



Washoe County, NV



GOED

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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 County

32031 Washoe County, 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

507,046

Population (2023)

Population **grew by 42,453** over the last 5 years and is projected to **grow by 48,527** over the next 5 years.

262,918

Total Regional Employment

Jobs **grew by 18,746** over the last 5 years and are projected to **grow by 15,172** over the next 5 years.

\$74.3K

Median Household Income (2022)

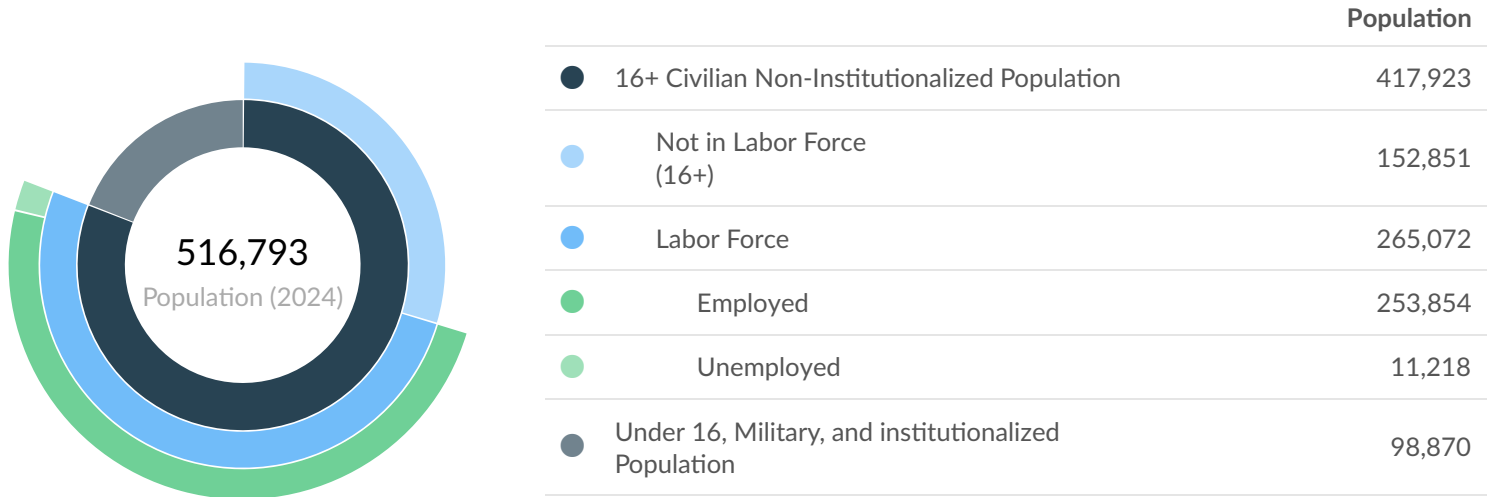
Median household income is **\$5.3K above** the national median household income of \$69.0K.

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 48,527.
- From 2018 to 2023, jobs **increased by 7.7%** in Washoe County, NV from 244,172 to **262,918**. This change **outpaced the national growth rate of 3.9% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 64.2% to 65.1% between 2018 and 2023**.
- Concerning educational attainment, **19.7% of Washoe County, NV residents possess a Bachelor's Degree** (1.5% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Traveler Accommodation, and Warehousing and Storage.

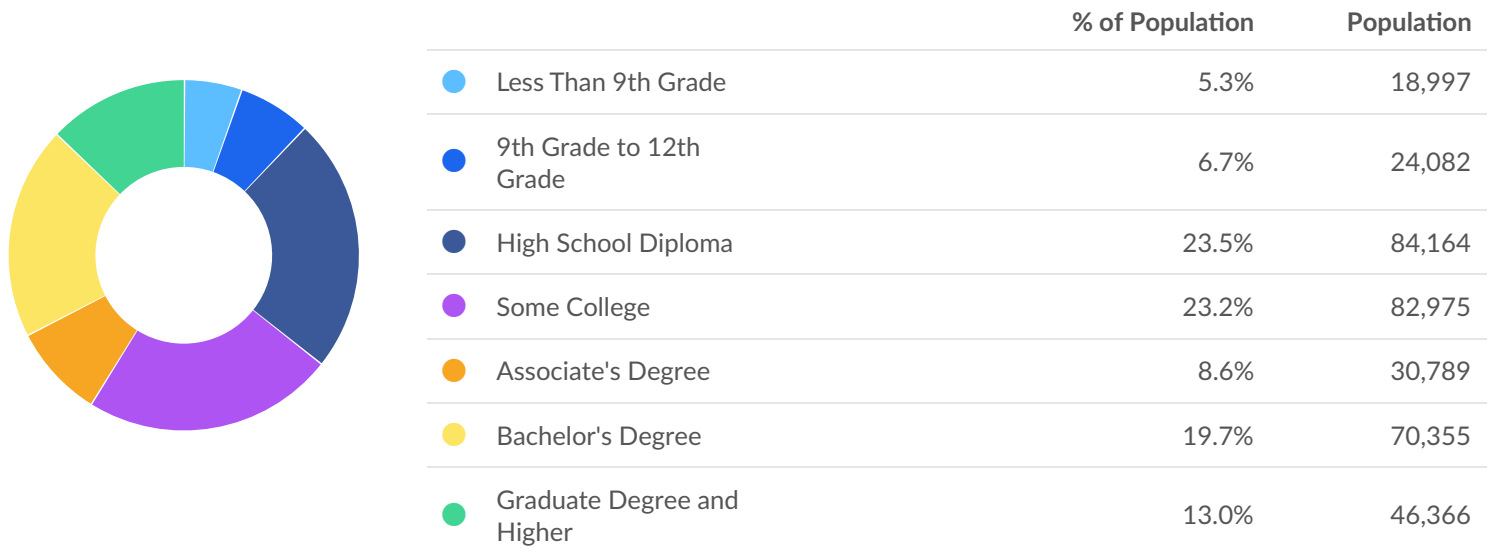
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	516,793	265,072	262,918	112.6	\$37.28B	\$35.69B	\$33.37B
State	3,239,829	1,617,785	1,679,182	112.2	\$231.63B	\$197.33B	\$223.19B

Feb 2024 Labor Force Breakdown



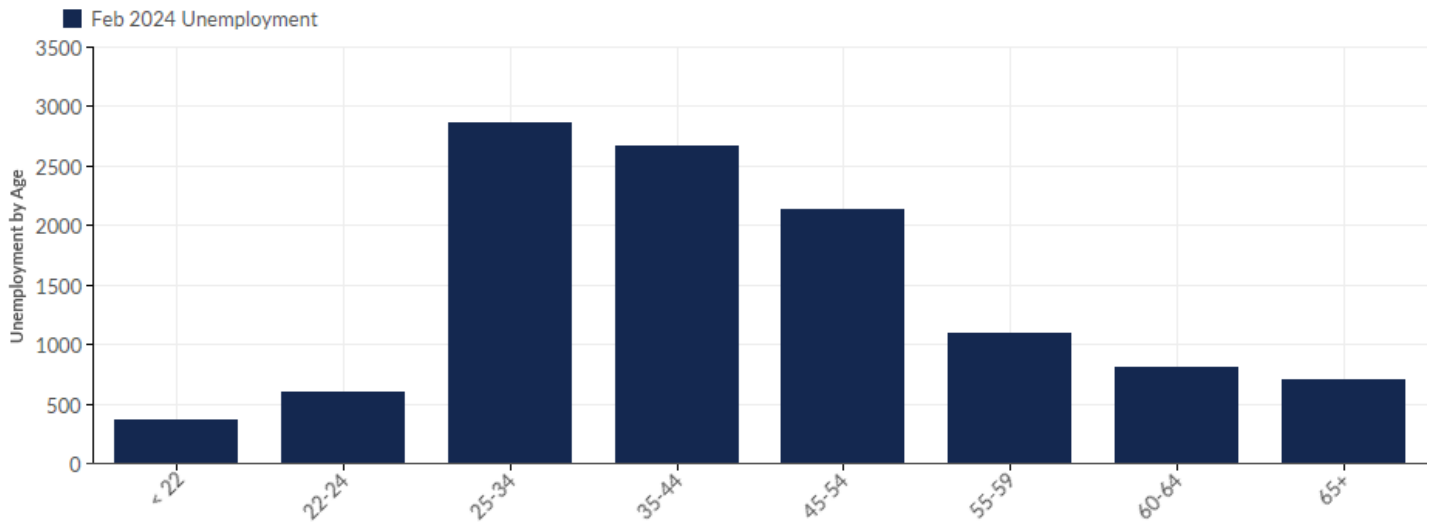
Educational Attainment

Concerning educational attainment, **19.7% of Washoe County, NV residents possess a Bachelor's Degree** (1.5% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).



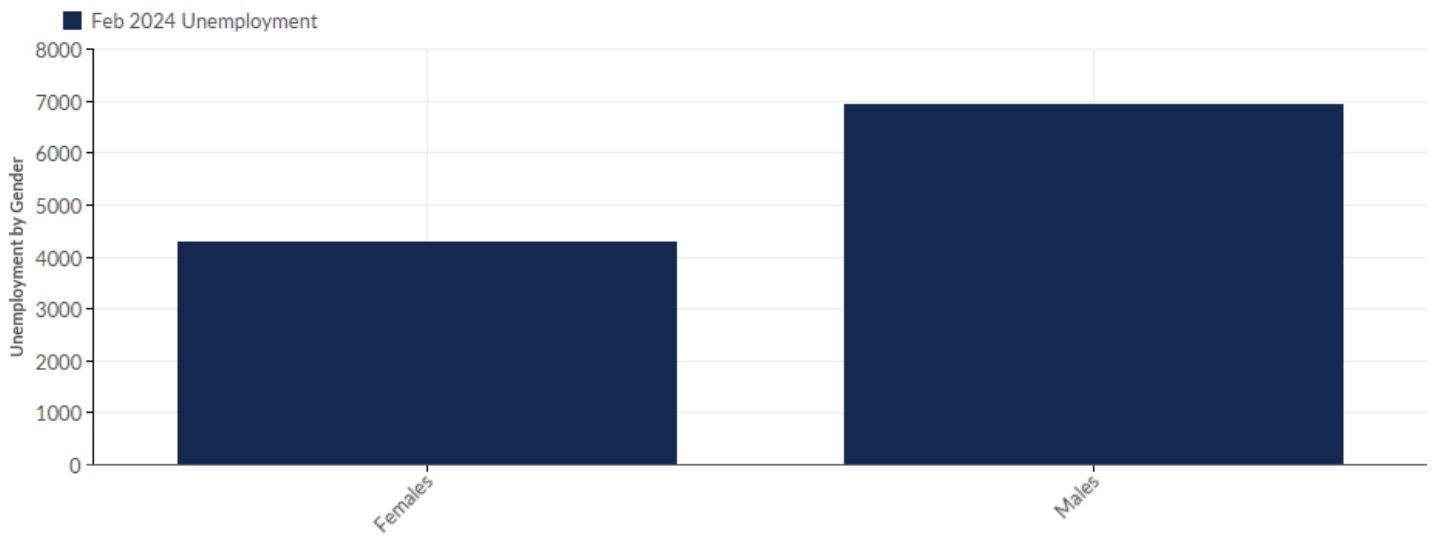
Unemployment by Demographics

Unemployment by Age



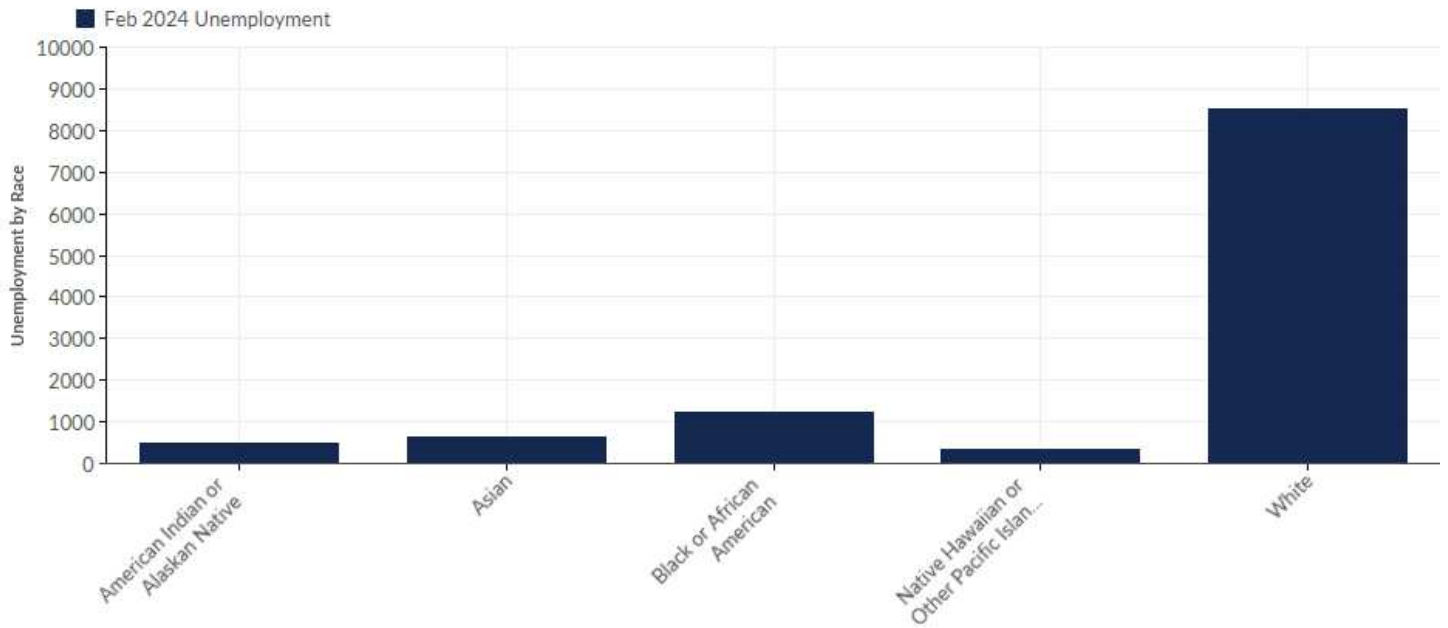
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	359	3.20%
22-24	596	5.31%
25-34	2,860	25.49%
35-44	2,671	23.81%
45-54	2,130	18.99%
55-59	1,091	9.73%
60-64	813	7.25%
65+	699	6.23%
Total	11,218	100.00%

Unemployment by Gender



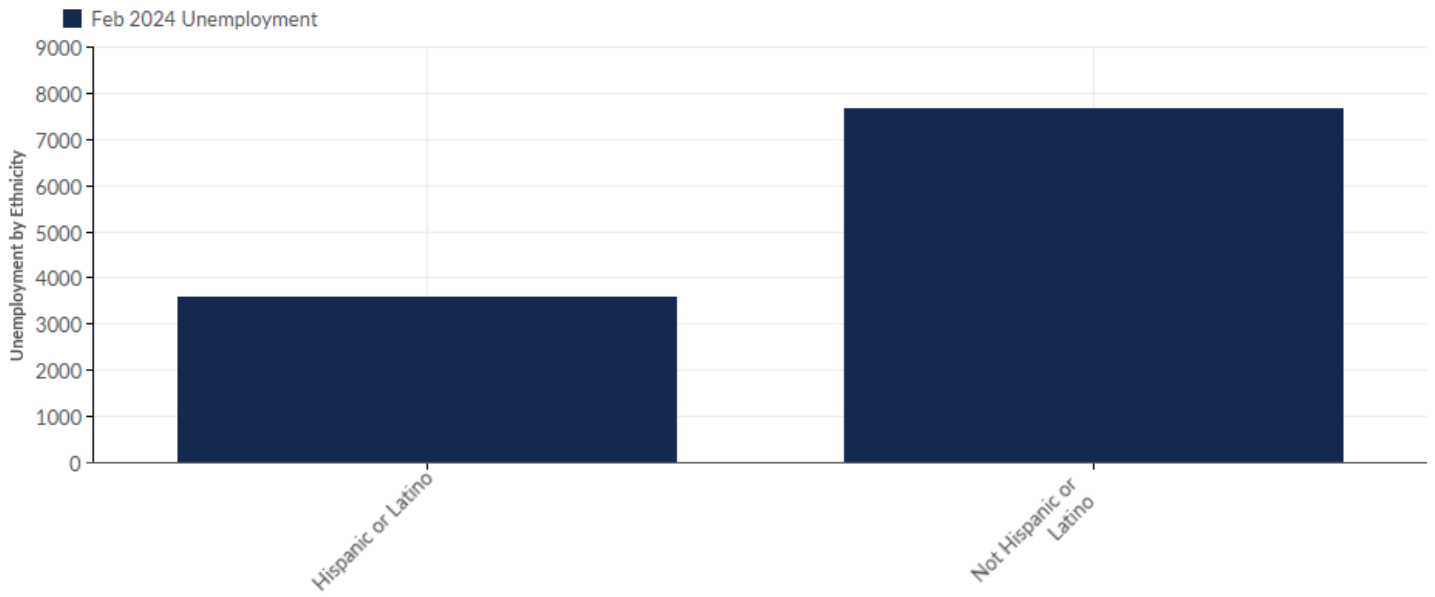
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	4,296	38.30%
Males	6,922	61.70%
Total	11,218	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	488	4.35%
Asian	644	5.74%
Black or African American	1,243	11.08%
Native Hawaiian or Other Pacific Islander	343	3.06%
White	8,501	75.78%
Total	11,218	100.00%

Unemployment by Ethnicity

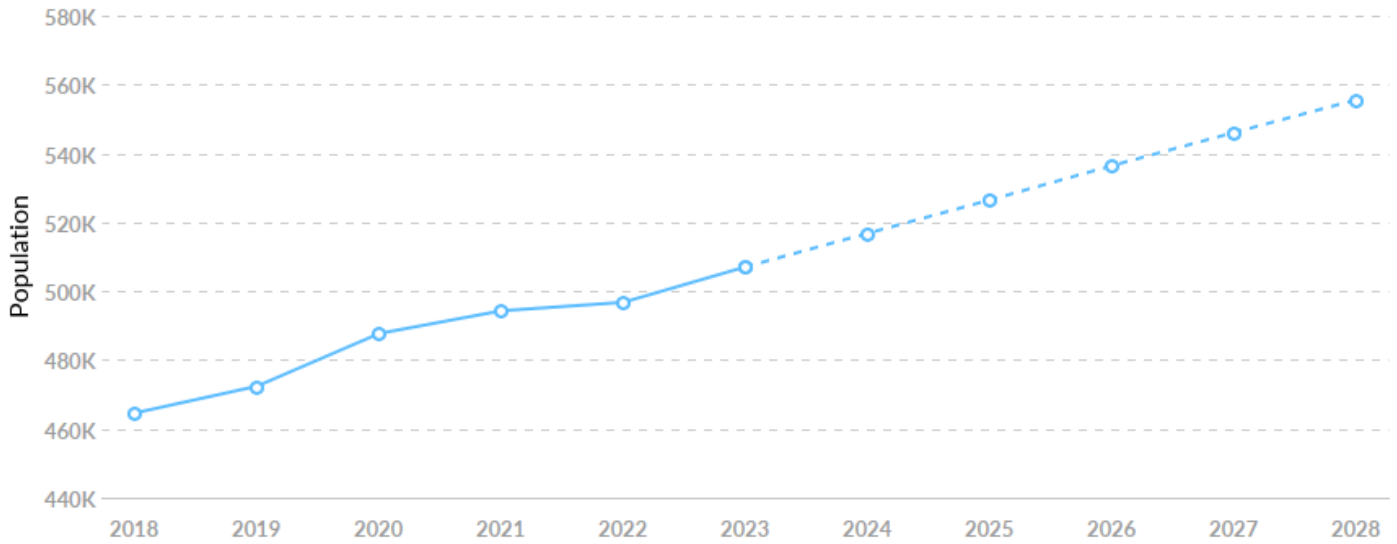


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	3,570	31.82%
Not Hispanic or Latino	7,648	68.18%
Total	11,218	100.00%

Historic & Projected Trends

Population Trends

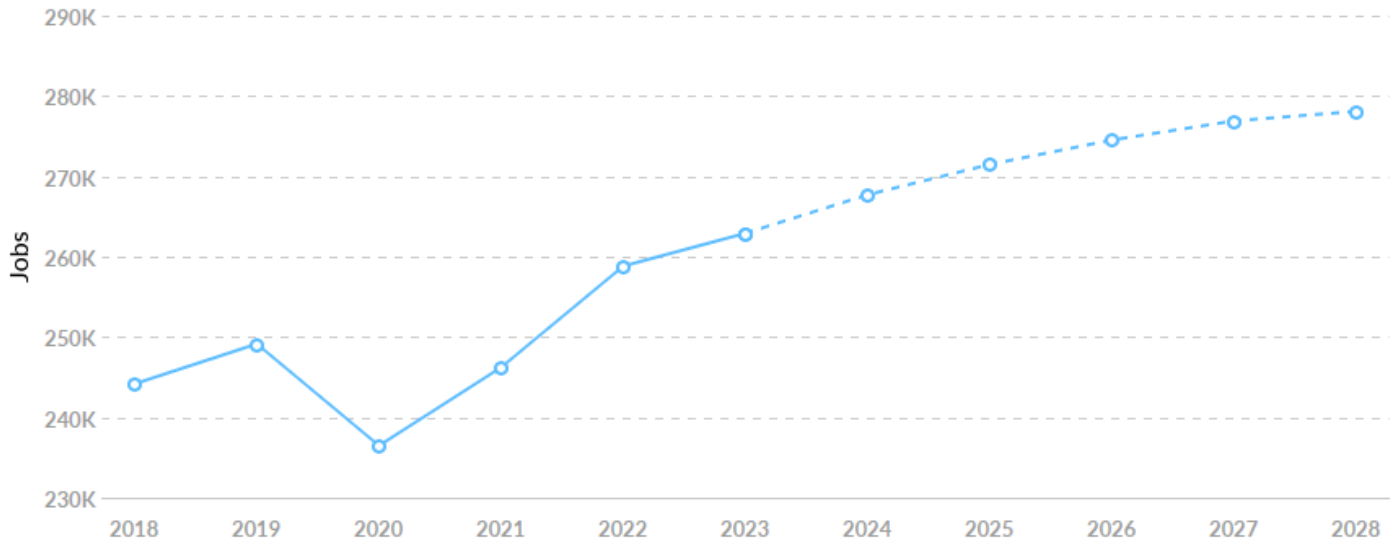
As of 2023 the region's population increased by 9.1% since 2018, growing by 42,453. Population is expected to increase by 9.6% between 2023 and 2028, adding 48,527.



Timeframe	Population
2018	464,593
2019	472,381
2020	487,674
2021	494,281
2022	496,745
2023	507,046
2024	516,793
2025	526,478
2026	536,434
2027	546,074
2028	555,572

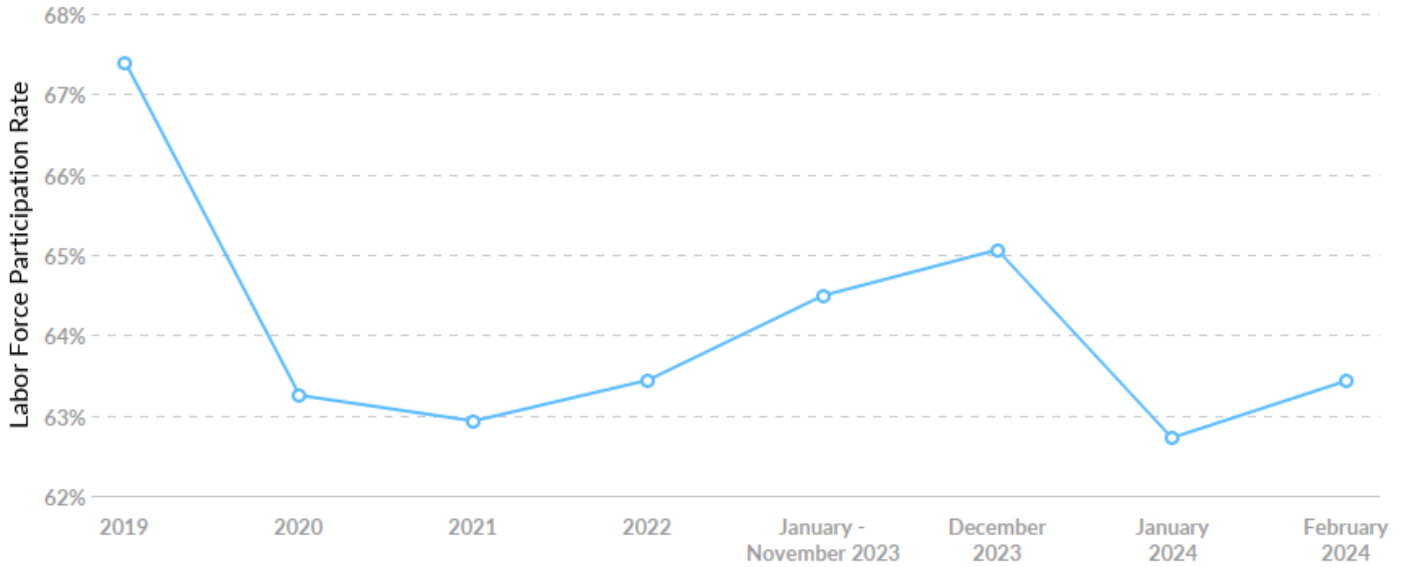
Job Trends

From 2018 to 2023, jobs increased by 7.7% in Washoe County, NV from 244,172 to **262,918**. This change **outpaced the national growth rate of 3.9% by 3.8%**.



Timeframe	Jobs
2018	244,172
2019	249,147
2020	236,481
2021	246,229
2022	258,831
2023	262,918
2024	267,711
2025	271,480
2026	274,525
2027	276,906
2028	278,090

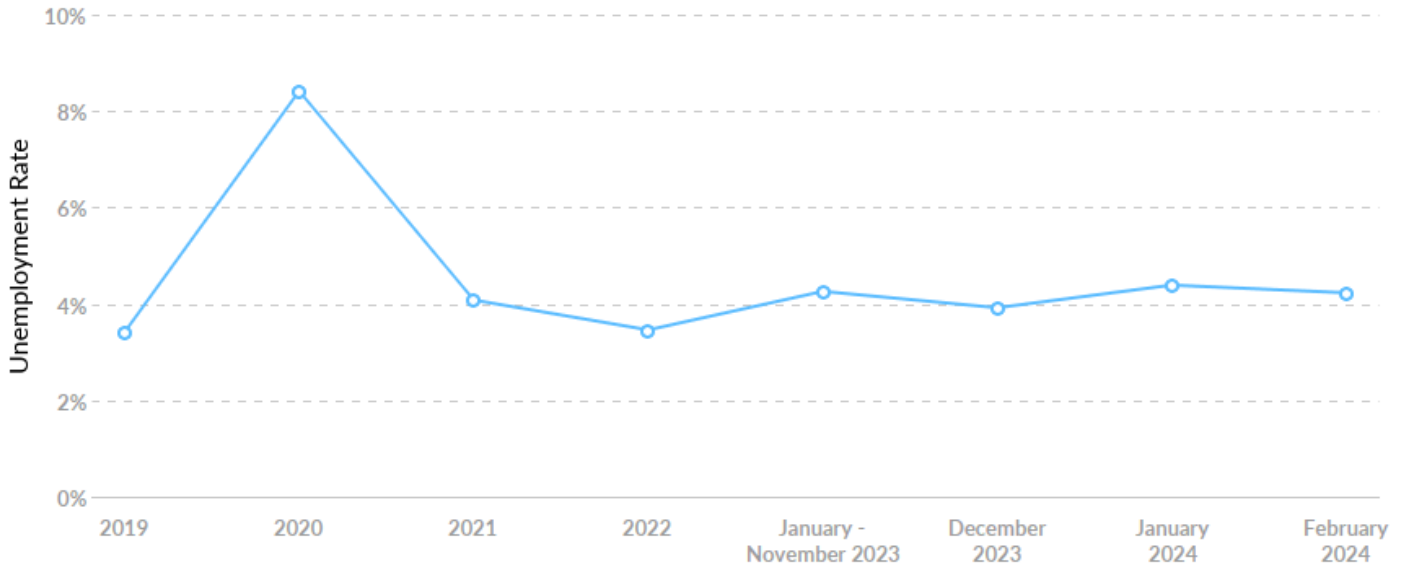
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.40%
2020	63.25%
2021	62.93%
2022	63.44%
January - November 2023	64.49%
December 2023	65.06%
January 2024	62.72%
February 2024	63.43%

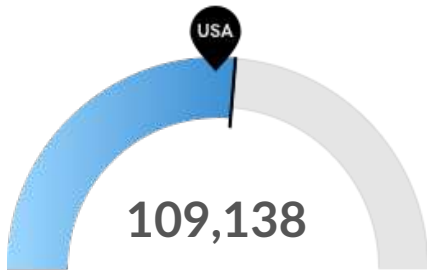
Unemployment Rate Trends

Washoe County, NV had a February 2024 unemployment rate of 4.23%, **increasing from 3.41%** 5 years before.



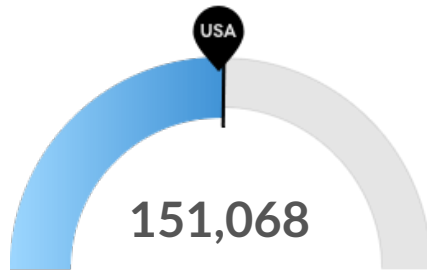
Timeframe	Unemployment Rate
2019	3.41%
2020	8.41%
2021	4.08%
2022	3.46%
January - November 2023	4.26%
December 2023	3.92%
January 2024	4.39%
February 2024	4.23%

Population Characteristics



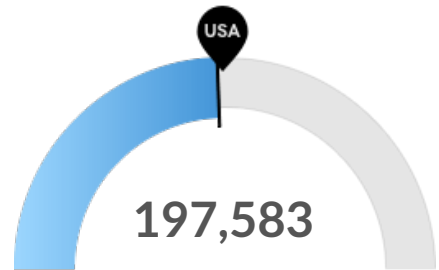
Millennials

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



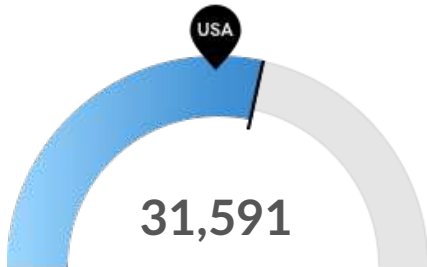
Retiring Soon

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.



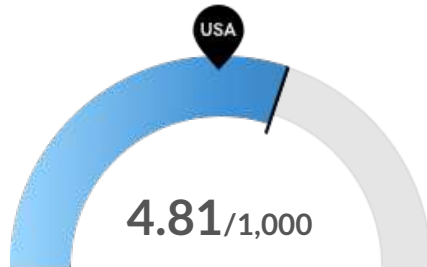
Racial Diversity

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.



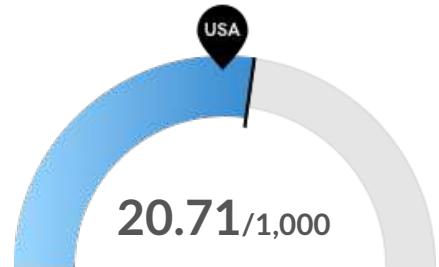
Veterans

Washoe County, NV has 31,591 veterans. The national average for an area this size is 25,980.



Violent Crime

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

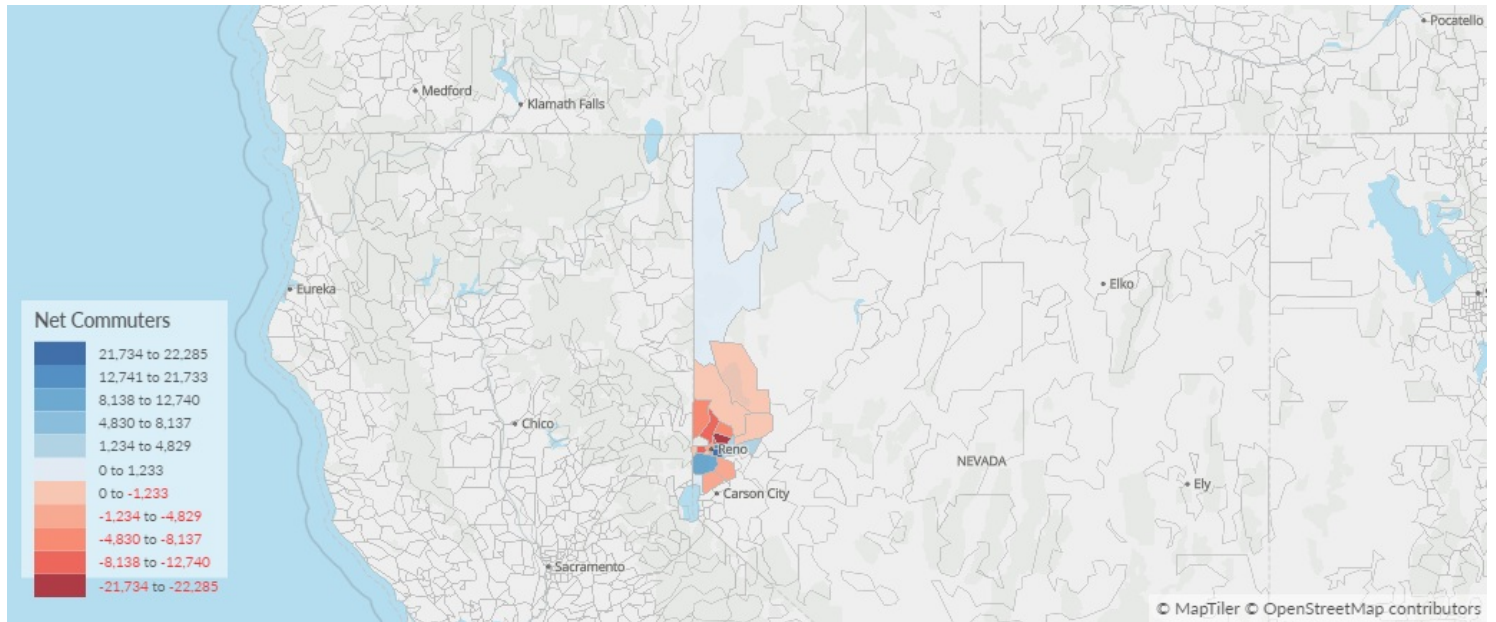


Property Crime

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...	48,544
89431	Sparks, NV (in Washoe ...	36,343
89511	Reno, NV (in Washoe co...	25,796
89521	Reno, NV (in Washoe co...	20,463
89434	Sparks, NV (in Washoe ...	17,986

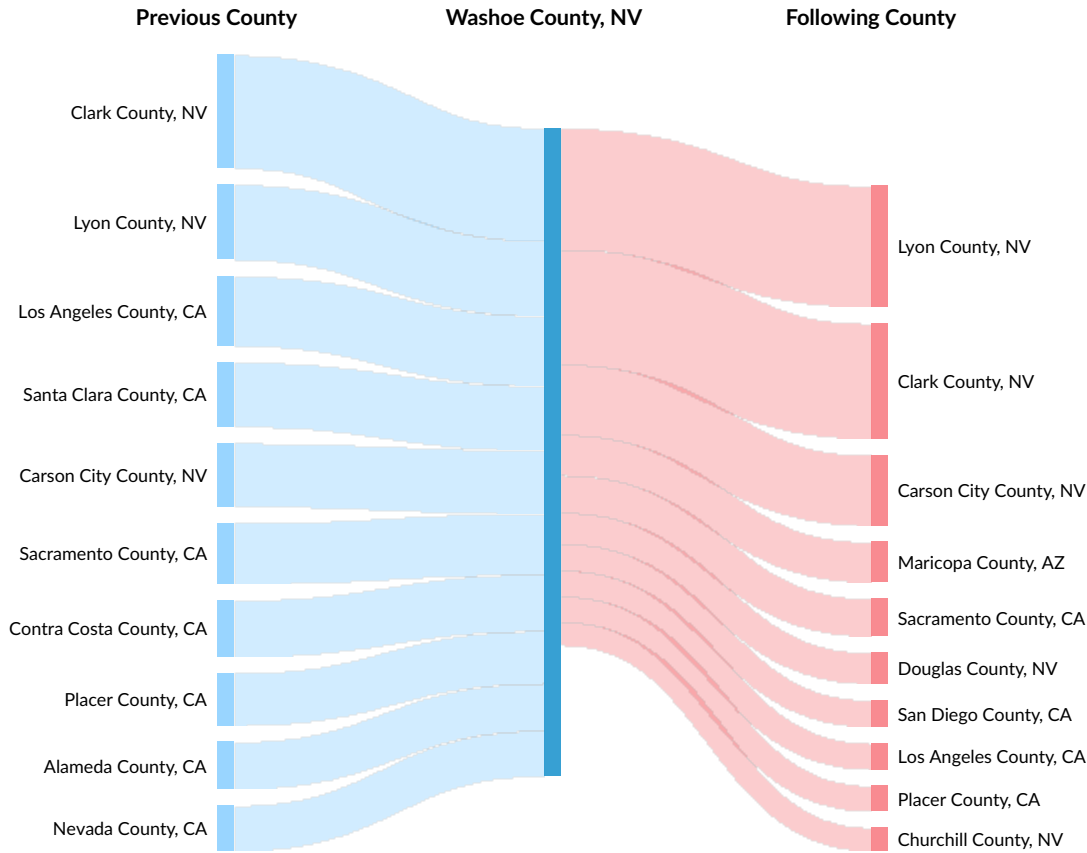
Where Talent Lives

ZIP	Name	2023 Workers
89436	Sparks, NV (in Washoe ...	27,879
89502	Reno, NV (in Washoe co...	26,259
89431	Sparks, NV (in Washoe ...	23,522
89521	Reno, NV (in Washoe co...	23,151
89506	Reno, NV (in Washoe co...	22,848

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.

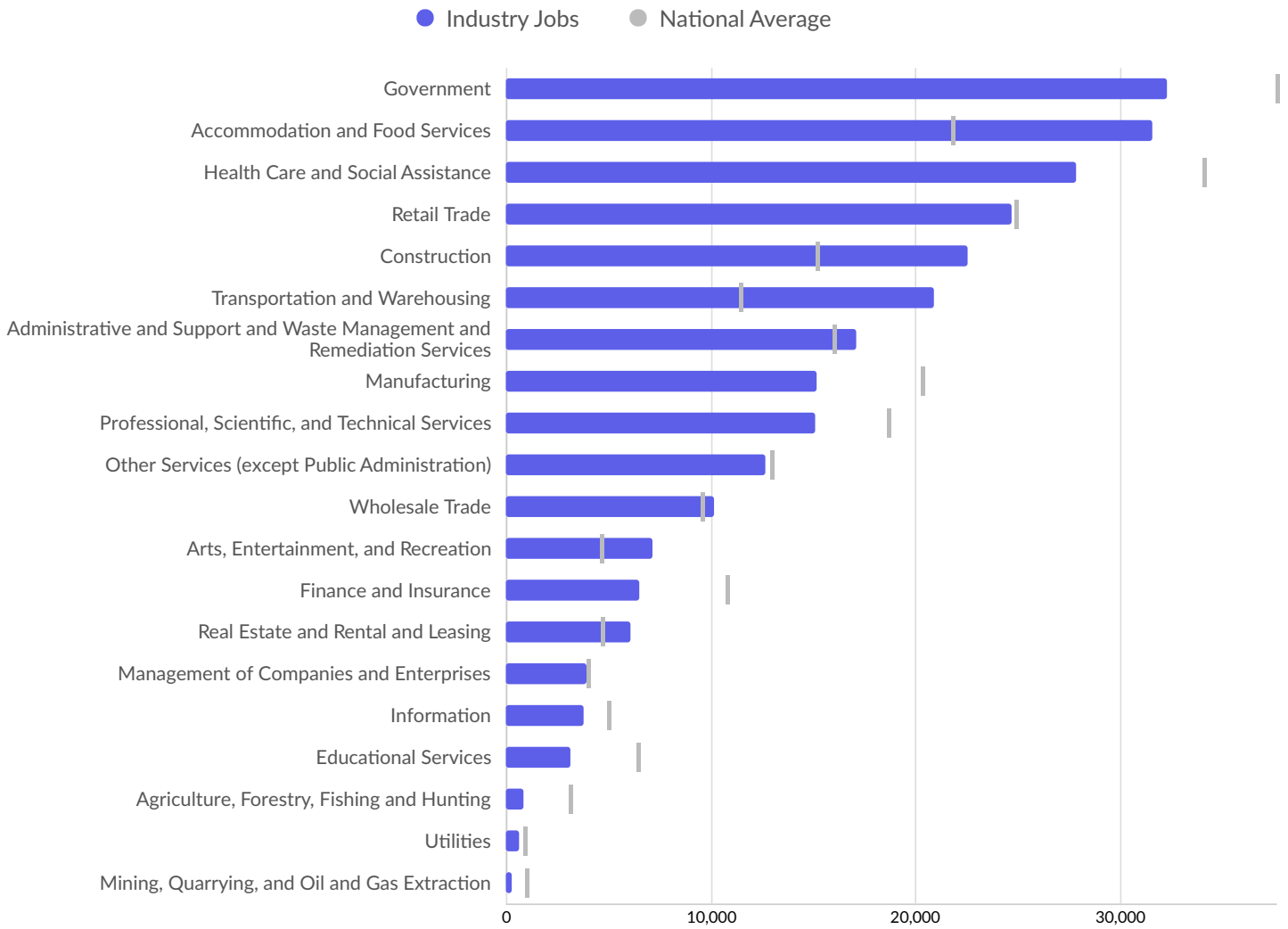


Top Previous Counties	Migrations
Clark County, NV	1,291
Lyon County, NV	856
Los Angeles County, CA	798
Santa Clara County, CA	735
Carson City County, NV	724
Sacramento County, CA	695

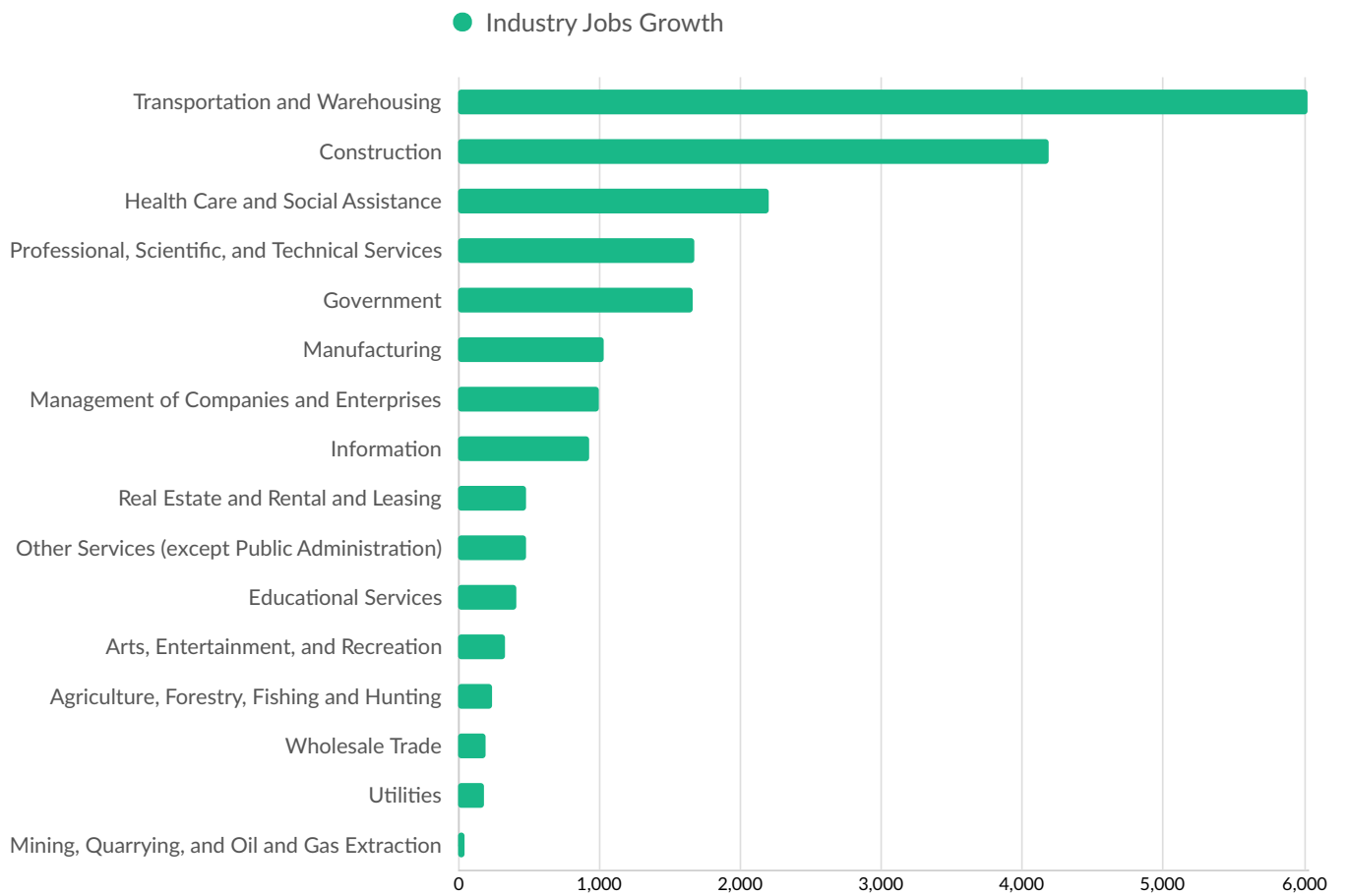
Top Previous Counties	Migrations
Contra Costa County, CA	645
Placer County, CA	597
Alameda County, CA	540
Nevada County, CA	518
San Diego County, CA	434
Douglas County, NV	404
Orange County, CA	379
San Mateo County, CA	356
Maricopa County, AZ	334
Top Following Counties	Migrations
Lyon County, NV	1,386
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

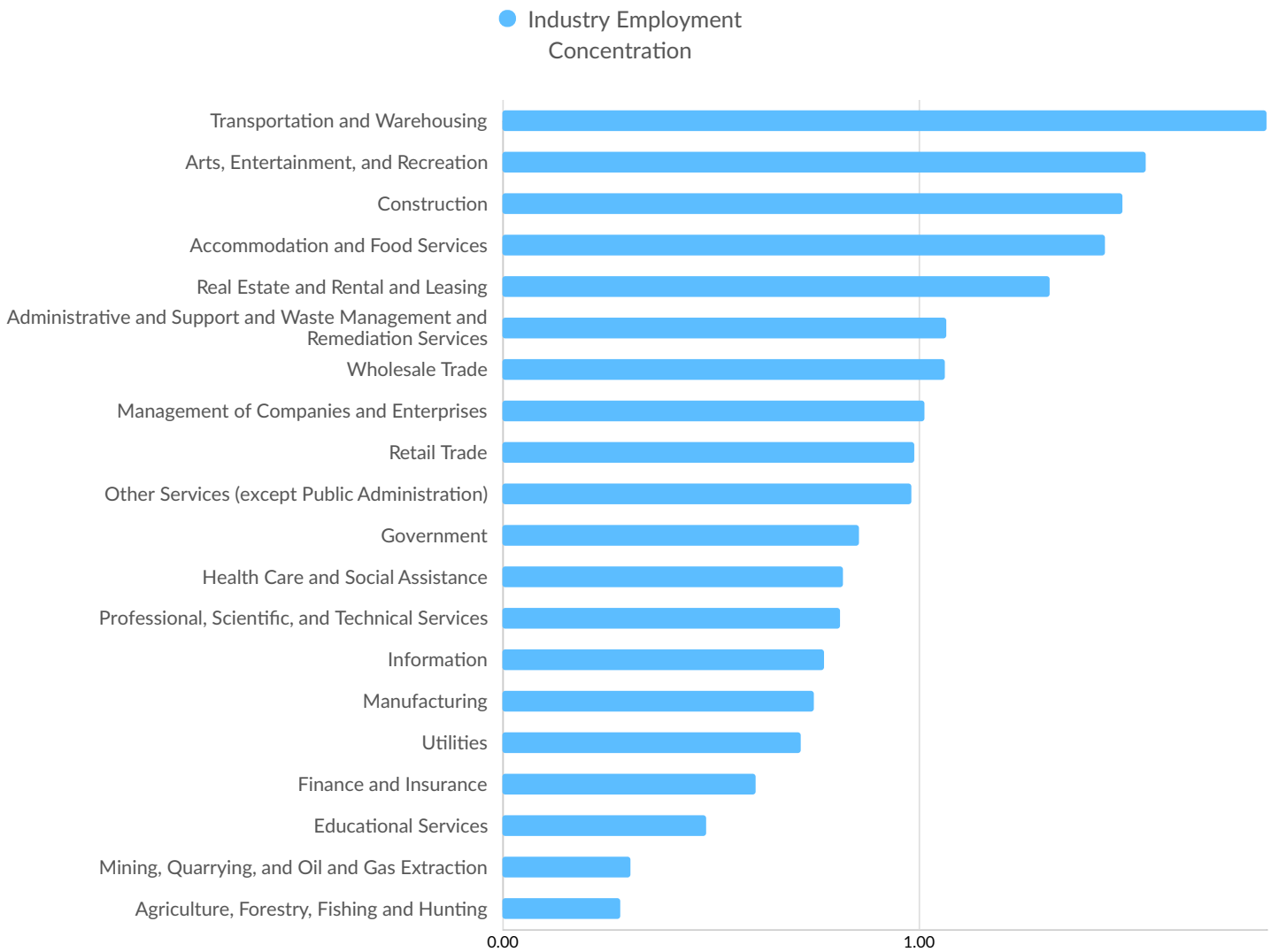
Largest Industries



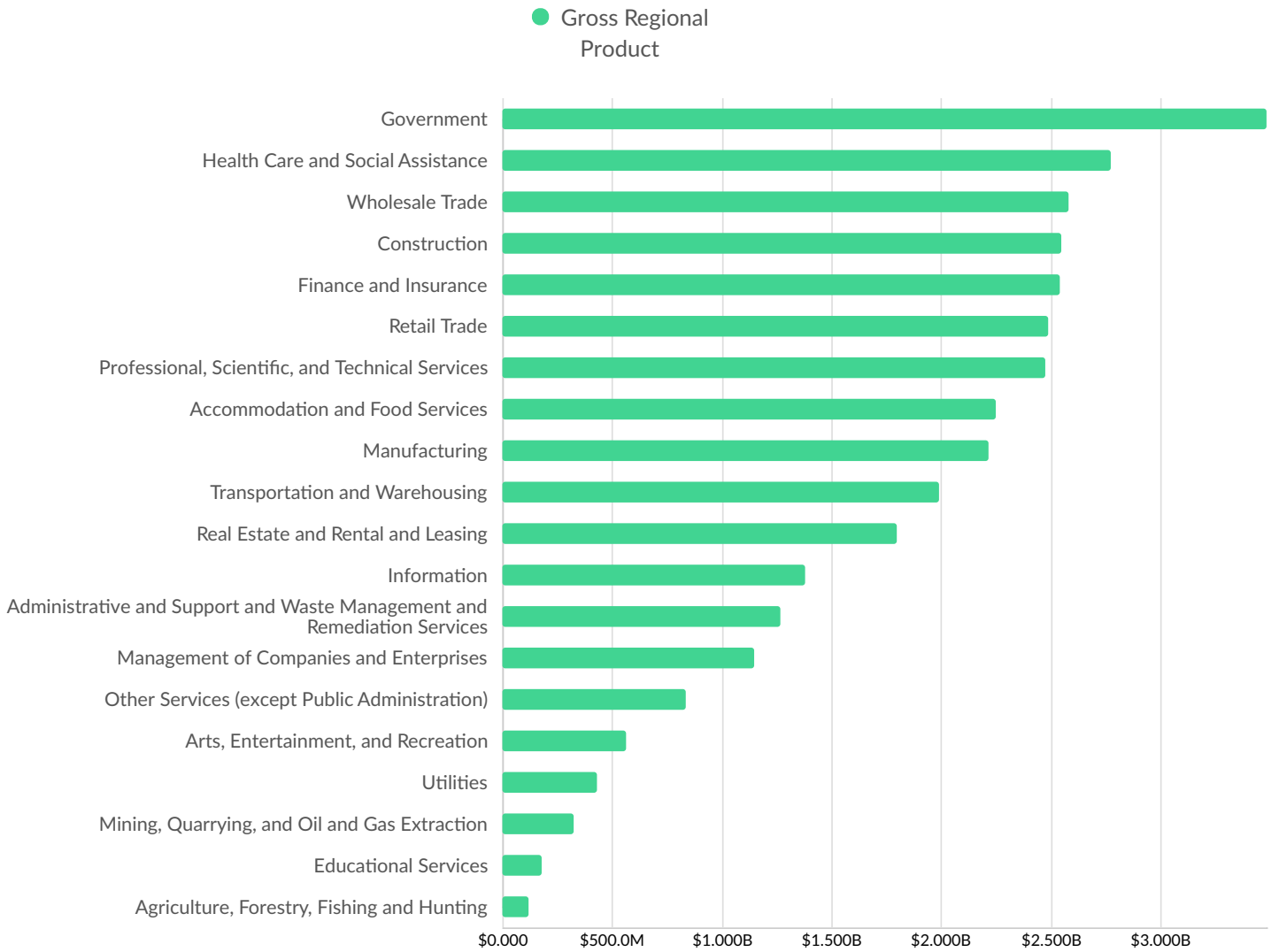
Top Growing Industries



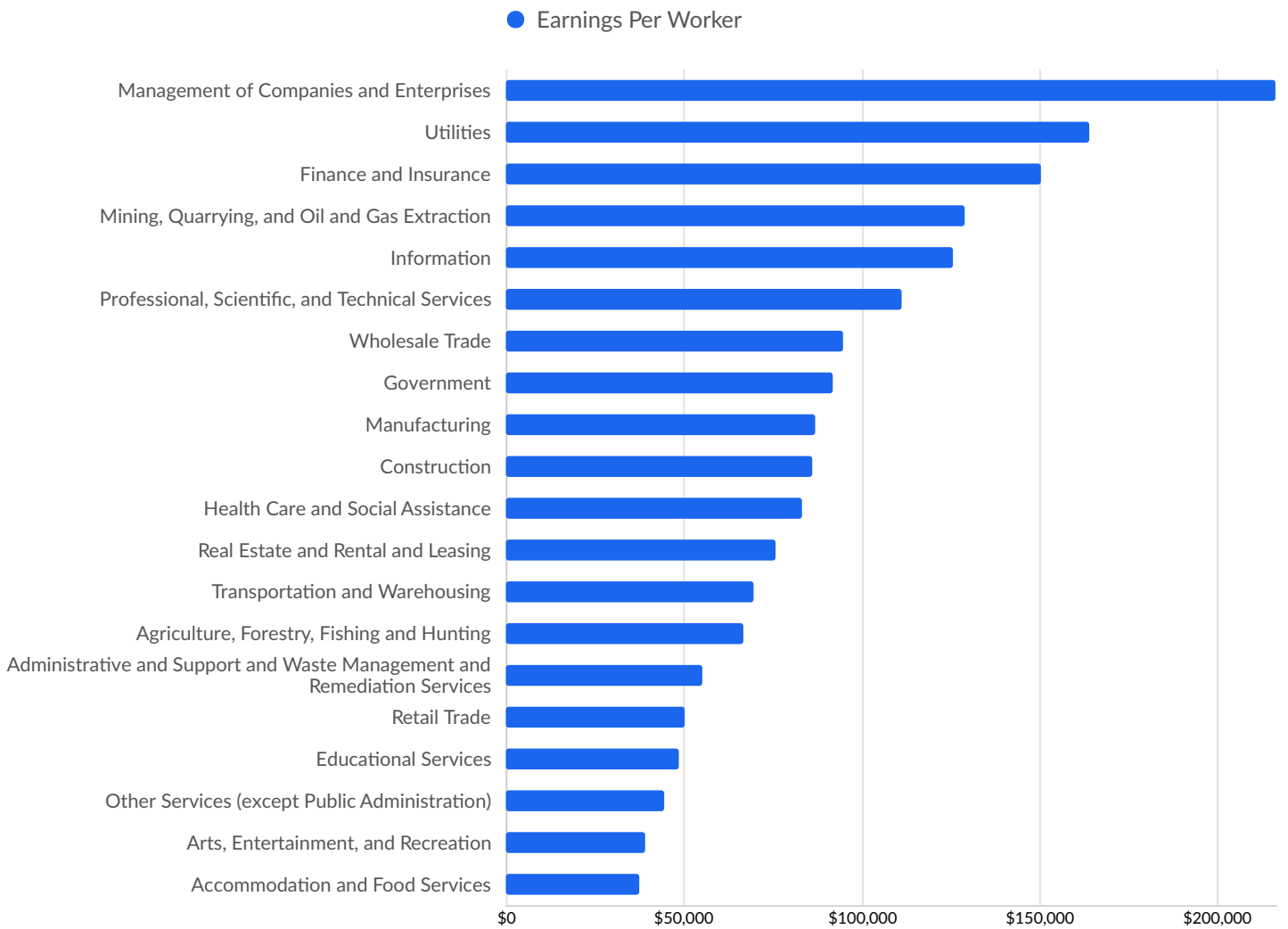
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



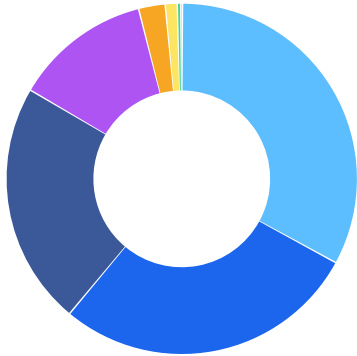
Business Characteristics

43,414 Companies Employ Your Workers

Online profiles for your workers mention 43,414 companies as employers, with the top 10 appearing below. In the last 12 months, 7,797 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	4,447 	Renown Health	1,147 
Renown Health	2,820 	University of Nevada	960 
Washoe County School District	2,773 	Tesla	931 
Tesla	2,173 	Northern Nevada Medical Center	891 
State of Nevada	1,523 	Grand Sierra Resort and Casino	738 
International Game Technology	1,272 	Washoe County School District	721 
Panasonic	937 	Caesars Entertainment	705 
Truckee Meadows Community C...	789 	Universal Health Services	524 
Walmart	726 	Panasonic	486 
Wcsd	652 	St. Mary's Regional Medical Cen...	433 

Business Size

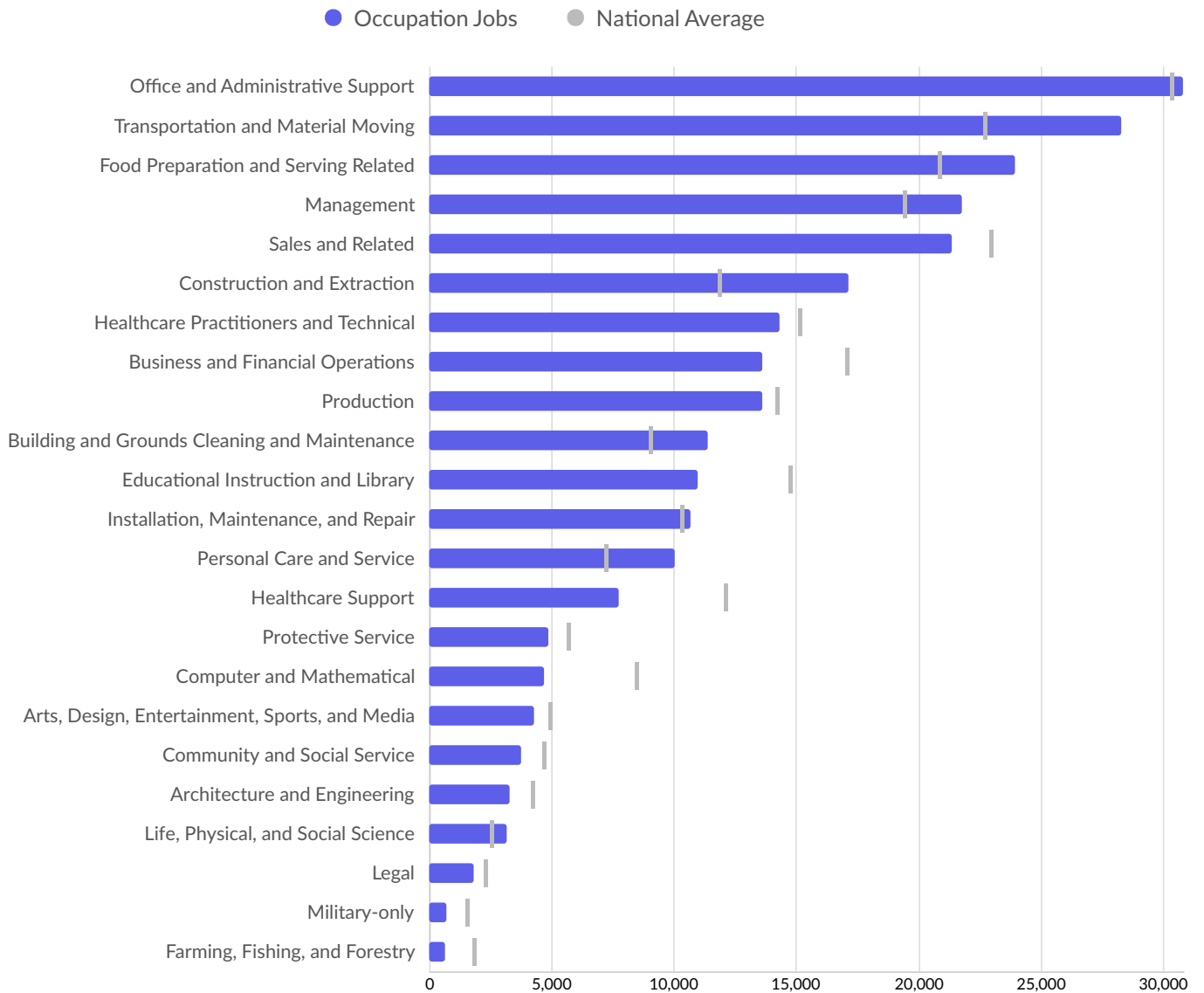


	Percentage	Business Count
● 1 to 4 employees	32.9%	5,722
● 5 to 9 employees	28.1%	4,895
● 10 to 19 employees	22.4%	3,898
● 20 to 49 employees	12.6%	2,194
● 50 to 99 employees	2.4%	426
● 100 to 249 employees	1.1%	192
● 250 to 499 employees	0.3%	56
● 500+ employees	0.2%	28

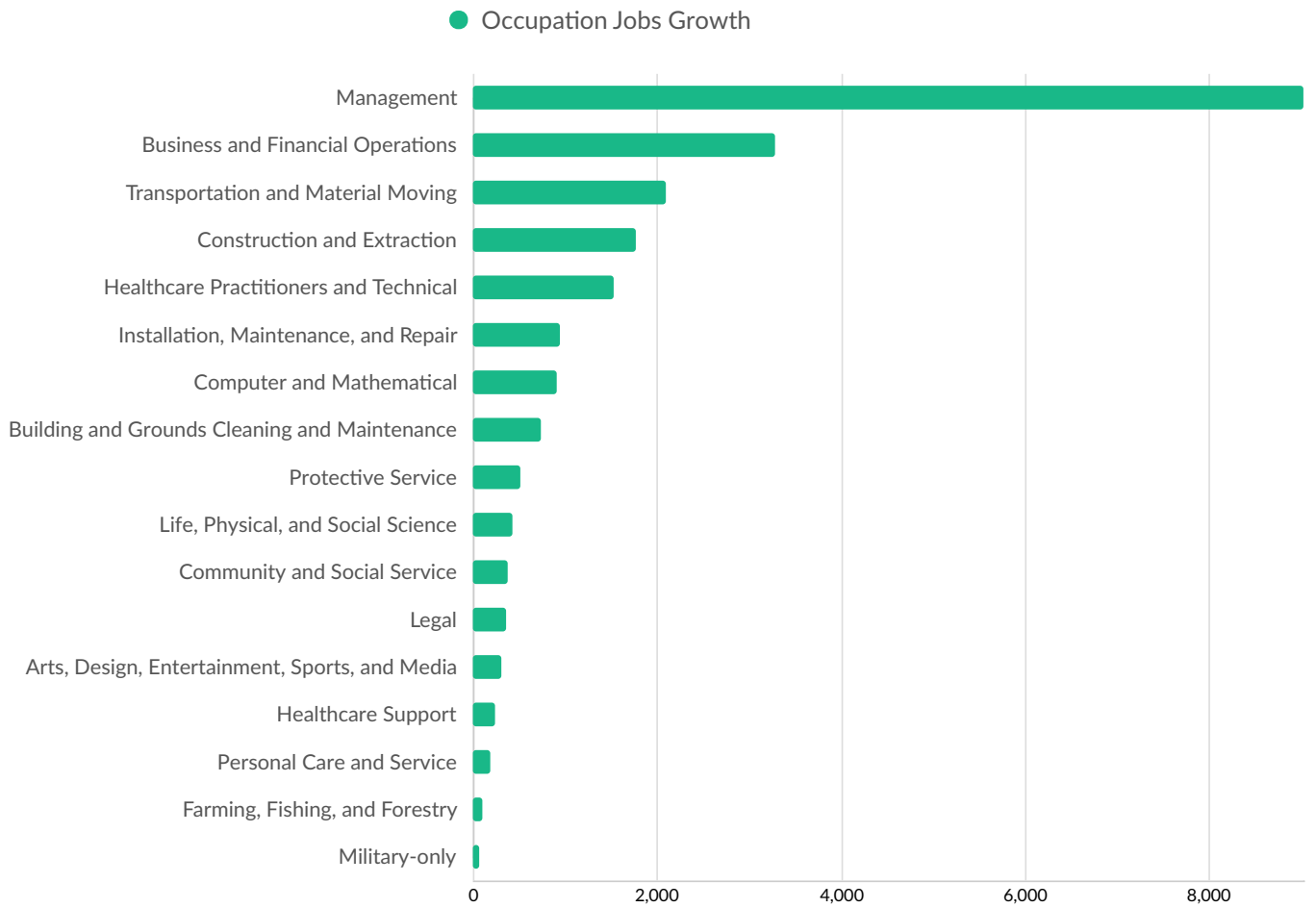
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

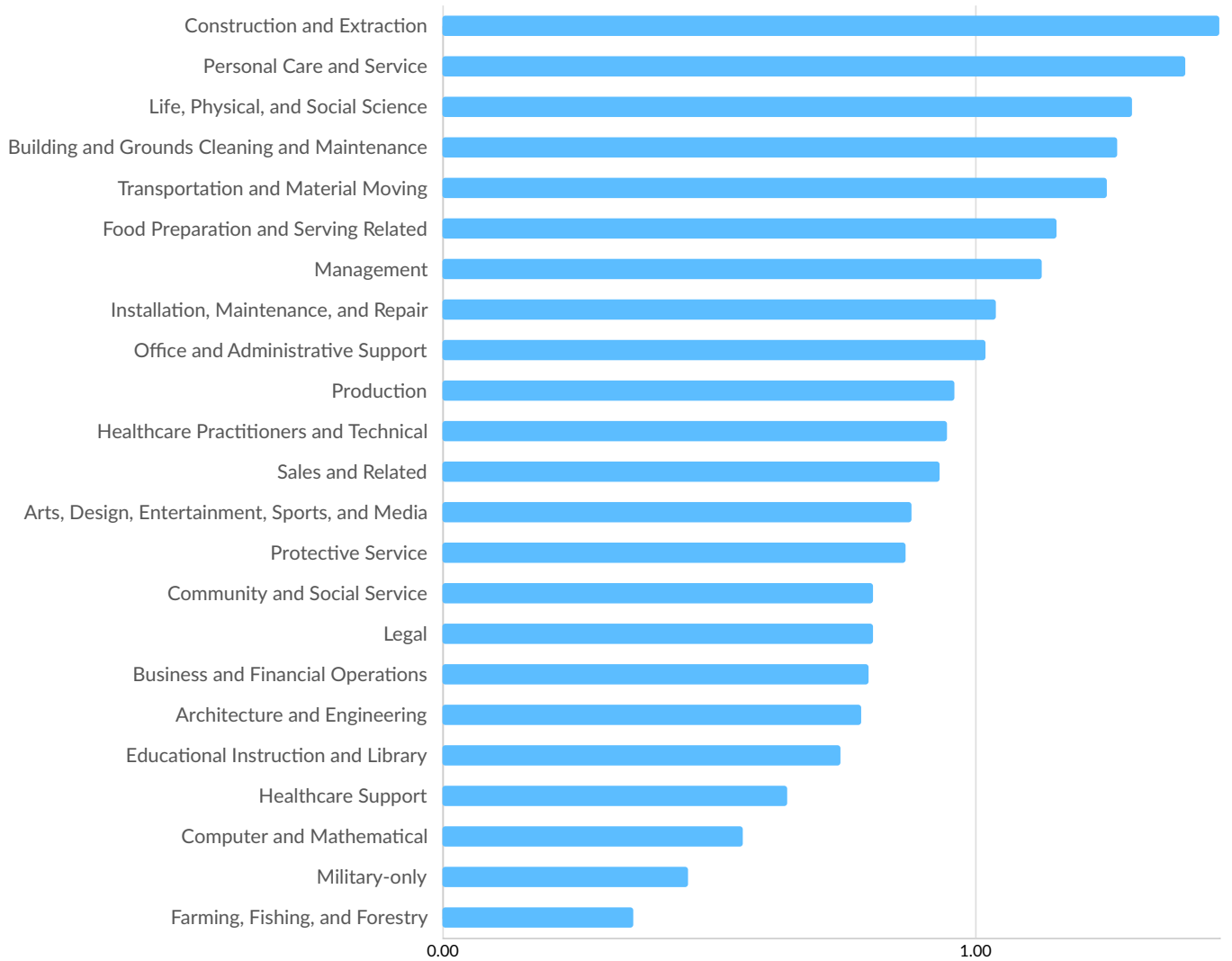


Top Growing Occupations

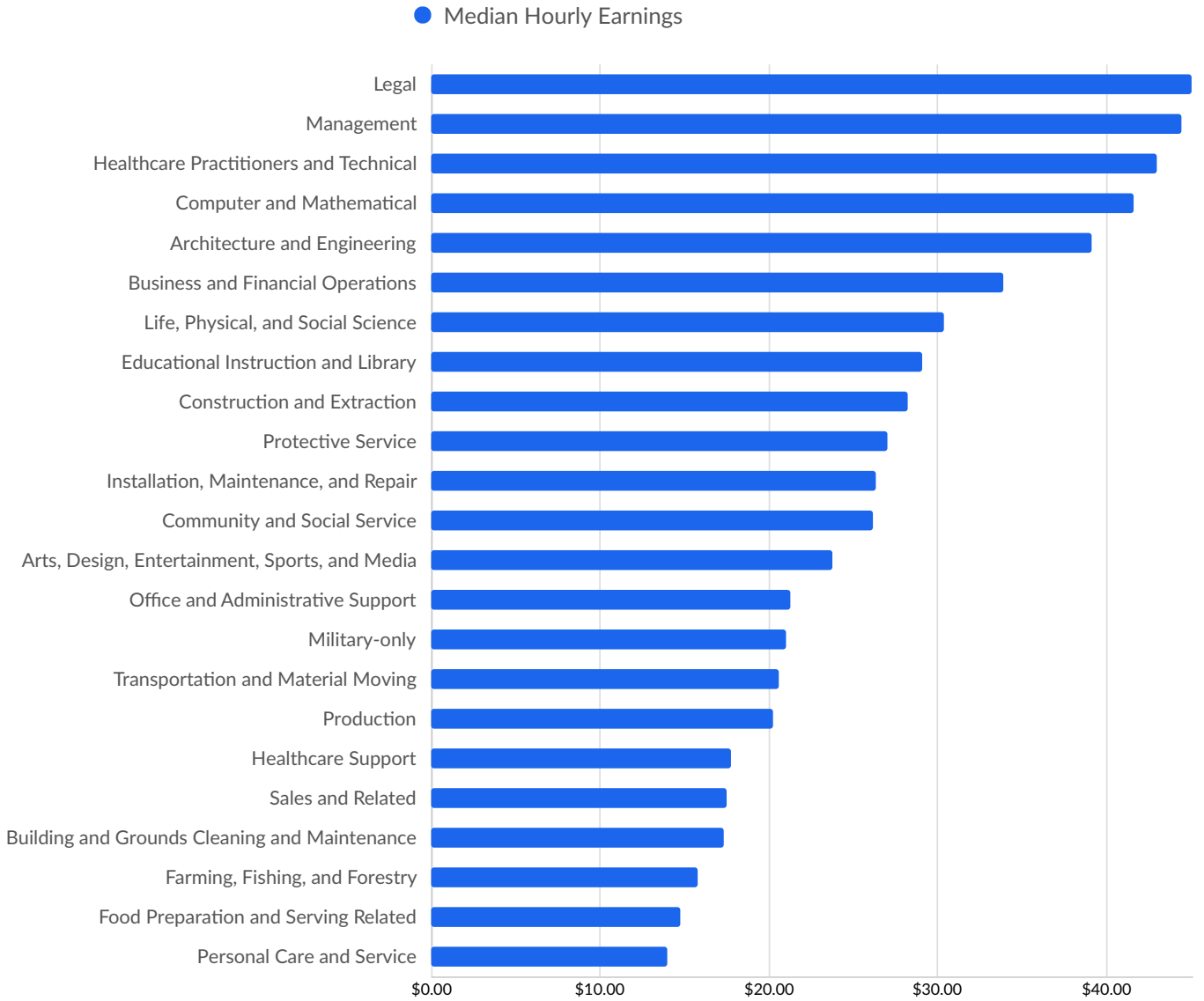


Top Occupation Employment Concentration

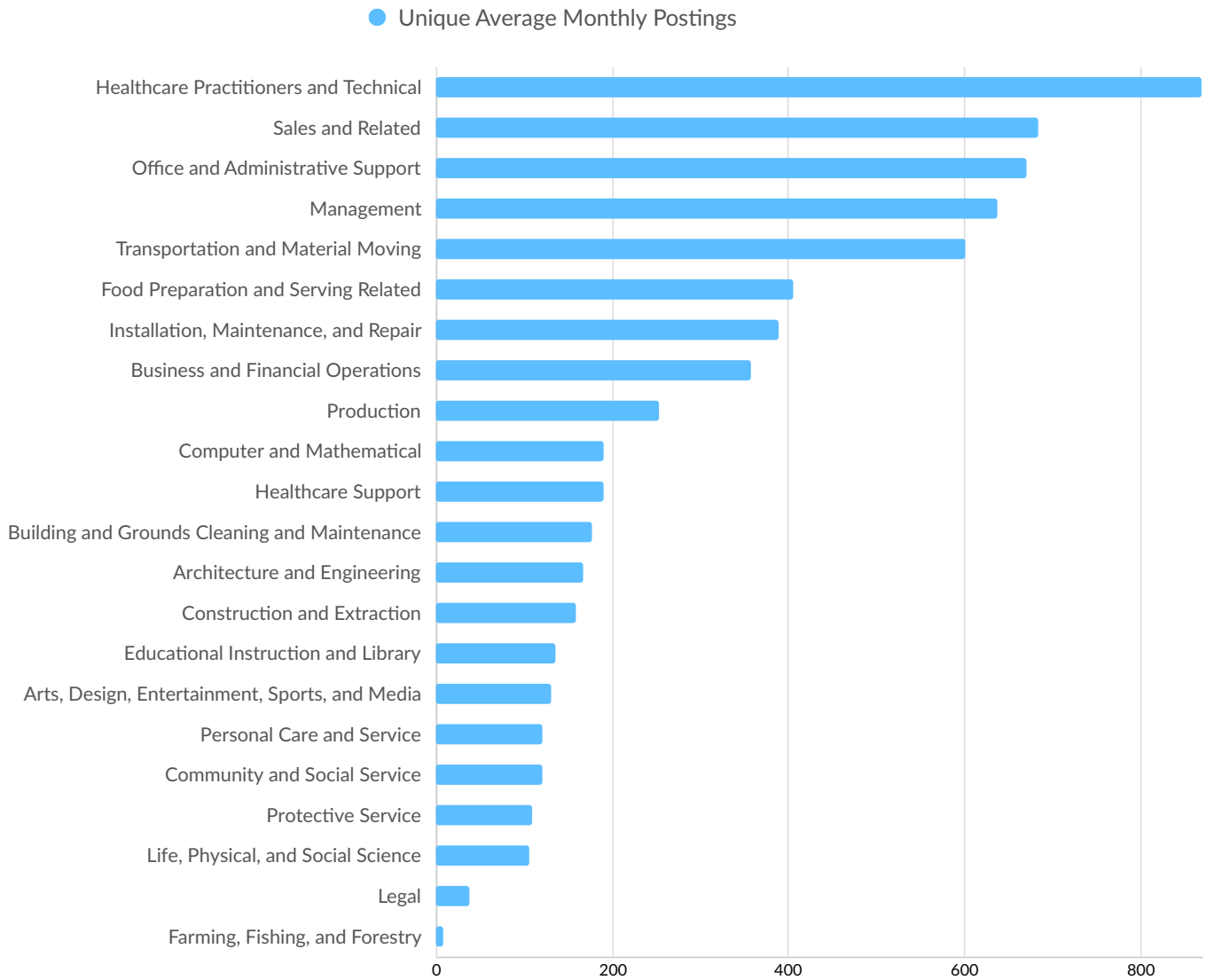
● Occupation Employment Concentration



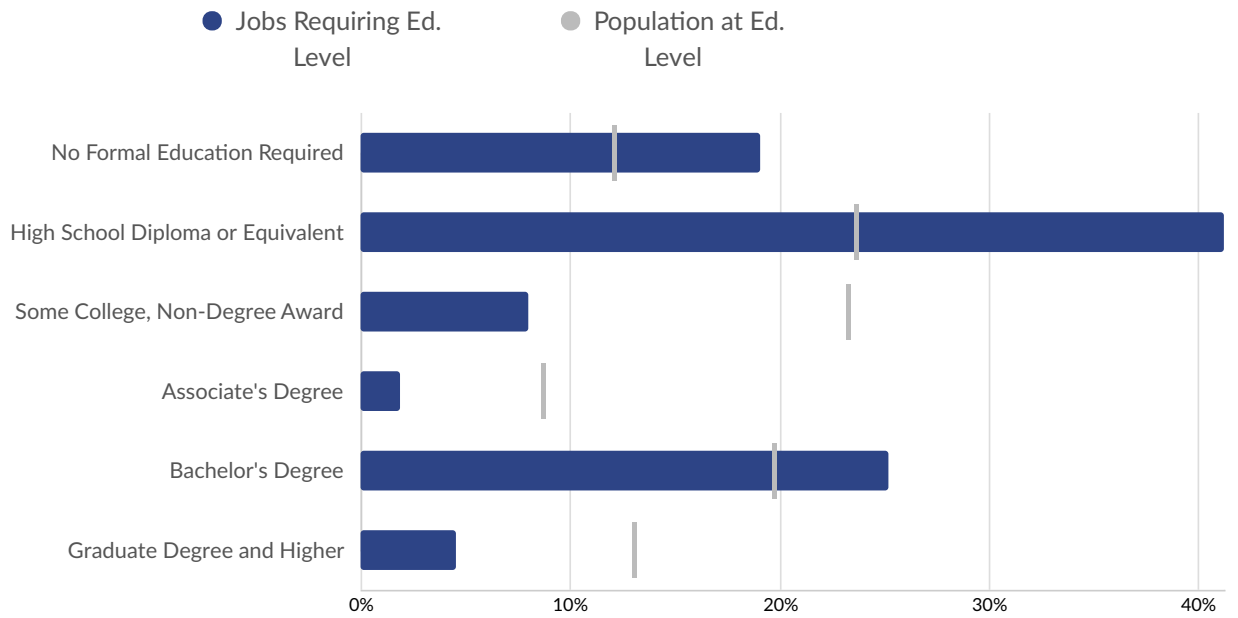
Top Occupation Earnings



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 4 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 (2019 - 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

