

8-15-2019

# Las Vegas and Reno, Nevada Renter Migration

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## Repository Citation

Grema, P., Saladino, C., Brown, W. E. (2019). Las Vegas and Reno, Nevada Renter Migration. *Demography Fact Sheet No. 3 1-4*.

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## LAS VEGAS & RENO, NEVADA RENTER MIGRATION

Demography Fact Sheet No. 3 | August 2019

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### PURPOSE

This Fact Sheet summarizes and expands upon the findings of Apartment List's Renter Migration Report.<sup>1</sup> The data presented herein focuses on renter search inquiries (both inbound and outbound) regarding Las Vegas, Nevada and Reno, Nevada.

### DATA COLLECTION & ANALYSIS

Apartment List tracked millions of searches from January 1, 2018 to May 1, 2019 for the purpose of compiling information on the migration patterns of individuals from 93 metropolitan areas in the United States. The data gathered **only show search inquiries on Apartmentlist.com** and do not describe the actual movement of renters from one location to another.

"Inbound searches" denote inquiries wherein Apartment List users outside of a metro area are searching for apartments within the discussed metro area. For example, "inbound searches to Las Vegas" describes users from outside of Las Vegas who are looking for apartments in Las Vegas.

Conversely, "outbound searches" denote inquiries wherein Apartment List users within the discussed metro area are looking for apartments in other metros. For instance, "outbound searches from Reno" describes users from Reno who are looking for apartments outside of Reno.

"Mountain West" refers to the region of the United States that encompasses New Mexico, Arizona, Colorado, Utah, and Nevada.

### LAS VEGAS & RENO, NEVADA MIGRATION SEARCHES

Tables 1 and 2 show the most significant areas of inquiry for inbound and outbound searches from Las Vegas and Reno, Nevada. The cities listed on Table 1 account for 66.1% of inbound searches to Las Vegas and 83.5% of searches from outbound Las Vegas users. Table 2 accounts for 66.2% of users who are looking for apartments in Reno and for 70.6% of the outbound searches from Reno.

Overall, neither Las Vegas nor Reno are in the top 25 metro areas for inbound or outbound searches in the United States. Approximately 1.0% of Apartment List users from Las Vegas are inquiring about Reno; outbound searches from Reno to Las Vegas total 14.8% of searchers (and represent 1.2% of all inbound Las Vegas searches).

### LAS VEGAS MIGRATION DATA

Los Angeles, Riverside, and New York City are the top 3 metros reporting inquiries about Las Vegas rental units. The top 3 metros for Las Vegas residents seeking rental units elsewhere are: Los Angeles, El Paso, and Phoenix.

The established economic ties between Las Vegas and Southern California may partially explain the number of inquiries for rental units from Los Angeles and Riverside. California accounts for 36.1% of all inbound search inquiries to Las Vegas, while California receives 31.0% of all Las Vegas outbound searches.

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<sup>1</sup> Salviati, Chris. 2019. "Apartment List Renter Migration Report." Apartment List. <https://www.apartmentlist.com/rentonomics/apartment-list-renter-migration-report-2019q2/>

Most inbound searches for Las Vegas are from the western United States; only 17.0% of inbound searches to Las Vegas are from outside the western U.S. Further, the Mountain West region accounts for 7.5% of all inbound searches to Las Vegas.

76.2% of Las Vegas residents using Apartment List consider migrating to other metros in the western United States (including Texas). Overall, 25.1% of Las Vegas residents are inquiring about apartments in Mountain West states.

**Table 1: Las Vegas, Nevada Apartment List Inquiries**

Inbound Searches to Las Vegas, NV		Outbound Searches from Las Vegas, NV	
City, State	Percentage	City, State	Percentage
Los Angeles, CA	21.1%	Los Angeles, CA	15.5%
Riverside, CA	5.5%	El Paso, TX	13.7%
New York, NY	4.1%	Phoenix, AZ	8.8%
Phoenix, AZ	3.8%	Albuquerque, NM	5.3%
San Francisco, CA	3.6%	San Diego, CA	4.5%
Chicago, IL	3.5%	Riverside, CA	4.1%
Sacramento, CA	2.1%	San Francisco, CA	3.7%
Washington, D.C.	2.0%	Salt Lake City, UT	3.6%
Seattle, WA	1.9%	Seattle, WA	2.5%
San Diego, CA	1.7%	Denver, CO	2.3%
Miami, FL	1.6%	Portland, OR	1.6%
Salt Lake City, UT	1.5%	Sacramento, CA	1.6%
Detroit, MI	1.4%	San Jose, CA	1.6%
San Jose, CA	1.3%	New York, NY	1.6%
Honolulu, HI	1.3%	Tucson, AZ	1.3%
Reno, NV	1.2%	Miami, FL	1.2%
Portland, OR	1.1%	Reno, NV	1.0%
Philadelphia, PA	1.1%	San Antonio, TX	1.0%
Lake Havasu City, AZ	1.0%	Ogden, UT	1.0%
Orlando, FL	0.9%	Chicago, IL	1.0%
Stockton, CA	0.8%	Washington, D.C.	1.0%
San Antonio, TX	0.7%	Lake Havasu City, AZ	0.7%
Boston, MA	0.7%	Orlando, FL	0.7%

Atlanta, GA	0.6%	Dallas, TX	0.7%
Minneapolis, MN	0.6%	Boston, MA	0.7%
Dallas, TX	0.5%	Honolulu, HI	0.6%
Memphis, TN	0.5%	Tampa, FL	0.6%
		Provo, UT	0.6%
		Boulder, CO	0.5%
		Nashville, TN	0.5%

**RENO MIGRATION DATA**

Sacramento, San Francisco, and Las Vegas are the top 3 metros reporting inquiries about Reno rental units. The top 3 metros for Reno residents seeking apartments elsewhere are: Las Vegas, Sacramento, and San Francisco.

The economic exchange between Reno and areas of Northern California and its tech sector may explain the number of inquiries from individuals located along the I-80 corridor in Sacramento and San Francisco. California accounts for 47.7% of all inbound search inquiries to Reno and represents 25.0% of all outbound searches. Percentage-wise, there is a much larger share of California inbound searches to Reno than to Las Vegas.

Only 1.4% of the inbound searches to Reno are from outside the Western U.S. (and they are all attributed to New York City). Mountain West inbound searches to Reno total 17.1%; of that, close to 92.0% of those are in-state inquiries, while Phoenix accounts for the remainder of those inquiries. Meanwhile, in-state inquiries to Reno, Nevada total 15.7% of all inquiries to Reno.

67.5% of Reno outbound searches are inquiries about apartments in the western United States and of that, over 40.0% are directed to the Mountain West region. 27.1% of the total outbound searches from Reno are for Mountain West apartments.

**Table 2: Reno, Nevada Apartment List Inquiries**

Inbound Searches to Reno, NV		Outbound Searches from Reno, NV	
City, State	Percentage	City, State	Percentage
Sacramento, CA	21.8%	Las Vegas, NV	14.8%
San Francisco, CA	9.2%	Sacramento, CA	8.8%
Las Vegas, NV	6.6%	San Francisco, CA	8.6%
Stockton, CA	6.6%	Phoenix, AZ	7.3%
San Jose, CA	6.4%	Los Angeles, CA	6.6%
Carson City, NV	4.1%	San Jose, CA	4.0%
Los Angeles, CA	3.7%	Seattle, WA	3.7%
Fernley, NV	3.3%	Portland, OR	3.6%

Gardnerville Ranchos, NV	1.7%	San Diego, CA	3.6%
New York, NY	1.4%	Carson City, NV	2.9%
Phoenix, AZ	1.4%	Denver, CO	2.1%
		Washington, D.C.	1.6%
		Riverside, CA	1.5%
		New York, NY	1.5%