



# Washoe County, NV



**GOED**

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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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

**511,055**

**Population (2025)**

Population **grew by 23,330** over the last 5 years and is projected to **grow by 23,374** over the next 5 years.

**267,415**

**Total Regional Employment**

Jobs **grew by 30,965** over the last 5 years and are projected to **grow by 14,137** over the next 5 years.

**\$85.6K**

**Median Household Income (2023)**

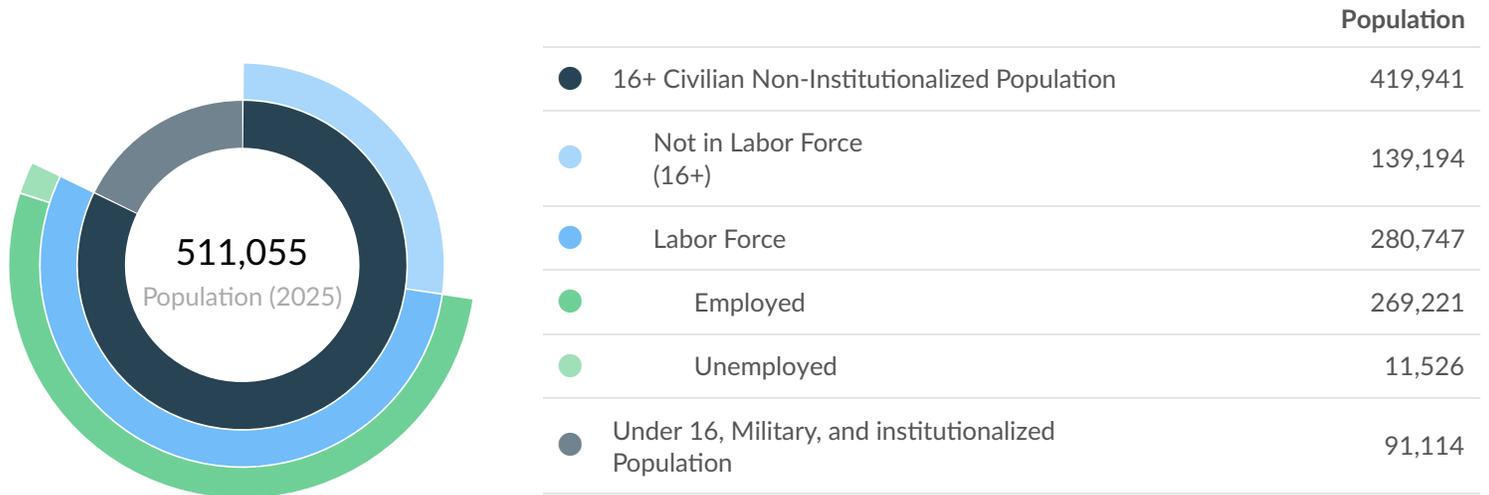
Median household income is **\$7.1K above** the national median household income of \$78.5K.

## Takeaways

- As of 2025 the region's population **increased by 4.8%** since 2020, growing by 23,330. Population is expected to **increase by 4.6%** between 2025 and 2030, adding 23,374.
- From 2020 to 2025, jobs **increased by 13.1%** in Washoe County, NV from 236,450 to **267,415**. This change **outpaced the national growth rate of 10.6% by 2.5%**. As the number of jobs increased, the **labor force participation rate increased from 65.4% to 66.9% between 2020 and 2025**.
- Concerning educational attainment, **20.2% of Washoe County, NV residents possess a Bachelor's Degree** (1.6% below the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Traveler Accommodation, and Warehousing and Storage.

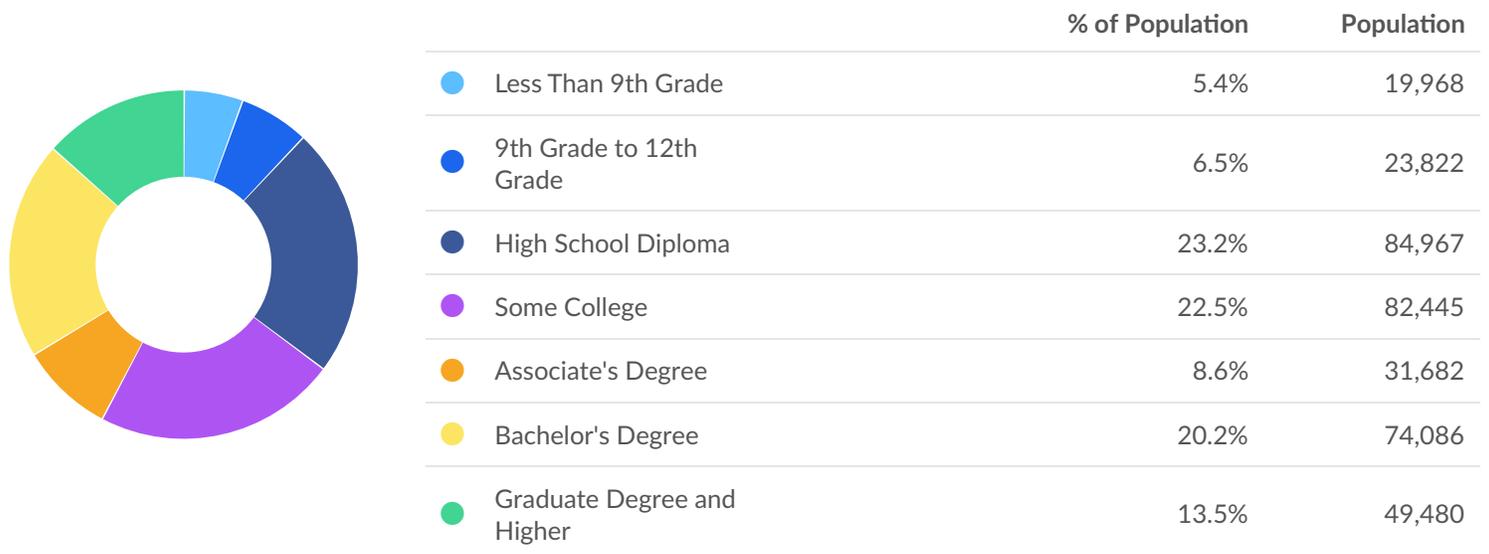
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	511,055	280,747	267,415	112.4	\$43.90B	\$39.69B	\$37.88B
State	3,284,005	1,722,497	1,735,022	111.5	\$277.83B	\$214.84B	\$255.72B

## Nov 2025 Labor Force Breakdown



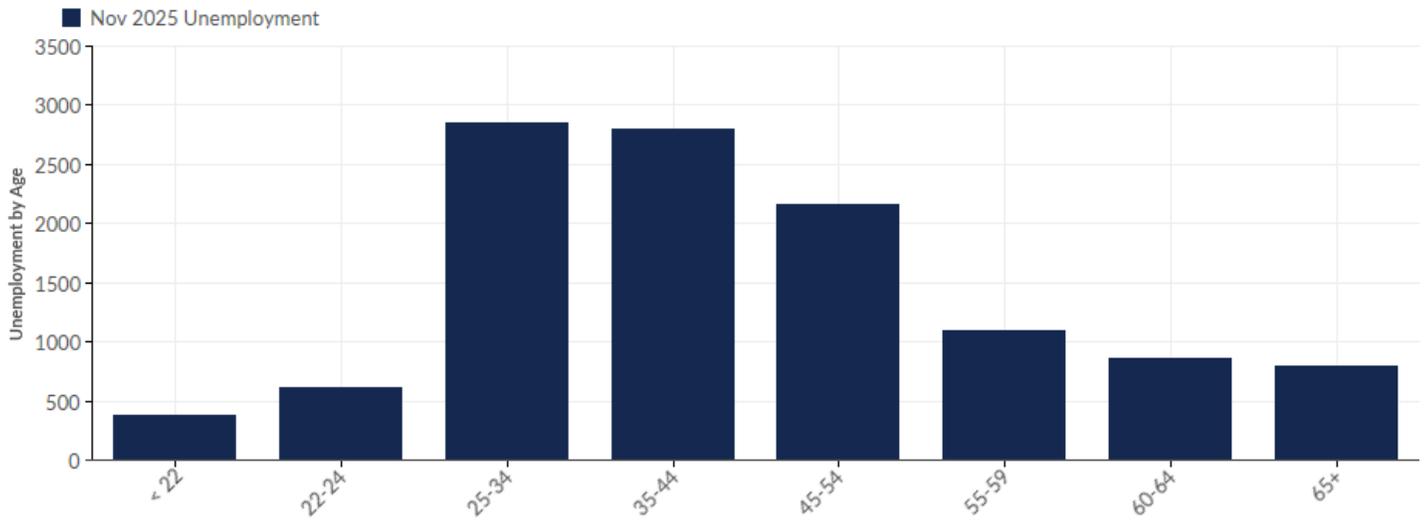
## Educational Attainment

Concerning educational attainment, **20.2% of Washoe County, NV residents possess a Bachelor's Degree** (1.6% below the national average), and **8.6% hold an Associate's Degree** (0.3% below the national average).



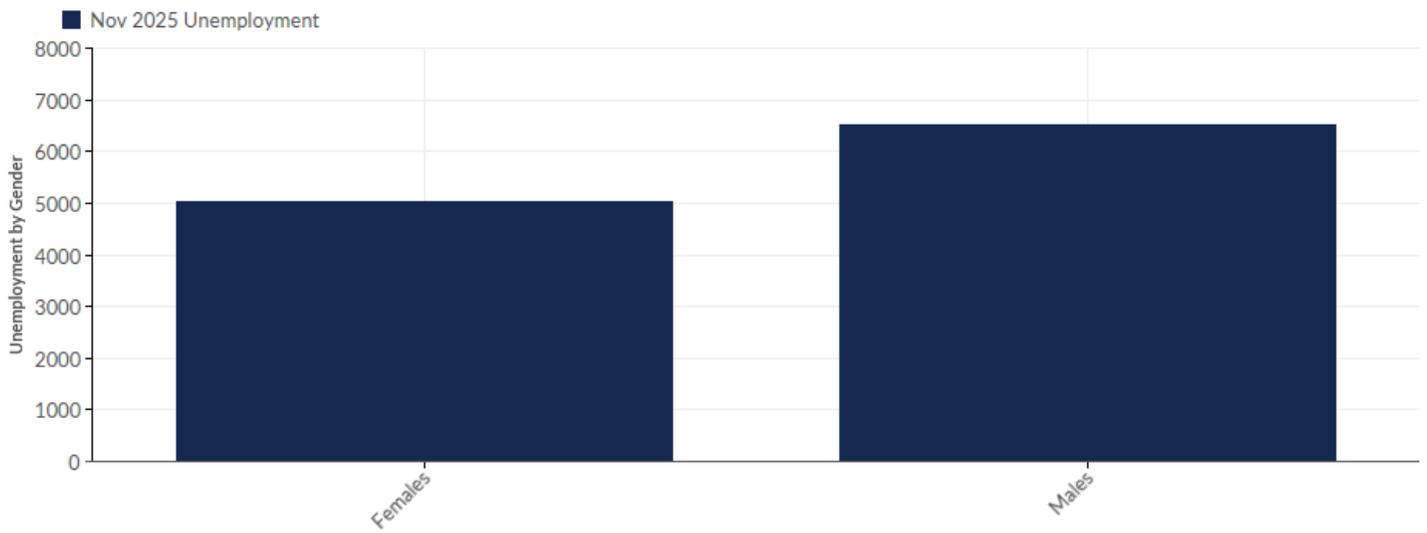
# Unemployment by Demographics

## Unemployment by Age



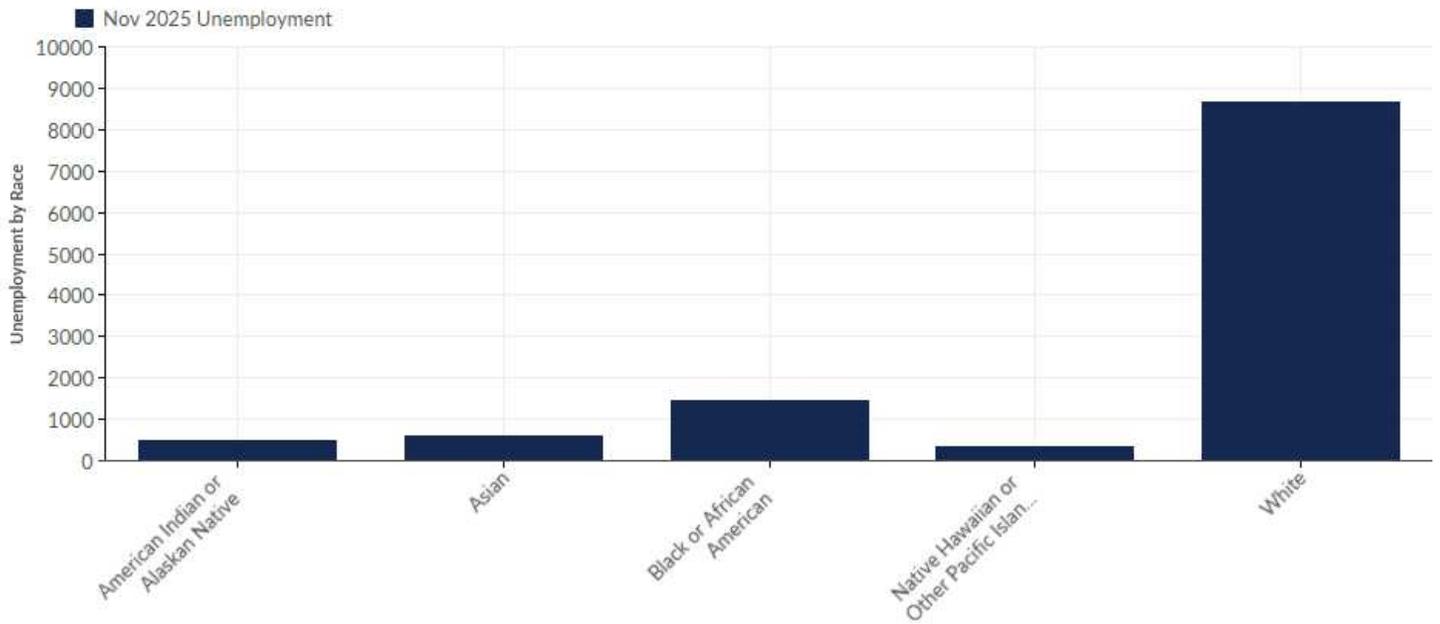
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	377	3.27%
22-24	609	5.28%
25-34	2,850	24.73%
35-44	2,791	24.21%
45-54	2,153	18.68%
55-59	1,096	9.51%
60-64	856	7.43%
65+	793	6.88%
Total	11,526	100.00%

## Unemployment by Gender



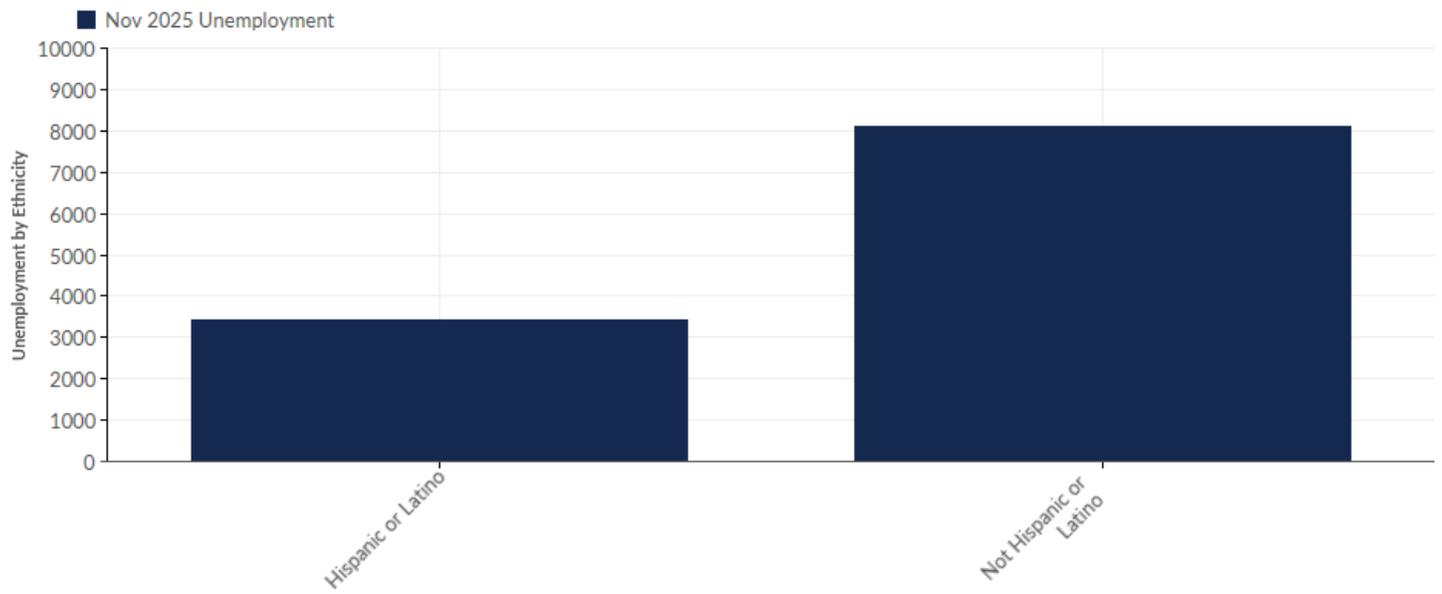
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	5,021	43.56%
Males	6,505	56.44%
Total	11,526	100.00%

## Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	475	4.12%
Asian	612	5.31%
Black or African American	1,465	12.71%
Native Hawaiian or Other Pacific Islander	323	2.80%
White	8,651	75.06%
Total	11,526	100.00%

## Unemployment by Ethnicity

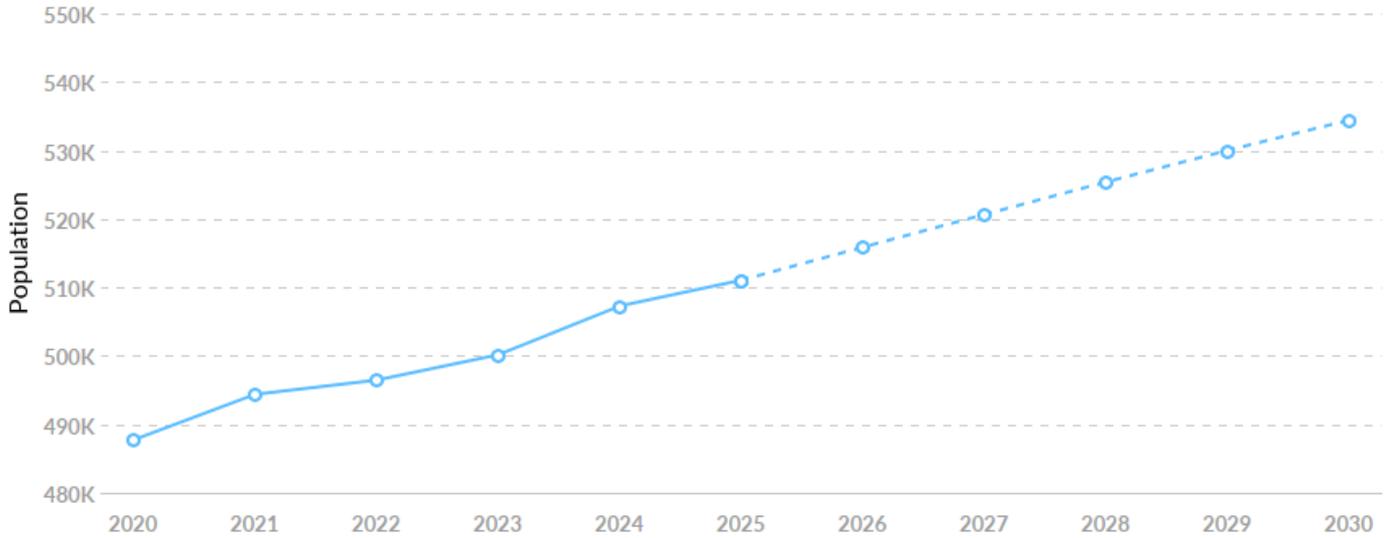


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	3,412	29.60%
Not Hispanic or Latino	8,114	70.40%
Total	11,526	100.00%

# Historic & Projected Trends

## Population Trends

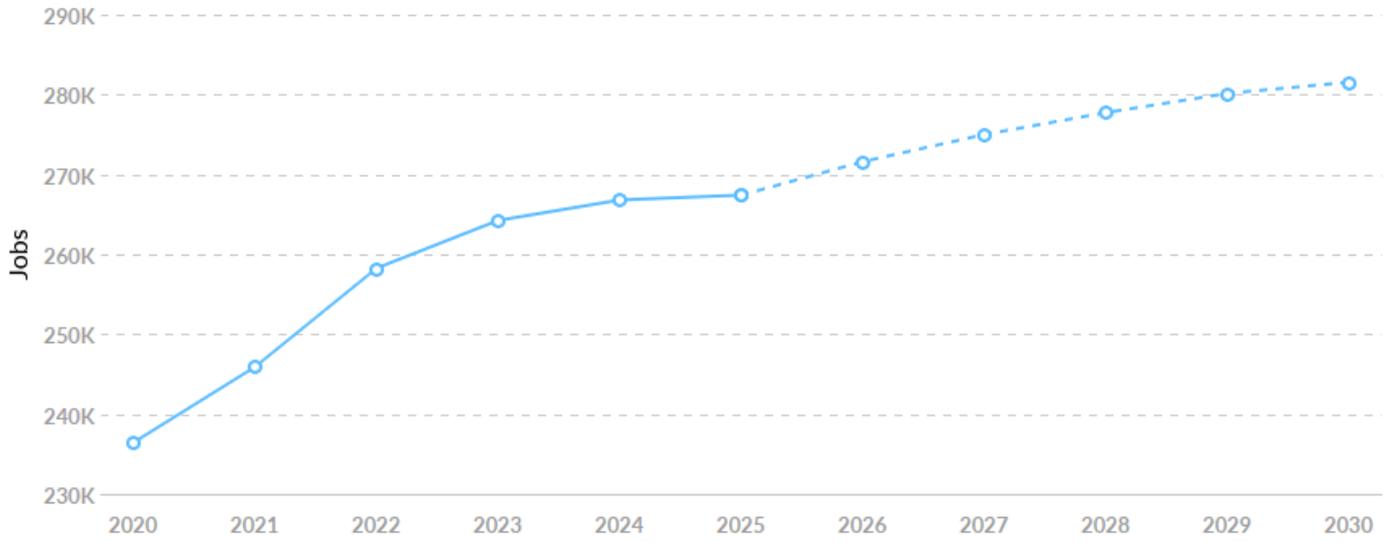
As of 2025 the region's population **increased by 4.8%** since 2020, growing by 23,330. Population is expected to **increase by 4.6%** between 2025 and 2030, adding 23,374.



Timeframe	Population
2020	487,725
2021	494,380
2022	496,458
2023	500,159
2024	507,280
2025	511,055
2026	515,872
2027	520,656
2028	525,401
2029	530,006
2030	534,429

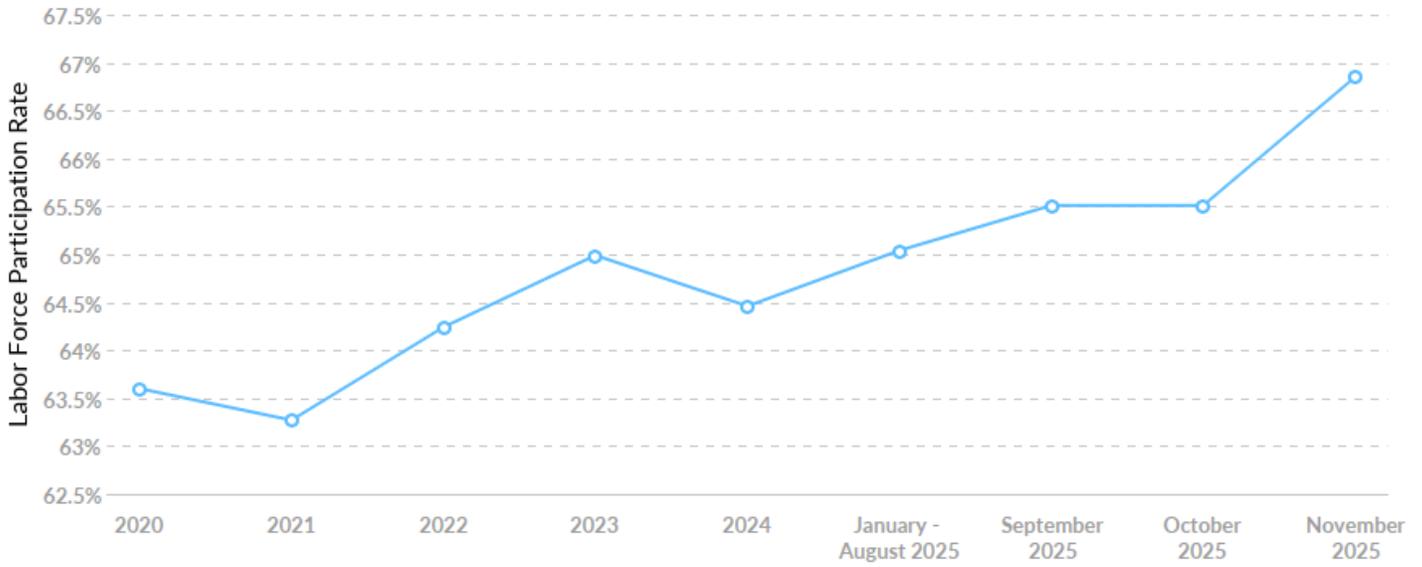
## Job Trends

From 2020 to 2025, jobs increased by **13.1%** in Washoe County, NV from 236,450 to **267,415**. This change **outpaced the national growth rate of 10.6%** by **2.5%**.



Timeframe	Jobs
2020	236,450
2021	245,916
2022	258,269
2023	264,249
2024	266,802
2025	267,415
2026	271,602
2027	275,000
2028	277,742
2029	280,149
2030	281,552

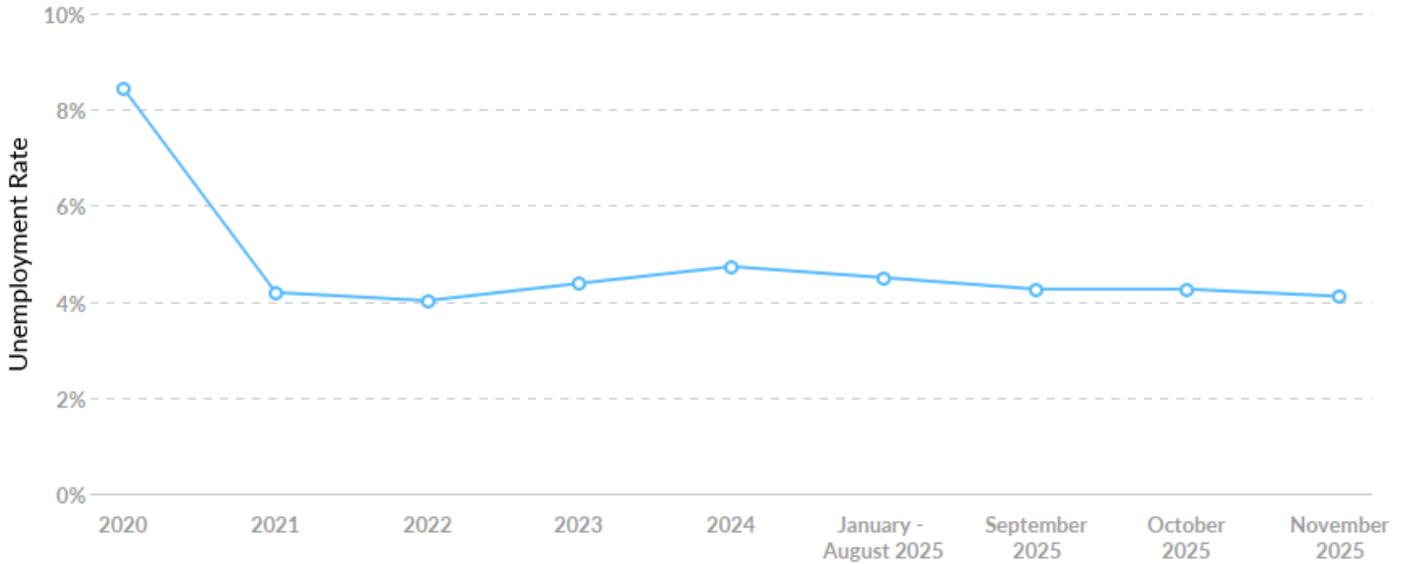
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	63.60%
2021	63.27%
2022	64.24%
2023	64.99%
2024	64.46%
January - August 2025	65.04%
September 2025	65.51%
October 2025	65.51%
November 2025	66.85%

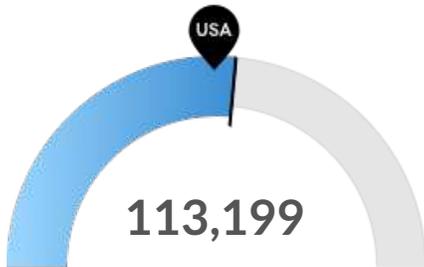
## Unemployment Rate Trends

Washoe County, NV had a November 2025 unemployment rate of 4.11%, decreasing from 8.43% 5 years before.



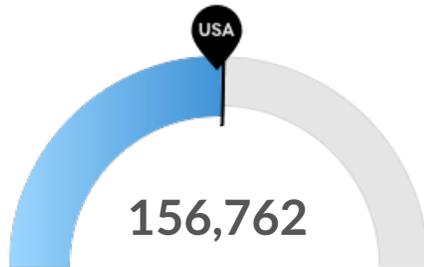
Timeframe	Unemployment Rate
2020	8.43%
2021	4.19%
2022	4.02%
2023	4.38%
2024	4.73%
January - August 2025	4.50%
September 2025	4.26%
October 2025	4.26%
November 2025	4.11%

## Population Characteristics



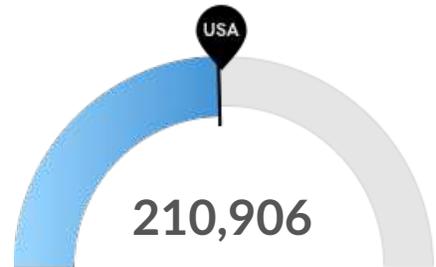
**Millennials**

Washoe County, NV has 113,199 millennials (ages 25-39). The national average for an area this size is 103,845.



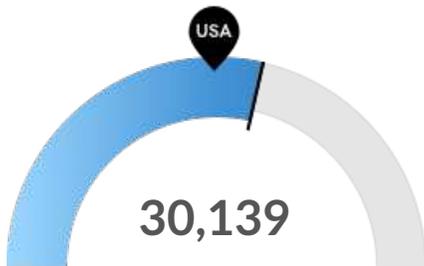
**Retiring Soon**

Retirement risk is about average in Washoe County, NV. The national average for an area this size is 153,390 people 55 or older, while there are 156,762 here.



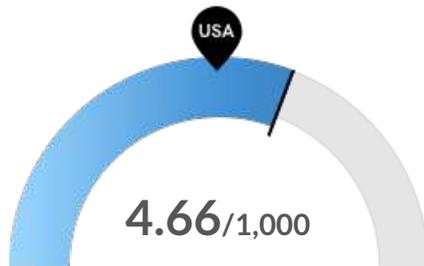
**Racial Diversity**

Racial diversity is about average in Washoe County, NV. The national average for an area this size is 215,789 racially diverse people, while there are 210,906 here.



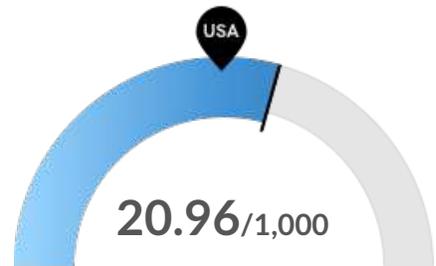
**Veterans**

Washoe County, NV has 30,139 veterans. The national average for an area this size is 24,605.



**Violent Crime**

Washoe County, NV has 4.66 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

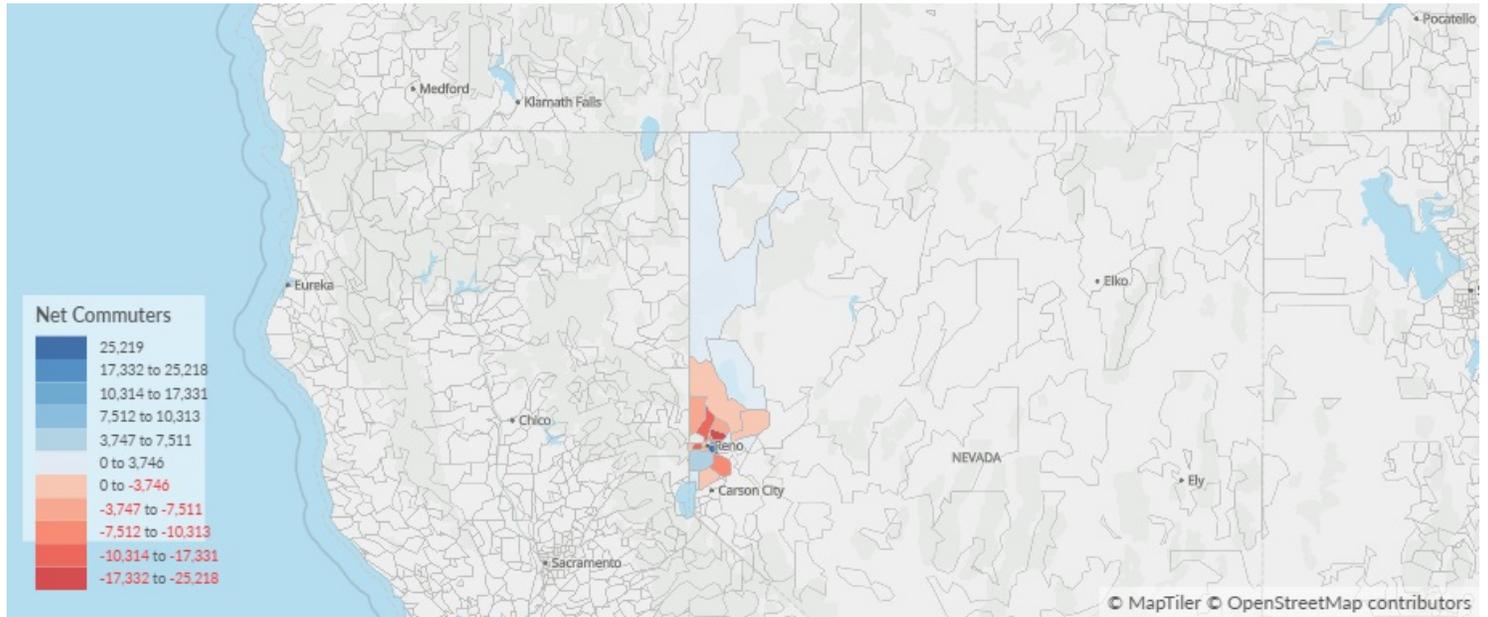


**Property Crime**

Washoe County, NV has 20.96 property crimes per 1,000 people. The national rate is 16.44 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	2025 Employment
89502	Reno, NV (in Washoe co...	52,268
89431	Sparks, NV (in Washoe ...	33,815
89511	Reno, NV (in Washoe co...	20,953
89501	Reno, NV (in Washoe co...	20,396
89509	Reno, NV (in Washoe co...	18,653

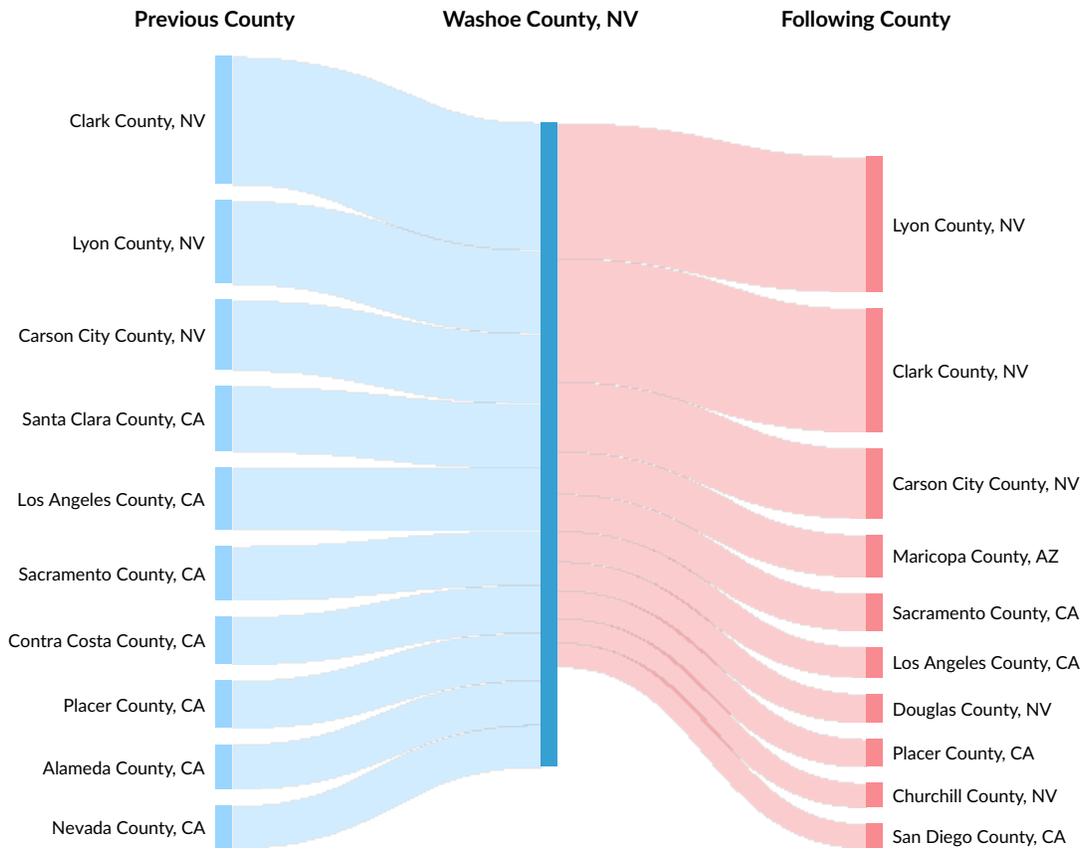
### Where Talent Lives

ZIP	Name	2025 Workers
89436	Sparks, NV (in Washoe ...	27,953
89502	Reno, NV (in Washoe co...	27,049
89431	Sparks, NV (in Washoe ...	23,330
89506	Reno, NV (in Washoe co...	23,213
89521	Reno, NV (in Washoe co...	22,738

# 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.

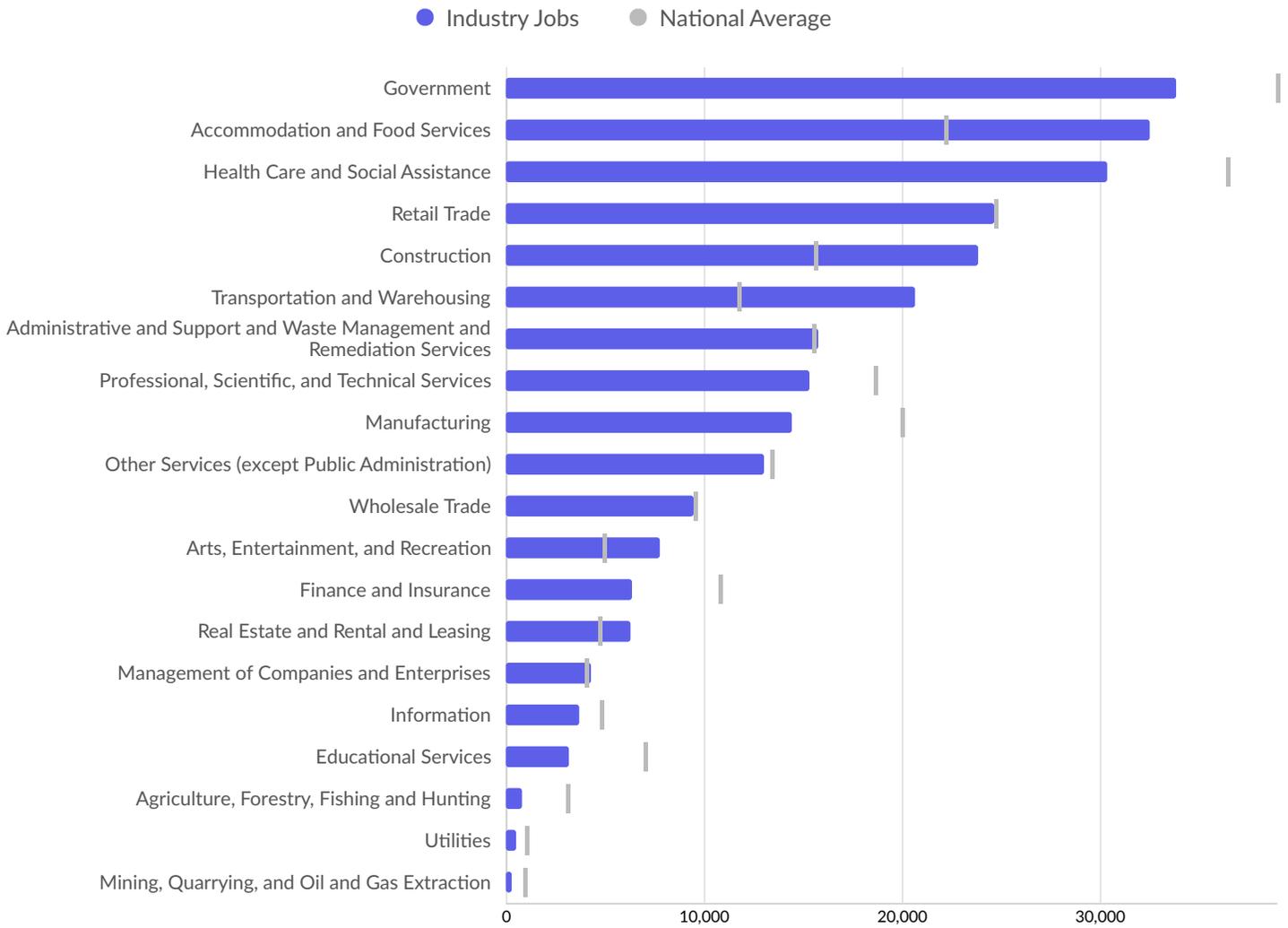


Top Previous Counties	Migrations
Clark County, NV	1,343
Lyon County, NV	879
Carson City County, NV	737
Santa Clara County, CA	681
Los Angeles County, CA	657
Sacramento County, CA	571

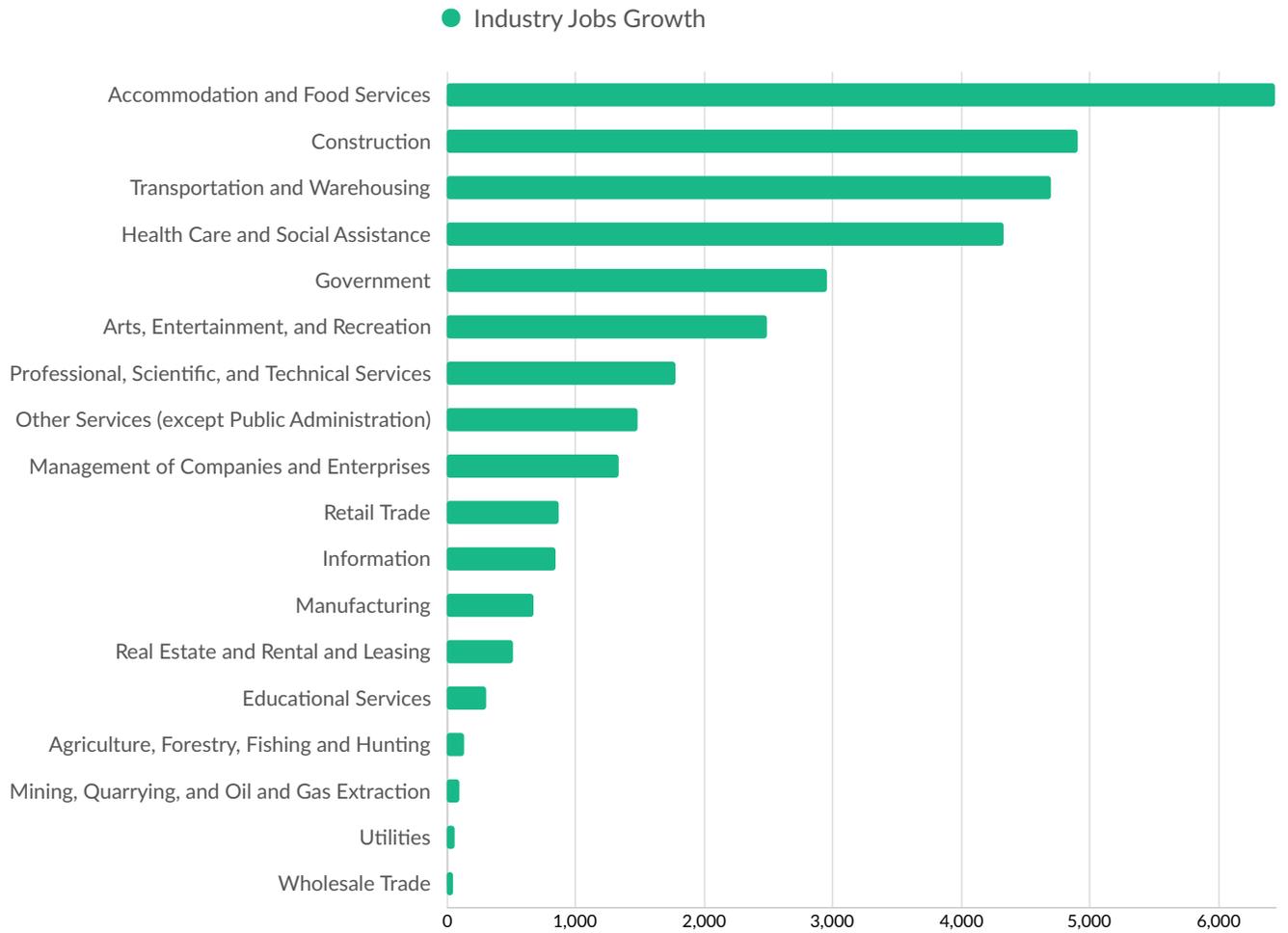
<b>Top Previous Counties</b>	<b>Migrations</b>
Contra Costa County, CA	502
Placer County, CA	501
Alameda County, CA	471
Nevada County, CA	445
San Diego County, CA	419
Douglas County, NV	358
Orange County, CA	346
Maricopa County, AZ	345
El Dorado County, CA	269
<b>Top Following Counties</b>	<b>Migrations</b>
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

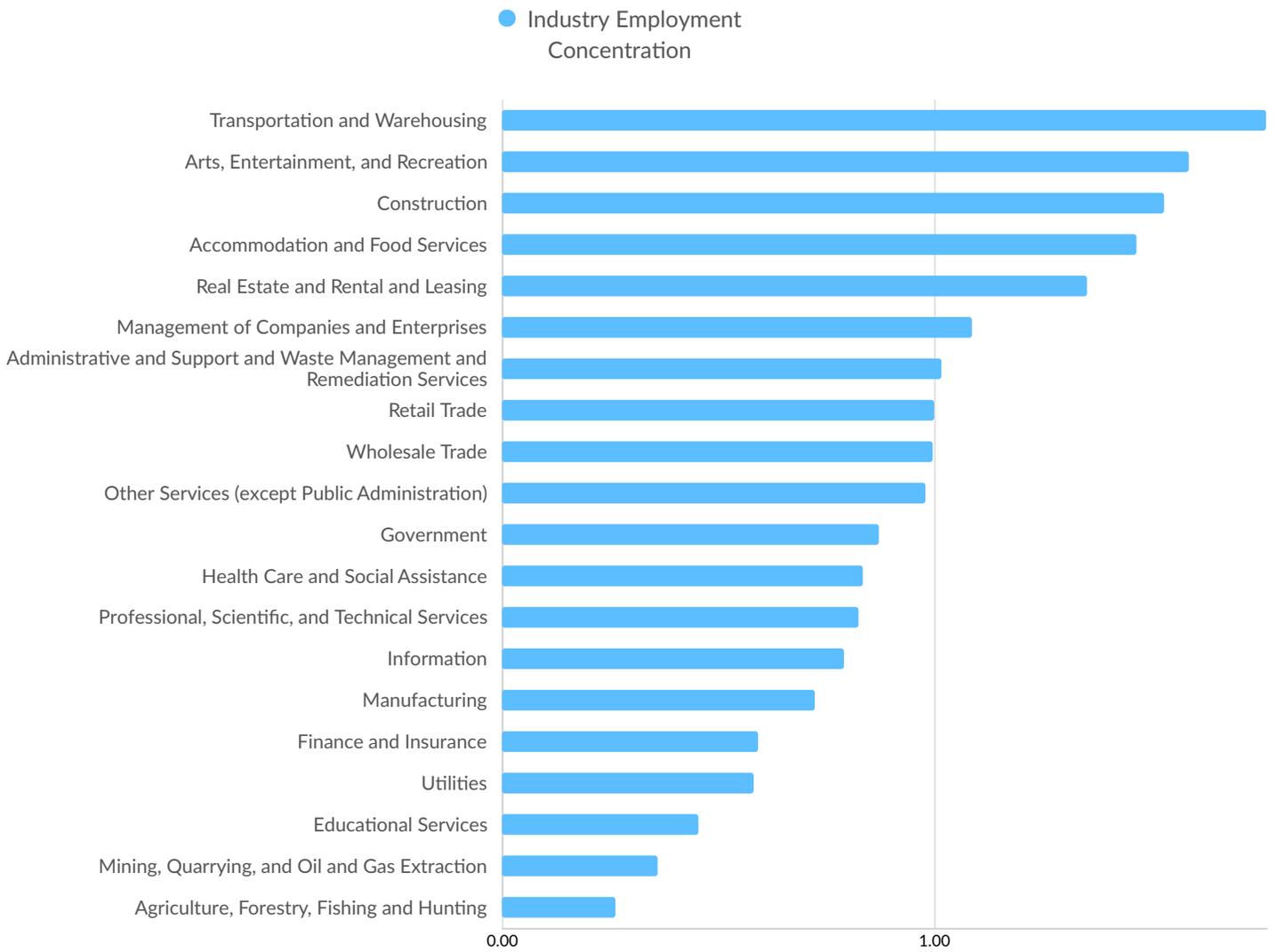
## Largest Industries



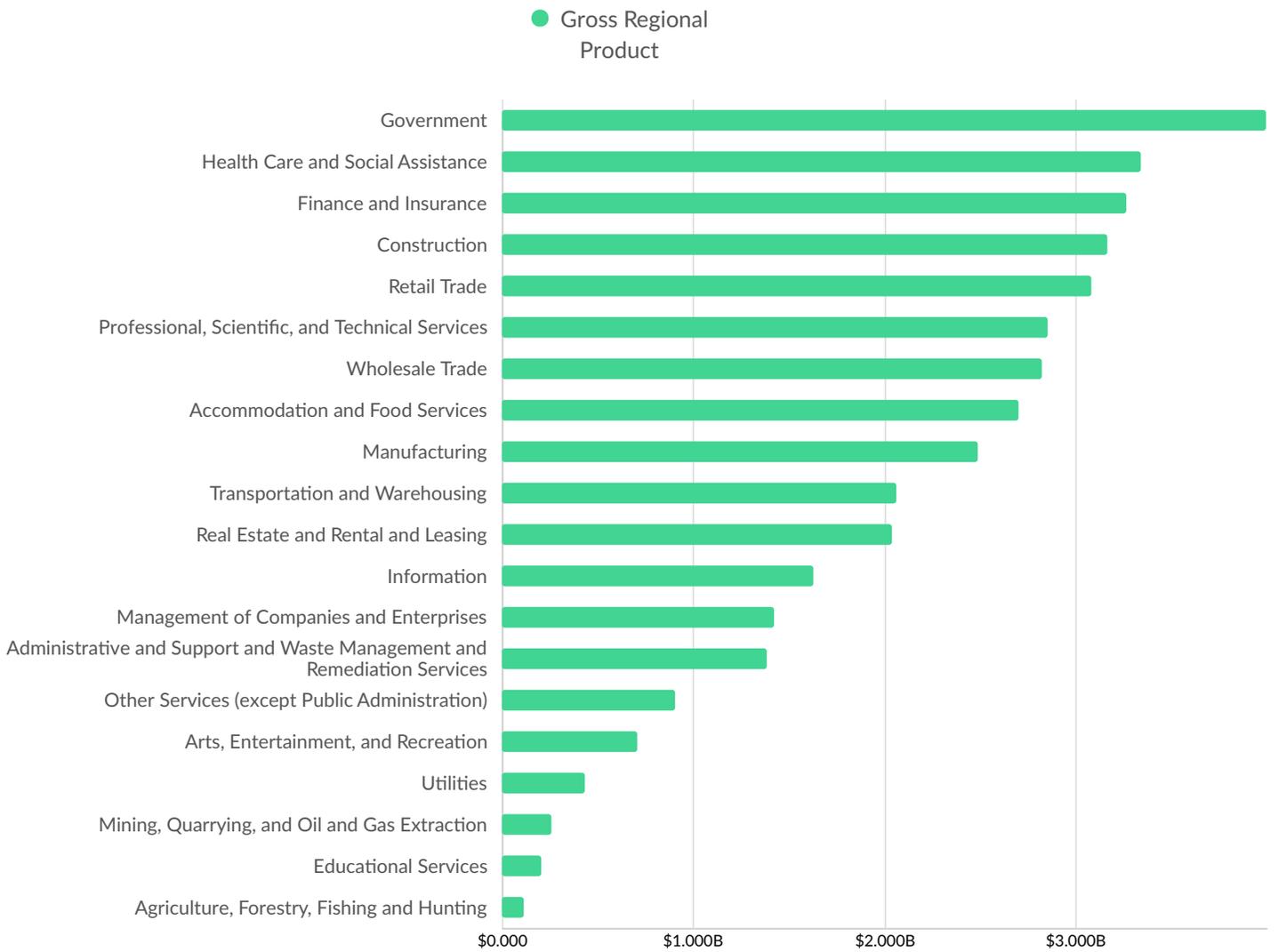
## Top Growing Industries



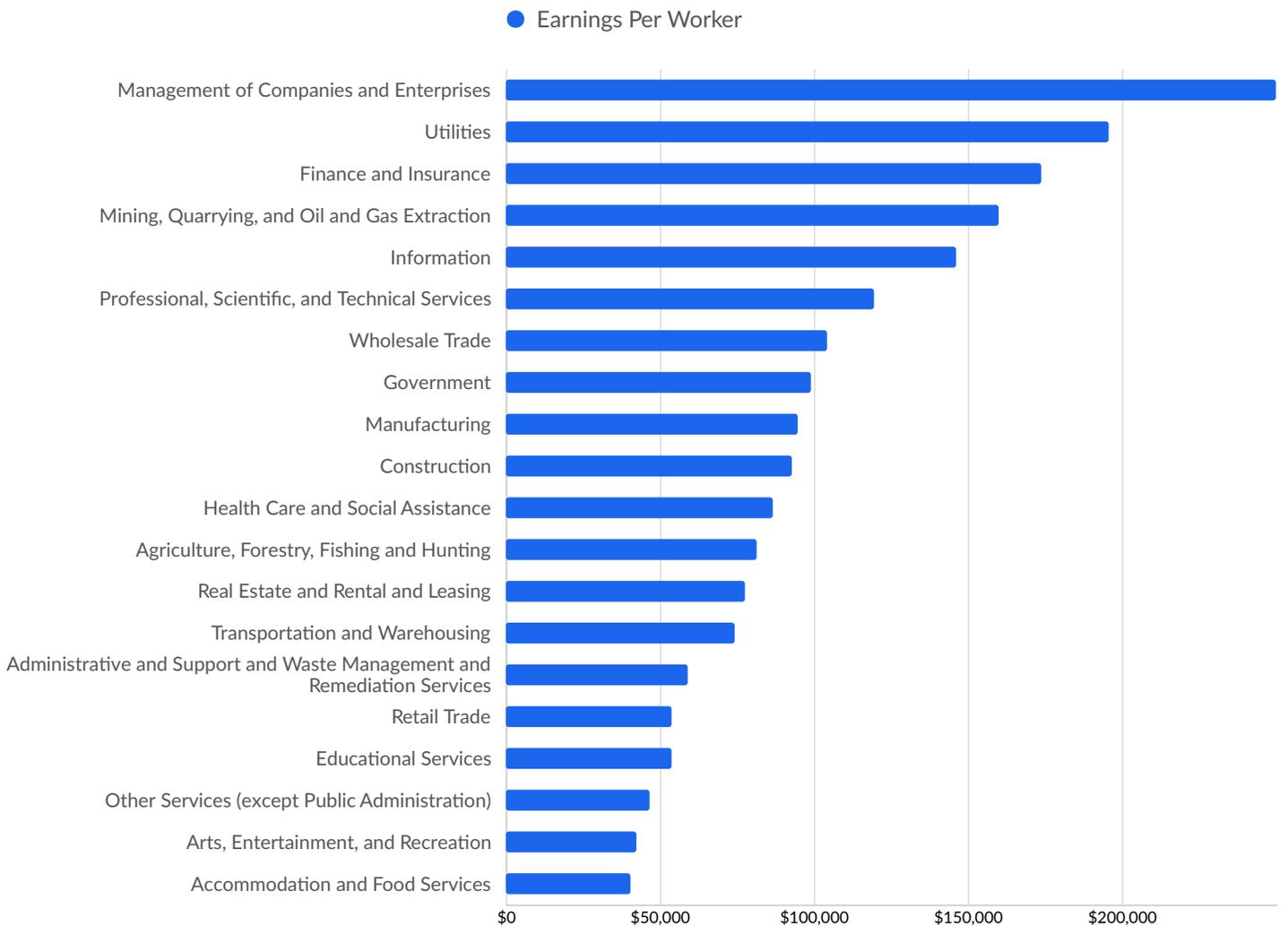
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



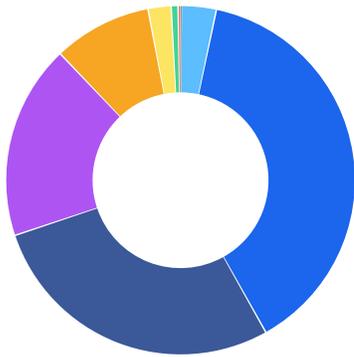
## Business Characteristics

### 48,799 Companies Employ Your Workers

Online profiles for your workers mention 48,799 companies as employers, with the top 10 appearing below. In the last 12 months, 6,923 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	4,840 	Renown Health	1,326 
Renown Health	3,359 	Washoe County School District	1,017 
Washoe County School District	3,113 	Tesla	973 
Tesla	2,702 	St. Mary's Regional Medical Cen...	830 
State of Nevada	1,937 	ManpowerGroup	721 
International Game Technology	1,318 	Caesars Entertainment	697 
Panasonic	1,291 	Allied Universal	613 
Truckee Meadows Community C...	943 	Uhs	606 
Washoe County	854 	University of Nevada-Reno	570 
Grand Sierra Resort and Casino	724 	State of Nevada	566 

## Business Size

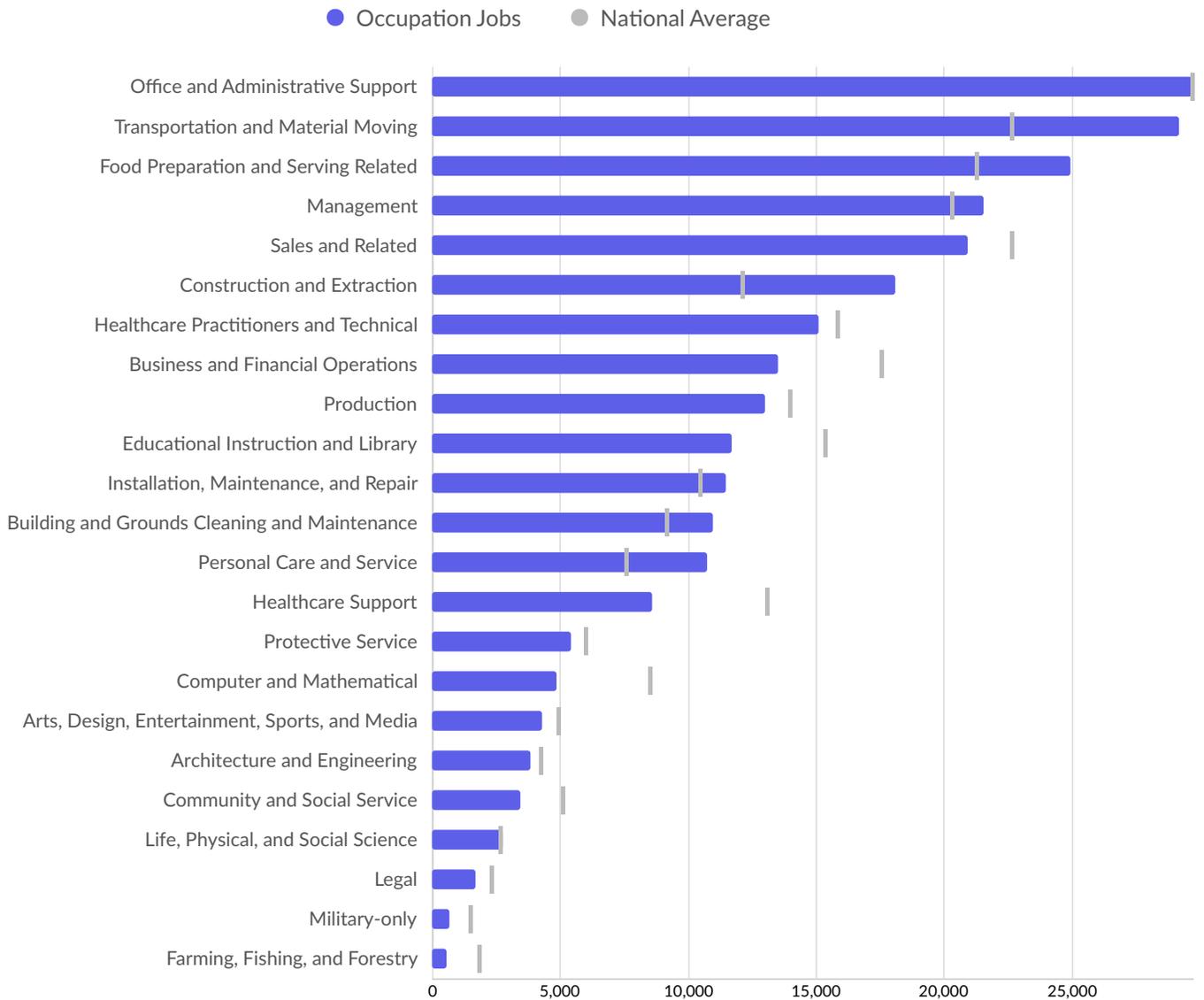


	Percentage	Business Count
1 to Professional employees	3.2%	494
1 to 4 employees	38.6%	5,899
5 to 9 employees	28.0%	4,284
10 to 19 employees	18.0%	2,757
20 to 49 employees	9.1%	1,392
50 to 99 employees	2.1%	327
100 to 249 employees	0.6%	97
250 to 499 employees	0.2%	33
500+ employees	0.1%	12

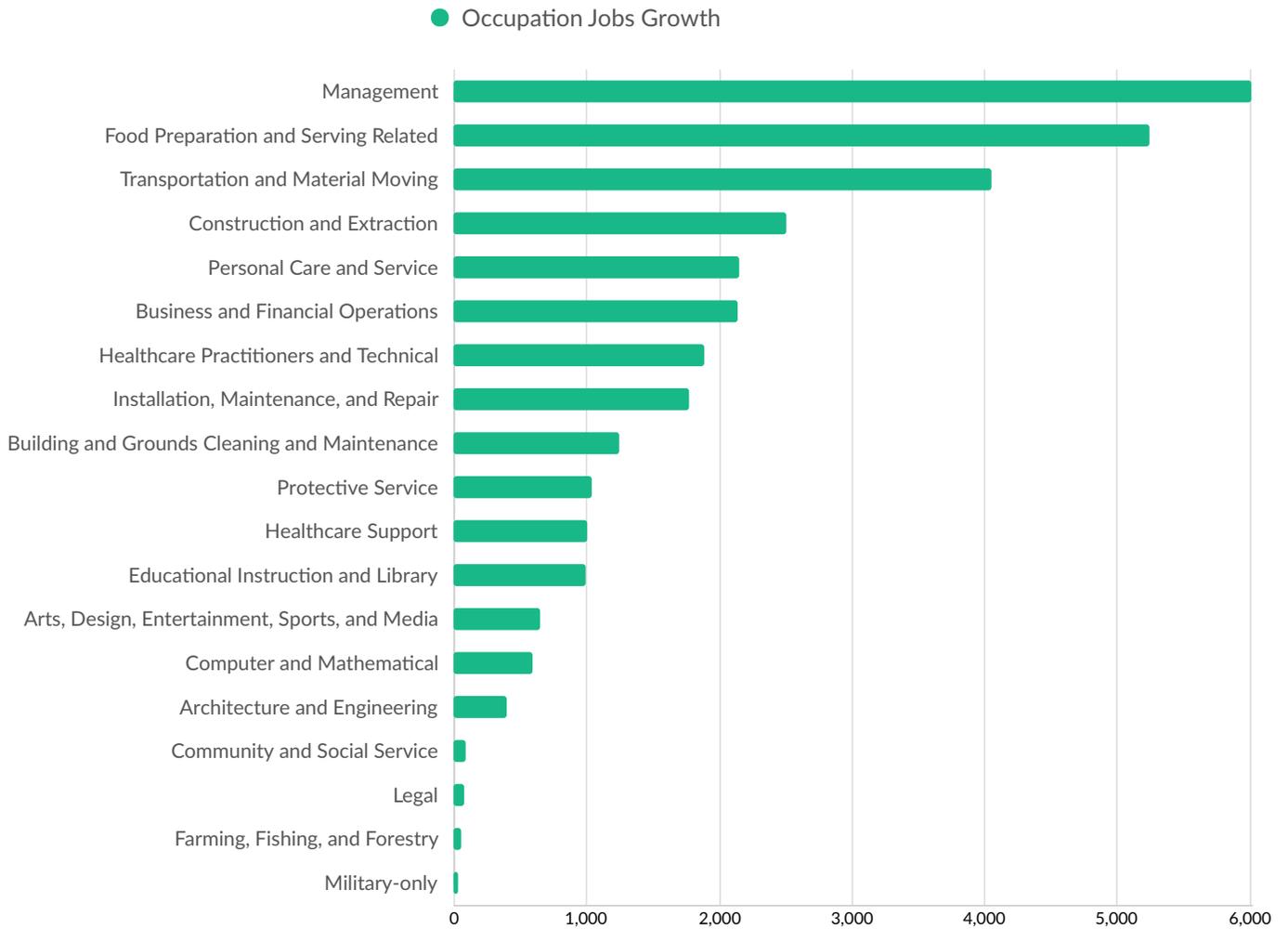
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations

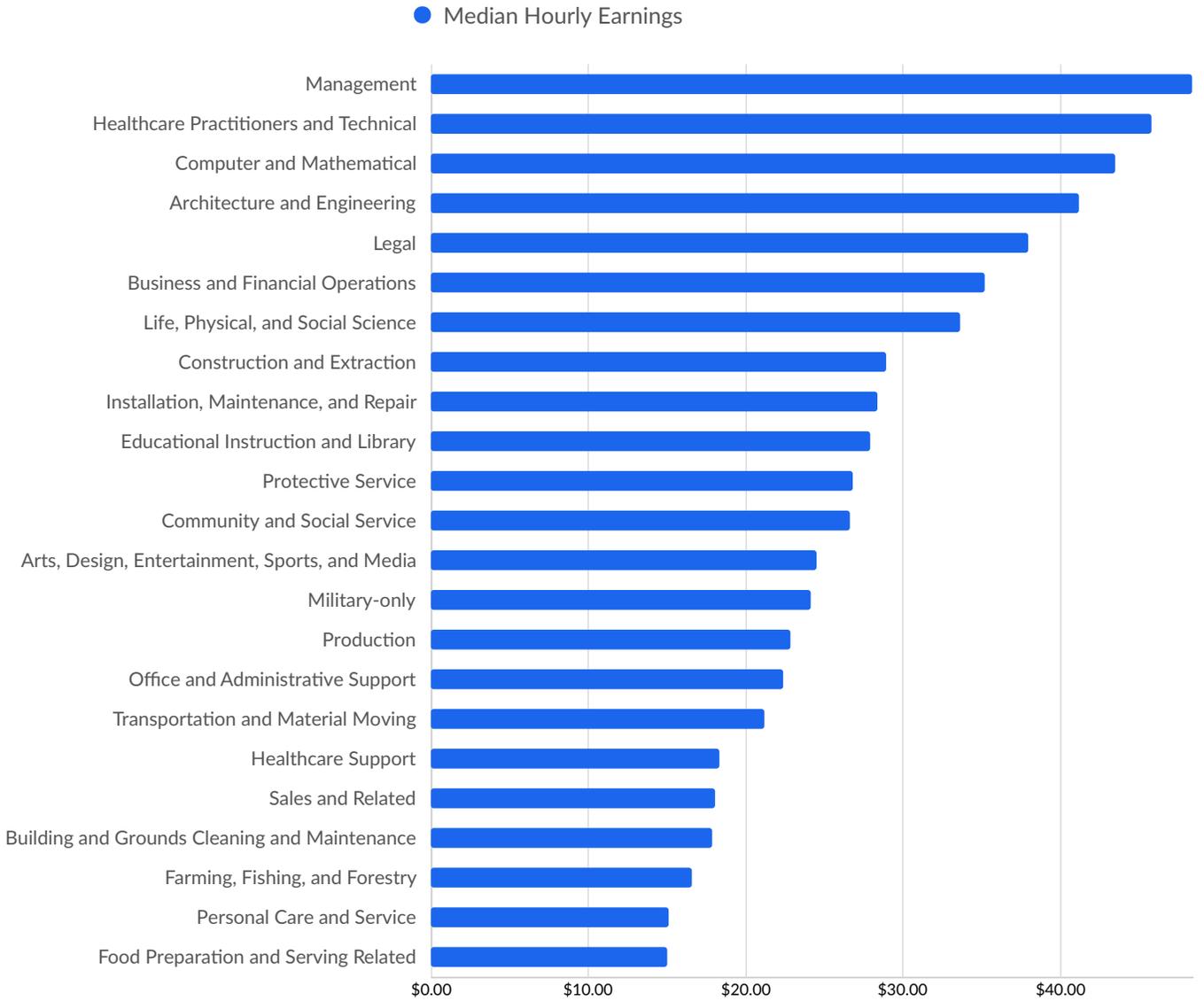


## Top Occupation Employment Concentration

● Occupation Employment Concentration

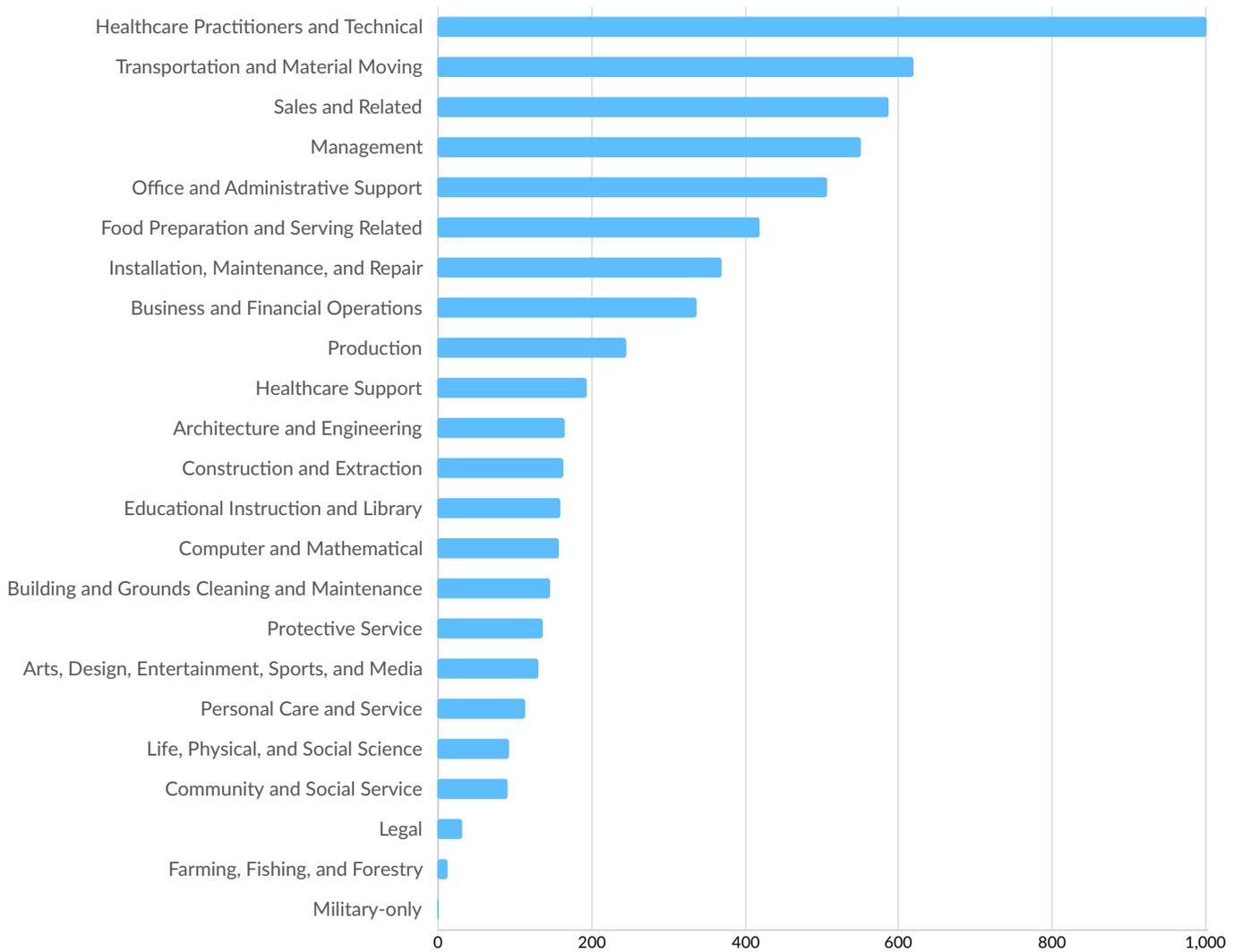


## Top Occupation Earnings

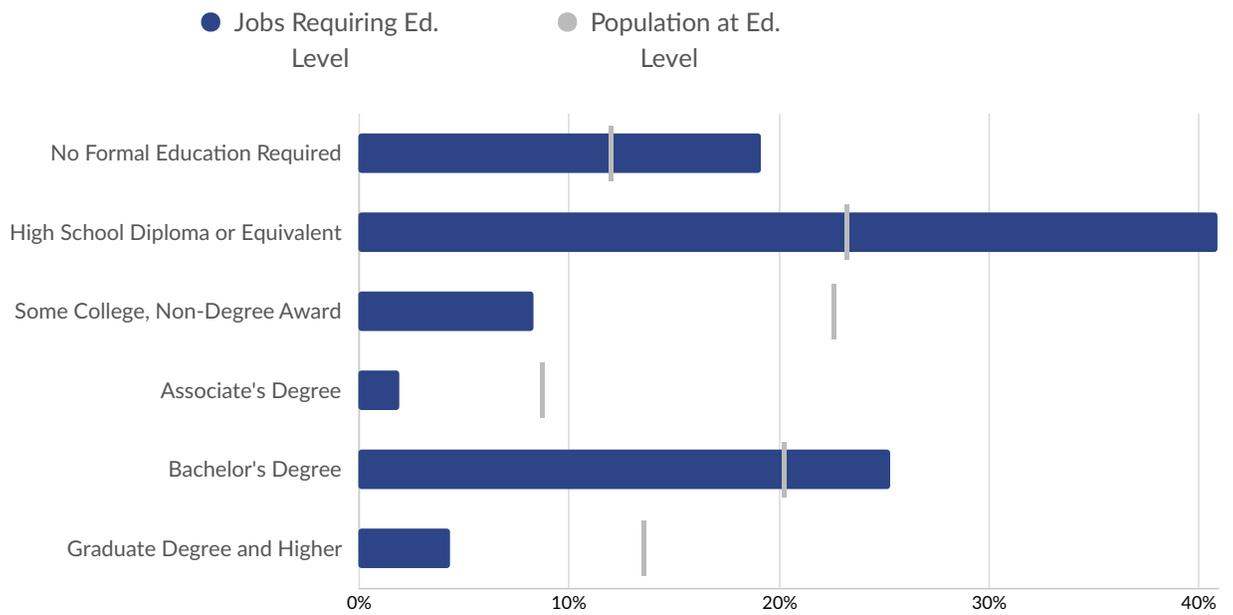


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



## Educational Pipeline

In 2024, there were 8,467 graduates in Washoe County, NV. This pipeline has shrunk by 3% 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 (2024)	Graduate Trend (2020 - 2024)
University of Nevada-Reno	4,919	
Truckee Meadows Community College	2,790	
Carrington College-Reno	231	
Milan Institute of Cosmetology-Reno	152	
Milan Institute-Sparks	139	
Paul Mitchell the School-Reno	133	
International Academy of Style	103	
Career College of Northern Nevada (not current)	0	
Sierra Nevada University (not current)	0	

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

# In-Demand Skills

