



# Washoe County, NV



**GOED**

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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

**498,022**

**Population (2023)**

Population **grew by 33,429** over the last 5 years and is projected to **grow by 20,462** over the next 5 years.

**264,590**

**Total Regional Employment**

Jobs **grew by 20,418** over the last 5 years and are projected to **grow by 17,797** over the next 5 years.

**\$81.5K**

**Median Household Income (2022)**

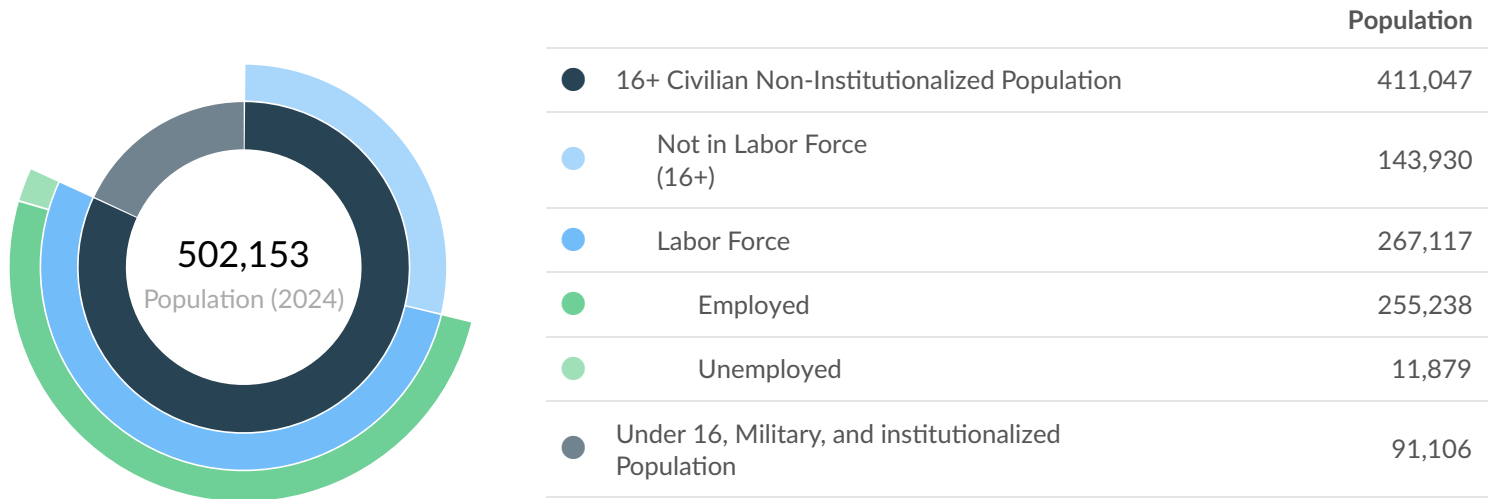
Median household income is **\$6.4K above** the national median household income of \$75.1K.

## Takeaways

- As of 2023 the region's population **increased by 7.2%** since 2018, growing by 33,429. Population is expected to **increase by 4.1%** between 2023 and 2028, adding 20,462.
- From 2018 to 2023, jobs **increased by 8.4%** in Washoe County, NV from 244,172 to **264,590**. This change **outpaced the national growth rate of 4.5% by 3.9%**. As the number of jobs increased, the **labor force participation rate increased from 64.2% to 65.0% 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.

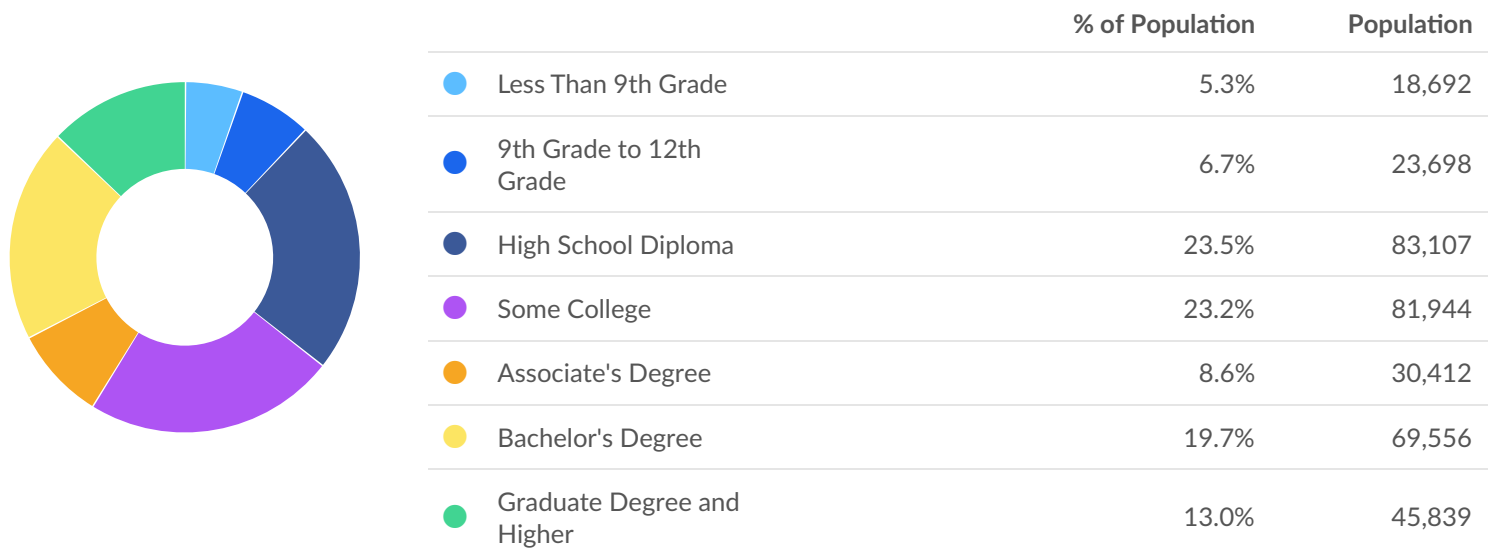
	Population (2024)	Labor Force (Oct 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	502,153	267,117	264,590	112.5	\$38.45B	\$36.45B	\$33.70B
State	3,212,642	1,627,489	1,694,314	112.0	\$238.81B	\$199.33B	\$226.35B

## Oct 2024 Labor Force Breakdown



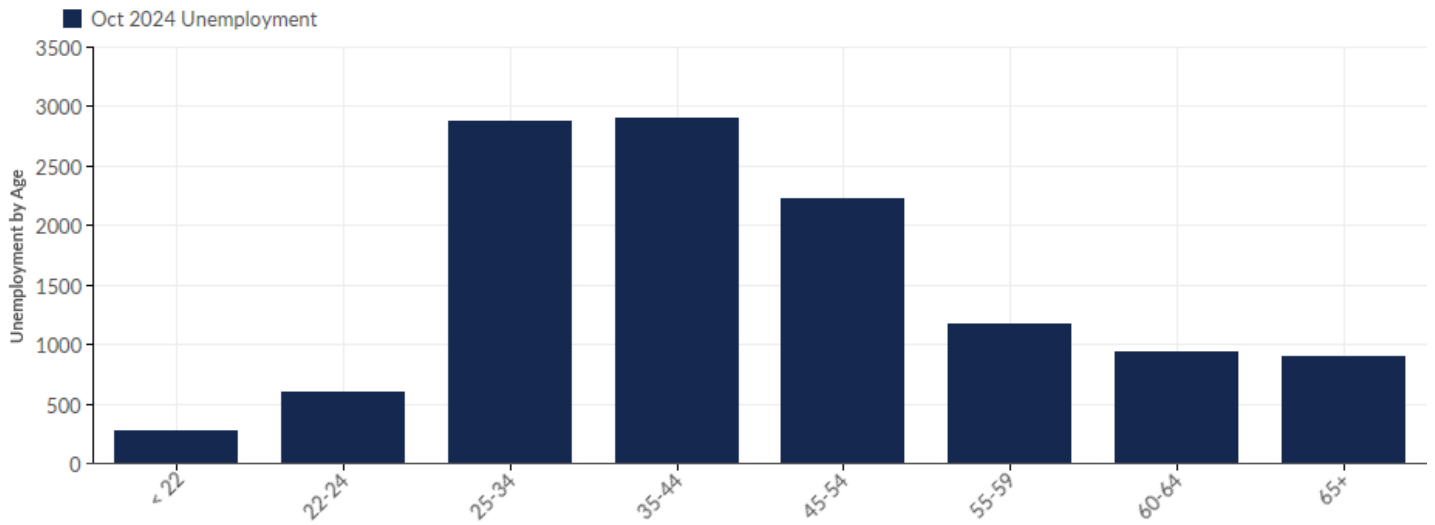
## Educational Attainment

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).



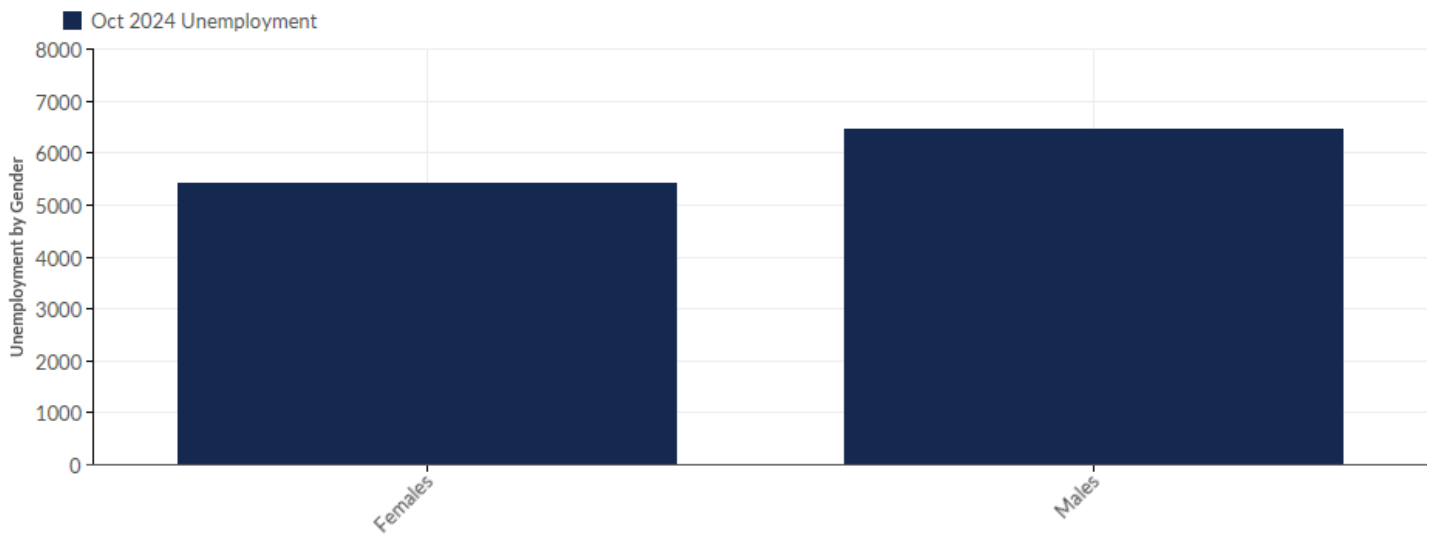
# Unemployment by Demographics

## Unemployment by Age



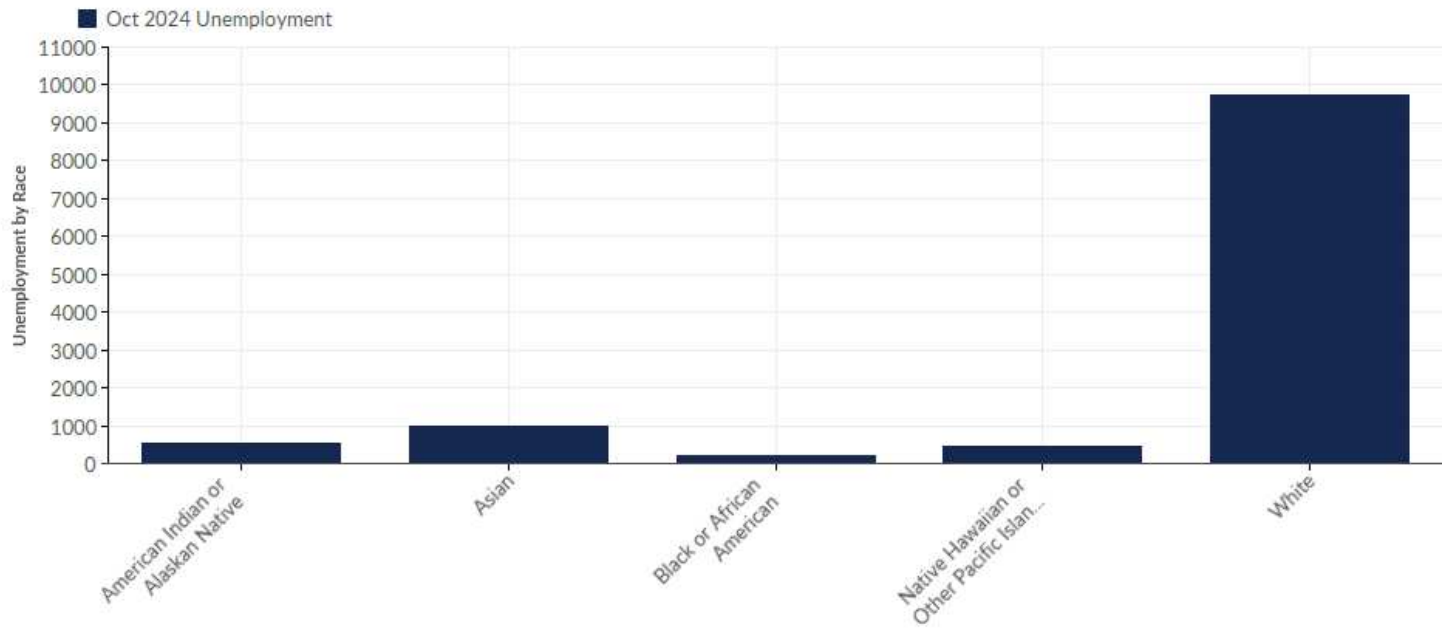
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	271	2.28%
22-24	603	5.08%
25-34	2,870	24.16%
35-44	2,908	24.48%
45-54	2,222	18.71%
55-59	1,175	9.89%
60-64	934	7.86%
65+	896	7.54%
<b>Total</b>	<b>11,879</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Oct 2024)	% of Unemployed
Females	5,427	45.69%
Males	6,452	54.31%
Total	11,879	100.00%

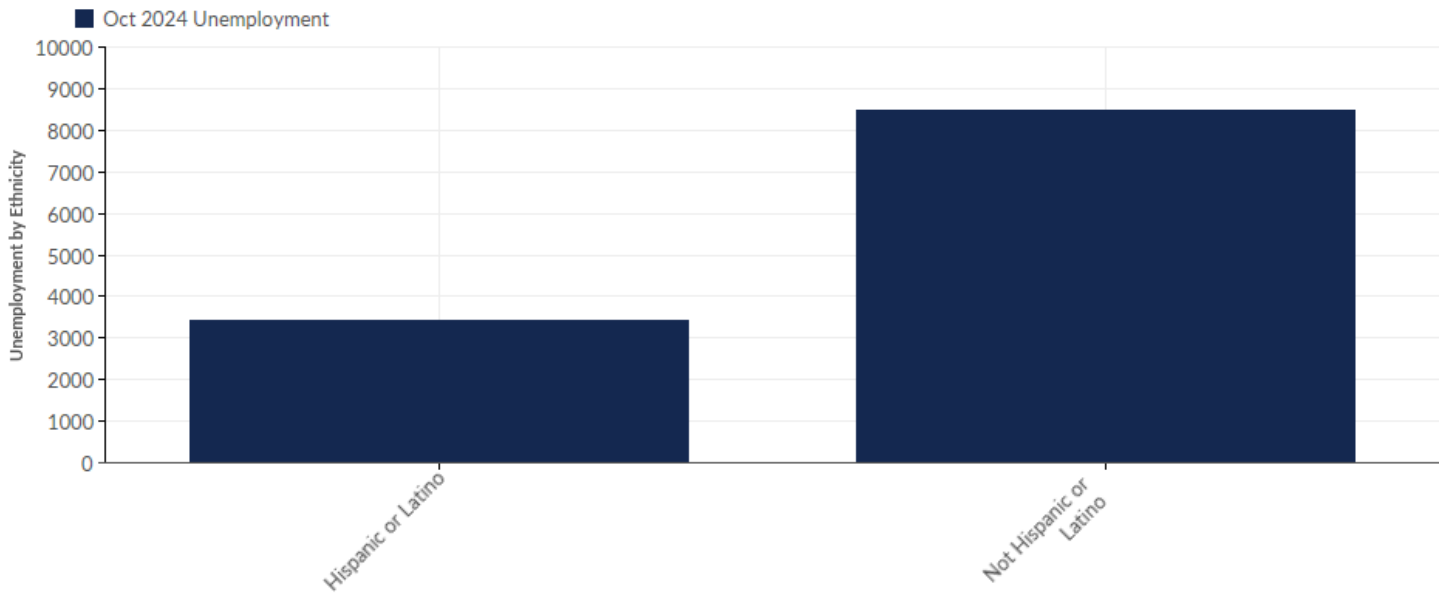
## Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	515	4.34%
Asian	966	8.13%
Black or African American	191	1.61%
Native Hawaiian or Other Pacific Islander	460	3.87%
White	9,747	82.05%
Total	11,879	100.00%



## Unemployment by Ethnicity

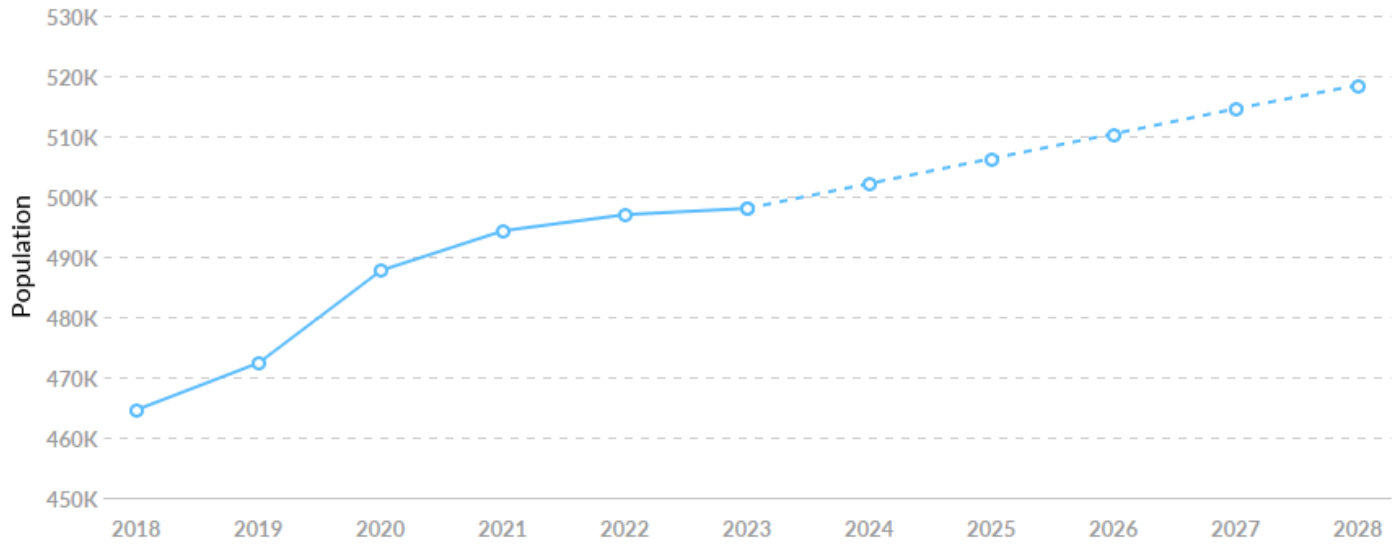


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	3,410	28.71%
Not Hispanic or Latino	8,469	71.29%
Total	11,879	100.00%

# Historic & Projected Trends

## Population Trends

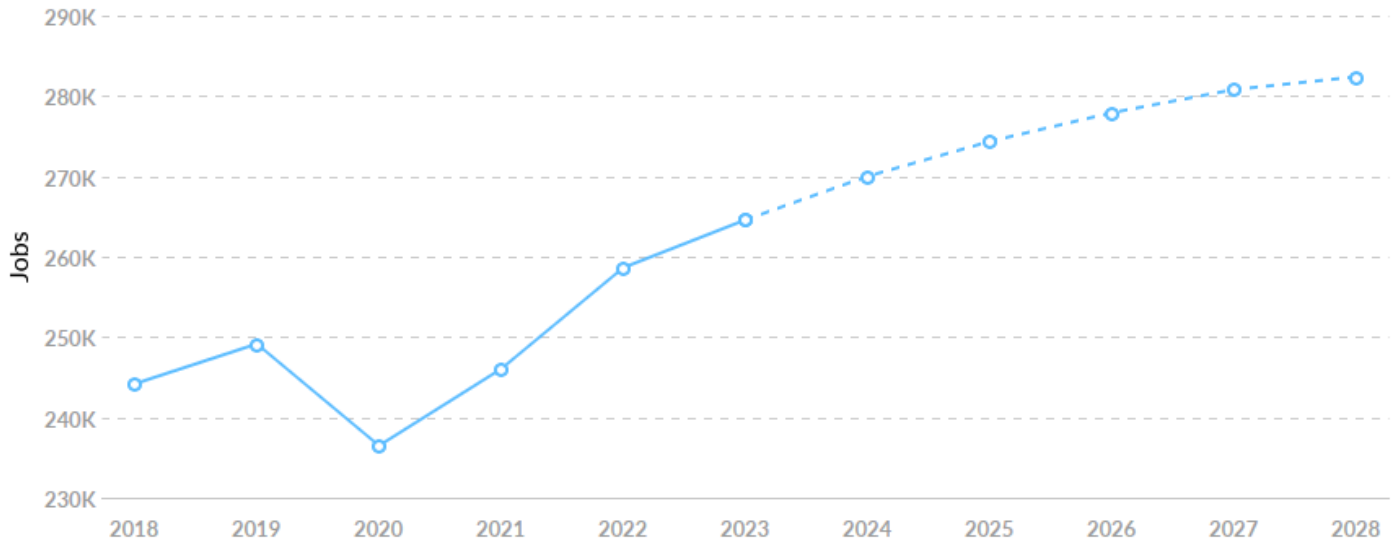
As of 2023 the region's population **increased by 7.2%** since 2018, growing by 33,429. Population is expected to **increase by 4.1%** between 2023 and 2028, adding 20,462.



Timeframe	Population
2018	464,593
2019	472,381
2020	487,710
2021	494,300
2022	496,980
2023	498,022
2024	502,153
2025	506,296
2026	510,394
2027	514,574
2028	518,484

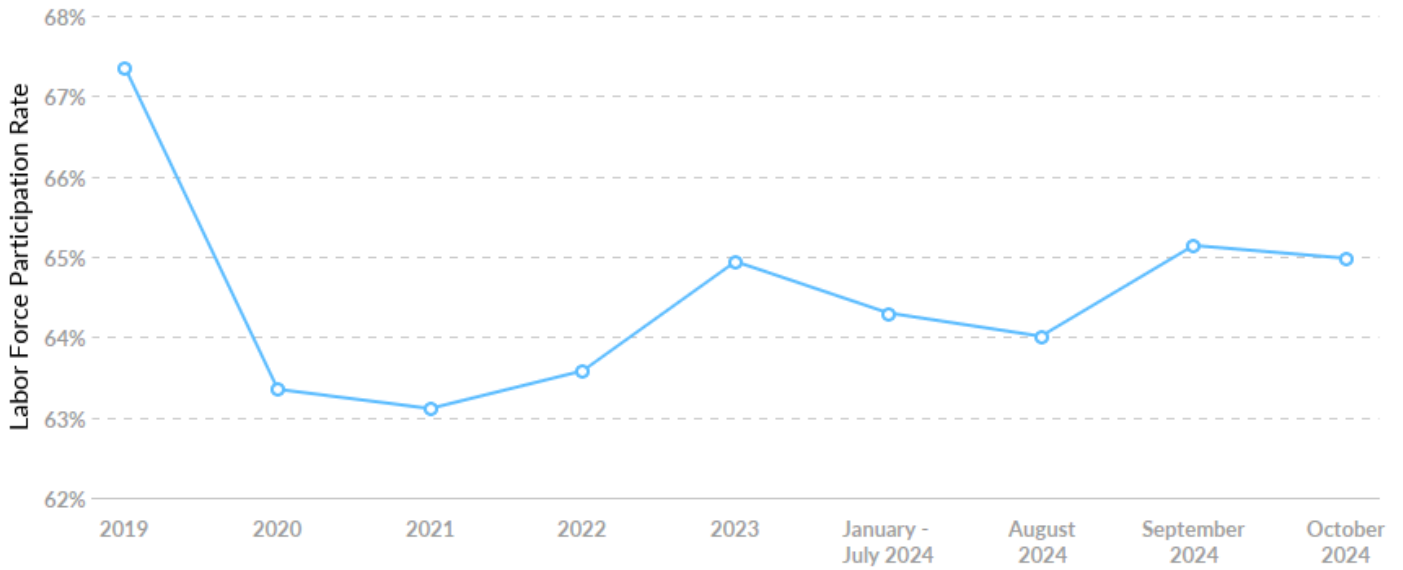
## Job Trends

From 2018 to 2023, jobs increased by 8.4% in Washoe County, NV from 244,172 to 264,590. This change outpaced the national growth rate of 4.5% by 3.9%.



Timeframe	Jobs
2018	244,172
2019	249,147
2020	236,481
2021	246,036
2022	258,636
2023	264,590
2024	270,011
2025	274,349
2026	277,924
2027	280,809
2028	282,387

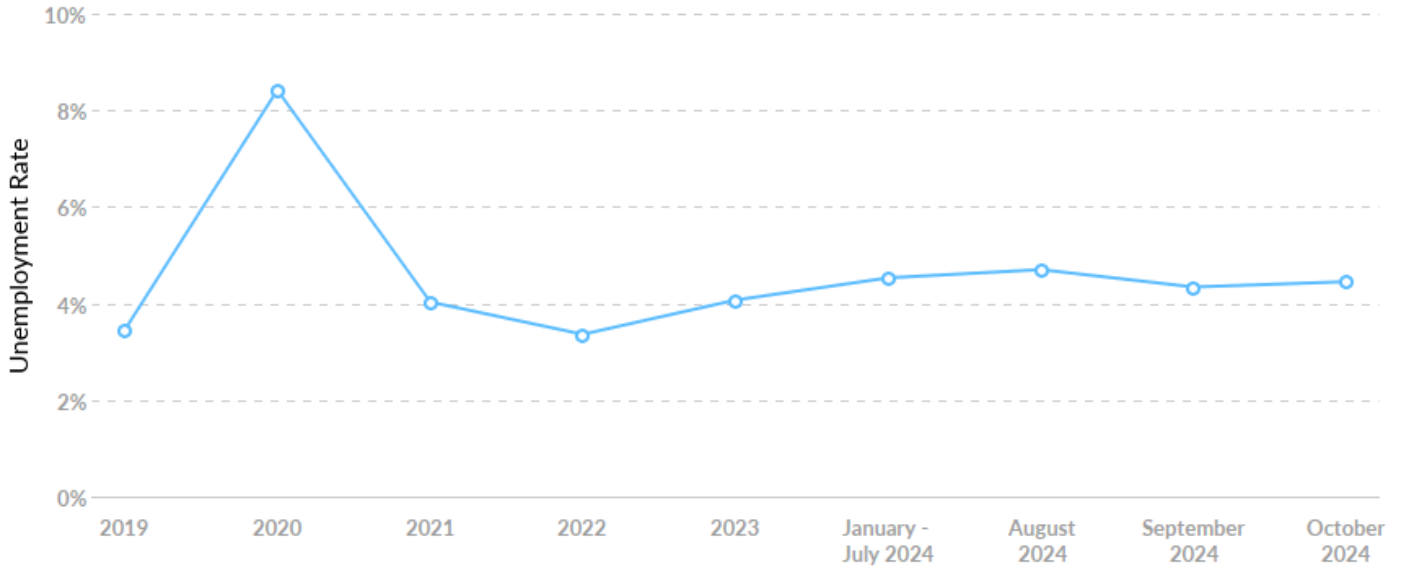
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.35%
2020	63.35%
2021	63.11%
2022	63.58%
2023	64.94%
January - July 2024	64.30%
August 2024	64.01%
September 2024	65.14%
October 2024	64.98%

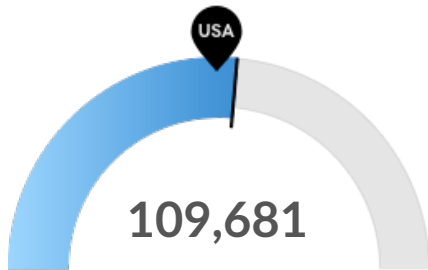
## Unemployment Rate Trends

Washoe County, NV had an October 2024 unemployment rate of 4.45%, **increasing from 3.44%** 5 years before.



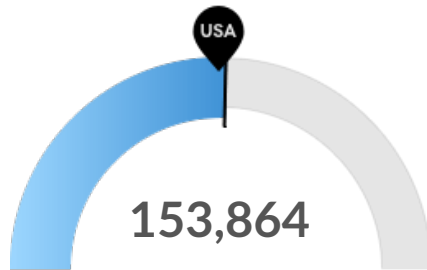
Timeframe	Unemployment Rate
2019	3.44%
2020	8.41%
2021	4.03%
2022	3.36%
2023	4.07%
January - July 2024	4.53%
August 2024	4.70%
September 2024	4.34%
October 2024	4.45%

## Population Characteristics



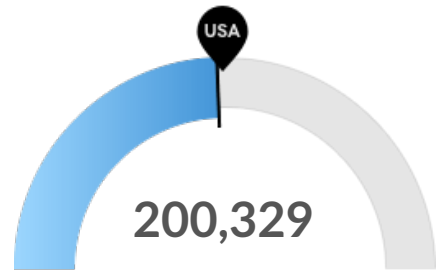
**Millennials**

Washoe County, NV has 109,681 millennials (ages 25-39). The national average for an area this size is 101,190.



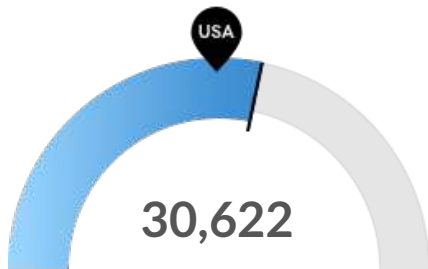
**Retiring Soon**

Retirement risk is about average in Washoe County, NV. The national average for an area this size is 150,341 people 55 or older, while there are 153,864 here.



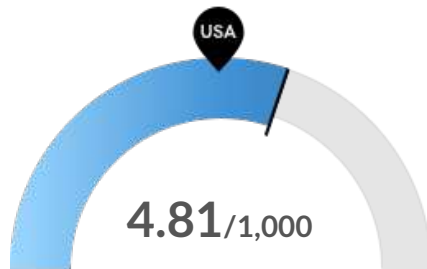
**Racial Diversity**

Racial diversity is about average in Washoe County, NV. The national average for an area this size is 207,412 racially diverse people, while there are 200,329 here.



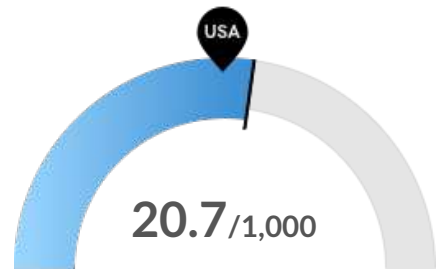
**Veterans**

Washoe County, NV has 30,622 veterans. The national average for an area this size is 25,409.



**Violent Crime**

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

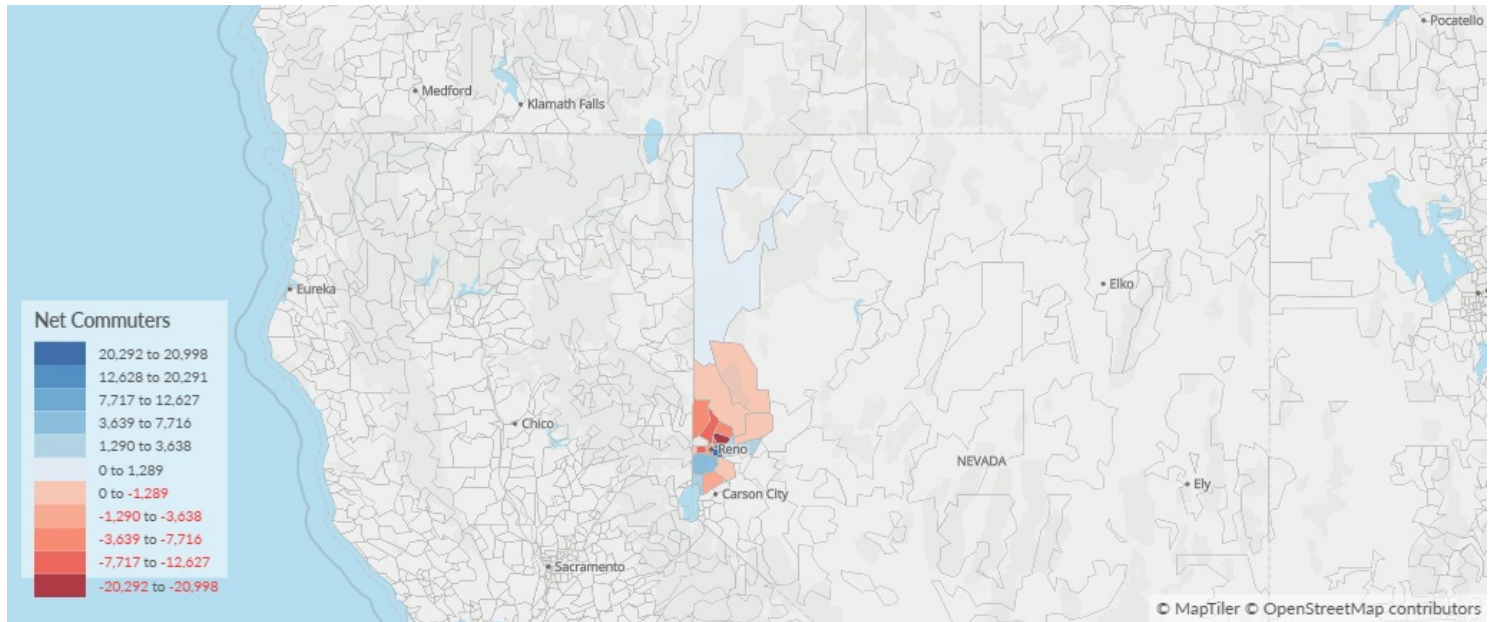


**Property Crime**

Washoe County, NV has 20.7 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...	46,461
89431	Sparks, NV (in Washoe ...	36,254
89521	Reno, NV (in Washoe co...	22,366
89511	Reno, NV (in Washoe co...	22,262
89434	Sparks, NV (in Washoe ...	18,039

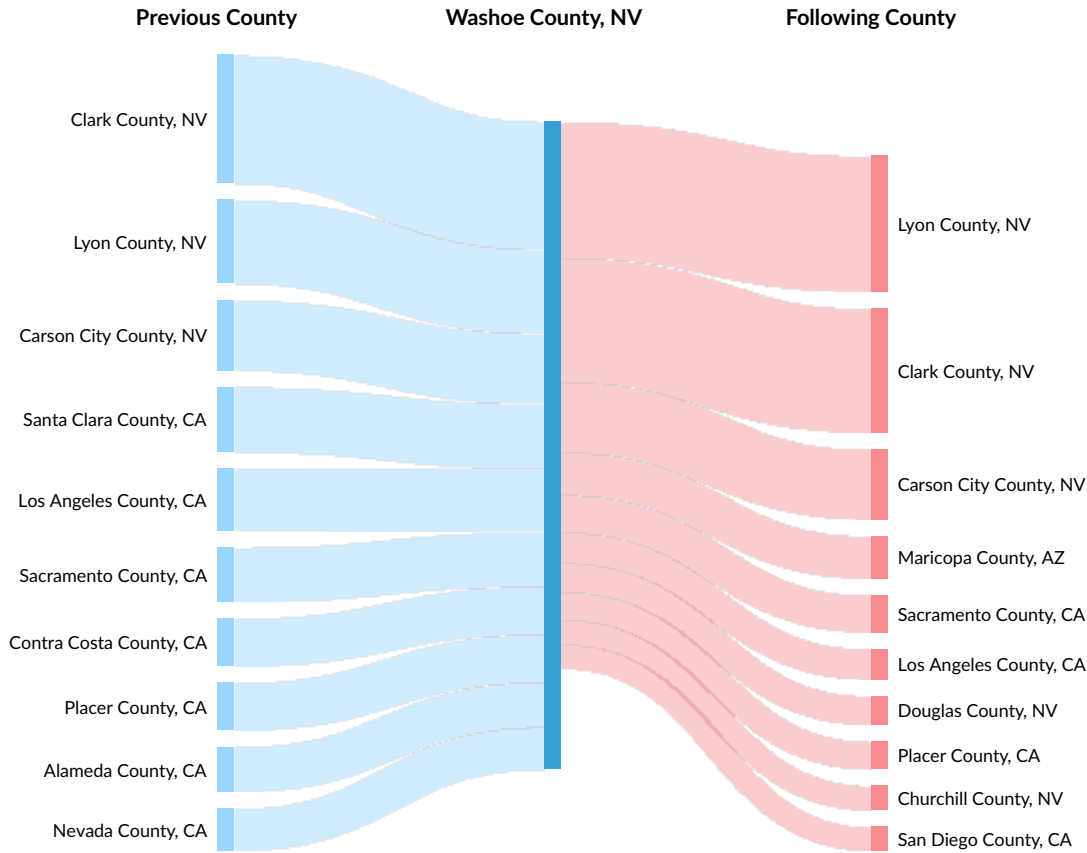
### Where Talent Lives

ZIP	Name	2023 Workers
89436	Sparks, NV (in Washoe ...	27,903
89502	Reno, NV (in Washoe co...	26,169
89431	Sparks, NV (in Washoe ...	23,626
89521	Reno, NV (in Washoe co...	23,115
89506	Reno, NV (in Washoe co...	23,057

# 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 2022, 1,343 people have migrated from Clark County, NV to Washoe County, NV. In the same year, 1,426 people left Washoe County, NV migrating to Lyon County, NV. The total Net Migration for Washoe County, NV in 2022 was 229.



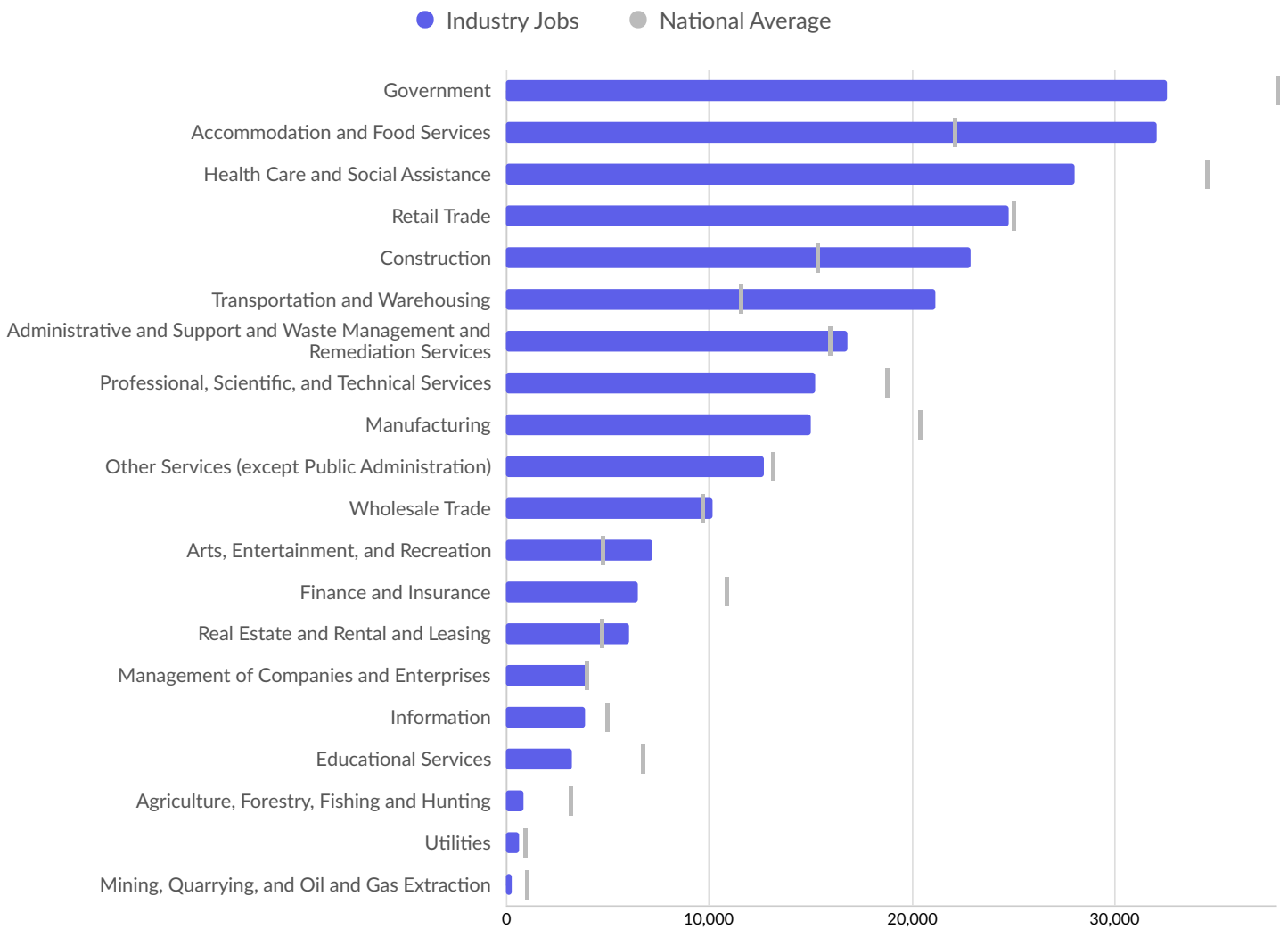
Top Previous Counties	Migrations
Clark County, NV	1,343
Lyon County, NV	879
Carson City County, NV	737
Santa Clara County, CA	681
Los Angeles County, CA	657
Sacramento County, CA	571



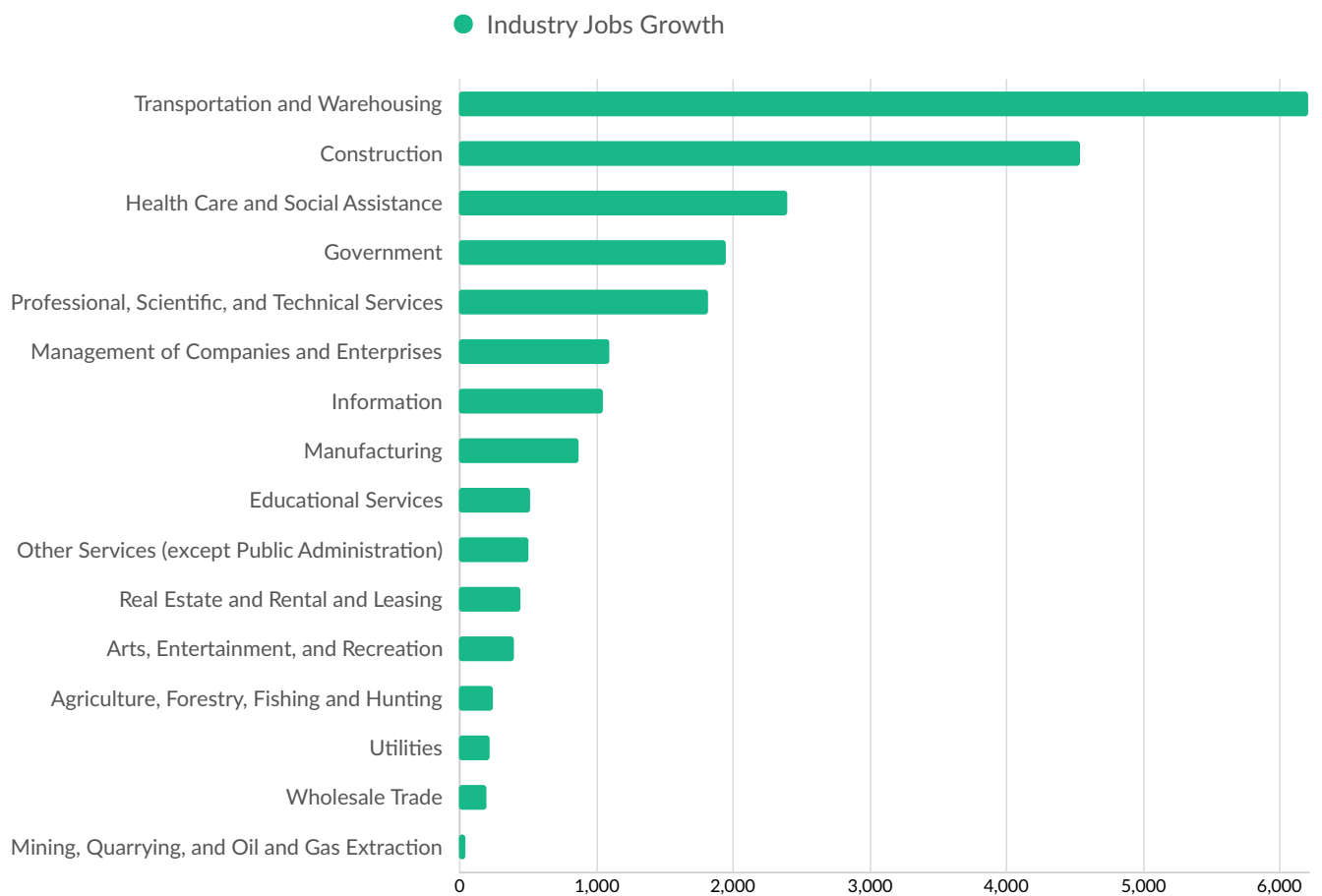
Top Previous Counties	Migrations
Contra Costa County, CA	502
Placer County, CA	501
Alameda County, CA	471
Nevada County, CA	445
San Diego County, CA	419
Douglas County, NV	359
Orange County, CA	346
Maricopa County, AZ	345
El Dorado County, CA	269
Top Following Counties	Migrations
Lyon County, NV	1,426
Clark County, NV	1,302
Carson City County, NV	737
Maricopa County, AZ	446
Sacramento County, CA	392
Los Angeles County, CA	321
Douglas County, NV	303
Placer County, CA	293
Churchill County, NV	258
San Diego County, CA	253
Santa Clara County, CA	229
Elko County, NV	199
Nevada County, CA	198
King County, WA	187
Storey County, NV	173

# Industry Characteristics

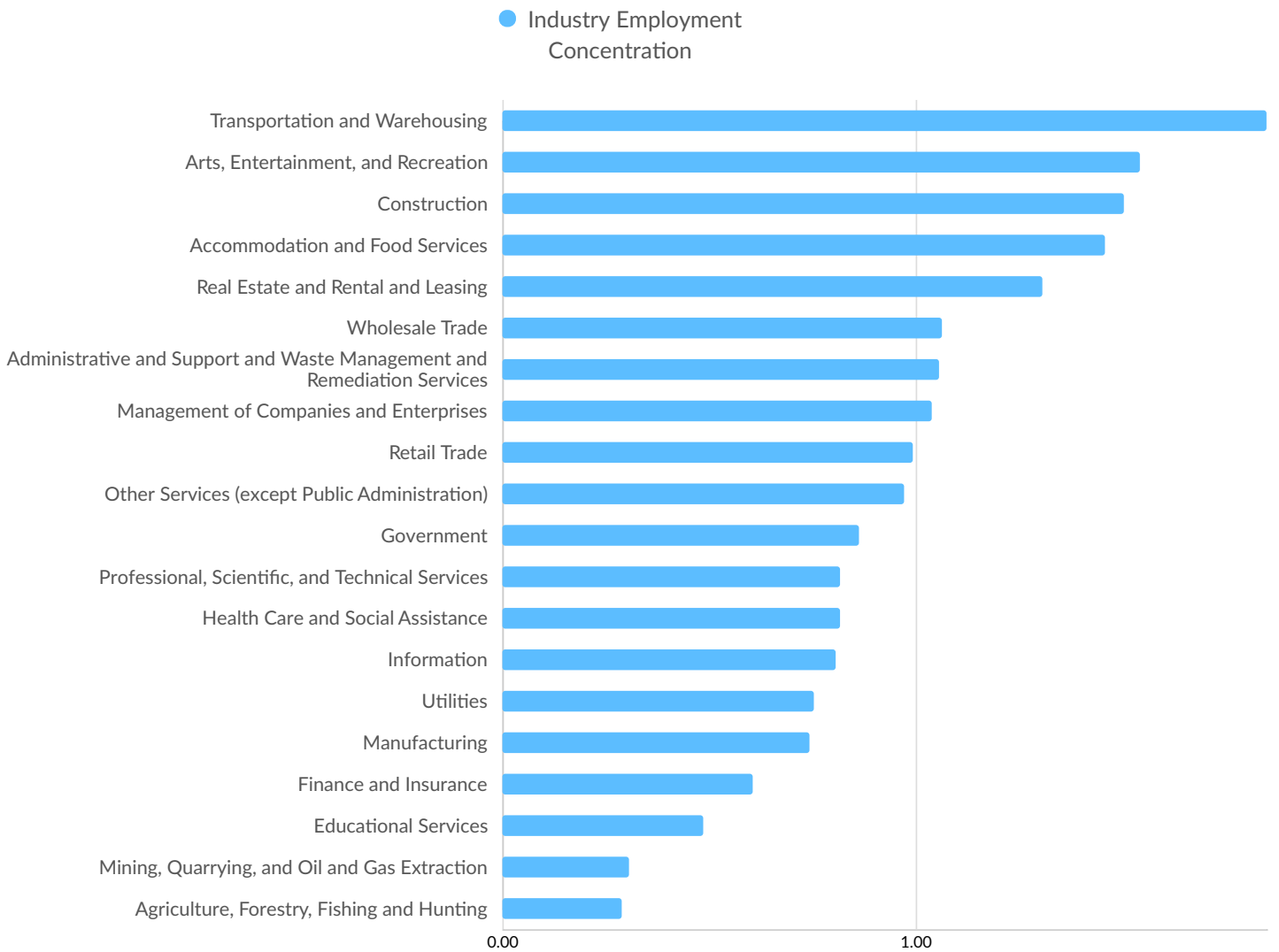
## Largest Industries



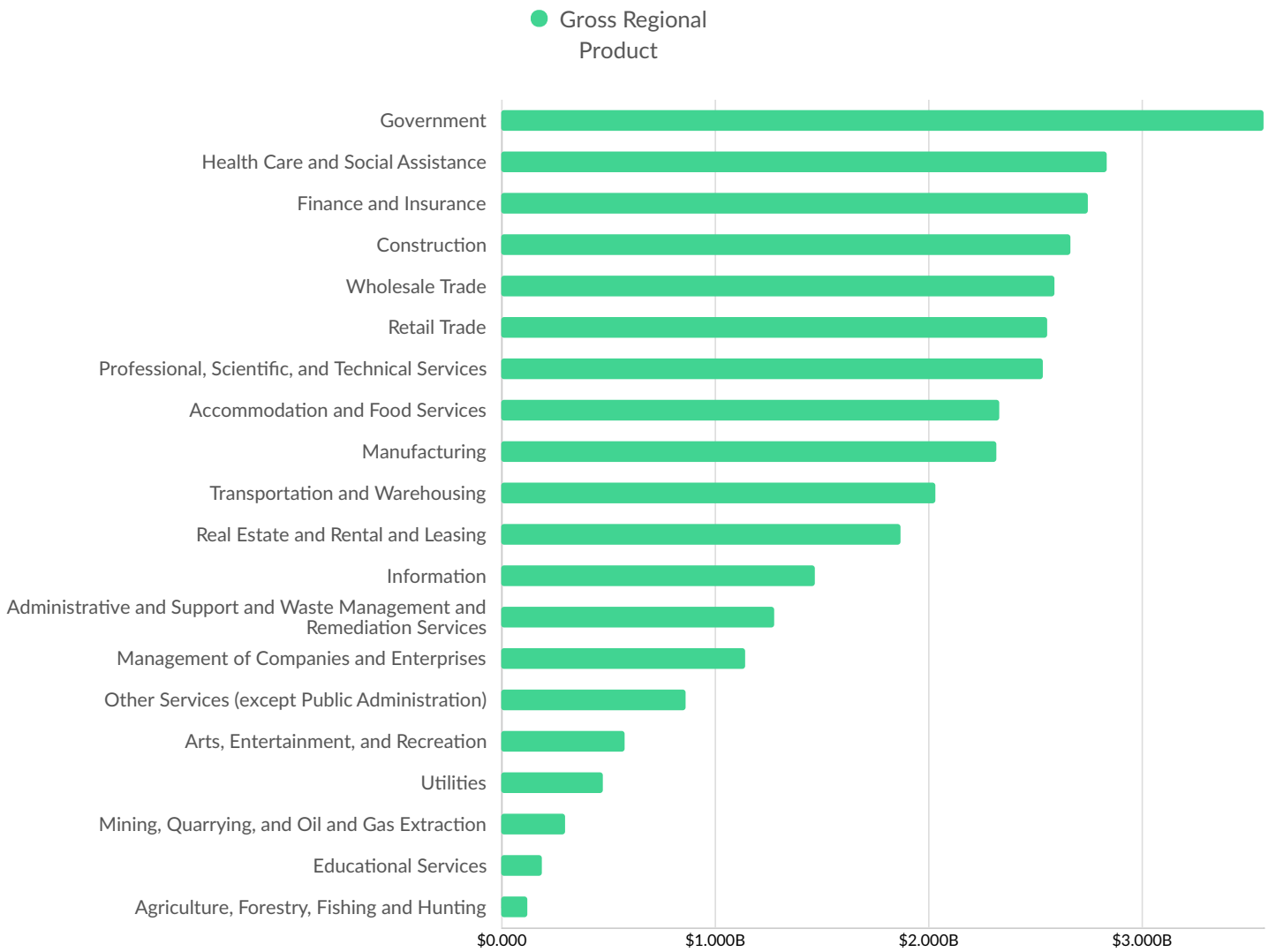
## Top Growing Industries



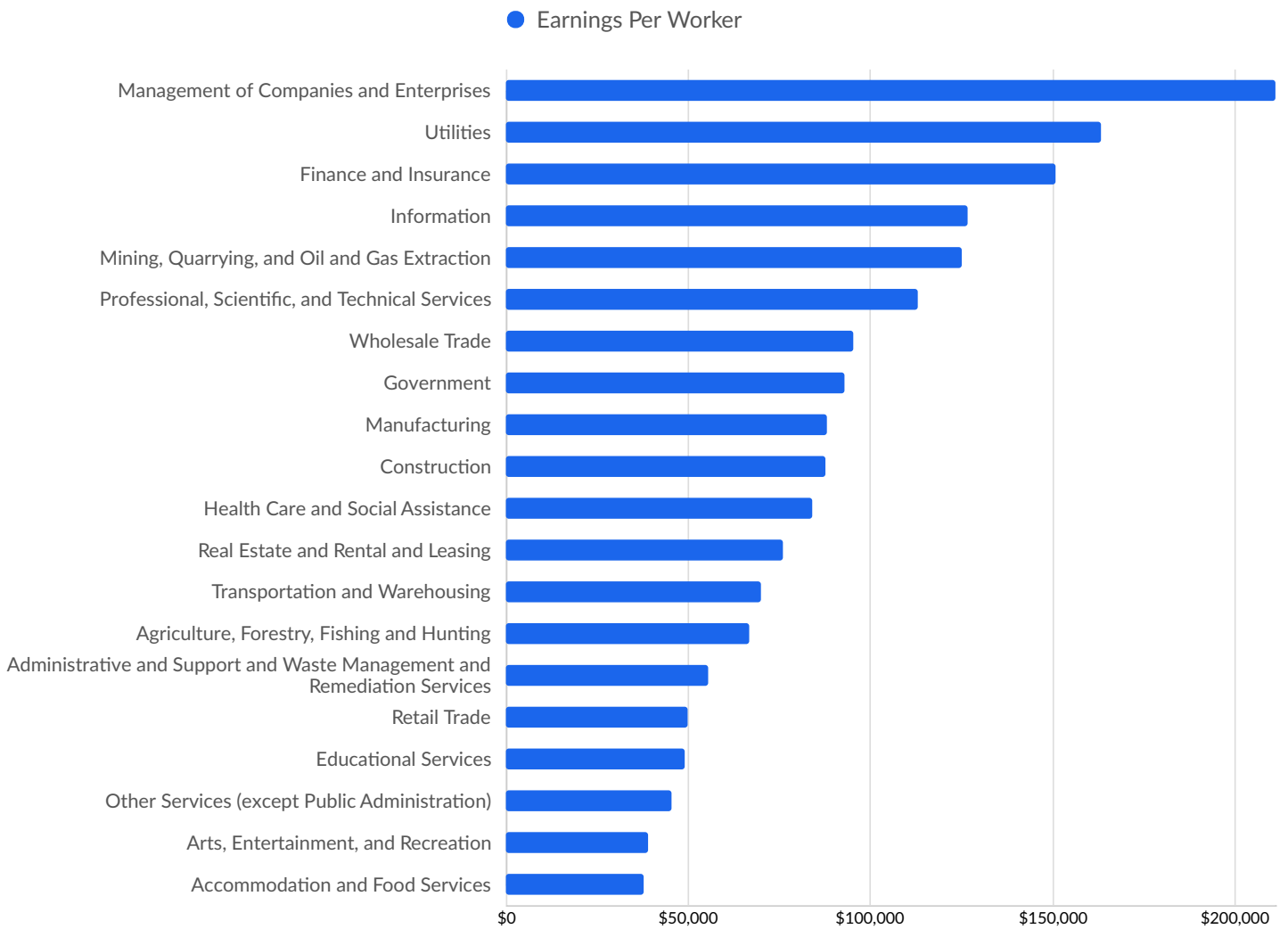
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



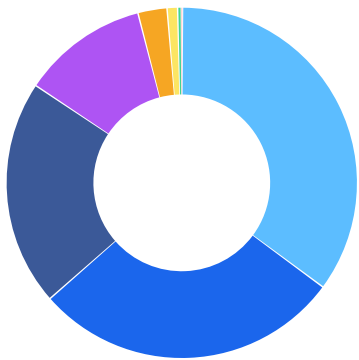
## Business Characteristics

### 38,143 Companies Employ Your Workers

Online profiles for your workers mention 38,143 companies as employers, with the top 10 appearing below. In the last 12 months, 8,918 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	3,957 	Renown Health	1,695 
Renown Health	2,312 	Tesla	907 
Washoe County School District	2,143 	University of Nevada	842 
Tesla	1,217 	Northern Nevada Medical Center	823 
State of Nevada	1,201 	Caesars Entertainment	676 
International Game Technology	1,163 	Washoe County School District	663 
Truckee Meadows Community C...	630 	Grand Sierra Resort and Casino	658 
Panasonic	564 	St. Mary's Regional Medical Cen...	606 
Walmart	494 	Universal Health Services	557 
Grand Sierra Resort and Casino	488 	ManpowerGroup	461 

## Business Size



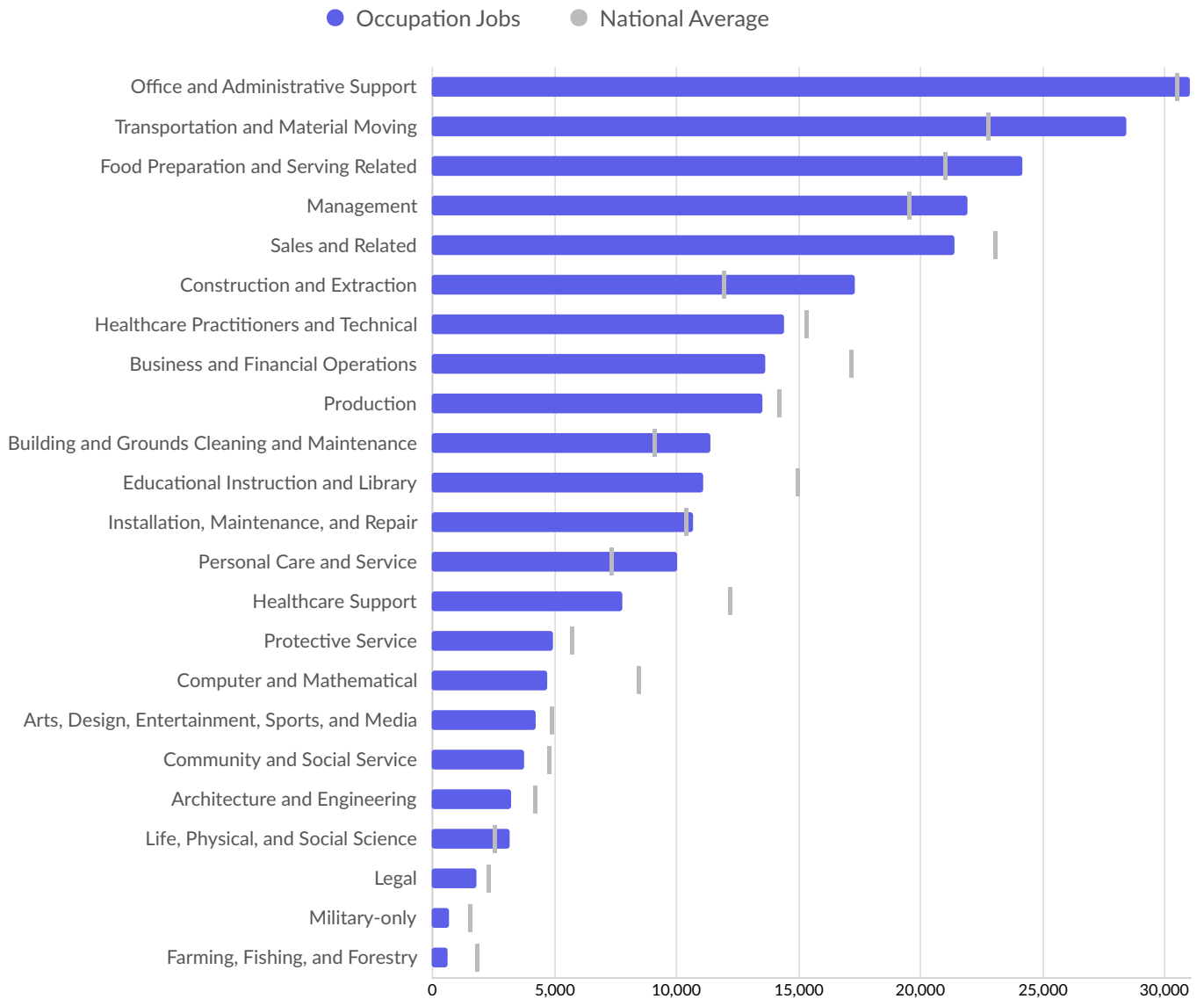
	Percentage	Business Count
● 1 to 4 employees	35.0%	7,701
● 5 to 9 employees	28.4%	6,243
● 10 to 19 employees	20.8%	4,576
● 20 to 49 employees	11.6%	2,553
● 50 to 99 employees	2.7%	589
● 100 to 249 employees	1.0%	212
● 250 to 499 employees	0.3%	75
● 500+ employees	0.1%	24

*\*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.*

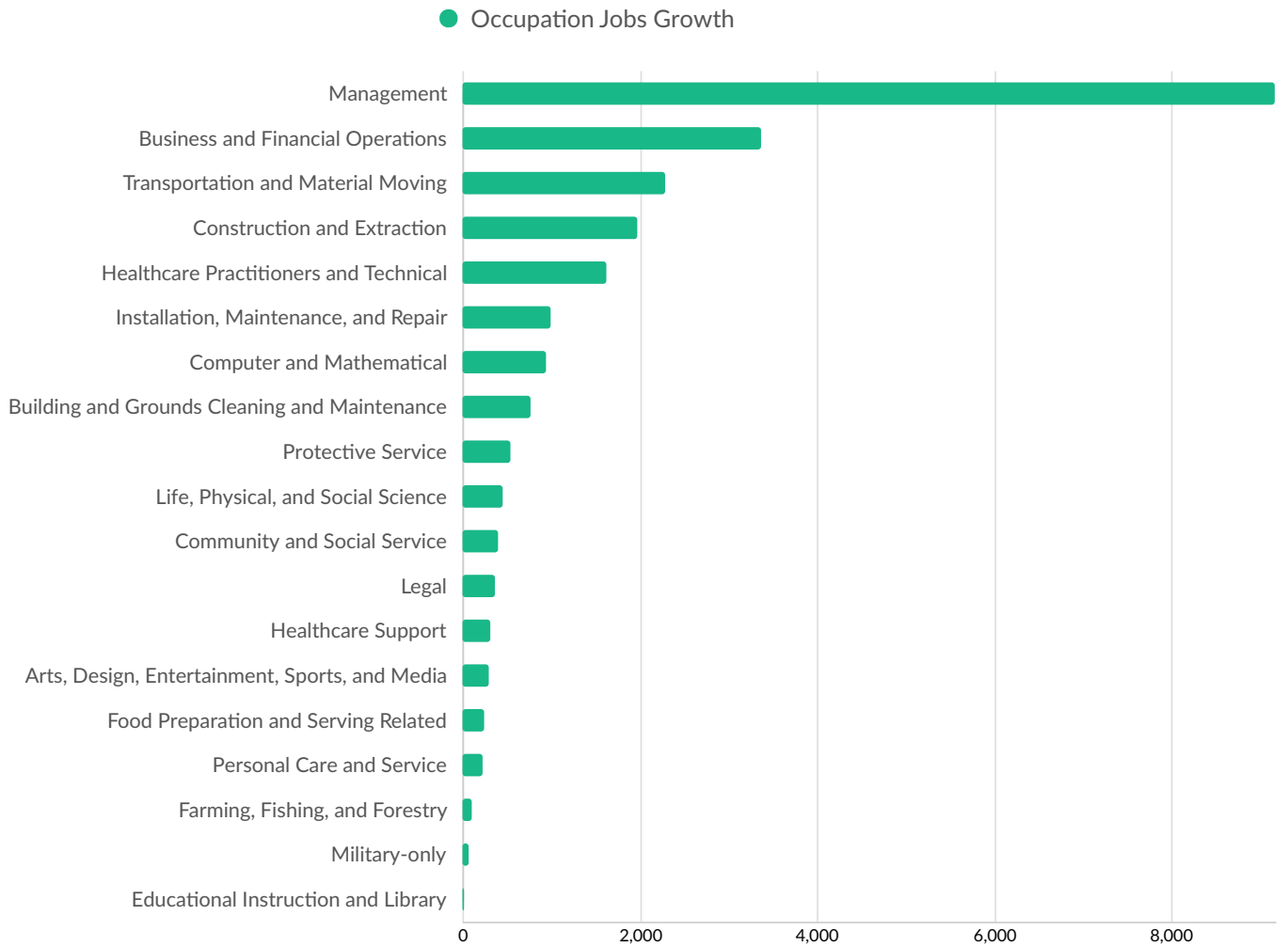


# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations

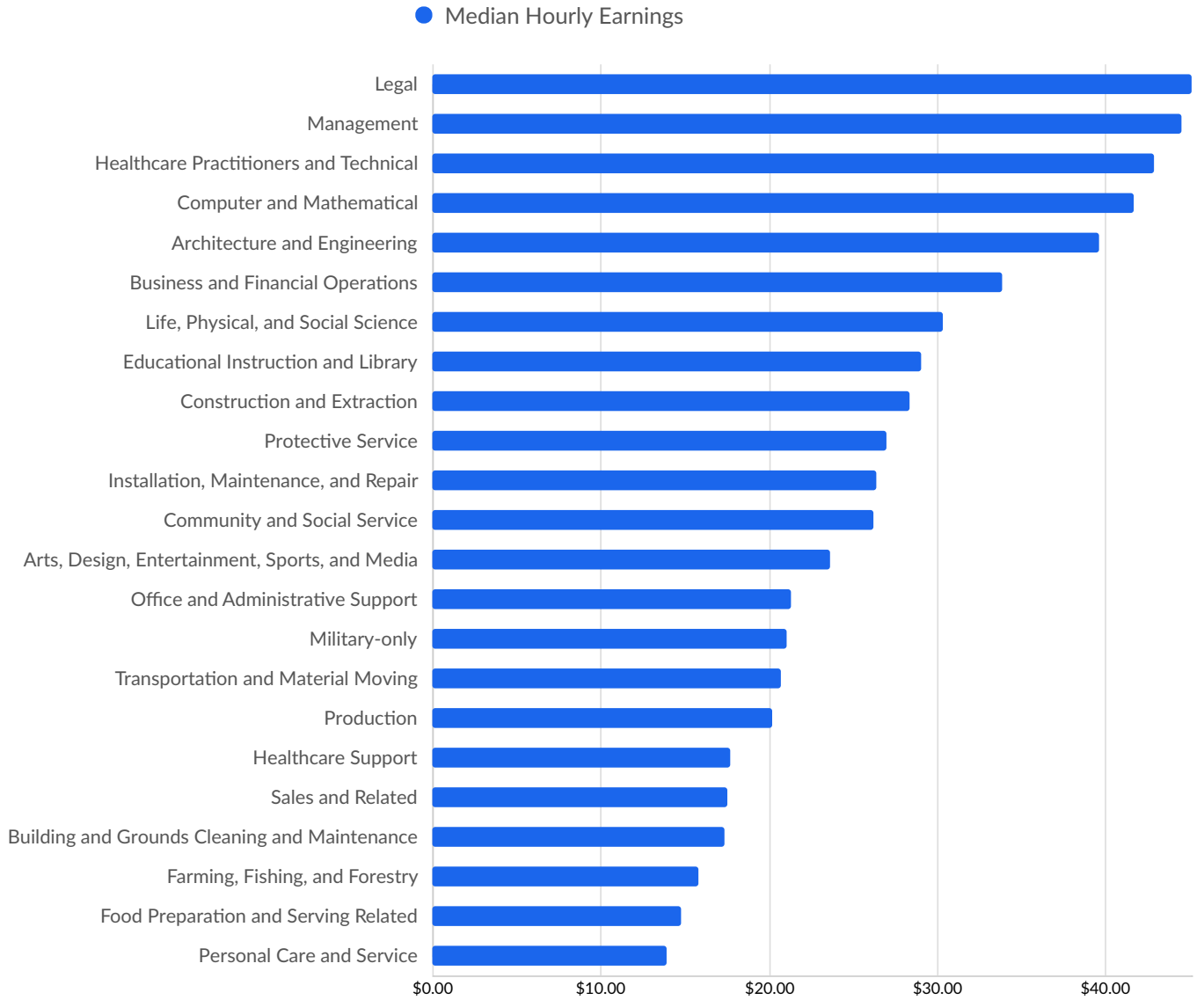


## Top Occupation Employment Concentration

● Occupation Employment Concentration



## Top Occupation Earnings

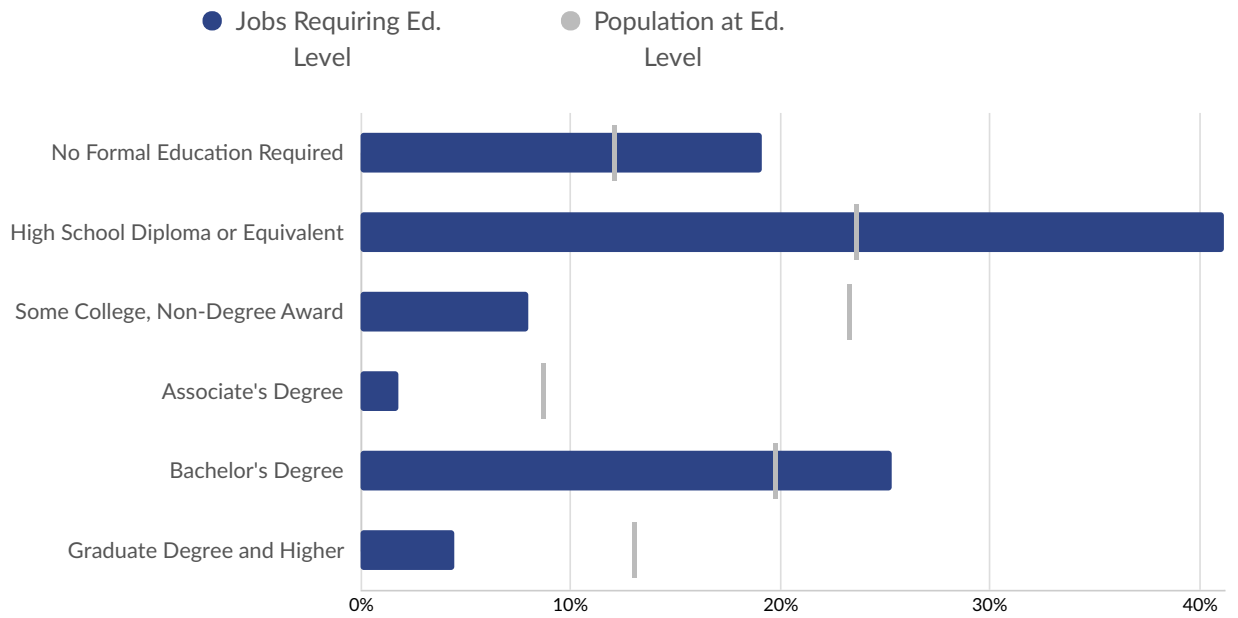


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



# Educational Pipeline

In 2023, there were 9,009 graduates in Washoe County, NV. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from "Science Technologies/Technicians, Other" (Associate's), "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate), and "Psychology, General" (Bachelor's).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
University of Nevada-Reno	5,101	
Truckee Meadows Community College	3,091	
Milan Institute of Cosmetology-Reno	181	
Carrington College-Reno	176	
Paul Mitchell the School-Reno	149	
Career College of Northern Nevada	136	
International Academy of Style	115	
Milan Institute-Sparks	60	
Sierra Nevada University (not current)	0	

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

# In-Demand Skills

