



# Washoe County, NV

*Nevada Governor's Office of*

**ECONOMIC DEVELOPMENT**

*Empowering Success*

808 W. Nye Lane  
Carson City, Nevada 89703

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## Report Parameters

### 1 County

32031 Washoe County, NV

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### Class of Worker

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

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

## Economy Overview

**507,046**

**Population (2023)**

Population **grew by 42,453** over the last 5 years and is projected to **grow by 48,695** over the next 5 years.

**260,233**

**Total Regional Employment**

Jobs **grew by 16,061** over the last 5 years and are projected to **grow by 14,231** over the next 5 years.

**\$74.3K**

**Median Household Income (2021)**

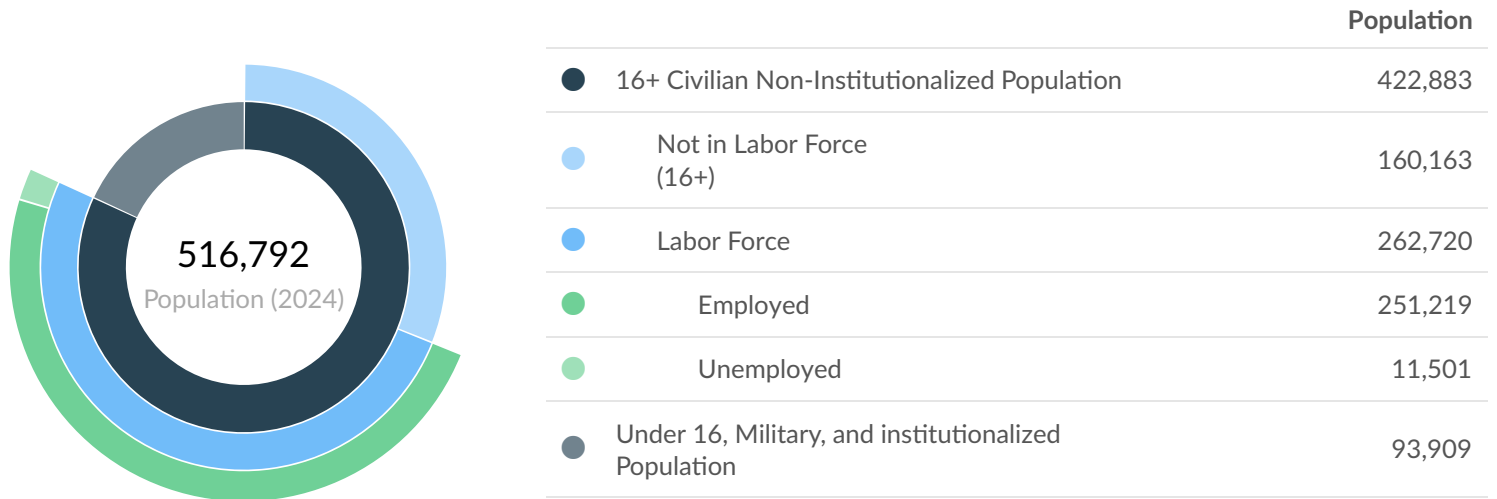
Median household income is **\$5.3K above** the national median household income of \$69.0K.

## Takeaways

- As of 2023 the region's population **increased by 9.1%** since 2018, growing by 42,453. Population is expected to **increase by 9.6%** between 2023 and 2028, adding 48,695.
- From 2018 to 2023, jobs **increased by 6.6%** in Washoe County, NV from 244,172 to **260,233**. This change **outpaced the national growth rate of 3.6% by 3.0%**. As the number of jobs increased, the **labor force participation rate increased from 64.2% to 64.7% between 2018 and 2023**.
- Concerning educational attainment, **20.0% of Washoe County, NV residents possess a Bachelor's Degree** (1.2% below the national average), and **8.8% hold an Associate's Degree** (0.1% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Traveler Accommodation, and Warehousing and Storage.

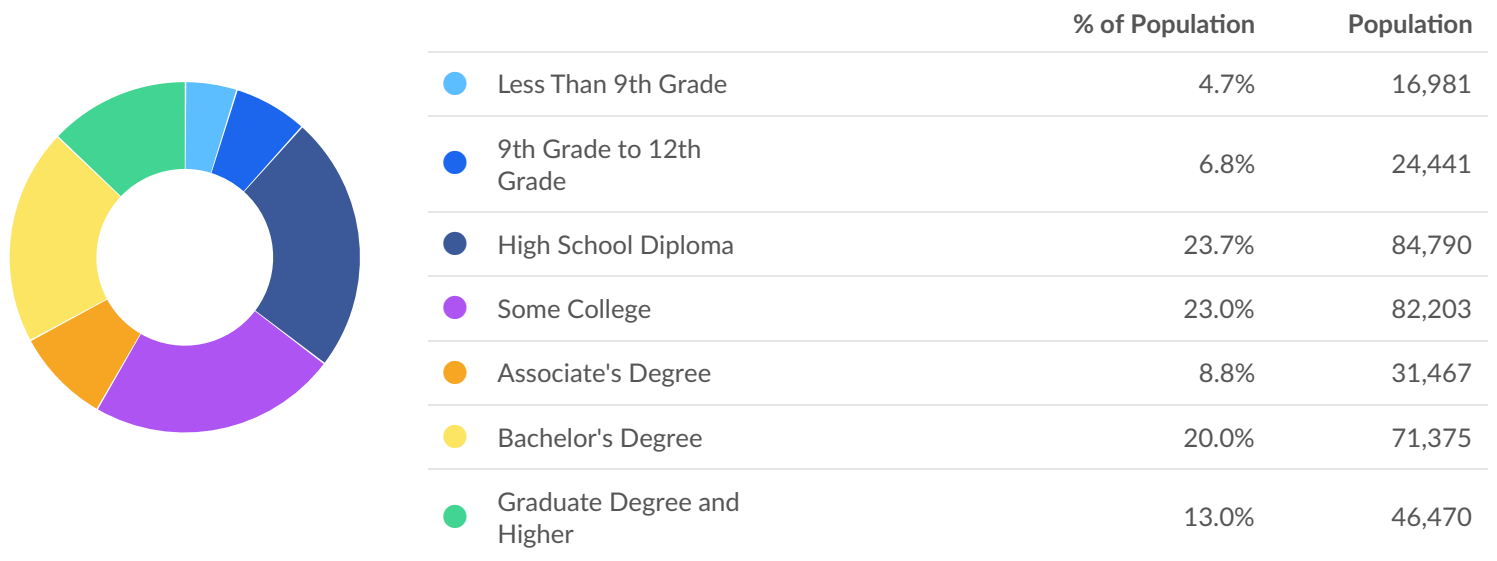
	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	516,792	262,720	260,233	112.6	\$35.63B	\$34.25B	\$31.68B
State	3,239,826	1,608,791	1,666,099	112.2	\$219.39B	\$188.67B	\$209.80B

## Jan 2024 Labor Force Breakdown



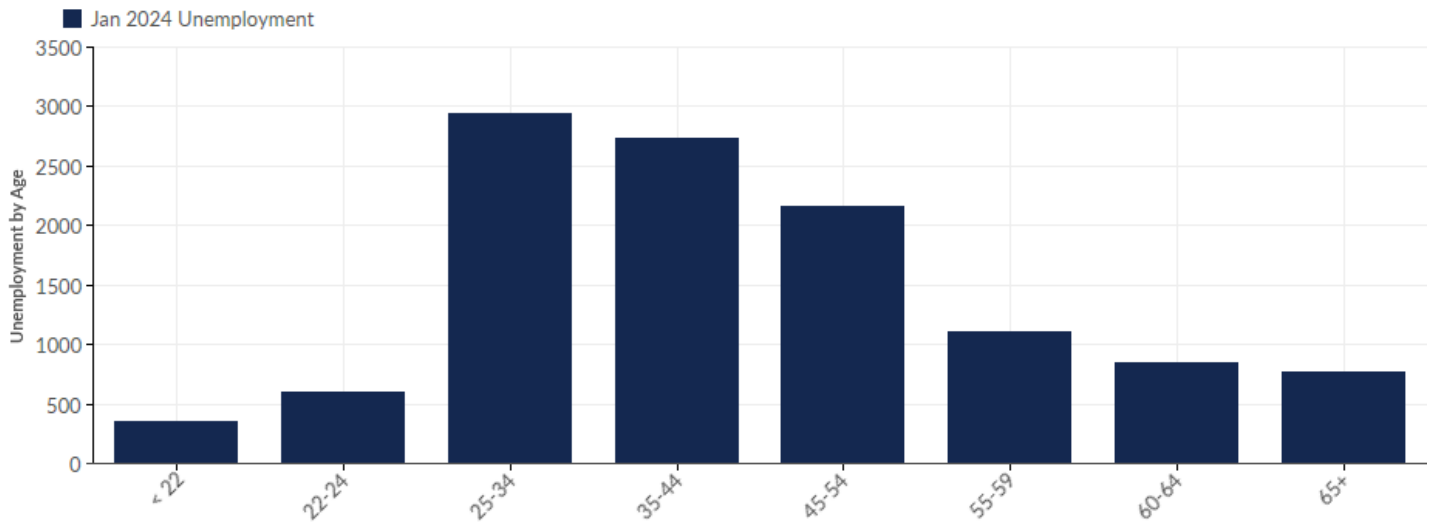
## Educational Attainment

Concerning educational attainment, **20.0% of Washoe County, NV residents possess a Bachelor's Degree** (1.2% below the national average), and **8.8% hold an Associate's Degree** (0.1% below the national average).



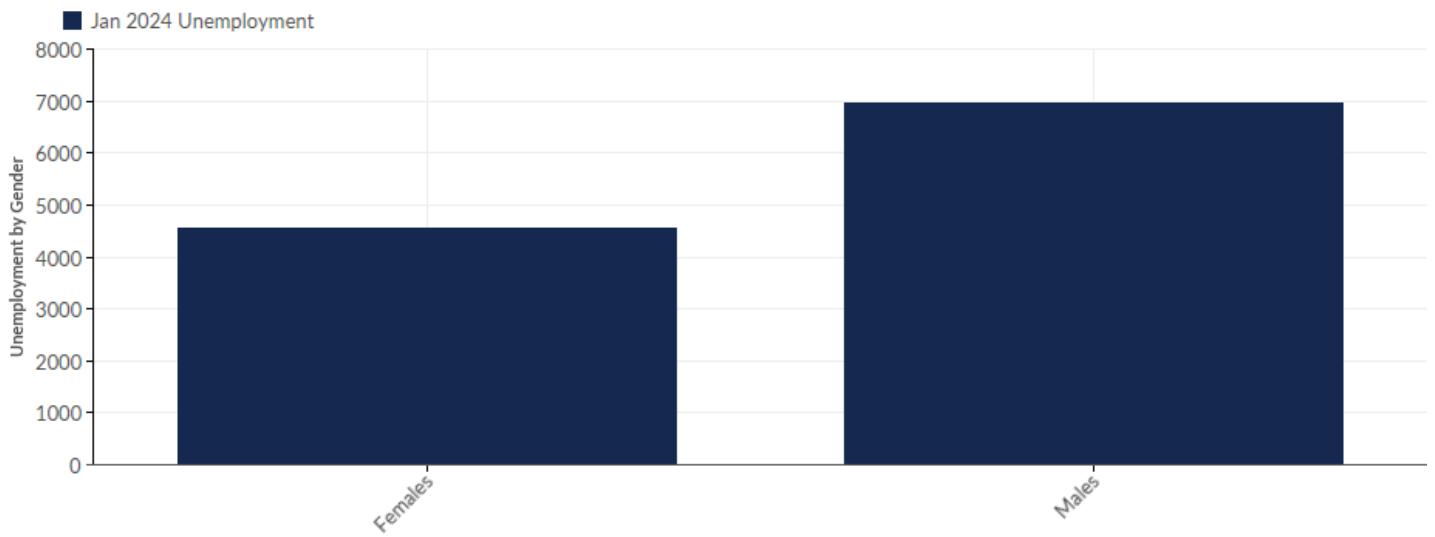
# Unemployment by Demographics

## Unemployment by Age



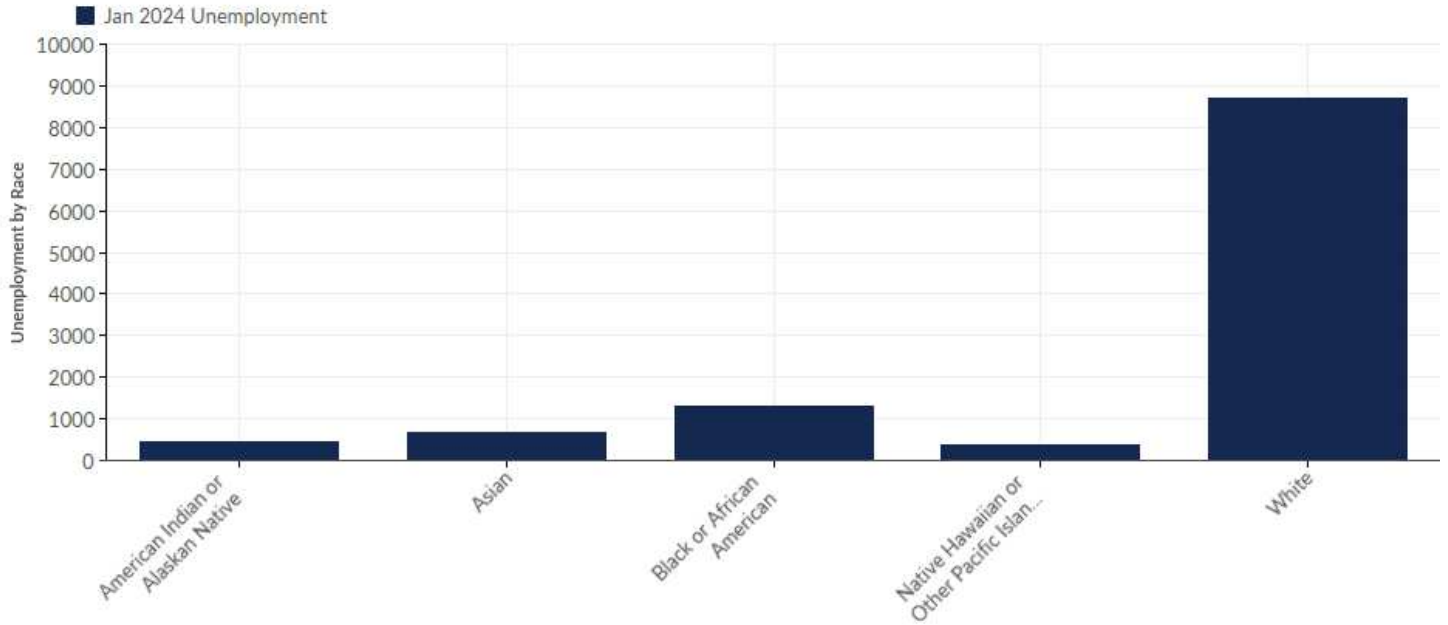
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	351	3.05%
22-24	598	5.20%
25-34	2,937	25.54%
35-44	2,734	23.77%
45-54	2,157	18.75%
55-59	1,104	9.60%
60-64	852	7.41%
65+	768	6.68%
<b>Total</b>	<b>11,501</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jan 2024)	% of Unemployed
Females	4,541	39.48%
Males	6,960	60.52%
Total	11,501	100.00%

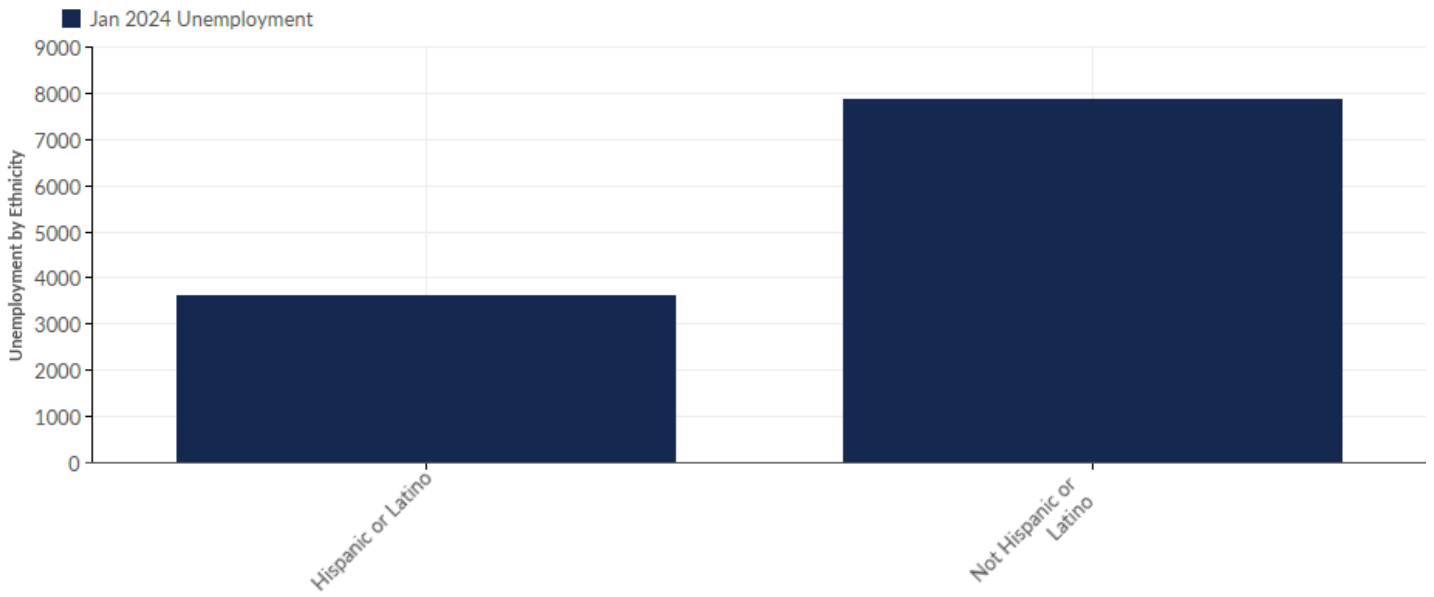
## Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	451	3.92%
Asian	671	5.83%
Black or African American	1,314	11.43%
Native Hawaiian or Other Pacific Islander	377	3.28%
White	8,689	75.55%
Total	11,501	100.00%



## Unemployment by Ethnicity

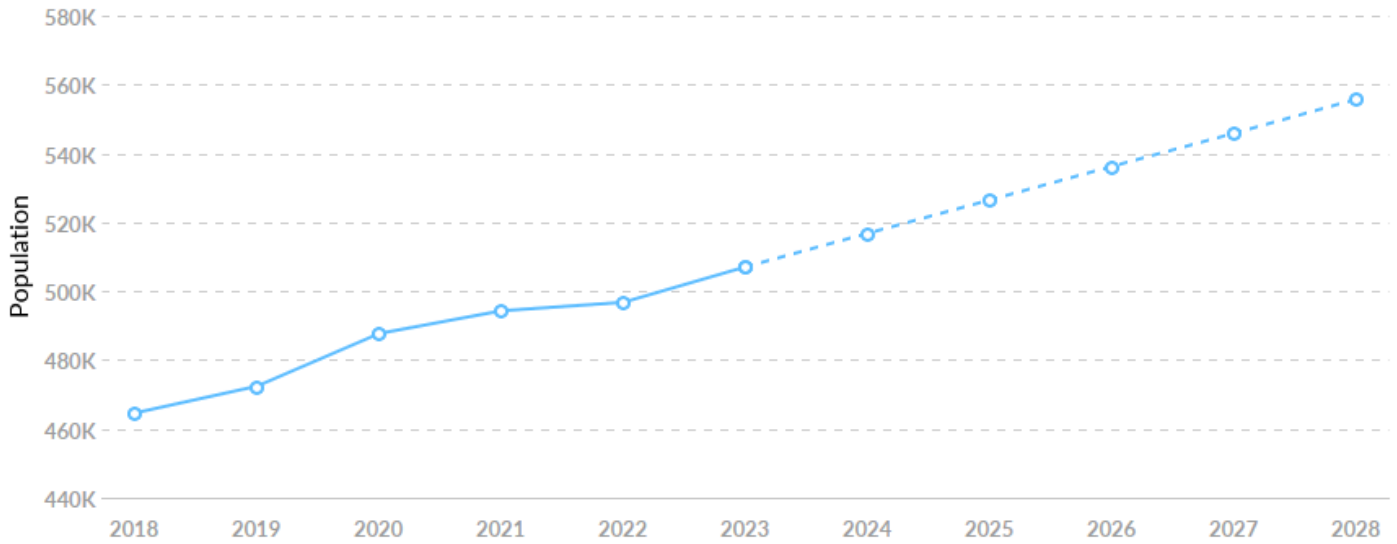


Ethnicity	Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino	3,624	31.51%
Not Hispanic or Latino	7,877	68.49%
Total	11,501	100.00%

# Historic & Projected Trends

## Population Trends

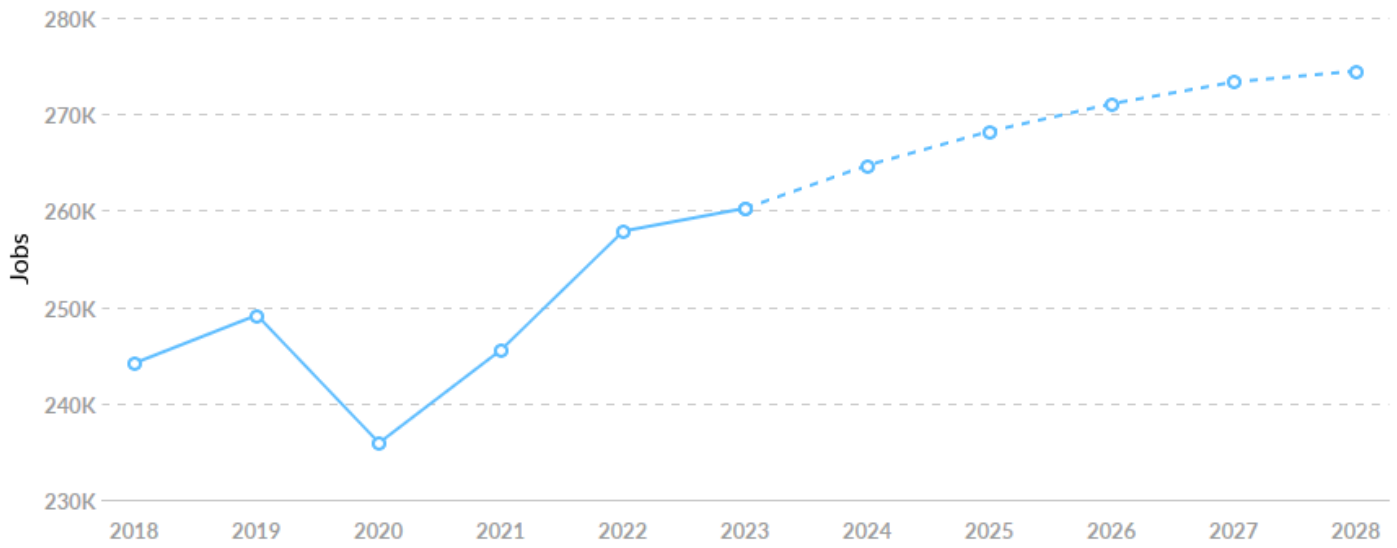
As of 2023 the region's population increased by 9.1% since 2018, growing by 42,453. Population is expected to increase by 9.6% between 2023 and 2028, adding 48,695.



Timeframe	Population
2018	464,593
2019	472,381
2020	487,674
2021	494,281
2022	496,745
2023	507,046
2024	516,792
2025	526,479
2026	536,228
2027	545,848
2028	555,741

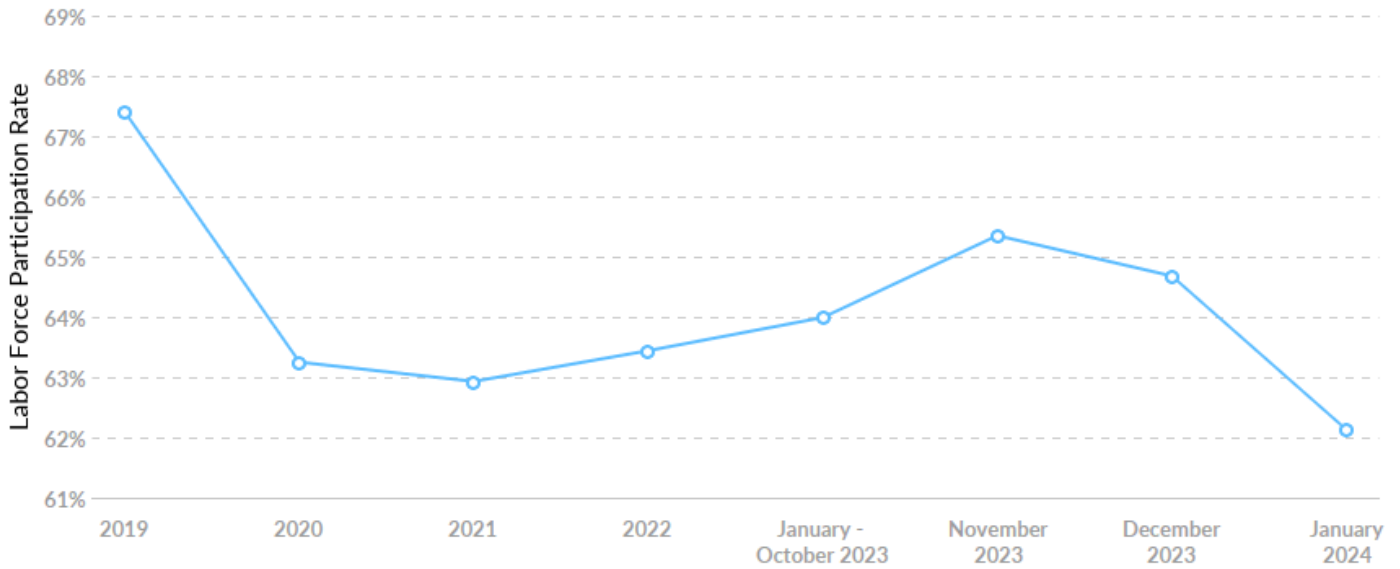
## Job Trends

From 2018 to 2023, jobs increased by 6.6% in Washoe County, NV from 244,172 to 260,233. This change **outpaced the national growth rate of 3.6% by 3.0%.**



Timeframe	Jobs
2018	244,172
2019	249,147
2020	235,892
2021	245,551
2022	257,860
2023	260,233
2024	264,698
2025	268,220
2026	271,077
2027	273,334
2028	274,464

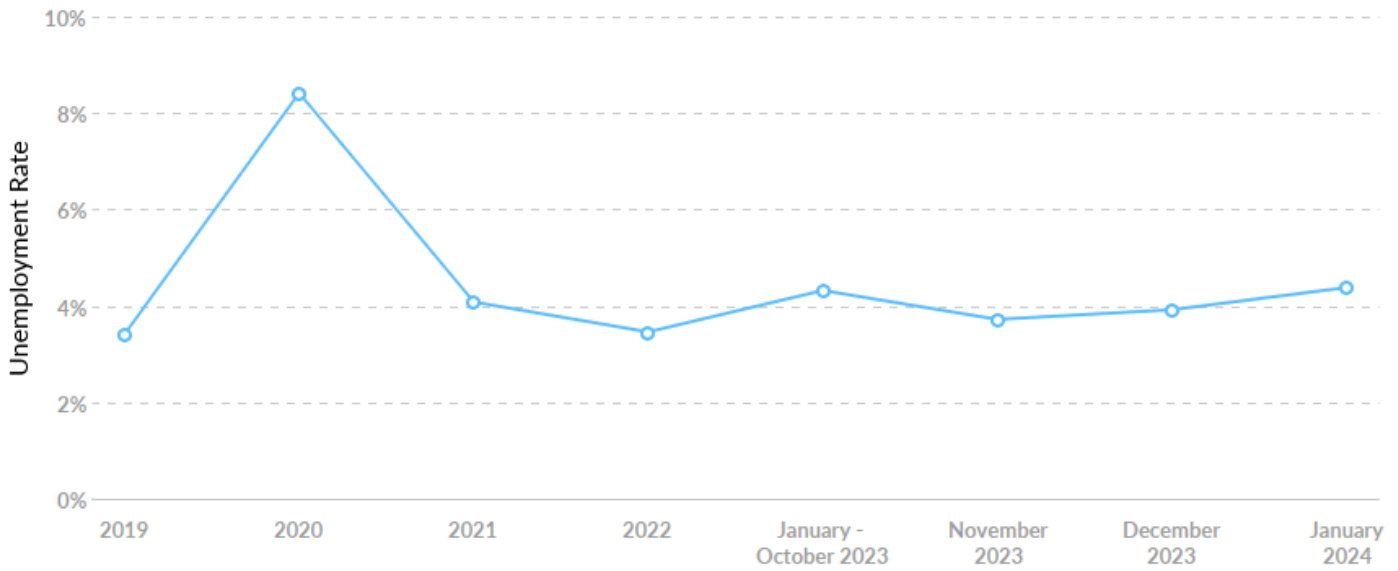
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.40%
2020	63.25%
2021	62.93%
2022	63.44%
January - October 2023	63.99%
November 2023	65.35%
December 2023	64.68%
January 2024	62.13%

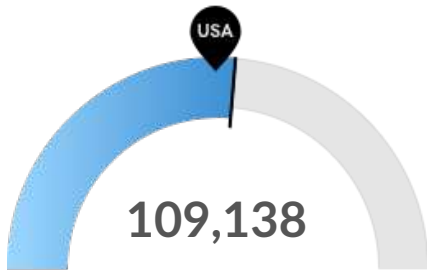
## Unemployment Rate Trends

Washoe County, NV had a January 2024 unemployment rate of 4.38%, **increasing from 3.41% 5 years before.**



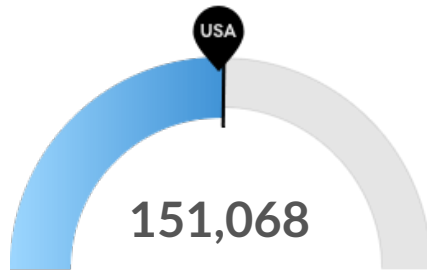
Timeframe	Unemployment Rate
2019	3.41%
2020	8.41%
2021	4.08%
2022	3.46%
January - October 2023	4.32%
November 2023	3.72%
December 2023	3.92%
January 2024	4.38%

## Population Characteristics



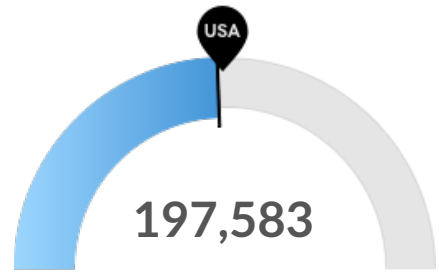
**Millennials**

Washoe County, NV has 109,138 millennials (ages 25-39). The national average for an area this size is 101,006.



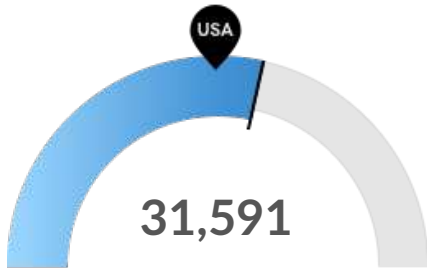
**Retiring Soon**

Retirement risk is about average in Washoe County, NV. The national average for an area this size is 148,866 people 55 or older, while there are 151,068 here.



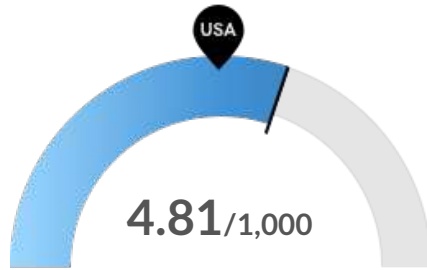
**Racial Diversity**

Racial diversity is about average in Washoe County, NV. The national average for an area this size is 204,282 racially diverse people, while there are 197,583 here.



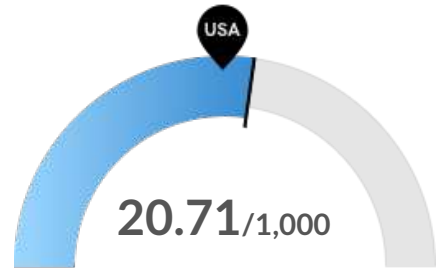
**Veterans**

Washoe County, NV has 31,591 veterans. The national average for an area this size is 25,949.



**Violent Crime**

Washoe County, NV has 4.81 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

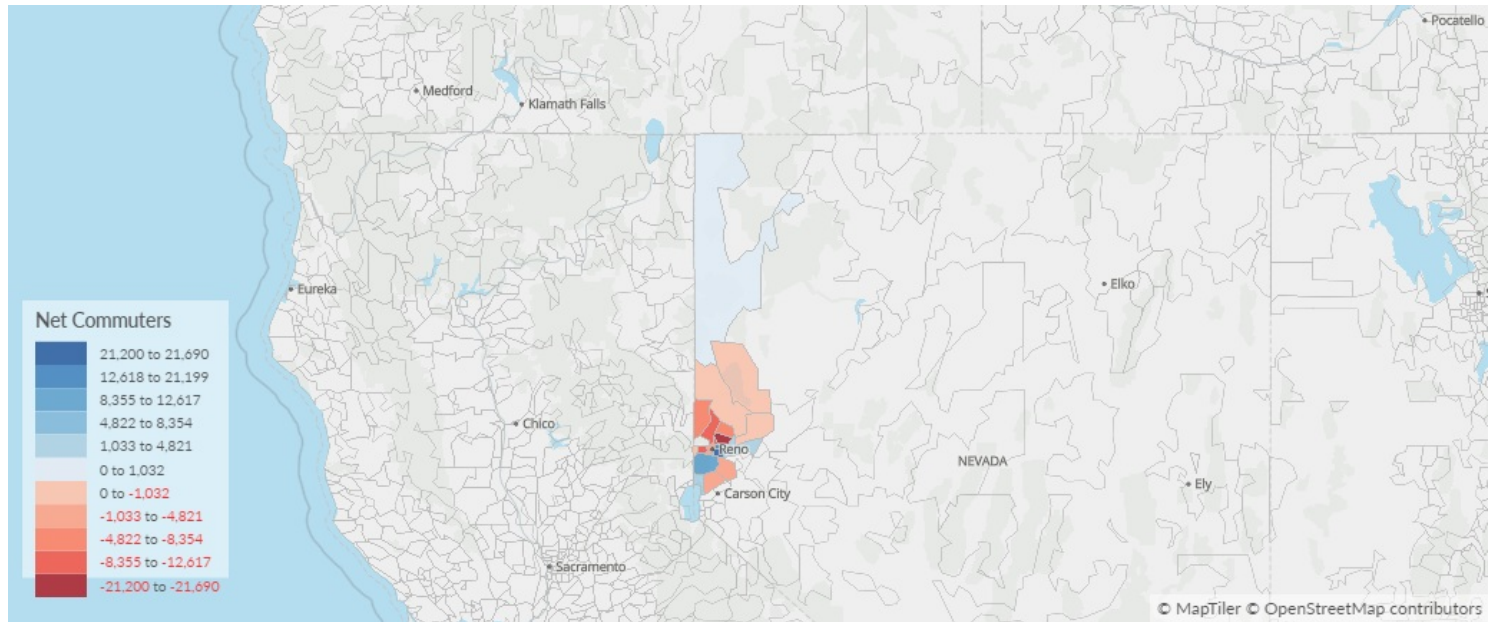


**Property Crime**

Washoe County, NV has 20.71 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 Washoe County, NV currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 89436.



### Where Talent Works

ZIP	Name	2023 Employment
89502	Reno, NV (in Washoe co...	48,411
89431	Sparks, NV (in Washoe ...	36,045
89511	Reno, NV (in Washoe co...	25,840
89521	Reno, NV (in Washoe co...	20,562
89434	Sparks, NV (in Washoe ...	17,909

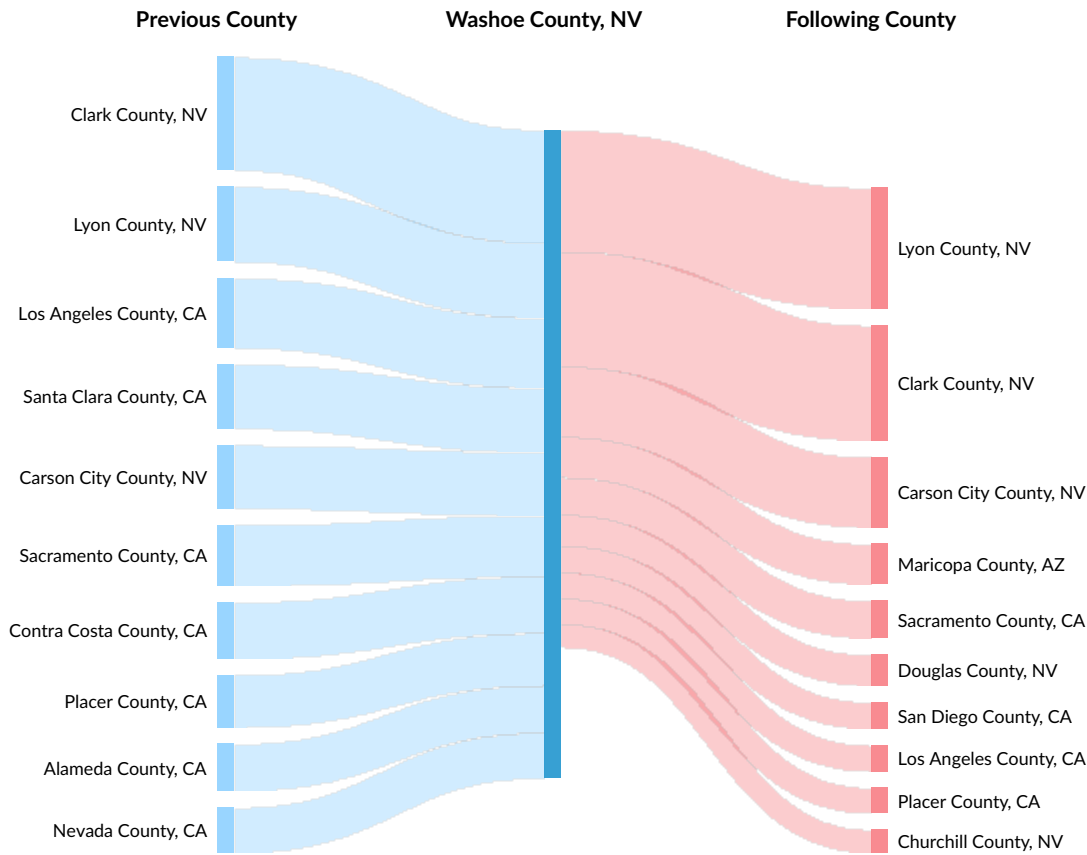
### Where Talent Lives

ZIP	Name	2023 Workers
89436	Sparks, NV (in Washoe ...	27,411
89502	Reno, NV (in Washoe co...	26,721
89431	Sparks, NV (in Washoe ...	23,236
89521	Reno, NV (in Washoe co...	22,922
89506	Reno, NV (in Washoe co...	22,541

# Inbound and Outbound Migration

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

As of 2021, 1,291 people have migrated from Clark County, NV to Washoe County, NV. In the same year, 1,386 people left Washoe County, NV migrating to Lyon County, NV. The total Net Migration for Washoe County, NV in 2021 was 1,849.



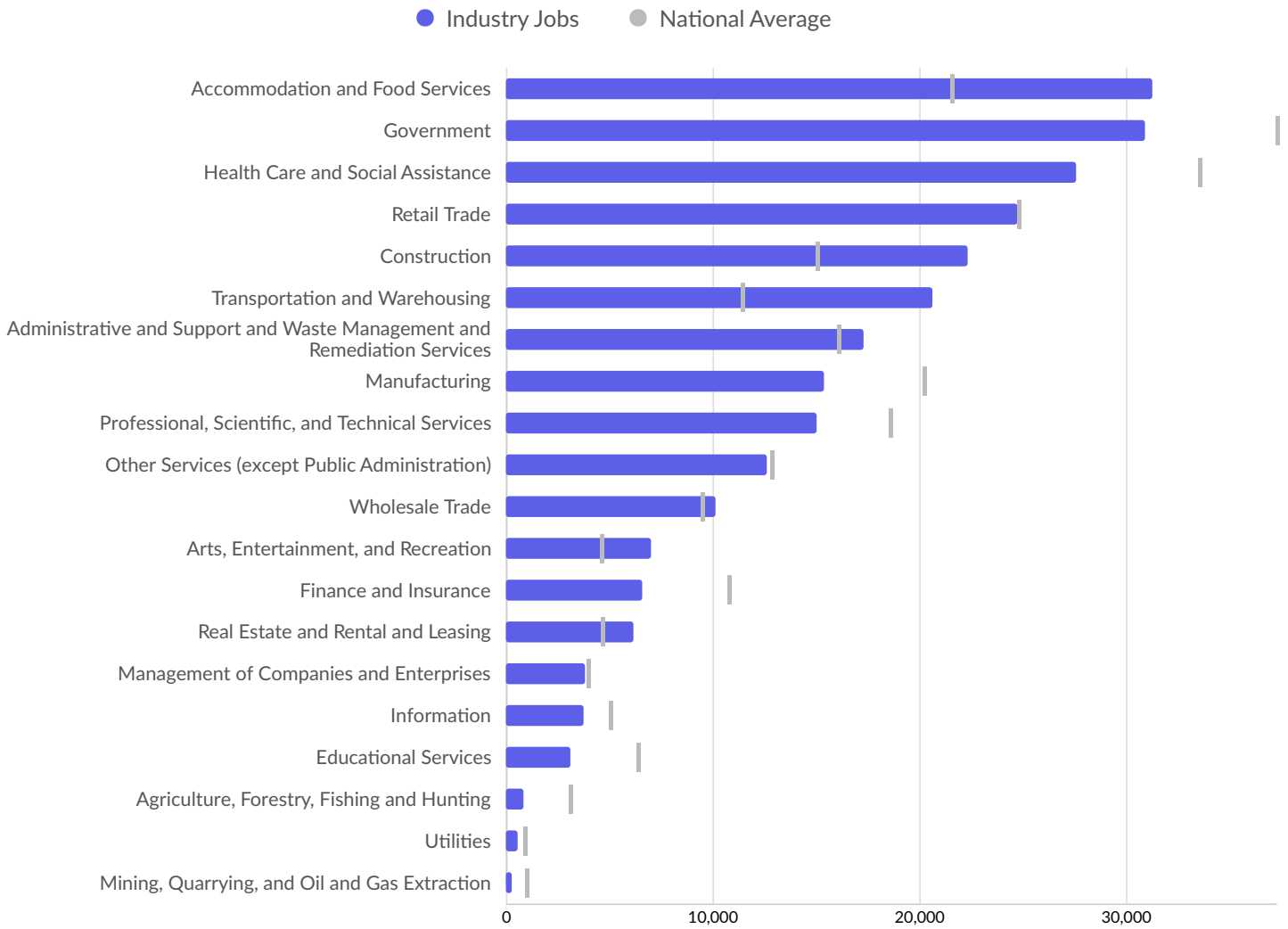
Top Previous Counties	Migrations
Clark County, NV	1,291
Lyon County, NV	856
Los Angeles County, CA	798
Santa Clara County, CA	735
Carson City County, NV	724
Sacramento County, CA	695



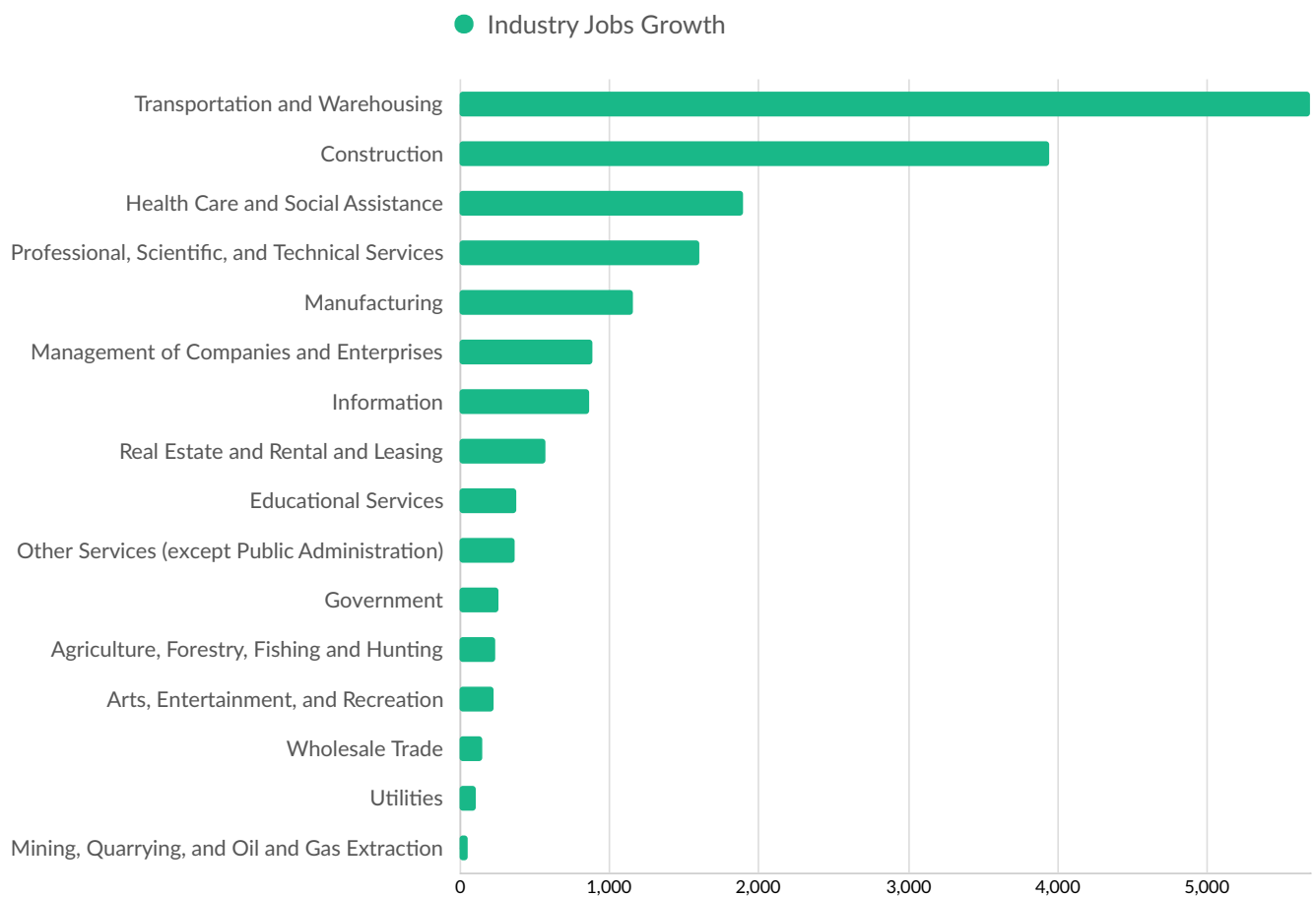
Top Previous Counties	Migrations
Contra Costa County, CA	645
Placer County, CA	597
Alameda County, CA	540
Nevada County, CA	518
San Diego County, CA	434
Douglas County, NV	404
Orange County, CA	379
San Mateo County, CA	356
Maricopa County, AZ	334
Top Following Counties	Migrations
Lyon County, NV	1,386
Clark County, NV	1,315
Carson City County, NV	804
Maricopa County, AZ	460
Sacramento County, CA	429
Douglas County, NV	354
San Diego County, CA	305
Los Angeles County, CA	297
Placer County, CA	290
Churchill County, NV	266
Santa Clara County, CA	200
King County, WA	195
Elko County, NV	189
Storey County, NV	187
Alameda County, CA	185

# Industry Characteristics

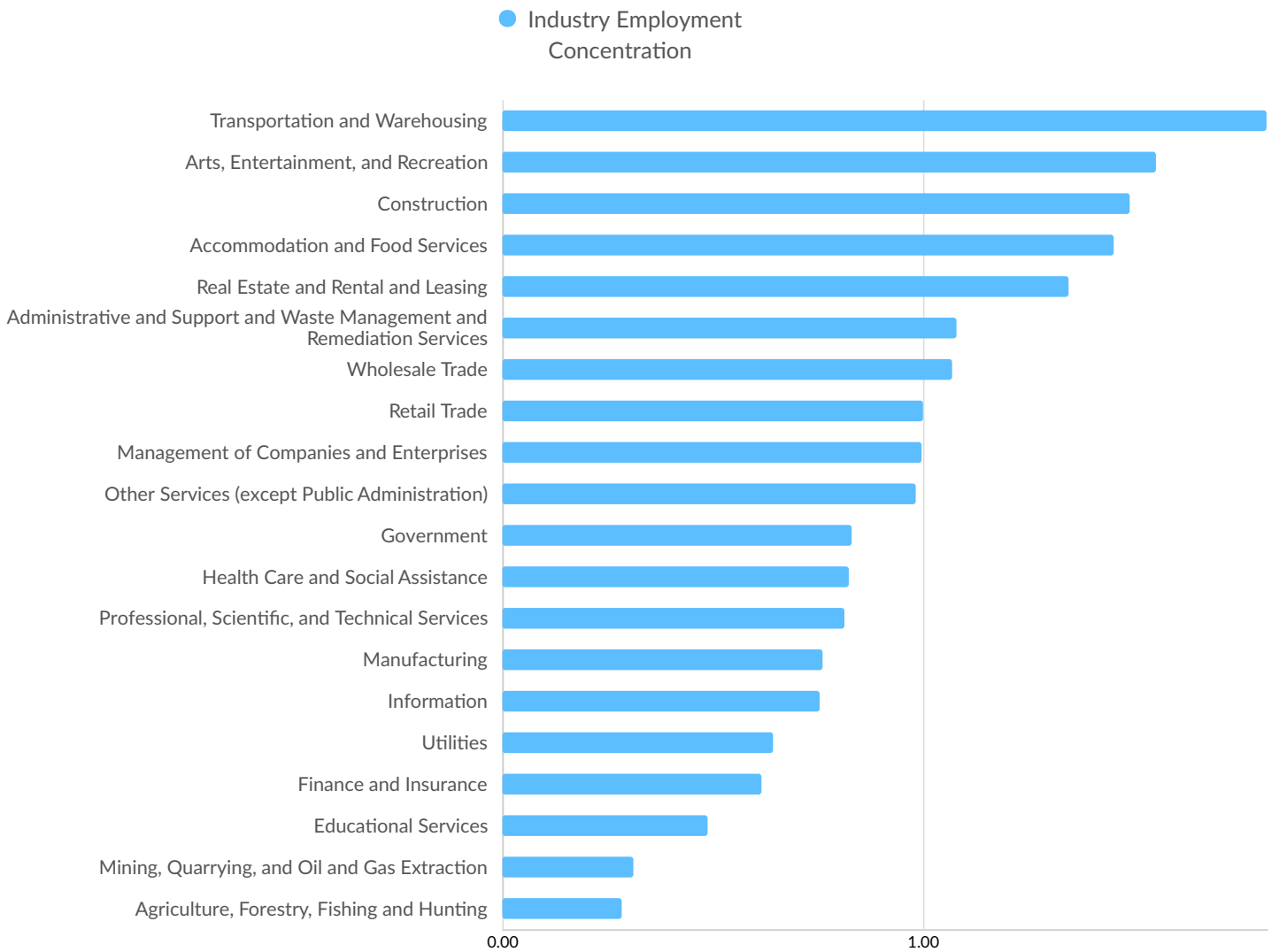
## Largest Industries



## Top Growing Industries



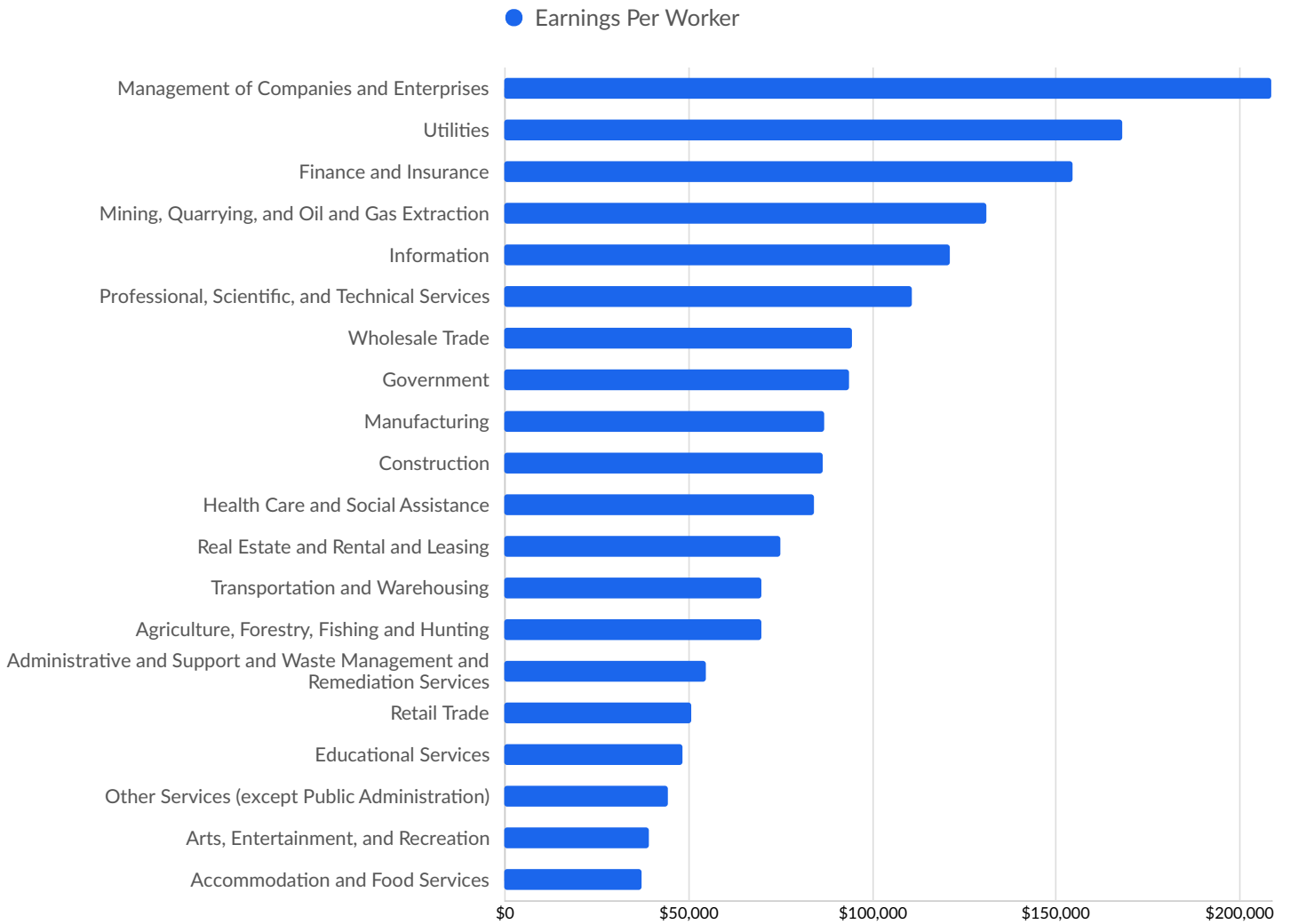
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



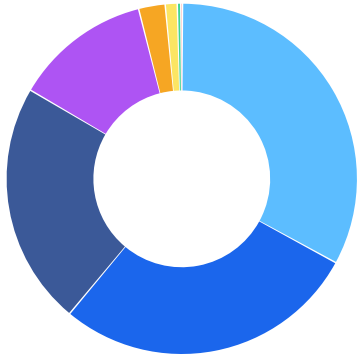
## Business Characteristics

### 45,401 Companies Employ Your Workers

Online profiles for your workers mention 45,401 companies as employers, with the top 10 appearing below. In the last 12 months, 7,351 companies in Washoe County, NV posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Nevada	4,701 	Renown Health	1,169 
Renown Health	3,035 	University of Nevada	1,020 
Washoe County School District	2,909 	Tesla	1,019 
Tesla	2,302 	Northern Nevada Medical Center	888 
State of Nevada	1,602 	Washoe County School District	850 
International Game Technology	1,348 	Grand Sierra Resort and Casino	733 
Panasonic	989 	Caesars Entertainment	729 
Truckee Meadows Community C...	829 	Panasonic	488 
Walmart	818 	Universal Health Services	488 
Wcsd	690 	Atlantis Casino Resort Spa	422 

## Business Size



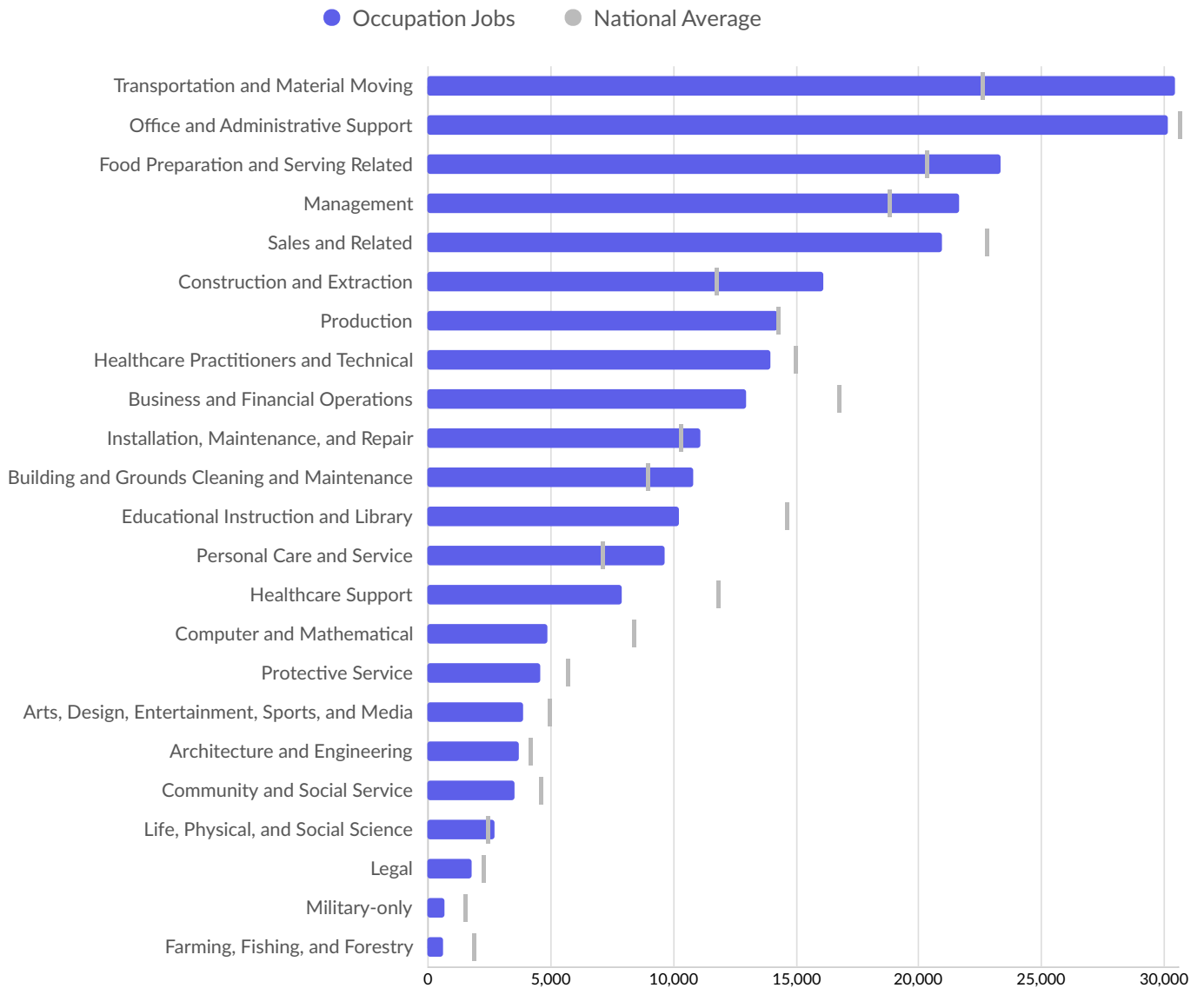
	Percentage	Business Count
● 1 to 4 employees	32.9%	5,722
● 5 to 9 employees	28.1%	4,895
● 10 to 19 employees	22.4%	3,898
● 20 to 49 employees	12.6%	2,194
● 50 to 99 employees	2.4%	426
● 100 to 249 employees	1.1%	192
● 250 to 499 employees	0.3%	56
● 500+ employees	0.2%	28

\*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.

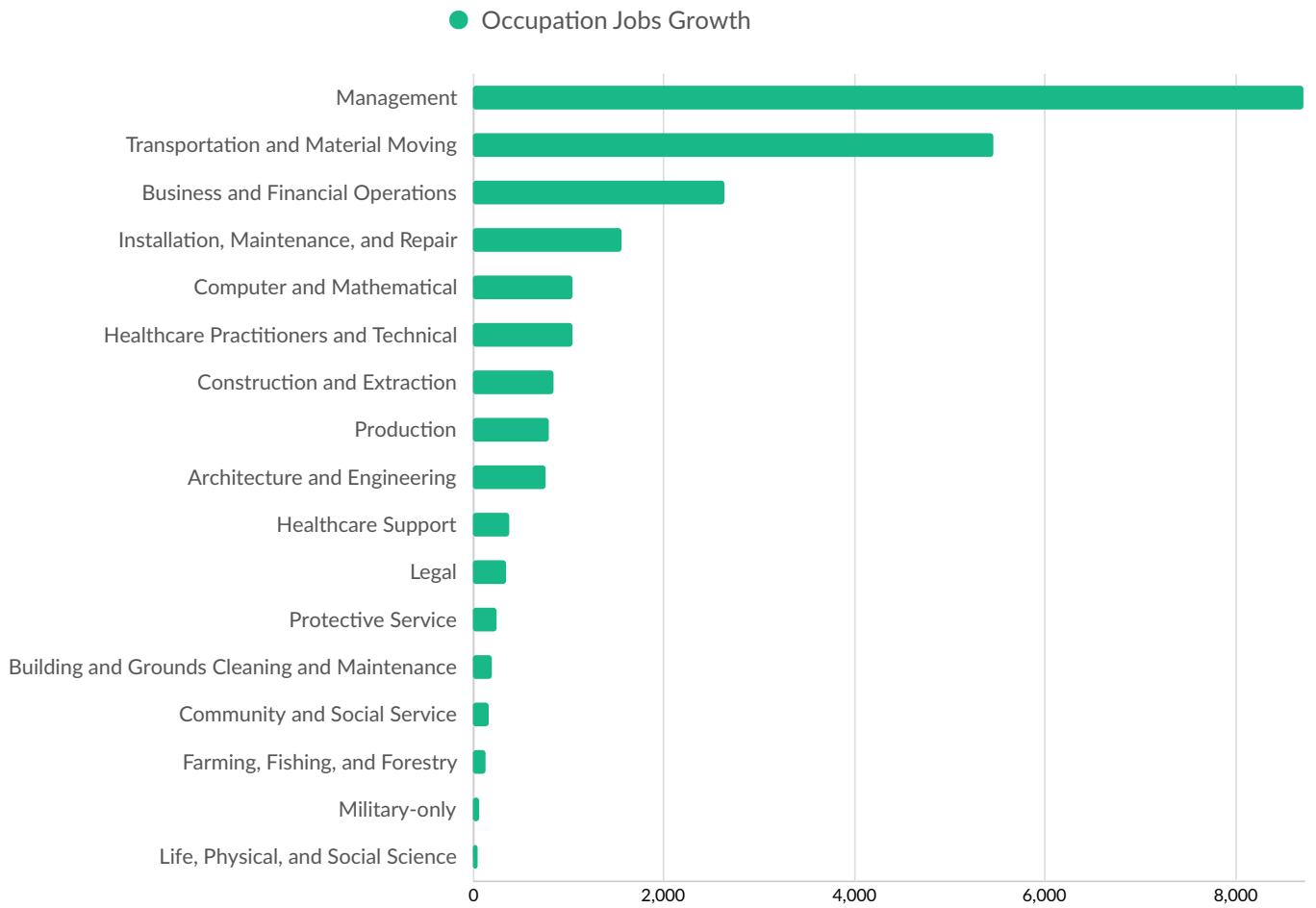


# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations



## Top Occupation Employment Concentration

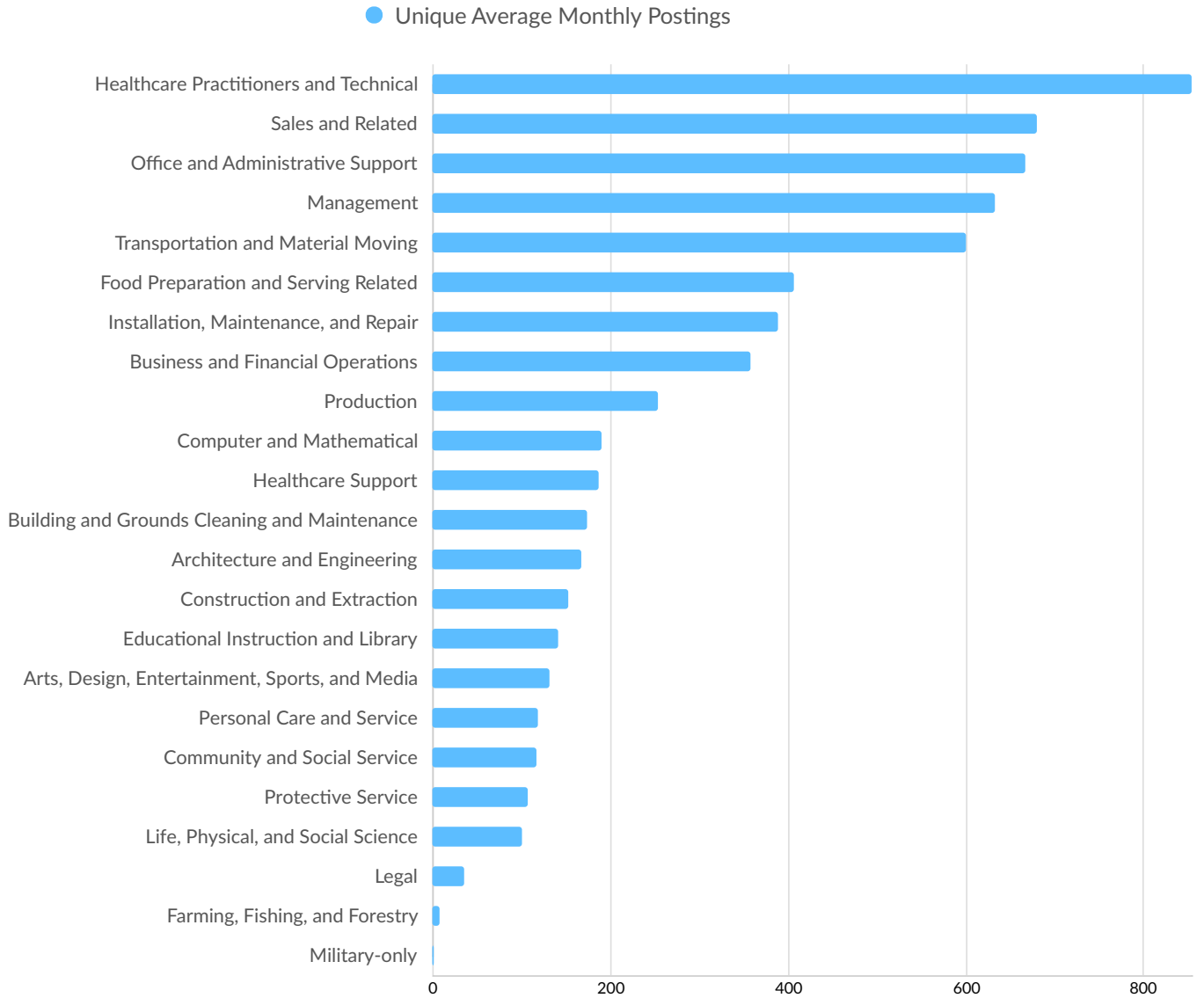
● Occupation Employment Concentration



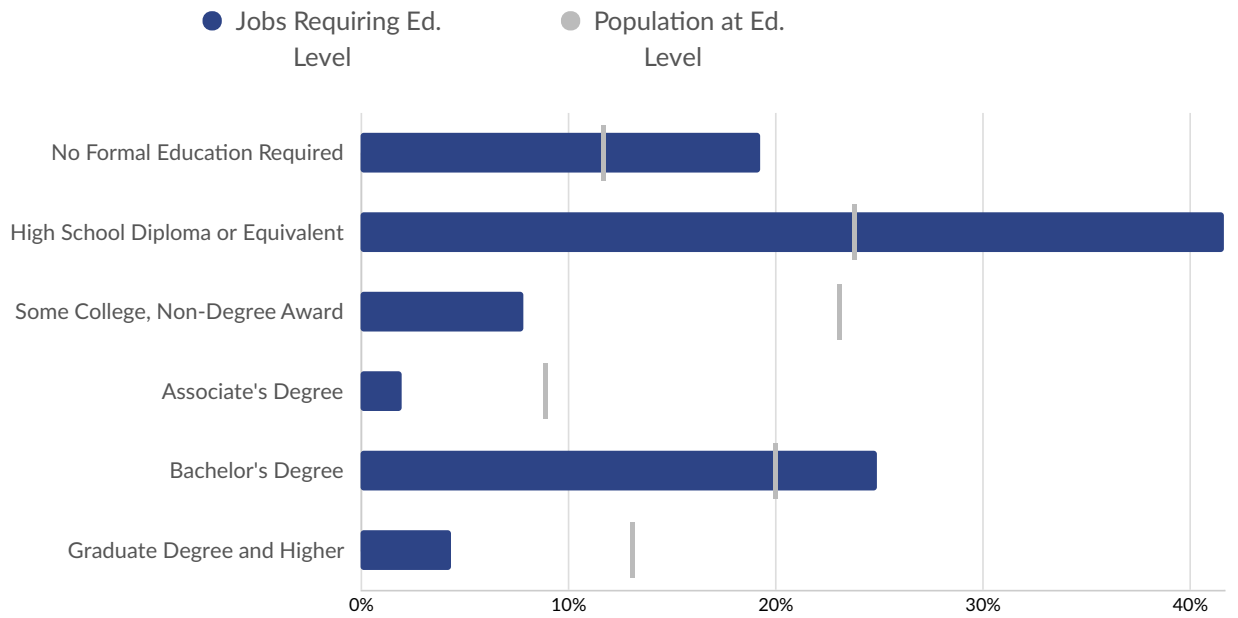
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



# Educational Pipeline

In 2022, there were 9,152 graduates in Washoe County, NV. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Science Technologies/Technicians, Other" (Associate's), "Health and Wellness, General" (Bachelor's), and "Liberal Arts and Sciences/Liberal Studies" (Associate's).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
University of Nevada-Reno	5,245	
Truckee Meadows Community College	2,717	
Career College of Northern Nevada	212	
Sierra Nevada University (not current)	204	
Carrington College-Reno	189	
Milan Institute of Cosmetology-Reno	186	
Paul Mitchell the School-Reno	163	
International Academy of Style	147	
Milan Institute-Sparks	89	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

## In-Demand Skills

