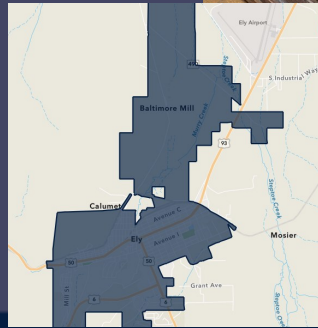


NEVADA MAIN STREET

Ely Community Snapshot



2025

OVERVIEW

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

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.



University of Nevada, Reno
Extension
College of Agriculture,
Biotechnology & Natural Resources



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

Ely (2025)

Total Population:	3,998
Median Age:	39.9
Total Households:	1,748
Average Household Size:	2.27

\$261,233

Median
Home Value



\$81,148

Median
Household
Income



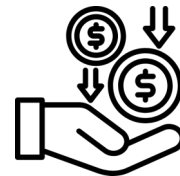
\$38,980

Per Capita
Income



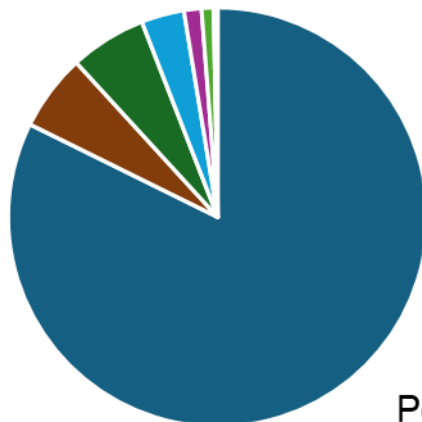
\$69,127

Median
Disposable
Income



Population by Race

Ely (2025)



- White - 79.5%
- 2+ Races - 5.7%
- Some Other Race - 5.7%
- American Indian - 3.2%
- Asian - 1.3%
- Black - 0.9%
- Pacific Islander - 0.3%

Percentage of Hispanic Origin: 18.3%



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—Ely (2025)



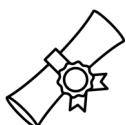
No High School Diploma

9.3%



High School Graduate

40.4%



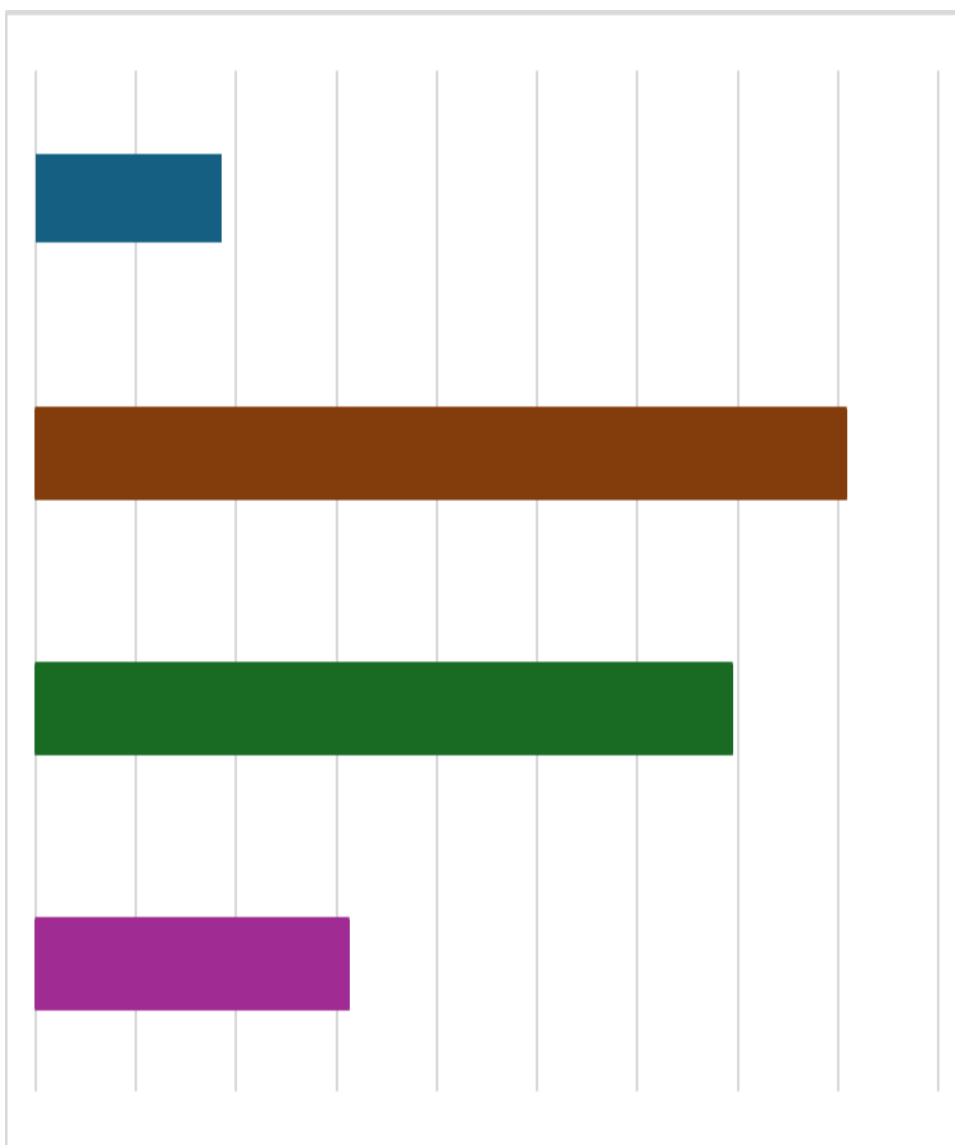
Some College / Associate Degree

34.7%



Bachelor's / Graduate / Professional Degree

15.6%



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 Ely (2025)

Segment	Number of Households	Percent of Households
Heartland Communities	719	41.1%
Country Charm	471	26.9%
Loyal Locals	445	25.5%
Other	113	6.5%

Tapestry Segment Definitions

Heartland Communities (I3): Rural Midwestern areas with industrial roots and older housing

Country Charm (I7): Rural, vehicle-dependent areas in the Midwest with an agricultural focus

Loyal Locals (K3): Senior Midwestern and Southern suburbanites in stable growth areas

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.



Ely / ZIP Codes 89301 and 89315

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

Industry	Percent of Employed Population
Services	32.1%
Public Administration	20.8%
Agriculture/Mining	13.6%

Top 3 Industries for Imports Ely (2025)

Industry	Imports
Corporate, Subsidiary, and Regional Managing Offices	\$41.8M
General Medical and Surgical Hospitals	\$22.1M
Portfolio Management and Investment Advice	\$17.7M

Top 3 Industries in Total Output Ely (2025)

Industry	Sales
Copper, Nickel, Lead, and Zinc Mining	\$711.1M
Gold Ore and Silver Ore Mining	\$318.0M
Electric Power Distribution	\$43.3M

Top 3 Industries for Exports Ely (2025)

Industry	Exports
Copper, Nickel, Lead, and Zinc Mining	\$680.3M
Gold Ore and Silver Ore Mining	\$272.1M
Electric Power Distribution	\$26.8M

*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)

Ely (2025)



Total Number of Businesses:

288

Total Business Licenses Applied for Over the Year:

N/A*

Total Business Licenses Approved Over the Year:

61

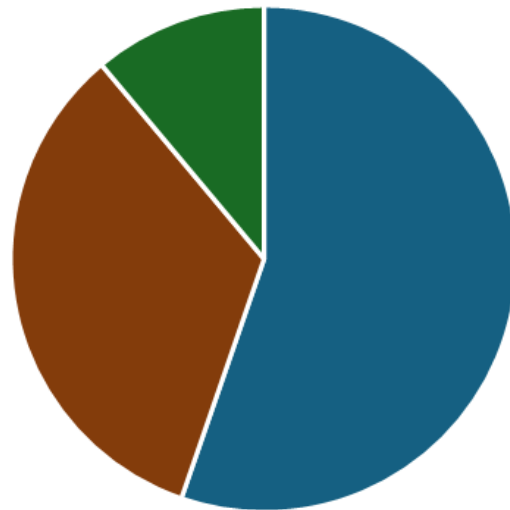
*The Ely City Clerk's Office only provided data for active/approved businesses for 2025.

Employment Distribution by Occupation

Ely (2025)

- White Collar - 55.3%
- Blue Collar - 33.6%
- Services - 11.1%

Unemployment Rate: 3.9%



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: + 1.3%
(2023 v. 2024)

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Loding	\$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 Ely, NV, using White Pine County as the comparison area. Voids represent business types present elsewhere in the county but not within Ely in 2025.

The results show gaps across two categories for Ely and two categories for White Pine overall. White Pine has no existing clothing or big box services throughout the entire county. Ely also has some minor shortages in restaurant and retail-related services although Ely is home to the only identified healthcare and financial services within the entire county.

Health Care Void Analysis Results

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

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 Ely	15
Voids in Ely	2

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 Ely	12
Voids in Ely	0

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 Ely	0
Voids in Ely	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 Ely	8
Voids in Ely	2

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 Ely	0
Voids in Ely	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 Ely City 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.

