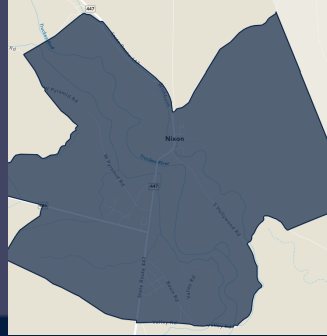


NEVADA MAIN STREET

Nixon Community Snapshot



OVERVIEW

This snapshot provides key data and insights to inform Nixon'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

Nixon (2025)

Total Population:	447
Median Age:	36.4
Total Households:	158
Average Household Size:	2.83

\$90,000

Median
Home Value



\$65,153

Median
Household
Income



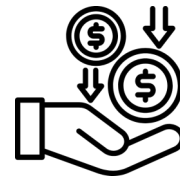
\$26,772

Per Capita
Income



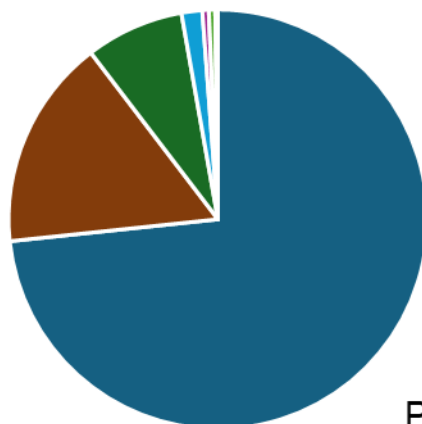
\$54,106

Median
Disposable
Income



Population by Race

Nixon (2025)



- American Indian - 73.4%
- White - 16.3%
- 2+ Races - 7.6%
- Some Other Race - 1.6%
- Asian - 0.5%
- Pacific Islander - 0.5%
- Black - 0.2%

Percentage of Hispanic Origin: 8.7%



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—Nixon (2025)



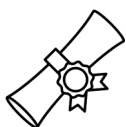
No High School
Diploma

13.1%



High School
Graduate

31.5%



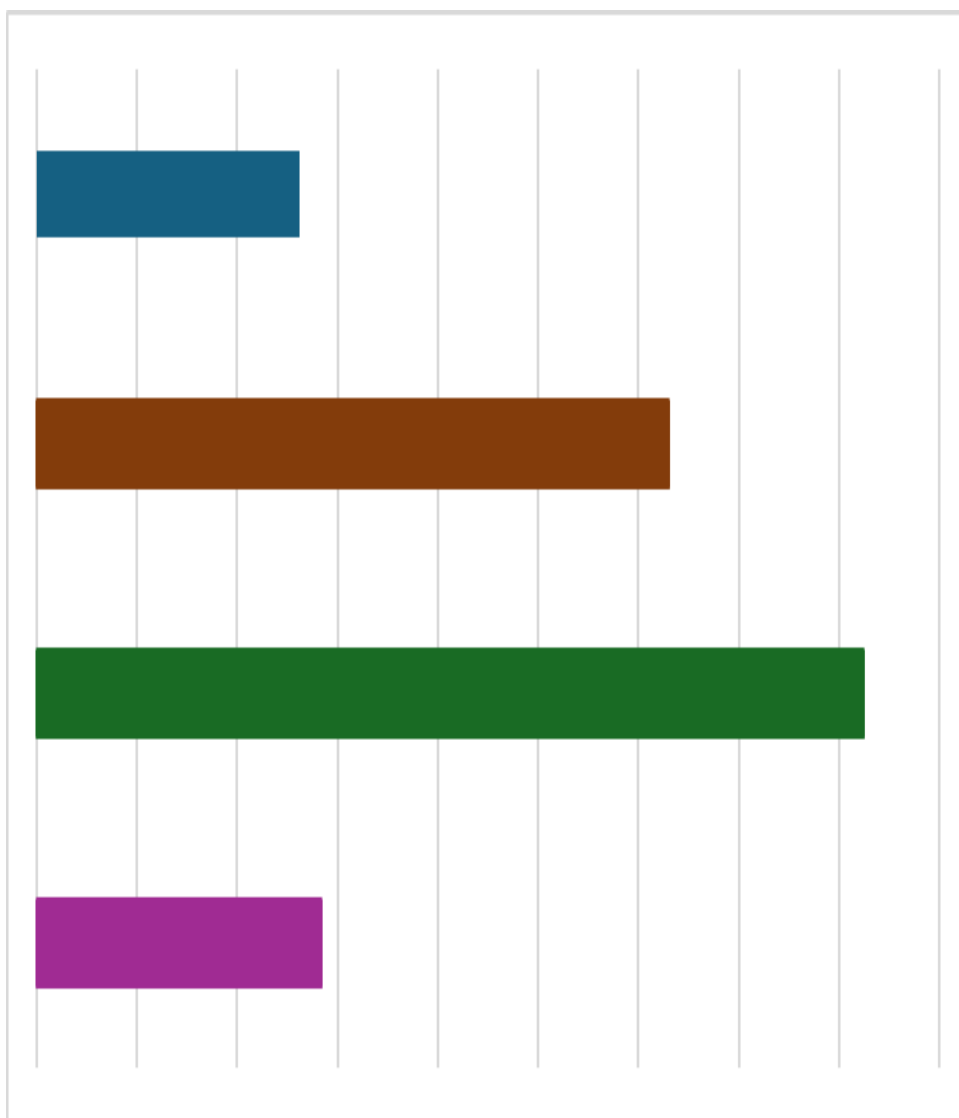
Some College /
Associate Degree

41.2%



Bachelor's /
Graduate /
Professional Degree

14.2%



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 Nixon (2025)

Segment	Number of Households	Percent of Households
Scenic Byways	158	100.0%
N/A	-	-
N/A	-	-
Other	0	0.0%

Tapestry Segment Definitions

Scenic Byways (I2): *Retirees in the rural South with long commutes*

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.



Nixon / ZIP Code 89424

Top 3 Industries by Labor Force Participation Nixon (2025)

Industry	Percent of Employed Population
Services	41.3%
Public Administration	18.1%
Retail Trade	10.1%

Top 3 Industries for Imports Nixon (2025)

Industry	Imports
Commercial Banking	\$3.6M
Landscaping Services	\$3.2M
Corporate, Subsidiary, and Regional Managing Offices	\$2.9M

Top 3 Industries in Total Output Nixon (2025)

Industry	Sales
Other Activities Related to Real Estate	\$79.7M
Crop Production	\$13.8M
Lessors of Miniwarehouses and Self-Storage Units	\$12.1M

Top 3 Industries for Exports Nixon (2025)

Industry	Exports
Other Activities Related to Real Estate	\$76.9M
Crop Production	\$13.5M
Lessors of Miniwarehouses and Self-Storage Units	\$11.8M

*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)

Nixon (2025)



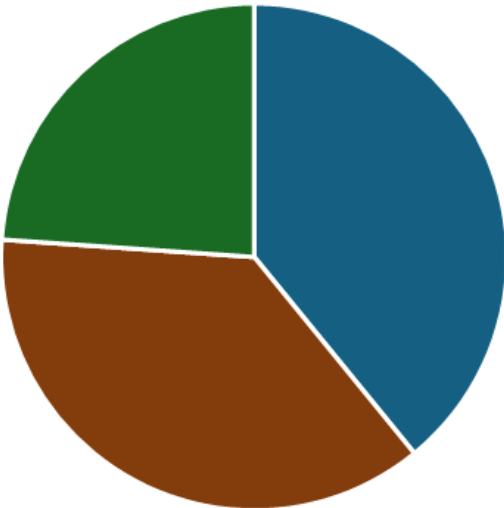
Total Number of Businesses:	13
Total Business Licenses Applied for Over the Year:	0
Total Business Licenses Approved Over the Year:	0

Nixon (2025)

Employment Distribution by Occupation

- White Collar - 39.1%
- Blue Collar - 37.0%
- Services - 23.9%

Unemployment Rate: 16.4%



Washoe County Visitor Data

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

Total Direct Visitor Spending:	\$3.4B
Average Daily Visitor Spending:	\$9.2M
Direct Visitor Spending % Change: (2023 v. 2024)	+ 0.9%

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Gaming	\$726.8M	21.7%
Retail	\$615.7M	18.4%
Food and Beverage	\$574.8M	17.1%



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

The results show significant gaps across all six categories analyzed. Nixon has shortages in restaurant, financial, clothing, retail and big box-related services, with no identified businesses in these sectors. Additional gaps also exist in health care services.

Health Care Void Analysis Results

Washoe County Locations	907
Locations in Nixon	1
Voids in Nixon	799

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

Washoe County Locations	956
Locations in Nixon	0
Voids in Nixon	676

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

Financial Void Analysis Results

Washoe County Locations	834
Locations in Nixon	0
Voids in Nixon	666

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

Washoe County Locations	63
Locations in Nixon	0
Voids in Nixon	58

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

Washoe County Locations	283
Locations in Nixon	0
Voids in Nixon	237

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

Washoe County Locations	67
Locations in Nixon	0
Voids in Nixon	46

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
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