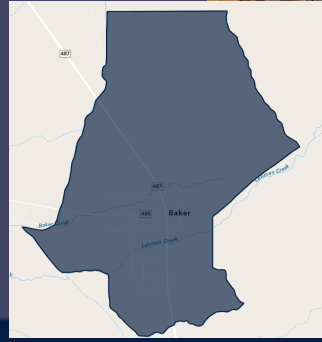


NEVADA MAIN STREET

Baker Community Snapshot



OVERVIEW

This snapshot provides key data and insights to inform Baker's local planning while highlighting trends that matter to Nevada's broader growth and policy decisions.



2025

01

Demographic Overview

Summarizes population size, age distribution and growth trends shaping the community.

02

Social Characteristics

Examines education, income and household patterns influencing local stability and opportunity.

03

Industry Overview & Economic Characteristics

Reviews key industries, employment trends and economic drivers supporting the local economy.

04

Unmet Demand for Business & Service Overview

Identifies existing services and gaps presenting opportunities for new local businesses.



Demographic Overview

Demographic data describes the size and composition of the population within a Main Street district. Population, age, income and other household characteristics reveal who lives in the area, the wealth distribution and overall residential trends, while race and ethnicity provide insight into the community's diversity. These data points provide a foundational understanding of the community at this time.



General Characteristics Baker (2025)

Total Population:	44
Median Age:	42.5
Total Households:	19
Average Household Size:	2.32

\$200,000

Median
Home Value



\$40,689

Median
Household
Income



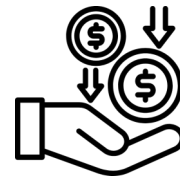
\$32,678

Per Capita
Income



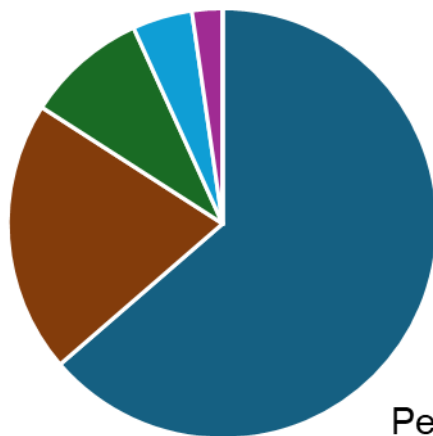
\$35,536

Median
Disposable
Income



Population by Race

Baker (2025)



- White - 63.6%
- 2+ Races - 20.4%
- American Indian - 9.1%
- Black - 4.5%
- Some Other Race - 2.3%
- Asian - 0.0%
- Pacific Islander - 0.0%

Percentage of Hispanic Origin: 20.4%



Social Characteristics

Social characteristic data provides insight into the lifestyles, behaviors and needs of residents within a Main Street district. Educational attainment and Tapestry Segmentation data highlight household dynamics, workforce skills, and lifestyle and spending patterns. Together, these data points can help to build a better understanding of resident preferences, as well as support inclusive, people-centered planning efforts.

Educational Attainment—Baker (2025)



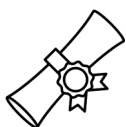
No High School Diploma

15.1%



High School Graduate

42.4%



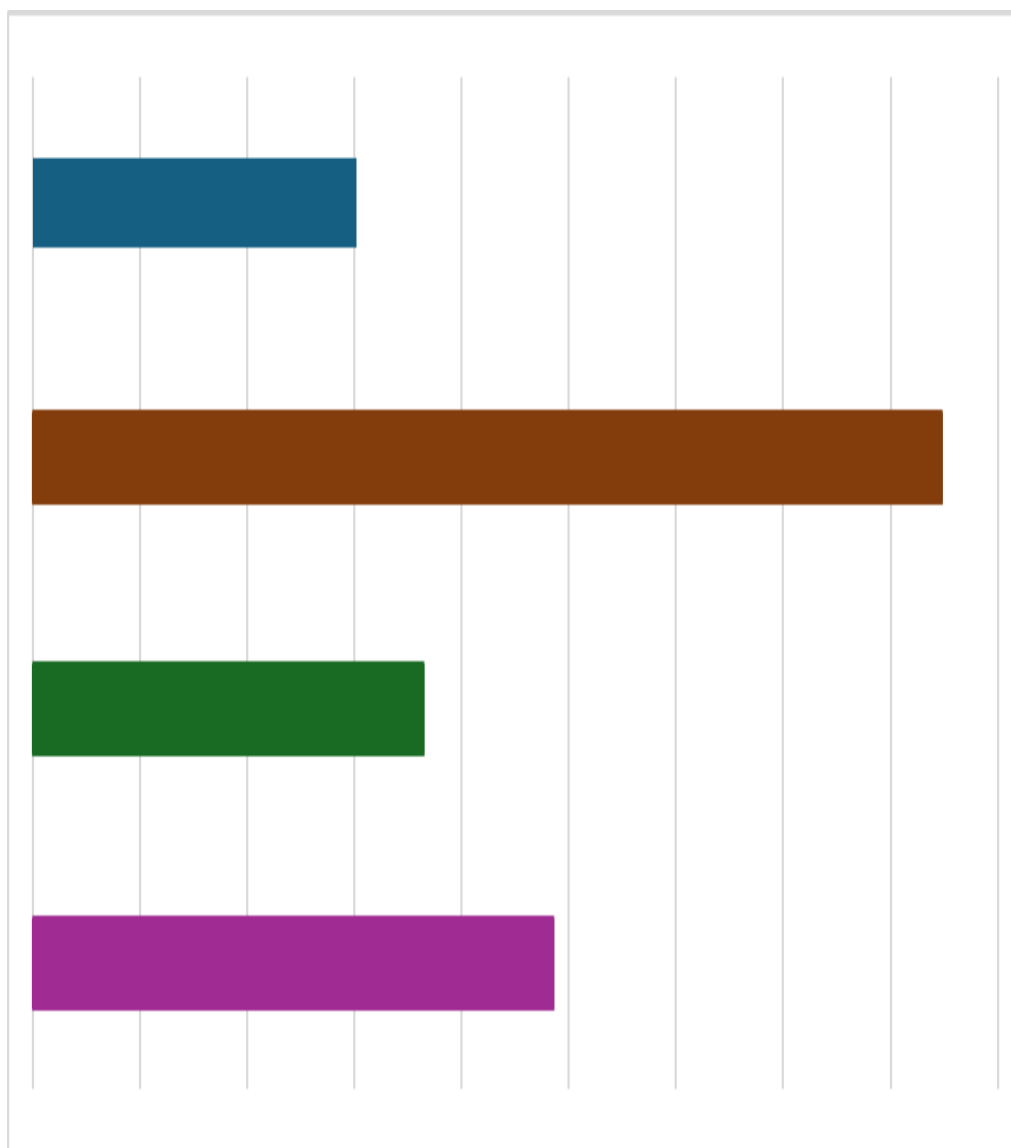
Some College / Associate Degree

18.2%



Bachelor's / Graduate / Professional Degree

24.3%



Nevada Economic Assessment Project (NEAP)

Tapestry Segmentation* provides a clear snapshot of community composition by grouping households with shared income, education, housing and lifestyle traits, offering deeper insight than demographics alone.

The data is developed by ESRI, combining U.S. Census information, consumer spending patterns and proprietary research through advanced statistical modeling.

Top 3 Segments by Household Count Baker (2025)

Segment	Number of Households	Percent of Households
Rooted Rural	19	100.0%
N/A	-	-
N/A	-	-
Other	0	0.0%

Tapestry Segment Definitions

Rooted Rural (I4): Rural Southern and Appalachian areas with long commutes and stable homeownership

Other: Aggregate value of households that fall into any and all Tapestry Segments that are not explicitly listed within the table above



*For additional information about ESRI Tapestry Segmentation please visit <https://doc.arcgis.com/en/esri-demographics/latest/esri-demographics/tapestry-segmentation.htm>

Industry Overview & Economic Characteristics

Industry and economic data provide insight into the forces shaping a community's business environment and overall economic health. Information on top industries by labor force participation, economic output, imports and exports reveals where jobs are concentrated, which sectors generate the most value, and how the community connects to regional and global markets. Additional indicators such as total businesses, recent business license activity, employment distribution, unemployment rates and countywide visitor spending highlight entrepreneurship, workforce conditions and economic diversity, and offer some insight on the role of tourism. Together, these data points can support informed Main Street revitalization strategies that strengthen existing businesses, attract new investment, and build a more resilient and competitive local economy.



Baker / ZIP Code 89311

Top 3 Industries by Labor Force Participation—Baker (2025)

Industry	Percent of Employed Population
Agriculture/Mining	52.4%
Services	33.3%
Public Administration	9.5%

Top 3 Industries for Imports Baker (2025)

Industry	Imports
General Medical and Surgical Hospitals	\$324.6K
Offices of Physicians (except Mental Health Specialists)	\$191.2K
Corporate, Subsidiary, and Regional Managing Offices	\$186.3K

Top 3 Industries in Total Output Baker (2025)

Industry	Sales
Hotels (except Casino Hotels) and Motels	\$1.4M
Casino Hotels	\$858.8K
Full-Service Restaurants	\$473.7K

Top 3 Industries for Exports Baker (2025)

Industry	Exports
Hotels (except Casino Hotels) and Motels	\$1.4M
Casino Hotels	\$857.9K
Full-Service Restaurants	\$378.1K

*The Output, Imports and Exports data tables exclude all Public Administration-related industry activity for the purposes of this report.



Nevada Economic Assessment Project (NEAP)

Baker (2025)



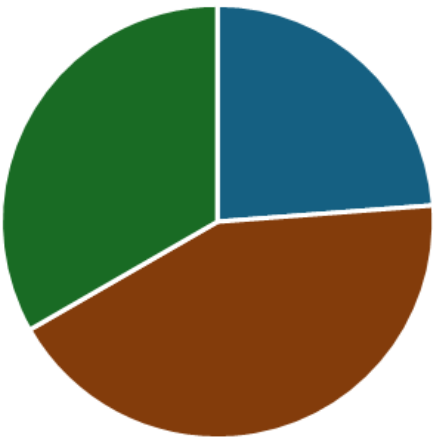
Total Number of Businesses:	19
Total Business Licenses Applied for Over the Year:	N/A*
Total Business Licenses Approved Over the Year:	N/A*

**Businesses located and operating in Baker, NV do not require a local business license, as the requirement has been suspended by the county since 2019.*

Employment Distribution by Occupation
Baker (2025)

- White Collar - 23.8%
- Blue Collar - 42.9%
- Services - 33.3%

Unemployment Rate: 4.5%



White Pine County Visitor Data

The visitation data illustrates the spending patterns of the visitors to the county in 2024.

Total Direct Visitor Spending:	\$65.0M
Average Daily Visitor Spending:	\$178.2K
Direct Visitor Spending % Change: (2023 v. 2024)	+ 1.3%

Top 3 Categories for Direct Visitor Spending
White Pine County (2024)

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Lodging	\$19.6M	30.2%
Retail	\$12.5M	19.2%
Food and Beverage	\$12.1M	18.6%



Unmet Demand for Business & Service Overview

This data illustrates possible unmet demand for businesses and services by comparing the number of identified establishments in each of the defined key categories within the specific community to those present elsewhere in the county overall. By highlighting gaps and business voids, the data identifies areas where local demand may be leaking to surrounding communities. These insights can help Main Street stakeholders prioritize business recruitment, support entrepreneurial opportunities, and guide investment toward services most needed by residents and visitors. Understanding these gaps is essential for strengthening the local economy and creating a more complete and competitive commercial district.



A void analysis was conducted to identify potential unmet demand for specific types of businesses and services in Baker, NV, using White Pine County as the comparison area. Voids represent business types present elsewhere in the county but not within Baker in 2025.

The results show gaps across all six categories analyzed. Baker, as well as White Pine overall, has significant shortages in clothing and big box-related services, with no identified businesses in these sectors. While significant gaps also exist in health care and financial services with no identified businesses operating in Baker. Additional gaps also exist in restaurant and retail services within Baker.

Health Care Void Analysis Results

White Pine County Locations	8
Locations in Baker	0
Voids in Baker	8

The health care category includes businesses such as hospitals, medical centers, home health services, dentists, optometrists, OD Clinics, physicians and surgeons, mental health services and pharmacies.

Restaurant Void Analysis Results

White Pine County Locations	18
Locations in Baker	1
Voids in Baker	16

The restaurant category includes businesses such as pizza parlors, Italian, Mexican and other restaurant types.

Financial Void Analysis Results

White Pine County Locations	12
Locations in Baker	0
Voids in Baker	10

The financial category includes businesses such as credit unions, federally chartered credit unions, banks, investments, insurance, insurance agents, brokers and services, life insurance agents, accountants, accounting and bookkeeping general services, real estate and real estate investments.

Clothing Void Analysis Results

White Pine County Locations	0
Locations in Baker	0
Voids in Baker	0

The clothing category includes retail businesses that offer clothing, men's clothing and furnishings and women's apparel.



Nevada Economic Assessment Project (NEAP)

Retail Void Analysis Results

White Pine County Locations	10
Locations in Baker	1
Voids in Baker	8

The retail category includes retail businesses such as bakers, grocers, shoes, hardwood, general merchandise, electronic equipment and supplies, beer and ale, liquors, sporting goods and other retail shops. This category also includes beer and ale wholesalers.

Big Box Void Analysis Results

White Pine County Locations	0
Locations in Baker	0
Voids in Baker	0

The big box category includes businesses such as shopping centers and malls, home centers, department stores and wholesale clubs.

Contacts



Shari Davis, Director of Rural Economic and Community Development
Nevada Governor's Office of Economic Development (GOED)
sadavis@goed.nv.gov
775-221-9610

Sierra Frykberg, Statistician
University of Nevada, Reno Extension
sfrykberg@unr.edu
702-948-5977

Sources: ESRI, Lightcast, Travel Nevada and White Pine County Clerk's Office

Copyright © 2026, University of Nevada, Reno Extension
A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture

An AA/EEO Institution; The University of Nevada, Reno is committed to providing a place of work and learning free of discrimination on the basis of a person's age (40 or older), disability, whether actual or perceived by others (including service-connected disabilities), gender (including pregnancy related conditions), military status or military obligations, sexual orientation, gender identity or expression, genetic information, national origin, race (including hair texture and protected hairstyles such as natural hairstyles, afros, Bantu knots, curls, braids, locks and twists), color, or religion (protected classes). Where discrimination is found to have occurred, the University will act to stop the discrimination, to prevent its recurrence, to remedy its effects, and to discipline those responsible.

