

NEVADA MAIN STREET

Lovelock Community Snapshot



2025

OVERVIEW

This snapshot provides key data and insights to inform Lovelock'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 Lovelock (2025) Characteristics

Total Population: 1,758
Median Age: 39.3
Total Households: 700
Average Household Size: 2.46

\$181,061

Median
Home Value



\$55,202

Median
Household
Income



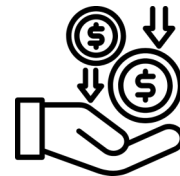
\$29,412

Per Capita
Income



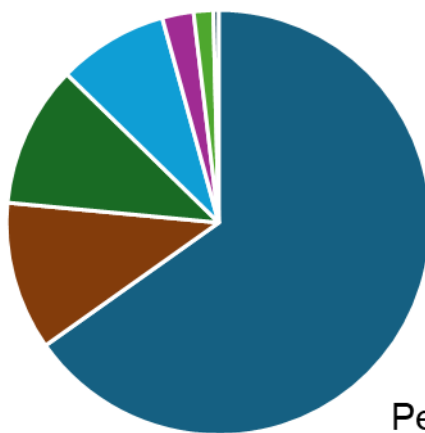
\$46,329

Median
Disposable
Income



Population by Race

Lovelock (2025)



- White - 65.2%
- Some Other Race - 11.3%
- 2+ Races - 10.8%
- American Indian - 8.4%
- Asian - 2.4%
- Black - 1.5%
- Pacific Islander - 0.4%

Percentage of Hispanic Origin: 25.0%



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—Lovelock (2025)



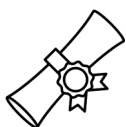
No High School Diploma

12.1%



High School Graduate

41.3%



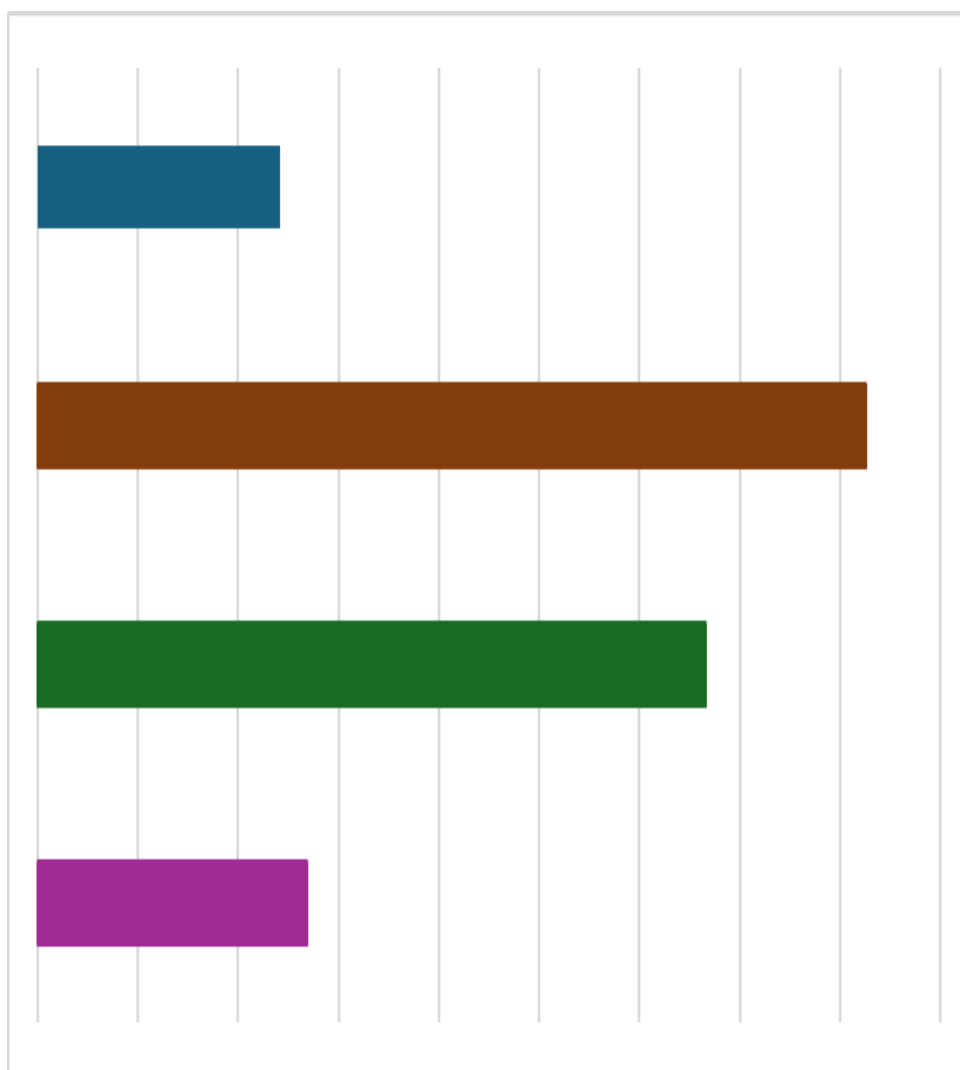
Some College / Associate Degree

33.3%



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 Lovelock (2025)

Segment	Number of Households	Percent of Households
Small Town Sincerity	377	53.9%
Country Charm	323	46.1%
N/A	-	-
Other	0	0.0%

Tapestry Segment Definitions

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

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

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.



Lovelock / ZIP Code 89419

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

Industry	Percent of Employed Population
Services	35.1%
Manufacturing	26.3%
Construction	11.3%

Top 3 Industries for Imports Lovelock (2025)

Industry	Imports
Corporate, Subsidiary, and Regional Managing Offices	\$33.6M
Portfolio Management and Investment Advice	\$15.4M
Electric Power Distribution	\$14.5M

Top 3 Industries in Total Output Lovelock (2025)

Industry	Sales
Gold Ore and Silver Ore Mining	\$508.7M
Other Nonmetallic Mineral Mining and Quarrying	\$77.8M
Crop Production	\$33.2M

Top 3 Industries for Exports Lovelock (2025)

Industry	Exports
Gold Ore and Silver Ore Mining	\$481.9M
Other Nonmetallic Mineral Mining and Quarrying	\$77.5M
Crop Production	\$30.2M

*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)

Lovelock (2025)



Total Number of Businesses:	93
Total Business Licenses Applied for Over the Year:	N/A*
Total Business Licenses Approved Over the Year:	N/A*

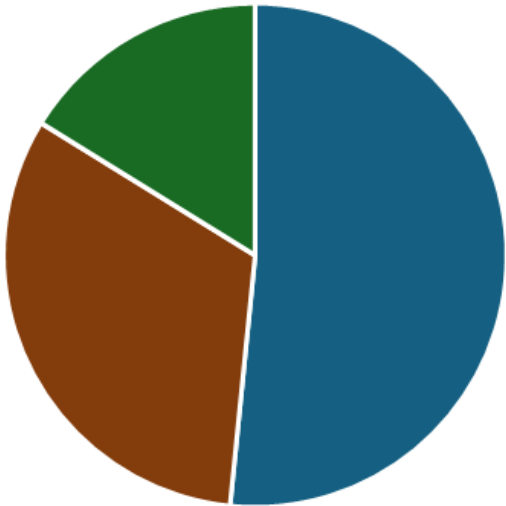
*Contacted Lovelock City Clerk's Office and did not receive response.

Lovelock (2025)

Employment Distribution by Occupation

- White Collar - 51.6%
- Blue Collar - 32.2%
- Services - 16.2%

Unemployment Rate: 5.7%



Pershing County Visitor Data

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

Total Direct Visitor Spending:	\$17.4M
Average Daily Visitor Spending:	\$47.7K
Direct Visitor Spending % Change: (2023 v. 2024)	- 11.9%

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Gaming	\$4.7M	27.0%
Transportation	\$3.9M	22.5%
Lodging	\$2.6M	15.2%



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

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

Health Care Void Analysis Results

Pershing County Locations	2
Locations in Lovelock	2
Voids in Lovelock	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

Pershing County Locations	9
Locations in Lovelock	6
Voids in Lovelock	3

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

Financial Void Analysis Results

Pershing County Locations	7
Locations in Lovelock	4
Voids in Lovelock	3

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

Pershing County Locations	0
Locations in Lovelock	0
Voids in Lovelock	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

Pershing County Locations	4
Locations in Lovelock	3
Voids in Lovelock	1

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

Pershing County Locations	0
Locations in Lovelock	0
Voids in Lovelock	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 and Travel Nevada

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