



# 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

**510,735**

**Population (2025)**

Population **grew by 23,010** over the last 5 years and is projected to **grow by 23,320** over the next 5 years.

**268,537**

**Total Regional Employment**

Jobs **grew by 32,089** over the last 5 years and are projected to **grow by 14,391** over the next 5 years.

**\$88.1K**

**Median Household Income (2024)**

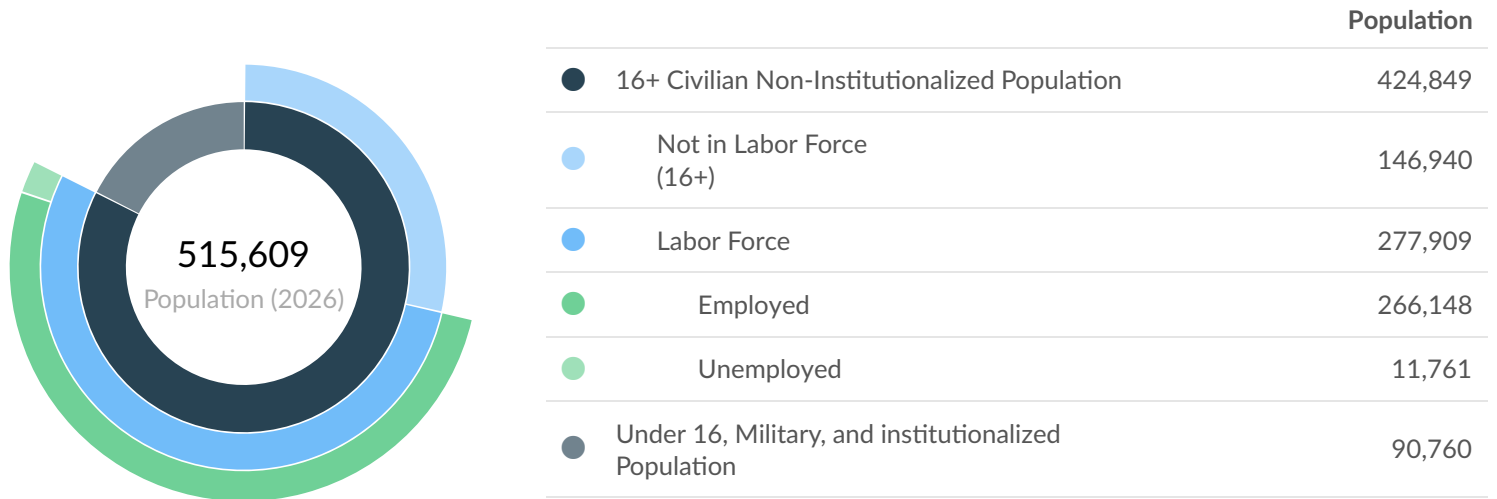
Median household income is **\$7.4K above** the national median household income of \$80.7K.

## Takeaways

- As of 2025 the region's population **increased by 4.7%** since 2020, growing by 23,010. Population is expected to **increase by 4.6%** between 2025 and 2030, adding 23,320.
- From 2020 to 2025, jobs **increased by 13.6%** in Washoe County, NV from 236,448 to **268,537**. This change **outpaced the national growth rate of 10.6% by 3.0%**. As the number of jobs increased, the **labor force participation rate increased from 65.6% to 65.8% between 2020 and 2025**.
- Concerning educational attainment, **20.8% of Washoe County, NV residents possess a Bachelor's Degree** (1.0% below the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Traveler Accommodation, and Warehousing and Storage.

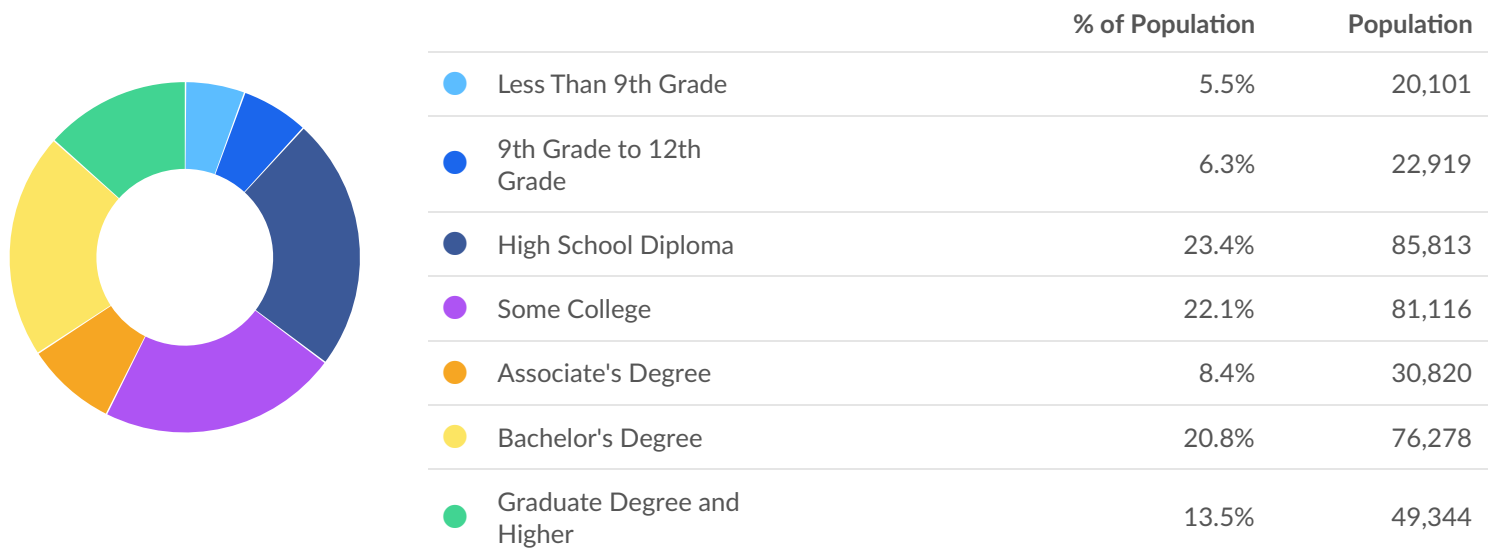
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	515,609	277,909	268,537	112.4	\$44.65B	\$39.58B	\$38.08B
State	3,316,686	1,703,609	1,743,240	111.5	\$282.76B	\$217.55B	\$259.58B

## Mar 2026 Labor Force Breakdown



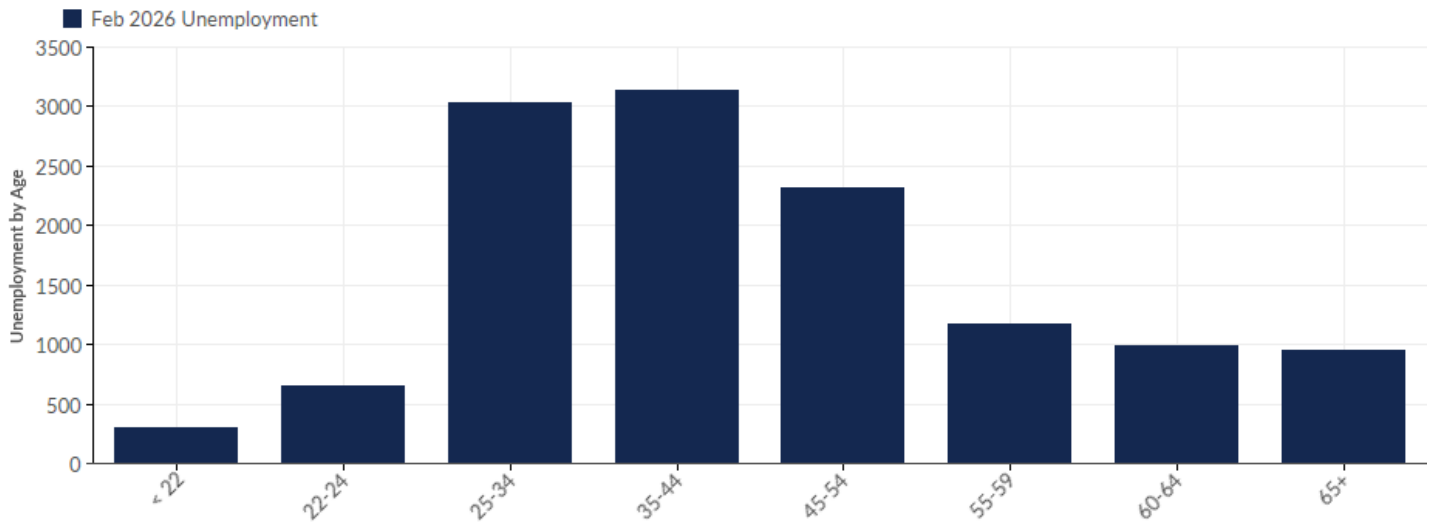
## Educational Attainment

Concerning educational attainment, **20.8% of Washoe County, NV residents possess a Bachelor's Degree** (1.0% below the national average), and **8.4% hold an Associate's Degree** (0.4% below the national average).



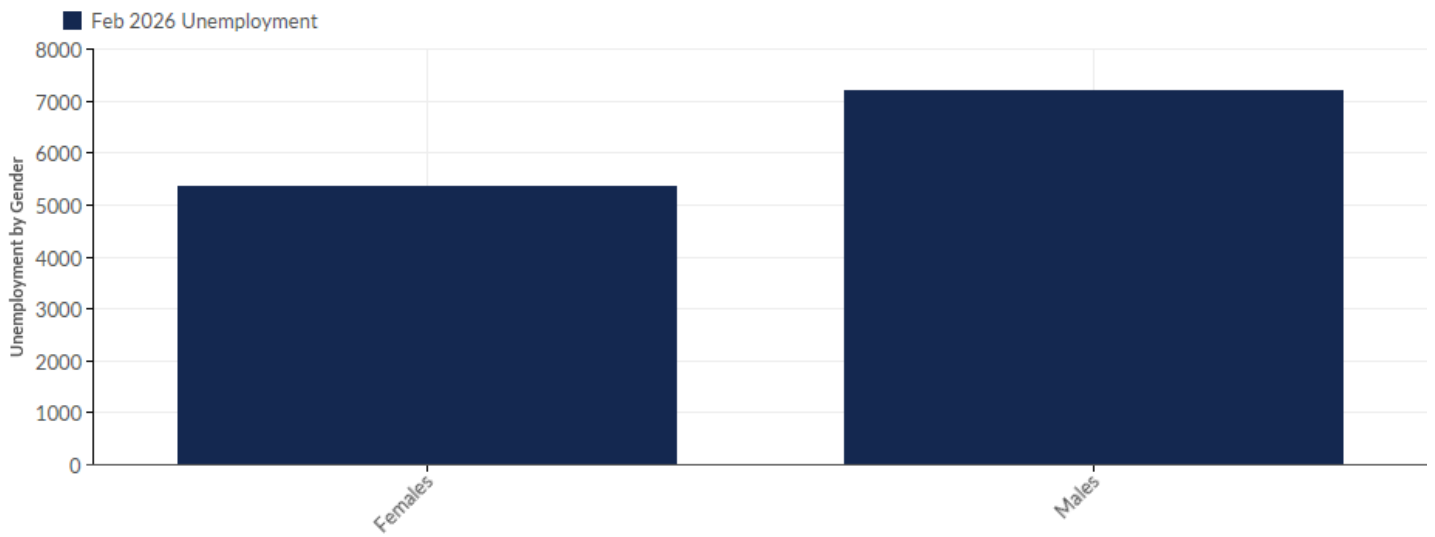
# Unemployment by Demographics

## Unemployment by Age



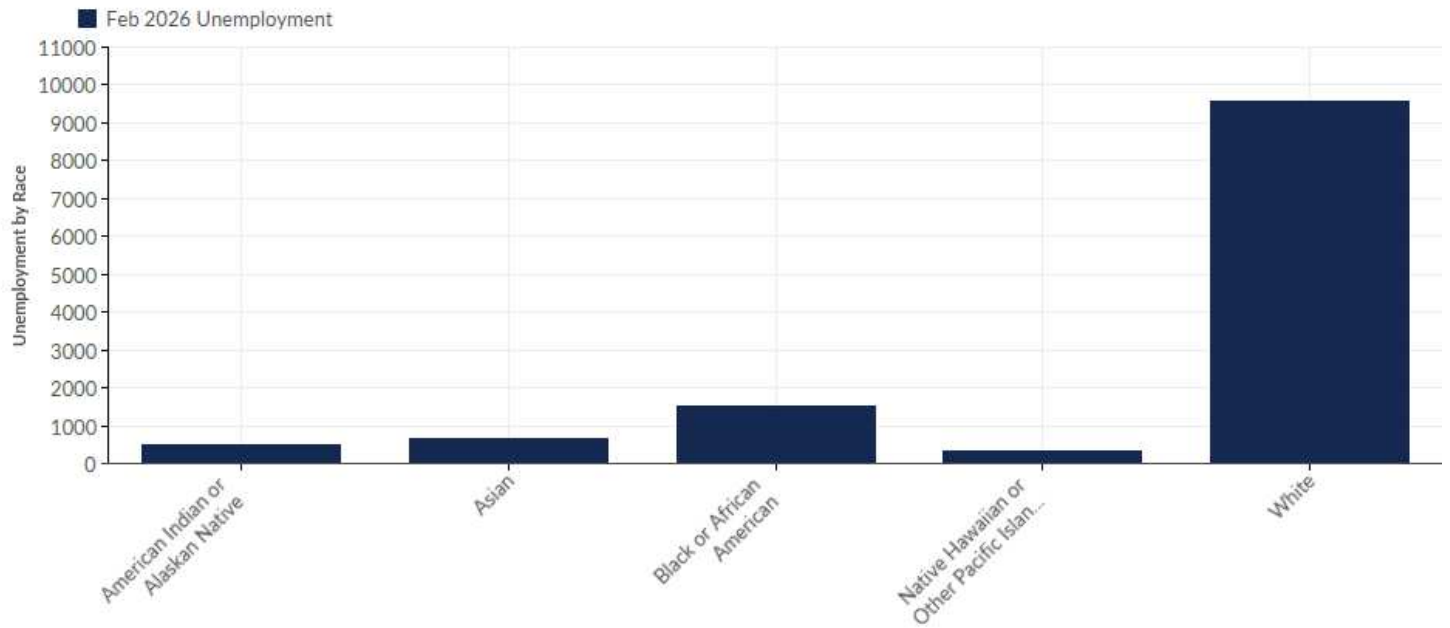
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	299	2.38%
22-24	648	5.17%
25-34	3,032	24.17%
35-44	3,135	24.99%
45-54	2,316	18.46%
55-59	1,176	9.38%
60-64	989	7.88%
65+	948	7.56%
<b>Total</b>	<b>12,544</b>	<b>100.00%</b>

## Unemployment by Gender



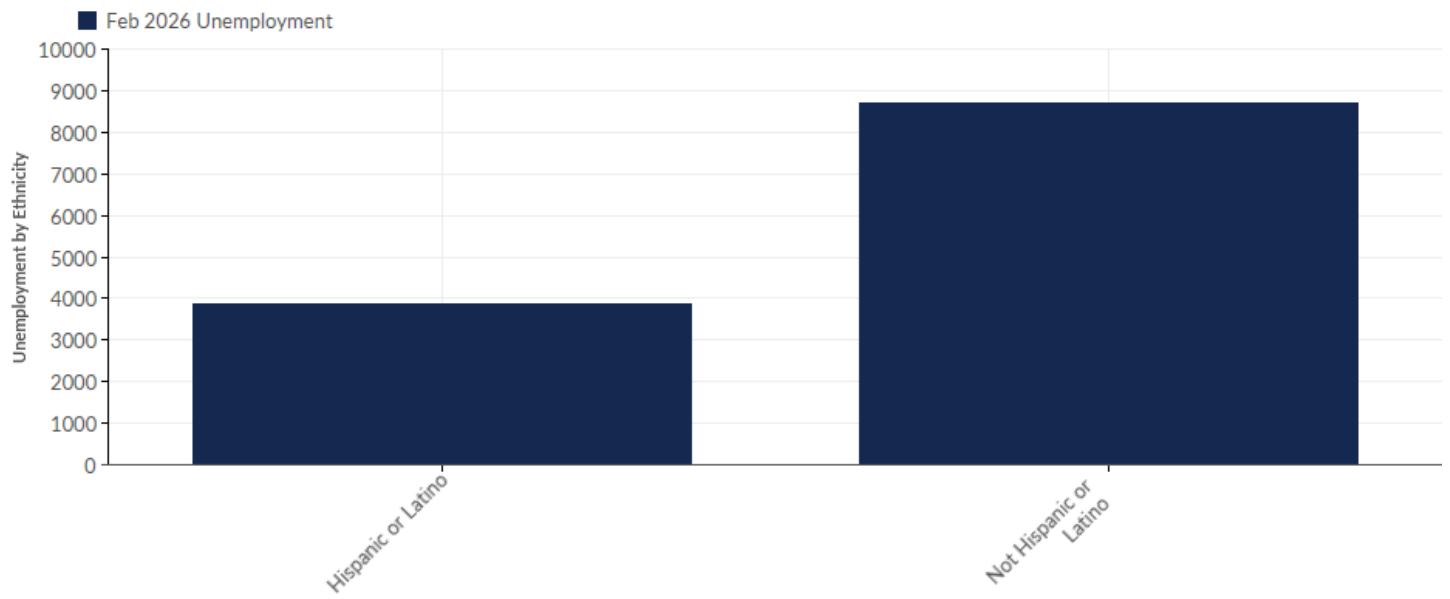
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	5,357	42.71%
Males	7,187	57.29%
Total	12,544	100.00%

## Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	491	3.91%
Asian	641	5.11%
Black or African American	1,533	12.22%
Native Hawaiian or Other Pacific Islander	323	2.57%
White	9,556	76.18%
Total	12,544	100.00%

## Unemployment by Ethnicity

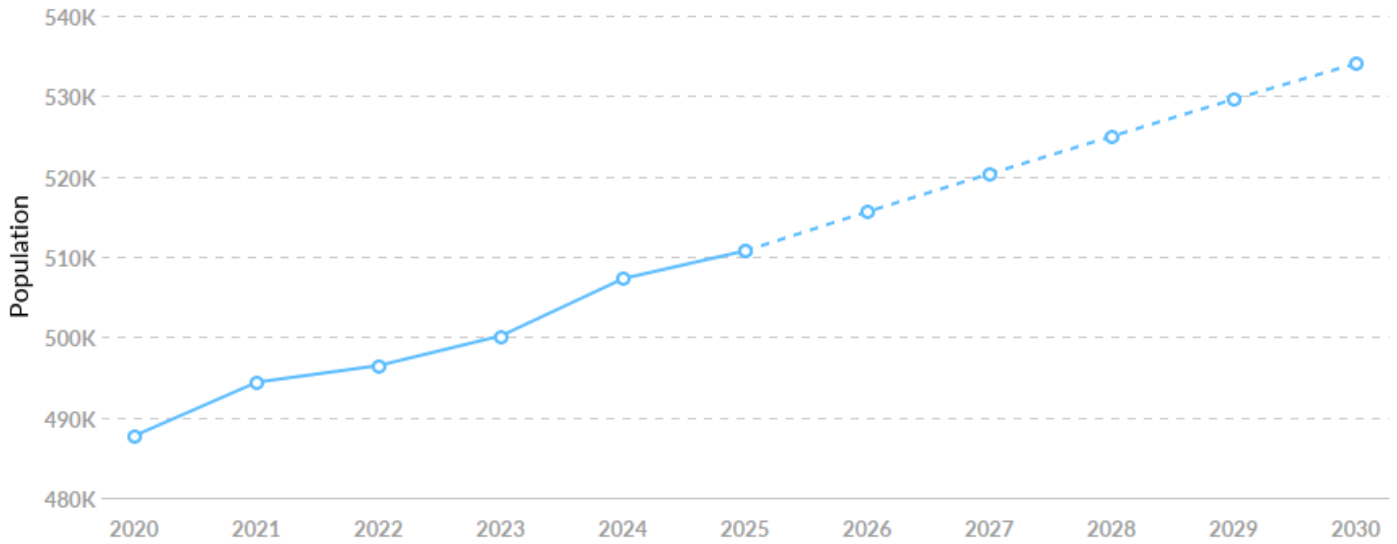


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	3,849	30.68%
Not Hispanic or Latino	8,695	69.32%
Total	12,544	100.00%

# Historic & Projected Trends

## Population Trends

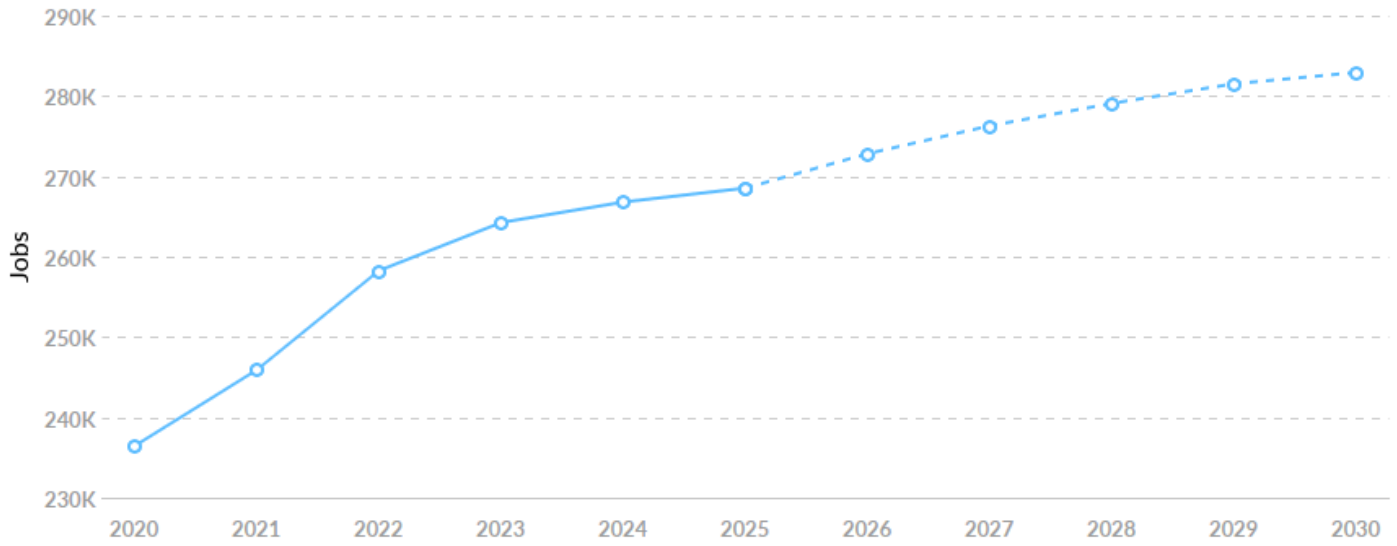
As of 2025 the region's population **increased by 4.7%** since 2020, growing by 23,010. Population is expected to **increase by 4.6%** between 2025 and 2030, adding 23,320.



Timeframe	Population
2020	487,725
2021	494,380
2022	496,458
2023	500,159
2024	507,280
2025	510,735
2026	515,609
2027	520,322
2028	524,989
2029	529,608
2030	534,056

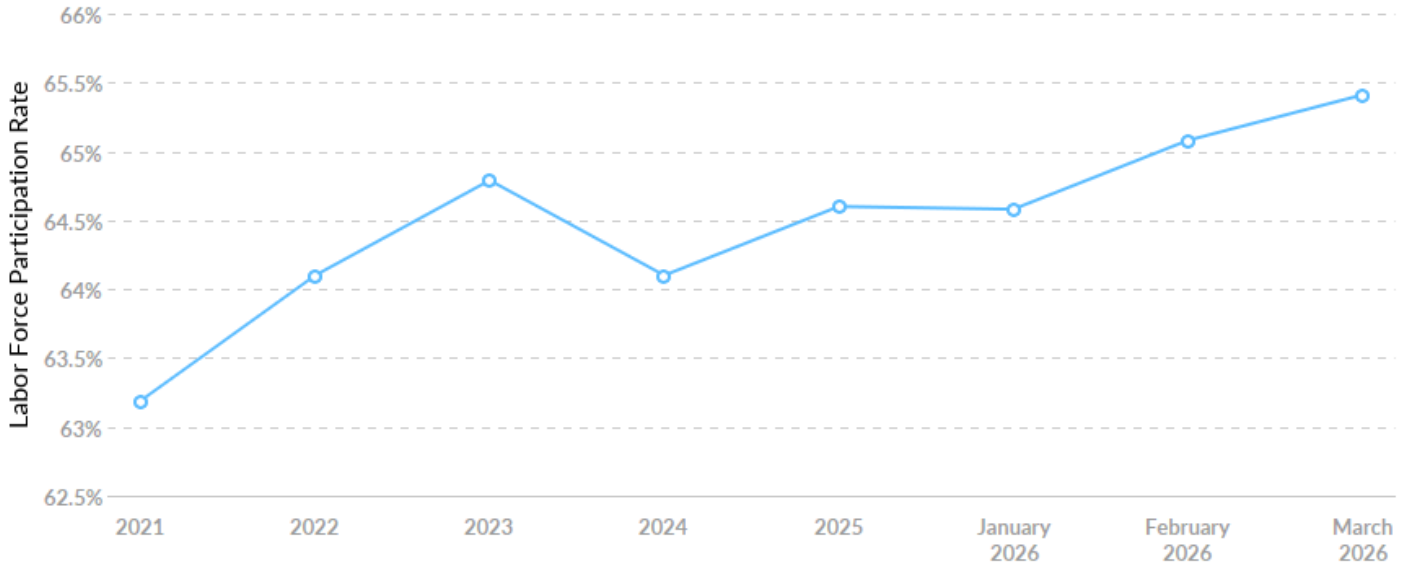
## Job Trends

From 2020 to 2025, jobs increased by **13.6%** in Washoe County, NV from 236,448 to **268,537**. This change **outpaced the national growth rate of 10.6%** by **3.0%**.



Timeframe	Jobs
2020	236,448
2021	245,914
2022	258,269
2023	264,249
2024	266,803
2025	268,537
2026	272,824
2027	276,292
2028	279,086
2029	281,528
2030	282,928

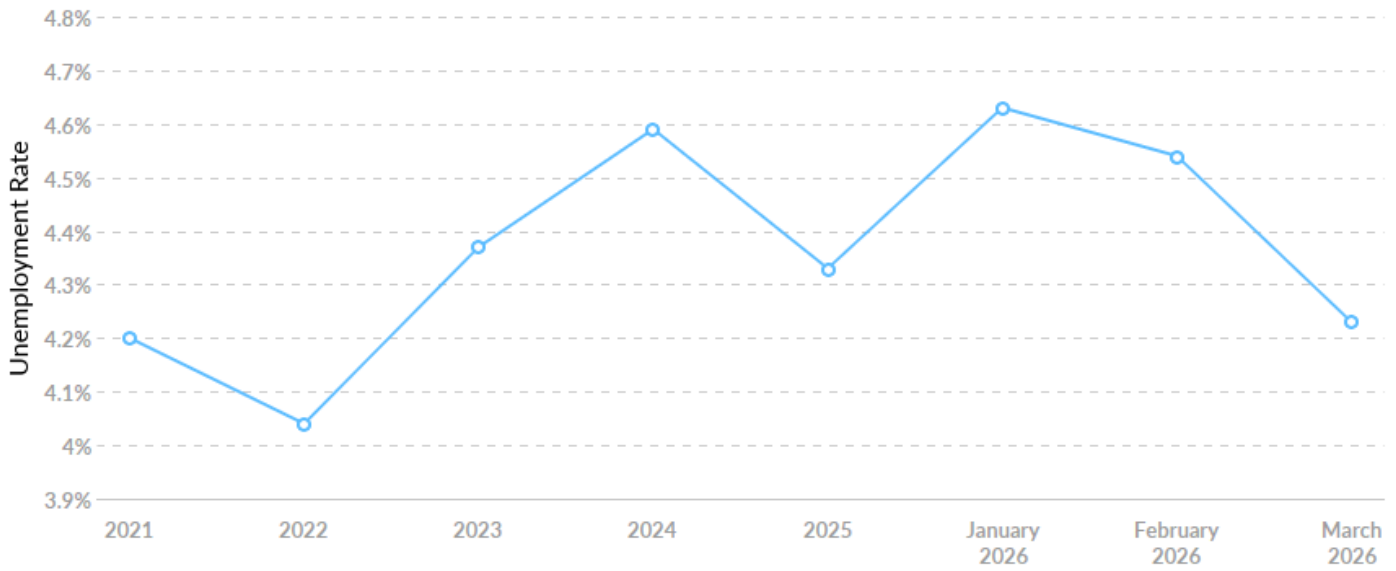
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	63.19%
2022	64.10%
2023	64.79%
2024	64.10%
2025	64.60%
January 2026	64.58%
February 2026	65.08%
March 2026	65.41%

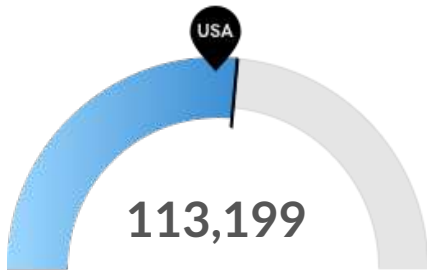
## Unemployment Rate Trends

Washoe County, NV had a March 2026 unemployment rate of 4.23%, **increasing from 4.20%** 5 years before.



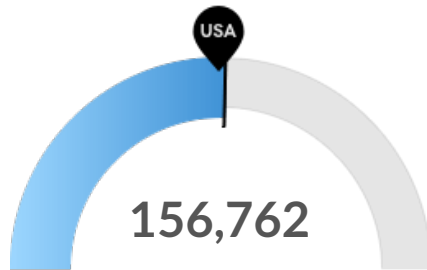
Timeframe	Unemployment Rate
2021	4.20%
2022	4.04%
2023	4.37%
2024	4.59%
2025	4.33%
January 2026	4.63%
February 2026	4.54%
March 2026	4.23%

## Population Characteristics



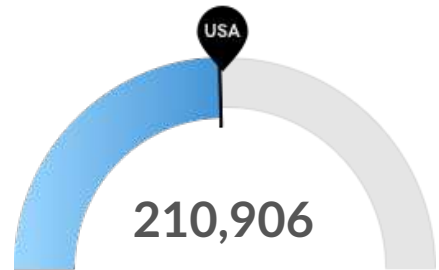
**Millennials**

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



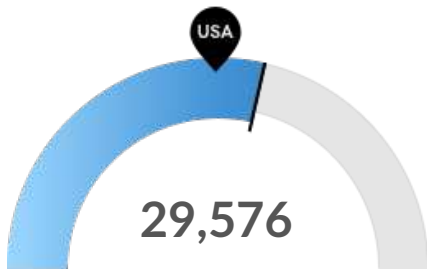
**Retiring Soon**

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.



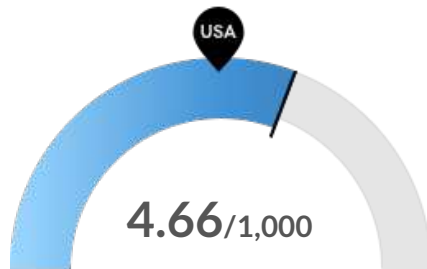
**Racial Diversity**

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.



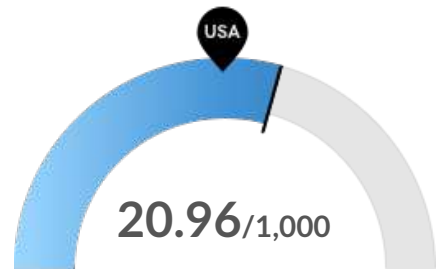
**Veterans**

Washoe County, NV has 29,576 veterans. The national average for an area this size is 24,141.



**Violent Crime**

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

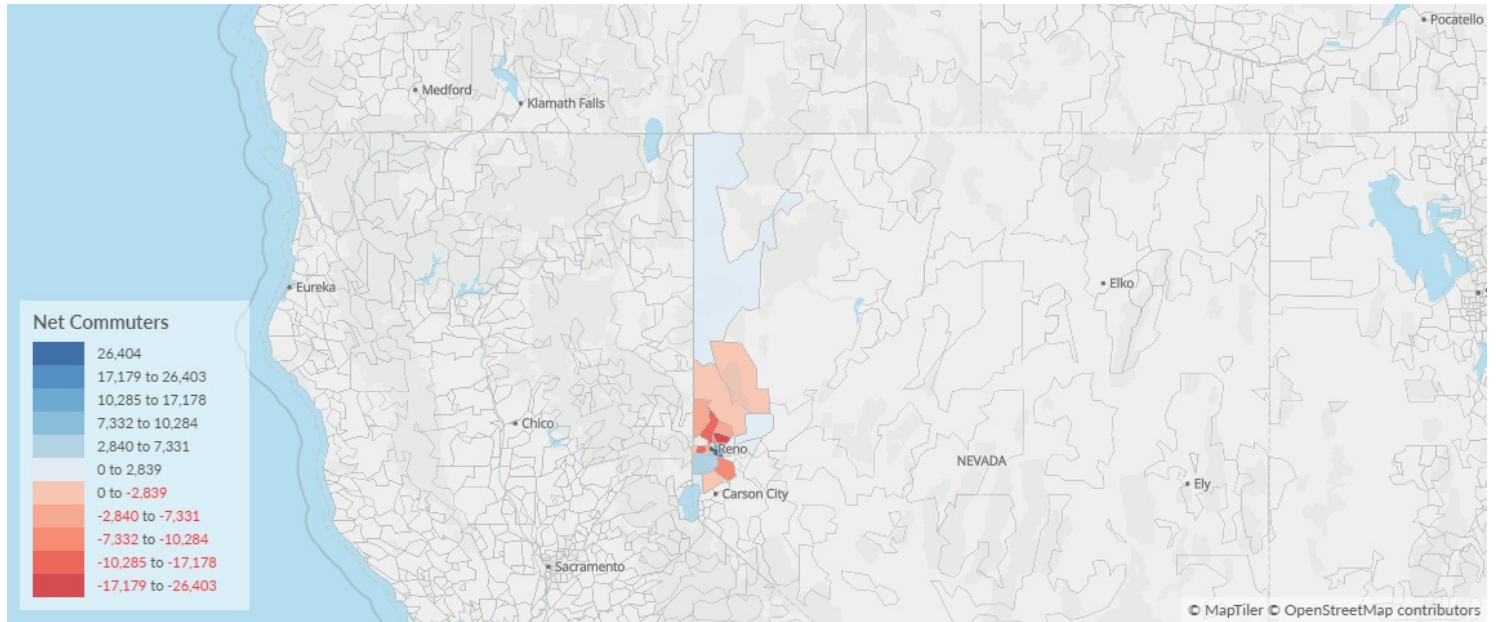


**Property Crime**

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...	52,607
89431	Sparks, NV (in Washoe ...	33,840
89511	Reno, NV (in Washoe co...	21,163
89501	Reno, NV (in Washoe co...	20,312
89509	Reno, NV (in Washoe co...	18,664

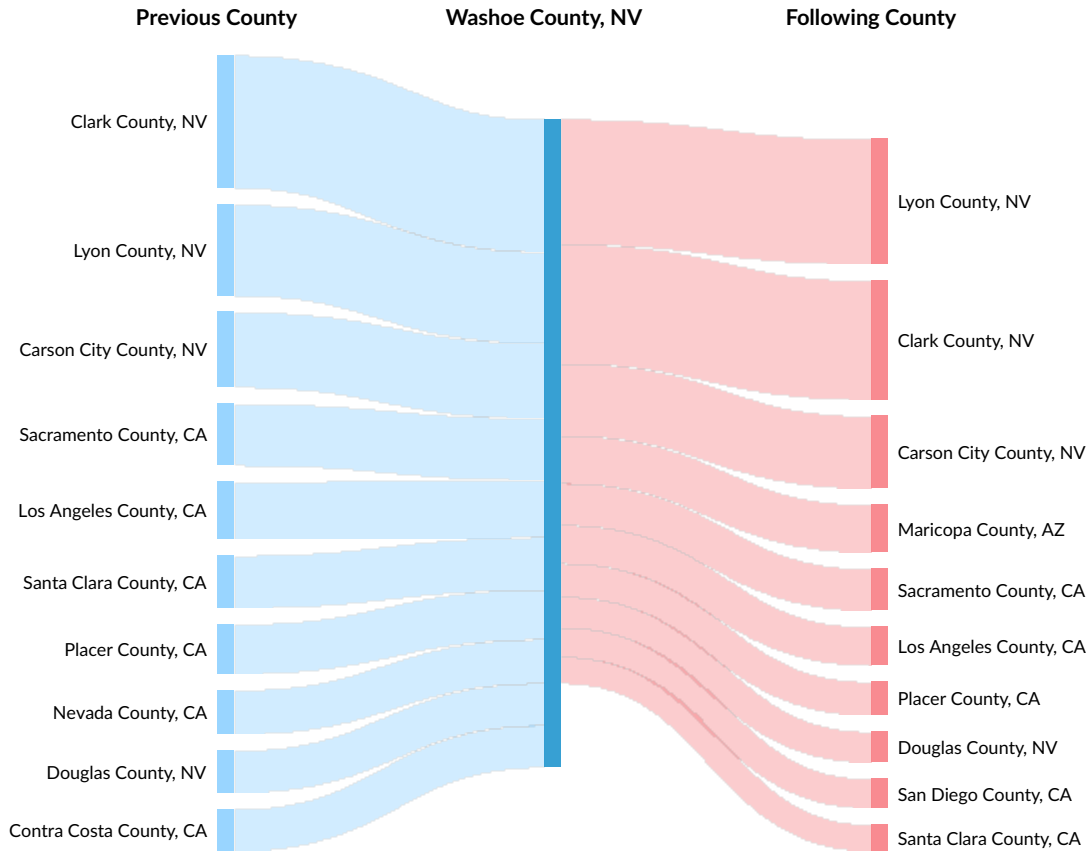
### Where Talent Lives

ZIP	Name	2025 Workers
89436	Sparks, NV (in Washoe ...	27,882
89502	Reno, NV (in Washoe co...	26,203
89506	Reno, NV (in Washoe co...	24,862
89431	Sparks, NV (in Washoe ...	23,555
89521	Reno, NV (in Washoe co...	22,550

# 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 2023, 1,275 people have migrated from Clark County, NV to Washoe County, NV. In the same year, 1,201 people left Washoe County, NV migrating to Lyon County, NV. The total Net Migration for Washoe County, NV in 2023 was 716.

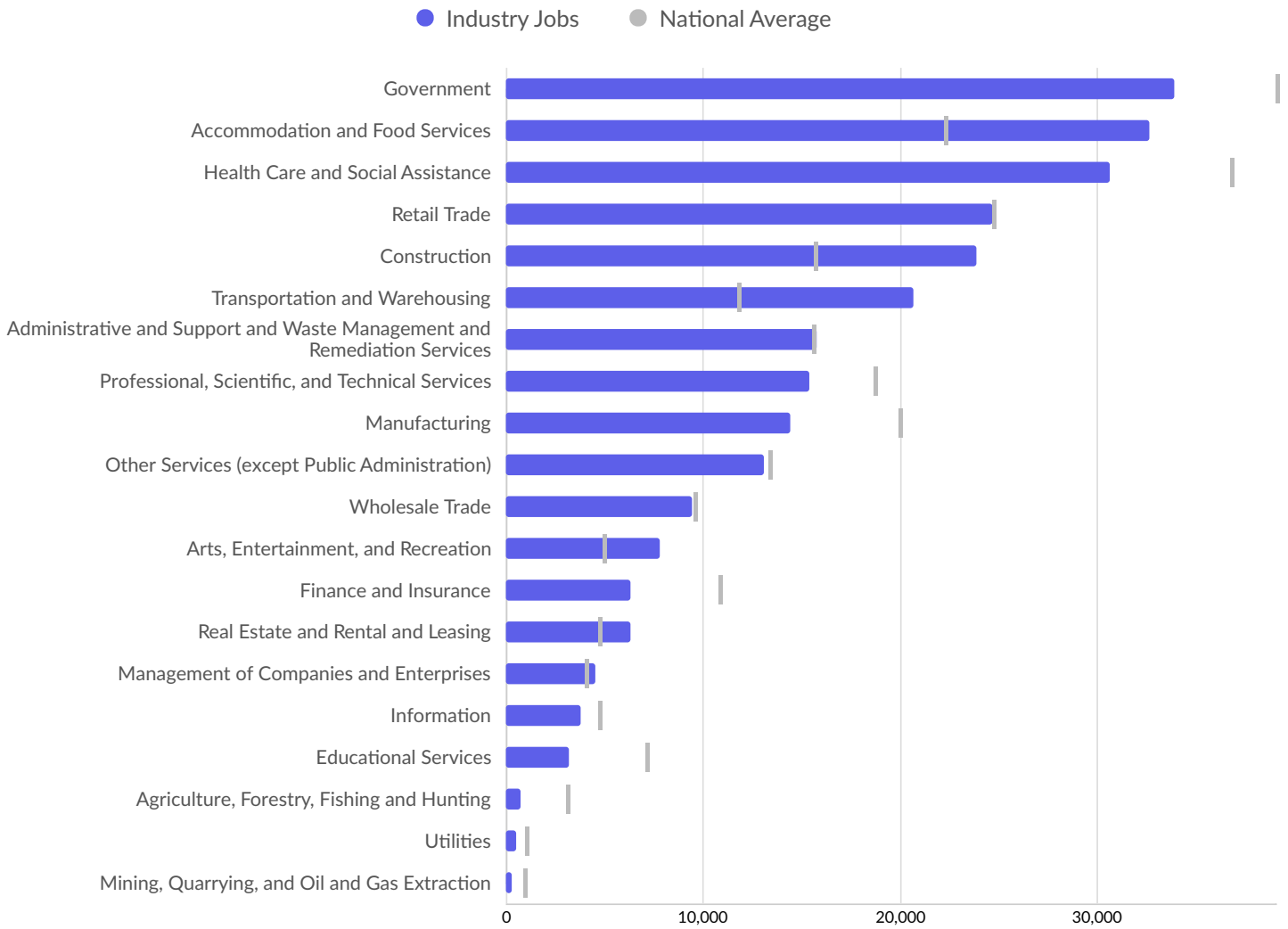


Top Previous Counties	Migrations
Clark County, NV	1,275
Lyon County, NV	877
Carson City County, NV	721
Sacramento County, CA	592
Los Angeles County, CA	552
Santa Clara County, CA	503

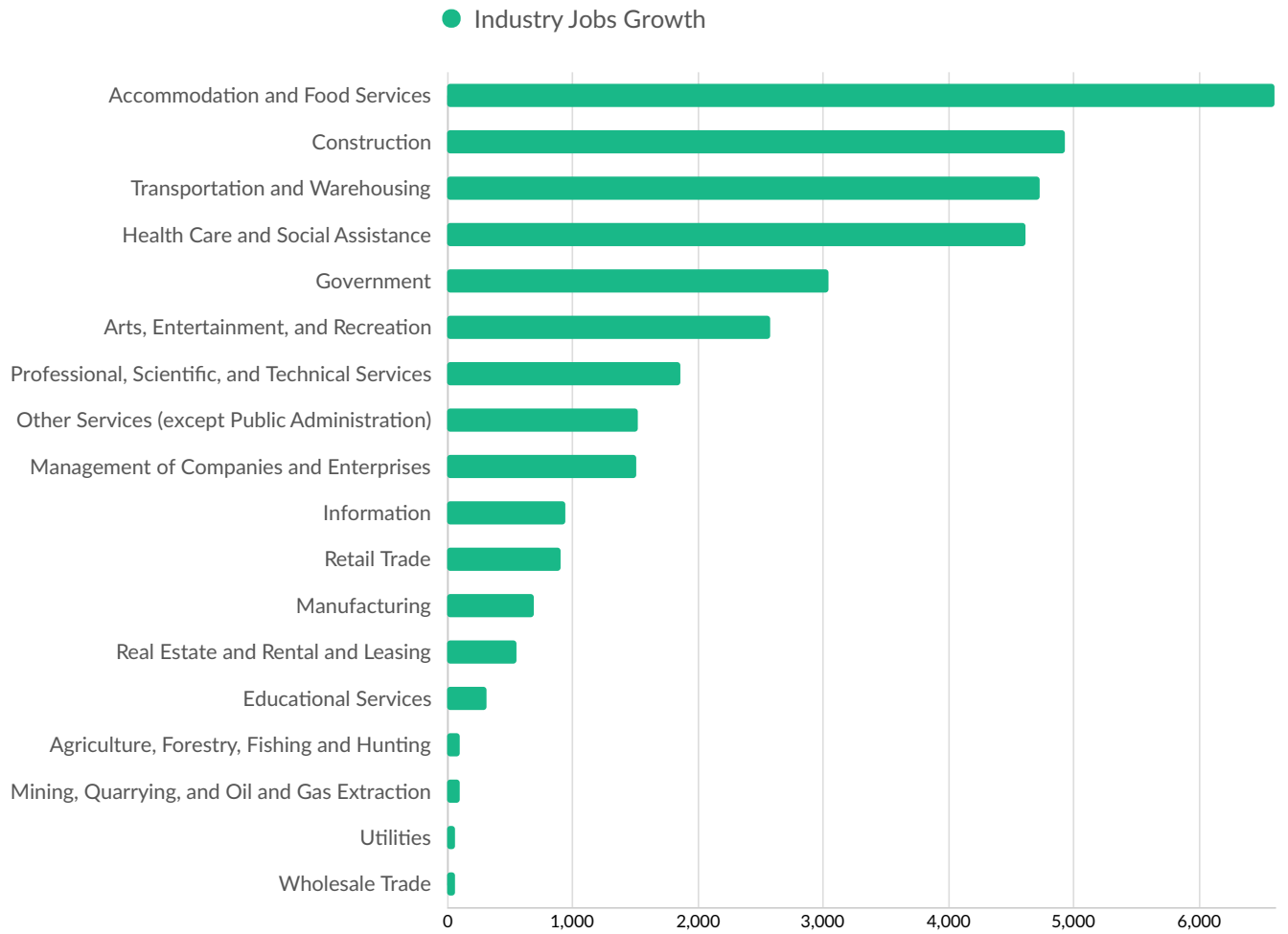
Top Previous Counties	Migrations
Placer County, CA	475
Nevada County, CA	422
Douglas County, NV	404
Contra Costa County, CA	403
Alameda County, CA	368
Maricopa County, AZ	353
Orange County, CA	342
San Diego County, CA	316
El Dorado County, CA	249
Top Following Counties	Migrations
Lyon County, NV	1,201
Clark County, NV	1,145
Carson City County, NV	694
Maricopa County, AZ	458
Sacramento County, CA	401
Los Angeles County, CA	368
Placer County, CA	321
Douglas County, NV	296
San Diego County, CA	281
Santa Clara County, CA	253
King County, WA	210
Churchill County, NV	199
Alameda County, CA	186
Nevada County, CA	170
Ada County, ID	162

# Industry Characteristics

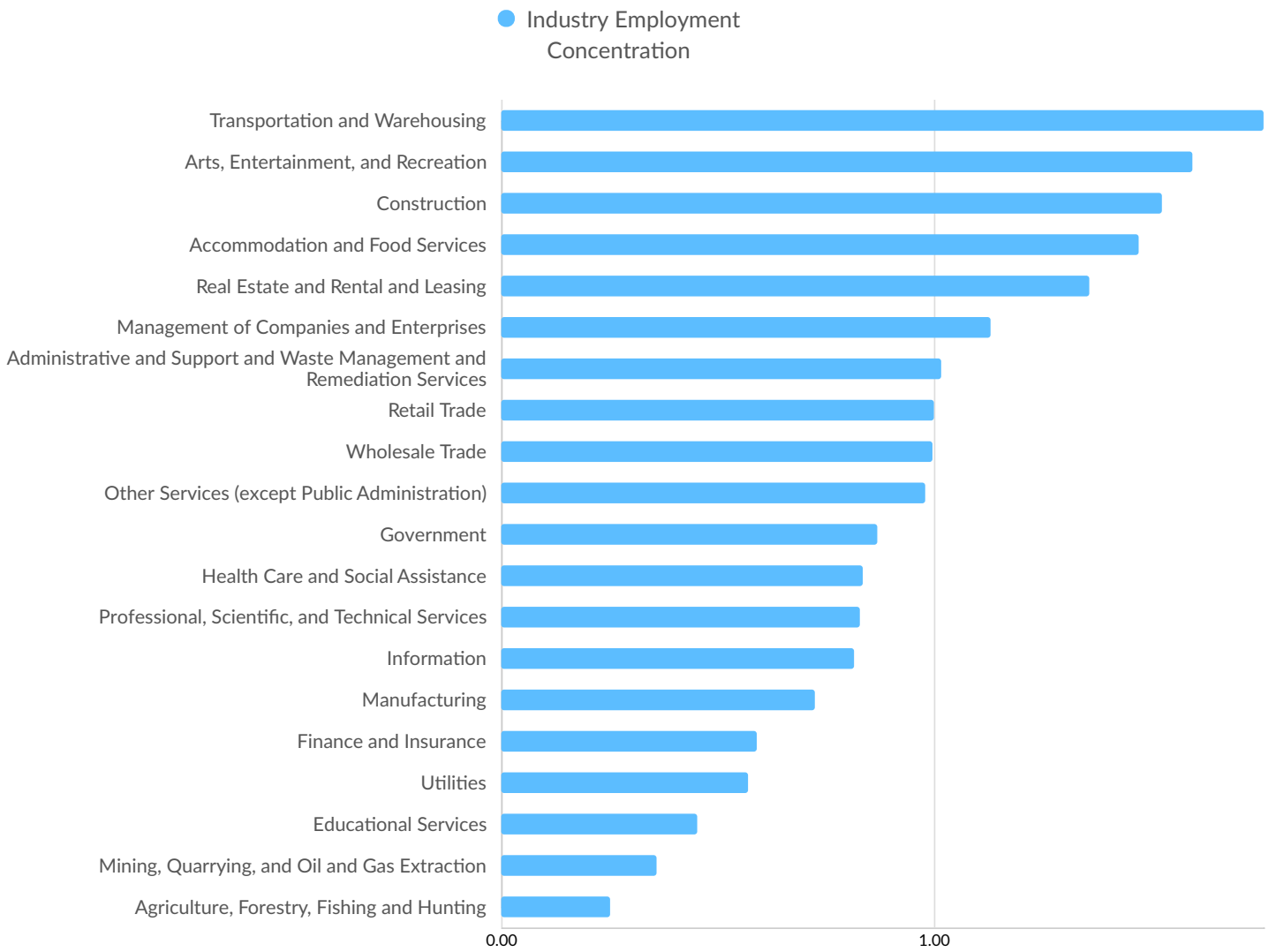
## Largest Industries



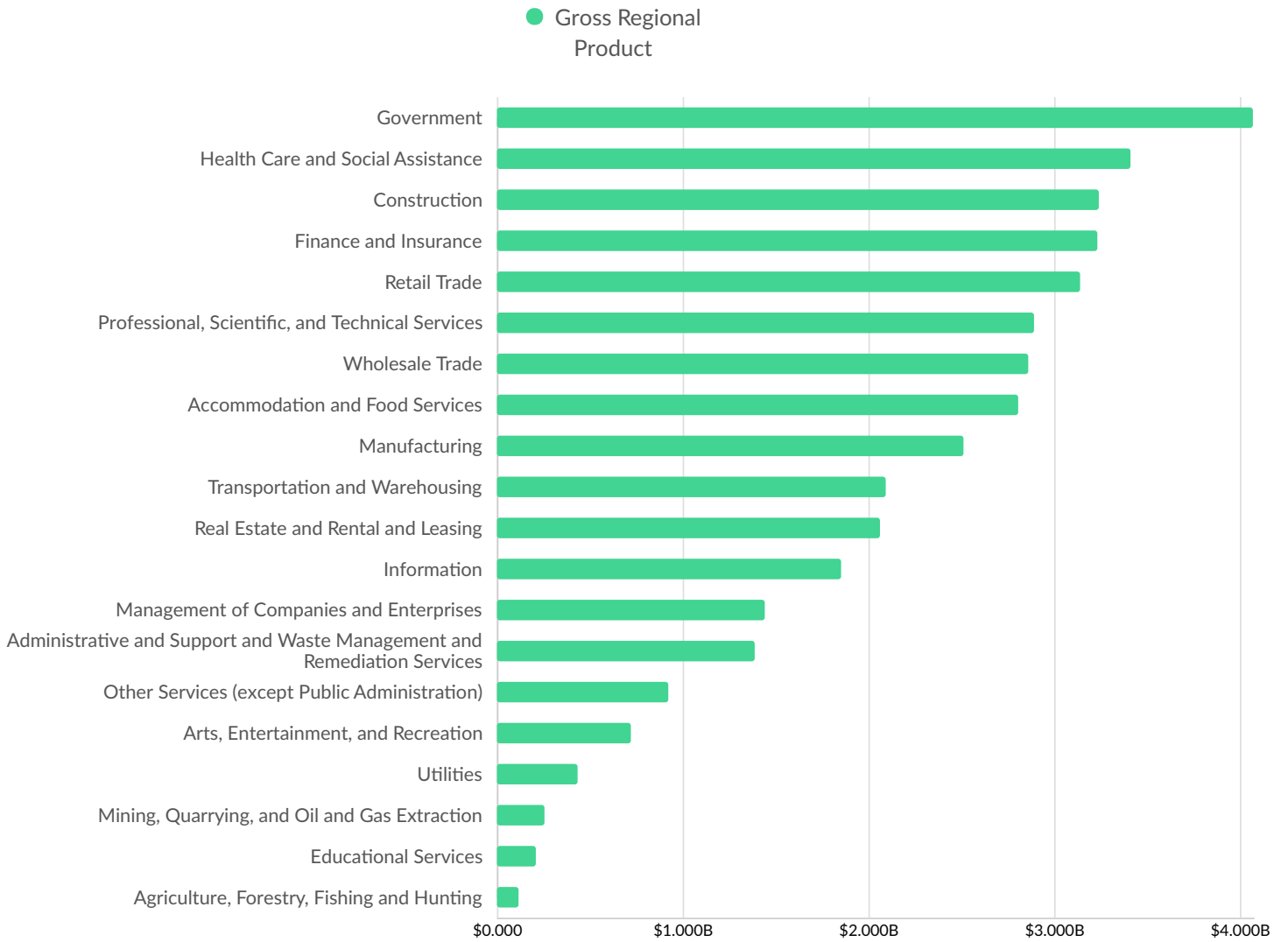
## Top Growing Industries



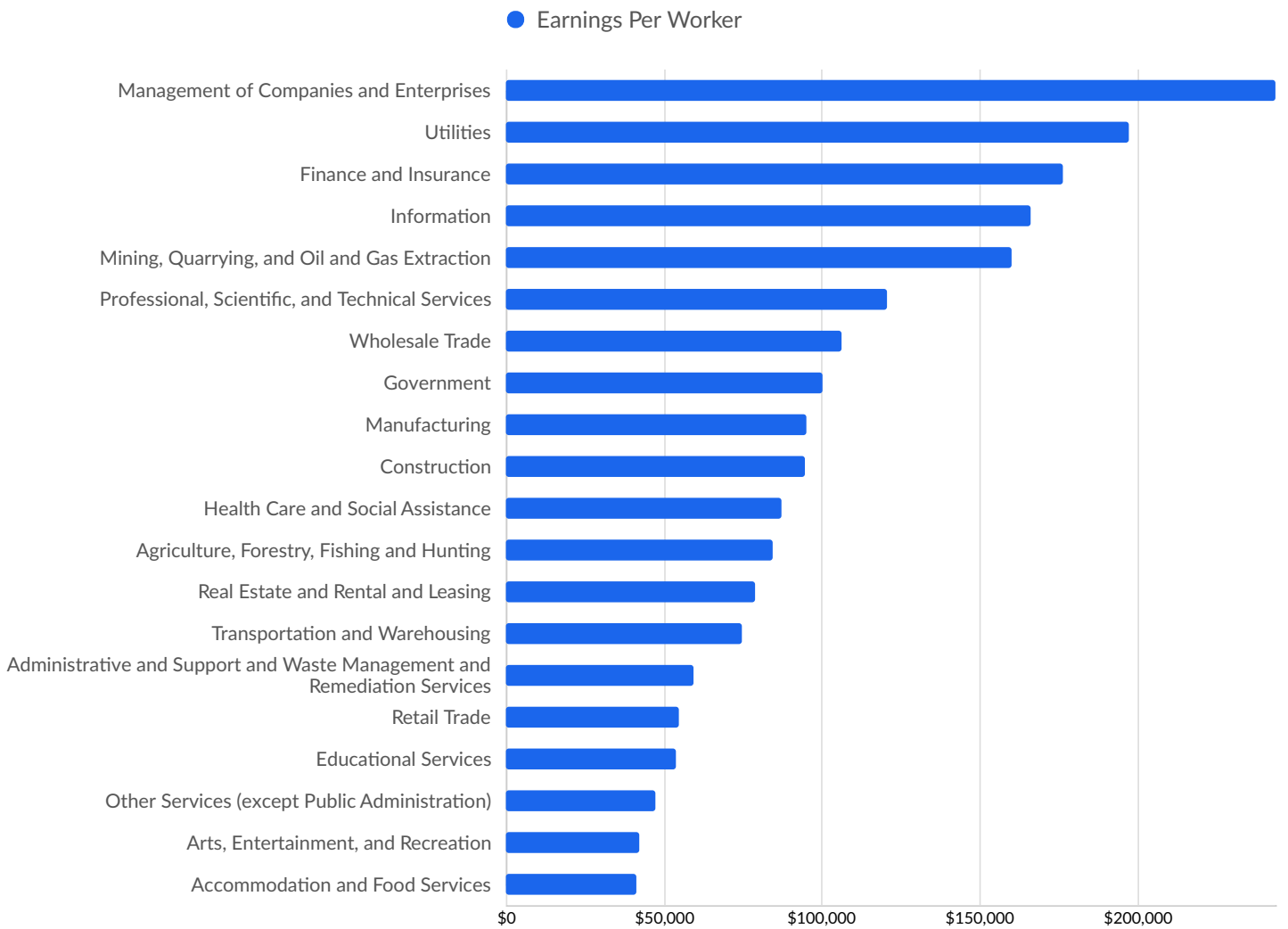
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



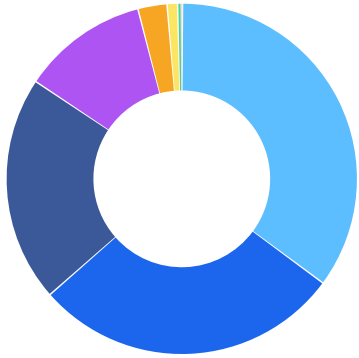
## Business Characteristics

### 51,269 Companies Employ Your Workers

Online profiles for your workers mention 51,269 companies as employers, with the top 10 appearing below. In the last 12 months, 6,706 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	5,392 	Renown Health	1,583 
Renown Health	3,830 	Tesla	1,358 
Washoe County School District	3,392 	ManpowerGroup	909 
Tesla	3,148 	Allied Universal	907 
State of Nevada	2,041 	St. Mary's Regional Medical Cen...	772 
International Game Technology	1,374 	Washoe County School District	762 
Panasonic	1,370 	Caesars Entertainment	741 
Washoe County	1,170 	Uhs	674 
Truckee Meadows Community C...	995 	University of Nevada-Reno	658 
Walmart	841 	Walmart	458 

## Business Size

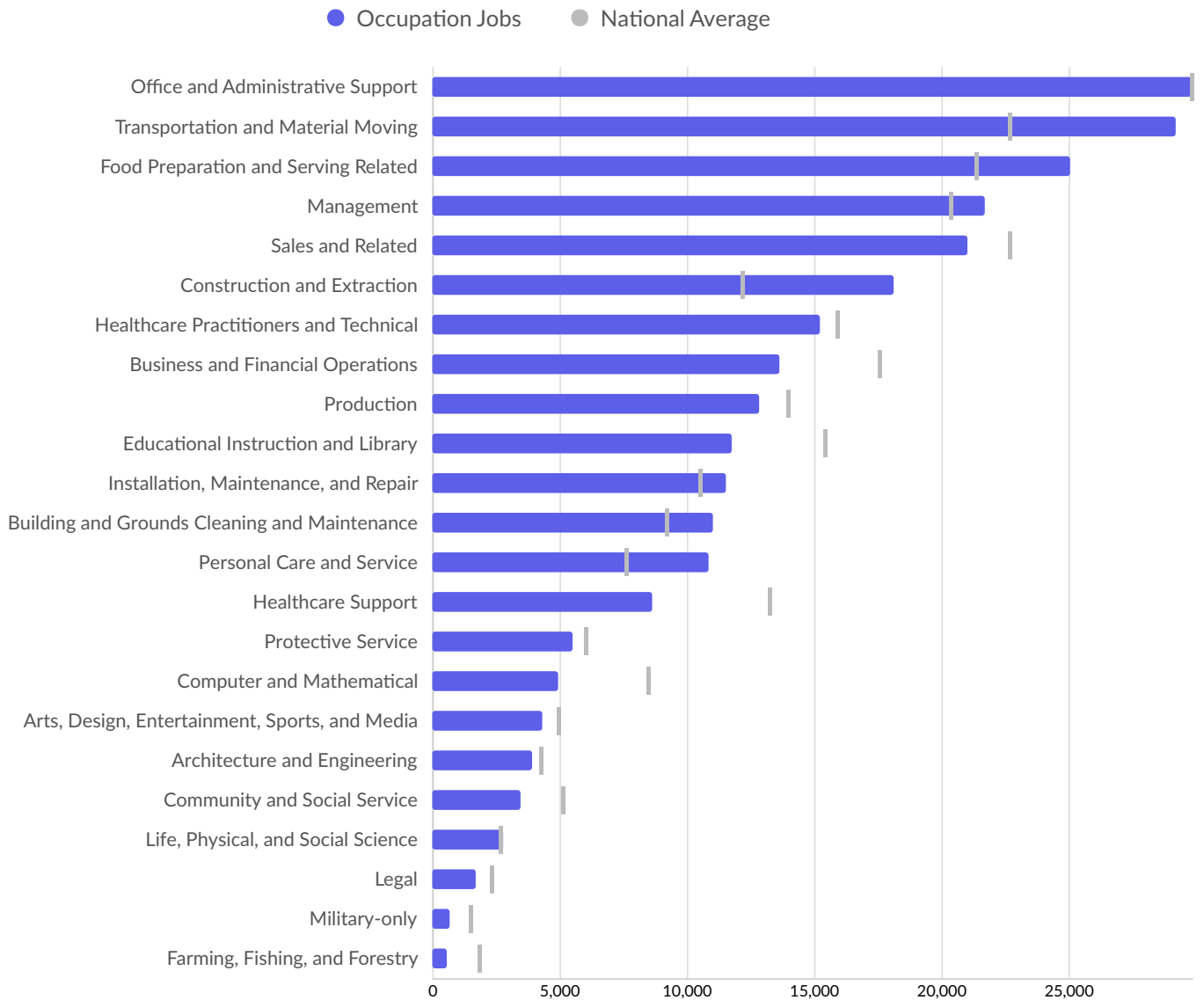


	Percentage	Business Count
● 1 to 4 employees	35.0%	7,701
● 5 to 9 employees	28.4%	6,243
● 10 to 19 employees	20.8%	4,576
● 20 to 49 employees	11.6%	2,553
● 50 to 99 employees	2.7%	589
● 100 to 249 employees	1.0%	212
● 250 to 499 employees	0.3%	75
● 500+ employees	0.1%	24

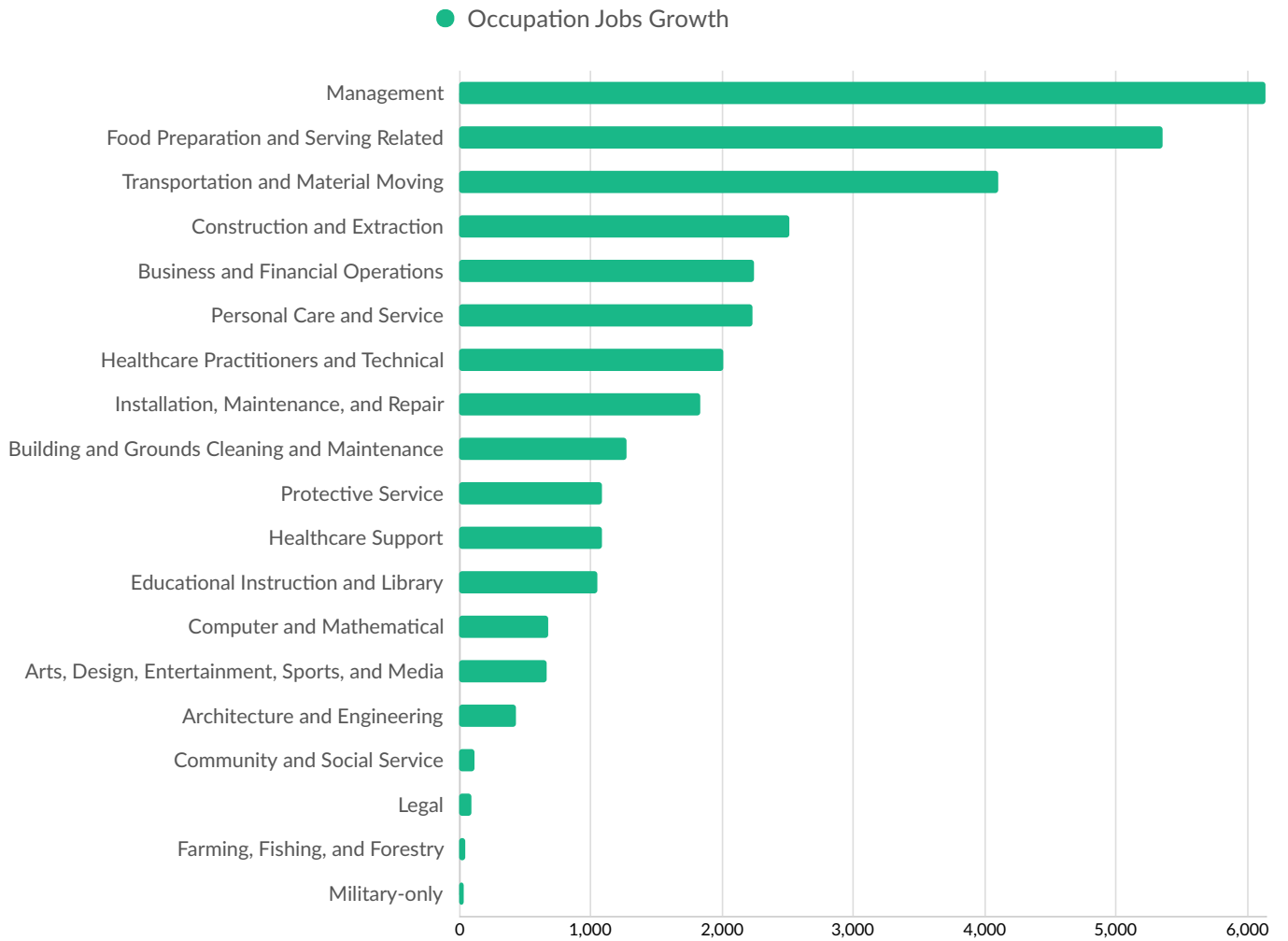
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations

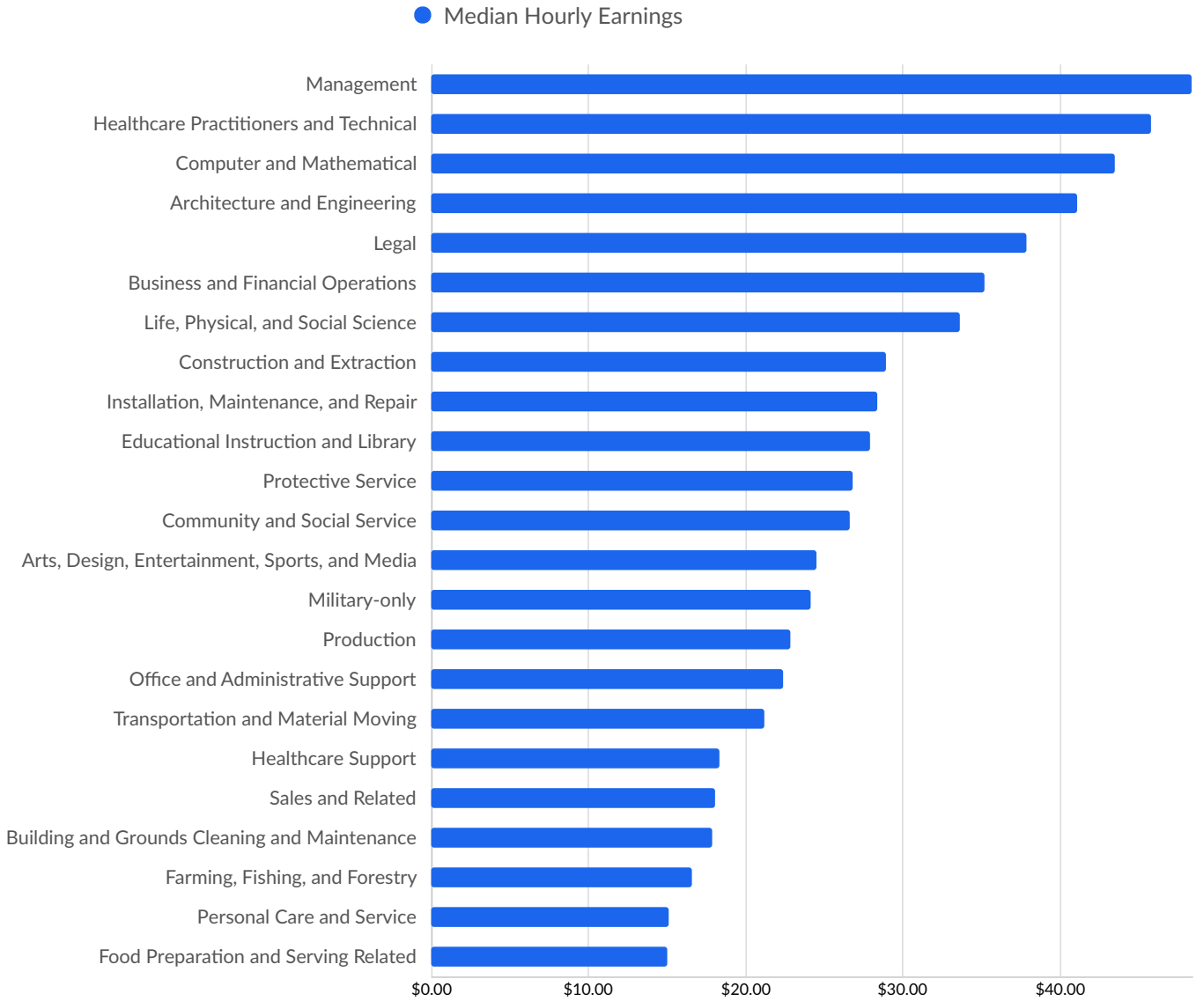


## Top Occupation Employment Concentration

● Occupation Employment Concentration



## Top Occupation Earnings

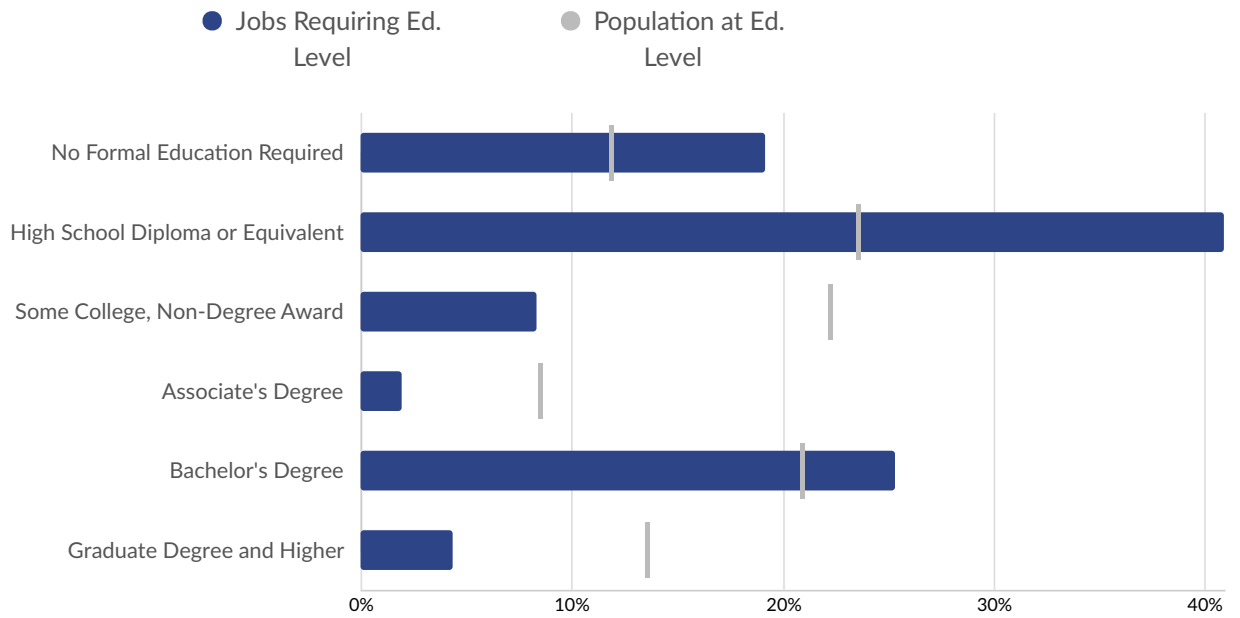


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



## Educational Pipeline

In 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

