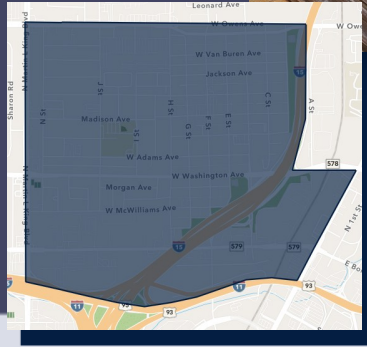


NEVADA MAIN STREET

Las Vegas —
Jackson St.
Community
Snapshot



2025

OVERVIEW

This snapshot provides key data and insights to inform Las Vegas-Jackson St.'s local planning while highlighting trends that matter to Nevada's broader growth and policy

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.



Las Vegas—Jackson St. (2025)

General Characteristics

Total Population:	3,462
Median Age:	32.5
Total Households:	1,292
Average Household Size:	2.67

\$314,583

Median
Home Value



\$25,325

Median
Household
Income



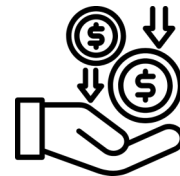
\$13,345

Per Capita
Income



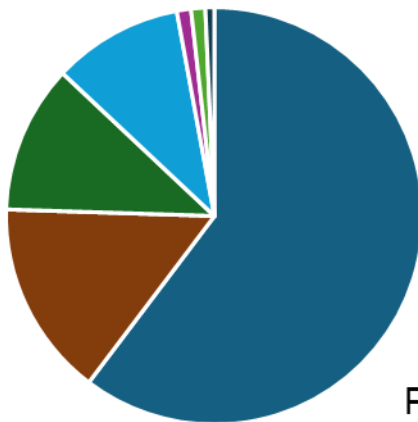
\$23,297

Median
Disposable
Income



Population by Race

Las Vegas—Jackson St. (2025)



- Black - 60.3%
- Some Other Race - 15.2%
- 2+ Races - 11.5%
- White - 10.1%
- American Indian - 1.1%
- Asian - 1.1%
- Pacific Islander - 0.7%

Percentage of Hispanic Origin: 28.1%



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 Las Vegas—Jackson St. (2025)



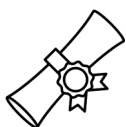
No High School
Diploma

29.8%



High School
Graduate

42.6%



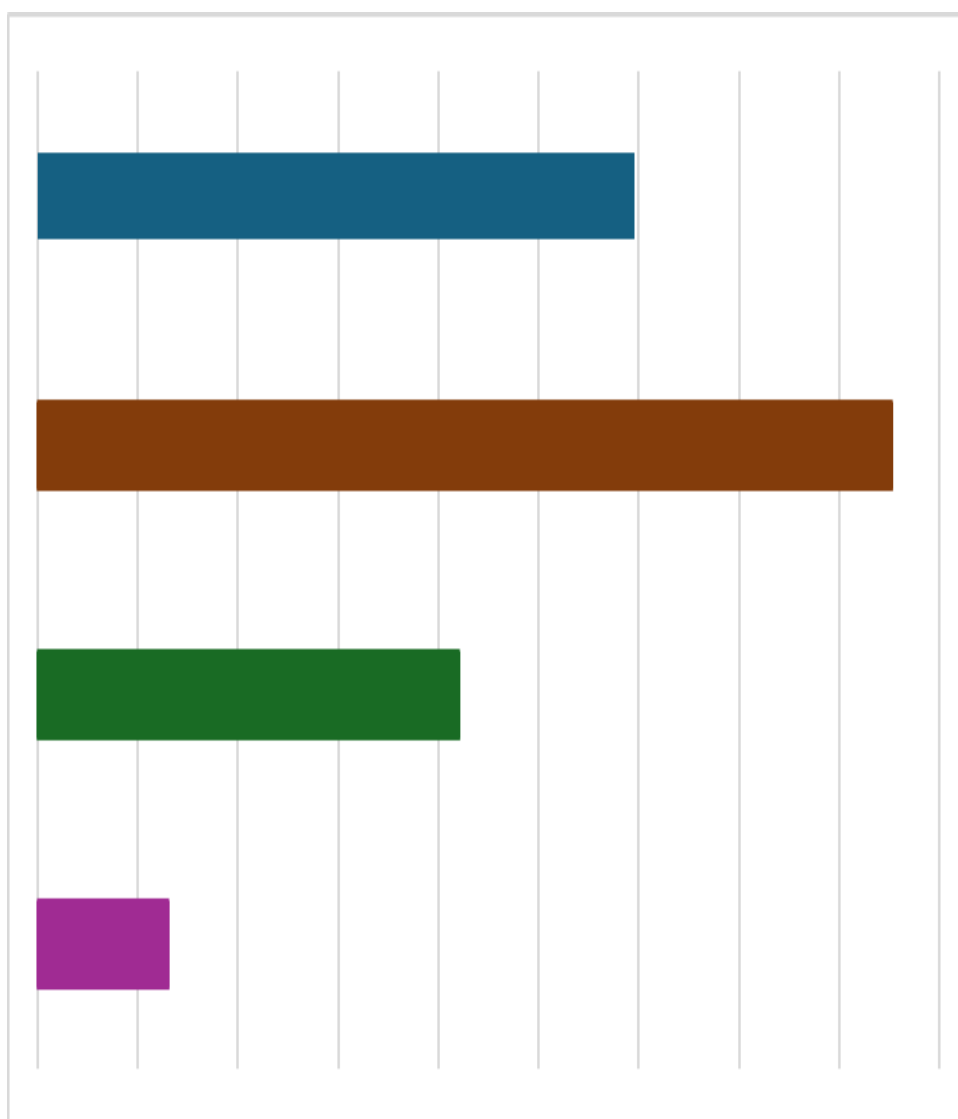
Some College /
Associate Degree

21.0%



Bachelor's /
Graduate /
Professional Degree

6.5%



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 Las Vegas—Jackson St. (2025)

Segment	Number of Households	Percent of Households
City Commons	639	49.5%
Fresh Ambitions	355	27.5%
Kids and Kin	194	15.0%
Other	104	8.0%

Tapestry Segment Definitions

City Commons (A2): Young, single-parent families with high rental burdens

Fresh Ambitions (A4): Young, multigenerational urban families with high rental burdens

Kids and Kin (C2): Young, educated, metropolitan renter households

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.



Las Vegas—Jackson St. / ZIP Code 89106

Top 3 Industries by Labor Force Participation Las Vegas—Jackson St. (2025)

Industry	Percent of Employed Population
Services	68.6%
Construction	10.8%
Retail Trade	8.7%

Top 3 Industries for Imports Las Vegas—Jackson St. (2025)

Industry	Imports
Corporate, Subsidiary, and Regional Managing Offices	\$122.8M
Commercial Banking	\$90.4M
Offices of Real Estate Agents and Brokers	\$76.4M

Top 3 Industries in Total Output Las Vegas—Jackson St. (2025)

Industry	Sales
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	\$471.1M
General Medical and Surgical Hospitals	\$413.7M
Offices of Physicians (except Mental Health Specialists)	\$315.3M

Top 3 Industries for Exports Las Vegas—Jackson St. (2025)

Industry	Exports
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	\$424.7M
General Medical and Surgical Hospitals	\$322.5M
Offices of Physicians (except Mental Health Specialists)	\$262.0M

*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)

Las Vegas—Jackson St.
(2025)



Total Number of Businesses:

146

Total Business Licenses Applied for Over the Year:

N/A*

Total Business Licenses Approved Over the Year:

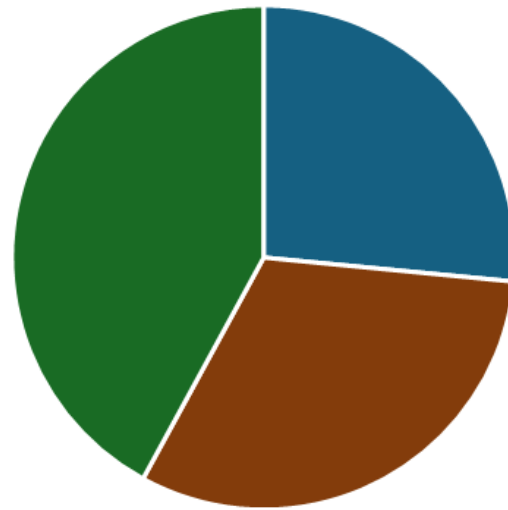
4

**The Clark County Department of Business License database only displayed the four issued business licenses when searching for pending and active businesses in the Jackson St. Main Street District of Las Vegas for 2025.*

Employment Distribution by Occupation Las Vegas—Jackson St. (2025)

- White Collar - 26.5%
- Blue Collar - 31.4%
- Services - 42.0%

Unemployment Rate: 10.8%



Clark County Visitor Data

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

Total Direct Visitor Spending: \$53.1B

Average Daily Visitor Spending: \$145.5M

Direct Visitor Spending % Change: + 6.7%
(2023 v. 2024)

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Retail	\$10.6B	19.9%
Gaming	\$9.3B	17.5%
Transportation	\$9.0B	17.0%



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 specifically in the Jackson Street Main Street District of Las Vegas, NV, using Clark County as the comparison area. Voids represent business types present elsewhere in the county but not within the Las Vegas Jackson Street Main Street District in 2025.

The results show gaps across all six categories analyzed. The Las Vegas Jackson Street Main Street District has significant shortages in financial, retail, health care and restaurant-related services, with few identified businesses in these sectors. Additional gaps also exist in clothing and big box services.

Health Care Void Analysis Results

Clark County Locations	4,161
Locations in Las Vegas (Jackson St.)	5
Voids in Las Vegas (Jackson St.)	3,645

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

Clark County Locations	4,219
Locations in Las Vegas (Jackson St.)	5
Voids in Las Vegas (Jackson St.)	2,643

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

Financial Void Analysis Results

Clark County Locations	3,749
Locations in Las Vegas (Jackson St.)	3
Voids in Las Vegas (Jackson St.)	3,018

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

Clark County Locations	457
Locations in Las Vegas (Jackson St.)	2
Voids in Las Vegas (Jackson St.)	303

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

Clark County Locations	1,176
Locations in Las Vegas (Jackson St.)	1
Voids in Las Vegas (Jackson St.)	835

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

Clark County Locations	269
Locations in Las Vegas (Jackson St.)	1
Voids in Las Vegas (Jackson St.)	116

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

Contacts



Jackson Street Alliance, Las Vegas (Jackson St.) Main Street Contact
jacksonstalliance.org

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 Clark County Department of Business License Database

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