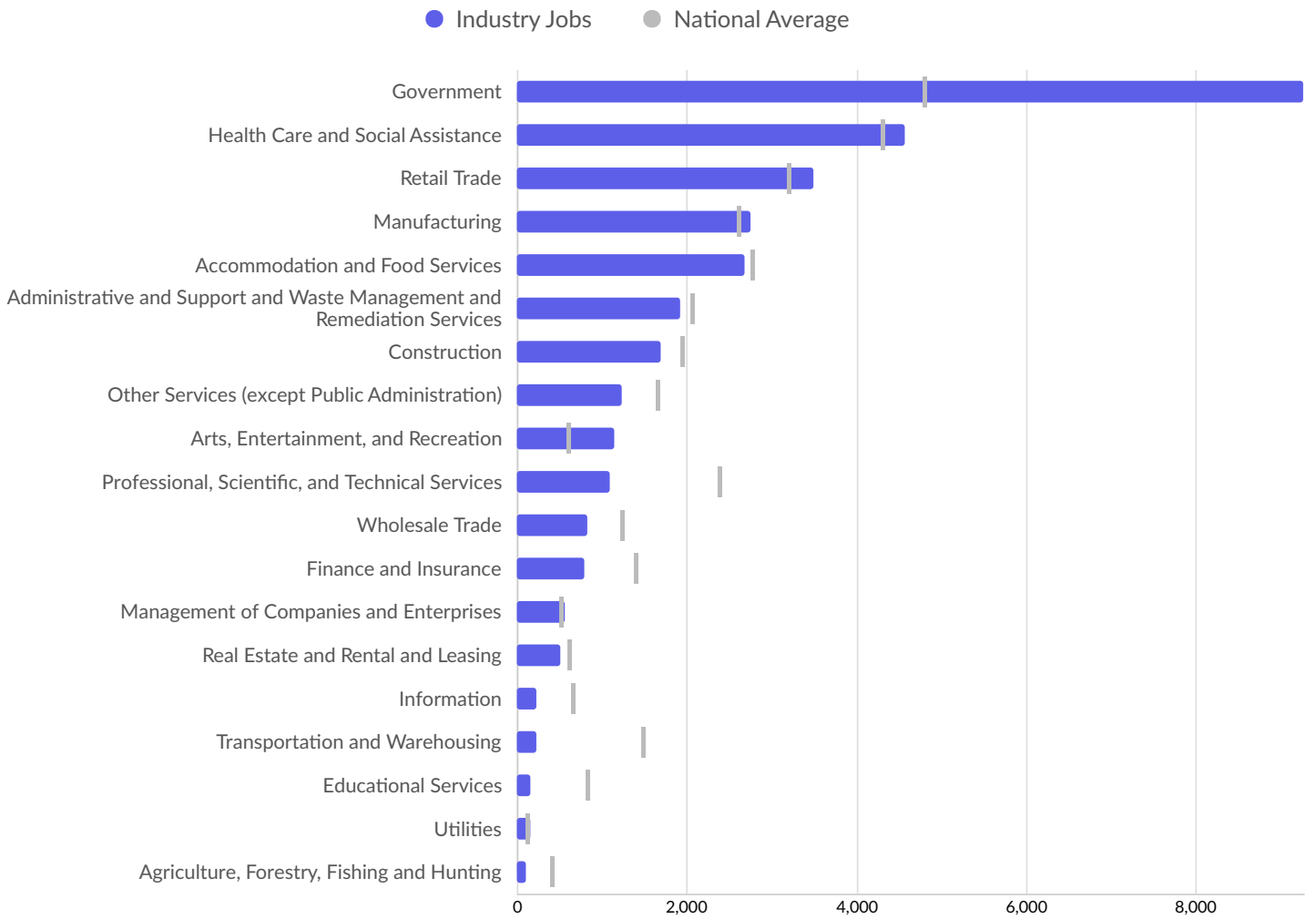


Top Previous Counties	Migrations
Washoe County, NV	804
Douglas County, NV	531
Lyon County, NV	475
Clark County, NV	211
El Dorado County, CA	145
Los Angeles County, CA	107

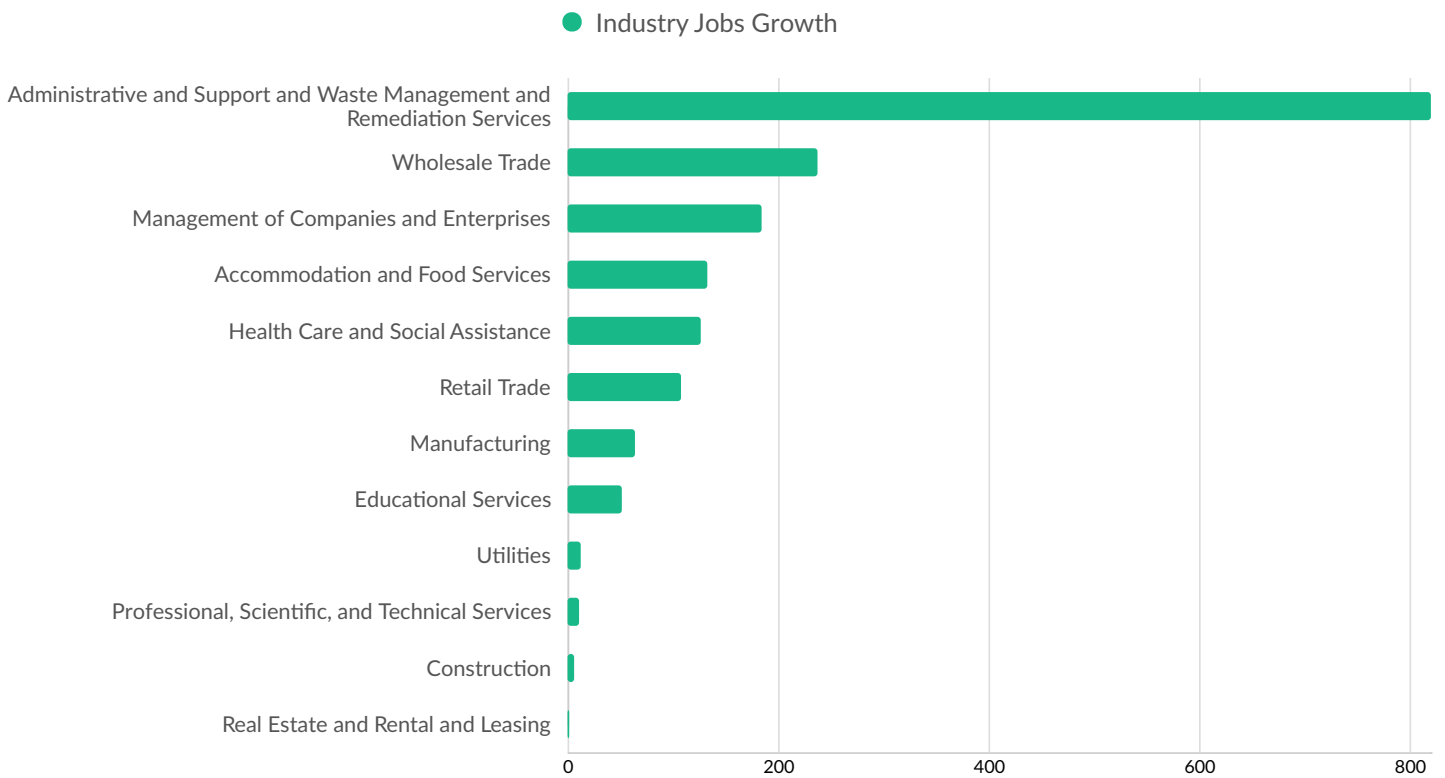
Top Previous Counties	Migrations
San Diego County, CA	81
Contra Costa County, CA	63
Santa Clara County, CA	62
Placer County, CA	60
Sacramento County, CA	53
Orange County, CA	50
Alameda County, CA	44
Elko County, NV	35
San Bernardino County, CA	35
Top Following Counties	Migrations
Washoe County, NV	724
Lyon County, NV	629
Douglas County, NV	413
Clark County, NV	142
Maricopa County, AZ	45
El Dorado County, CA	41
Elko County, NV	40
Los Angeles County, CA	36
San Diego County, CA	35
Ada County, ID	35
Riverside County, CA	35
Pierce County, WA	35
Cuyahoga County, OH	35
Pinal County, AZ	35
Sacramento County, CA	33

Industry Characteristics

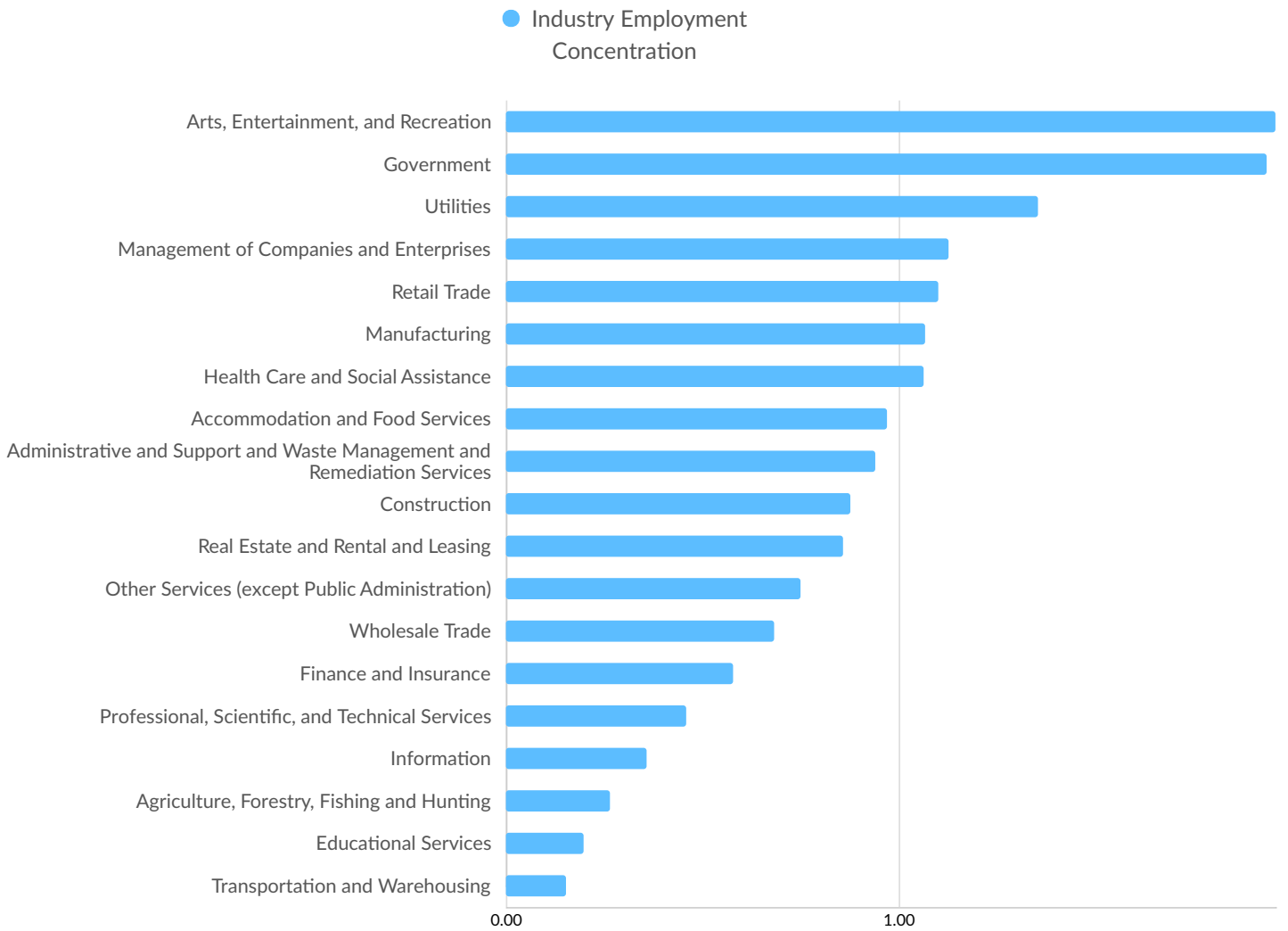
Largest Industries



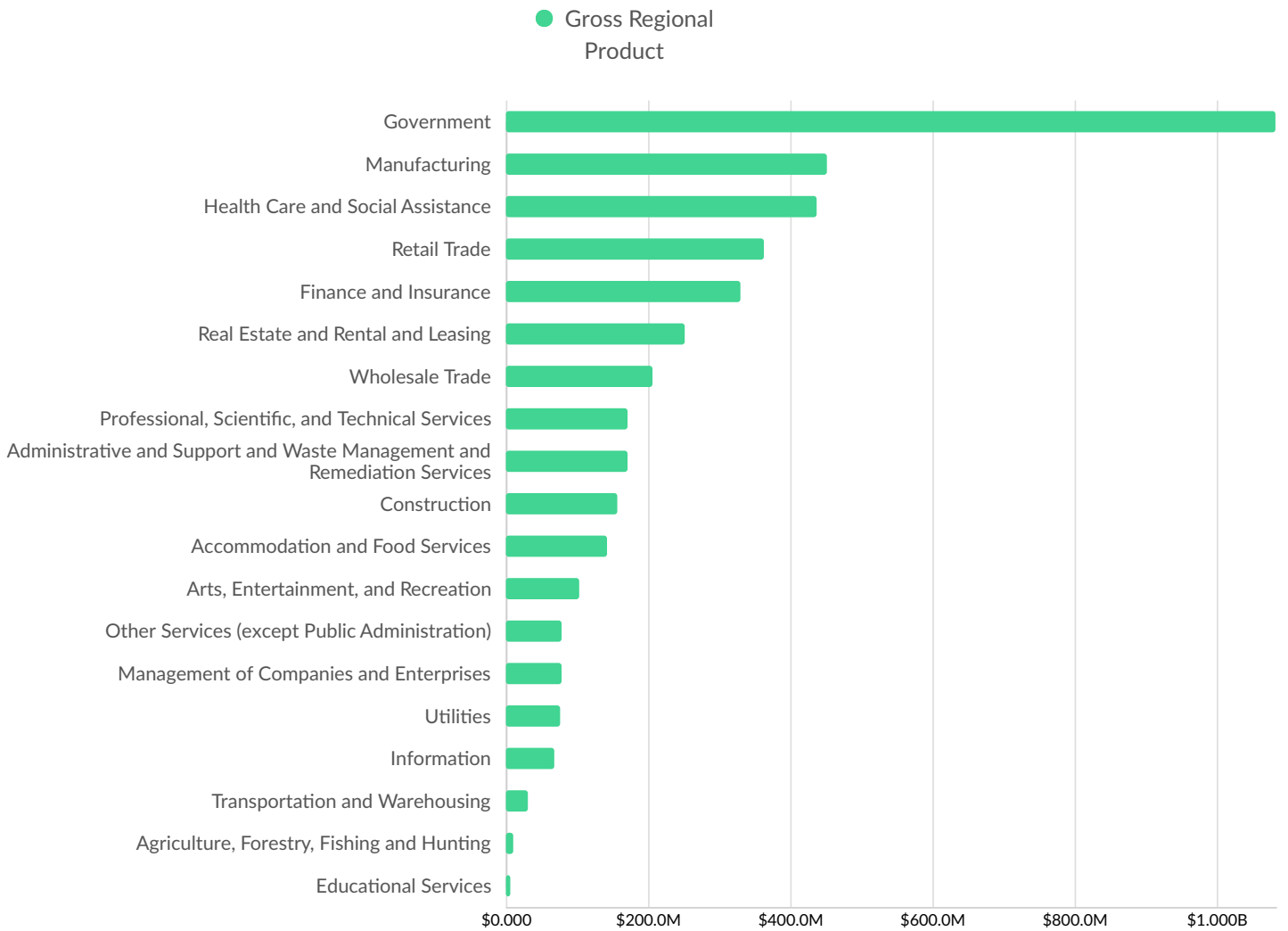
Top Growing Industries



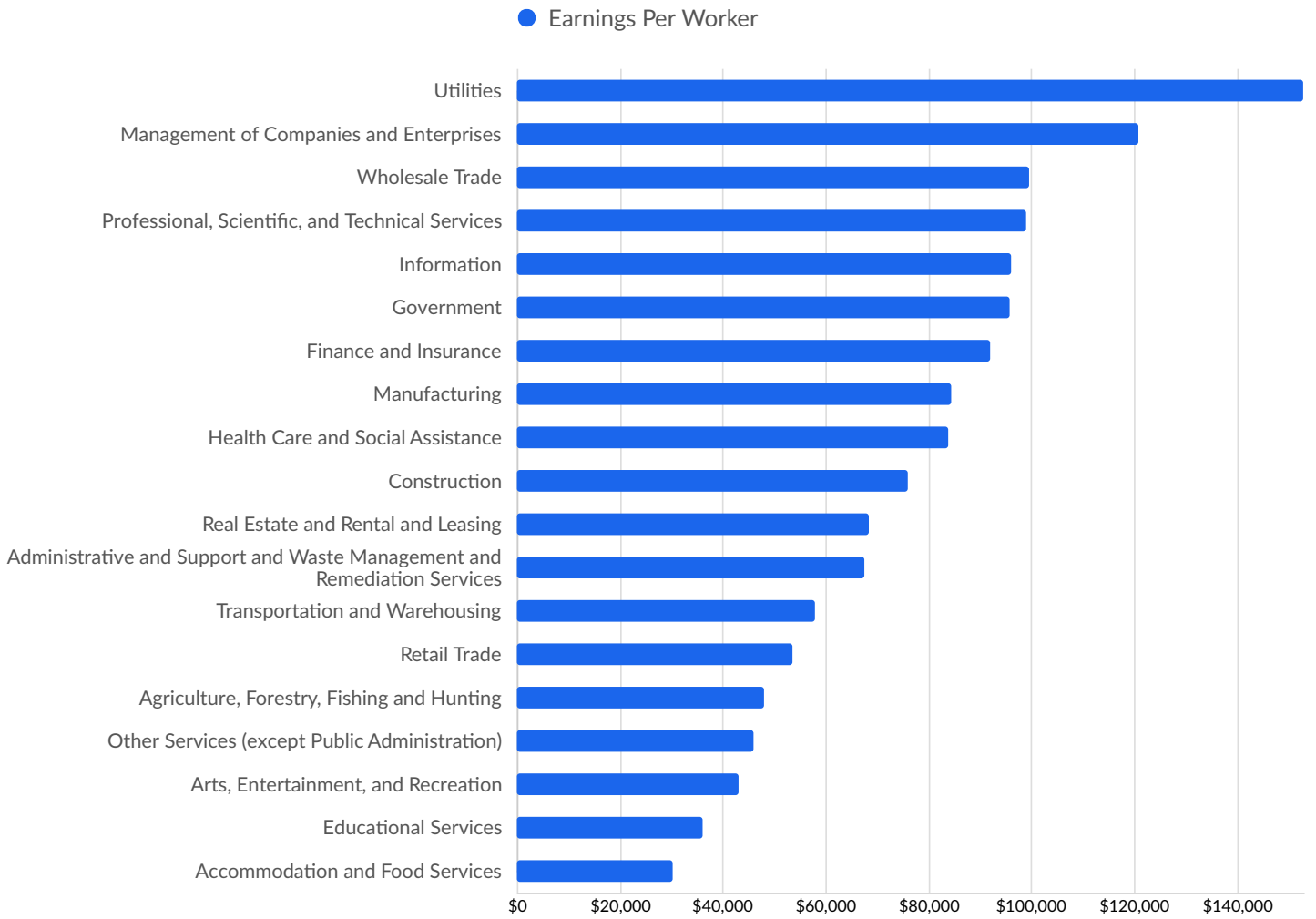
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



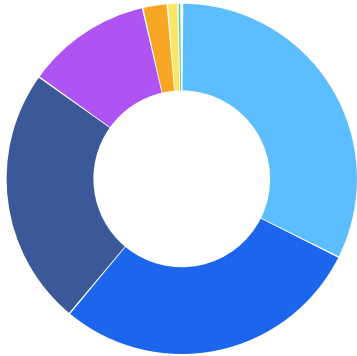
Business Characteristics

6,224 Companies Employ Your Workers

Online profiles for your workers mention 6,224 companies as employers, with the top 10 appearing below. In the last 12 months, 1,694 companies in Carson City, NV posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
State of Nevada	1,431 	Beacon Hill Staffing Group	314 
Carson City School District	214 	The College Board	259 
Carson Tahoe Health	195 	State of Nevada	247 
Western Nevada College	190 	Pearson Education	245 
Carson City, Nevada	142 	City Of Carson City	202 
Carson Tahoe Healthcare	137 	Lumen Technologies	200 
Walmart	123 	Carson Tahoe Health	197 
Harley-Davidson	93 	Stride K12	186 
Greater Nevada Credit Union	73 	Ryder	182 
Click Bond	66 	Carson City	170 

Business Size

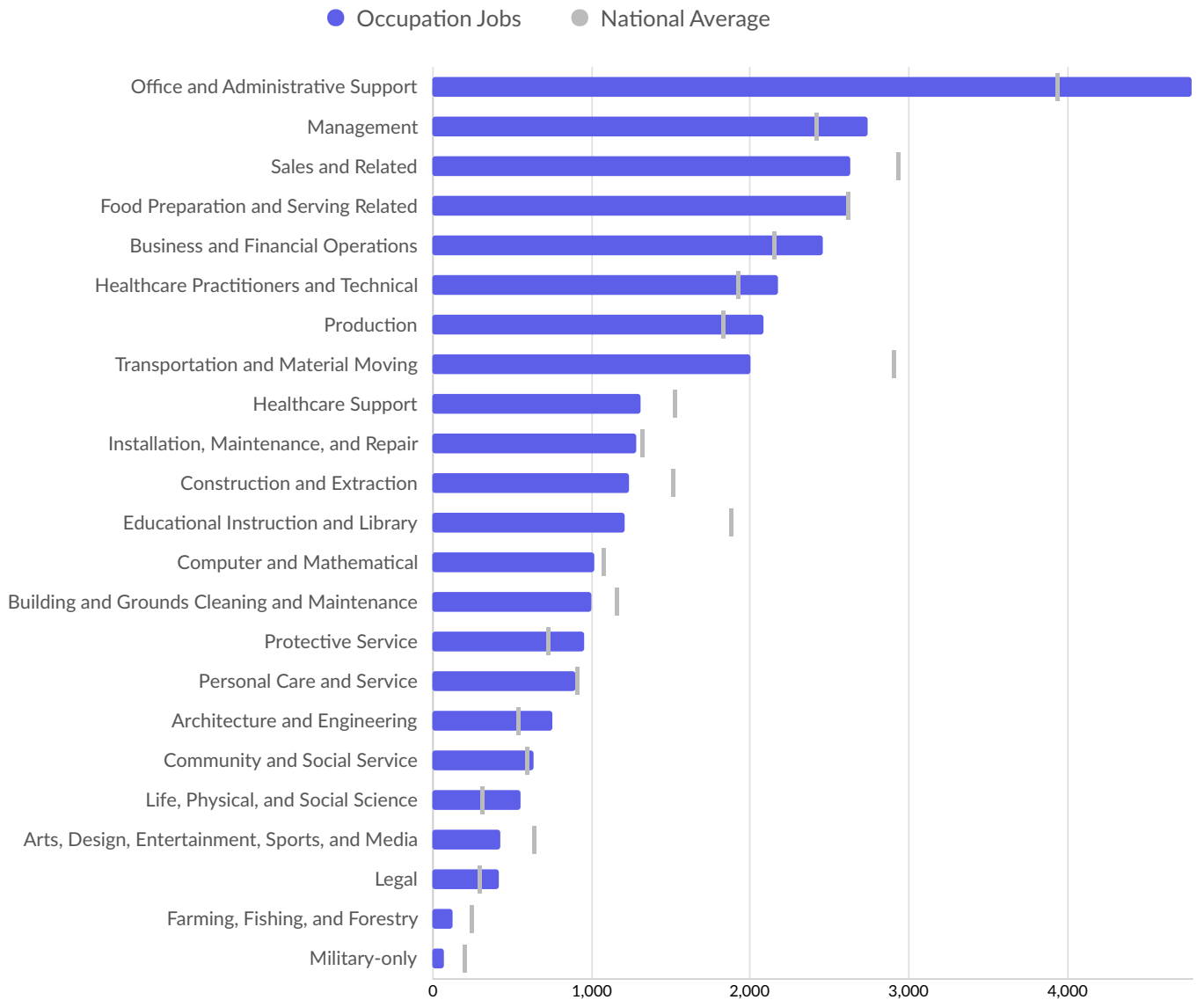


	Percentage	Business Count
● 1 to 4 employees	32.3%	909
● 5 to 9 employees	28.7%	808
● 10 to 19 employees	23.8%	670
● 20 to 49 employees	11.5%	325
● 50 to 99 employees	2.3%	64
● 100 to 249 employees	1.0%	27
● 250 to 499 employees	0.3%	8
● 500+ employees	0.1%	4

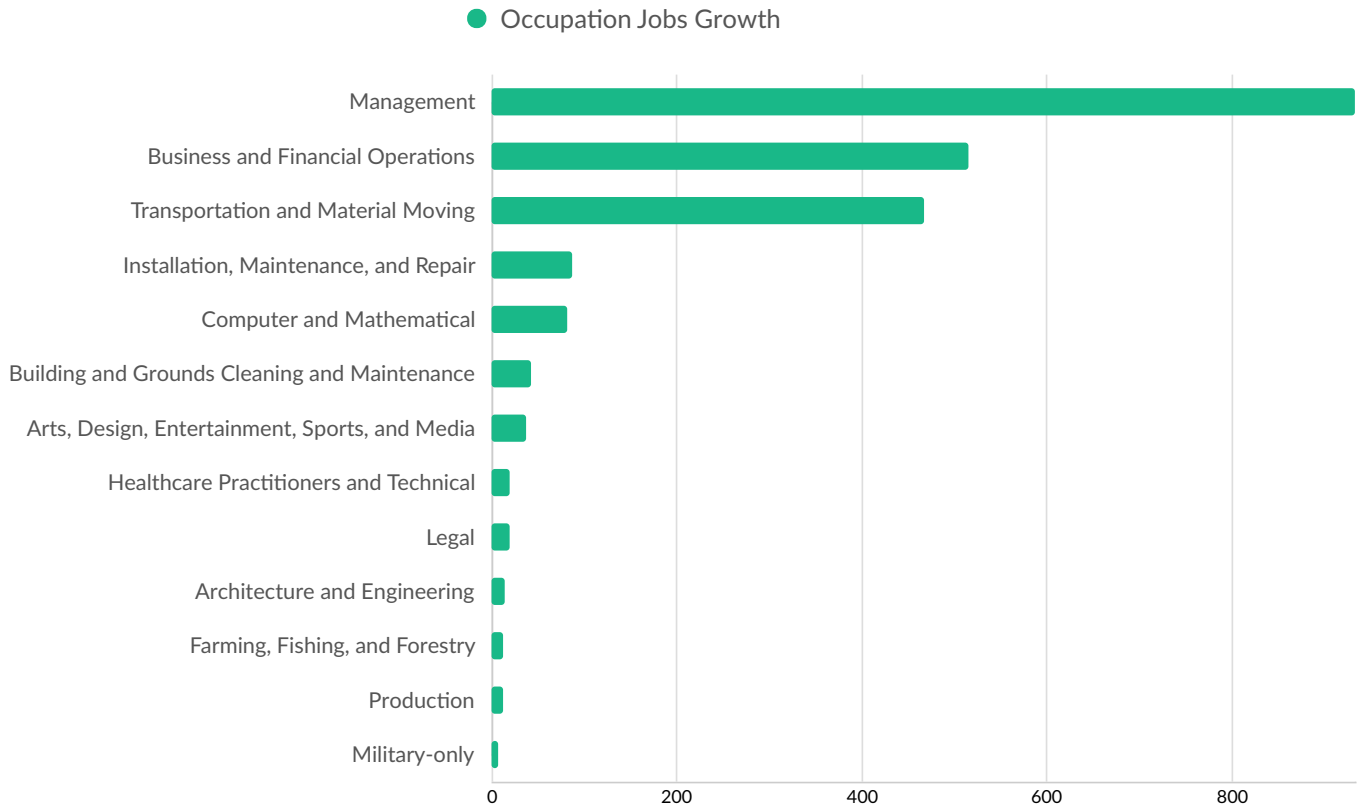
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

Largest Occupations

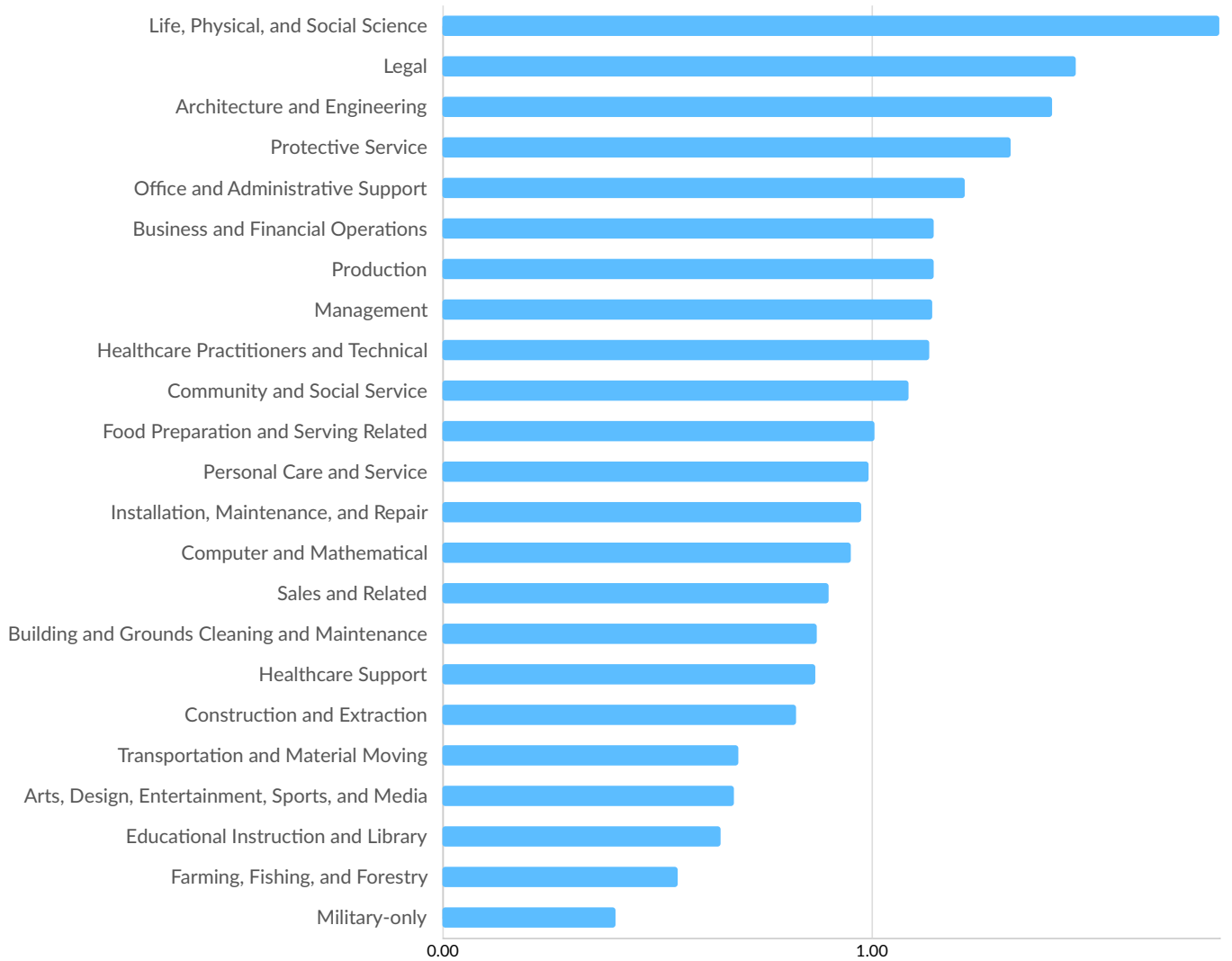


Top Growing Occupations

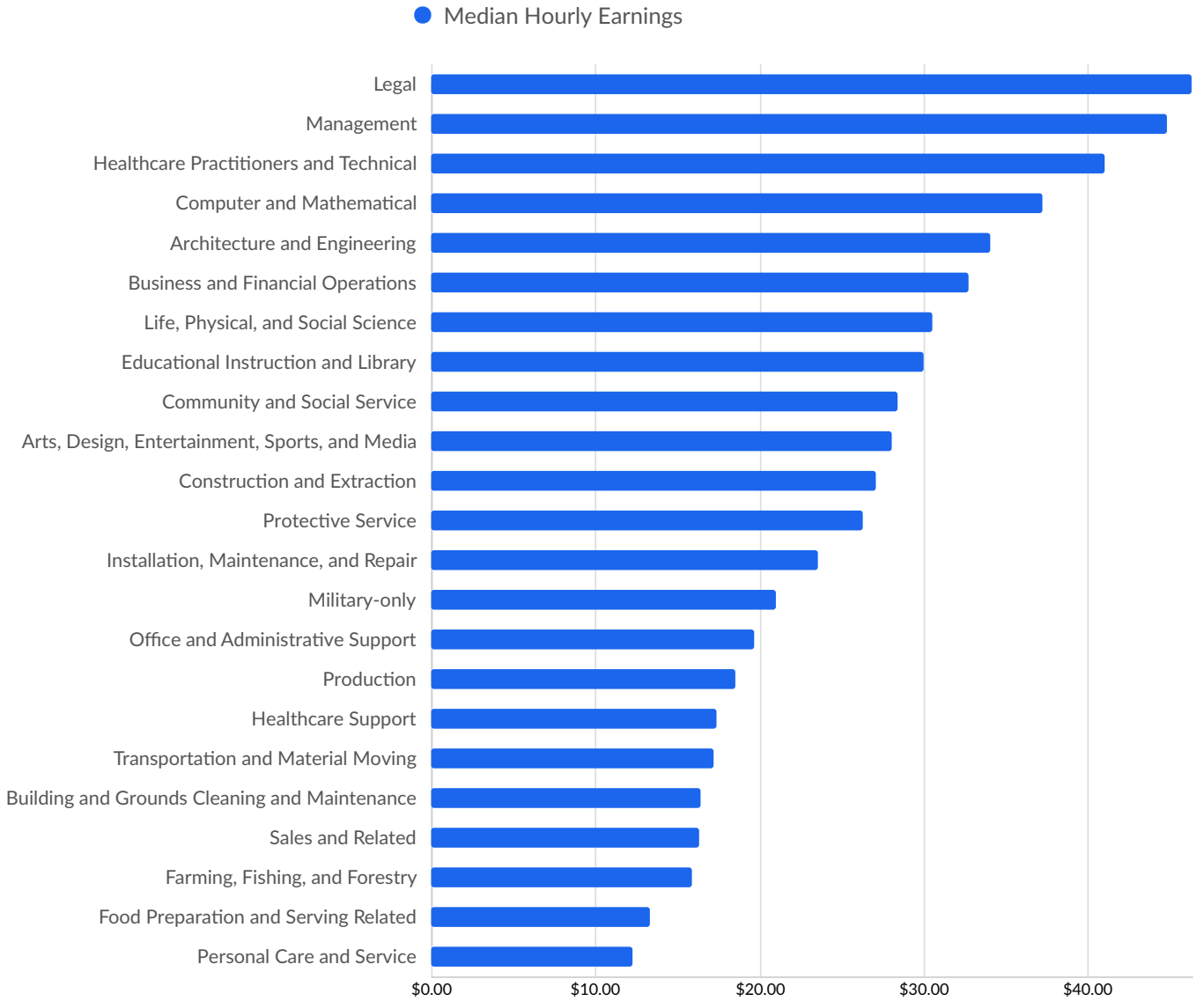


Top Occupation Employment Concentration

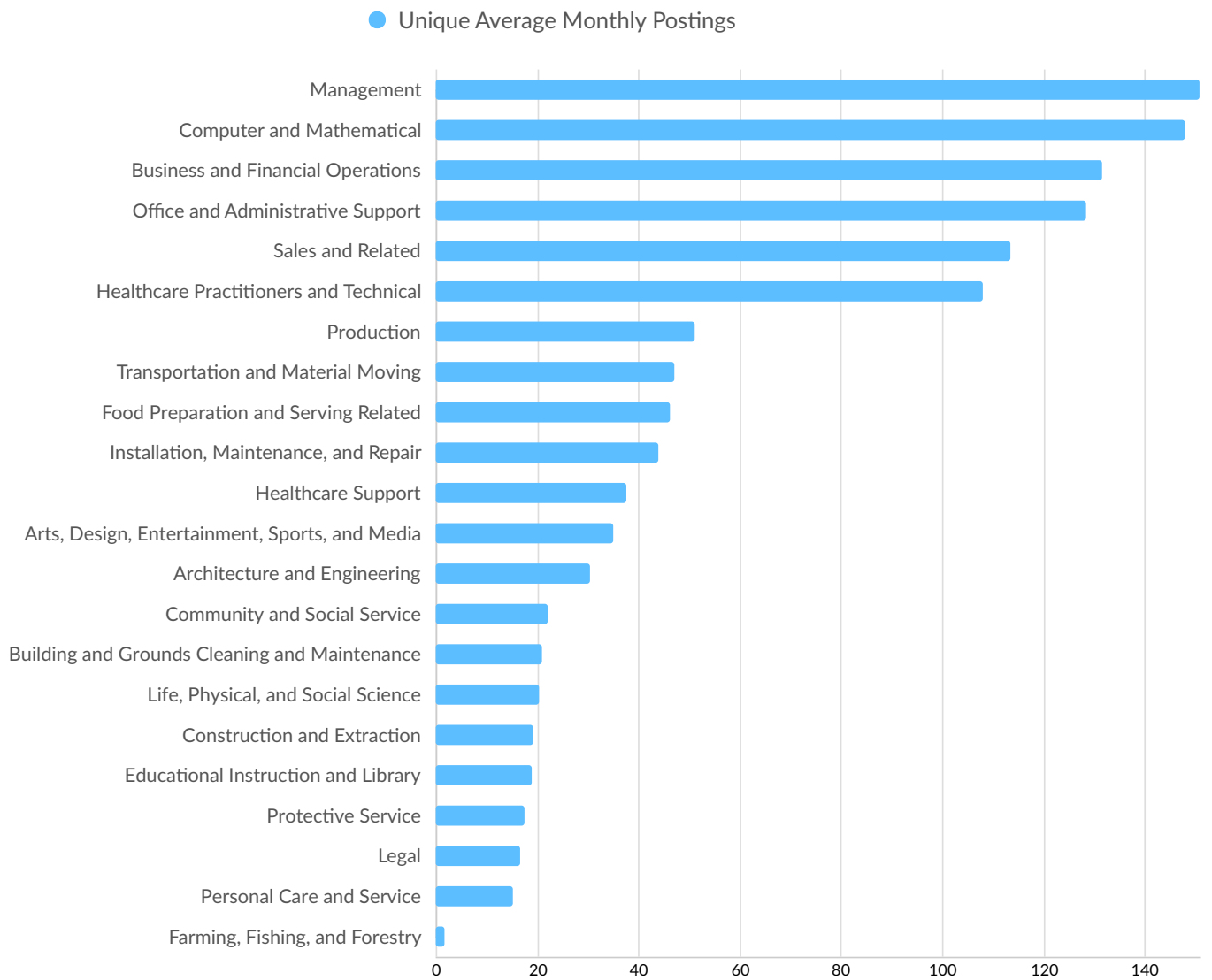
● Occupation Employment Concentration



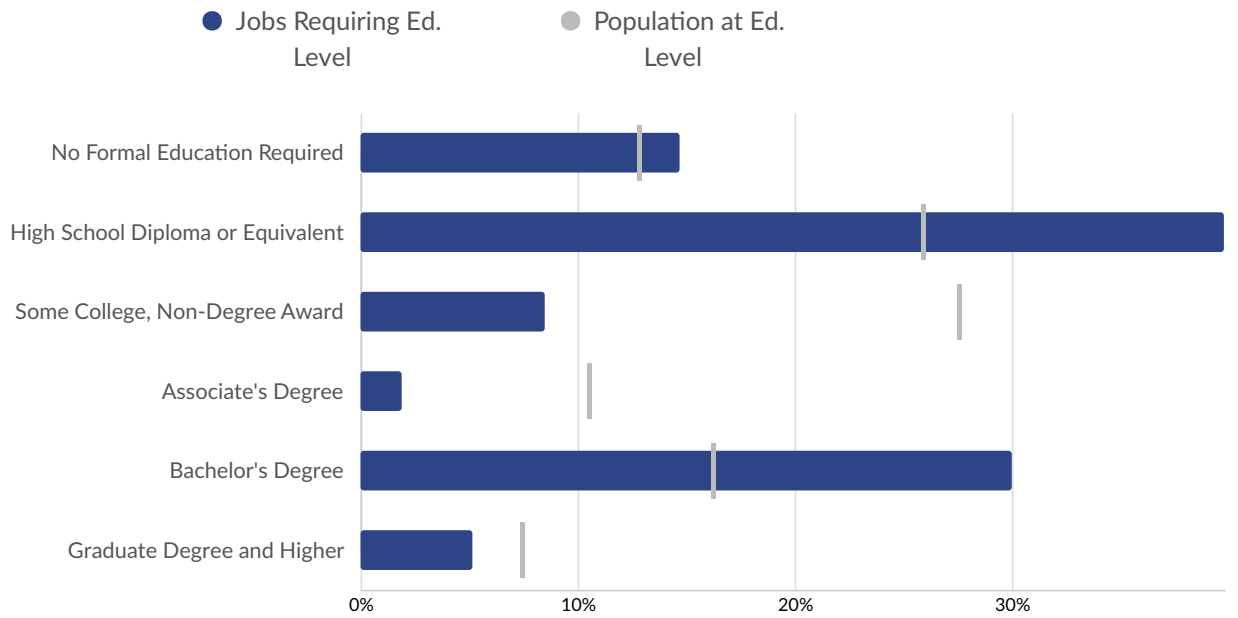
Top Occupation Earnings



Top Posted Occupations

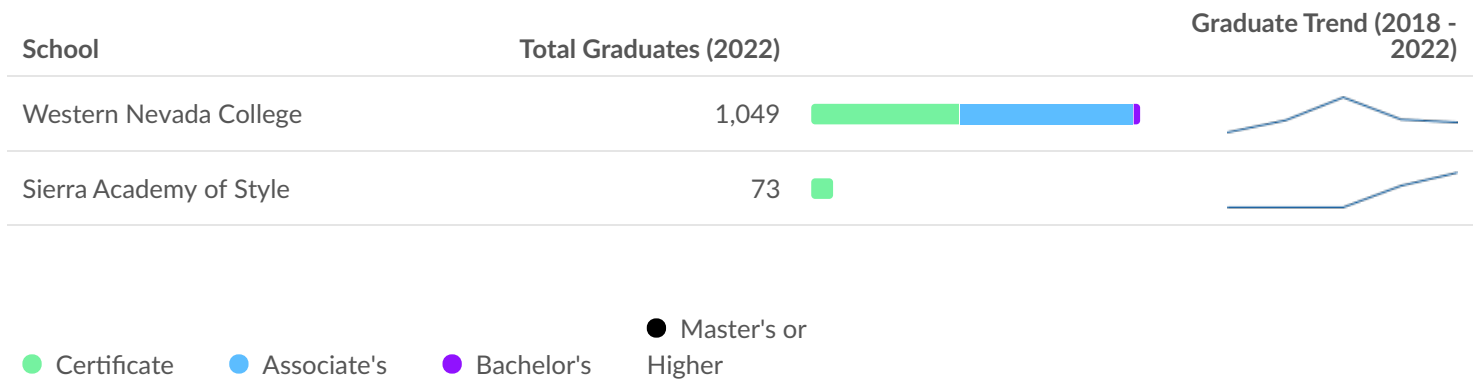


Underemployment



Educational Pipeline

In 2022, there were 1,122 graduates in Carson City, NV. This pipeline has grown by 19% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), and "Physical Sciences, General" (Associate's).



In-Demand Skills

