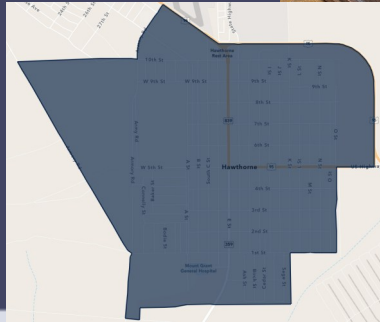


NEVADA MAIN STREET

Hawthorne Community Snapshot



2025

OVERVIEW

This snapshot provides key data and insights to inform Hawthorne'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

Hawthorne (2025)

Total Population:	3,148
Median Age:	46.6
Total Households:	1,434
Average Household Size:	2.17

\$190,948

Median
Home Value



\$56,231

Median
Household
Income



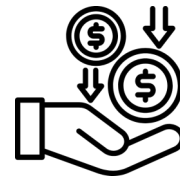
\$29,961

Per Capita
Income



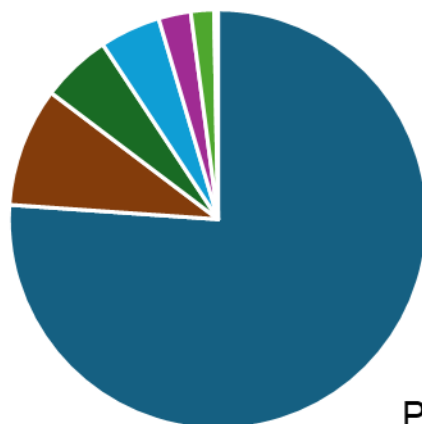
\$50,419

Median
Disposable
Income



Population by Race

Hawthorne (2025)



- White - 76.1%
- 2+ Races - 9.2%
- Some Other Race - 5.4%
- Black - 4.7%
- American Indian - 2.5%
- Asian - 1.8%
- Pacific Islander - 0.3%

Percentage of Hispanic Origin: 14.0%



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—Hawthorne (2025)



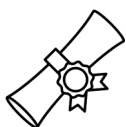
No High School Diploma

7.4%



High School Graduate

48.9%



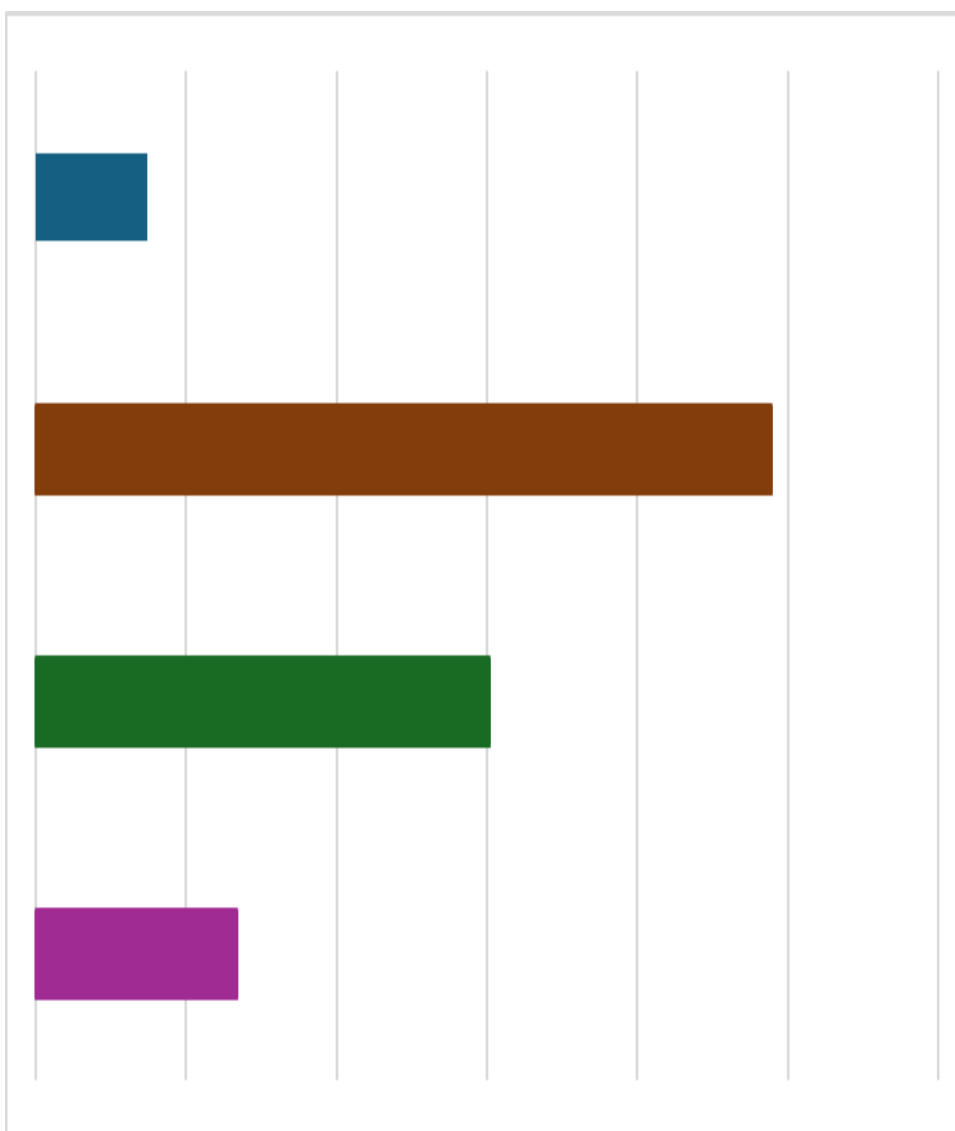
Some College / Associate Degree

30.2%



Bachelor's / Graduate / Professional Degree

13.4%



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 Hawthorne (2025)

Segment	Number of Households	Percent of Households
Heartland Communities	574	40.0%
Loyal Local	507	35.4%
Small Town Sincerity	353	24.6%
Other	0	0.0%

Tapestry Segment Definitions

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

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

Small Town Sincerity (I1): Semirural towns with aging populations and low rental costs

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.



Hawthorne / ZIP Code 89415

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

Industry	Percent of Employed Population
Manufacturing	16.0%
Retail Trade	10.3%
Health Care	9.4%

Top 3 Industries for Imports Hawthorne (2025)

Industry	Imports
General Medical and Surgical Hospitals	\$8.8M
Offices of Physicians (except Mental Health Specialists)	\$5.2M
Portfolio Management and Investment Advice	\$4.8M

Top 3 Industries in Total Output Hawthorne (2025)

Industry	Sales
Gold Ore and Silver Ore Mining	\$18.0M
Crop Production	\$9.0M
Casino Hotels	\$8.6M

Top 3 Industries for Exports Hawthorne (2025)

Industry	Exports
Gold Ore and Silver Ore Mining	\$17.1M
Casino Hotels	\$8.3M
Crop Production	\$8.1M

*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)

Hawthorne (2025)



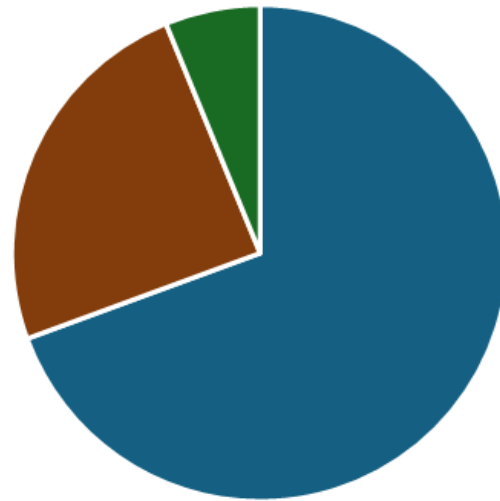
Total Number of Businesses:	117
Total Business Licenses Applied for Over the Year:	N/A*
Total Business Licenses Approved Over the Year:	155

*Mineral County Recorder's Office only provided a list of active/approved business licenses in Hawthorne for 2025.

Employment Distribution by Occupation Hawthorne (2025)

- White Collar - 69.4%
- Blue Collar - 24.4%
- Services - 6.2%

Unemployment Rate: 6.2%



Mineral County Visitor Data

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

Total Direct Visitor Spending: \$8.5M

Average Daily Visitor Spending: \$23.4K

Direct Visitor Spending % Change: - 3.2%
(2023 v. 2024)

Top 3 Categories for Direct Visitor Spending Mineral County (2024)

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Lodging	\$2.8M	33.3%
Food and Beverage	\$1.5M	17.2%
Retail	\$1.4M	16.8%



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

The results show gaps across four of the six analyzed categories for Hawthorne and two of the six categories for Mineral County overall. There are no identified clothing or big box businesses within the entire county. Hawthorne also has shortages in restaurant and health care-related services, with few identified businesses in these sectors although Hawthorne is home to the only financial and retail services within the county.

Health Care Void Analysis Results

Mineral County Locations	6
Locations in Hawthorne	5
Voids in Hawthorne	1

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

Mineral County Locations	7
Locations in Hawthorne	4
Voids in Hawthorne	3

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

Financial Void Analysis Results

Mineral County Locations	3
Locations in Hawthorne	3
Voids in Hawthorne	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

Mineral County Locations	0
Locations in Hawthorne	0
Voids in Hawthorne	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

Mineral County Locations	3
Locations in Hawthorne	3
Voids in Hawthorne	0

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

Mineral County Locations	0
Locations in Hawthorne	0
Voids in Hawthorne	0

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

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Sources: ESRI, Lightcast, Travel Nevada and Mineral County Recorder's Office

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