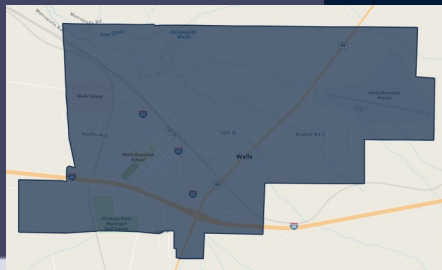


NEVADA MAIN STREET

Wells Community Snapshot



2025

OVERVIEW

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

Total Population: 1,295
Median Age: 41.1
Total Households: 516
Average Household Size: 2.49

\$299,275

Median
Home Value



\$73,609

Median
Household
Income



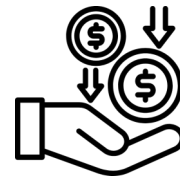
\$29,148

Per Capita
Income



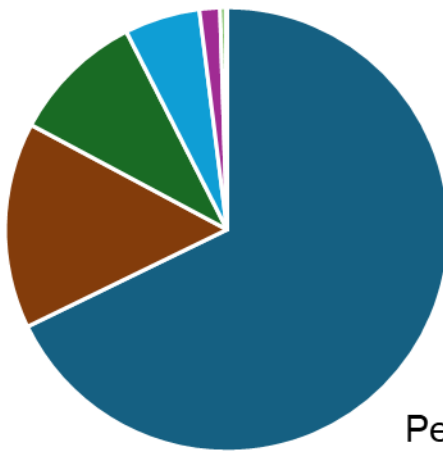
\$57,569

Median
Disposable
Income



Population by Race

Wells (2025)



- White - 67.8%
- 2+ Races - 15.0%
- Some Other Race - 9.7%
- American Indian - 5.5%
- Black - 1.5%
- Pacific Islander - 0.4%
- Asian - 0.1%

Percentage of Hispanic Origin: 25.8%



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—Wells (2025)



No High School
Diploma

19.1%



High School
Graduate

24.8%



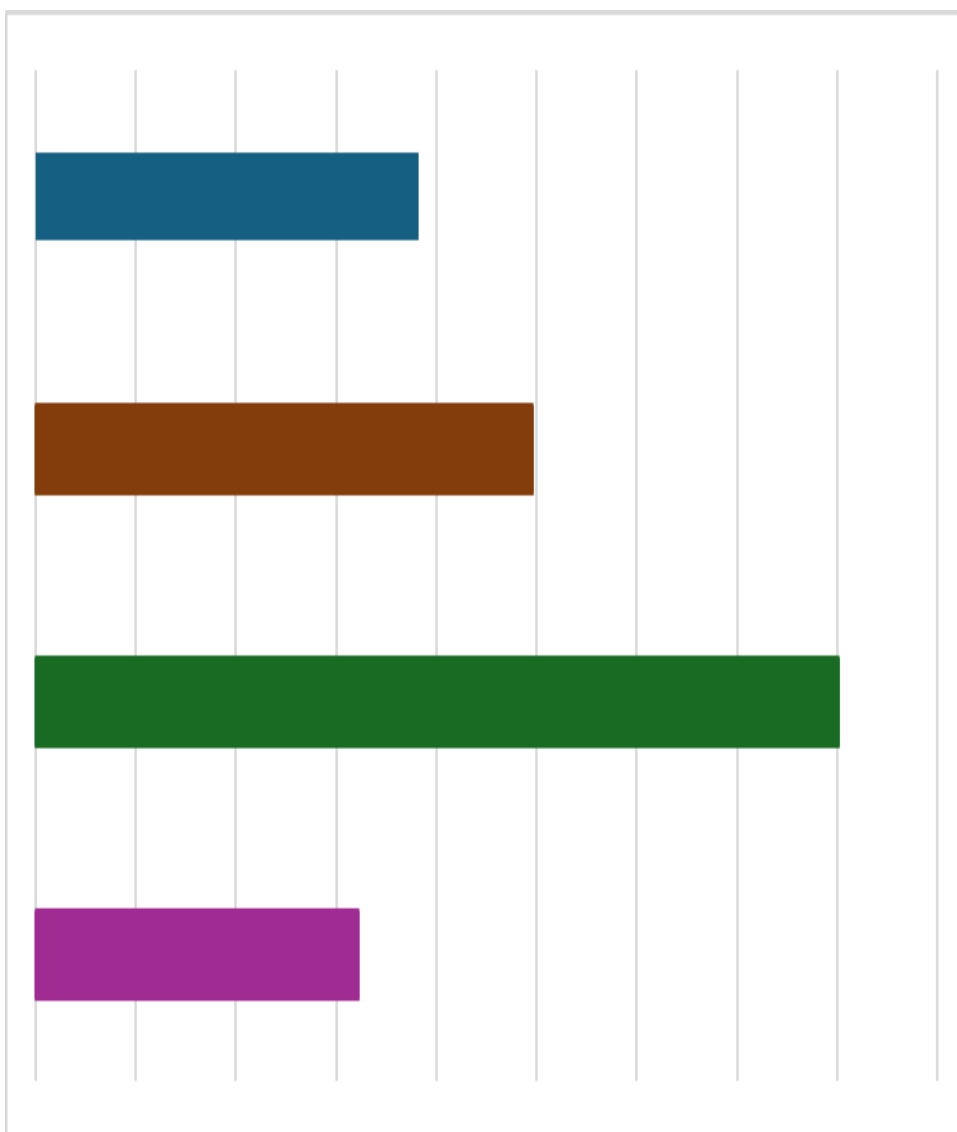
Some College /
Associate Degree

40.1%



Bachelor's /
Graduate /
Professional Degree

16.1%



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 Wells (2025)

Segment	Number of Households	Percent of Households
Rooted Rural	361	70.0%
Country Charm	115	30.0%
N/A	-	-
Other	0	0.0%

Tapestry Segment Definitions

Rooted Rural (I4): Rural Southern and Appalachian areas with long commutes and stable homeownership

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.



Wells / ZIP Code 89835

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

Industry	Percent of Employed Population
Services	41.5%
Construction	14.6%
Transportation/Utilities	14.2%

Top 3 Industries for Imports Wells (2025)

Industry	Imports
General Medical and Surgical Hospitals	\$5.5M
Animal Production	\$4.3M
Petroleum Refineries	\$3.3M

Top 3 Industries in Total Output Wells (2025)

Industry	Sales
Electric Power Distribution	\$23.9M
Animal Production	\$19.0M
Casino Hotels	\$13.3M

Top 3 Industries for Exports Wells (2025)

Industry	Exports
Electric Power Distribution	\$21.9M
Animal Production	\$18.8M
Casino Hotels	\$13.3M

*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)

Wells (2025)



Total Number of Businesses:

96

Total Business Licenses Applied for Over the Year:

N/A*

Total Business Licenses Approved Over the Year:

233

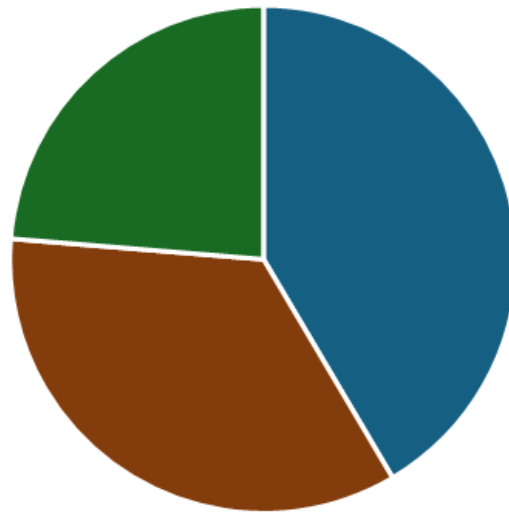
**The City of Wells Clerk's Office provided data for active/approved business licenses for 2025.*

Employment Distribution by Occupation

Wells (2025)

- White Collar - 41.5%
- Blue Collar - 34.8%
- Services - 23.7%

Unemployment Rate: 0.7%



Elko County Visitor Data

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

Total Direct Visitor Spending: \$632.7M

Average Daily Visitor Spending: \$1.7M

Direct Visitor Spending % Change: - 0.9%
(2023 v. 2024)

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Gaming	\$264.2M	41.8%
Retail	\$91.9M	14.5%
Transportation	\$80.2M	12.7%



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

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

Health Care Void Analysis Results

Elko County Locations	71
Locations in Wells	1
Voids in Wells	68

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

Elko County Locations	113
Locations in Wells	5
Voids in Wells	89

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

Financial Void Analysis Results

Elko County Locations	66
Locations in Wells	2
Voids in Wells	54

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

Elko County Locations	2
Locations in Wells	0
Voids in Wells	2

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

Elko County Locations	36
Locations in Wells	1
Voids in Wells	33

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

Elko County Locations	7
Locations in Wells	0
Voids in Wells	7

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

Contacts



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