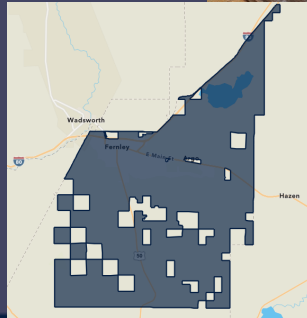


# NEVADA MAIN STREET

## Fernley Community Snapshot



# 2025

### OVERVIEW

This snapshot provides key data and insights to inform Fernley'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

Fernley (2025)

|                         |        |
|-------------------------|--------|
| Total Population:       | 24,966 |
| Median Age:             | 37.8   |
| Total Households:       | 9,032  |
| Average Household Size: | 2.76   |

**\$369,427**

Median  
Home Value



**\$85,224**

Median  
Household  
Income



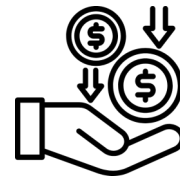
**\$36,199**

Per Capita  
Income



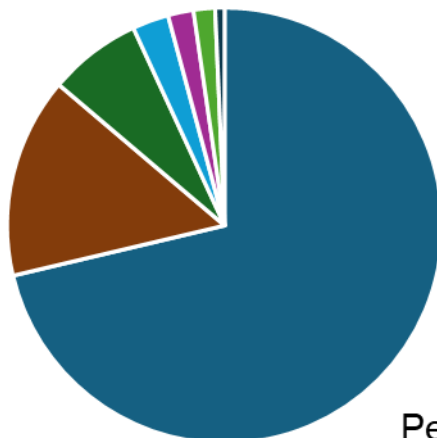
**\$71,991**

Median  
Disposable  
Income



## Population by Race

Fernley (2025)



- White - 71.3%
- 2+ Races - 14.9%
- Some Other Race - 6.9%
- Asian - 2.7%
- American Indian - 1.9%
- Black - 1.6%
- Pacific Islander - 0.7%

Percentage of Hispanic Origin: 21.1%



## 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—Fernley (2025)



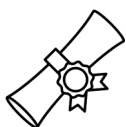
No High School Diploma

**8.2%**



High School Graduate

**36.6%**



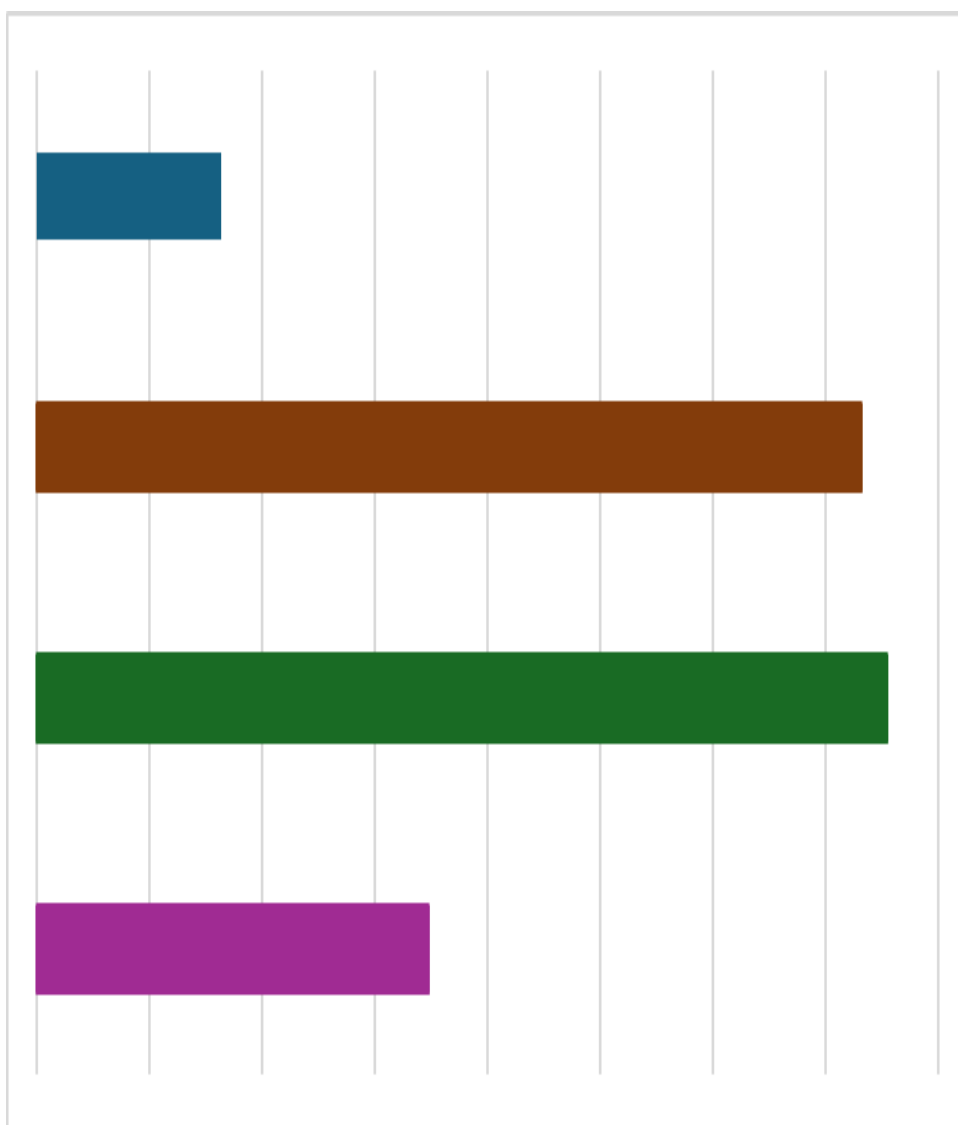
Some College / Associate Degree

**37.7%**



Bachelor's / Graduate / Professional Degree

**17.4%**



## 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 Fernley(2025)

| Segment              | Number of Households | Percent of Households |
|----------------------|----------------------|-----------------------|
| Flourishing Families | 3,508                | 38.8%                 |
| Moderate Metros      | 1,587                | 17.6%                 |
| Room to Roam         | 958                  | 10.6%                 |
| Other                | 2,979                | 33.0%                 |

### Tapestry Segment Definitions

**Flourishing Families (H1):** Large Southern and Midwestern suburban families in growing developments

**Moderate Metros (C6):** Young, suburban households with moderate incomes

**Room to Roam (K7):** Aging and self-employed Midwestern and Southern suburbanites

**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>

## Nevada Economic Assessment Project (NEAP)

### 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.



#### Fernley / ZIP Code 89408

##### Top 3 Industries by Labor Force Participation—Fernley (2025)

| Industry                 | Percent of Employed Population |
|--------------------------|--------------------------------|
| Services                 | 35.4%                          |
| Manufacturing            | 15.7%                          |
| Transportation/Utilities | 12.8%                          |

##### Top 3 Industries for Imports Fernley (2025)

| Industry                                                 | Imports |
|----------------------------------------------------------|---------|
| General Medical and Surgical Hospitals                   | \$83.9M |
| Offices of Physicians (except Mental Health Specialists) | \$49.2M |
| Commercial Banking                                       | \$32.9M |

##### Top 3 Industries in Total Output Fernley (2025)

| Industry                                            | Sales    |
|-----------------------------------------------------|----------|
| Asphalt Shingle and Coating Materials Manufacturing | \$207.9M |
| Paint and Coating Manufacturing                     | \$90.0M  |
| Fabricated Structural Metal Manufacturing           | \$88.5M  |

##### Top 3 Industries for Exports Fernley (2025)

| Industry                                            | Exports  |
|-----------------------------------------------------|----------|
| Asphalt Shingle and Coating Materials Manufacturing | \$203.2M |
| Paint and Coating Manufacturing                     | \$87.5M  |
| Fabricated Structural Metal Manufacturing           | \$86.7M  |

\*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)

Fernley (2025)



|                                                    |      |
|----------------------------------------------------|------|
| Total Number of Businesses:                        | 462  |
| Total Business Licenses Applied for Over the Year: | N/A* |
| Total Business Licenses Approved Over the Year:    | 316  |

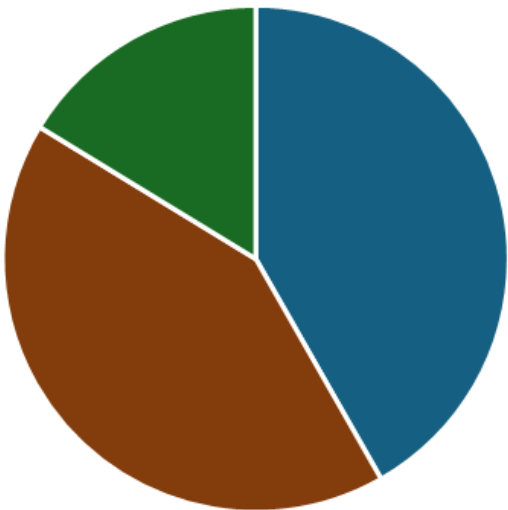
\*Fernley City Clerk's Office provided data for all new business accounts started between 11/01/2024 to 10/31/2025.

Fernley (2025)

# Employment Distribution by Occupation

- White Collar - 41.8%
- Blue Collar - 42.0%
- Services - 16.3%

Unemployment Rate: 4.3%



## Lyon County Visitor Data

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

|                                                  |          |
|--------------------------------------------------|----------|
| Total Direct Visitor Spending:                   | \$88.7M  |
| Average Daily Visitor Spending:                  | \$243.1K |
| Direct Visitor Spending % Change: (2023 v. 2024) | - 8.6%   |

## Top 3 Categories for Direct Visitor Spending Lyon County (2024)

| Category       | Direct Visitor Spending | Percent of Total Direct Visitor Spending |
|----------------|-------------------------|------------------------------------------|
| Recreation     | \$23.8M                 | 26.8%                                    |
| Retail         | \$22.9M                 | 25.8%                                    |
| Transportation | \$20.3M                 | 22.8%                                    |



## Nevada Economic Assessment Project (NEAP)

### 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 Fernley, NV, using Lyon County as the comparison area. Voids represent business types present elsewhere in the county but not within Fernley in 2025.

The results show gaps across five of the six categories analyzed. Fernley has significant shortages in clothing and retail-related services, with zero or few identified businesses in these sectors. Additional gaps also exist in financial, health care and restaurant services, although Fernley is home to the only big box businesses operating within the county.

#### Health Care Void Analysis Results

|                              |           |
|------------------------------|-----------|
| <b>Lyon County Locations</b> | <b>35</b> |
| <b>Locations in Fernley</b>  | <b>16</b> |
| <b>Voids in Fernley</b>      | <b>18</b> |

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

|                              |           |
|------------------------------|-----------|
| <b>Lyon County Locations</b> | <b>65</b> |
| <b>Locations in Fernley</b>  | <b>30</b> |
| <b>Voids in Fernley</b>      | <b>20</b> |

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

#### Financial Void Analysis Results

|                              |           |
|------------------------------|-----------|
| <b>Lyon County Locations</b> | <b>45</b> |
| <b>Locations in Fernley</b>  | <b>19</b> |
| <b>Voids in Fernley</b>      | <b>21</b> |

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

|                              |          |
|------------------------------|----------|
| <b>Lyon County Locations</b> | <b>2</b> |
| <b>Locations in Fernley</b>  | <b>0</b> |
| <b>Voids in Fernley</b>      | <b>2</b> |

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

|                              |           |
|------------------------------|-----------|
| <b>Lyon County Locations</b> | <b>37</b> |
| <b>Locations in Fernley</b>  | <b>9</b>  |
| <b>Voids in Fernley</b>      | <b>26</b> |

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

|                              |          |
|------------------------------|----------|
| <b>Lyon County Locations</b> | <b>3</b> |
| <b>Locations in Fernley</b>  | <b>3</b> |
| <b>Voids in Fernley</b>      | <b>0</b> |

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

## Contacts



### Fernley Main Street Contact

[info@mainstreetfernley.org](mailto:info@mainstreetfernley.org)

**Shari Davis, Director of Rural Economic and Community Development**  
**Nevada Governor's Office of Economic Development (GOED)**

[sadavis@goed.nv.gov](mailto:sadavis@goed.nv.gov)  
775-221-9610

**Sierra Frykberg, Statistician**  
**University of Nevada, Reno Extension**  
[sfrykberg@unr.edu](mailto:sfrykberg@unr.edu)  
702-948-5977

**Sources:** ESRI, Lightcast, Travel Nevada and  
Fernley City Clerk's Office

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