



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

Class of Worker

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

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

Economy Overview

502,194

Population (2024)

Population **grew by 29,813** over the last 5 years and is projected to **grow by 19,618** over the next 5 years.

265,306

Total Regional Employment

Jobs **grew by 16,192** over the last 5 years and are projected to **grow by 14,612** over the next 5 years.

\$85.6K

Median Household Income (2023)

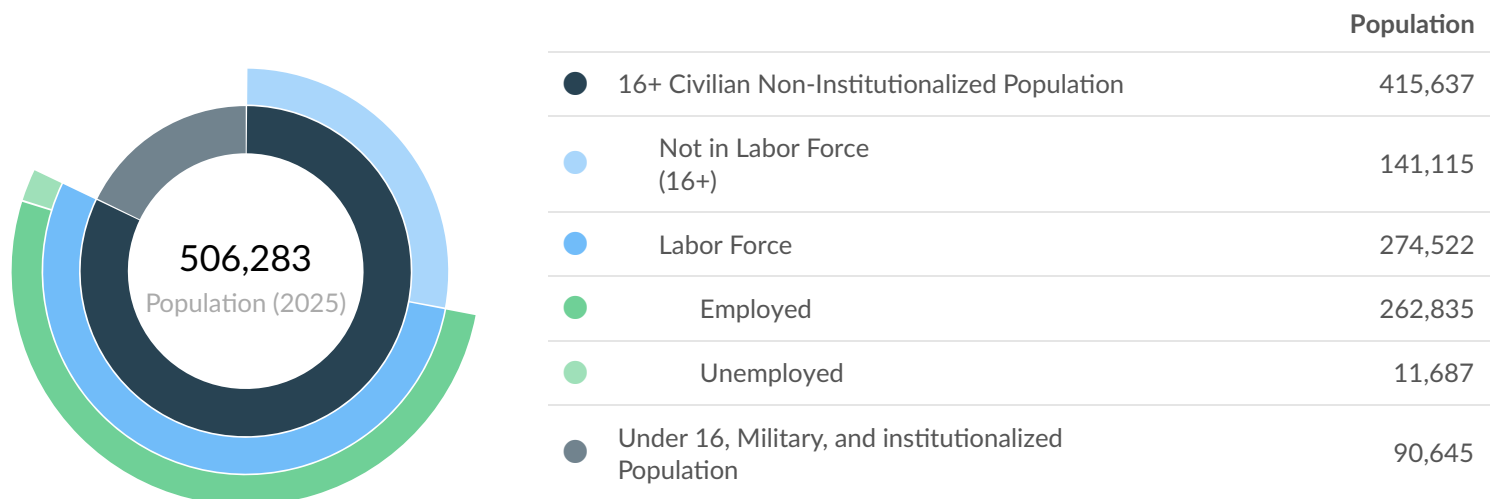
Median household income is **\$7.1K above** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 6.3%** since 2019, growing by 29,813. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 19,618.
- From 2019 to 2024, jobs **increased by 6.5%** in Washoe County, NV from 249,113 to **265,306**. This change **outpaced the national growth rate of 4.3% by 2.2%**. As the number of jobs increased, the **labor force participation rate decreased from 66.3% to 65.5% between 2019 and 2024**.
- Concerning educational attainment, **20.1% of Washoe County, NV residents possess a Bachelor's Degree** (1.4% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, Traveler Accommodation, and Warehousing and Storage.

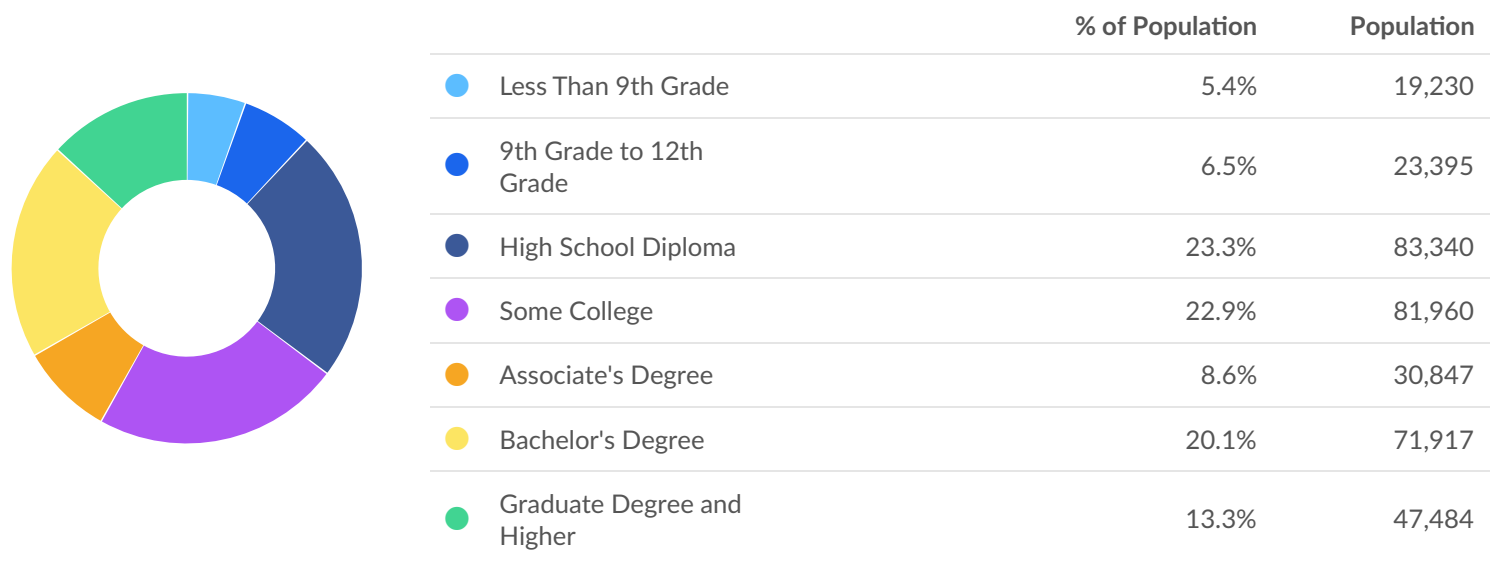
| | Population (2025) | Labor Force (May 2025) | Jobs (2024) | Cost of Living | GRP | Imports | Exports |
|--------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 506,283 | 274,522 | 265,306 | 112.4 | \$41.24B | \$38.40B | \$36.28B |
| State | 3,232,513 | 1,685,159 | 1,723,748 | 111.5 | \$261.19B | \$209.35B | \$244.89B |

May 2025 Labor Force Breakdown



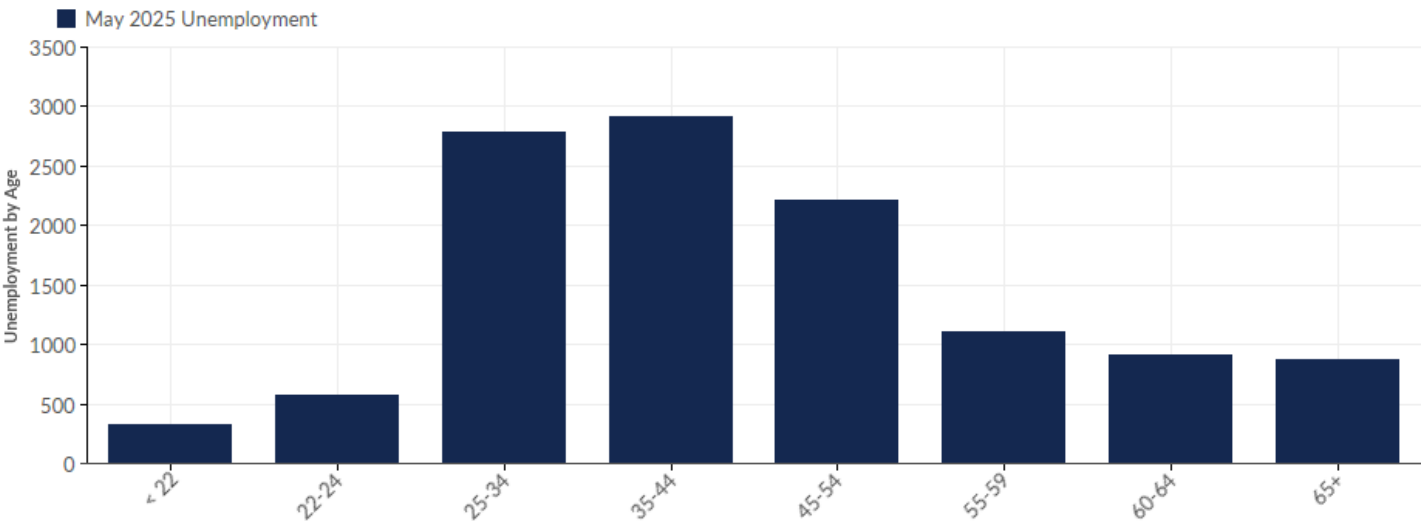
Educational Attainment

Concerning educational attainment, **20.1% of Washoe County, NV residents possess a Bachelor's Degree** (1.4% below the national average), and **8.6% hold an Associate's Degree** (0.2% below the national average).



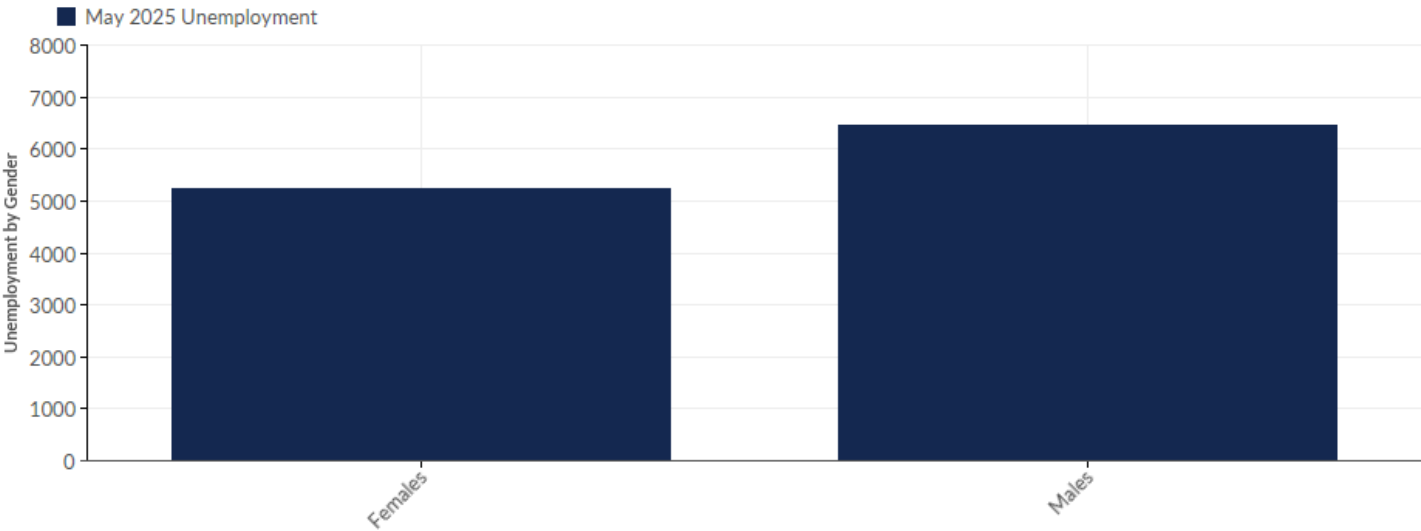
Unemployment by Demographics

Unemployment by Age



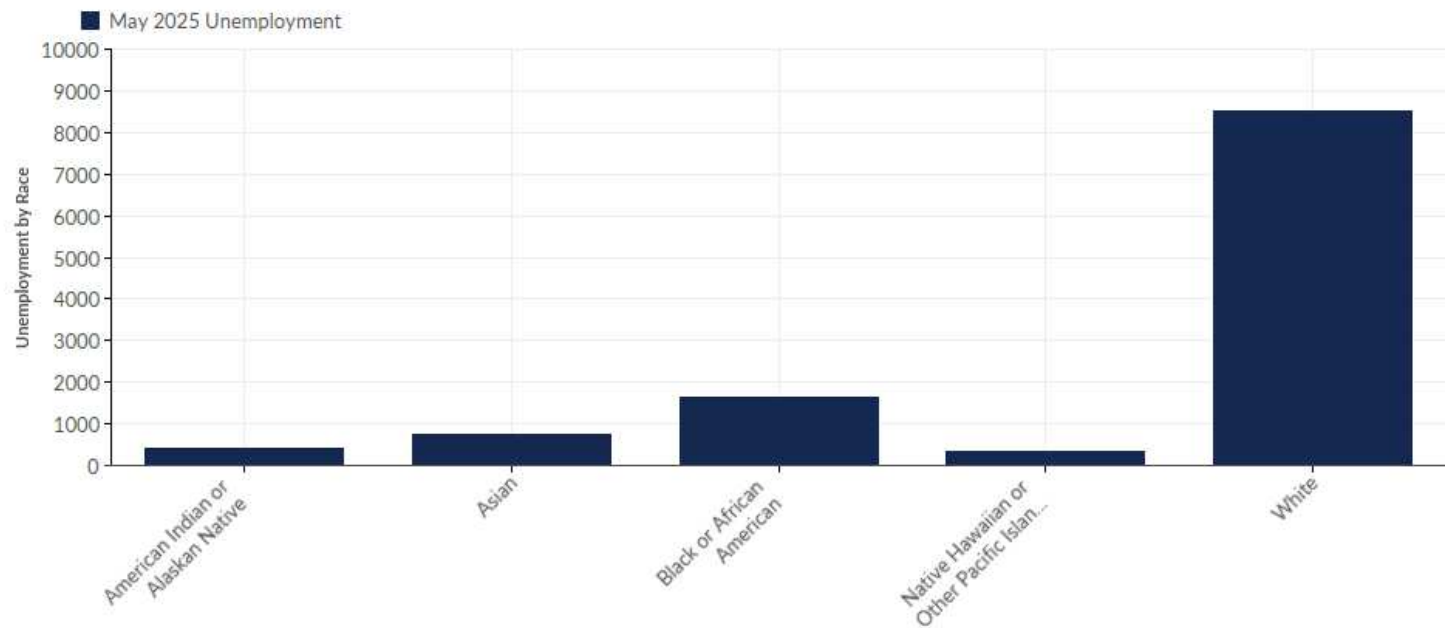
| Age | Unemployment (May 2025) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 323 | 2.76% |
| 22-24 | 568 | 4.86% |
| 25-34 | 2,790 | 23.87% |
| 35-44 | 2,916 | 24.95% |
| 45-54 | 2,206 | 18.88% |
| 55-59 | 1,101 | 9.42% |
| 60-64 | 911 | 7.79% |
| 65+ | 873 | 7.47% |
| Total | 11,687 | 100.00% |

Unemployment by Gender



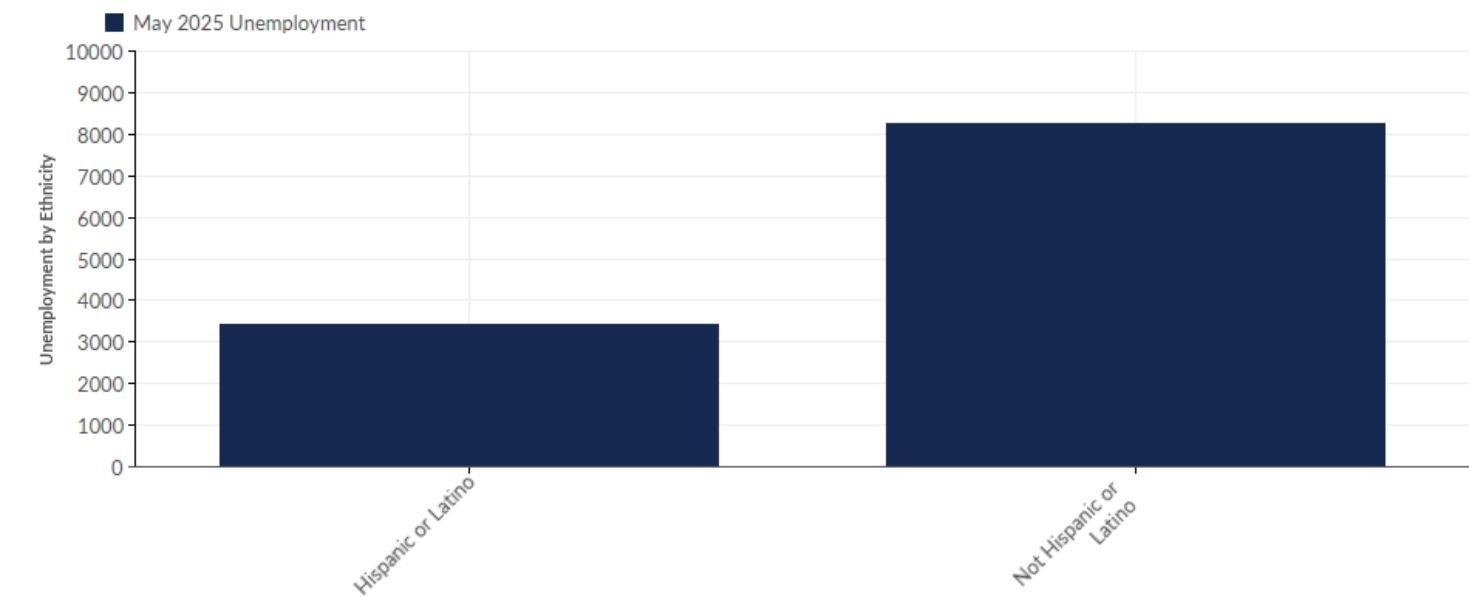
| Gender | Unemployment (May 2025) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 5,239 | 44.83% |
| Males | 6,448 | 55.17% |
| Total | 11,687 | 100.00% |

Unemployment by Race



| Race | Unemployment (May 2025) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 427 | 3.65% |
| Asian | 758 | 6.49% |
| Black or African American | 1,640 | 14.03% |
| Native Hawaiian or Other Pacific Islander | 349 | 2.99% |
| White | 8,513 | 72.84% |
| Total | 11,687 | 100.00% |

Unemployment by Ethnicity

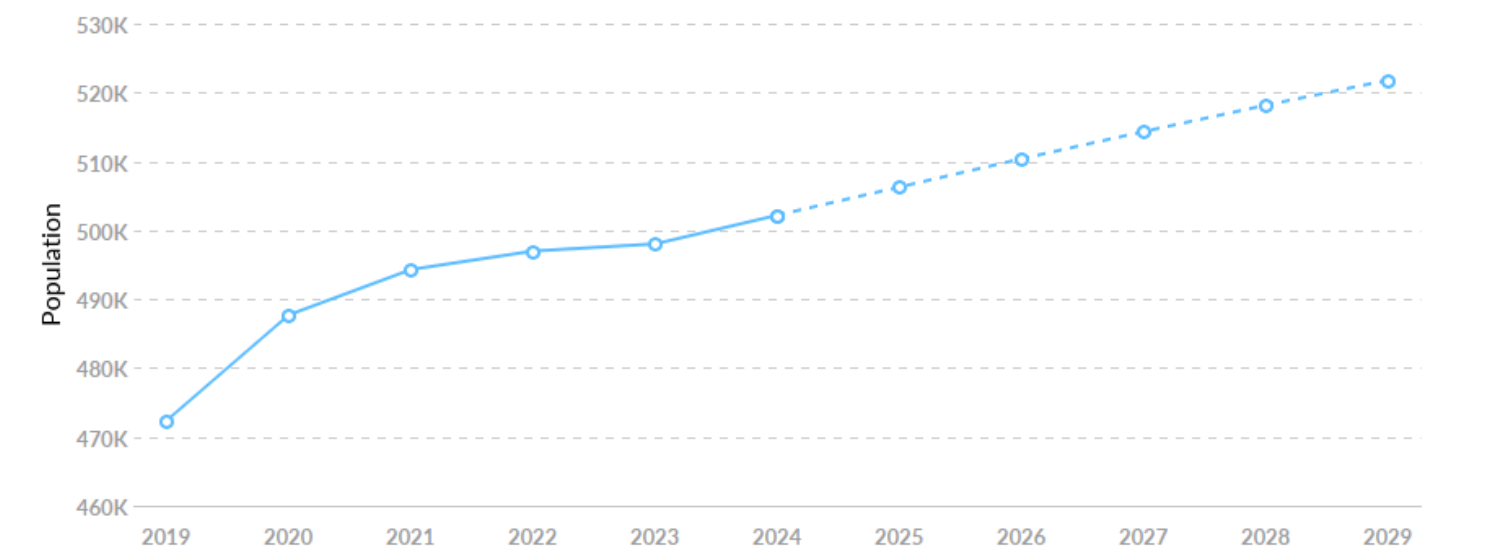


| Ethnicity | Unemployment (May 2025) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 3,428 | 29.33% |
| Not Hispanic or Latino | 8,259 | 70.67% |
| Total | 11,687 | 100.00% |

Historic & Projected Trends

Population Trends

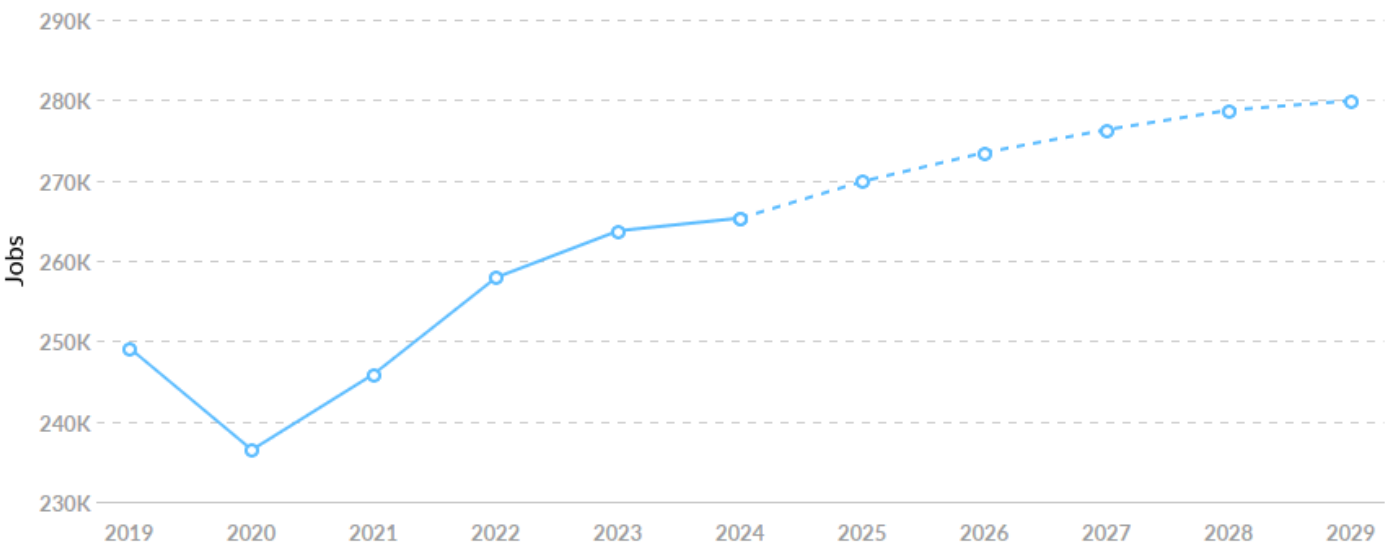
As of 2024 the region's population **increased by 6.3%** since 2019, growing by 29,813. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 19,618.



| Timeframe | Population |
|-----------|------------|
| 2019 | 472,381 |
| 2020 | 487,710 |
| 2021 | 494,300 |
| 2022 | 496,980 |
| 2023 | 498,022 |
| 2024 | 502,194 |
| 2025 | 506,283 |
| 2026 | 510,393 |
| 2027 | 514,339 |
| 2028 | 518,173 |
| 2029 | 521,811 |

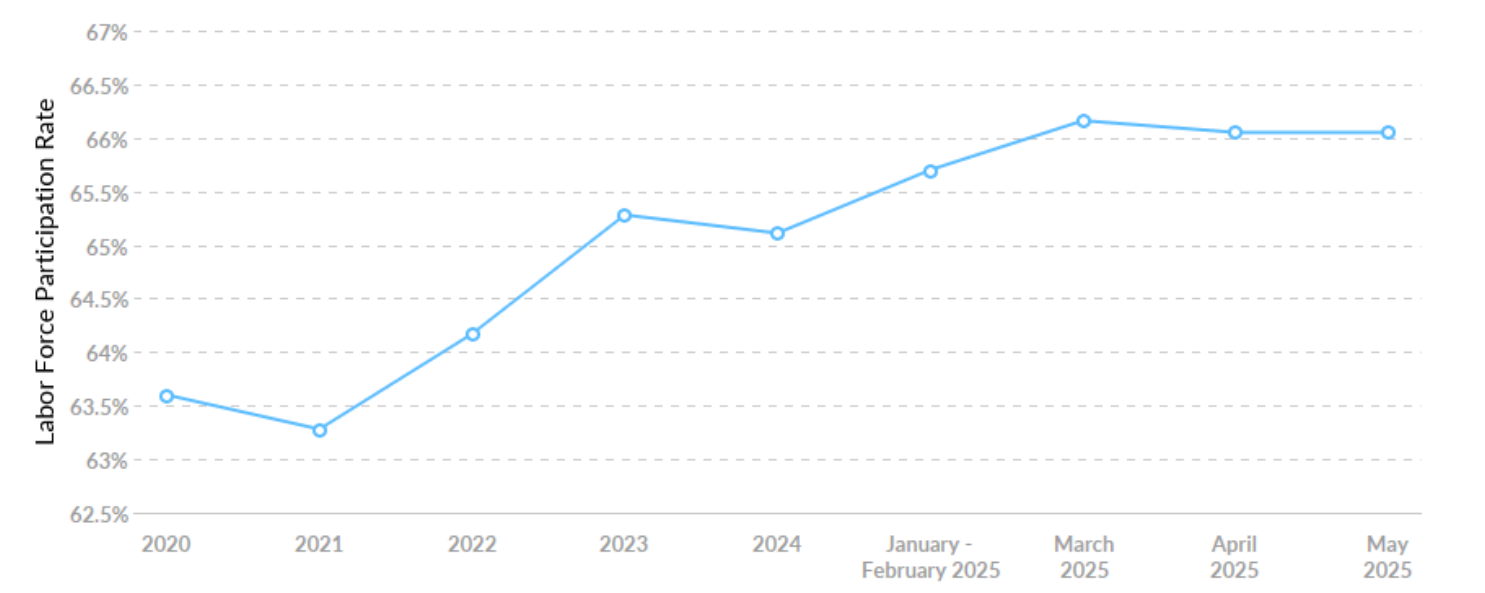
Job Trends

From 2019 to 2024, jobs increased by 6.5% in Washoe County, NV from 249,113 to 265,306. This change outpaced the national growth rate of 4.3% by 2.2%.



| Timeframe | Jobs |
|-----------|---------|
| 2019 | 249,113 |
| 2020 | 236,452 |
| 2021 | 245,912 |
| 2022 | 257,911 |
| 2023 | 263,722 |
| 2024 | 265,306 |
| 2025 | 269,866 |
| 2026 | 273,472 |
| 2027 | 276,314 |
| 2028 | 278,741 |
| 2029 | 279,918 |

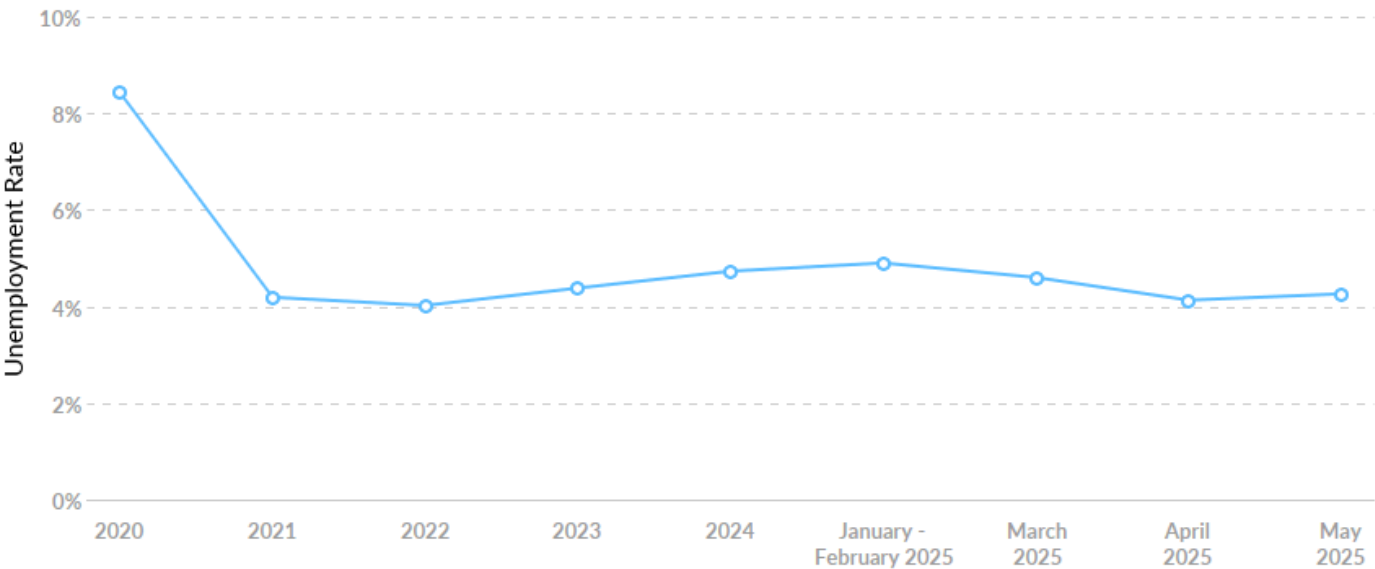
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|-------------------------|--------------------------------|
| 2020 | 63.60% |
| 2021 | 63.28% |
| 2022 | 64.17% |
| 2023 | 65.28% |
| 2024 | 65.11% |
| January - February 2025 | 65.70% |
| March 2025 | 66.16% |
| April 2025 | 66.05% |
| May 2025 | 66.05% |

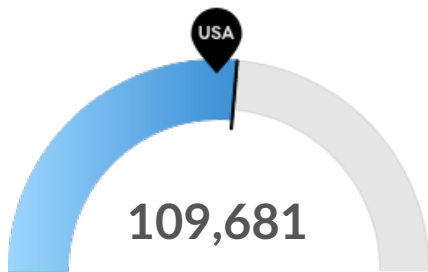
Unemployment Rate Trends

Washoe County, NV had a May 2025 unemployment rate of 4.26%, **decreasing from 8.43%** 5 years before.



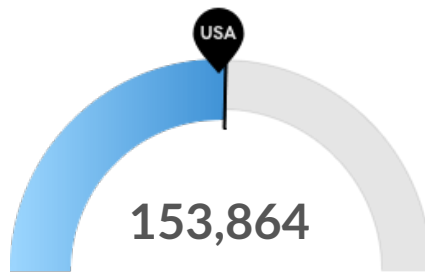
| Timeframe | Unemployment Rate |
|-------------------------|-------------------|
| 2020 | 8.43% |
| 2021 | 4.19% |
| 2022 | 4.02% |
| 2023 | 4.38% |
| 2024 | 4.73% |
| January - February 2025 | 4.90% |
| March 2025 | 4.60% |
| April 2025 | 4.13% |
| May 2025 | 4.26% |

Population Characteristics



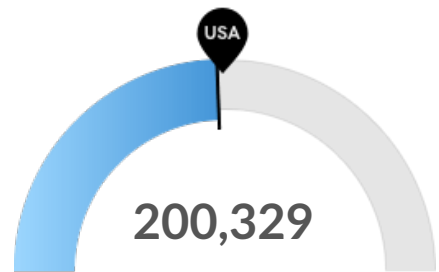
Millennials

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



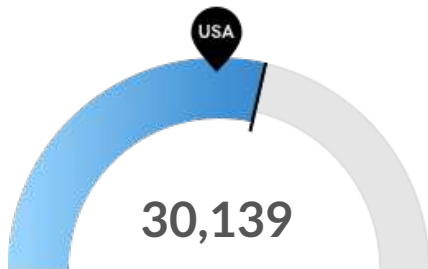
Retiring Soon

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.



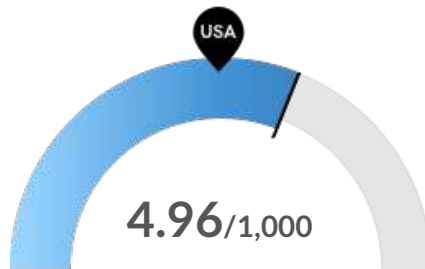
Racial Diversity

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.



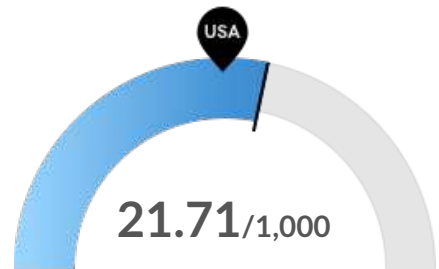
Veterans

Washoe County, NV has 30,139 veterans. The national average for an area this size is 24,639.



Violent Crime

Washoe County, NV has 4.96 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

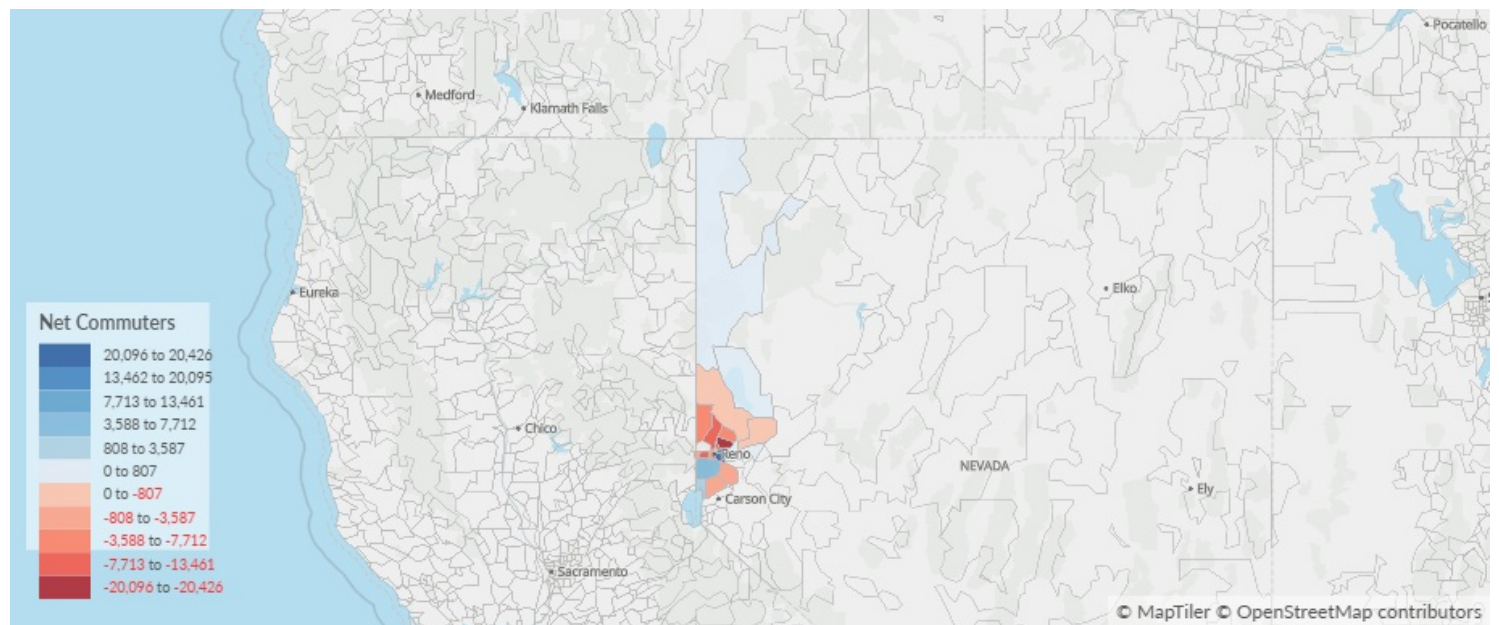


Property Crime

Washoe County, NV has 21.71 property crimes per 1,000 people. The national rate is 18.02 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.



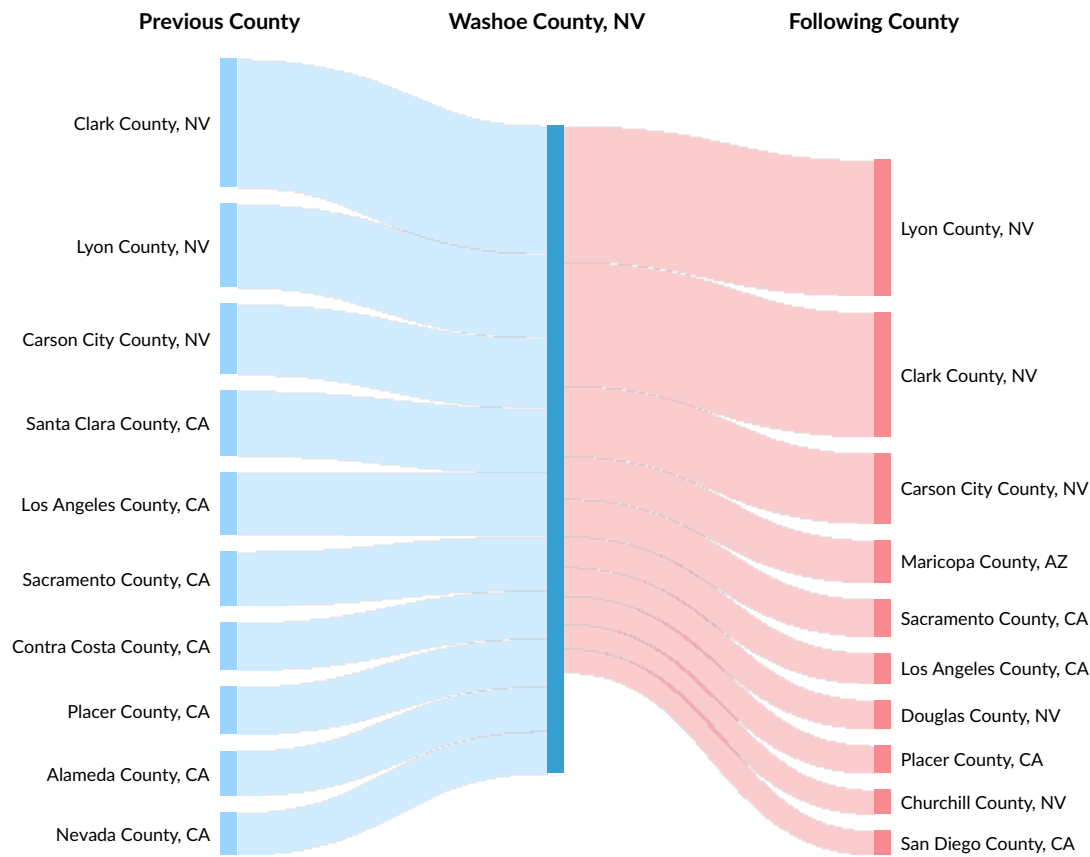
| Where Talent Works | | |
|--------------------|---------------------------|-----------------|
| ZIP | Name | 2024 Employment |
| 89502 | Reno, NV (in Washoe co... | 46,618 |
| 89431 | Sparks, NV (in Washoe ... | 36,310 |
| 89521 | Reno, NV (in Washoe co... | 22,187 |
| 89511 | Reno, NV (in Washoe co... | 22,101 |
| 89501 | Reno, NV (in Washoe co... | 17,231 |

| Where Talent Lives | | |
|--------------------|---------------------------|--------------|
| ZIP | Name | 2024 Workers |
| 89436 | Sparks, NV (in Washoe ... | 28,016 |
| 89502 | Reno, NV (in Washoe co... | 26,523 |
| 89521 | Reno, NV (in Washoe co... | 23,207 |
| 89431 | Sparks, NV (in Washoe ... | 22,849 |
| 89506 | Reno, NV (in Washoe co... | 22,755 |

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.

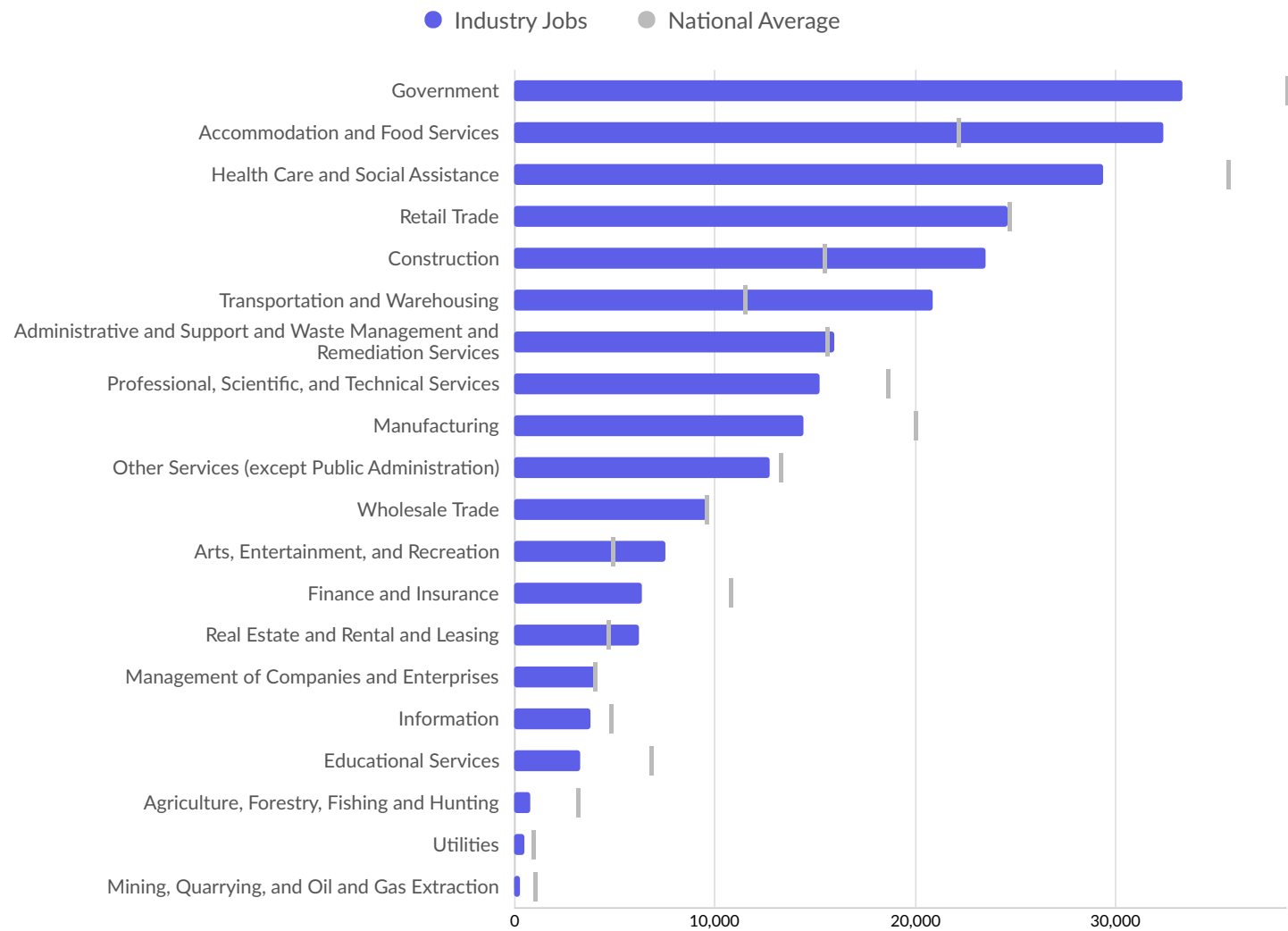


| Top Previous Counties | Migrations |
|------------------------|------------|
| Clark County, NV | 1,343 |
| Lyon County, NV | 879 |
| Carson City County, NV | 737 |
| Santa Clara County, CA | 681 |
| Los Angeles County, CA | 657 |
| Sacramento County, CA | 571 |

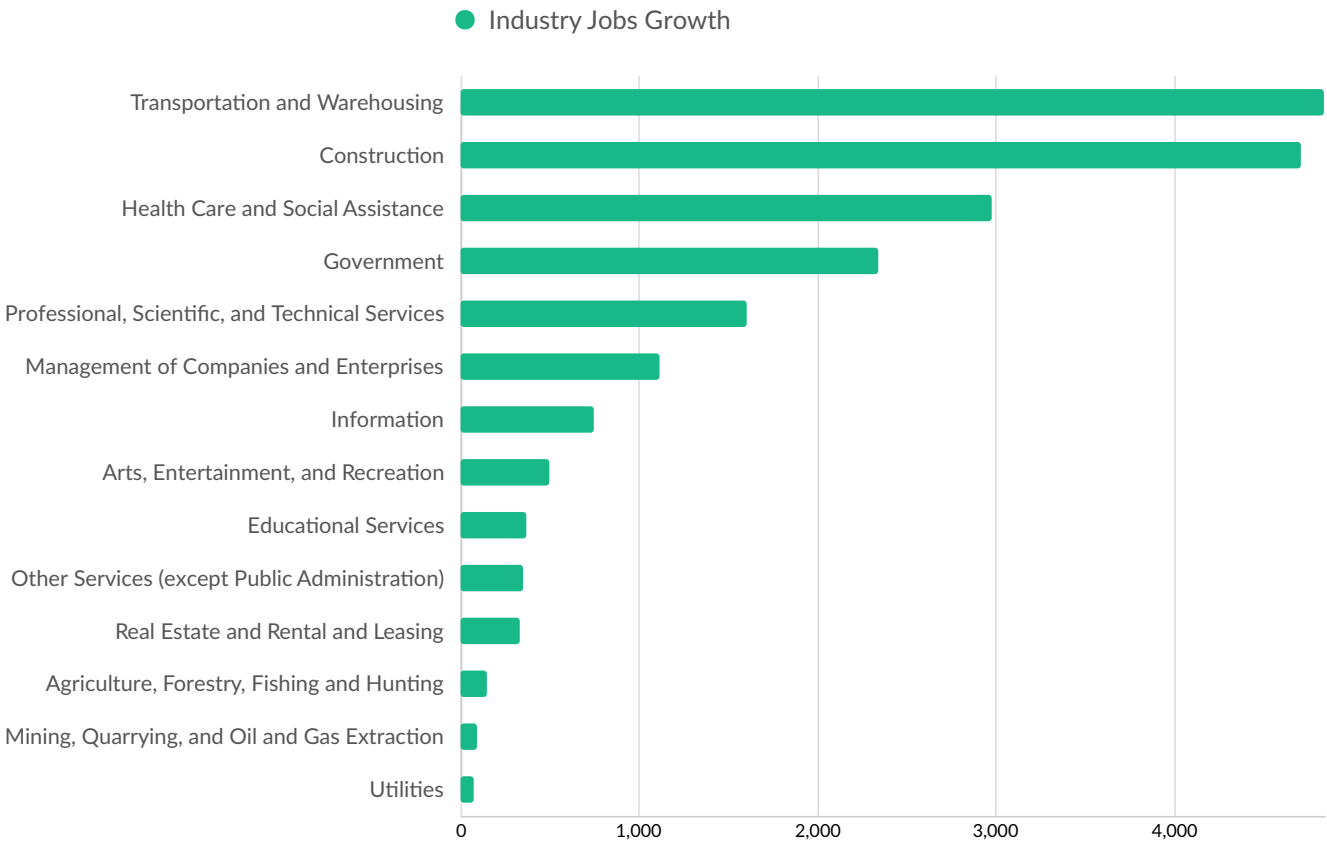
| Top Previous Counties | Migrations |
|-------------------------|------------|
| Contra Costa County, CA | 502 |
| Placer County, CA | 501 |
| Alameda County, CA | 471 |
| Nevada County, CA | 445 |
| San Diego County, CA | 419 |
| Douglas County, NV | 358 |
| Orange County, CA | 346 |
| Maricopa County, AZ | 345 |
| El Dorado County, CA | 269 |
| Top Following Counties | Migrations |
| Lyon County, NV | 1,426 |
| Clark County, NV | 1,301 |
| Carson City County, NV | 737 |
| Maricopa County, AZ | 447 |
| Sacramento County, CA | 392 |
| Los Angeles County, CA | 322 |
| Douglas County, NV | 302 |
| Placer County, CA | 293 |
| Churchill County, NV | 257 |
| San Diego County, CA | 253 |
| Santa Clara County, CA | 230 |
| Elko County, NV | 199 |
| Nevada County, CA | 198 |
| King County, WA | 187 |
| Storey County, NV | 173 |

Industry Characteristics

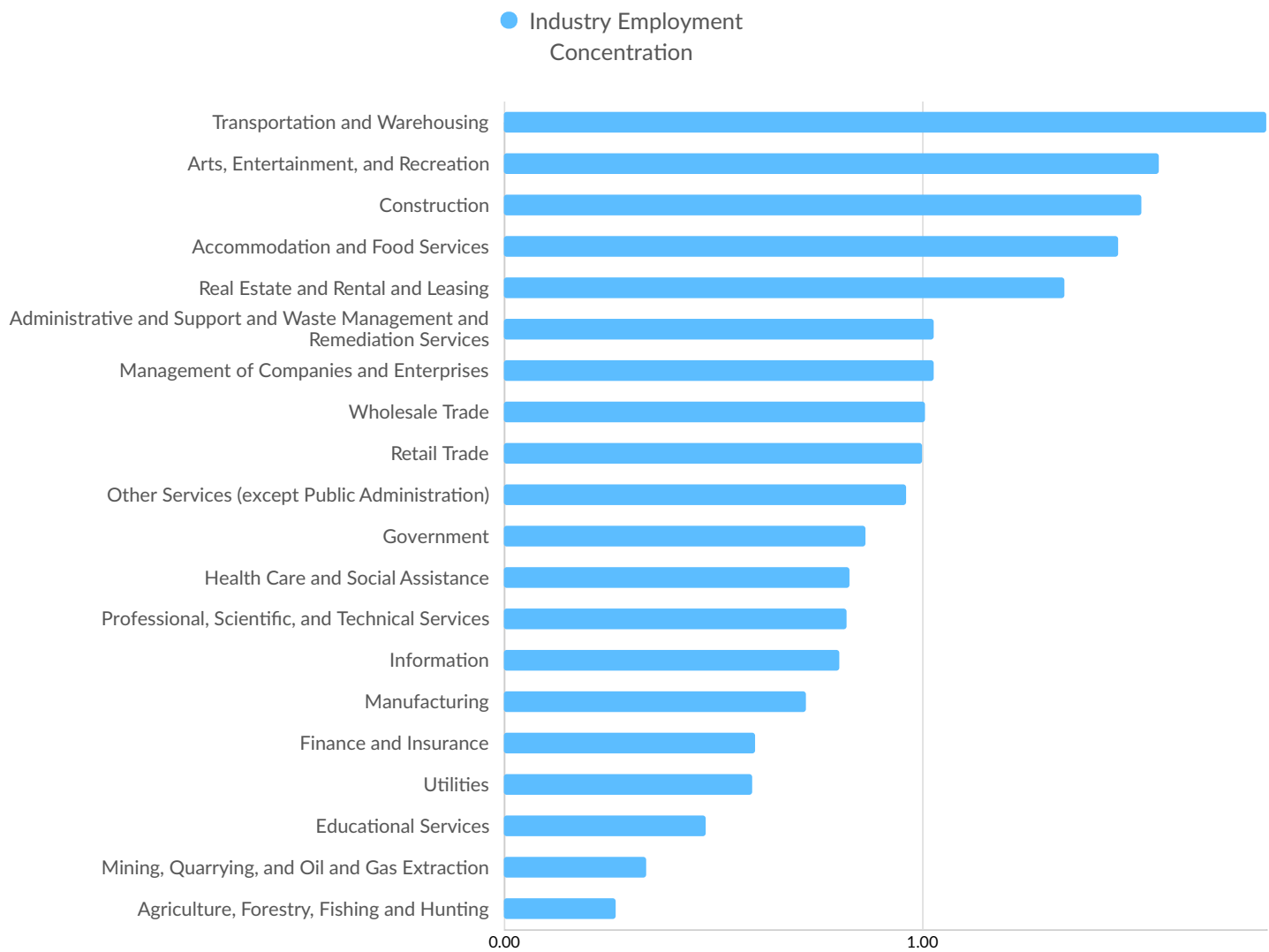
Largest Industries



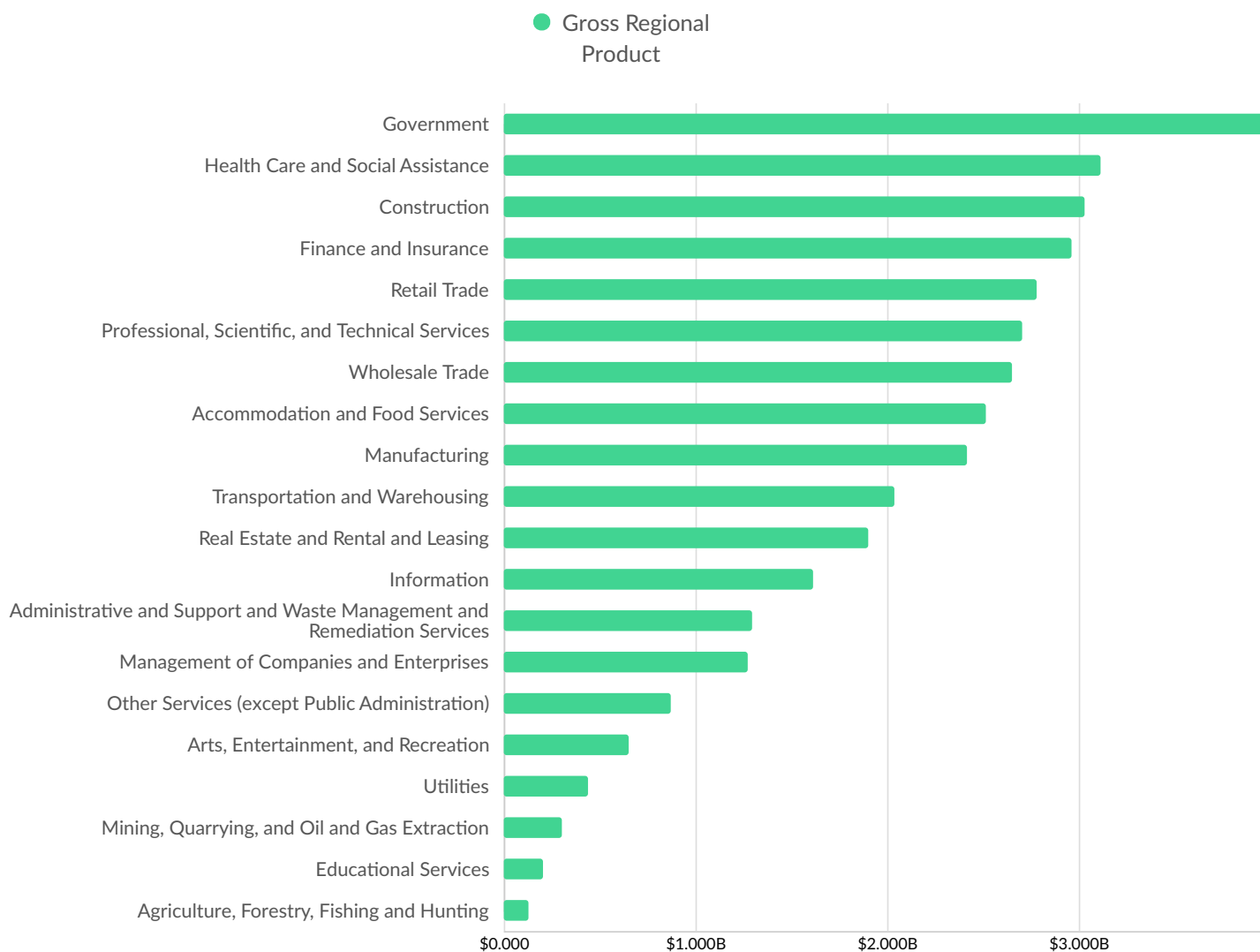
Top Growing Industries



Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



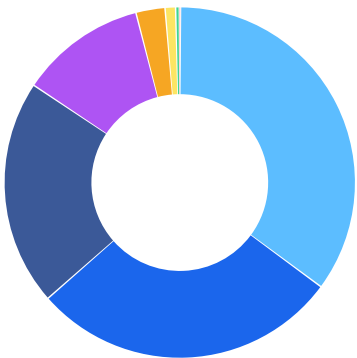
Business Characteristics

48,011 Companies Employ Your Workers

Online profiles for your workers mention 48,011 companies as employers, with the top 10 appearing below. In the last 12 months, 7,203 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-Reno | 5,182 <div></div> | Renown Health | 1,556 <div></div> |
| Renown Health | 3,463 <div></div> | Washoe County School District | 1,251 <div></div> |
| Washoe County School District | 3,157 <div></div> | Tesla | 904 <div></div> |
| Tesla | 2,727 <div></div> | St. Mary's Regional Medical Cen... | 750 <div></div> |
| State of Nevada | 1,948 <div></div> | Caesars Entertainment | 676 <div></div> |
| International Game Technology | 1,433 <div></div> | ManpowerGroup | 623 <div></div> |
| Panasonic | 1,258 <div></div> | University of Nevada-Reno | 578 <div></div> |
| Truckee Meadows Community C... | 781 <div></div> | Grand Sierra Resort and Casino | 557 <div></div> |
| Walmart | 748 <div></div> | Atlantis Casino Resort Spa | 503 <div></div> |
| Grand Sierra Resort and Casino | 731 <div></div> | Uhs | 476 <div></div> |

Business Size

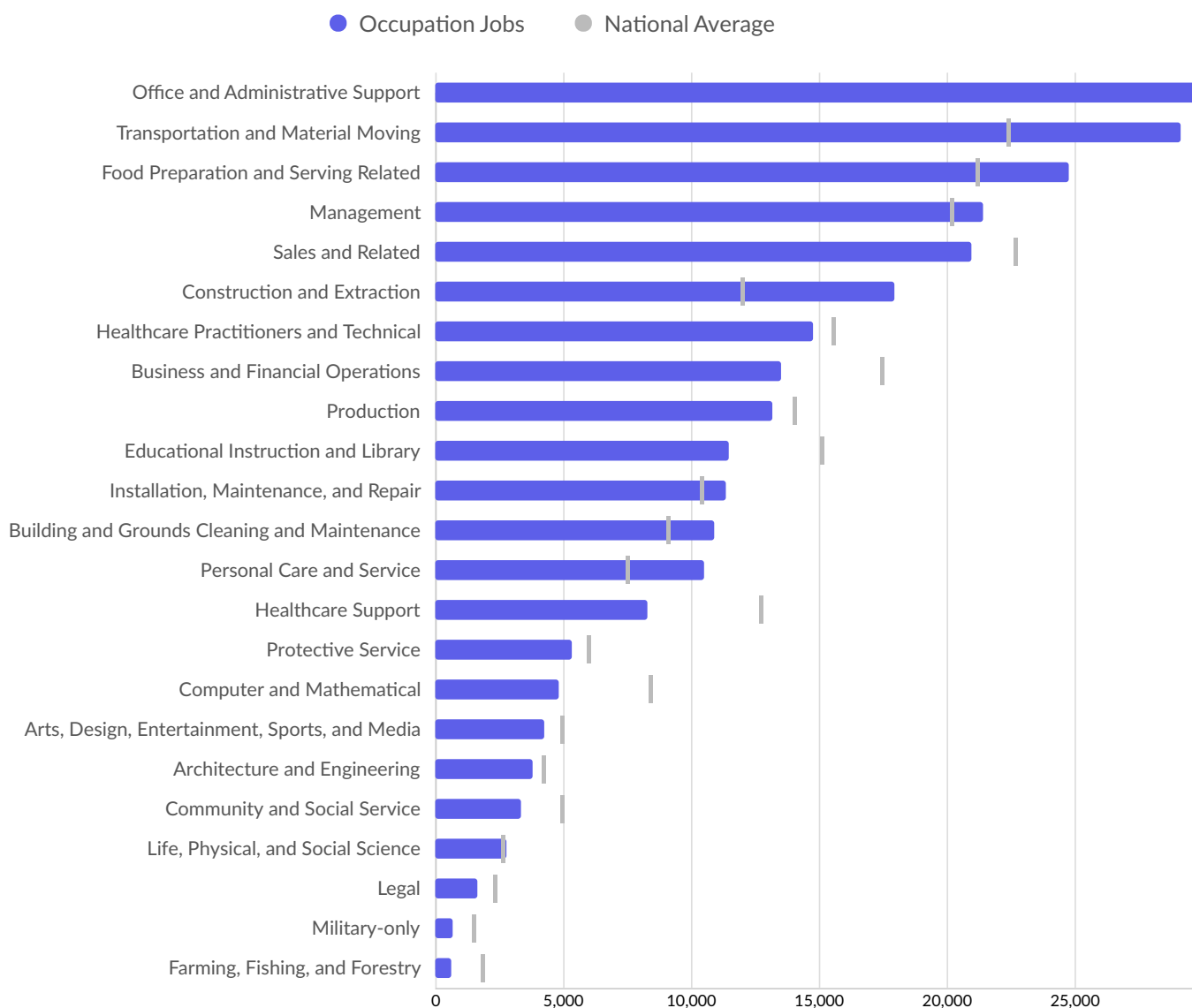


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 35.0% | 7,701 |
| 5 to 9 employees | 28.4% | 6,243 |
| 10 to 19 employees | 20.8% | 4,576 |
| 20 to 49 employees | 11.6% | 2,553 |
| 50 to 99 employees | 2.7% | 589 |
| 100 to 249 employees |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

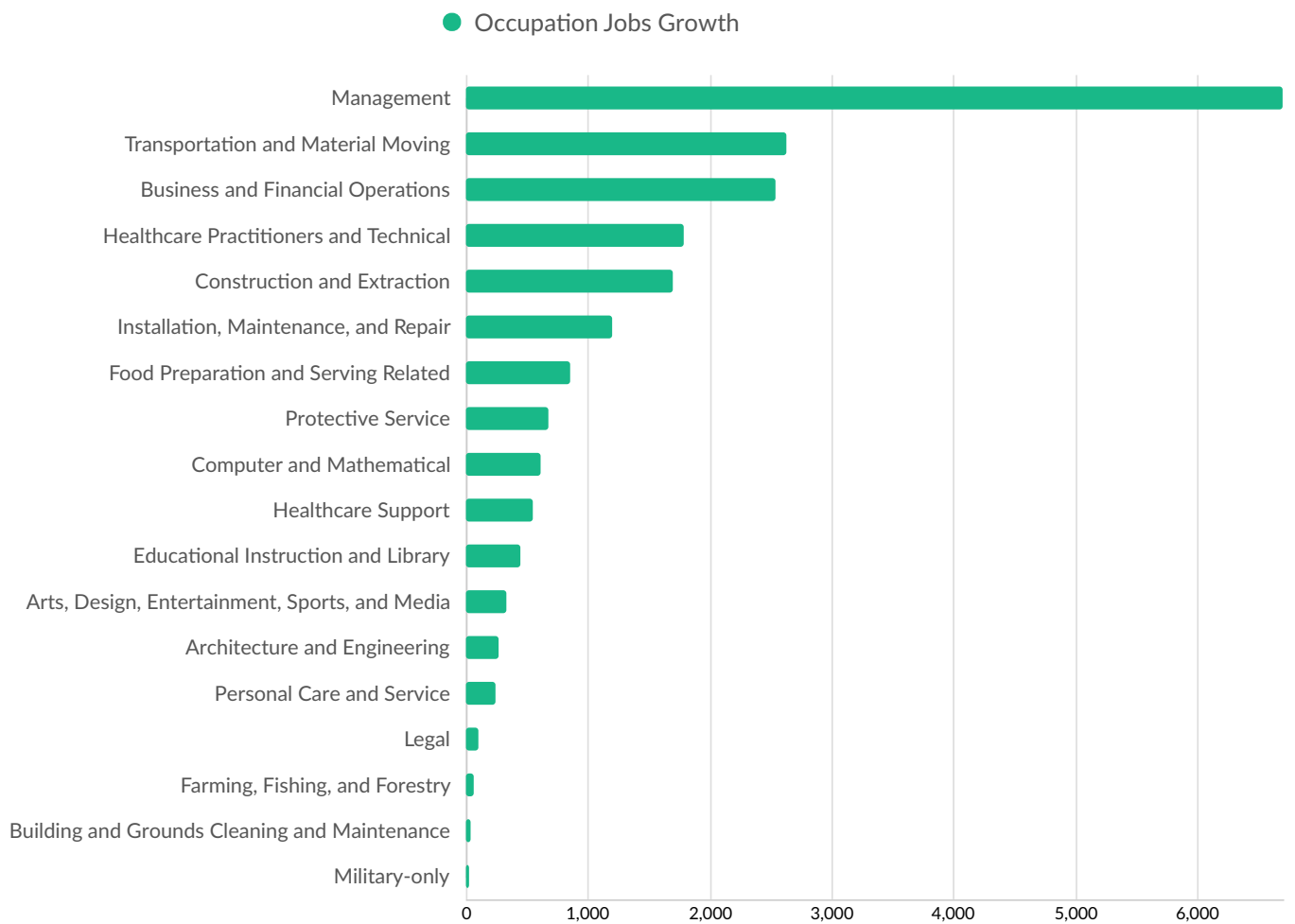
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

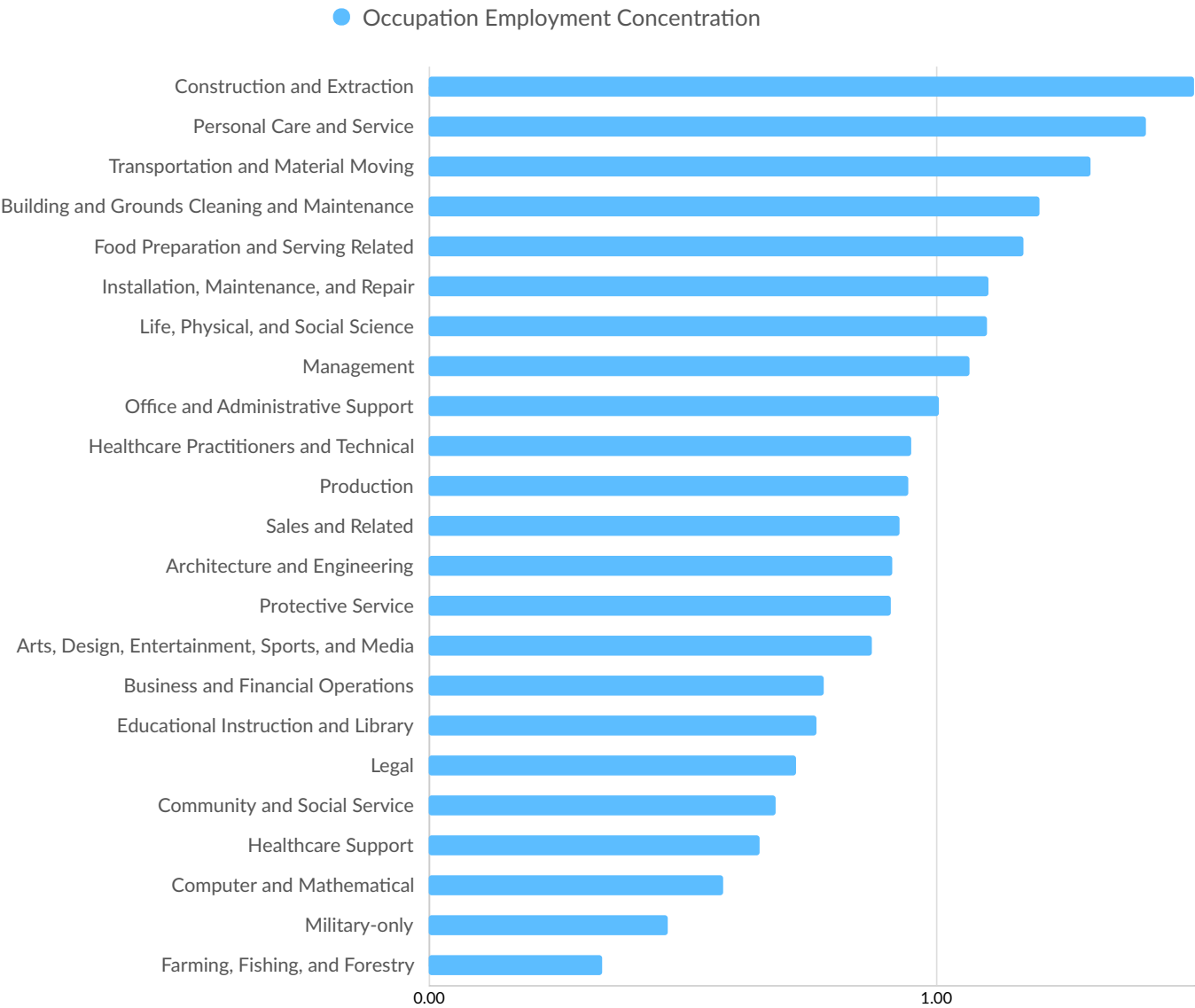
Largest Occupations



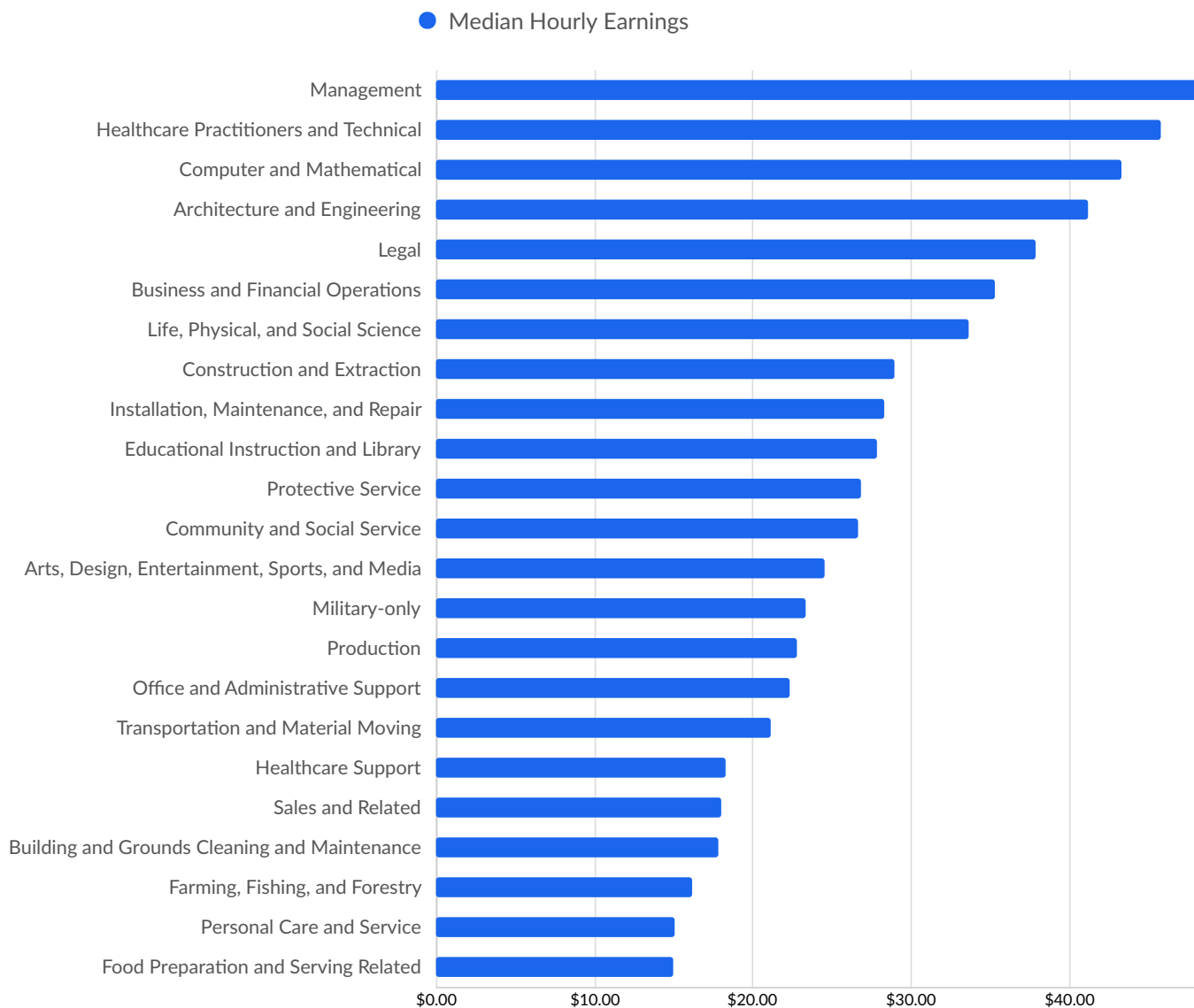
Top Growing Occupations



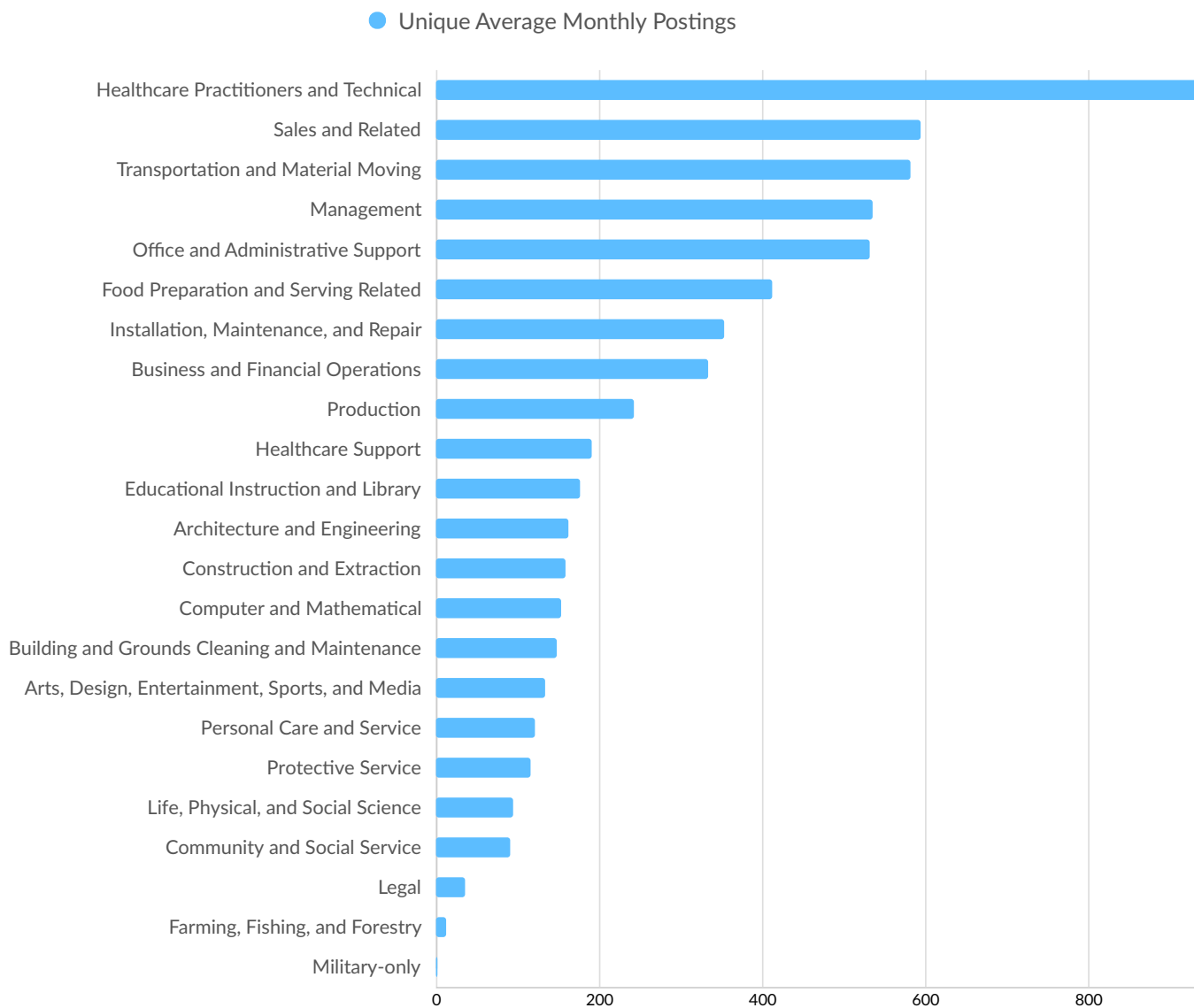
Top Occupation Employment Concentration



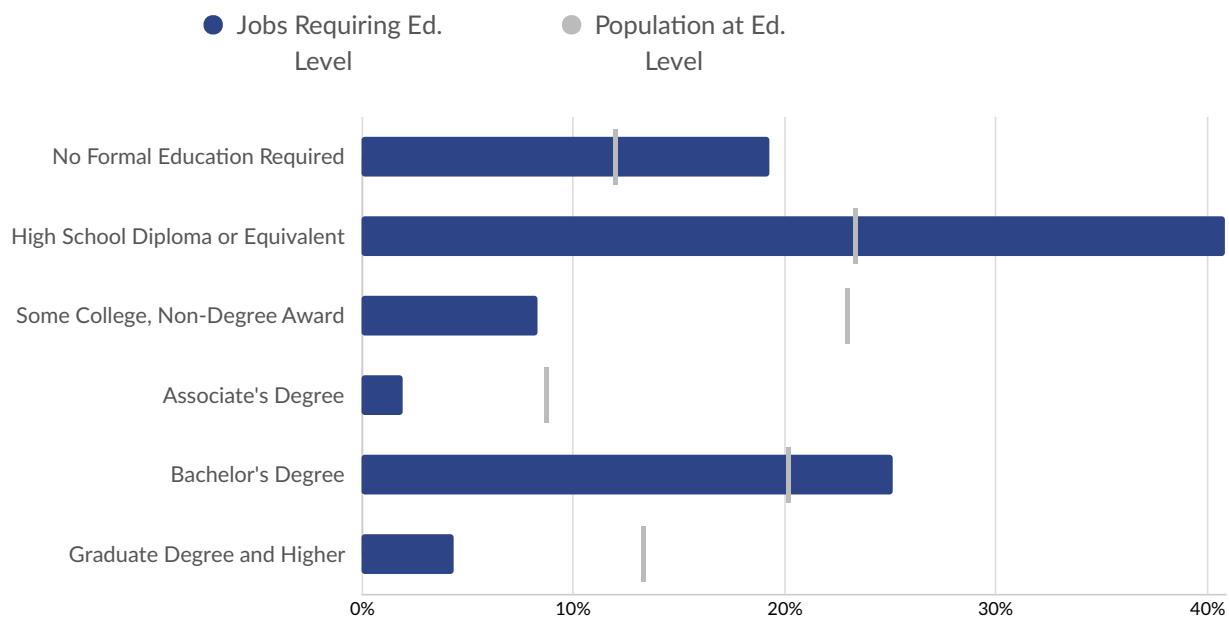
Top Occupation Earnings



Top Posted Occupations

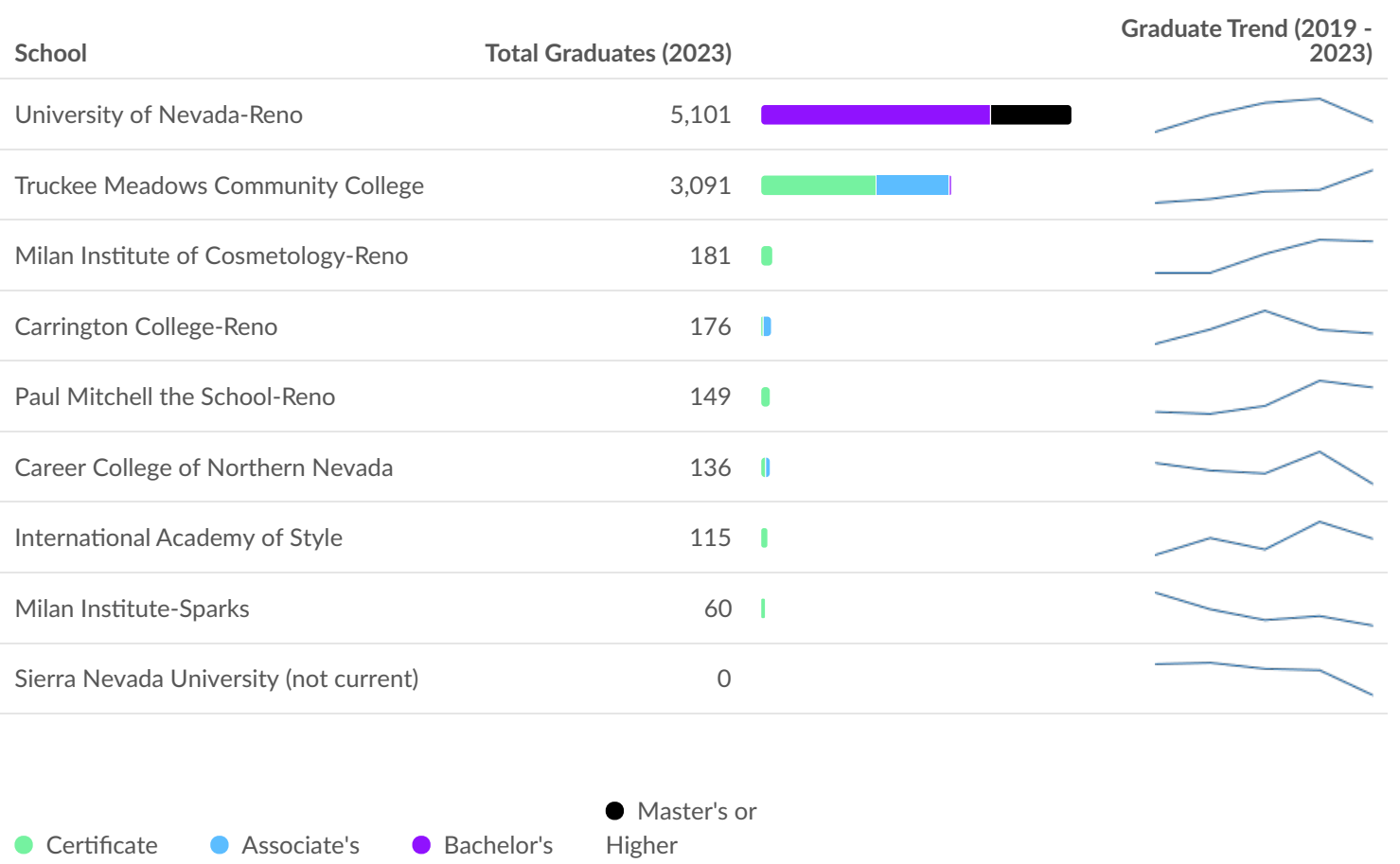


Underemployment



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).



In-Demand Skills

