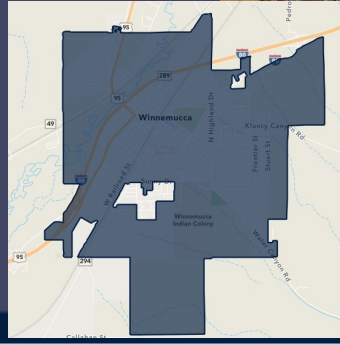


NEVADA MAIN STREET

Winnemucca Community Snapshot



2025

OVERVIEW

This snapshot provides key data and insights to inform Winnemucca'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 Characteristics

Winnemucca (2025)

Total Population: 8,428
Median Age: 36.8
Total Households: 3,431
Average Household Size: 2.45

\$336,016

Median
Home Value



\$77,040

Median
Household
Income



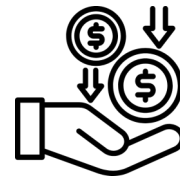
\$40,878

Per Capita
Income



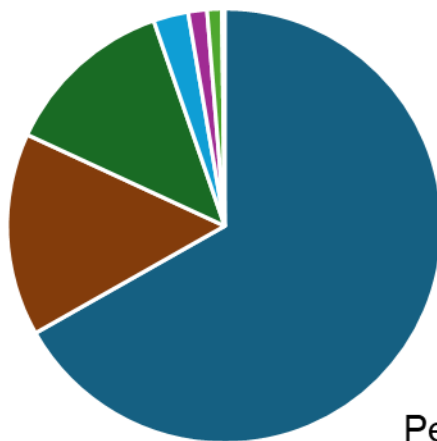
\$63,848

Median
Disposable
Income



Population by Race

Winnemucca (2025)



- White - 68.8%
- Some Other Race - 15.1%
- 2+ Races - 12.8%
- American Indian - 2.6%
- Asian - 1.4%
- Black - 1.1%
- Pacific Islander - 0.2%

Percentage of Hispanic Origin: 30.9%



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— Winnemucca (2025)



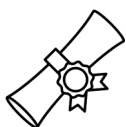
No High School
Diploma

12.1%



High School
Graduate

31.6%



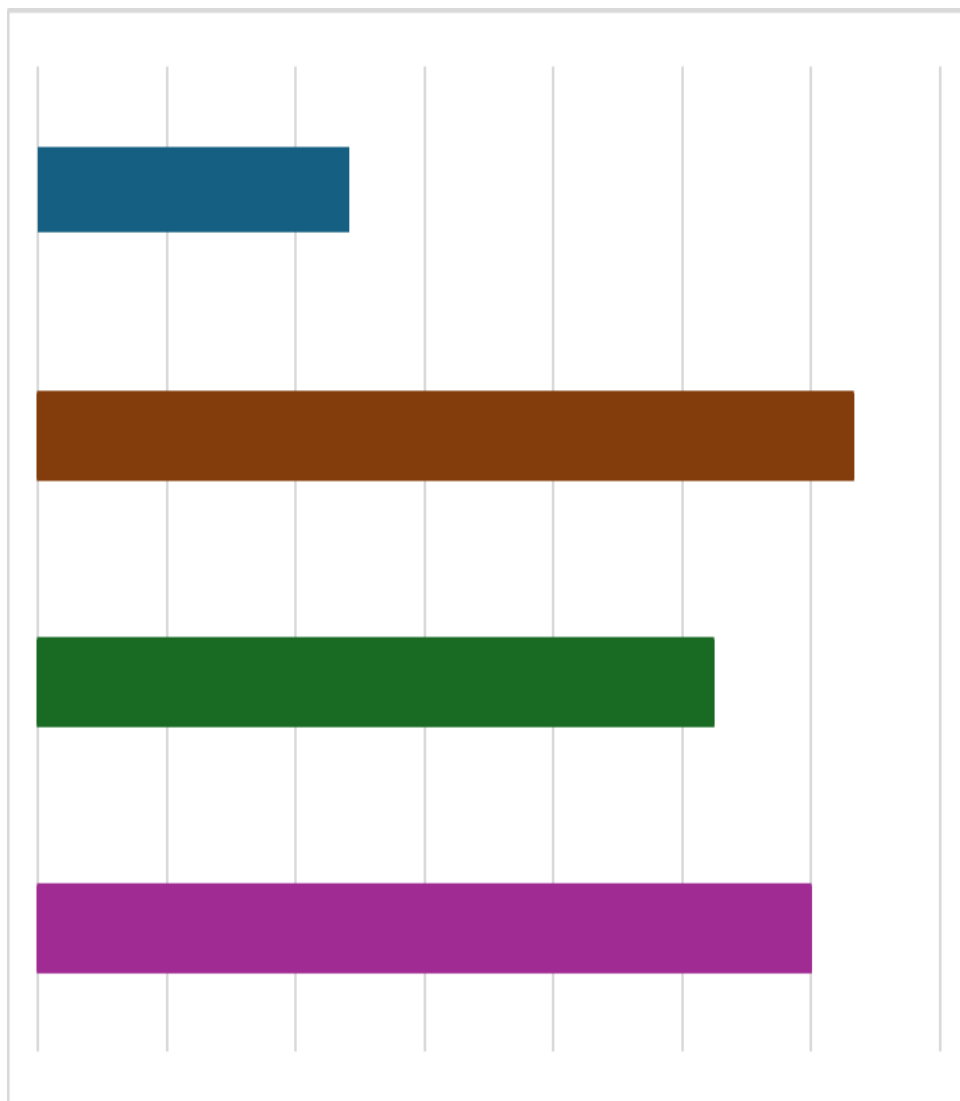
Some College /
Associate Degree

26.2%



Bachelor's /
Graduate /
Professional Degree

30.0%



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 Winnemucca (2025)

Segment	Number of Households	Percent of Households
Rural Versatility	635	18.5%
Boomburbs	527	15.4%
Moderate Metros	468	13.6%
Other	1,801	52.5%

Tapestry Segment Definitions

Rural Versatility (E5): Rural areas with car-dependent homeowners

Boomburbs (H2): High-earning suburban families in the South and West

Moderate Metros (C6): Young, suburban households with moderate incomes

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.



Winnemucca / ZIP Codes 89445 and 89446

Top 3 Industries by Labor Force Participation Winnemucca (2025)

Industry	Percent of Employed Population
Services	41.9%
Agriculture/Mining	18.3%
Public Administration	12.3%

Top 3 Industries for Imports Winnemucca (2025)

Industry	Imports
Corporate, Subsidiary, and Regional Managing Offices	\$65.1M
General Medical and Surgical Hospitals	\$54.9M
Portfolio Management and Investment Advice	\$49.0M

Top 3 Industries in Total Output Winnemucca (2025)

Industry	Sales
Gold Ore and Silver Ore Mining	\$940.7M
Support Activities for Metal Mining	\$125.9M
Fossil Fuel Electric Power Generation	\$96.0M

Top 3 Industries for Exports Winnemucca (2025)

Industry	Exports
Gold Ore and Silver Ore Mining	\$903.4M
Support Activities for Metal Mining	\$125.6M
Fossil Fuel Electric Power Generation	\$85.5M

*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)

Winnemucca (2025)



Total Number of Businesses:	462
Total Business Licenses Applied for Over the Year:	N/A*
Total Business Licenses Approved Over the Year:	153

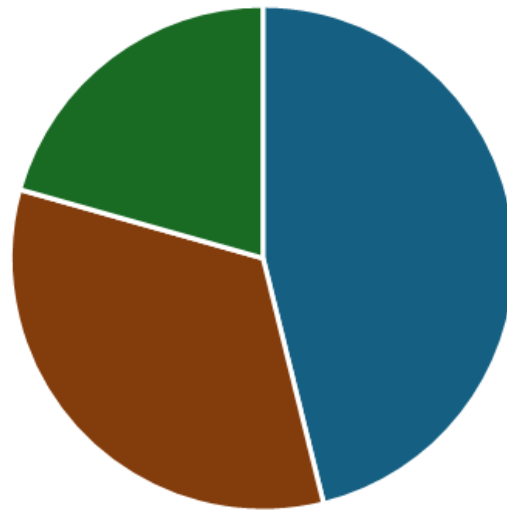
**The Winnemucca City Clerk's Office only provided data for active/approved business licenses for 2025.*

Employment Distribution by Occupation

Winnemucca (2025)

- White Collar - 46.1%
- Blue Collar - 33.2%
- Services - 20.6%

Unemployment Rate: 5.3%



Humboldt County Visitor Data

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

Total Direct Visitor Spending: \$84.7M

Average Daily Visitor Spending: \$232.0K

Direct Visitor Spending % Change: - 9.8%
(2023 v. 2024)

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

Category	Direct Visitor Spending	Percent of Total Direct Visitor Spending
Lodging	\$25.1M	29.6%
Food and Beverage	\$20.8M	24.6%
Retail	\$20.2M	23.8%



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

The results show gaps across three of the six categories analyzed. Winnemucca has minor shortages in restaurant, retail and financial-related services, although it is home to the only identified health care, clothing and big box services throughout the entire county.

Health Care Void Analysis Results

Humboldt County Locations	16
Locations in Winnemucca	16
Voids in Winnemucca	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

Humboldt County Locations	39
Locations in Winnemucca	32
Voids in Winnemucca	5

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

Financial Void Analysis Results

Humboldt County Locations	21
Locations in Winnemucca	19
Voids in Winnemucca	2

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

Humboldt County Locations	1
Locations in Winnemucca	1
Voids in Winnemucca	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

Humboldt County Locations	16
Locations in Winnemucca	14
Voids in Winnemucca	2

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

Humboldt County Locations	1
Locations in Winnemucca	1
Voids in Winnemucca	0

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

Contacts



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Sources: ESRI, Lightcast, Travel Nevada and Winnemucca City Clerk's Office

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