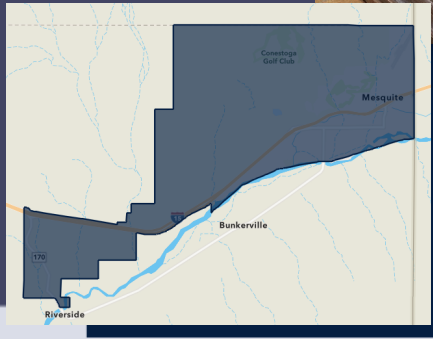


NEVADA MAIN STREET

Mesquite Community Snapshot



OVERVIEW

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



2025

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.



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

Mesquite (2025)

Total Population: 23,330
Median Age: 63.9
Total Households: 11,076
Average Household Size: 2.10

\$458,368

Median
Home Value



\$78,526

Median
Household
Income



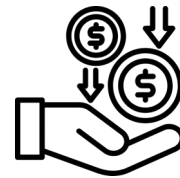
\$45,440

Per Capita
Income



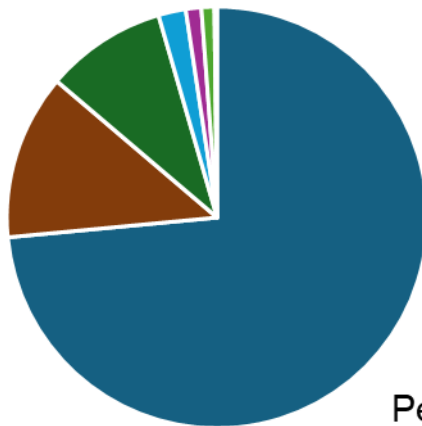
\$65,534

Median
Disposable
Income



Population by Race

Mesquite (2025)



- White - 73.5%
- Some Other Race - 12.7%
- 2+ Races - 9.3%
- Asian - 2.1%
- Black - 1.2%
- American Indian - 1.0%
- Pacific Islander - 0.2%

Percentage of Hispanic Origin: 23.1%



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—Mesquite (2025)



No High School Diploma

8.1%



High School Graduate

31.1%



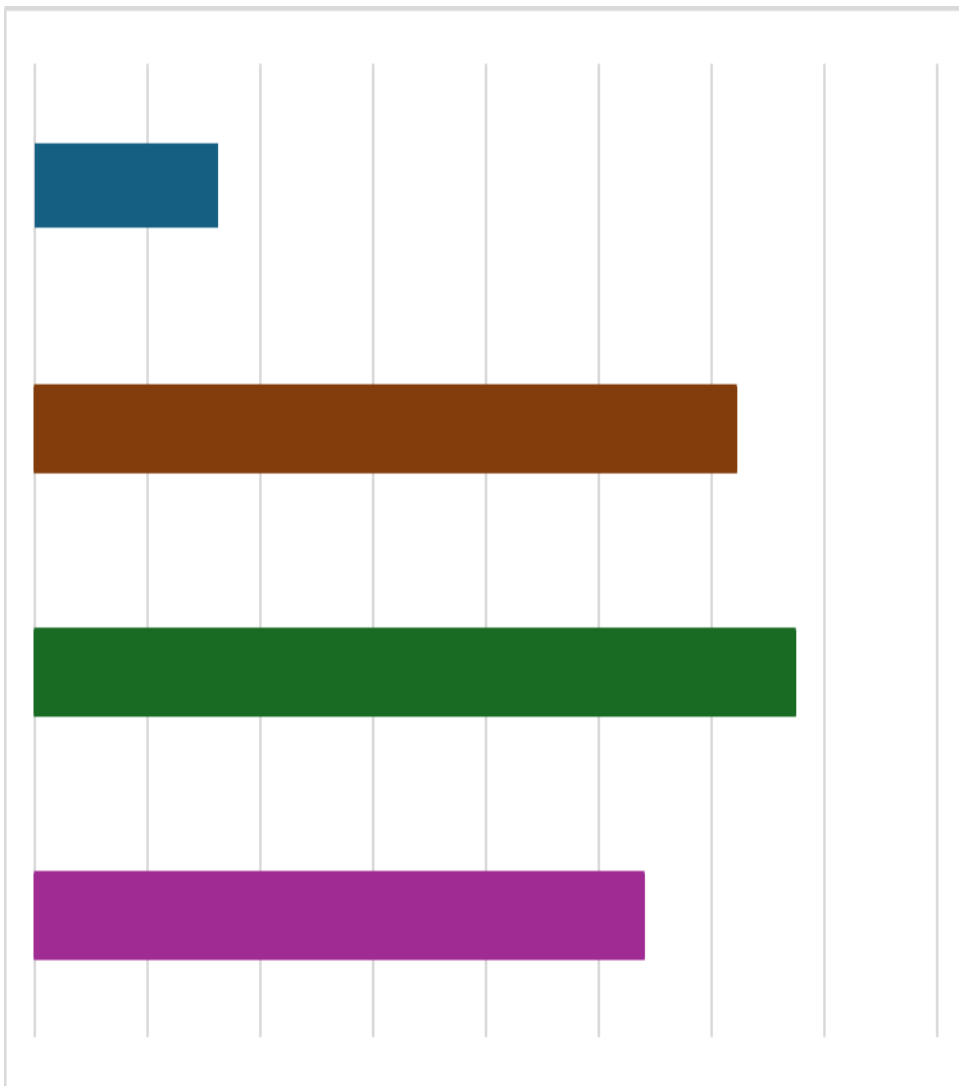
Some College / Associate Degree

33.7%



Bachelor's / Graduate / Professional Degree

27.0%



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 Mesquite (2025)

Segment	Number of Households	Percent of Households
The Elders	4,009	36.2%
Silver and Gold	2,275	20.5%
Senior Escapes	1,378	12.4%
Other	3,414	30.8%

Tapestry Segment Definitions

The Elders (J2): Retired suburban seniors in warm climates who travel seasonally

Silver and Gold (J4): Warm climates with seasonal vacancies and high net worth Professionals

Senior Escapes (J1): Suburban areas with seasonal homes and retired military seniors

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.



Mesquite / ZIP Codes 89024, 89027 and 89034

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

Industry	Percent of Employed Population
Services	54.9%
Retail Trade	12.1%
Construction	9.8%

Top 3 Industries for Imports Mesquite (2025)

Industry	Imports
General Medical and Surgical Hospitals	\$64.2M
Corporate, Subsidiary, and Regional Managing Offices	\$47.3M
Commercial Banking	\$41.1M

Top 3 Industries in Total Output Mesquite (2025)

Industry	Sales
Casino Hotels	\$396.4M
Commercial and Institutional Building Construction	\$60.5M
Ready-Mix Concrete Manufacturing	\$50.5M

Top 3 Industries for Exports Mesquite (2025)

Industry	Exports
Casino Hotels	\$396.3M
Commercial and Institutional Building Construction	\$53.8M
Ready-Mix Concrete Manufacturing	\$47.1M

*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)

Mesquite (2025)



Total Number of Businesses:

625

Total Business Licenses Applied for Over the Year:

N/A*

Total Business Licenses Approved Over the Year:

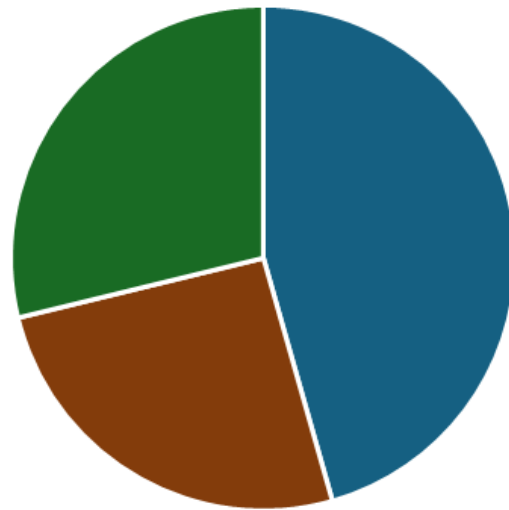
1,035

**City of Mesquite Business License Clerk provided data for all active/approved business licenses within Mesquite for 2025. This provided data included all home occupations as well as brick and mortar.*

Employment Distribution by Occupation Mesquite (2025)

- White Collar - 45.6%
- Blue Collar - 25.6%
- Services - 28.8%

Unemployment Rate: 6.0%



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%



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

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

Health Care Void Analysis Results

Clark County Locations	4,161
Locations in Mesquite	36
Voids in Mesquite	3,614

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 Mesquite	40
Voids in Mesquite	2,610

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 Mesquite	41
Voids in Mesquite	2,982

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 Mesquite	1
Voids in Mesquite	304

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 Mesquite	11
Voids in Mesquite	825

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 Mesquite	1
Voids in Mesquite	116

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

Contacts



Mesquite Main Street Contact

mesquite.opportunities@gmail.com

**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 City of
Mesquite Business License Clerk

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