



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: June 17, 2021

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Discussion Only: Discussion and presentation on the Nevada Economic Assessment Project ("NEAP"). (Joe Lednicky, lednicky@unr.edu and Marlene Rebori, reborim@unr.edu)

Staff Summary: Joe Lednicky and Marlene Rebori of the University of Nevada Extension will give a presentation on NEAP. NEAP is a statewide program to develop a comprehensive data repository of county quantitative and qualitative baseline data to be used to assess local planning and economic development initiatives. The program also provides individual counties with economic impact assessment models to analyze industries and activities associated with policy decisions.

Agenda Action: Other / Presentation

Time Requested: 15 mins.

Proposed Motion

N/A

Board's Strategic Goal

N/A

Previous Action

N/A

Background/Issues & Analysis

N/A

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

N/A

Attachments:

Carson City NEAP Presentation 06.17.21.pptx

NEAP Overview (1).pdf

Carson City Infographics.pdf

Carson Baseline NEAP.pdf

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)



Nevada Economic Assessment Project (NEAP)



What is NEAP?

1. Process to develop and maintain an extensive data repository and set of analytical methods that are meaningful, consistent and verifiable.
2. Use data and analytical tools to engage and educate agencies and communities and assist with planning and policy analysis.

Data Source Qualities

Sources used for the NEAP must have specific qualities to warrant inclusion:

Respected

Verifiable

Timely

Historical

Consistent

Sources Currently Used

Economic Modeling
Systems
International
(EMSI)

Environmental
Systems Research
Institute (ESRI)

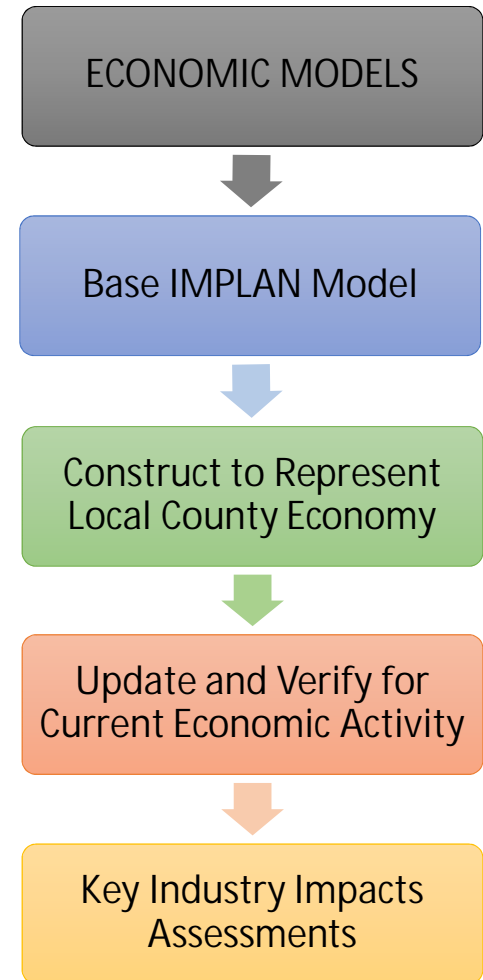
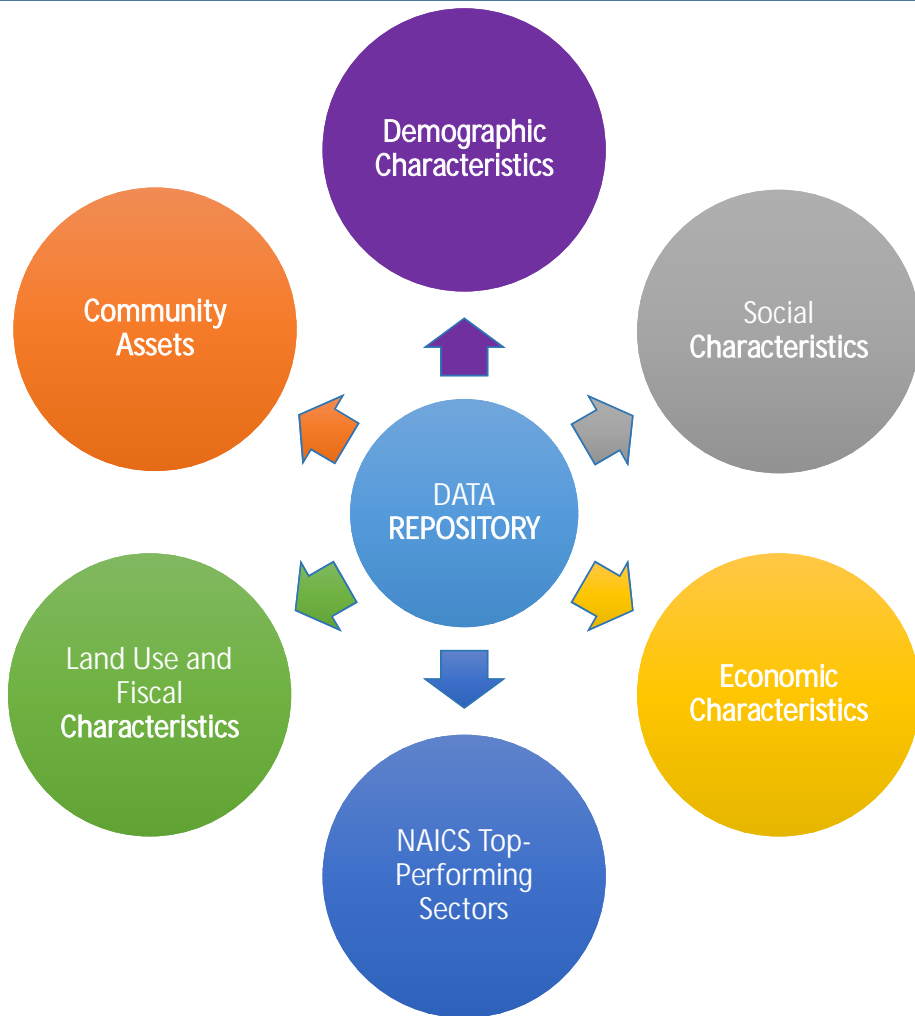
Federal Reserve
Bank of St. Louis,
Economic Research
Division (FRED)

Headwaters
Economics'
Economic Profile
System

United States
Bureau of
Economic Analysis
(BEA)

United States
Census Bureau

State and Local
Agencies



Community Assets

County Engagement Process & Survey

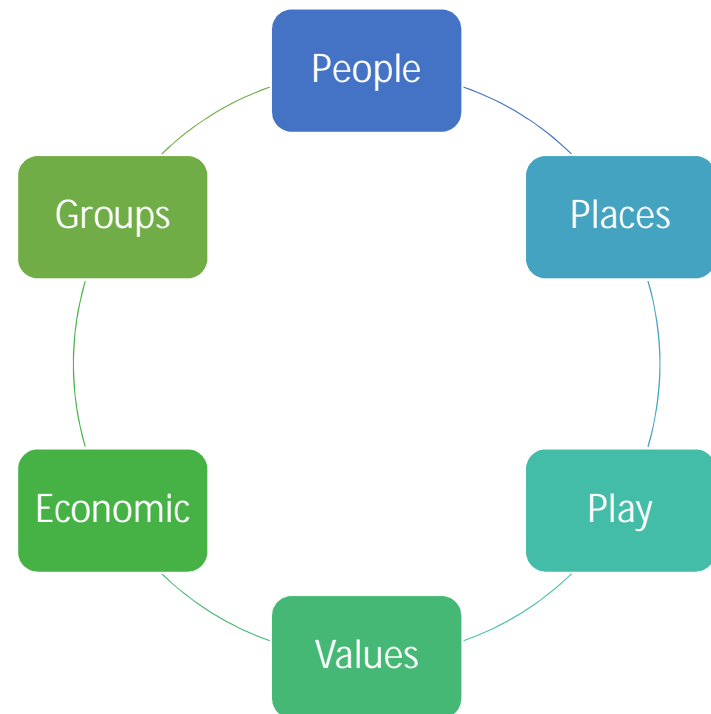
Assets are anything that improve a community.

Concrete Items

- Community Center
- Historic Trails
- Local Businesses

Intangible Items

- Values of a Community
- Volunteer Work by a Group



Key Industry Assessment – All Counties


- Agriculture
 - Collecting county baseline agricultural statistics.
 - Working with Nevada Department of Agriculture on a statewide producer/operator survey.
- Mining
 - Collecting county baseline mining statistics.
 - Nevada Mining Association
- Outdoor Recreation

Outdoor Recreation Assessment

- Outdoor Recreation
 - What sectors are affiliated with outdoor tourism (BEA)
 - Defining outdoor recreation activities
 - Hunting/Fishing
 - Camping
 - ATV
 - Biking
 - Etc...
 - Define where outdoor recreation activities are occurring
 - Estimate expenditures by activity
- Hunting statewide survey starting in cooperation with NDOW

NEAP DELIVERABLES


The Suburbanized Frontier City



EXTENSION
College of Agriculture,
Biotechnology & Natural Resources


Nevada Economic Assessment Project Socioeconomic Baseline Report

Lincoln County May 2020



A comprehensive look at baseline demographic, social, land use, fiscal, economic and business industry measures for the region of Lincoln County, Nevada.

NEAP is sponsored by:



University of Nevada, Reno Extension

**Economic Characteristics for
Lincoln County, Nevada**

2010-2017
U.S. ECONOMIC RESEARCH CENTER

Authors
Buddy Bender, Extension Specialist
Lukas Thoma, Project 240 Communications Assistant
Joc LeBlond, Extension II
Holly Garcia, Lincoln County Extension Educator

JOBS BY OCCUPATION

Occupation	2010	2017
LEGAL	15	28
PERSONAL CARE AND SERVICE	29	38
HEALTHCARE SUPPORT	27	20

JOBS BY INDUSTRY

Industry	2010	2017
Ag, Forestry, Fish and Hunt	75	59
Utilities	43	23
Construction	37	56
Manufacturing	17	38
Government, Public Admin	625	659

JOB MIGRATION

1,356 (2010) Total Employment 1,412 (2017)

Living outside Lincoln employed in Lincoln: 642 (2010) 520 (2017)

Living in Lincoln employed outside Lincoln: 602 (2010) 631 (2017)

TOTAL JOBS


Year	Total Jobs	% Change
2010	1,374	-
2011	1,380	+0.4%
2012	1,385	+0.4%
2013	1,395	+0.7%
2014	1,405	+0.7%
2015	1,425	+1.4%
2016	1,425	0.0%
2017	1,412	-0.9%

OVERALL INCREASE OF 2.6% IN JOBS

A full business cycle report, covering the period from 2010 to 2017, is available for Lincoln County, NV. For more information on the NEAP project, contact the author, Buddy Bender, at 775-784-2400. The project was funded by the University of Nevada, Reno Extension. For more information on the project, contact the author, Buddy Bender, at 775-784-2400. The project was funded by the University of Nevada, Reno Extension. For more information on the project, contact the author, Buddy Bender, at 775-784-2400.

UCED 2018-19-10

University of Nevada, Reno
Center for Economic Development



**Mountain Biking and Other
Outdoor Tourism**
Economic Assessment, Impact, and
Opportunities for
Caliente and Lincoln County, Nevada

January 2019

www.extension.unr.edu/NEAP

Questions & Comments

NEAP Web Page: www.extension.unr.edu/NEAP

Contact: Buddy Borden bordenb@unr.edu
Joe Lednicky lednicky@unr.edu
Tom Harris harris@unr.edu



Thank You

Please Reach Out:

Extension.unr.edu/NEAP
EconDev@unr.edu



Nevada Economic Assessment Project (NEAP) is a statewide program to develop a comprehensive data repository of county quantitative and qualitative baseline data to be used to assess local planning and economic development initiatives. The program also provides individual counties with economic impact assessment models to analyze industries and activities associated with policy decisions.

The NEAP was created by a group of public entities in Nevada to help our communities create a quantitative backing for decision making. Please see the final page for a list of the partner agencies.

NEAP Goal & Objectives

Develop and maintain an extensive county-based data repository and set of analytical tools that are meaningful, consistent, and verifiable.

Objectives:

- Create individual county baseline data repository for demographic, social, economic, fiscal, environmental, and asset characteristics
- Create individual county economic impact models that reflect county economic structure (IMPLAN based)
- Collaborate with county leaders to incorporate NEAP in their day-to-day community planning and economic development assessments
- Provide ongoing educational workshops and targeted impact assessment studies
- Develop and distribute county fact sheets and reports
- Develop and maintain NEAP webpage with individual county pages
- Update data repository and analytical tools as new data become available

“We are really impressed that the information is county-specific. The availability of the baseline is needed to determine impacts, and how to quantify them.”

- Jeff Fontaine, Executive Director for the Lincoln County Regional Development Authority

“I was most excited about having some centralized place where I could use that information when I’m trying to write letters and develop some policy position for the county.”

- Curtis Moore, Natural Resources Director for Elko County

NEAP County Process



The NEAP process is designed to integrate research and county-based education that takes three months to complete per county. While the process of delivering the NEAP to a county has changed since the pandemic, the deliverables have remained the same. Since the pandemic county workshops and informational sessions have been conducted virtually.

Correlation Between NEAP and CEDS

Many communities have a Comprehensive Economic Development Strategy, or CEDS. As the EDA states: *Simply put, a CEDS is a strategy-driven plan for regional economic development. A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region.*

The NEAP and CEDS are mutually beneficial documents. NEAP data can be used in the creation and updates of the CEDS. Both are informed economic development decision making and planning tools using verifiable and consistent data relevant to the local community.

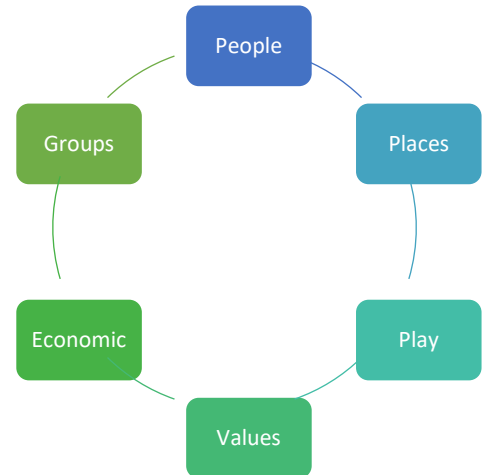
Community Assets Mapping Process

Community asset mapping is a critical aspect of the NEAP. In it, county leaders and citizens are asked to list their county's existing and desired assets.

Assets are things we want to keep, build upon and sustain for future generations. Assets can include many aspects of a community. They can be something concrete, like a historic building, or a favorite hunting camp, or intangible items, like community values or volunteer groups. Assets help to create our quality of life and well-being.

Measures of community assets are important because they reflect what is important to community members. Residents of a community best know what is good about their community and what is missing from their community. This type of qualitative data can only be discussed and generated by the residents themselves.

For the purpose of the NEAP, Community Assets are broken into six separate categories: Values, People, Places, Play, Economic, and Groups. Residents are guided through the session to allow them to identify the most important virtues of their community.



"To have something that you can cite and really document some of that social context goes a long way to try and drive home your point on some of the impacts of these projects."

- Jeremy Drew, Project Manager/Senior Resource Specialist for Resource Concepts, Inc.

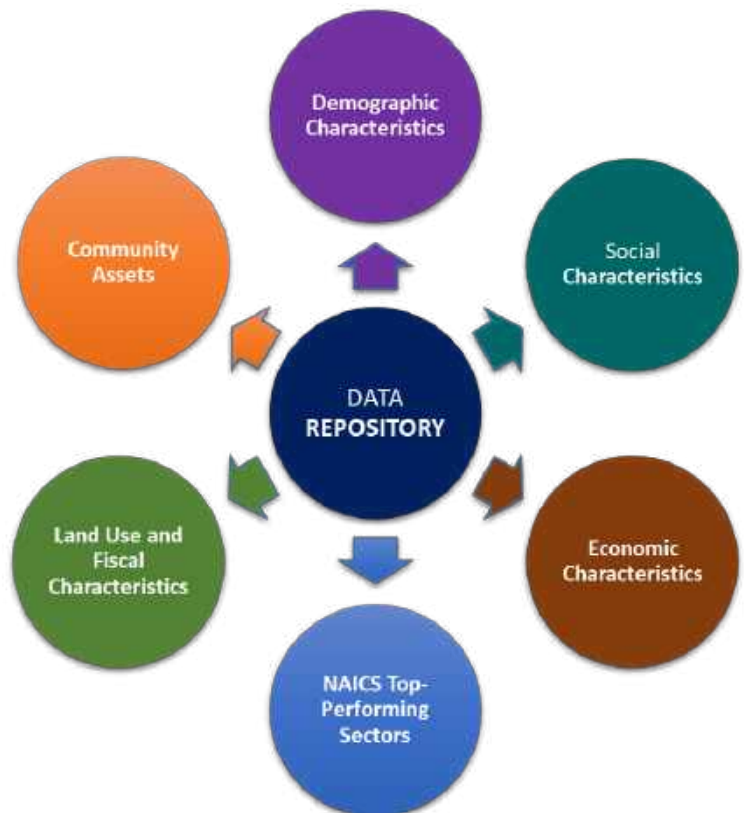
NEAP Deliverables

Each of Nevada's 17 counties receive the following outputs by the end of the NEAP process.

Baseline Data Repository

- **Demographics Characteristics:** Population, Gender, Age, Ethnicity, Households, Families, Housing
- **Social Characteristics:** Educational Attainment, Veterans, School Districts, Poverty
- **Economic Characteristics:** Income, Employment, Labor Force, Unemployment, Average Earnings
- **NAICS Economic Characteristics:** Industry Sector Jobs, Incomes, Earnings, Sales, Exports, Imports, Taxes
- **Land Use & Fiscal Characteristics:** Land Use, Land Ownership, Federal Land Payments, Taxes
- **Community Assets:** Values, People, Places, Play, Economic, Groups

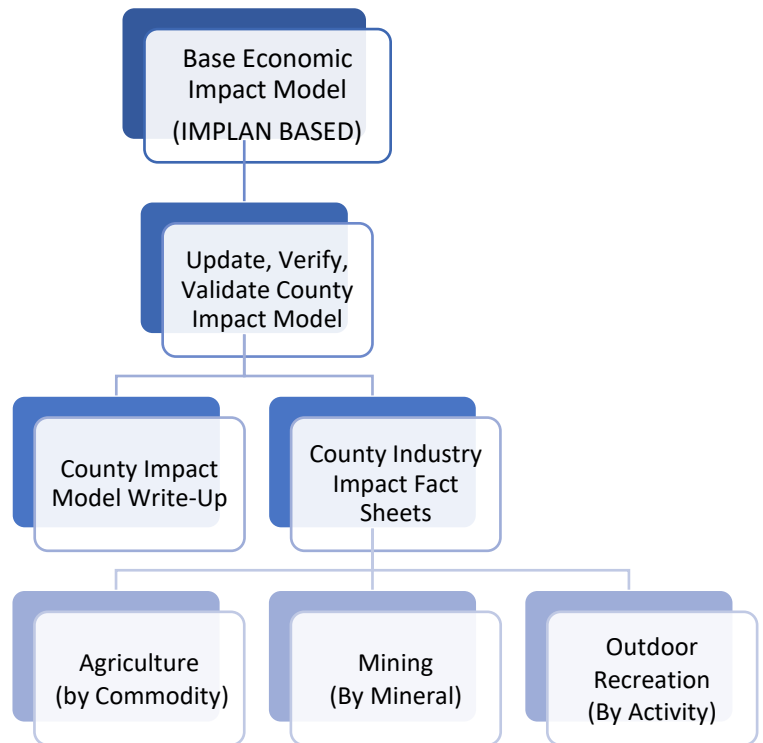
Each of the six characteristic sections are present in the NEAP Socioeconomic Baseline Report and are also summarized in two-page infographic fact sheets for each of Nevada's 17 counties.



Economic Impact Models:

- **County Economic Impact Model:** Full county economic impact model and write-up (report) detailing individual sector economic controls (sales, purchases, employment, and household earnings)
- **County Industry Economic Impact Assessment:** Preliminary county impact analyses are performed to estimate the economic contributions by commodity for primary industries including:
 - Agriculture
 - Mining
 - Outdoor Recreation

Technical reports and fact sheets are available for these industry impacts for each of Nevada's 17 counties.



NEAP Impacts

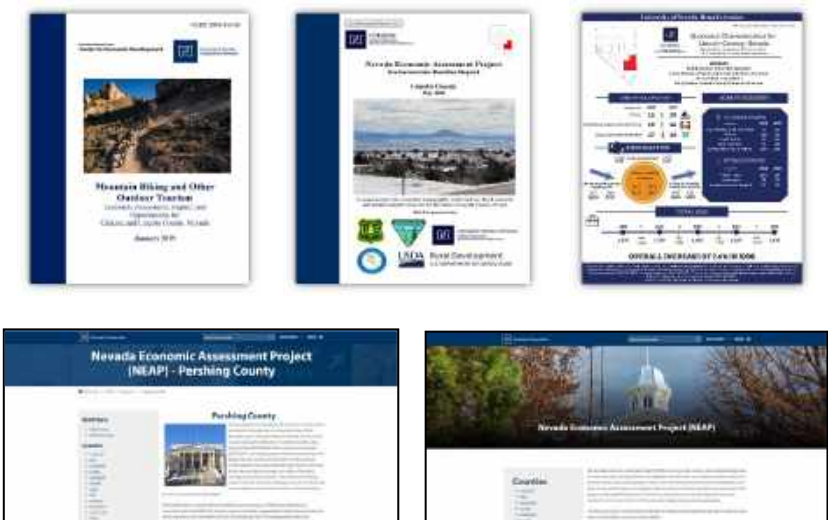
Over the last 18 months, the NEAP program has been implemented in 10 Nevada counties that have generated the following deliverables:

- 13 Technical Reports (Baseline & Specialized Industry Impact Assessments)
- 58 Infographics Fact Sheets
- 6 Asset Mapping Community Surveys

All deliverables can be found at www.extension.unr.edu/NEAP Here, each county has its own landing page with detailed information on NEAP outreach and outputs for the community.

NEAP outputs have been used for land use planning, policy assessment, economic impact analyses, and federal grant applications (NIFA, NEPA, etc.). Along these lines, NEAP has contributed to other existing programs like CEDS. The data repository is designed to be updated and re-implemented into community projections, so that community planning is made easier.

Each county has their own landing page for citizens and county leaders to access NEAP deliverables or to check in on any updates (new reports, fact sheets, surveys). Currently, ten of the seventeen counties are active with full NEAP reports and fact sheets: Lincoln, Humboldt, Elko, Esmeralda, Nye, Eureka, White Pine, Churchill, Lyon, and Pershing.



Timeline

- 2018:** Initiated data gathering and layout design for the socioeconomic baseline report
- 2019:** Began community asset mapping and finalized report templates, delivering first stages of NEAP to:
- Lincoln, including Mountain Biking technical report
 - Humboldt, including Lithium Mining and Processing technical report
 - Elko
- 2020:** Focused on data compiling with new statistician hire; finalized virtual asset mapping session; met virtually with county commissions and business networks; incorporated the NEAP into an outdoor recreation data gathering plan; delivered first stages of NEAP to:
- Nye
 - Esmeralda
 - Eureka
 - White Pine
 - Churchill
- 2021:** Finalize data gathering, conduct remaining asset sessions, and deliver the initial stages of NEAP to the nine remaining counties: Lander, Lyon, Pershing, Douglas, Mineral, Carson, Storey, Washoe, Clark

NEAP will continue to work with counties virtually, until travel and in-person meetings are deemed safe.

Extension NEAP Personnel

Personnel	Duties	Email
Buddy Borden	NEAP Program Lead; Impact Analyses	bordenb@unr.edu
Joe Lednický	NEAP Program Coordinator; Data Collection; Report Creation	lednický@unr.edu
Marlene Rebori	Asset Mapping; Community Facilitation	reborim@unr.edu
Tom Harris	I/O Modeling, NEAP Program Lead	harris@unr.edu
Michelle Davis	Maintains Webpage; ADA Compliance	michelledavis@unr.edu
Alec Bowman	I/O Modeling; Data Gathering	alecbowman@nevada.unr.edu
Mike Bindrup	Industry Specific Reports	mbindrup@unr.edu
Daniel Zapata	Baseline Data Collection; Report and Fact Sheet Creation	dzapata@unr.edu

"The information NEAP is providing will be a valuable tool for our counties. Our decision makers need reliable, researched information presented in an understandable way."

- Dagny Stapleton, Executive Director of the Nevada Association of Counties

"My expectations of this were really low coming in...I was blown away and I was thrilled. This is such a great baseline for us."

- Jan Morrison, Economic Development Officer for the Northeastern Nevada Regional Development Authority

Partners

These organizations partnered together to make the NEAP a reality.



Rural Development
U.S. DEPARTMENT OF AGRICULTURE



EXPERIMENT STATION | EXTENSION
College of Agriculture,
Biotechnology & Natural Resources



Demographic Characteristics for Carson City, Nevada

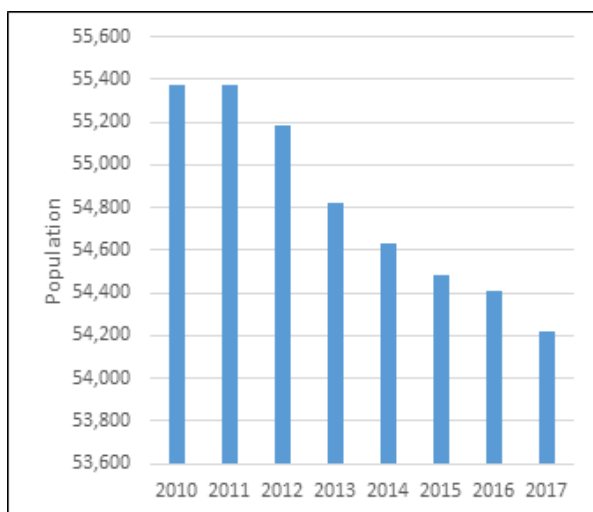
Sources: Headwaters Economics;
Nevada Department of Taxation

Authors

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Lucas Thomas, Publications Writer
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Daniel Zapata, Statistician I



POPULATION



While Carson City's population decreased, Nevada's population change was a constant increase.



VETERANS

The Carson City veteran population decreased by 27.9% from 2010-2017. This decrease was much higher than 10.1% decrease the state as a whole saw. The number of women veterans within the city was over cut in half from 2010-2017.

VETERAN POPULATION

6,609 **4,762**
2010 2017

% OF VET. POP. 2017	Carson	NV
18 TO 34 YEARS OLD	7.1%	9.6%
35 TO 54 YEARS OLD	15.7%	24.0%
55 TO 64 YEARS OLD	19.1%	19.1%
65 TO 74 YEARS OLD	33.5%	27.5%
75 YEARS AND OLDER	24.5%	19.8%



AGE

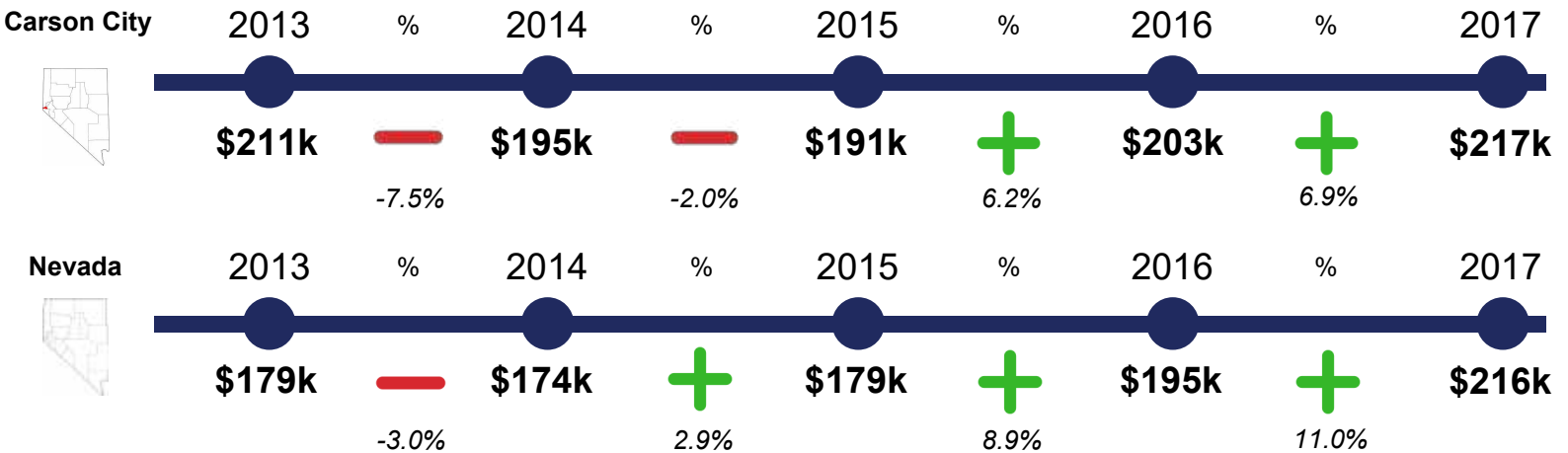
	<u>2010</u>	<u>2013</u>	<u>2015</u>	<u>2017</u>
< 19	24.7%	23.4%	22.8%	22.6%
20 to 44 years old	31.3%	30.9%	30.2%	29.7%
45 to 64 years old	28.0%	28.3%	28.6%	28.4%
65 +	16.0%	17.5%	18.4%	19.4%

Individuals 65+ living within Carson saw the largest change from 2010-2017



HOUSING VALUE

All amounts are shown in 2017 dollars



When broken down, there has also been a lot of movement between the ranges of housing values. Those priced from \$300,000-349,000 saw the largest percent change from 2010-2017.

HOUSING OCCUPANCY

Total Units	23,432	↑	23,722
Occupied	91.6%	↑	93.4%
Owner-Occupied*	62.3%	↓	55.0%
	2010		2017

**As compared to Rented*

Year-to-year decreasing happens between 2010 and 2012, while the years 2013-2017 report increasing.

HOUSING AGE

Built 2010 or Later	0.3%	↑	1.4%
Built 2000-2009	12.2%	↓	11.0%
Built 1980-1999	38.8%	↑	42.4%
Built 1960-1979	40.8%	↓	40.5%
Built 1959 or Earlier	7.8%	↓	4.8%
	2012		2017

In all years, houses built 1980 or earlier remain the majority.

HOUSING STRUCTURE TYPE



Single Unit



2- to 4- Units



5- to 19- Units



20+ Units



Mobile Home, RV, etc.

2010 (23,432 units)	63.4%	8.8%	8.3%	8.0%	11.6%
change	-	+	+	+	-
2017 (23,722 units)	61.2%	9.0%	9.8%	10.0%	10.0%



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Social Characteristics for Carson City, Nevada

Sources: U.S. Census Bureau, American Community Survey, and NV Report Card

Authors

Buddy Borden, Extension Specialist
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Joe Lednicky, Economist II
Daniel Zapata, Statistician I

EDUCATIONAL ATTAINMENT

County Breakdown

The measure of the population 25 and older*

Highest Education Received 2010 to 2017 Changes

2010 - Population 25 and Over: **38,012**

< High School	High School Grad	Some College	Associate's Degree	Bachelor's Degree	Graduate or Professional
12%	32.1%	26.3%	8.0%	12.6%	9.0%


Professional Degree Graduates
-.04%


High School Graduates
-3.3%


Bachelor's Degree Graduates
+0.3%

2017 - Population 25 and Over: **38,664**

< High School	High School Grad	Some College	Associate's Degree	Bachelor's Degree	Graduate or Professional
13%	28.8%	27.9%	8.7%	12.9%	8.6%

+ **-** **+** **+** **+** **-**

Veteran Educational Attainment: Regardless of the decrease in veteran population, veterans earning Bachelor's Degrees or higher has increased by 4.5% from 2010-2017.

POVERTY



Carson City %
Below Poverty Level

2013	2014	2015	2016	2017
16.2%	17.1%	16.8%	16.7%	14.7%

Population in Poverty Decreased Overall



Census Bureau Definition

The Census Bureau uses a set of monetary income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the members of the household are considered to be in poverty.



School District Trends

SCHOOL DISTRICT POPULATION

Carson City Student Population	2015	2016	2017	2018	2019
	7,526	7,562	7,815	8,085	7,850



State Student Population	2015	2016	2017	2018	2019
	459k	467k	474k	486k	492k



FREE AND REDUCED LUNCH

The eligibility for FRL is generally the student's household income at 185% of the poverty guideline. The difference between students eligible and receiving can be high, and the reason for this varies from district to district.

Eligible:

51.8% 2017 **45.3%** 2018 **60.1%** 2019

Receiving:

21.6% 2017 **33.9%** 2018 **20.6%** 2019

SCHOOL DISTRICT STAFFING

	2012	2015	2019
Administrators	25	25	23
Teachers	476	461	463
Other Staff	242	408	469

White Pine student teacher ratios decreased between 2012 and 2019. This is the case when all K-6 classes are averaged together, as well as for each individual class. Kindergarten student teacher ratios decreased the most, going from 22 students per teacher to 15 students per teacher. 1st and 4th grade decreased the least, and they still decreased by 13% each.

PER PUPIL EXPENDITURES

(Numbers here are in 2019 U.S. Dollars)

Year	County Instruction	County Support	County Operations	County Leadership	County Total	State Total
2012	\$6,523	\$1,437	\$1,650	\$503	\$10,113	\$8,680
2019	\$6,338	\$1,778	\$2,135	\$587	\$10,888	\$9,109



Economic Characteristics for Carson City, Nevada

Sources: Emsi; U.S. Bureau of Economic Analysis; U.S. Census Bureau, American Community Survey

Authors

Buddy Borden, Extension Specialist
Lucas Thomas, Publications Writer
Joe Lednicky, Economist II
Daniel Zapata, Statistician I

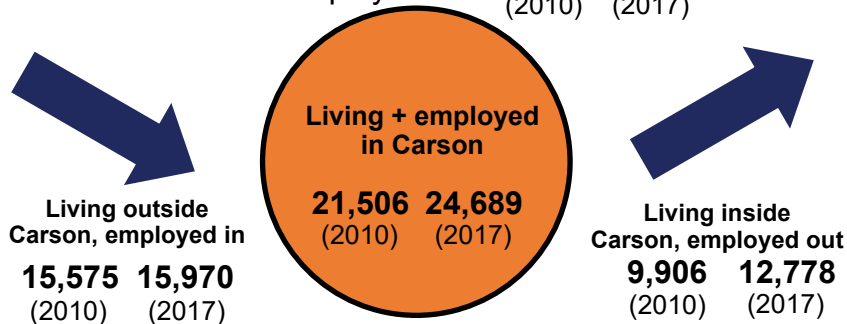
JOBS BY OCCUPATION



Occupation	2010	2017
Food Prep and Serving Related	2,204	2,740
Healthcare Practitioners and Tech	1,784	2,256
Management	1,560	1,850

JOB MIGRATION

Total Employment: 27,175 (2010) 27,881 (2017)

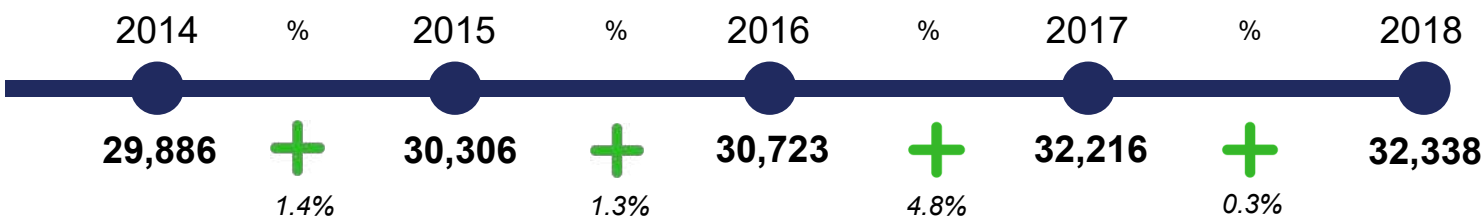


JOBS BY INDUSTRY

Industry looks at entire sectors, while **occupation** looks at the type of work done on the job.

NOTABLE INCREASES		
Industry	2010	2017
Health Care and Social Assistance	2,637	4,408
Construction	1,086	1,728
Accommodation/ Food Services	2,103	2,539
NOTABLE DECREASES		
Industry	2010	2017
Government/Public Admin	10,873	9,715
Arts/Entertainment/Rec.	1,323	1,150

TOTAL JOBS

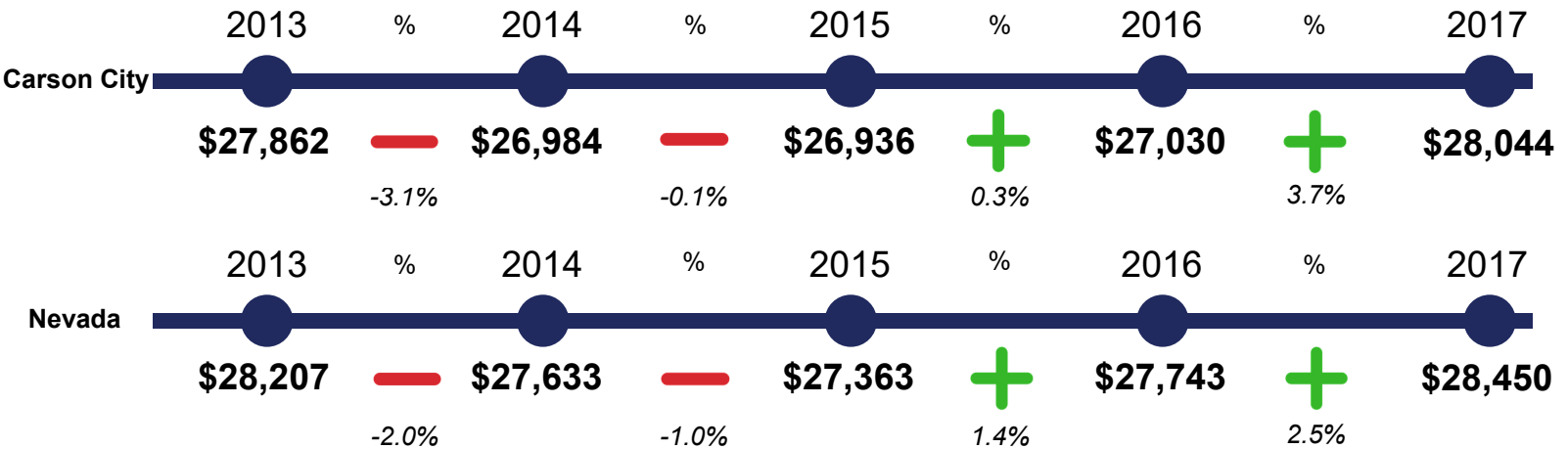


OVERALL DECREASE OF 0.5% IN JOBS

A full baseline data report, economic impact report, and additional infographics are available for this county. Full reports and infographics will be available for each county in Nevada. For more information regarding this, or any other questions, please email us at EconDev@unr.edu or call Buddy Borden at 702-257-5505, or Joe Lednicky at 702-948-5971. The Carson City Extension office can be reached at _____. Visit us online at <https://extension.unr.edu/heap>.

PER CAPITA INCOME

Amounts shown here are in 2017 dollars.



PERSONAL INCOME

Amounts shown here are in 2017 dollars.

2010 to 2017

Personal Transfer Receipts

\$490M  \$602M
2010 2017



Personal Current Transfer Receipts are the receipts of persons from government and businesses for which no current services are performed. This includes Social Security benefits, medical, veterans' and unemployment

Dividends, Interest, and Rent

\$462M  \$623M
2010 2017



Dividends are a form of property income received by shareholders in return for their investment in the equity of a corporation.

Net Earnings by Place of Residence

\$1.8B  \$1.5B
2010 2017



Net Earnings by Place of Residence is income plus an adjustment on a place-of-residence basis. A higher net earnings by place of residence means money from people living inside the county.

Adjustment for Residence

-\$612M  -\$593M
2010 2017



Adjustment for Residence is the net of the inflows and outflows to/from the county, based on place of residence. A higher number means higher inflow from dollars outside the county.

Personal Income

\$2.7B  \$2.8B
2010 2017



Personal Income is income received by individuals from all sources. It includes income received from participation in production as well as from government and business transfer payments.



Industry Top Performers for Carson City, Nevada

Sources: Economic Modeling Specialists
International (Numbers reflect 2018 data)

Authors

Buddy Borden, Extension Specialist
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Daniel Zapata, Statistician I

TOTAL JOBS

Total Jobs in Carson City (2018): **32,338**

Top 5 industries with highest total

<i>Industry</i>	<i>#Jobs</i>
State Government	1,219
Food Services/Drinking Places	653
Local Government	474
Ambulatory/Healthcare Services	255
Hospitals	219



AVERAGE EARNINGS

Average Earnings per Worker in Carson City (2018): **\$65,304**



Top 5 Industries with highest average earnings per worker

\$151,628

Air Transportation

\$135,312

Utilities

\$110,261

Management of
Companies/Ent.

\$96,887

State Government

\$94,445

Ambulatory/
Healthcare Services

TOTAL SALES

Top 5 industries with highest total sales



\$6.4B

State
Government



\$736M

Federal
Government



\$334M

Real Estate



\$255M

Ambulatory
/Healthcare
Services



\$245M

Hospitals

IMPORTS

Top 5 industries with highest imports

Total Imports
\$2.0B

Industry

Local Government



\$985M

State Government



\$727M

Federal Government



\$264M

Professional, Scientific, and
Technical Services



\$150M

Merchant Wholesalers,
Durable Goods



Imports are goods and services received from outside the county by sending dollars outside the county. The desired state is low imports, because that would indicate self-sufficiency and growth from within. However, imports higher than in-region sales indicate opportunity. IN the end because of availability, regions must rely on imports.

EXPORTS

Top 5 industries with highest exports

Total Exports

\$6.3B

Industry

State Government



Federal Government



\$725M

Fabricated Metal Product
Manufacturing



\$213M

Transportation Equipment
Manufacturing



\$153M

Funds, Trusts, and Other
Financial Vehicles



\$151M



Exports are goods and services sold from the county to regions outside the county for an inflow of dollars into the county. High exports usually signal economic strength, because dollars flow into the community rather than leave it.



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Land Use and Fiscal Characteristics for Carson City, Nevada

Sources: *Headwaters Economics*;
Nevada Department of Taxation

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FEDERAL LAND PAYMENTS

TOTAL FEDERAL LAND PAYMENT

\$77k ↑ **\$287k**
2001 2017

PAYMENTS IN LIEU OF TAXES

\$73k ↑ **\$111k**
2001 2017

FOREST SERVICE

\$1k ↑ **\$10k**
2001 2017

BUREAU OF LAND MANAGEMENT

\$0 ↑ **\$163k**
2001 2017

FEDERAL LAND PAYMENT DISTRIBUTION



All amounts are shown in 2017 dollars

COUNTY GOVERNMENT

\$74k ↑ **\$279k**
2001 2017

GRAZING DISTRICTS

\$0 ↑ **\$1k**
2001 2017

What does that mean?



Payments in Lieu of Taxes are amounts paid by the federal government in replacement of other revenue (such as property tax) that could otherwise be generated. It is to compensate the local communities for potential loss in revenue.



Grazing Districts are where grazing use is apportioned and regulated by the Bureau of Land Management

LAND OWNERSHIP



Total Area: 100,635

2017

Private Lands

38.1%

Federal Lands

50.9%

State Lands

4.0%

Tribal Lands

3.9%

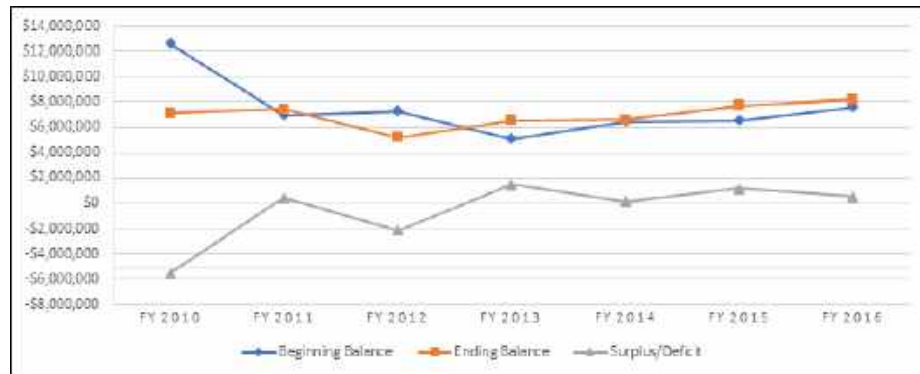
City, County, Other

3.1%

35.6% of Carson City Land is managed by the Bureau of Land Management (BLM)

General Fund Revenue

Revenues are the money brought in by the county from a variety of taxes and services. The major sources are property tax, consolidated tax, licenses and permits, charges for services, and transfers in (which includes various taxing entities).



General Fund Expenditure

Revenues are the money brought in by the county from a variety of taxes and services. The major sources are property tax, consolidated tax, licenses and permits, charges for services, and transfers in (which includes various taxing entities).



Each year the difference between revenues and expenditures contributes to changing the end balance (seen below). A higher end balance marks a surplus and a lower end balance a deficit. A deficit is fine, especially if it counteracts a surplus from a previous year.

General Fund Ending Balance

In 2010 Carson City had a deficit of \$5.5 million, while in 2012 the deficit was \$2.1 million. All other years between 2010-2016 the city operated with a surplus. General fund ending balance increased by \$1 million from 2010-2016.

\$7.1M → **\$8.1M**
2010 → 2016



AD VALOREM

	2000		2009		2018
Assessed Valuation	\$1.3M	↑	\$2.1M	↓	\$1.5M
Net Proceeds from Mines	\$0		\$0		\$0
Total Federal Payments	\$1.3M	↑	\$2.1M	↓	\$1.5M



Definition: Ad Valorem is a tax whose amount is based on the value of a transaction or of property, rather than on quantity or intrinsic value. In the state of Nevada, Ad Valorem most commonly refers to **property taxes**. The Net Proceeds from Mines Tax is a property tax assessed on minerals mined or produced in Nevada when they are sold or removed from the state.



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Nevada Economic Assessment Project Socioeconomic Baseline Report

Carson City

June 2021



A comprehensive look at baseline demographic, social, land use, fiscal, economic, and business industry measures for the region of Carson City, Nevada.

NEAP is sponsored by:



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Rural Development
U.S. DEPARTMENT OF AGRICULTURE

This publication, *Nevada Economic Assessment Project, Socioeconomic Baseline Profile*, was published by the University Center for Economic Development in the Department of Economics at the University of Nevada, Reno. Funding for this publication was provided by the University of Nevada, Reno Extension, University of Nevada Reno College of Agriculture, Biotechnology, and Natural Resources, the United States Forest Service, and the Bureau of Land Management. This publication's statements, findings, conclusions, recommendations, and/or data represent solely the findings and views of the authors and do not necessarily represent the views of the University of Nevada, Reno, partner agencies, and the United States Department of Commerce, Economic Development Administration under University Center program contract ED175SEA3030034, or any reference sources used or quoted by this study. Reference to research projects, programs, books, magazines, or newspaper articles does not imply an endorsement or recommendation by the authors unless otherwise stated. Correspondence regarding the UCED should be sent to:

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Nevada Economic Assessment Project

Socioeconomic Baseline Report

Carson City, Nevada

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Acknowledgements

The *Nevada Economic Assessment Project* and publication of the *Socioeconomic Baseline Report* would not have been possible without the support and sponsorship of the following entities:

Funding Partners



The United States Bureau of Land Management, Great Basin Socioeconomic Specialist Julie Suhr Pierce, Ph.D. and Planning and NEPA Program Lead, CADR Coordinator David Pritchett



The United States Forest Service, Nevada State Liaison Cheva Gabor and Forest Planner James Winfrey



College of Agriculture,
Biotechnology & Natural Resources

The University of Nevada, Reno College of Agriculture, Biotechnology, and Natural Resources and Dean Bill Payne, Ph.D.



EXTENSION
College of Agriculture,
Biotechnology & Natural Resources

The University of Nevada, Reno Extension, Associate Dean for Engagement and Director of Extension Ivory Lyles, Ph.D. and Area Directors Eric Killian and Holly Gatzke, Ph.D.



University of Nevada, Reno
Center for Economic Development

The University of Nevada, Reno Center for Economic Development and Professor Tom Harris, Ph.D.

In-Kind Partners



The Nevada Association of Counties and Executive Director Dagny Stapleton



Rural Development
U.S. DEPARTMENT OF AGRICULTURE

The United States Department of Agriculture, Rural Development, State Director of Nevada Phil Cowee, Public Affairs & Special Projects Coordinator Kelly Clark, and Community Solutions Specialist Lu Torres

Preface

This report is intended to assist local, state, and federal agencies in better understanding the communities that we live in. Many of the counties in Nevada are small population, rural areas that do not have a large county government or their own economic development team. It can be a challenge for these counties to have in-depth quantitative analysis to use towards comprehensive planning strategies for the county and local communities.

The hope is that this report will be used by local, state, and federal agencies as a tool for future planning, aiming to assist the communities of Nevada. This and sister reports will not only lead readers to better understand their community's social, demographic, economic, and environmental trends, but will also help model the impacts of population, economic, and industry change.



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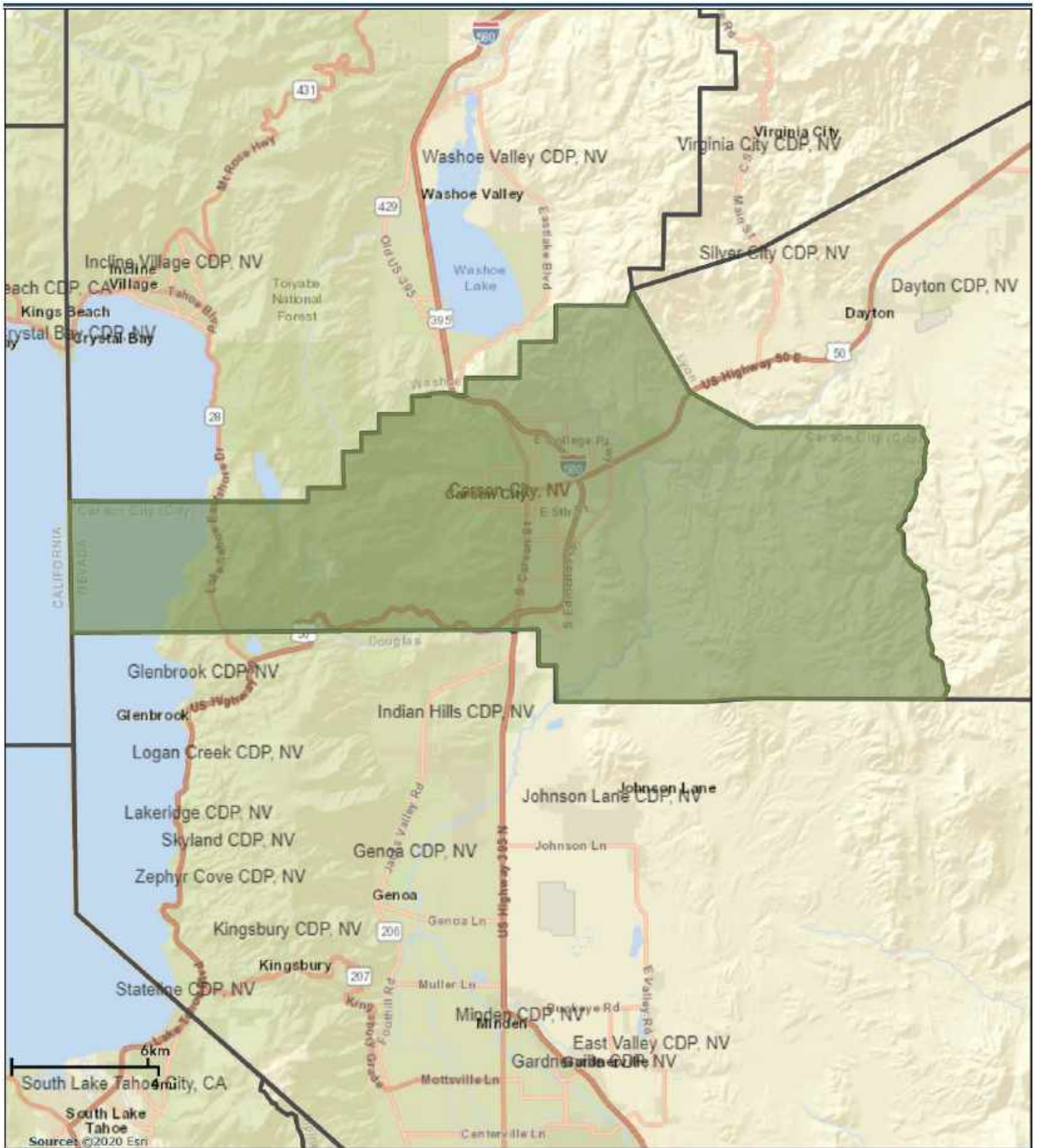
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Report Overview

Purpose

The purpose of this report is to provide and use data to showcase socioeconomic and other trends in a county in Nevada. This will give local decision makers—elected officials, educators, nonprofits—the ability to better understand their constituents’ needs.

Counties statewide and nationwide are constantly challenged to make decisions revolving around economic, demographic, and land issues. This crafted report is a tool to respond to those issues with quantitative backings that can help make a case for any decision big or small. These backings are rightfully called a “county baseline,” wherein data that covers all social, demographic, economic, and land measures is delivered in a kindly and easy-to-browse manner. This allows counties to utilize the report as they see fit, and best respond to any current issue with quantitative data.

In short, this report helps counties and communities better understand what makes up their counties and communities. Varying factors in an economic climate, like businesses opening and closing; population increasing or decreasing; and average household size growing and shrinking, all of these factors put pressure on government and businesses themselves to make decisions and react to change. Any possible measure or statistic that may go towards helping make a better decision is included in this report.

It is also important to note that this report is not a one-time attempt at trying to make a one-time change. This report represents a commitment to communities, to counties, to the state, and beyond. Being a data repository of key measures, meaningful for communities, counties, and officials, its purpose is to reach out and help fill those gaps in decision-making, so that everyone may benefit.

Process and Term Definitions

Appendix A is a glossary giving the definition of many of the terms found throughout this document. Please refer there for any terms that you need further information on.

Appendix B explains a few processes used commonly throughout the text. These processes are used to either make data more relatable to the reader or makes the data easier to compare.

- ❖ Indexing of Data
- ❖ Inflation Adjustments
- ❖ Suppressed Data
- ❖ Poverty

Sources

An in-depth explanation of the sources used in this document may be found in Appendix C. This includes a listing of all the different sources used as well as some background and detail into each source.

In addition, each of the main sections will give a list of all of the sources used for data within that section. This shows on the first page of the section.

Report Layout

Data was gathered from a variety of sources and compiled into a report broken down into easy-to-digest sections.

The report is broken down into six main sections:

- *Demographic Characteristics* covers general population demographics, such as population, age, and race
- *Social Characteristics* delves into poverty, education, school districts, and other aspects that impact the overall well-being of a community
- *Economic Characteristics* examines industry trends, including jobs, average annual earnings, and personal income breakdowns. This section also looks at the Gross Regional Product for the county and its industries, as well as Per Capita Income and how that compares to the statewide level
- *NAICS Sectors* takes an in-depth look at how industry contributes to the county’s economy. This includes measures of jobs, imports, earnings, and more.
- *Land Use and Fiscal Characteristics* details relevant data involving county land, taxes, and fiscal matters
- *Community Assets* is a qualitative look into the existing and desired qualities of the community

Within these sections are subsections consisting of specific economic data, accompanied by detailed tables and corresponding figures. Throughout the report there is an emphasis on changes and trends over the course of given time periods. Accompanying each table and figure are short analyses that highlight these changes and trends.

Additional Documentation

This report will be accompanied by more documents for the benefit of the County and the community. This will include Fact Sheets that give a brief synopsis of this report and an Impact Report which will show the impact of industry change on the community.

Cultural Overview

Introduction

Carson City was established in 1858 and was named after the mountain man Kit Carson. Carson has served as Nevada's capital since statehood in 1864. Until 1969, Carson City was the county seat of Ormsby County; however, during this year the county was dissolved and the lands consolidated to make up the current 157 square mile municipality. Carson City is an independent city and is treated as a county-equivalent for census purposes. Located 30 miles south of Reno, and sharing a border with Lake Tahoe, Carson is home to 54,216 people (DETR, 2017).

History

Carson City's history predates Nevada's establishment in 1861. Ten years before, in 1851, the first settlement of Eagle Station trading post was founded by ranchers. By 1858, land was surveyed for a town site, and soon after, the valley was purchased for \$500. With foresight, a capitol building was even erected three years before Nevada would become a territory.

The Comstock Lode and its abundance of gold and silver helped Carson City thrive between 1859 and the 1880s as a freight and transportation center. Since it was the capitol, however, Carson City did not completely depend on mining. The Warm Springs Hotel served as a meeting hall for legislature and was also leased out as a prison. Then, in 1869, the United States Mint in Carson City was completed (today, it is the site of the Nevada State Museum). The Virginia & Truckee (popularly known as the V&T) railroad was completed this same year and was operational through 1950. Now, façades for the Napa Valley wineries sit in its place.

Throughout the rest of the nineteenth century and into today, Carson City has been home to historic events. In 1897, the world heavyweight championship was hosted in Carson City, and a dozen years later, the first air flight in Nevada took place on June 23, 1910.



Landscape and Climate

Carson City sits well above sea level at 4,800 feet in the foothills of the Sierra Nevada range, and has an array of land coverage types throughout. Much of Carson is made up of shrublands (52%) with good chunks of grasslands (13%), forest (11%), and urban (11%) coverage (NASA Modis, 2006). Situated in a high desert river valley, Carson has warm summers and cold winters. Much of the precipitation in the city occurs during the winter and spring months, while summer and fall tend to be very dry. On average, Carson City experiences 250+ sunny days per year (Best Places, n.d.), which is well above 205, the national average.

Much of the water running through Carson City can be found flowing east of the downtown area in the shape of the Carson River. To the west, Kings Canyon, Ash Canyon, and numerous other creeks flow. Finally, the waters of Lake Tahoe sit on the western border of Carson. Around 12 square miles of Lake Tahoe fall into Carson City limits.

For more information regarding Carson City please visit the following websites:

[Carson City Website](#)

VisitCarsonCity.com

[Carson City Extension Office](#)

Community and Events

Carson City is home to a number of museums with a wide variety of topics. The Nevada State Museum focuses on the state's natural history; it houses a replica of a walk-through mine and shows off the historic Carson City Mint. Educating about the expansion out west, Carson also houses the Nevada State Railroad Museum, which includes over 65 locomotives (many of which were built before 1900). Battle Born Hall, opened in 2018, showcases the Trailblazing Nevada exhibit, which honors individuals who found new and creative ways to help the state and nation grow. The city also has many pieces of public art. Some of these art pieces include “Inside the Mind of DaVinci” at the Community Center, the “Strings of Imagination” mural at the Brewery Arts Center, and the “Home Means Nevada” mural, which portrays six historical figures that impacted the state. There is no shortage of performing arts happening within Carson at any given time. The Brewery Arts Center hosts events in its theater, performance hall, and ballroom year around. Proscenium Players, Inc. is the longest running theater company in Carson City and has been in operation for over 50 years as well. The Wild Horse Children’s Theater and Youth Theatre Carson City both provide opportunities for children to participate in the performing arts.

Situated 25 minutes from Lake Tahoe (in the neighboring Washoe and Douglas Counties) and at the foothills of the Sierra Nevada Mountain Range, Carson City provides no shortage of outdoor recreational opportunities. Kayakers, canoers, and rafters can get their fill with everything from beginner to expert range areas at Lake Tahoe and the Carson River. The Carson River Aquatic Trail is a 12.6 mile stretch of river that takes riders through a scenic canyon, while the Lower River trip from Morgan Mill to Dayton allows rafters to experience both Class II and Class III rapids. For those looking to experience the beauty of the Sierras in wintertime, and take advantage of the world class snowboarding and skiing opportunities, Heavenly and Mt. Rose ski areas are both short drives away from downtown Carson. Heavenly in the south boasts 26 lifts and 97 total runs, while Mt. Rose provides eight lifts and 60 total runs. Finally, for those looking to explore and take advantage of the sunshine, Carson City has no shortage of hiking trails. Riverview Park, near downtown, offers beginner trails and walking/biking paths in the form of 109 acres of natural recreation area. The more experienced hiker might adventure out to the seven-mile Ash to Kings Canyon Trail, which takes you past a waterfall and a variety of landscapes. The Flume Trail near Lake Tahoe is a haven for mountain bikers and outdoor enthusiasts alike.

Many of the outdoor recreation opportunities are great for families; however, if you are looking for things suited specifically to enjoy as a group, Carson City has a number of them. The Bob McFadden Plaza offers a splashpad for families with younger children to enjoy in the summer months. The Nevada State Railroad Museum offers train and handcar rides while also offering many special events throughout the year. The Carson City Aquatic Facility offers a “Parents and Tots” pool, therapy pool, and an outdoor pool that operates May through September for families looking to cool off during the summer or enjoy the water during the winter months.



Carson City may not provide the opulence of Las Vegas, but those looking to enjoy an evening out can find great dining, shopping, and gaming possibilities. This, combined with a plethora of outdoor recreation activities, makes Carson City a great location to live or visit.

Sources for this Cultural Overview:

https://www.bestplaces.net/climate/city/nevada/carson_city

https://www.tripadvisor.com/Restaurants-g45926-Carson_City_Nevada.html

<https://www.carson.org/residents/history>

<https://visitcarsoncity.com/nevadas-historic-capital/nevada-history/>

The NEAP is an on-going project that greatly benefits from community input. The authors wish to express that if any information here on the county is inaccurate or any impertinent information is missing, an email may be sent to econdev@unr.edu with information, additions, or edits.

Demographic Characteristics

This section includes demographic measures of population, gender, age, race and ethnicity, households and families, housing, housing occupancy, housing owner/renter status, housing structure type, housing age, and veteran demographics.

These measures act as the core of the county baseline, gauging the lifespan of the community, the community makeup, and, to an extent, the community culture. Data here are relevant for any further analysis, such as calculating effects of new jobs, allocating individuals as the population rises, plotting and constructing new homes and neighborhoods, and more.



Demographic Characteristics



Data in this section is sourced from:

- Nevada Department of Employment, Training and Rehabilitation
- US Census Bureau
 - American Community Survey
 - American Fact Finder

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County Breakdown

Population, Gender, Age, Race and Ethnicity:

Carson City population decreased year-to-year between 2011-2017. Overall, during this timeframe, the city lost 2.1% of the total population. There was a 0.1 percentage point change in gender distribution for Carson City from 2010-2017. The male population was 51.3% and the female population was 48.7% in 2017. Carson City median age has trended up from 2010-2017. During this 7-year span Carson’s median age has been approximately 5 years higher than the state average. The population of White individuals in Carson City has decreased by 4.1 percentage points from 2010-2017. During this same span, the Hispanic population has increased by 3.3 percentage points.

Households, Families, and Housing:

Regardless of the decrease in the Carson City population, households have increased by 3.2% from 2010-2017. In-line with the decrease of the city population, Carson families have decreased (-1.6%). From 2010-2016 Carson City reported median housing unit values that were higher than the state averages each year. But in 2017, median housing unit values were nearly identical to the state median value. In all years between 2010-2017, Carson City’s occupied households were higher than state average, and all but one year saw occupancy over 90%.

Veteran Demographics

The Carson City veteran population decreased by 27.9% from 2010-2017. This decrease was much higher than 10.1% decrease the state as a whole saw. The number of women veterans within the city was over cut in half from 2010-2017.

Population

Definition

Population is all people, male and female, child and adult, living in a given geographic area.

Why is it important?

Population is the baseline measurement for most all other sociodemographic and economic metrics. Population data acts as the foundation for measures such as the inflow, outflow, and number of employees, the use of public and private lands and businesses, education, and overall activity. It is a needed metric in order to account for any type of change to the community.

County Breakdown

Carson City population decreased year-to-year between 2011-2017. Overall, during this timeframe, the city lost 2.1% of the total population. The state as a whole during this same period increased by 9.7%.

Figure 1. Carson City Population, 2010 to 2017

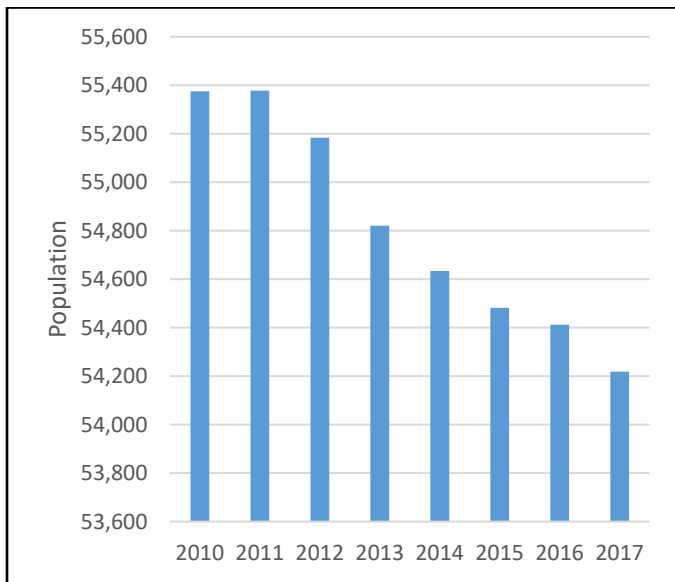
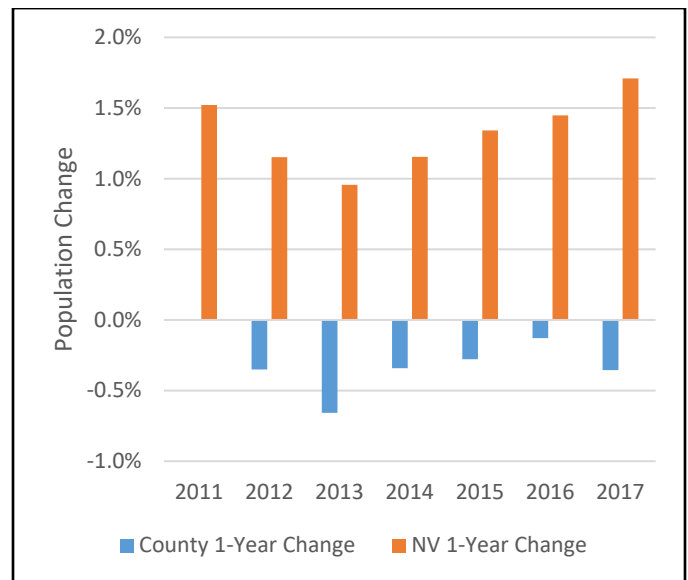


Table 1. Carson City Population Distribution, 2010 to 2017

Year	Carson Population	Carson 1-Year Change	Nevada 1-Year Change
2010	55,375	-	-
2011	55,378	0.0%	1.5%
2012	55,184	-0.4%	1.2%
2013	54,821	-0.7%	1.0%
2014	54,634	-0.3%	1.2%
2015	54,482	-0.3%	1.3%
2016	54,412	-0.1%	1.4%
2017	54,219	-0.4%	1.7%
Seven-Year Change		-2.1%	9.7%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

Figure 2. Carson City vs. State Comparison, One-Year Population Change, 2010 to 2017



Gender

Definition

Gender is the Census Bureau’s method of capturing a person’s sex. In their extended glossary they acknowledge the interchangeability of the terms gender and sex as well as gender being a social construction. At the same time they aim to capture the sex composition of the population.

Why is it important?

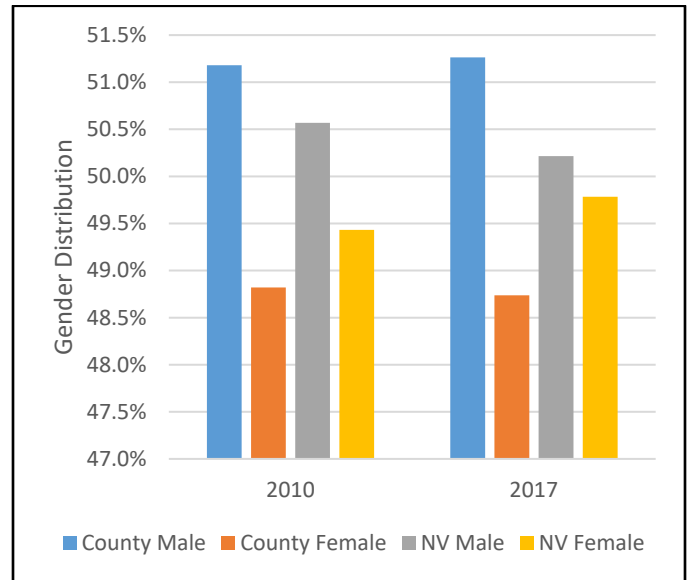
Gender is a key metric for advertisers, business owners, and decision makers. Certain demographic surveys maintain that men may gravitate towards certain lifestyles and women others, while other surveys maintain that this is not the case. One of gender data’s more common uses is to acknowledge the gaps, because the general national trend is near a fifty-fifty split.

Table 2. Carson City Gender Distribution, 2010 to 2017

Year	Carson Male	Carson Female	Nevada Male	Nevada Female
2010	51.2%	48.8%	50.6%	49.4%
2011	51.3%	48.7%	50.5%	49.5%
2012	51.7%	48.3%	50.5%	49.5%
2013	51.4%	48.6%	50.4%	49.6%
2014	51.4%	48.6%	50.4%	49.6%
2015	51.3%	48.7%	50.3%	49.7%
2016	51.1%	48.9%	50.2%	49.8%
2017	51.3%	48.7%	50.2%	49.8%

Source: US Census Bureau/American Fact Finder. “DP05: Demographic and Housing Estimates” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 3. Carson City vs State Comparison, Gender, 2010 to 2017



County Breakdown

There was a 0.1 percentage point change in gender distribution for Carson City from 2010-2017. The male population was 51.3% and the female population was 48.7% in 2017. Carson’s male population is larger than the state average by over 1% as of 2017.



Age

Definition

Census Bureau programs define age as the length of time in completed years that a person has lived. The Census Bureau’s national surveys compute age as of the interview date.

Why is it important?

Age is a key indicator of the type of individuals within a community, and therefore the type of community and its overall activity. Those in charge of schools, hospitals, retirement homes, housing development, and all types of businesses require age data in order to account for anticipated change. Age data is especially used for public services ranging from use of parks to law enforcement, and even companies who need to tailor their marketing to specific groups.

Table 3. Carson City Median Age, 2010 to 2017

Year	Carson Median Age	Nevada Median Age
2010	41.1	35.9
2011	41.8	36.1
2012	41.6	36.3
2013	41.9	36.6
2014	42.3	36.9
2015	42.6	37.2
2016	43.1	37.5
2017	43.0	37.7

Source: US Census Bureau/American Fact Finder. “DP05: Demographic and Housing Estimates” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

County Breakdown

Carson City median age has trended up from 2010-2017. During this 7-year span Carson’s median age has been approximately 5 years higher than the state average. The increase in median age could be attributed to the decrease of those under the age of 19 and the increase of those 65 and older.

Figure 4. Carson City vs State Comparison, Median Age, 2010 to 2017

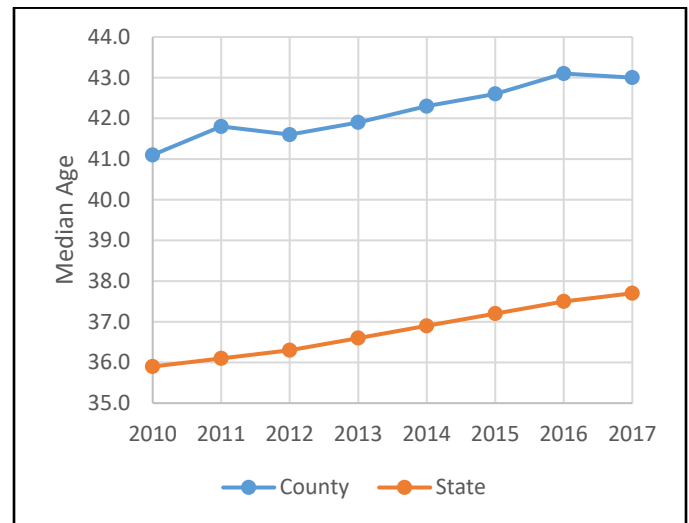
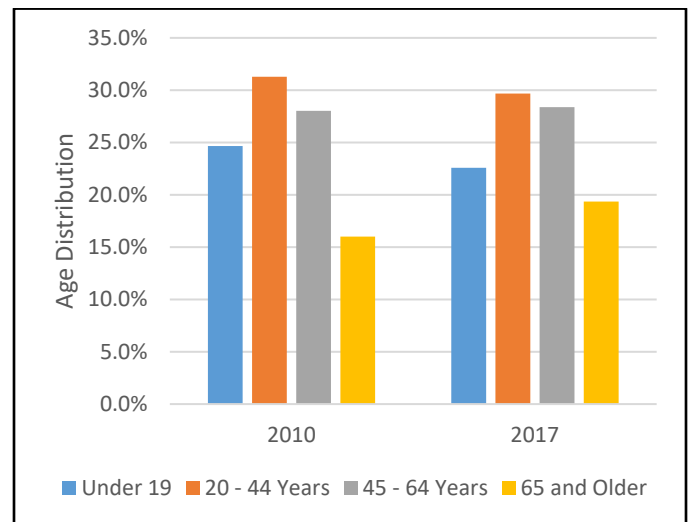


Table 4. Carson City Age Distribution, 2010 to 2017

Year	Under 19	20 – 44 Years	45 – 64 Years	65 and Older
2010	24.7%	31.3%	28.0%	16.0%
2011	23.6%	31.0%	28.8%	16.6%
2012	23.5%	31.0%	28.8%	16.7%
2013	23.4%	30.9%	28.3%	17.5%
2014	23.3%	30.3%	28.6%	17.8%
2015	22.8%	30.2%	28.6%	18.4%
2016	22.7%	29.6%	28.6%	19.1%
2017	22.6%	29.7%	28.4%	19.4%

Source: US Census Bureau/American Fact Finder. “DP05: Demographic and Housing Estimates” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 5. Carson City Age, 2010 to 2017



Race and Ethnicity

Definition

As per the U.S. Census Bureau definition, the data on race is derived from answers to the question on race. This data is based on self-identification, and is not an attempt to define race biologically, anthropologically, or genetically. Regarding ethnicity, the U.S. Census Bureau also adheres to the OMB definition. There are two minimum categories for ethnicity: Hispanic or Latino and Not Hispanic or Latino. OMB considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

On this page, ‘White’, ‘Black’, ‘American Indian’, and ‘Other’ all represent percent of population of non-Hispanic origin. All population, regardless of race, with a Hispanic origin is shown under the ‘Hispanic’ heading.

Why is it important?

Race and Ethnicity data is used by advertisers to tailor their marketing strategy to certain groups. Business owners also consult this demographic data to locate their brick and mortar stores in certain areas, and to market to the consumer. One of race and ethnicity data’s main uses is to get an overall scope of the makeup and diversity of the community.

County Breakdown

The population of White individuals in Carson City has decreased by 4.1 percentage points from 2010-2017. During this same span, the Hispanic population has increased by 3.3 percentage points. All other race/ethnic groups have seen little movement in regards to percentage change from 2010-2017.

Table 5. Carson City Race/Ethnicity Distribution, 2010 to 2017

Year	White	Hispanic	Black	Amer. Indian	Other
2010	72.2%	20.1%	1.3%	2.0%	4.4%
2011	71.3%	20.7%	2.0%	2.0%	4.0%
2012	70.5%	21.4%	0.9%	2.1%	5.1%
2013	69.8%	21.9%	1.7%	2.0%	4.7%
2014	69.4%	22.2%	1.5%	1.9%	4.9%
2015	68.8%	22.7%	0.9%	1.9%	5.7%
2016	68.6%	22.9%	0.9%	2.1%	5.5%
2017	68.1%	23.4%	1.6%	2.0%	5.0%

Source: US Census Bureau/American Fact Finder. “DP05: Demographic and Housing Estimates” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 6. Carson City Race/Ethnicity Distribution, 2010 to 2017

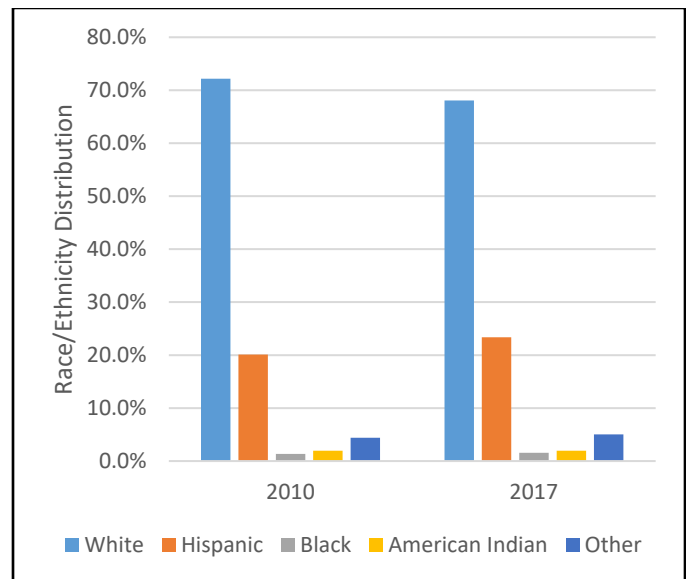
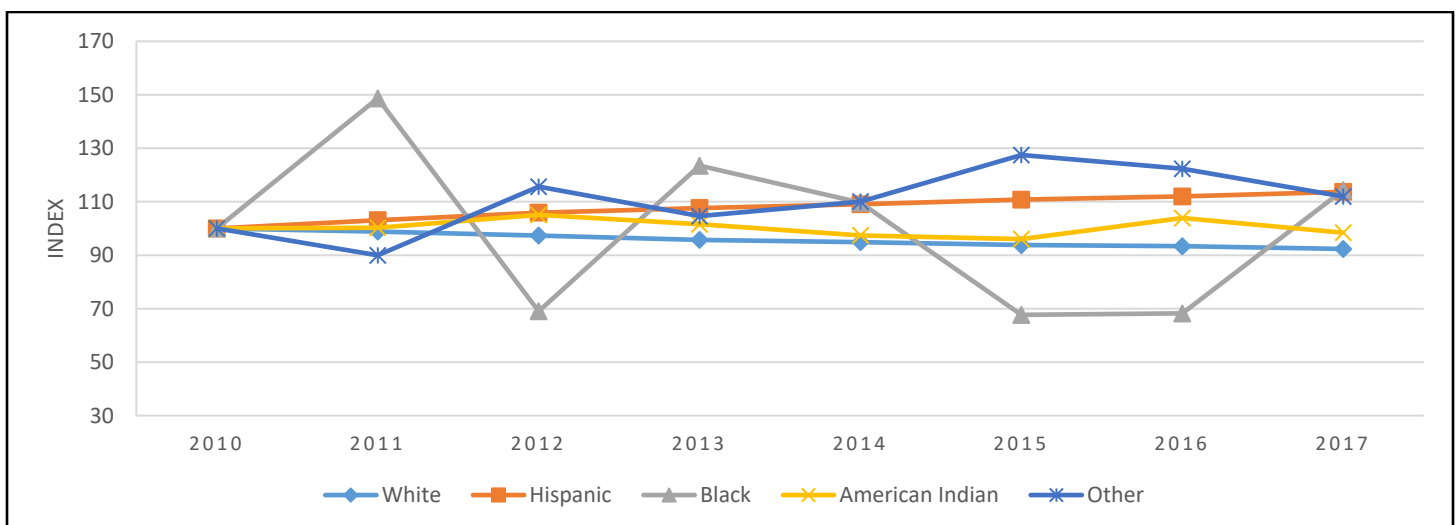


Figure 7. Carson City Race and Ethnicity, 2010 to 2017. Index: 2010 = 100



Households and Families

Definition

A household includes all the people who occupy a housing unit (such as a house or apartment) as their usual place of residence. Families are groups of two or more people (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people are considered as members of one family.

Why is it important?

When used alongside poverty, income, and school district data, households and families data informs decision makers of needs for children and lower income families, as well as the community’s general wellbeing. Utilized with GIS mapping, it allows analysts to identify community segments and patterns.

Table 6. Carson City Total Households, 2010 to 2017

Year	Carson Households	Carson 1-Year Change	Nevada 1-Year Change
2010	21,467	-	-
2011	21,289	-0.8%	0.7%
2012	21,122	-0.8%	0.6%
2013	21,186	0.3%	0.6%
2014	21,225	0.2%	0.7%
2015	21,594	1.7%	1.1%
2016	21,802	1.0%	1.4%
2017	22,158	1.6%	2.1%
Seven Year Change		3.2%	7.4%

Source: US Census Bureau/American Fact Finder. “DP03: Selected Economic Characteristics” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 8. Carson City vs State Comparison, Annual Change of Total Households, 2011 to 2017

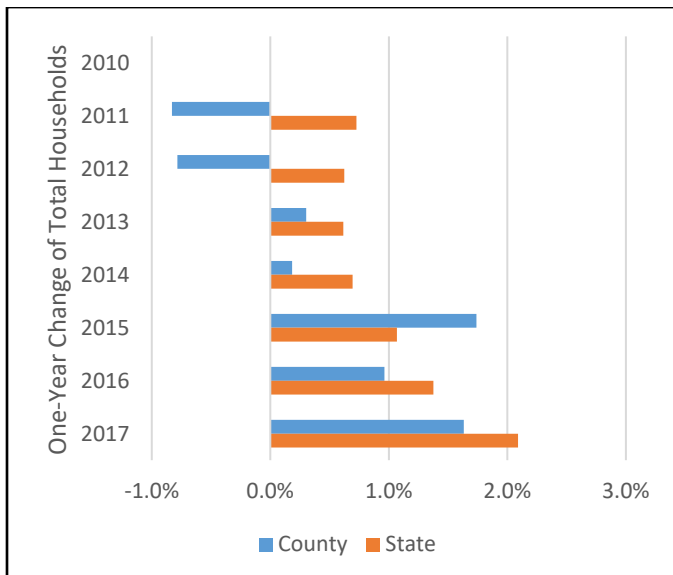
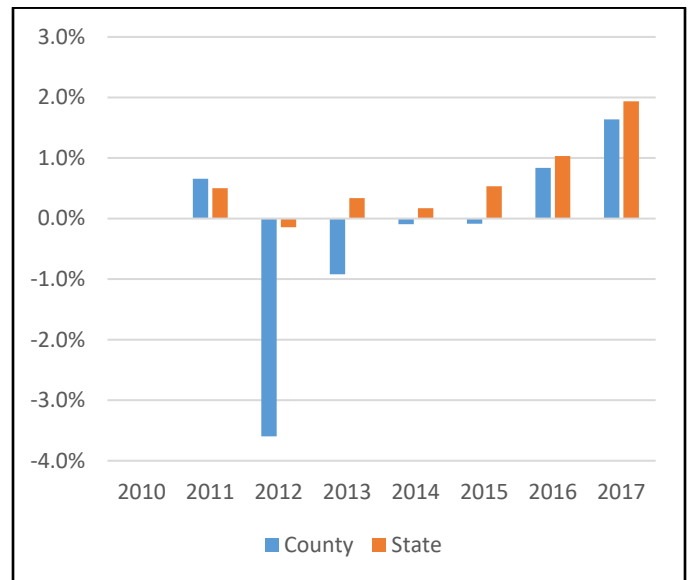


Figure 9. Carson City vs State Comparison, Annual Change of Total Families, 2011 to 2017



County Breakdown

Regardless of the decrease in the Carson City population, households have increased by 3.2% from 2010-2017. In-line with the decrease of the city population, Carson families have decreased as well (-1.6%). The year 2012 saw a decrease of 3.6% in families, which was the largest year-to-year change from 2010-2017.

Table 7. Carson City Total Families, 2010 to 2017

Year	Carson Families	Carson 1-Year Change	Nevada 1-Year Change
2010	13,558	-	-
2011	13,647	0.7%	0.5%
2012	13,156	-3.6%	-0.1%
2013	13,035	-0.9%	0.3%
2014	13,023	-0.1%	0.2%
2015	13,012	-0.1%	0.5%
2016	13,121	0.8%	1.0%
2017	13,336	1.6%	1.9%
Seven Year Change		-1.6%	4.4%

Source: US Census Bureau/American Fact Finder. “DP03: Selected Economic Characteristics” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Housing

Definition

A housing unit, as defined for purposes of these data, is a house, an apartment, a group of rooms, or a single room intended for occupancy as separate living quarters. Housing unit value is the appraisal worth.

Why is it important?

Housing is a measure of economic prosperity and general quality of living. Business owners and government decision makers are interested in certain segments of the community on all slides of the economic scale. Such a catalog of housing values allows new developments, both commercial and governmental, to be planned accordingly. To ensure accuracy, housing data should be compared with per capita income and poverty data. For example, while household income and family income may vary even in the same neighborhood, housing prices in the same range tend to be grouped together.

County Breakdown

From 2010-2016 Carson City reported median housing unit values that were higher than the state averages each year. But in 2017, median housing unit values were nearly identical to the state median value. Overall, from 2010-2017, Carson City median housing unit values decreased by 28.3%.

Table 8. Carson City Median Housing Unit Value, 2010 to 2017

Year	Carson Median	Nevada Median
2010	\$303,098	\$284,833
2011	\$268,532	\$247,453
2012	\$239,205	\$205,787
2013	\$211,004	\$179,390
2014	\$195,924	\$174,143
2015	\$191,760	\$179,079
2016	\$203,087	\$195,045
2017	\$217,400	\$216,400

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys. Amounts are shown in 2017 dollars.

Figure 10. Carson City vs State Comparison, Housing Unit Median Value, 2010 to 2017

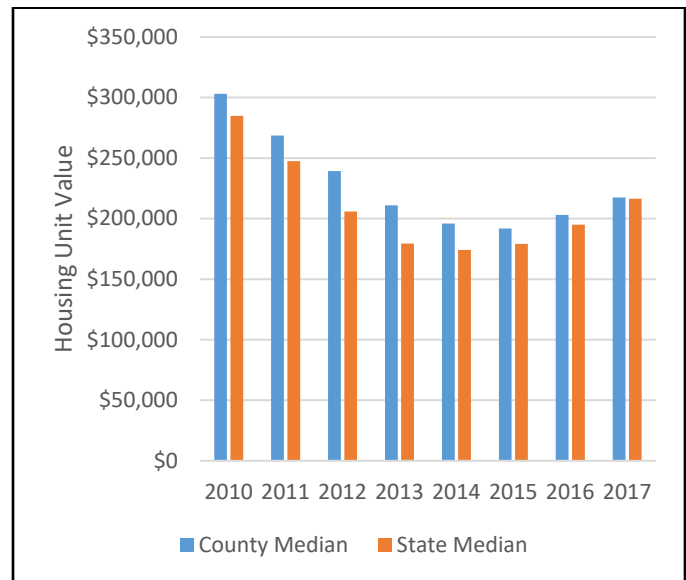


Table 9. Carson City Housing Unit Value Distribution, 2010 to 2017

Year	Owner-Occupied Units	Less than \$50,000	\$50,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$299,999	\$300,000 to \$499,999	\$500,000 to \$999,999	\$1,000,000 or More
2010	13,381	10.4%	4.5%	3.6%	11.1%	28.3%	30.6%	10.9%	0.6%
2011	12,983	11.1%	5.5%	4.7%	13.9%	28.5%	27.8%	8.0%	0.6%
2012	12,776	11.7%	6.6%	8.8%	16.0%	27.8%	22.8%	5.9%	0.4%
2013	12,299	14.2%	7.5%	11.9%	16.7%	25.6%	20.3%	3.3%	0.4%
2014	12,346	14.8%	6.6%	14.0%	17.9%	25.2%	18.0%	2.9%	0.5%
2015	12,104	13.5%	8.1%	15.3%	16.9%	24.5%	18.3%	3.0%	0.4%
2016	12,093	12.0%	7.9%	14.1%	16.1%	24.8%	19.9%	4.9%	0.3%
2017	12,191	10.8%	6.5%	11.6%	14.8%	28.1%	21.5%	5.7%	0.8%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys..

Housing Occupancy

Definition

A housing unit is vacant if no one is living in it at the time of enumeration, unless its occupants are only temporarily absent. Units temporarily occupied at the time of enumeration entirely by people who have a usual residence elsewhere are also classified as vacant.

Why is it important?

Housing occupancy data shows how active, filled, or abandoned a community is. Judging from the number of occupied units versus vacant units, those in charge of city planning can estimate room for improvement or demolition. This is especially important if there is an expectation of a sudden inflow of new citizens to the community.

County Breakdown

Carson City occupied households increased by 1.8 percentage points from 2010-2017. In all years between 2010-2017, Carson City's occupied households were higher than state average, and all but one year saw occupancy over 90%.

Figure 11. Carson City vs State Comparison, Housing Occupancy, 2010 to 2017

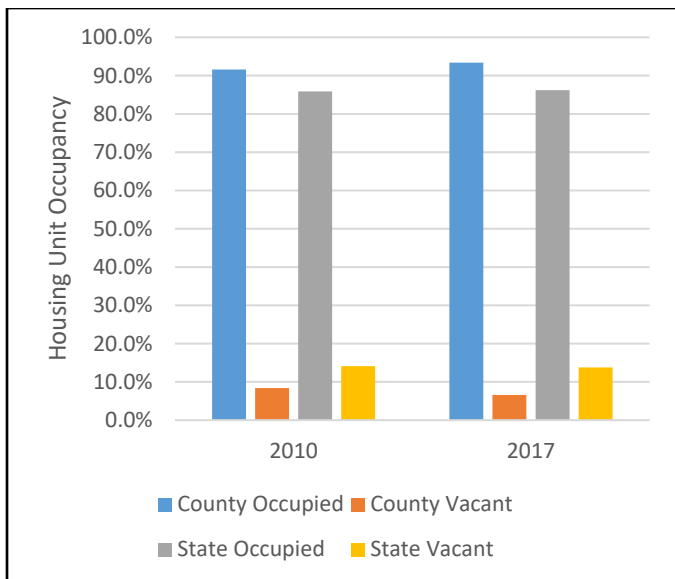
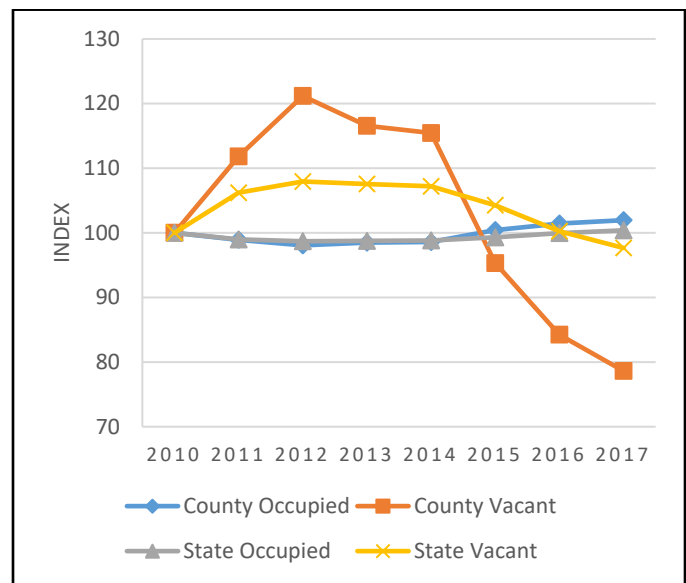


Table 10. Carson City Housing Occupancy, 2010 to 2017

Year	Carson Occupied HH	Carson Vacant HH	Nevada Occupied HH	Nevada Vacant HH
2010	91.6%	8.4%	85.9%	14.1%
2011	90.6%	9.4%	85.0%	15.0%
2012	89.8%	10.2%	84.8%	15.2%
2013	90.2%	9.8%	84.8%	15.2%
2014	90.3%	9.7%	84.9%	15.1%
2015	92.0%	8.0%	85.3%	14.7%
2016	92.9%	7.1%	85.9%	14.1%
2017	93.4%	6.6%	86.2%	13.8%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 12. Carson City vs State Comparison, Housing Occupancy Distribution, 2010 to 2017, Index 2010 = 100



Housing Owner/Renter

Definition

A housing unit is owner occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. All occupied units which are not owner occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

Why is it important?

Owner-occupied versus renter-occupied housing data paints the picture of the types of individuals that make up the community. With this data, individuals in charge of storefronts, community buildings, and public services can tailor their activity. A larger percentage of homeowners in the county perhaps suggests a more long-term community. A lower percentage of homeowners might suggest an overall difficulty to own.

Figure 13. Carson City Owner vs. Renter Occupied Housing, 2010 to 2017

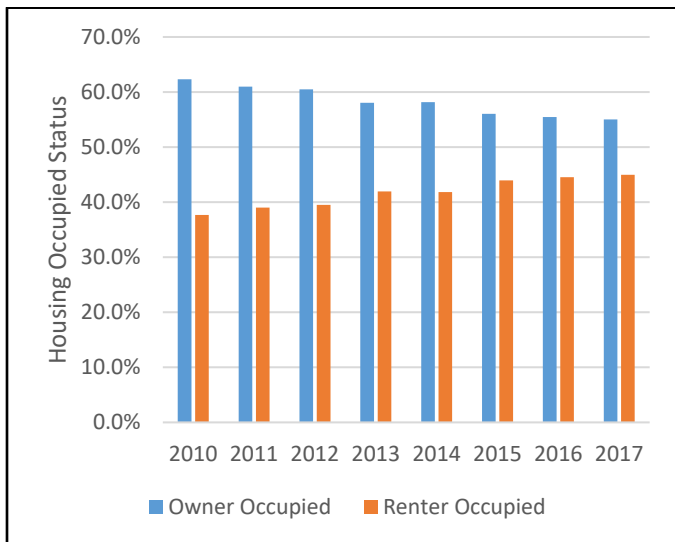


Table 11. Carson City Owner vs. Renter Occupied Housing Distribution, 2010 to 2017

Year	Occupied Housing Units	Owner Occupied	Renter Occupied
2010	21,467	62.3%	37.7%
2011	21,289	61.0%	39.0%
2012	21,122	60.5%	39.5%
2013	21,186	58.1%	41.9%
2014	21,225	58.2%	41.8%
2015	21,594	56.1%	43.9%
2016	21,802	55.5%	44.5%
2017	22,158	55.0%	45.0%

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Table 12. Carson City Average Household Size, 2010 to 2017

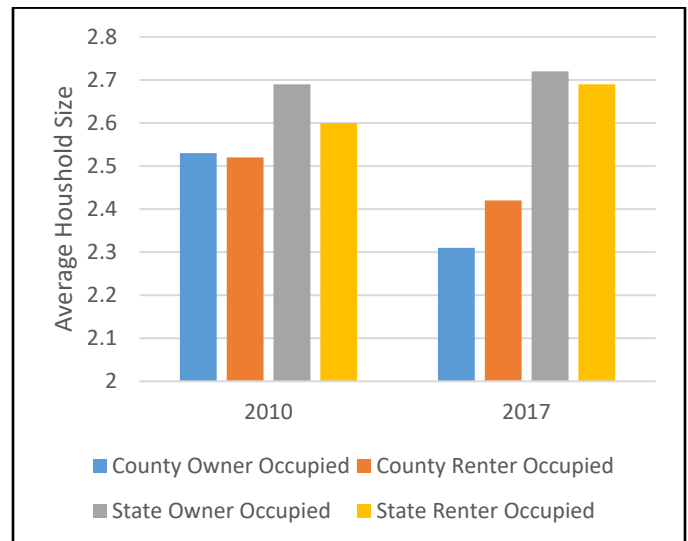
Year	Carson Owner Occ. HH Size	Carson Renter Occ. HH Size	Nevada Owner Occ. HH Size	Nevada Renter Occ. HH Size
2010	2.53	2.52	2.69	2.60
2011	2.55	2.51	2.69	2.64
2012	2.52	2.56	2.69	2.68
2013	2.54	2.45	2.70	2.69
2014	2.50	2.46	2.71	2.71
2015	2.45	2.40	2.71	2.72
2016	2.39	2.42	2.72	2.72
2017	2.31	2.42	2.72	2.69

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

County Breakdown

Average household size has decreased within Carson City in both renter and owner-occupied categories from 2010-2017. Both categories also saw averages lower than state average during this span. Owner occupied homes in comparison to renter occupied homes have decreased by 7.3 percentage points, down to 55% as of 2017.

Figure 14. Carson City Average Household Size, 2010 to 2017



Housing Structure Type

Definition

The statistics, by type of structure, refer to the structural characteristics of the building. The one-unit structure category is a single-family home. It includes fully detached, semidetached (semiattached, side-by-side), row houses, and townhouses. Multifamily structures are classified by the number of housing units in the structure.

Why is it important?

Housing structure type data suggests level of permanence in the community. It also says something of the range and diversity of habitants. Cities are likely to have more multiple unit structures rather than a highly predominant single unit makeup. Along these same lines, structure type data speak to the community as being rural or urban. While this may be obvious already, the trend line in housing structure type can give a hint to the exact type of rural-urban split. Comparisons can be made to personal income and per capita income to better determine the overall community makeup.

County Breakdown

Single unit homes make up the largest majority of homes within Carson City as of 2017. All other categories evenly makeup the other 40% of homes. Between 2010-2017, 20+ units have increased while Mobile Homes, RV, etc. have decreased.

Table 13. Carson City Housing Structure Type, 2010 to 2017

Year	Single Unit	2- to 4- Units	5- to 19- Units	20+ Units	Mobile Home, RV, etc.
2010	14,849	2,057	1,942	1,871	2,713
2011	14,620	2,052	2,000	1,993	2,827
2012	14,778	1,588	2,143	2,252	2,750
2013	14,366	1,464	2,440	2,354	2,857
2014	14,391	1,637	2,190	2,545	2,737
2015	13,926	1,885	2,392	2,744	2,523
2016	14,266	1,841	2,414	2,503	2,435
2017	14,511	2,128	2,331	2,375	2,377

Source: US Census Bureau/American Fact Finder. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 15. Carson City Housing Structure Distribution, 2010 to 2017

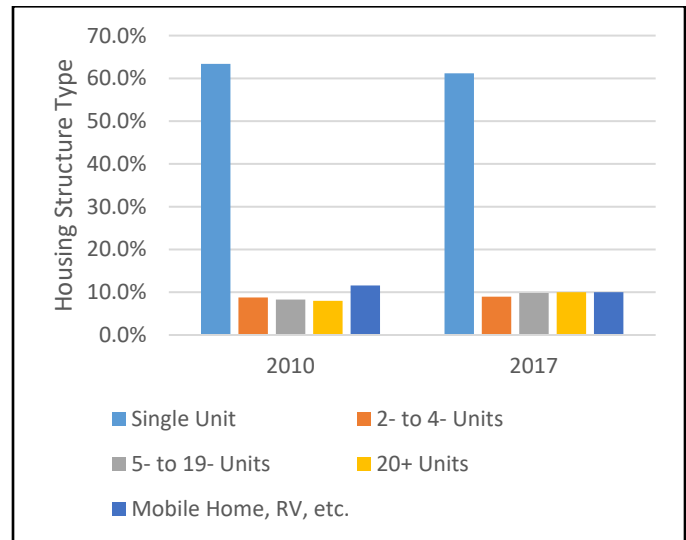
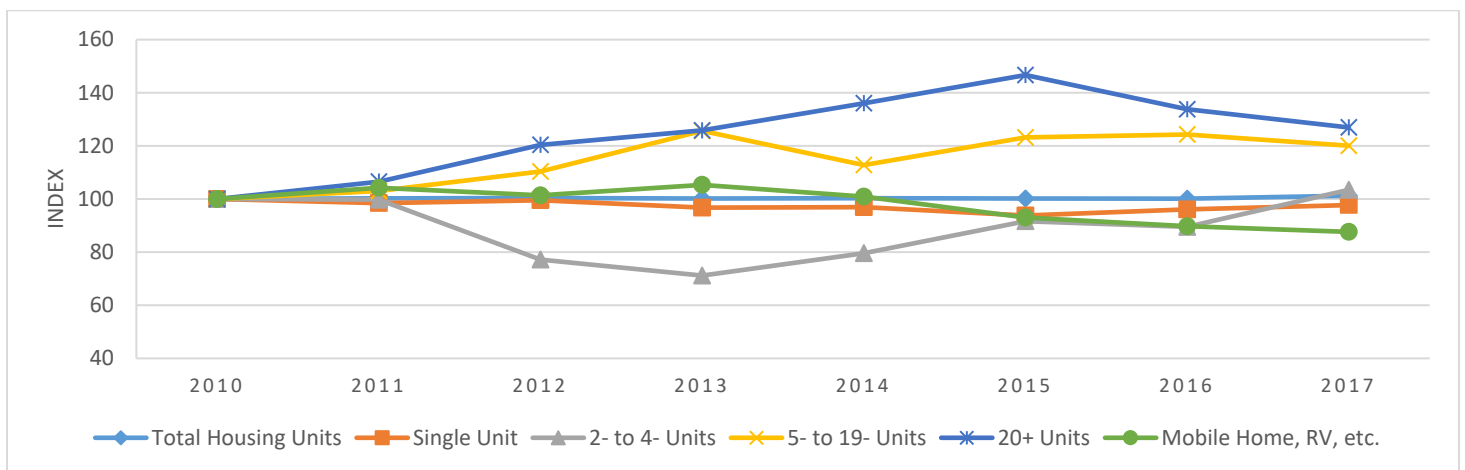


Figure 16. Carson City Housing Structure Type, 2010 to 2017. Index: 2010 = 100



Housing Age

Definition

The housing age is the year in which the house was built.

Why is it important?

Housing age is an indicator of the general age of the community, and thus an indicator of the community’s culture. It shows overall progress and development. A strong presence of newer homes indicates expansion and growth.

County Breakdown

Over 80% of homes in Carson City were built between 1960-1999 as of 2017. Houses built after 2010 only accounted for 1.4% of homes in Carson in 2017 as well. Between 2012-2014 few homes were built within the city, as the built later than 2010 category saw almost no movement.

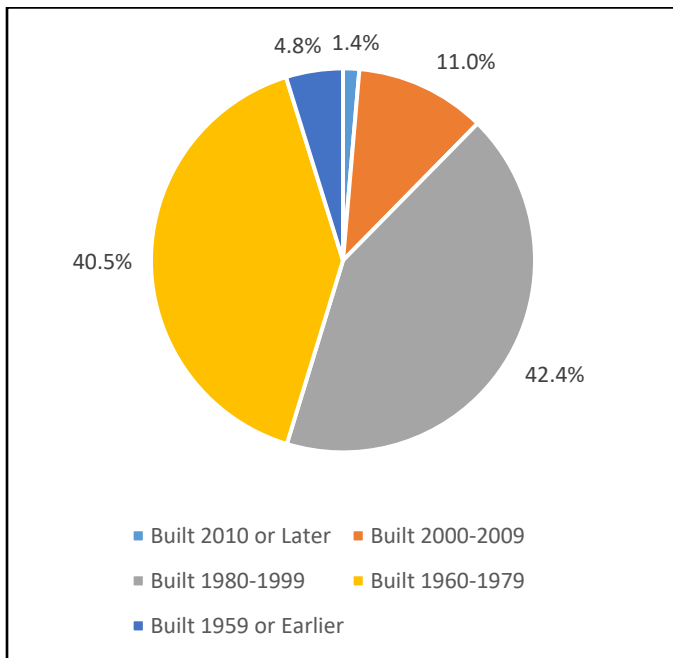
Table 14. Carson City Housing Age Distribution, 2012 to 2017

Year	Built 2010 or Later	Built 2000-2009	Built 1980-1999	Built 1960-1979	Built 1959 or Earlier
2012	0.3%	12.2%	38.8%	40.8%	7.8%
2013	0.3%	12.4%	39.5%	41.3%	6.5%
2014	0.4%	11.4%	40.7%	41.0%	6.5%
2015	0.5%	11.7%	41.1%	41.0%	5.7%
2016	1.0%	11.3%	40.5%	42.3%	4.8%
2017	1.4%	11.0%	42.4%	40.5%	4.8%

Source: US Census Bureau/American Fact Finder. “DP04: Selected Housing Characteristics” Multiple years: 2008-2012 through 2013-2017 American Community Surveys.



Figure 17. Carson City Housing Age Distribution, 2017



Veteran Demographics

Definition

A "civilian veteran" is a person 18 years old or over who has served, but is not now serving, on active duty in the U.S. Army, Navy, Air Force, Marine Corps, or the Coast Guard, or who served in the U.S. Merchant Marine during World War II. People who served in the National Guard or military Reserves are classified as veterans only if they were ever called or ordered to active duty, not counting the 4-6 months for initial training or yearly summer camps.

Why is it important?

Veteran data does not give way to conclusive analysis. Good reference points are per capita income and poverty. Veteran data is an indicator for the development of programs and services designed for veterans. If it does not indicate a strength or sign of community support for veterans, then it indicates the potential for such support.

County Breakdown

The Carson City veteran population decreased by 27.9% from 2010-2017. This decrease was much higher than 10.1% decrease the state saw as a whole. The number of women veterans within the city was over cut in half from 2010-2017. All age groups decreased, outside of the 65-74 year old age range which increased by 38%.

Figure 18. Carson City vs State Comparison, Seven-Year Change of Veteran Demographics, 2010 to 2017

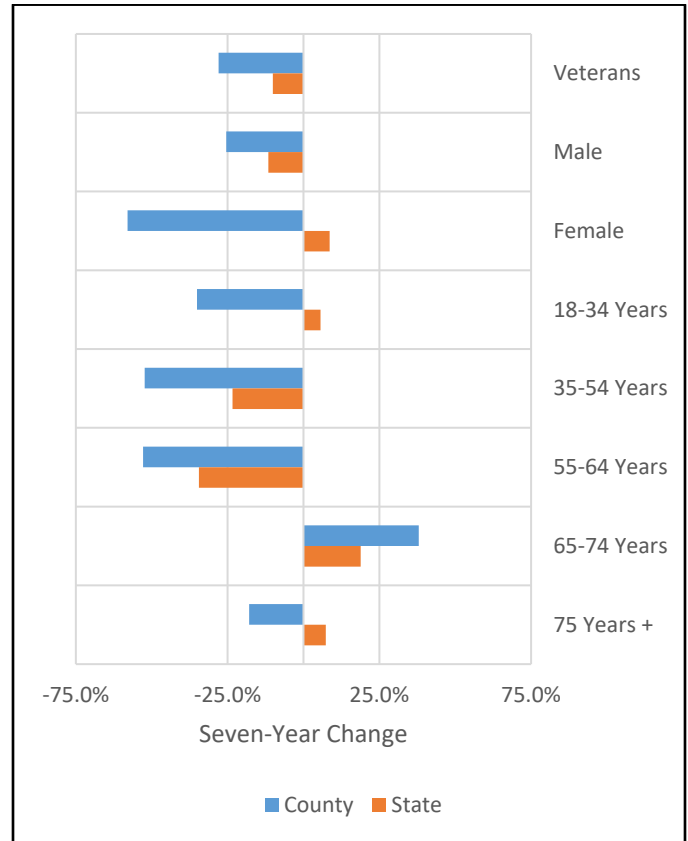


Table 15. Carson City Veteran Demographics, 2010 to 2017

Veterans	Carson		Percent of Total 2017		2010 to 2017 7-Year Change	
	2010	2017	Carson	Nevada	Carson	Nevada
Veteran Population	6,609	4,762	-	-	-27.9%	-10.1%
Male	6,100	4,548	95.5%	91.1%	-25.4%	-11.6%
Female	509	214	4.5%	8.9%	-57.9%	8.6%
18 to 34 Years Old	522	339	7.1%	9.6%	-35.1%	5.6%
35 to 54 Years Old	1,573	750	15.7%	24.0%	-52.3%	-23.4%
55 to 64 Years Old	1,930	910	19.1%	19.1%	-52.8%	-34.5%
65 to 74 Years Old	1,157	1,596	33.5%	27.5%	38.0%	18.9%
75 Years and Older	1,421	1,167	24.5%	19.8%	-17.9%	7.3%

Source: US Census Bureau/American Fact Finder. "S2101: Veteran Status" Multiple years: 2006-2010 and 2013-2017 American Community Surveys.

Social Characteristics

This section includes social measures of educational attainment, veterans, and school districts. It also goes in-depth regarding poverty, showing the difference between the poverty threshold and guidelines and poverty measures for the county and state.

These data measures determine need or reevaluation for community assistance programs; gaps or successes in general school planning and budgeting; the ability to fill job spots through educational attainment and availability; and the potential for interaction between schools, graduating classes, and the growing, surrounding community.



Social Characteristics



Data in this section is sourced from:

- Nevada Report Card
- US Census Bureau
 - American Community Survey
 - American Fact Finder
- US Department of Health and Human Services

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County Breakdown

Educational Attainment:

Those with a high school diploma or an equivalent decreased by 3.3 percentage points from 2010-2017. All categories of educational attainment that relate to college have stayed nearly the same in Carson City from 2010-2017. Regardless of the decrease in veteran population, veterans earning Bachelor’s Degrees or higher has increased by 4.5% from 2010-2017. Those with less than a high school diploma decreased by 25.4%, showing a more educated group of veterans within Carson City.

Poverty:

Poverty in Carson increased year-to-year from 2012-2014, but from 2014-2017 decreased year-to-year. As of 2017, Carson poverty levels were almost identical to the state percentage in the same category (14.7%).

School Districts:

From 2014-2018 Carson City school enrollment increased year-to-year and 7.4% overall during this period. This year-to-year increase was met by a decrease in the year 2019 of 2.9%. White (46.9%) and Hispanic (43.5%) students made up the largest majority of Carson City students in 2019. While the Hispanic population has grown by 3.5 percentage points from 2012-2019, the White student population has decreased by 5.1 percentage points. Carson graduation rates have increased year-to-year from 2015-2019. During this 5-year span graduation rates increased by 12.5 percentage points. In all years from 2012-2019, Carson City spent over \$1,000 more per student than the state average.

Educational Attainment

Definition

Educational attainment refers to the highest level of education completed in terms of the highest degree or the highest level of schooling completed. Individuals reported in this measure are over 25 years old.

Why is it important?

Education data is a sign of workforce skill. In other words, a higher percentage of higher-end educational attainment helps indicate the type of labor force in a region. For example, a tech company might be more interested in opening up a facility with a higher focus of Bachelor's or Graduate degree obtainers. This data also, simply put, indicates a county's ability to enforce education. A lower percentage of high school graduates could suggest either a needed improvement at the schools themselves or a needed improvement on the community as a whole, in terms of data such as crime rates and poverty.

County Breakdown

Individuals over the age of 25 with less than a high school diploma has increased by 1 percentage point in Carson City from 2010-2017. Those with a high school diploma or an equivalent decreased by 3.3 percentage points during this same span. All categories of educational attainment that relate to college have stayed nearly the same in Carson City from 2010-2017. No group saw a change of more than 1.6 percentage points.

Table 16. Carson City Condensed Education Levels, 2010 to 2017

Year	Carson < H.S.	Carson Bachelor+	Nevada < H.S.	Nevada Bachelor+
2010	12.0%	21.6%	15.7%	21.8%
2011	12.9%	21.0%	15.8%	22.2%
2012	13.7%	20.9%	15.6%	22.2%
2013	13.6%	20.2%	15.4%	22.4%
2014	13.2%	20.3%	15.1%	22.6%
2015	13.2%	20.8%	14.9%	23.1%
2016	12.8%	21.0%	14.6%	23.2%
2017	13.0%	21.5%	14.2%	23.7%

Source: US Census Bureau/American Fact Finder. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Figure 19. Carson City vs State Comparison, Educational Attainment Levels, 2010 to 2017

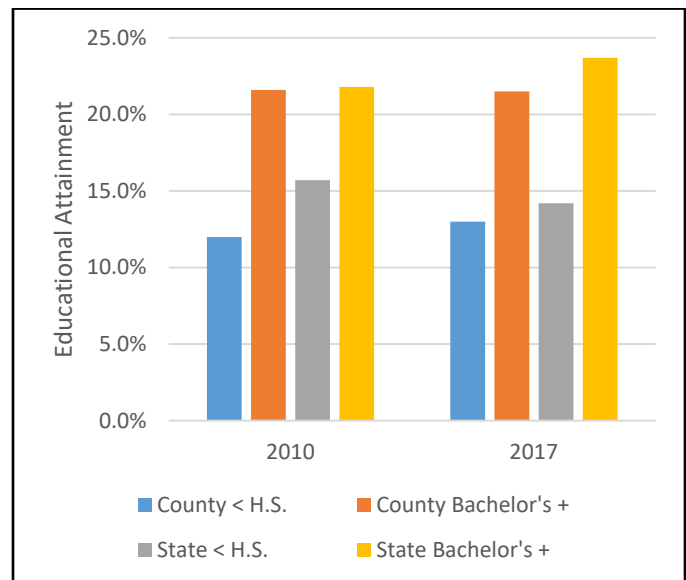


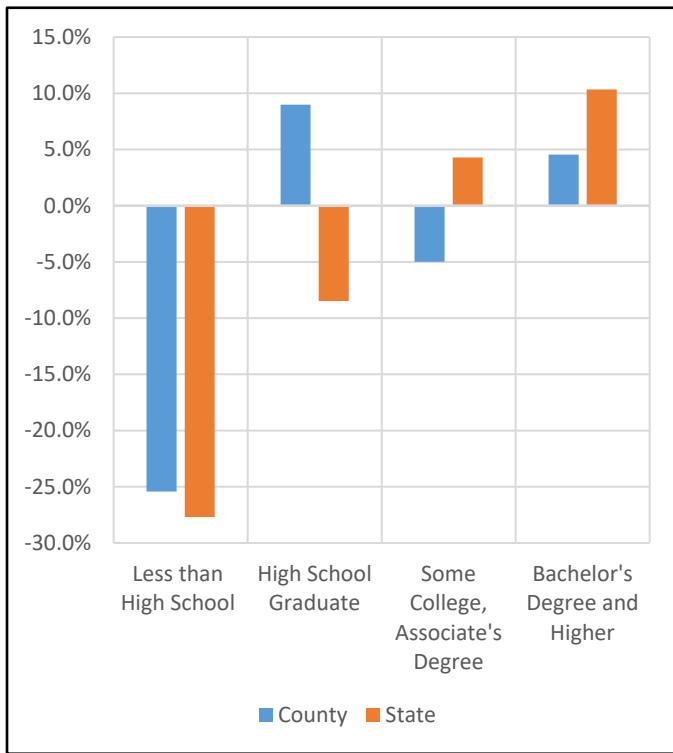
Table 17. Carson City Educational Attainment, 2010 to 2017

Year	Population 25 and over	Less than 9th Grade	9th to 12th Grade, No Diploma	High School Graduate/ Equivalent	Some College, No degree	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
2010	38,012	3.8%	8.2%	32.1%	26.3%	8.0%	12.6%	9.0%
2011	38,633	4.6%	8.3%	32.2%	26.1%	7.8%	11.8%	9.2%
2012	38,640	4.4%	9.3%	30.3%	27.3%	7.8%	12.4%	8.5%
2013	38,526	4.6%	9.0%	30.3%	28.8%	7.1%	12.0%	8.2%
2014	38,327	4.3%	8.9%	29.7%	28.9%	7.9%	12.3%	8.0%
2015	38,569	4.7%	8.5%	28.6%	29.0%	8.5%	12.8%	8.0%
2016	38,540	3.9%	8.9%	28.5%	29.6%	8.2%	12.8%	8.2%
2017	38,664	3.8%	9.2%	28.8%	27.9%	8.7%	12.9%	8.6%

Source: US Census Bureau/American Fact Finder. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Veteran Educational Attainment

Figure 20. Carson City vs State Comparison, Seven-Year Change of Veteran Educational Attainment, 2010 to 2017



Definition

Educational attainment refers to the highest level of education completed in terms of the highest degree or the highest level of schooling completed. Attainment here is applied to civilian veterans.

Why is it important?

Veteran Educational Attainment data is a good marker for social and personal reform. Education here is a baseline indicator for a veteran’s ability to enter the work force. There are other factors and outliers that must be considered, but as a general assumption: the higher the attainment and the more prevalent the rates above high school, the easier it is for veterans to enter the work force.

County Breakdown

Regardless of the decrease in veteran population, veterans earning Bachelor’s Degrees or higher has increased by 4.5% from 2010-2017. Those with less than a high school diploma decreased by 25.4%, showing a more educated group of veterans within Carson City.

Table 18. Carson City Veteran Educational Attainment, 2010 to 2017

Veterans	Carson		Percent of Total 2017		2010 to 2017 7-Year Change	
	2010	2017	Carson	Nevada	Carson	Nevada
Veteran Population	6,609	4,762	-	-	-27.9%	-10.1%
Less than High School	390	209	4.4%	4.7%	-25.4%	-27.7%
High School Graduate	1,837	1,426	30.3%	25.9%	9.0%	-8.5%
Some College, Associate's Degree	2,782	1,887	40.0%	43.8%	-5.0%	4.3%
Bachelor's Degree and Higher	1,599	1,191	25.3%	25.6%	4.5%	10.3%

Source: US Census Bureau/American Fact Finder. “S2101: Veteran Status” Multiple years: 2006-2010 and 2013-2017 American Community Surveys.

Poverty Threshold

Definition

The Census Bureau gives the following **definition of poverty**:

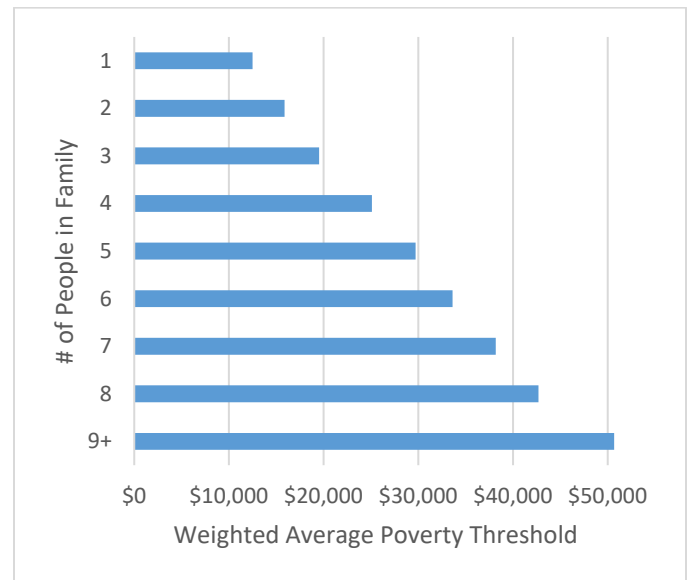
The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty.

This definition covers the poverty threshold, but not the poverty guidelines, which are covered more on the next page.

There are two different poverty levels?

Yes, the federal government has two separate measures of poverty. The first is the **Census Bureau’s “Poverty Thresholds”**. The second is the **Department of Health and Human Services’ (HHS) “Poverty Guidelines”**. These are distinct terms with different formulas and different uses. The main use for the poverty thresholds created by the Census Bureau is statistical; that is, it is used in the calculating of the total number of people in poverty. HHS’s poverty guidelines are for administrative purposes, mainly used to determine financial eligibility for certain programs.

Figure 21. Census Bureau Weighted Average Poverty Thresholds by Family Size, 2017



How does the makeup of the household affect each poverty level?

Both the thresholds and guidelines **take into account the total number of people in the household/family** that is being assessed. A two-person household has a lesser monetary level to be considered in poverty than a four-person household in both the threshold and guidelines. The guidelines do not factor in age in the calculations. The thresholds do, on the other hand, factor in age. Both the total number of children and, for one- and two-person households, the elderly, are considered.

Table 19. Poverty Thresholds by Size of Family and Number of Related Children, 2017

Size of Family Unit	Weighted Average Thresholds	Related Children under 18 Years-Old								
		None	One	Two	Three	Four	Five	Six	Seven	Eight+
One person	12,488									
Under age 65	12,752	12,752								
Aged 65 and older	11,756	11,756								
Two people:	15,877									
Householder under age 65	16,493	16,414	16,895							
Householder aged 65+	14,828	14,816	16,831							
Three people	19,515	19,173	19,730	19,749						
Four people	25,094	25,283	25,696	24,858	24,944					
Five people	29,714	30,490	30,933	29,986	29,253	28,805				
Six people	33,618	35,069	35,208	34,482	33,787	32,753	32,140			
Seven people	38,173	40,351	40,603	39,734	39,129	38,001	36,685	35,242		
Eight people	42,684	45,129	45,528	44,708	43,990	42,971	41,678	40,332	39,990	
Nine people or more	50,681	54,287	54,550	53,825	53,216	52,216	50,840	49,595	49,287	47,389

Source: United States Census Bureau

Poverty Guidelines

Table 20. Poverty Guidelines, 2018

Family/ HH Size	48 Contiguous	Alaska	Hawaii
1	\$12,490	\$15,600	\$14,380
2	\$16,910	\$21,130	\$19,460
3	\$21,330	\$26,660	\$24,540
4	\$25,750	\$32,190	\$29,620
5	\$30,170	\$37,720	\$34,700
6	\$34,590	\$43,250	\$39,780
7	\$39,010	\$48,780	\$44,860
8	\$43,430	\$54,310	\$49,940

Source: United States Department of Health & Human Services

Some of the Federal Programs that use the Poverty Guidelines:

- Head Start
- Low-Income Home Energy Assistance
- Parts of Medicaid
- Children’s Health Insurance Program
- Medicare Prescription Drug Coverage
- Family Planning Services
- SNAP
- WIC
- School Free and Reduced Meals
- EFNEP
- Weatherization Assistance Program
- Job Corps
- Foster Grandparent Program

Are there cost of living adjustments based on where someone lives?

The quick answer is **no, not within the contiguous 48 states**. The poverty threshold has the same monetary level throughout the entire United States for any given year. There is no variation for any state, city, or other area. The poverty guidelines have a single monetary level for the 48 contiguous states and Washington DC, but a separate set of figures for each of Alaska and Hawaii.



Table 21. Poverty Guidelines by Most Commonly Used Percentages for Assistance Programs, Contiguous 48 States, 2018

Family/ HH Size	50%	100%	125%	130%	133%	135%	138%	150%	175%	185%	200%
1	6,245	12,490	15,613	16,237	16,612	16,862	17,236	18,735	21,858	23,107	24,980
2	8,455	16,910	21,138	21,983	22,490	22,829	23,336	25,365	29,593	31,284	33,820
3	10,665	21,330	26,663	27,729	28,369	28,796	29,435	31,995	37,328	39,461	42,660
4	12,875	25,750	32,188	33,475	34,248	34,763	35,535	38,625	45,063	47,638	51,500
5	15,085	30,170	37,713	39,221	40,126	40,730	41,635	45,255	52,798	55,815	60,340
6	17,295	34,590	43,238	44,967	46,005	46,697	47,734	51,885	60,533	63,992	69,180
7	19,505	39,010	48,763	50,713	51,883	52,664	53,834	58,515	68,268	72,169	78,020
8	21,715	43,430	54,288	56,459	57,762	58,631	59,933	65,145	76,003	80,346	86,860

Source: United States Department of Health & Human Services

*For families/households with more than 8 persons, add \$4,420 for each additional person (at 100%).

Poverty in Nevada

This report is using both the threshold and guidelines.

Any page in this document that gives a count of people in poverty is using the Census Bureau’s threshold. This includes the tables found within this section, such as the general population poverty numbers and veteran poverty numbers. Sections that show numbers regarding a part of the population on an assistance program will be using the HHS’s guidelines. That includes school free and reduced lunch, among others.

Figure 22. Carson City vs State Comparison, Ratio of Income to Poverty Thresholds, 2012 to 2017

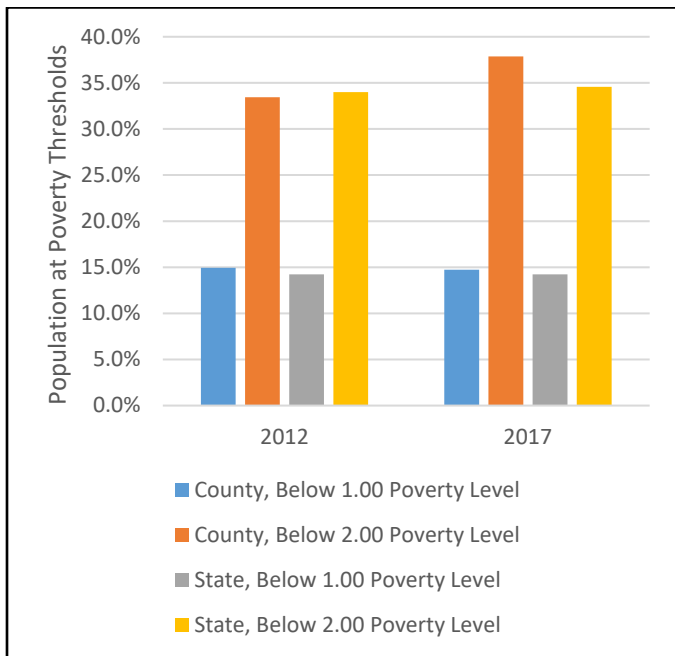


Table 22. Carson City Condensed Poverty Levels, 2012 to 2017

Year	Carson Below 1.00 Poverty Level	Carson Below 2.00 Poverty Level	Nevada Below 1.00 Poverty Level	Nevada Below 2.00 Poverty Level
2012	15.0%	33.4%	14.2%	34.0%
2013	16.2%	35.2%	15.0%	35.6%
2014	17.1%	37.5%	15.6%	36.6%
2015	16.8%	38.8%	15.5%	36.7%
2016	16.7%	37.2%	14.9%	35.9%
2017	14.7%	37.9%	14.2%	34.6%

Source: US Census Bureau/American Fact Finder. “S1701: Poverty Status in the Past 12 Months” Multiple years: 2008-2012 through 2013-2017 American Community Surveys.

County Breakdown

Poverty in Carson increased year-to-year from 2012-2014, but from 2014-2017 decreased year-to-year. As of 2017, Carson poverty levels were almost identical to the state percentage in the same category (14.7%).

Table 23. Carson City Ratio of Income to Poverty Level Distribution, 2012 to 2017

Year	Population	Below .50 Poverty Level	.50 to 1.00 of Poverty Level	1.00 to 1.25 of Poverty Level	1.25 to 1.50 of Poverty Level	1.50 to 1.85 of Poverty Level	1.85 to 2.00 of Poverty Level
2012	53,377	5.2%	9.7%	3.7%	4.8%	6.7%	3.3%
2013	52,813	5.8%	10.4%	4.1%	4.5%	7.3%	3.1%
2014	52,598	7.9%	9.2%	4.1%	4.9%	7.6%	3.8%
2015	52,414	7.5%	9.3%	5.1%	5.8%	7.4%	3.7%
2016	52,450	8.0%	8.7%	6.0%	5.9%	6.5%	2.2%
2017	52,245	7.0%	7.7%	6.1%	5.6%	8.9%	2.6%

Source: US Census Bureau/American Fact Finder. “S1701: Poverty Status in the Past 12 Months” Multiple years: 2008-2012 through 2013-2017 American Community Surveys.

Veteran Poverty

Figure 23. Carson City vs State Comparison, Percent of Veteran and Non-Veteran Populations in Poverty, 2013 to 2017

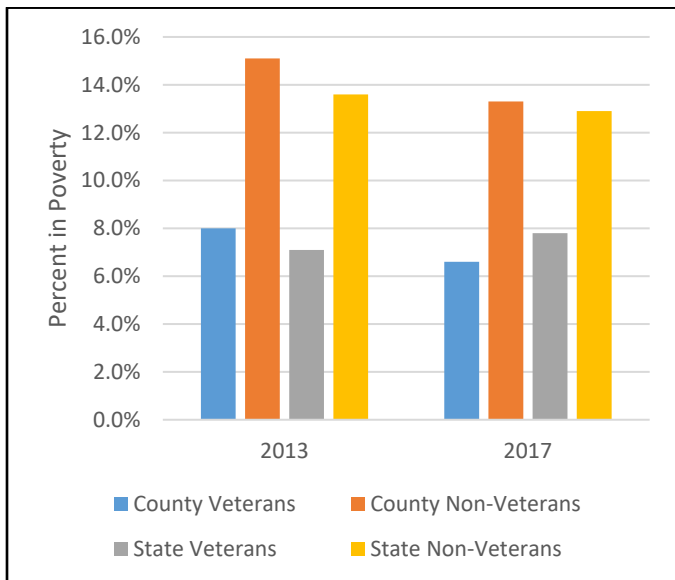
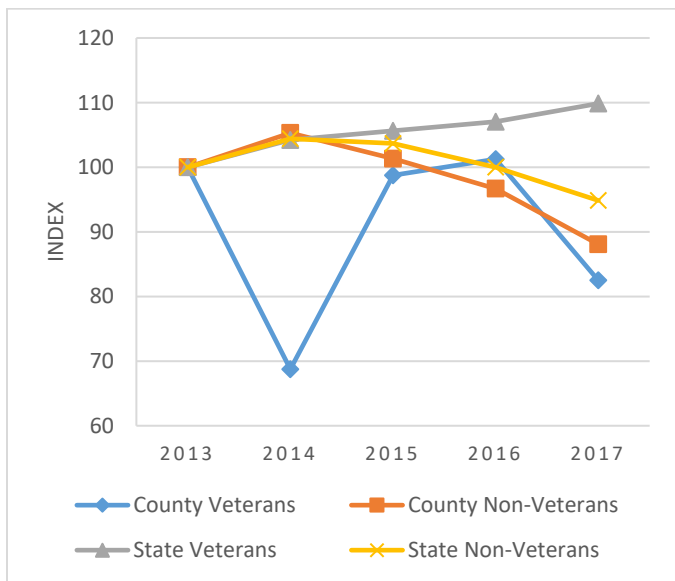


Figure 24. Carson City vs State Comparison, Veteran and Non-Veteran Populations in Poverty, 2013 to 2017, Index 2013 = 100



How are the poverty threshold and guidelines calculated?

Both the Census Bureau and HHS **update their poverty levels annually using** the Consumer Price Index for all Urban Consumers (**CPI-U**).

The **thresholds** are calculated by updating the original threshold matrix created in 1978 via the CPI-U. The Census Bureau issues preliminary thresholds in January and the final thresholds in September for the previous year. That is, the preliminary poverty thresholds for 2017 were issued in January 2018 and then updated in September 2018 for the final poverty thresholds. This is then used to measure poverty for the calendar year 2017, reflecting the 2017 calendar year price level.

The poverty **guidelines** are issued every January, calculated from the thresholds finalized the previous year. Thus, the 2017 guidelines were issued in January 2017 calculated from the calendar year 2015 thresholds finalized in September 2016. Due to this, the 2017 guidelines are roughly equal to the 2016 thresholds.

Table 24. Carson City Condensed Poverty Levels, 2013 to 2017

Year	Carson Veterans	Carson Non-Veterans	Nevada Veterans	Nevada Non-Veterans
2013	8.0%	15.1%	7.1%	13.6%
2014	5.5%	15.9%	7.4%	14.2%
2015	7.9%	15.3%	7.5%	14.1%
2016	8.1%	14.6%	7.6%	13.6%
2017	6.6%	13.3%	7.8%	12.9%

Source: US Census Bureau/American Fact Finder. "S2101: Veteran Status" Multiple years: 2009-2013 and 2013-2017 American Community Surveys.

County Breakdown

Carson City veteran poverty decreased by 1.4 percentage points from 2013-2017. In all years of this 5-year span, veteran poverty rates were lower than non-veterans within the city. While the state has seen increases year-to-year in veteran poverty from 2013-2017, Carson has no clear trend line.

School District Population

Definition

School District population data shows the total students enrolled in all K-12 institutions, as well as a breakdown of gender.

Why is it important?

School District population data acts as a springboard for other measures of staffing, special populations, class size, and per pupil expenditures. This helps administrators, business owners, and general decision makers in commercial and governmental planning and budgeting matters. For example, a new project that is bringing a couple hundred jobs into the region may also bring a couple hundred workers and families. The number of schoolchildren for each year is crucial for planning ahead, especially when considering the transition to middle school and high school, in order to see if adjustments are necessary.

Table 25. Carson City School District Enrollment, 2012 to 2019 Accountability Years

Accountability Year	Carson	Nevada
2011-2012	7,530	439,277
2012-2013	7,545	445,381
2013-2014	7,525	451,730
2014-2015	7,526	459,095
2015-2016	7,562	467,527
2016-2017	7,815	473,647
2017-2018	8,085	485,768
2018-2019	7,850	492,638

Source: NevadaReportCard.com

Figure 25. Carson City vs State Comparison, School District Enrollment, 2012 to 2019 Accountability Years, Index 2012 = 100

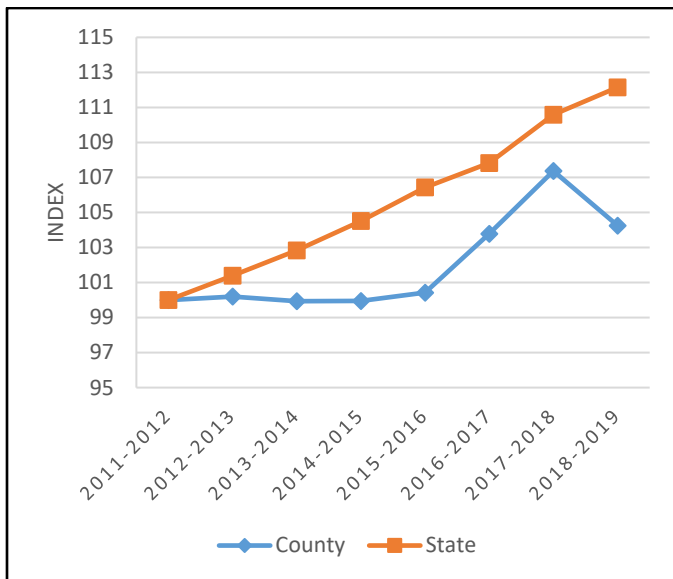
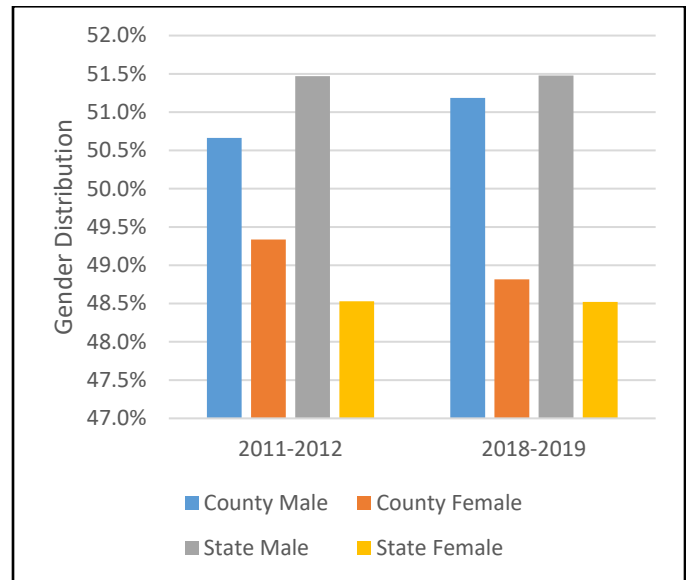


Table 26. Carson City School District Gender Distribution, 2012 to 2019 Accountability Years

Accountability Year	Carson		Nevada	
	Male	Female	Male	Female
2011-2012	50.7%	49.3%	51.5%	48.5%
2012-2013	50.5%	49.5%	51.4%	48.6%
2013-2014	51.5%	48.5%	51.5%	48.5%
2014-2015	51.4%	48.6%	51.6%	48.4%
2015-2016	51.3%	48.7%	51.5%	48.5%
2016-2017	51.4%	48.6%	51.6%	48.4%
2017-2018	51.3%	48.7%	51.6%	48.4%
2018-2019	51.2%	48.8%	51.5%	48.5%

Source: NevadaReportCard.com

Figure 26. Carson City vs State Comparison, School District Distribution by Gender, 2012 to 2019 Accountability Years



County Breakdown

From 2014-2018 Carson City school enrollment increased year-to-year and 7.4% overall during this period. This year-to-year increase was met by a decrease in the year 2019 of 2.9%. Between 2016-2018, Carson City school enrollment grew by over 500 students. There was a small shift of .5 percentage points in the favor of the male student population from 2012-2019.

School District Race and Ethnicity

Definition

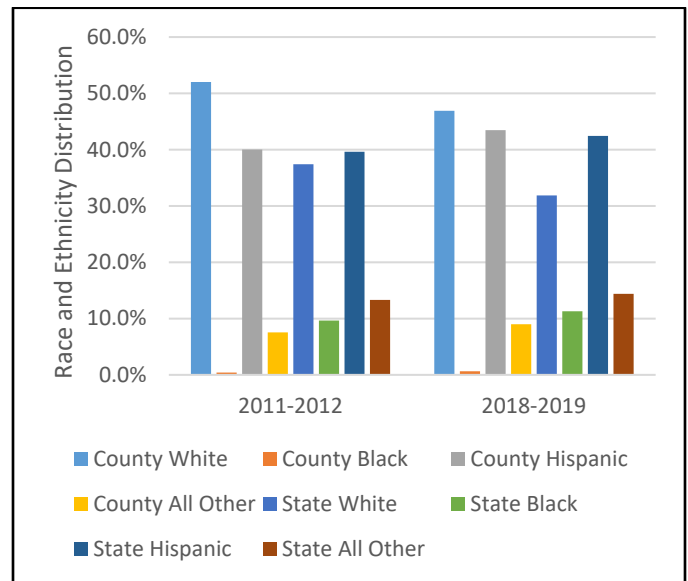
This data is a measure of the race and ethnicity of each student in the county’s school district. For the definition of race and ethnicity, please see the demographic characteristics section.

Why is it important?

While race and ethnicity data for the general population is most important for advertisers and business owners, race data for school districts allows local decision makers to get an overall picture of the makeup of schools. Diversity programs improve equality yet, in order to develop a model, this data here should be supplemented with in-person experience of the county. Moreover, poverty data and free and reduced lunch populations should be consulted.



Figure 27. Carson City vs State Comparison, School District Distribution by Race and Ethnicity, 2012 to 2019 Accountability Years



County Breakdown

White (46.9%) and Hispanic (43.5%) students made up the largest majority of Carson City students in 2019. While the Hispanic population has grown by 3.5 percentage points from 2012-2019, the White student population has decreased by 5.1 percentage points. The All Other and Black student populations in Carson City also increased from 2012-2019.

Table 27. Carson City School District Race and Ethnicity, 2012 to 2019 Accountability Years

Accountability Year	Carson				Nevada			
	White	Black	Hispanic	All Other	White	Black	Hispanic	All Other
2011-2012	52.0%	0.4%	40.0%	7.5%	37.4%	9.6%	39.6%	13.3%
2012-2013	51.2%	0.6%	40.8%	7.4%	36.8%	9.7%	40.0%	13.5%
2013-2014	49.6%	0.6%	42.2%	7.6%	36.0%	9.9%	40.6%	13.5%
2014-2015	49.2%	0.6%	42.5%	7.7%	35.1%	10.2%	41.1%	13.7%
2015-2016	48.8%	0.6%	42.9%	7.7%	34.0%	10.5%	41.7%	13.9%
2016-2017	48.5%	0.7%	42.8%	8.0%	33.2%	10.8%	42.1%	13.9%
2017-2018	48.7%	0.5%	41.8%	9.0%	32.5%	11.1%	42.4%	14.0%
2018-2019	46.9%	0.6%	43.5%	9.0%	31.9%	11.3%	42.5%	14.4%

Source: NevadaReportCard.com

School District Special Populations

Definition

The individualized education program (IEP) is a written statement for each child with a disability that is receiving special education services that is developed and reviewed by the IEP Team. (From the act, IDEA)

An English language learner (ELL) is a person who is learning the English language in addition to his or her native language or any other languages they may speak.

Why is it important?

Special populations data allows individuals with an impact on school programs to develop programs or make adjustments. School boards, government heads, and even teachers can use this data to start initiatives or remodel already-existing plans.

Table 28. Carson City School District Individual Education Program Population, 2012 to 2019 Accountability Years

Accountability Year	Carson IEP	Nevada IEP
2011-2012	11.2%	10.8%
2012-2013	12.0%	11.0%
2013-2014	14.0%	11.5%
2014-2015	12.6%	11.8%
2015-2016	14.0%	11.8%
2016-2017	14.1%	12.2%
2017-2018	14.1%	12.3%
2018-2019	14.4%	12.2%

Source: NevadaReportCard.com

The symbol '-' indicates data not presented for groups less than ten, suppressed due to FERPA regulations.

The text 'N/A' indicates that the population was not present.

Figure 28. Carson City vs State Comparison, School District Individual Education Program Distribution, 2012 to 2019 Accountability Years

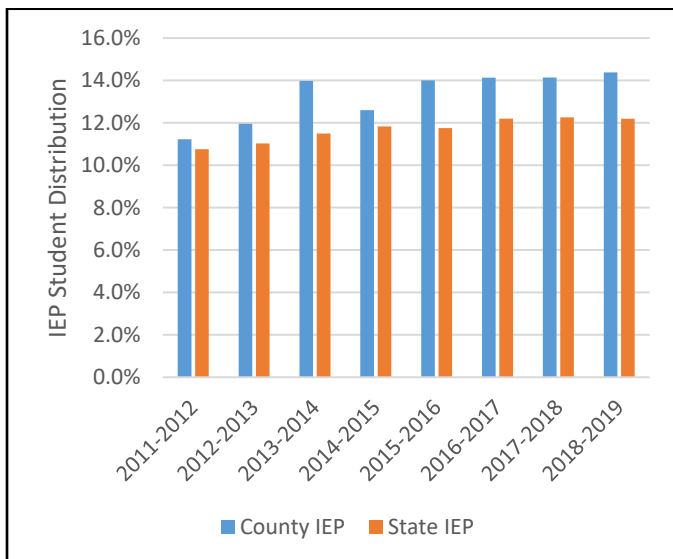


Table 29. Carson City School District English Language Learner Population, 2012 to 2019 Accountability Years

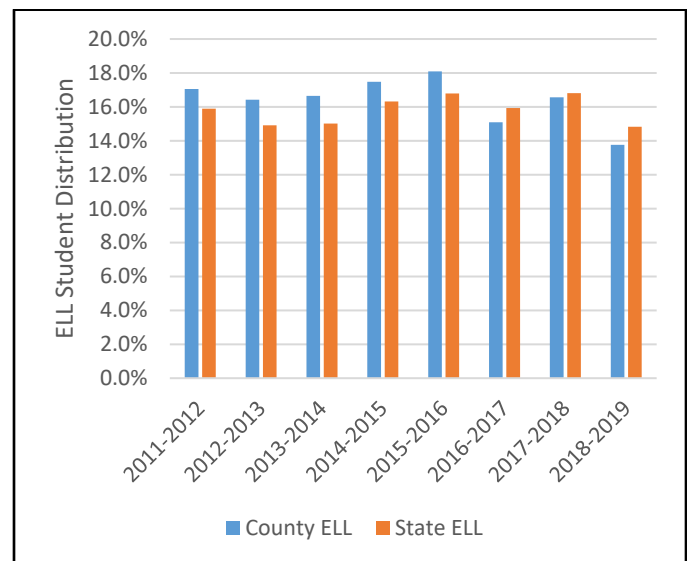
Accountability Year	Carson ELL	Nevada ELL
2011-2012	17.1%	15.9%
2012-2013	16.4%	14.9%
2013-2014	16.7%	15.0%
2014-2015	17.5%	16.3%
2015-2016	18.1%	16.8%
2016-2017	15.1%	15.9%
2017-2018	16.6%	16.8%
2018-2019	13.8%	14.8%

Source: NevadaReportCard.com

The symbol '-' indicates data not presented for groups less than ten, suppressed due to FERPA regulations.

The text 'N/A' indicates that the population was not present.

Figure 29. Carson City vs State Comparison, English Language Learner Distribution, 2012 to 2019 Accountability Years



County Breakdown

The percentage of students in English Language Learner (ELL) programs in Carson City decreased by 3.3% from 2012-2019. The percentage of students with Individual Education Programs (IEPs) increased by 3.2 percentage points during this same span. Carson City students with IEPs is slightly higher than the state percentage, but both have increased from 2012-2019.

Free and Reduced Lunch Population

Definition

Free and Reduced Lunch (FRL) is a program offered to students who qualify according to family size and income. This qualification is generally the student’s household income at 185% of the poverty guideline.

Why is it important?

Like with the other special populations data, this data allows individuals with an impact on school programs to develop programs or make any necessary adjustments. School boards, government heads, and even teachers can use this data to start initiatives or remodel already-existing plans. For example, an increased percentage of FRL might indicate an increase of lower-income families. For accuracy, data here should be compared with poverty data.

Table 30. Carson City School District Free and Reduced Lunch Eligible Students, 2012 to 2019 Accountability Years

Accountability Year	Carson FRL Eligible	Nevada FRL Eligible
2011-2012	50.8%	51.6%
2012-2013	54.1%	49.9%
2013-2014	52.8%	52.9%
2014-2015	50.3%	53.2%
2015-2016	35.9%	48.9%
2016-2017	51.8%	60.7%
2017-2018	45.3%	58.3%
2018-2019	60.1%	61.2%

Source: NevadaReportCard.com

Figure 30. Carson City vs State Comparison, School District Free and Reduced Lunch Eligibility, 2012 to 2019 Accountability Years, Index 2012 = 100

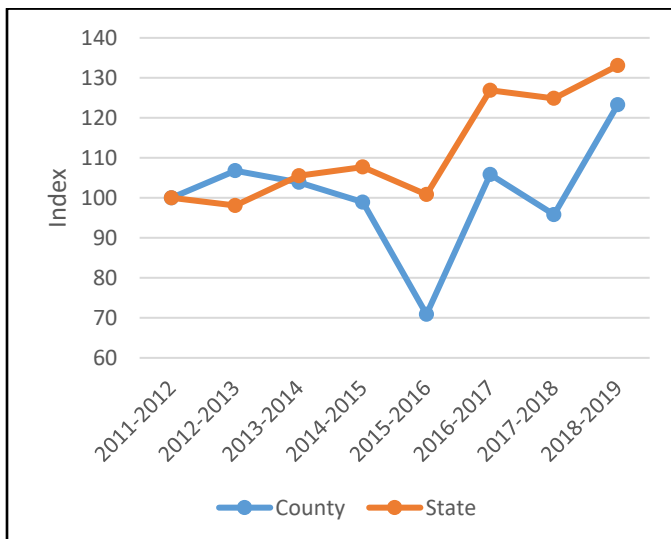


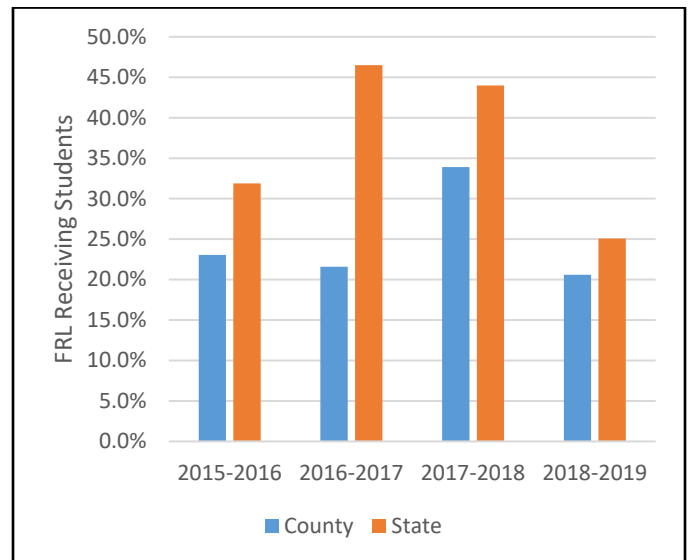
Table 31. Carson City School District Percent of Eligible Students who Received Free and Reduced Lunch, 2016 to 2019 Accountability Years

Accountability Year	Carson FRL Receiving	Nevada FRL Receiving
2015-2016	23.0%	31.9%
2016-2017	21.6%	46.5%
2017-2018	33.9%	44.0%
2018-2019	20.6%	25.1%

Source: NevadaReportCard.com

Note: This table shows the percentage of students who receive free or reduced lunch after eligibility is approved.

Figure 31. Carson City vs State Comparison, School District Free and Reduced Lunch Receiving Students, 2012 to 2019



County Breakdown

Carson City Free and Reduced Lunch eligibility is roughly equal to Nevada’s from the 2012 to 2019 accountability years, starting around 50% eligibility and raising up to 60% in 2019.

School District Staffing

Table 32. Carson City School District Staffing, 2012 to 2019
Accountability Years

Accountability Year	Administrators	Teachers	Other Staff
2011-2012	25	476	242
2012-2013	45	587	235
2013-2014	24	472	396
2014-2015	25	461	408
2015-2016	23	456	417
2016-2017	22	460	426
2017-2018	23	461	476
2018-2019	23	463	469

Source: NevadaReportCard.com

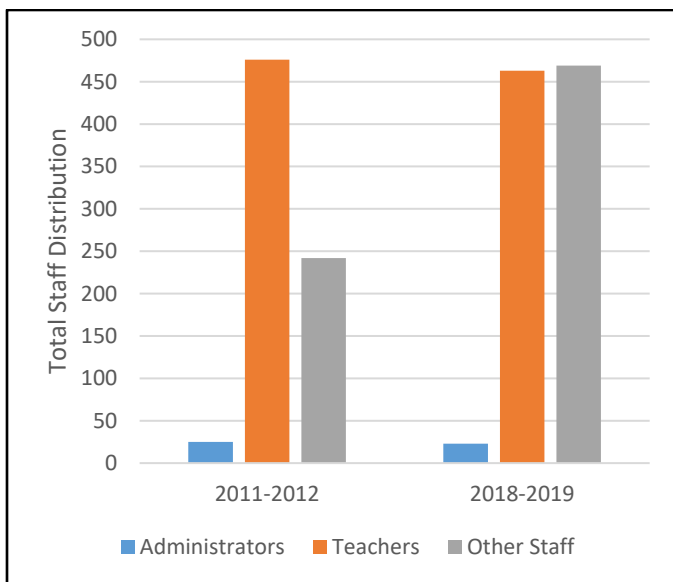
Definition

School District staffing is the number of administrators, teachers, and other staff in the entire school district.

Why is it important?

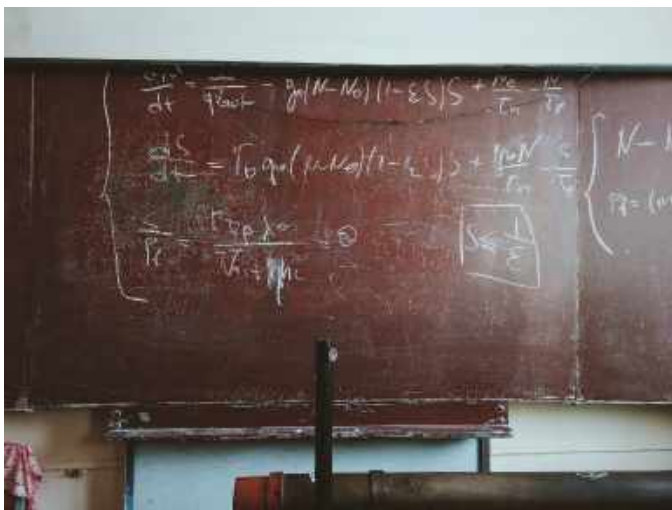
Staffing data allows school administration and decision makers to make necessary adjustments with regards to education and allotment. When compared with student teacher ratios, class sizes, per pupil expenditures, and overall budgets, this data helps highlight patterns that make it easier to decide what is best for education planning.

Figure 32. Carson City School District Staffing, 2012 to 2019
Accountability Years



County Breakdown

From 2014-2019 Carson City has seen little movement in school district staffing numbers outside of the support staff category. The “other staff” group has grown by 18.4%, while teachers have decreased by 9 individuals, and administrators by only 1 overall during this timeframe.



Student Teacher Ratios

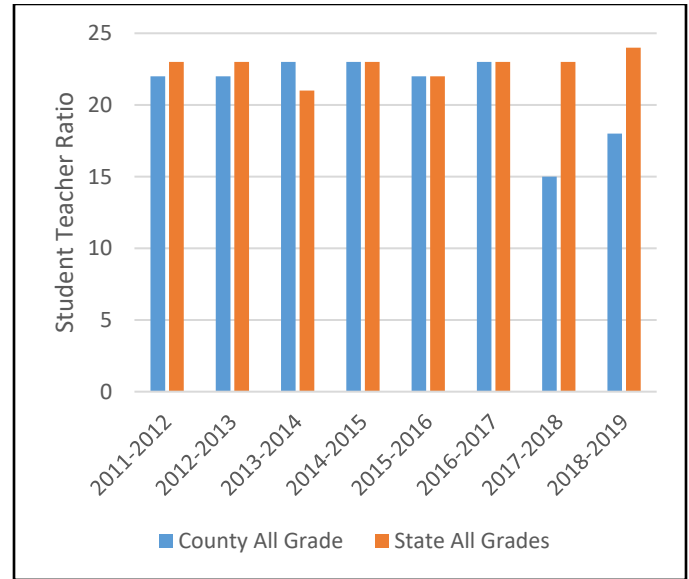
Definition

Student Teacher Ratio is the ratio of students per one teacher. Kindergarten ratios are based on number of classes, not teachers. Student Teacher ratios are calculated for primary education schools (elementary schools). 6th grade classes at middle-schools are not used in these calculations.

Why is it important?

Student teacher ratio data helps counties adjust amount of teachers, amount of classrooms, and allotment of students per teacher. An increase in the student teacher ratio could mean an influx of students or a shortage of teachers, among other things, while a decrease could indicate better teacher talent or the need to cut budgets. Data here should be compared with population and employee inflow/outflow in order to strengthen the need or lack of adjustment. For example, if it is expected that a huge group of workers are going to migrate into the community for a momentary project or permanent place of work, then it will be necessary to see how their children, if applicable, will be integrated into the school system. If, on the contrary, the data shows a gradual decrease in population, then a look at the student teacher ratios might suggest a lowering of teacher employees.

Figure 33. Carson City vs State Comparison, Student Teacher Ratio, 2012 to 2019 Accountability Years



County Breakdown

Carson City student teacher ratios were very consistent from 2012-2019. The most notable changes came in 1st and 2nd grade classes, where the ratio increased by 2 and 3 students respectively.

Table 33. Carson City Student Teacher Ratio, 2012 to 2019 Accountability Years

Accountability Year	Carson								Nevada							
	All	K	1 st	2 nd	3 rd	4 th	5 th	6 th	All	K	1 st	2 nd	3 rd	4 th	5 th	6 th
2011-2012	22	22	18	17	22	24	24	25	23	24	19	19	21	26	27	25
2012-2013	22	23	17	17	21	24	20	28	23	25	20	21	22	27	27	26
2013-2014	23	22	21	20	20	23	25	24	21	20	19	19	20	24	24	24
2014-2015	23	23	22	22	19	24	24	23	23	21	21	21	23	28	28	21
2015-2016	22	21	20	21	22	25	24	24	22	21	19	20	22	28	29	21
2016-2017	23	21	21	20	22	23	25	25	23	21	19	19	22	27	28	20
2017-2018	-	22	20	20	21	24	23	26	23	22	20	20	22	28	29	24
2018-2019	-	21	20	20	21	22	24	23	24	23	20	20	22	27	28	22

Source: NevadaReportCard.com

The table shows the number of students per one teacher on average. Kindergarten ratios based on number of classes, not teachers. Student Teacher ratios are calculated for primary education schools (elementary schools.) 6th grade classes at middle-schools are not used in this calculation.

Average Class Size

Definition

Class sizes measure the average number of students per classroom session for primary (middle and high) school classes.

Why is it important?

Class size data allows school boards and teachers to maximize efficiency. Instead of having too many or too few students, the ideal class size is a balance. Trends and yearly measures should be compared to the state level, but rural vs. urban factors should also be considered.



Figure 34. Carson City vs State Comparison, Average Class Size, 2012 to 2019 Accountability Years

County Breakdown

Average class size in Carson City middle and high schools decreased by 3 students per class in Math, Science, and Social Studies from 2012-2019. English class size also decreased, but by one student per class during this same period. The state saw class size decrease at a much higher rate from 2012-2019 in all subject areas.

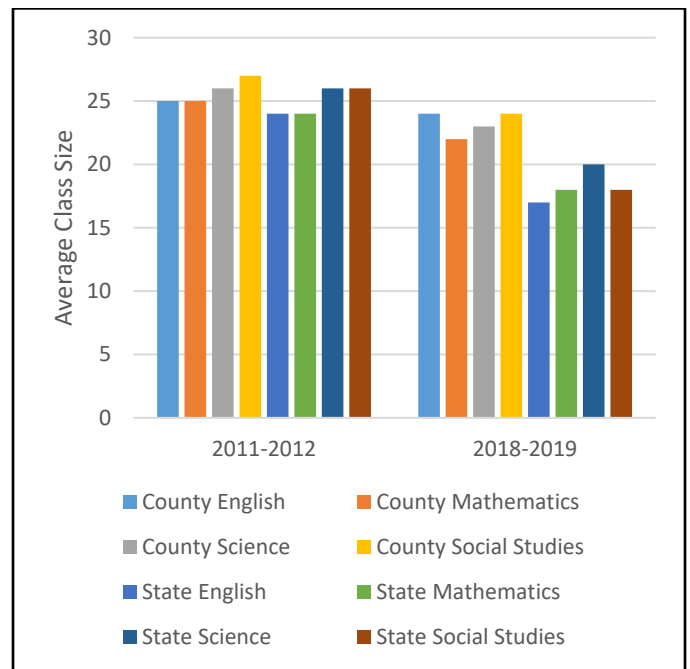


Table 34. Carson City Average Class Size by Subject Area, 2012 to 2019 Accountability Years

Accountability Year	Carson				Nevada			
	English	Math	Science	Social Studies	English	Math	Science	Social Studies
2011-2012	25	25	26	27	24	24	26	26
2012-2013	24	24	23	13	24	24	26	26
2013-2014	24	25	24	24	24	24	25	25
2014-2015	23	24	24	24	22	23	25	25
2015-2016	23	24	24	27	22	23	20	21
2016-2017	25	23	24	24	28	27	27	28
2017-2018	25	24	24	25	28	27	27	28
2018-2019	24	22	23	24	17	18	20	18

Source: NevadaReportCard.com

Class size is calculated for secondary education schools (middle- and high-schools.)

Graduation

Definition

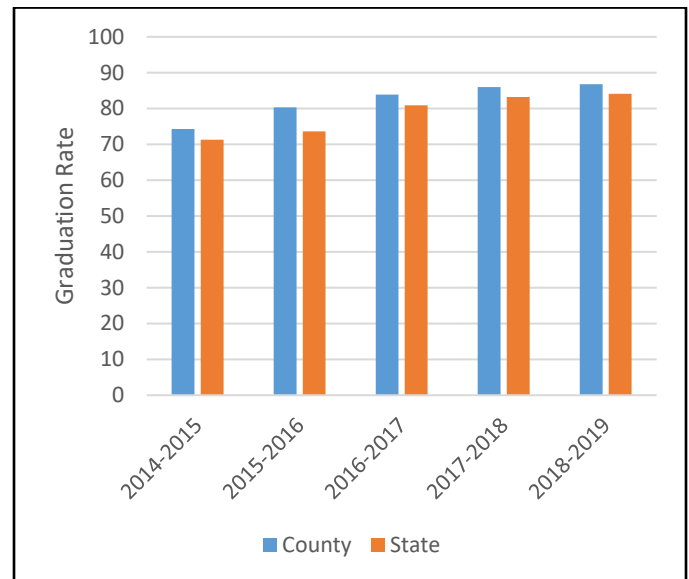
The Graduation rate the rate at which 9th graders graduate by the end of the 12th grade (i.e., the number of students who graduate in four years with a regular high school diploma divided by the number of students who form the adjusted cohort for the graduating class).

Why is it important?

Graduation rate data is a key measure of success used across the state and nation. Graduation rate data shows the effectiveness of the county’s school system, as well as the ability of its students to enter the work force or continue on to higher education. Graduation rate data should also be supplemented with overall education attainment and unemployment rate. Further research can include examining the school’s graduation procedure and requirements to determine whether differences exist between schools and counties.



Figure 35. Carson City vs State Comparison, Cohort Graduation Rates, 2016 to 2020 Accountability Years



County Breakdown

Carson City graduation rates have increased year-to-year from 2015-2019. During this 5-year span graduation rates increased by 12.5 percentage points. The student population also increased during this period.

Table 35. Carson City Graduation, 2016 to 2020 Accountability Years

Accountability Year	Graduating Class of	Total Students	Carson Total Graduates	Carson Graduation Rate	Nevada Graduation Rate
2015-2016	2014-2015	568	422	74.3	71.3
2016-2017	2015-2016	589	473	80.3	73.6
2017-2018	2016-2017	641	538	83.9	80.9
2018-2019	2017-2018	599	515	86	83.2
2019-2020	2018-2019	636	552	86.8	84.1

Source: NevadaReportCard.com

The accountability year refers to the preceding year’s graduation class.

The symbol ‘-’ indicates data not presented for groups less than ten, suppressed due to FERPA regulations.

Due to summation of FERPA regulated groups, all numbers may not add up.

*Graduation rate is reported as a ‘Cohort Graduation Rate’. Please see the glossary in Appendix A for definition.

Per Pupil Expenditures

Definition

Per pupil expenditures is the average amount of money spent on each student in the school district annually.

Why is it important?

Per pupil expenditure data better allows administrators and decision makers to conclude whether a certain dollar amount is being well-spent. A high per pupil expenditure paired with a high graduation rate is a likely indicator for well-planned government spending. Along the same lines, a high per pupil expenditure rate for a county compared to the state as a whole is a good indicator only if other factors such as class size and, again, graduation rate, are up to par. The divisions of instruction, support, operations, and leadership help identify strengths and weaknesses of said components. For accuracy, this data should be paired with graduation rate and class sizes.

Figure 36. Carson City vs State Comparison, Per Pupil Total Expenditures, 2012 to 2019 Accountability Years

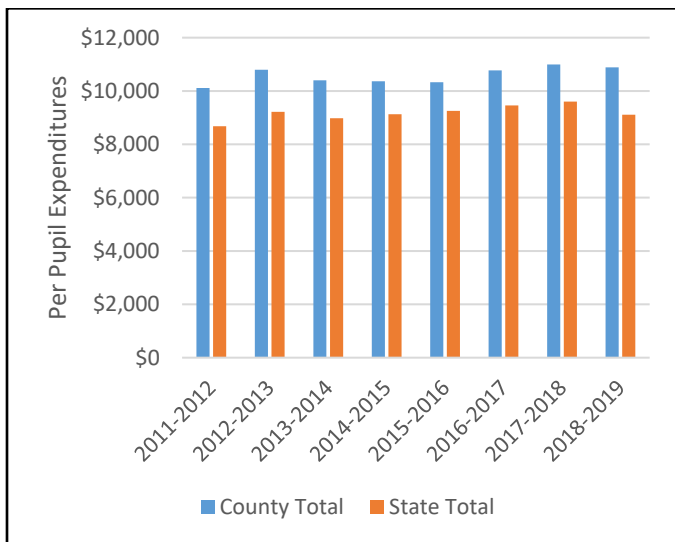
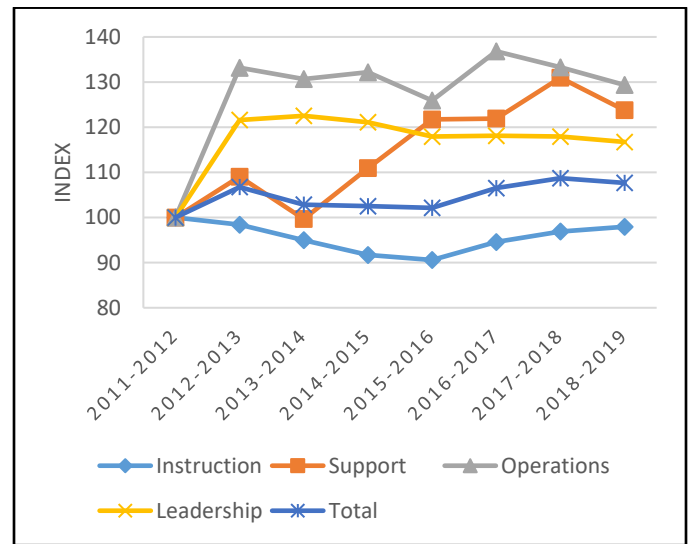


Figure 37. Carson City Per Pupil Expenditures, 2012 to 2019 Accountability Years, Index 2012 = 100



County Breakdown

In all years from 2012-2019, Carson City spent over \$1,000 more per student than the state average. Support, operations, and leadership spending all increased from 2012-2019, while spending on instruction decreased in the city.

Table 36. Carson City Per Pupil Expenditures, 2012 to 2019 Accountability Years

Accountability Year	Carson					Nevada Total Expenditure
	Instruction	Support	Operations	Leadership	Total Expenditure	
2011-2012	\$6,523	\$1,437	\$1,650	\$503	\$10,113	\$8,680
2012-2013	\$6,419	\$1,566	\$2,198	\$612	\$10,795	\$9,220
2013-2014	\$6,195	\$1,432	\$2,157	\$616	\$10,400	\$8,976
2014-2015	\$5,981	\$1,594	\$2,181	\$609	\$10,366	\$9,130
2015-2016	\$5,908	\$1,749	\$2,078	\$593	\$10,328	\$9,254
2016-2017	\$6,169	\$1,752	\$2,258	\$594	\$10,772	\$9,460
2017-2018	\$6,320	\$1,881	\$2,200	\$593	\$10,993	\$9,601
2018-2019	\$6,388	\$1,778	\$2,135	\$587	\$10,888	\$9,109

Source: NevadaReportCard.com
All amounts shown are in 2018 dollars.

Economic Characteristics

This section includes measures of household and family income, unemployment, labor force, total jobs, per capita income, and personal income totals. This section also goes into detail on the jobs and earnings by the two-digit NAICS codes (for industry) and SOC codes (for occupations.)

Signs of economic wellbeing, employment and unemployment, inflow and outflow, income trends, county business output, and underprivileged instances, are all key in mapping out programs, reshaping business models, or, for individuals, even developing a career path.



Economic Characteristics



Data in this section is sourced from:

- Economic Modeling Specialists International
- Nevada Department of Employment, Training, and Rehabilitation
- US Bureau of Economic Analysis
- US Census Bureau
 - American Community Survey
 - American Fact Finder
 - OnTheMap

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County Breakdown

Household and Family Income:

Both median (-\$9,001) and mean (-\$8,536) household incomes decreased from 2010-2017 in Carson City. The largest portion of these decreases came between 2012-2015. Similar to household income, family income decreased in Carson City from 2010-2017. The median family income decreased by \$7,912, while the mean family income decreased by \$10,096.

Unemployment and Labor Force:

Unemployment in Carson City decreased by 8.4 percentage points from 2010-2017. In all years from 2010-2016 the Carson City labor force decreased. This decrease was met with two years of increase in 2017 and 2018.

Industry:

The Health Care and Social Assistance industry saw the largest growth in Carson from 2010-2018 (+1,711). Other notable industries that grew were Construction (+642), and Accommodation, Food Services (+436).

Occupation:

The Food Preparation and Serving Related occupation saw the largest growth in Carson from 2010-2018 (+536). On the other hand, the largest decline came from the Office and Administrative Support occupation (-145).

Employment Inflow/Outflow:

All categories of employment inflow/outflow increased from 2010-2017. The group that saw the largest growth was those living within the city and working within the city.

Per Capita and Personal Income:

Carson City per capita income decreased by \$2,800 from 2010-2017. The average per capita income for the state followed a similar trend as Carson during this 7-year span. Carson City personal income increased by 0.6% from 2010-2017. While personal income increased, earnings by place of work decreased by over \$252 million during this same span.

Gross Regional Product:

The largest contributor to Carson City GRP in 2017 was the Government and Public Administration industry (\$1.1 billion). Other leading industries were Manufacturing, Health Care and Social Assistance, and Retail Trade. Exported sales outpaced imports by \$2.5 billion in 2017.

Household Income

Definition

Household Income is measured by the combined income of everyone who lives in the residence.

Why is it important?

Household income informs the decision maker of employment status, livelihood, and occupancy of residents in the area. Assistance programs rely on household data for distribution of funds. When utilized with GIS mapping technology, household data allows interested parties to identify segments of the community and proceed with planning businesses or government projects. This data should be cross-referenced with jobs by industry and occupation to provide further knowledge on the typical community individual.

County Breakdown

Both median (-\$9,001) and mean (-\$8,536) household incomes decreased from 2010-2017 in Carson City. The largest portion of these decreases came between 2012-2015. Those making \$75,000-99,999 decreased by 2.3 percentage points from 2010-2017, while those making between \$25,000-34,999 increased by 2.6 percentage points.

Table 37. Carson City Median and Mean Household Income, 2010 to 2017

Year	Carson Median	Carson Mean	Nevada Median	Nevada Mean
2010	\$58,342	\$75,249	\$62,441	\$80,802
2011	\$59,541	\$75,081	\$60,988	\$79,546
2012	\$58,197	\$71,905	\$58,301	\$76,294
2013	\$55,119	\$68,999	\$56,013	\$73,866
2014	\$52,220	\$67,073	\$54,405	\$72,274
2015	\$49,144	\$65,414	\$53,453	\$71,292
2016	\$48,810	\$64,975	\$54,049	\$72,129
2017	\$49,341	\$66,713	\$55,434	\$73,862

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Median and mean income are shown in 2017 dollars.

Figure 38. Carson City vs State Comparison, Median and Mean Household Income, 2010 to 2017

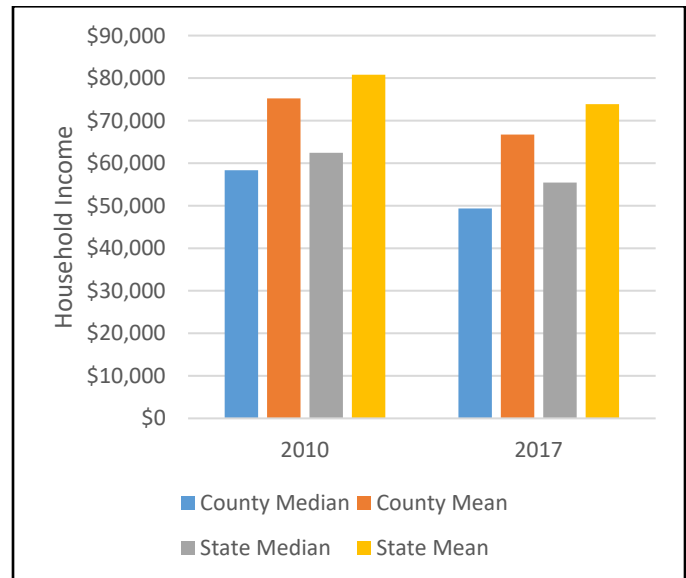


Table 38. Carson City Household Income Distribution, 2010 to 2017

Year	Less than \$10,000	\$10,000 - \$14,999	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 or more
2010	6.1%	5.8%	11.1%	10.2%	15.4%	19.2%	13.2%	12.5%	6.5%
2011	6.3%	5.7%	10.6%	9.3%	14.1%	21.6%	13.5%	12.0%	7.0%
2012	6.2%	6.0%	10.1%	9.6%	14.5%	20.2%	15.7%	11.7%	6.1%
2013	6.9%	6.4%	10.4%	10.2%	14.4%	19.9%	14.3%	11.2%	6.4%
2014	6.6%	5.8%	11.7%	10.7%	15.1%	19.6%	13.7%	10.6%	6.2%
2015	6.4%	7.2%	11.8%	11.3%	15.2%	18.8%	12.8%	11.1%	5.4%
2016	6.2%	7.3%	11.2%	12.4%	14.3%	19.2%	12.2%	10.8%	6.4%
2017	5.7%	6.5%	11.5%	12.8%	14.3%	18.8%	10.9%	12.0%	7.6%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Family Income

Definition

The sum of the income of all family members 15 years and older living in the household. Families are groups of two or more people (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family.

Why is it important?

Family data can help determine needs for children and lower income families in general. This can include support at school in the form of paid or assisted lunch. It can also include grants to underprivileged individuals.

County Breakdown

Similar to household income, family income decreased in Carson City from 2010-2017. The median family income decreased by \$7,912, while the mean family income decreased by \$10,096. The largest portion of these decreases came between 2011-2014.

Table 39. Carson City Median/Mean Family Income, 2010 to 2017

Year	Carson Median	Carson Mean	Nevada Median	Nevada Mean
2010	\$73,269	\$90,255	\$72,181	\$90,637
2011	\$71,188	\$89,290	\$70,649	\$89,411
2012	\$70,391	\$85,031	\$67,686	\$85,740
2013	\$67,770	\$81,272	\$65,093	\$83,067
2014	\$64,380	\$78,365	\$63,655	\$81,601
2015	\$60,773	\$77,211	\$62,803	\$80,847
2016	\$62,719	\$77,620	\$63,652	\$82,121
2017	\$65,357	\$80,159	\$65,469	\$84,382

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Median and mean income are shown in 2017 dollars.

Figure 39. Carson City vs State Comparison, Family Median and Mean Income, 2010 to 2017, Index 2010 = 100

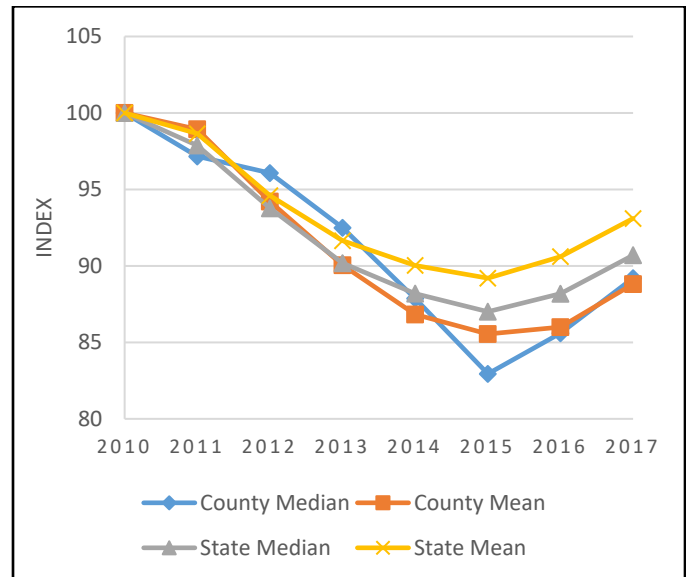


Table 40. Carson City Family Income Distribution, 2010 to 2017

Year	Less than \$10,000	\$10,000 - \$14,999	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 - \$149,999	\$150,000 or more
2010	4.4%	2.8%	8.5%	8.1%	13.7%	19.4%	17.2%	17.1%	8.7%
2011	4.1%	2.7%	7.3%	8.1%	12.4%	23.7%	16.3%	16.2%	9.3%
2012	4.2%	2.4%	6.8%	9.4%	13.3%	21.7%	19.0%	14.9%	8.4%
2013	4.1%	2.7%	7.7%	10.1%	13.7%	21.6%	16.9%	14.3%	8.9%
2014	6.0%	2.2%	9.1%	8.9%	13.8%	21.7%	16.0%	13.7%	8.6%
2015	5.5%	2.5%	9.2%	10.0%	15.6%	21.0%	15.4%	13.0%	7.8%
2016	5.6%	3.0%	8.5%	10.4%	13.0%	20.6%	16.8%	13.2%	8.9%
2017	5.1%	3.4%	8.0%	10.5%	11.9%	19.4%	15.2%	15.9%	10.6%

Source: US Census Bureau/American Fact Finder. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Unemployment

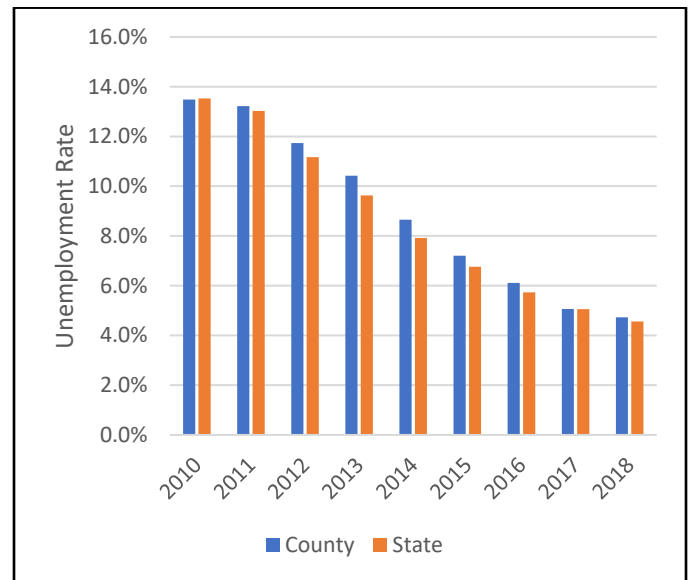
Definition

The unemployment rate represents the number of unemployed people as a percentage of the civilian labor force. All civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job. Also included as unemployed are civilians who did not work at all during the reference week, were waiting to be called back to a job from which they had been laid off, and were available for work except for temporary illness.

Why is it important?

It is a clear indicator of the health of an economy. A high unemployment rate is usually a sign of a weaker economy with a lack of business and development that would otherwise support its citizens. At the same time, a high unemployment rate does *not* indicate a lack of participating individuals, because only those who are actively seeking employment are measured. For a further explanation on labor force impacts, see the next page. A low unemployment rate indicates the flow of money, the exchange of goods, and general growth and prosperity. It is important to emphasize general trends rather than spikes.

Figure 40. Carson City vs State Comparison, Unemployment Rate, 2010 to 2017



County Breakdown

Unemployment in Carson City decreased by 8.4 percentage points from 2010-2017. Each year during this span saw a decrease in unemployment, and numbers nearly mirrored the state percentage in the same category.

Table 41. Carson City Unemployment, 2010 to 2017

Year	Carson Unemployment	Nevada Unemployment
2010	13.5%	13.5%
2011	13.2%	13.0%
2012	11.7%	11.2%
2013	10.4%	9.6%
2014	8.7%	7.9%
2015	7.2%	6.8%
2016	6.1%	5.7%
2017	5.1%	5.1%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)



Labor Force

Definition

The labor force represents the proportion of those who are in employment or seeking employment (unemployed). It does not factor in people who are not seeking employment.

Why is it important?

The labor force is an indicator for economic activity or lethargy. For income, individuals who are not participating in the labor force might live with family, live off savings, or engage in social welfare programs. Thus a labor force participation rate is key in identifying the relationship between people and the money that flows in the county. A low labor force participation rate might also indicate a higher retirement community.

Figure 41. Carson City vs State Comparison, Labor Force Participation, 2010 to 2017

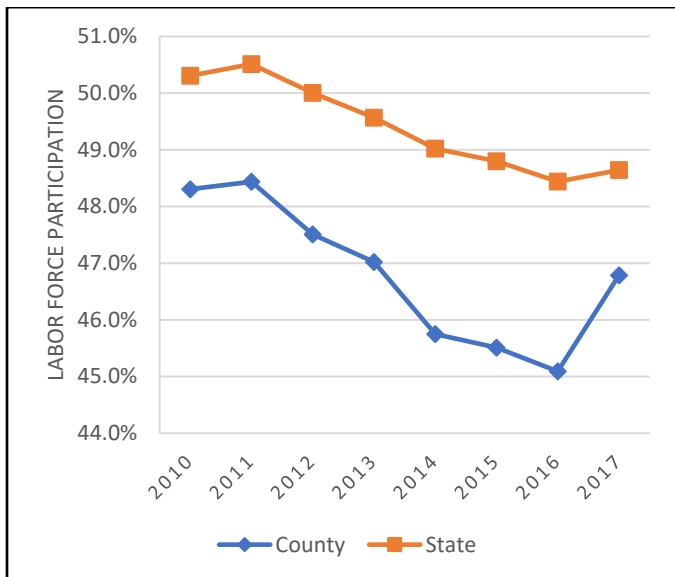


Table 42. Carson City Labor Force Participation, 2010 to 2017

Year	Carson Labor Force Participation	Nevada Labor Force Participation
2010	48.3%	50.3%
2011	48.4%	50.5%
2012	47.5%	50.0%
2013	47.0%	49.6%
2014	45.7%	49.0%
2015	45.5%	48.8%
2016	45.1%	48.4%
2017	46.8%	48.6%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

Table 43. Carson City Labor Force, 2010 to 2017

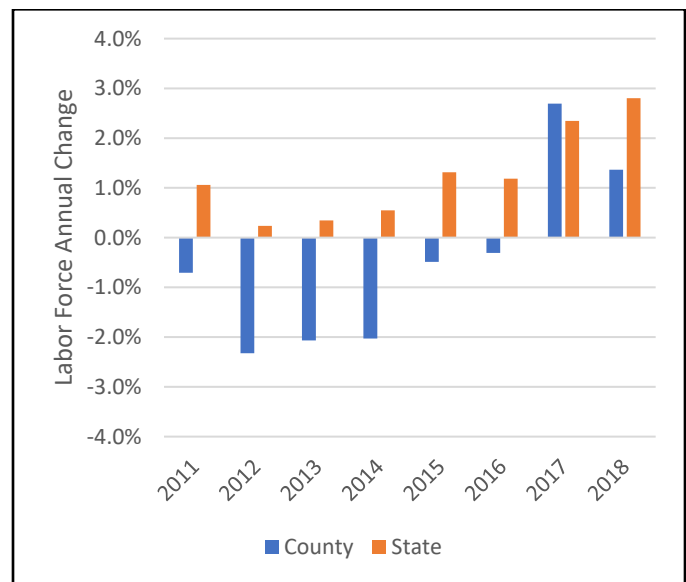
Year	Carson Labor Force	Nevada Labor Force	Carson Annual Change	Nevada Annual Change
2010	26,700	1,358,578	-	-
2011	26,513	1,373,115	-0.7%	1.1%
2012	25,911	1,376,381	-2.3%	0.2%
2013	25,386	1,381,157	-2.1%	0.3%
2014	24,881	1,388,769	-2.0%	0.5%
2015	24,760	1,407,272	-0.5%	1.3%
2016	24,684	1,424,145	-0.3%	1.2%
2017	25,367	1,458,344	2.7%	2.3%
2018	25,718	1,500,377	1.4%	2.8%

Source: Nevada Department of Employment, Training and Rehabilitation (DETR)

County Breakdown

In all years from 2010-2016 the Carson City labor force decreased. This decrease was met with two years of increase in 2017 and 2018. Overall, labor force decreased by 3.6% from 2010-2018.

Figure 42. Carson City vs State Comparison, Labor Force Annual Change, 2011 to 2017



Total Jobs

Definition

A job is any position in which a worker provides labor in exchange for monetary compensation. This includes those who work as employees for businesses (a.k.a. “wage and salary” employees) and proprietors who work for themselves.

Total jobs refer to the number of jobs located in the county.

Why is it important?

Jobs act as an economic baseline indicator for the activity in a community. Jobs indicate money for the individuals and also money for the community, assuming employed individuals are living in the county and there are establishments in the county where they can spend their money. While total jobs is a necessary reference point, jobs by industry, jobs by occupation, average earnings, and employment inflow/outflow should all be consulted in order to get an accurate picture for any type of development or future projects.

County Breakdown

Total jobs in Carson City increased by 2,200 from 2010-2018. From 2010-2013 total jobs within the city decreased year-to-year, and from 2014-2018 total jobs increased year-to-year. Between 2016-2017 total jobs saw its largest year of growth (+1,493).



Figure 43. Carson City Total Jobs, 2010 to 2018

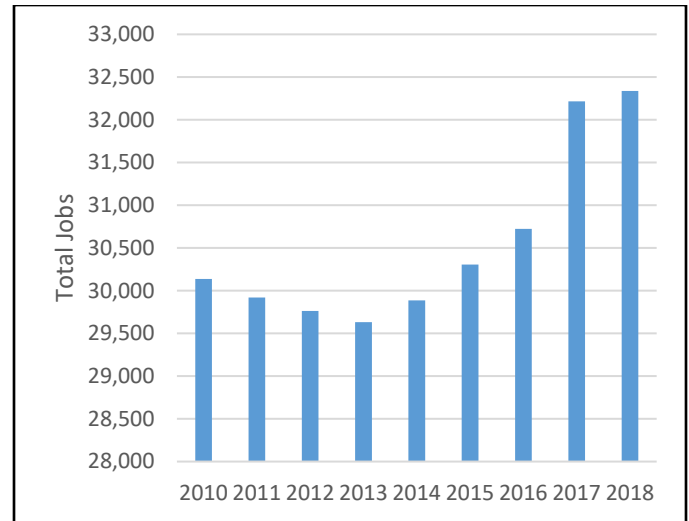
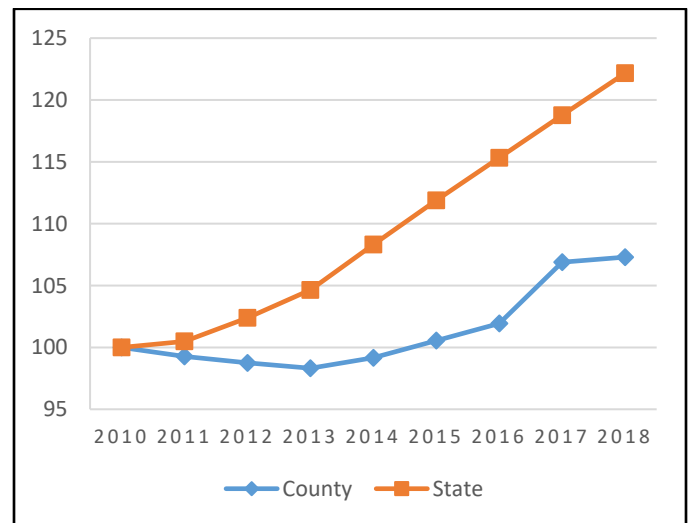


Table 44. Carson City Total Jobs, 2010 to 2018

Year	Carson Total Jobs	Nevada Total Jobs
2010	30,138	1,212,305
2011	29,920	1,218,255
2012	29,762	1,241,315
2013	29,631	1,268,635
2014	29,886	1,313,078
2015	30,306	1,356,460
2016	30,723	1,398,168
2017	32,216	1,439,876
2018	32,338	1,481,034

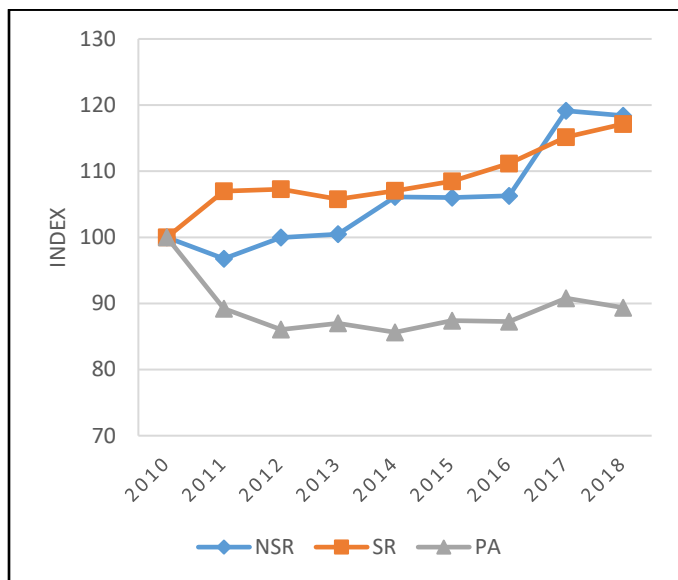
Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed For those industries where job data was suppressed, '<10' shows instead of a specific amount.

Figure 44. Carson City vs State, Total Jobs, 2010 to 2018, Index 2010 = 100



Jobs by Industry

Figure 45. Carson City Total Jobs by Industry by Major Industry Type, 2010 to 2018. Index: 2010 = 100



Definition

An industry is a group of businesses that produce a product or provide a service. Listed here is the total amount of county jobs in each industry.

Why is it important?

Jobs by industry data indicates sector trends that help give a visual to the type of community or county, and how employees and businesses can adjust.

County Breakdown

The Health Care and Social Assistance industry saw the largest growth in Carson from 2010-2018 (+1,711). Other notable industries that grew were Construction (+642), and Accommodation, Food Services (+436). The Government, Public Admin industry saw the largest decline from 2010-2018 (-1,158). Other notable industries with declines were Arts, Entertainment, and Recreation (-173) and Real Estate and Rental and Leasing (-82).

Table 45. Carson City Jobs by Industry, 2010 and 2018

NAICS 2-Digit Code	Type*	Carson		Nevada	
		2010	2018	2010	2018
11: Ag, Forestry, Fishing and Hunting	NSR	47	111	3,967	6,612
21: Mining, Quarry, Oil/Gas Extraction	NSR	11	<10	12,315	14,693
22: Utilities	SR	174	105	4,323	4,097
23: Construction	NSR	1,086	1,728	69,532	98,524
31: Manufacturing	NSR	2,670	2,678	39,206	55,704
42: Wholesale Trade	SR	542	602	33,820	37,587
44: Retail Trade	SR	3,025	3,422	131,535	152,636
48: Transportation, Warehousing	SR	261	252	47,286	70,597
51: Information	SR	302	327	13,872	16,969
52: Finance and Insurance	SR	950	980	35,271	39,954
53: Real Estate and Rental and Leasing	SR	577	495	27,531	33,490
54: Professional, Scientific, Tech Services	SR	1,138	1,092	56,530	71,784
55: Mgmt. of Companies/Enterprises	SR	192	376	18,255	26,388
56: Administrative and Support	SR	1,125	1,100	78,028	110,886
61: Educational Services	SR	102	108	12,559	16,280
62: Health Care and Social Assistance	SR	2,637	4,408	97,059	128,576
71: Arts, Entertainment, and Recreation	SR	1,323	1,150	30,120	39,274
72: Accommodation, Food Services	SR	2,103	2,539	285,155	320,248
81: Other Services (except Public Admin)	SR	983	1,122	44,153	55,731
90: Government, Public Admin	PA	10,873	9,715	171,099	178,271
99: Unclassified Industry	-	16	18	690	2,731

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where job data was suppressed, '<10' shows instead of a specific amount.

*Type of industry is broken into three categories. NSR: Non-Services Related; SR: Services Related; PA: Public Administration.

Average Earnings per Worker by Industry

Definition

Earnings includes wage or salary income, net income (gross receipts minus expenses) from nonfarm and farm self-employment, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc. These earnings are reported per worker by industry, as compared to per worker by occupation.

Why is it important?

Average Earnings by Industry data is useful for employers and employees gauging the landscape and looking for shifts in the industry that might affect how they proceed with their business or career. Employers can shape their business models around the earnings numbers, while employees can use the numbers as a baseline or leverage point. Furthermore, decision makers get a better sense of which subsectors are getting paid more or less than the industry average. An increase in average earnings signals a demand. A consistent increase in average earnings signals an even stronger demand, one that has perhaps not yet been met.

Table 46. Carson City Average Earnings per Worker by 2-Digit NAICS, 2018

2018	Carson	Nevada
11: Ag, Forestry, Fish, Hunting	\$40,687	\$39,608
21: Mining, Quarry, Oil/Gas	-	\$115,890
22: Utilities	\$130,888	\$145,702
23: Construction	\$63,366	\$66,984
31: Manufacturing	\$73,530	\$72,845
42: Wholesale Trade	\$59,093	\$87,417
44: Retail Trade	\$41,617	\$37,360
48: Transportation, Warehouses	\$60,130	\$55,687
51: Information	\$59,238	\$78,353
52: Finance and Insurance	\$72,663	\$90,612
53: Real Estate, Rental, Leasing	\$46,038	\$53,473
54: Professional, Scientific, Tech	\$71,758	\$79,266
55: Management of Companies	\$108,684	\$150,083
56: Administrative and Support	\$46,533	\$39,653
61: Educational Services	\$25,418	\$47,093
62: Health Care, Social Assist.	\$67,968	\$65,367
71: Arts, Entertainment, Rec.	\$29,598	\$39,861
72: Accommodation, Food Svcs.	\$22,157	\$37,181
81: Other Services	\$35,241	\$34,199
90: Government, Public Admin	\$90,188	\$83,390
99: Unclassified Industry	\$69,103	\$84,097

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, '-' shows instead of a dollar amount.

Data is shown in 2018 dollars

Table 47. Carson City Average Earnings per Worker, 2010 to 2018

Year	Carson Average Earnings per Worker	Nevada Average Earnings per Worker
2010	\$66,496	\$59,070
2011	\$64,505	\$57,785
2012	\$62,290	\$57,420
2013	\$62,859	\$56,751
2014	\$63,089	\$57,310
2015	\$64,579	\$58,117
2016	\$63,128	\$58,354
2017	\$64,417	\$58,412
2018	\$65,304	\$58,454

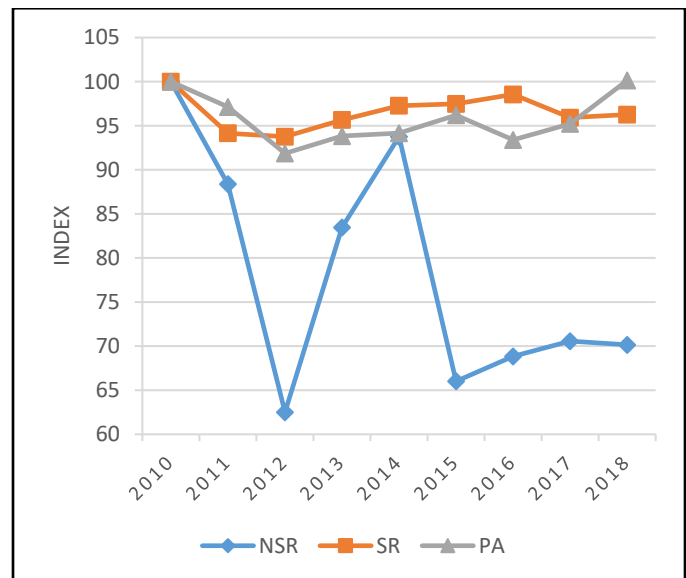
Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
For those industries where data was suppressed, '-' shows instead of a dollar amount.

Data is shown in 2018 dollars

County Breakdown

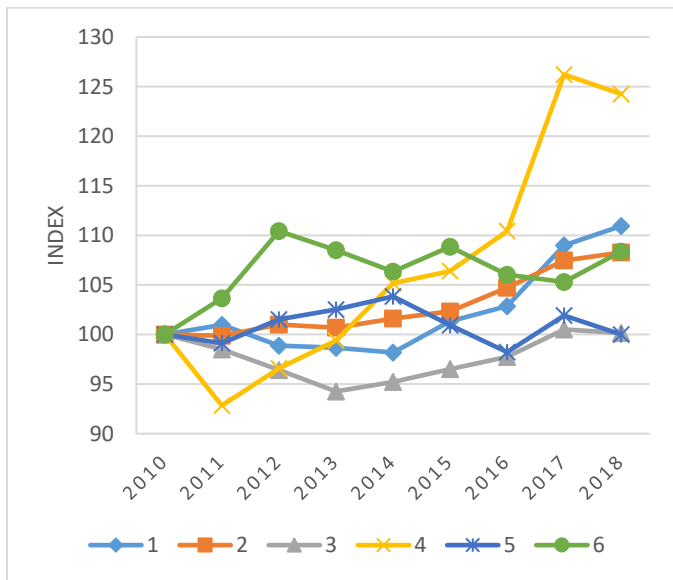
Average earning per worker in Carson City decreased by 1.8% from 2010-2018. Some industries stand out in terms of average earnings per worker in comparison to others in the state. Those working in the Government, Public Admin industry earn more than their counterparts around the state. Those working in the Management of Companies industry make well below their counterparts on average around the state.

Figure 46. Carson City Average Earnings per Worker by Major Industry Type, 2010 to 2018, Index 2010 = 100



Jobs by Occupation

Figure 47. Carson City Total Jobs by Occupation by Major Occupation Type, 2010 to 2018. Index: 2010 = 100



Definition

An occupation describes the kind of work the person does on the job. For those who worked at two or more jobs, the data refers to the job which the person worked the most hours.

Why is it important?

Jobs by occupation data outlines job availability, need, and demand. This data indicates sector trends that then suggest general wellbeing. Occupation data shows employees the accessibility, and businesses the best way to fit employment plans into their business models.

County Breakdown

The Food Preparation and Serving Related occupation saw the largest growth in Carson from 2010-2018 (+536). On the other hand, the largest decline came from the Office and Administrative Support occupation (-145).

Table 48. Carson City Jobs by Occupation Code, 2010 to 2018

SOC 2-Digit Code	Type*	Carson		Nevada	
		2010	2018	2010	2018
11-Management	1	1,560	1,850	54,880	74,862
13-Business and Financial Operations	1	1,811	2,038	42,435	56,629
15-Computer and Mathematical	1	777	974	16,451	23,541
17-Architecture and Engineering	1	804	758	13,220	15,758
19-Life, Physical, and Social Science	1	557	560	8,160	9,413
21-Community and Social Service	1	574	561	13,083	15,383
23-Legal	1	508	520	9,325	10,622
25-Education, Training, and Library	1	1,489	1,423	50,071	56,911
27-Arts, Design, Entertain, Sports, Media	1	353	394	23,704	29,730
29-Healthcare Practitioners and Tech	1	1,784	2,256	48,729	64,068
31-Healthcare Support	2	931	859	23,168	28,438
33-Protective Service	2	1,088	1,023	36,641	43,956
35-Food Preparation and Serving Related	2	2,204	2,740	169,384	191,773
37-Building/Grounds Cleaning, Maint.	2	989	890	73,673	81,167
39-Personal Care and Service	2	1,077	1,297	68,184	90,133
41-Sales and Related	3	2,981	3,138	135,033	156,802
43-Office and Administrative Support	3	5,394	5,249	187,002	215,953
45-Farming, Fishing, and Forestry	4	41	95	2,476	4,213
47-Construction and Extraction	4	1,094	1,405	60,704	81,669
49-Installation, Maintenance, and Repair	4	1,105	1,284	46,845	57,709
51-Production	5	1,869	1,912	40,394	53,381
53-Transportation and Material Moving	5	1,079	1,036	79,934	109,275
55-Military	6	70	76	8,808	9,649
99-Unclassified	-	0	0	0	0

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those occupations where job data was suppressed, '<10' shows instead of a specific amount.

*Type has six categories: 1. Management, Business, Science, Arts; 2. Service; 3. Sales and Office; 4. Natural Resources, Construction, Maintenance; 5. Production, Transportation, Material Moving; 6. Military Specific

Average Earnings per Worker by Occupation

County Breakdown

Many occupations in Carson City have average hourly earnings that are similar to the state average in 2018. Some occupations that stand out are Arts, Design, Entertainment, Sports, Media and Sales Related. Overall Carson City averaged a higher earnings per worker through all occupations than the state.

Figure 48. Carson City vs State Comparison, Average Hourly Earnings, 2018

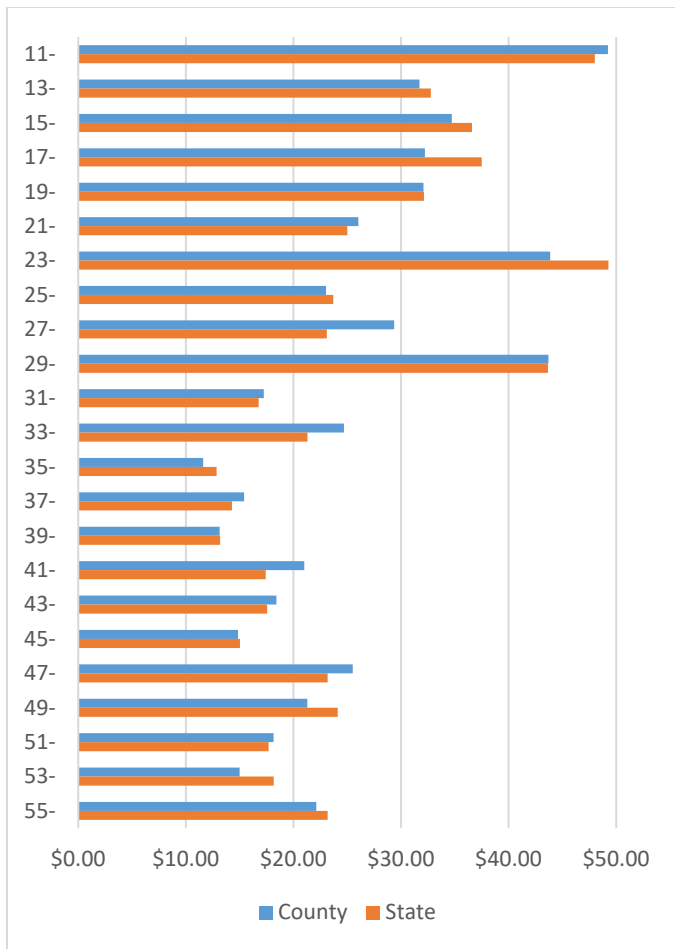


Table 49. Carson City Avg. Hourly Earnings by Occupation, 2018

	Carson	Nevada
11-Management	\$49.24	\$48.01
13-Business/Financial Operations	\$31.71	\$32.77
15-Computer and Mathematical	\$34.71	\$36.59
17-Architecture and Engineering	\$32.22	\$37.50
19-Life, Physical, Social Science	\$32.09	\$32.14
21-Community and Social Service	\$26.03	\$25.01
23-Legal	\$43.87	\$49.28
25-Education, Training, Library	\$23.02	\$23.70
27-Arts, Design, Entertainment, Sports, Media	\$29.36	\$23.10
29-Healthcare Practitioners Tech	\$43.69	\$43.65
31-Healthcare Support	\$17.24	\$16.78
33-Protective Service	\$24.70	\$21.30
35-Food Preparation and Serving	\$11.61	\$12.86
37-Building/Grounds Cleaning, Maint.	\$15.41	\$14.28
39-Personal Care and Service	\$13.13	\$13.19
41-Sales and Related	\$21.00	\$17.42
43-Office and Admin. Support	\$18.41	\$17.55
45-Farming, Fishing, Forestry	\$14.85	\$15.03
47-Construction and Extraction	\$25.51	\$23.18
49-Installation, Maint., Repair	\$21.29	\$24.11
51-Production	\$18.15	\$17.69
53-Transportation and Material Moving	\$15.00	\$18.17
55-Military	\$22.12	\$23.18
99-Unclassified	\$0.00	\$0.00
Average Through all Occupations	\$24.55	\$21.67

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
For those occupations where data was suppressed, '-' shows instead of a specific amount.

Definition

Earnings includes wage or salary income (in the case of occupation, wages), net income (gross receipts minus expenses) from nonfarm and farm self-employment, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc. These earnings are reported per worker by occupation, as compared to per worker by industry.

Why is it important?

Average Earnings by Occupation data is useful for employers and employees gauging the landscape and looking for shifts in the industry that might affect how they proceed with their business or career. Employers can shape their business models around the earnings numbers, and employees can use the numbers as a reference or leverage point.

Employment Inflow/Outflow

Definition

Employee Inflow/Outflow compares where individuals live and where individuals work in relation to the county. Either an employee lives in the county and also works there; an employee lives in the county and works outside the county; or the employee lives outside the county and works inside the county.

Why is it important?

Employment Inflow/Outflow data helps visualize how new jobs, projects, and influxes of civilians and families are going to impact the community. For example, if a large construction project plans to bring a thousand employees into the county for a two-year period, inflow/outflow data enables decision makers to know how the surrounding area is going to be affected. The data reported in this section outlines the trend pattern, while other economic data in the report is used in conjunction to make necessary adjustments. Class sizes and housing occupancy, among other metrics, are expected to increase when new employees are living in the county. Thus, with the data, schools will more readily be able to adjust for possible incoming students.

Table 50. Carson City Employment Inflow and Outflow, 2010 and 2017

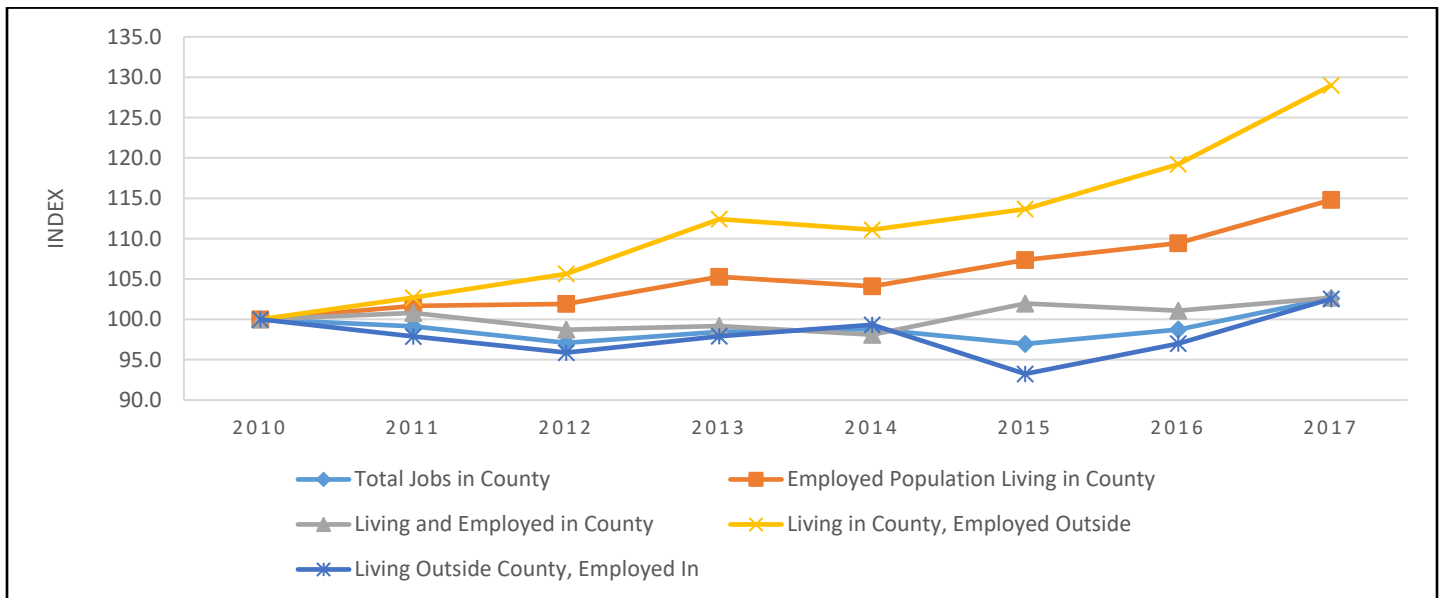
	2010	2017
Total Jobs in County	27,175	27,881
Employed Population Living in County	21,506	24,689
Living and Employed in County	11,600	11,911
Living in County, Employed Outside	9,906	12,778
Living Outside County, Employed In	15,575	15,970

Source: U.S. Census Bureau (2019). LEHD Origin-Destination Employment Statistics (2010-2017). Washington, DC: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program, accessed on 11/20/19 at <https://onthemap.ces.census.gov>. LODES 7.3

County Breakdown

All categories of employment inflow/outflow increased from 2010-2017. The group that saw the largest growth was those living within the city and working within the city.

Figure 49. Carson City Employment Inflow and Outflow, 2010 to 2017. Index: 2010 = 100



Per Capita Income

Definition

Per capita income is the mean income computed for every man, woman, and child in a particular group. It is derived by dividing the total income of a region by the total population.

Why is it important?

Per capita income data represents a community’s economic stability and quality of living. A higher per capita income means a higher purchasing power. Consequently, a higher purchasing power means more room for economic growth and expansion. Increased per capita income is roughly a sign of increased wealth. Certain analysts conclude that per capita income is only valid when there is a low amount of wealthy citizens in the community, on the account of outliers distorting the data. Therefore, in order to be as accurate as possible, one should consult household income and family income in conjunction with per capita income.

Table 51. Carson City Per Capita Income, 2010 to 2017

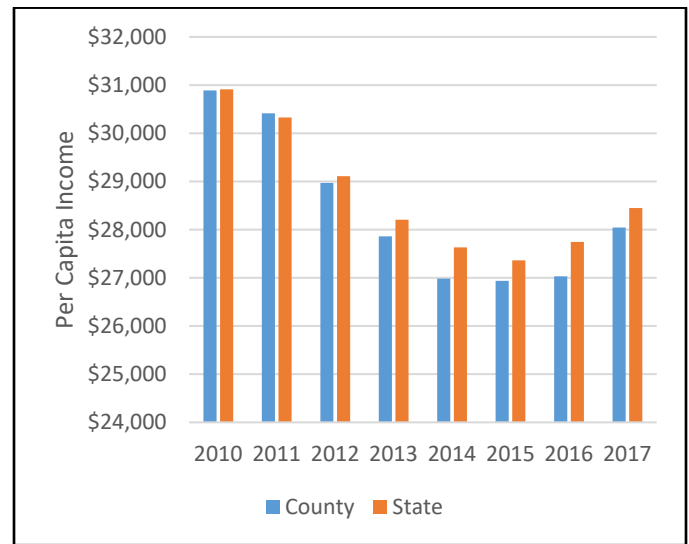
Year	Carson Per Capita Income	Nevada Per Capita Income
2010	\$30,890	\$30,914
2011	\$30,415	\$30,328
2012	\$28,970	\$29,109
2013	\$27,862	\$28,207
2014	\$26,984	\$27,633
2015	\$26,936	\$27,363
2016	\$27,030	\$27,743
2017	\$28,044	\$28,450

Source: US Census Bureau/American Fact Finder. “DP03: Selected Economic Characteristics” Multiple years: 2006-2010 through 2013-2017 American Community Surveys.

Per Capita Income is shown in 2017 dollars.



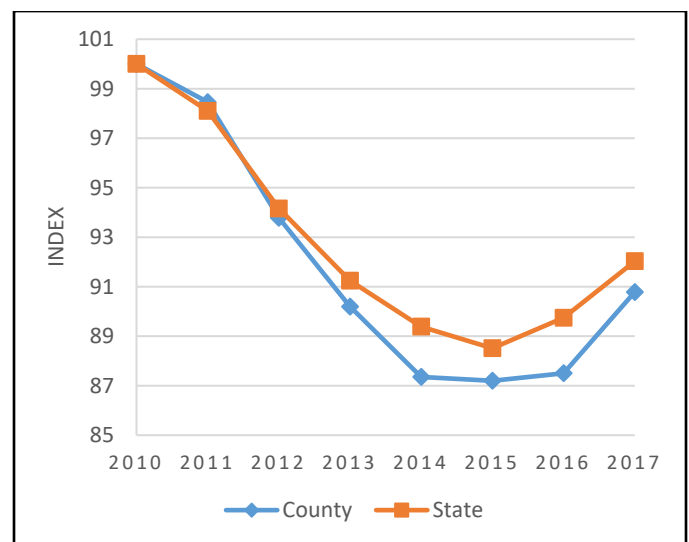
Figure 50. Carson City vs State Comparison, Per Capita Income, 2010 to 2017



County Breakdown

Carson City per capita income decreased by \$2,800 from 2010-2017. The average per capita income for the state followed a similar trend as Carson during this 7-year span. Year-to-year decreases occurred from 2010-2015, met by increases in both 2016 and 2017.

Figure 51. Carson City vs State Comparison, Per Capita Income, 2010 to 2017, Index 2010 = 100



Personal Income

Definition

Income received by individuals from all sources. It includes income received from participation in production as well as from government and business transfer payments. For subdivision definitions, please see Appendix A: Glossary.

Why is it important?

Personal income data shows quality of living alongside signs of economic prosperity. When compared with metrics like poverty, housing, and personal income from other counties and states, personal income can be used to better assess levels of distribution. While the upmost level measure of personal income can be used to know the year-to-year trends of increased or decreased overall cash flow, the metrics to note are the subdivisions. An increase in earnings by place of work might mean job satisfaction or economic fulfillment. Since changes are accounted for inflation, increases in government social insurance contribution could mean social reform or a higher involvement on the part of employers instituting employee payment plans.



Table 52. Carson City Personal Income, 2010 and 2017

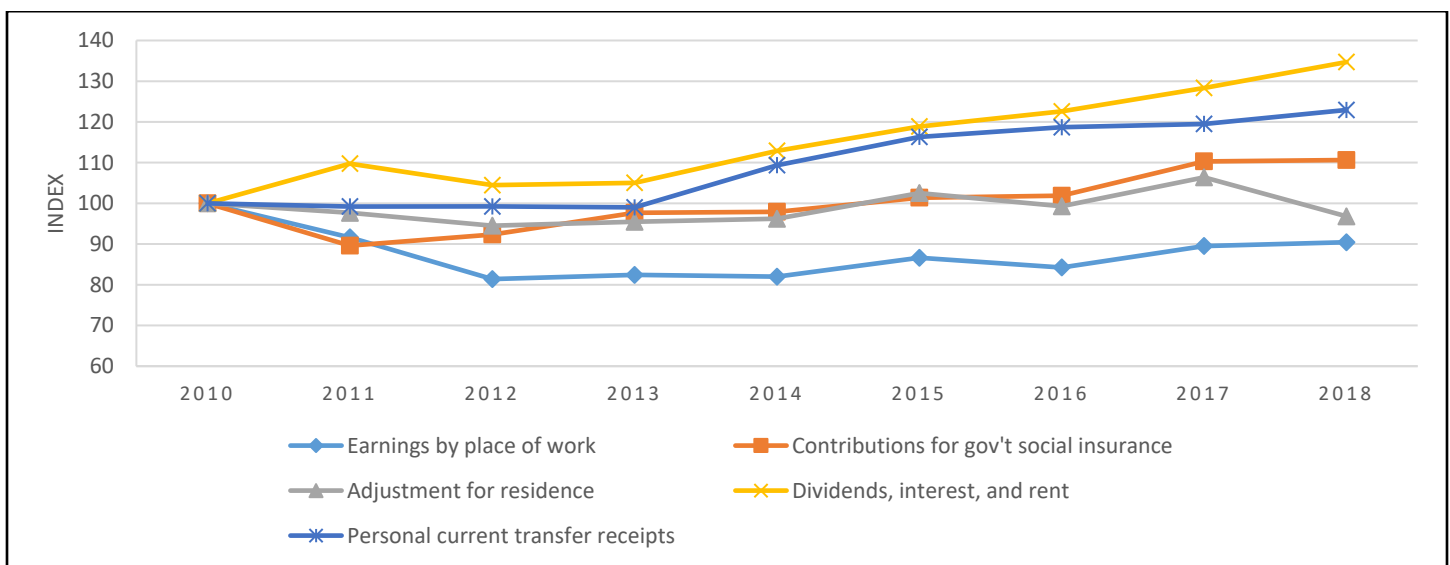
	2010	2017
Personal Income*	\$2,793,120	\$2,812,458
Earnings by place of work*	\$2,643,386	\$2,390,416
Contributions for gov't social insurance*	\$190,269	\$210,514
Employee/self-employed contributions*	\$109,849	\$117,218
Employer contributions*	\$80,420	\$93,296
Adjustment for residence	-\$612,950	-\$593,370
Net earnings by place of residence	\$1,840,168	\$1,586,532
Dividends, interest, and rent	\$462,545	\$623,050
Personal current transfer receipts	\$490,407	\$602,876

Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed August 2019)
 *All data is shown in thousands and is shown in 2017 dollars.

County Breakdown

Carson City personal income increased by 0.6% from 2010-2017. While personal income increased, earnings by place of work decreased by over \$252 million during this same span. Increases occurred in the dividends, interest, and rent category, along with the personal current transfer receipts category.

Figure 52. Carson City Personal Income, 2010 to 2017. Index: 2010 = 100



Personal Income – Earnings Breakdown

Table 53. Carson City Personal Income, 2010 and 2017

	2010	2017
Earnings by place of work	\$2,643,386	\$2,390,416
Wages and salaries	\$1,439,094	\$1,564,051
Supplements to wages and salaries	\$505,226	\$508,670
Employer contributions for employee pension and insurance funds	\$424,806	\$415,374
Employer contributions for government social insurance	\$80,420	\$93,296
Proprietors' income	\$699,066	\$317,695
Farm proprietors' income	\$1,807	\$2,281
Nonfarm proprietors' income	\$697,260	\$315,414

Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed August 2019)

*All data is shown in millions and is shown in 2017 dollars



Definition

Earnings are the remuneration (pay, wages) of a worker or group of workers for services performed during a specific period of time. Earnings breakdown data is a specific branch of income data that looks at how earnings are paid through place of employment. For subdivision definitions, please see Appendix A: Glossary.

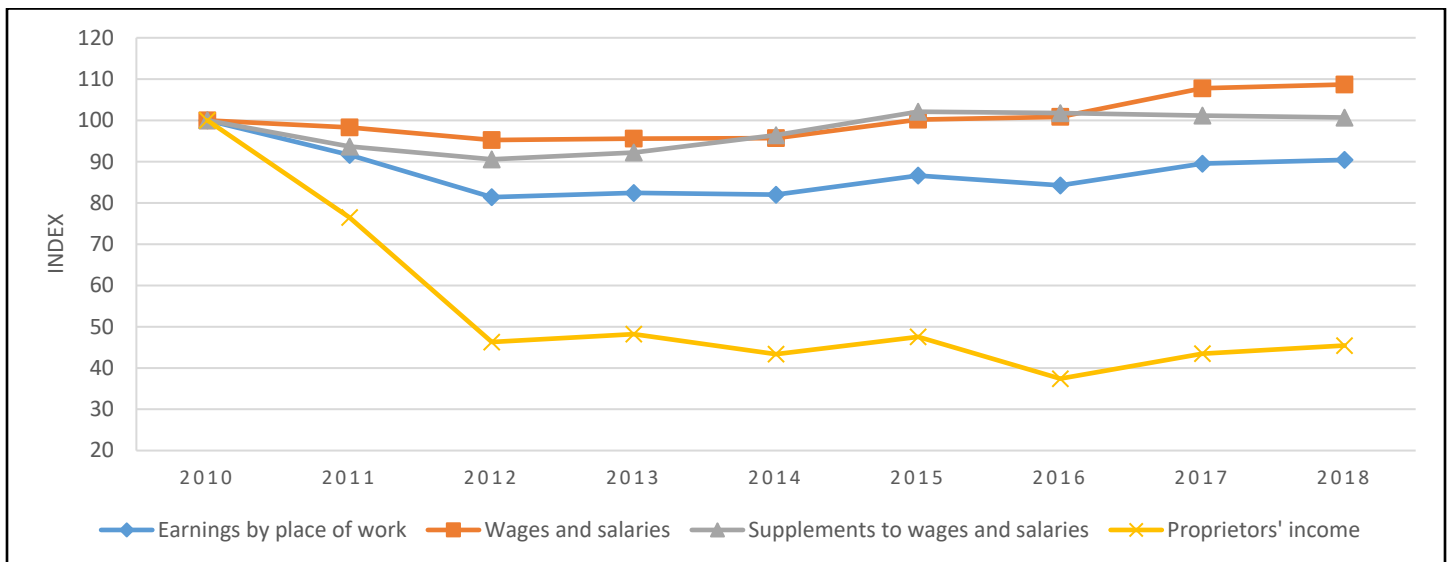
Why is it important?

Earnings breakdown data can be used to identify the different parts of payments through places of employment. This data is useful for identifying possible mandates, reforms, and overall increases or decreases in benefits such as employer contributions. An outlook on the overall economic wellbeing of the community can be formed when using this data in conjunction with job and personal income data.

County Breakdown

While earnings by place of work for Carson City decreased from 2010-2017, wages and salaries increased. Nonfarm proprietors operating within Carson saw income decrease by over 50% from 2010-2017.

Figure 53. Carson City Personal Income, 2010 to 2017. Index: 2010 = 100



Gross Regional Product

Definition

Gross Regional Product (GRP) is the market value of goods and services produced by labor and property in the region, regardless of nationality. Imports show the amount of money that is spent by all industries located in the region in exchange for goods or services produced by an industry located outside the region. Exports show the amount of money that is spent by industries located outside the region in exchange for goods or services produced by an industry located in the region.

Table 54. Carson City GRP by Industry, 2018

NAICS	2018
11: Agriculture, Forestry, Fishing, Hunting	\$7,974,785
21: Mining, Quarrying, Oil/Gas Extraction	\$16,238,850
22: Utilities	\$48,606,636
23: Construction	\$141,451,239
31: Manufacturing	\$388,941,443
42: Wholesale Trade	\$108,618,593
44: Retail Trade	\$255,920,457
48: Transportation and Warehousing	\$24,704,320
51: Information	\$71,582,942
52: Finance and Insurance	\$239,829,285
53: Real Estate and Rental and Leasing	\$145,541,456
54: Professional, Scientific, Tech Services	\$131,704,856
55: Management of Companies/Enterprises	\$49,489,952
56: Administrative and Support	\$74,075,666
61: Educational Services	\$5,195,381
62: Health Care and Social Assistance	\$352,848,560
71: Arts, Entertainment, and Recreation	\$101,795,373
72: Accommodation and Food Services	\$95,605,018
81: Other Services	\$62,783,715
90: Government and Public Administration	\$1,107,061,563
99: Unclassified Industry	-

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, '-' shows instead of a dollar amount.
 Data is shown in 2018 dollars

County Breakdown

The largest contributor to Carson City GRP in 2017 was the Government and Public Administration industry (\$1.1 billion). Other leading industries were Manufacturing, Health Care and Social Assistance, and Retail Trade. Exported sales outpaced imports by \$2.5 billion in 2017.

Table 55. Carson City Total GRP, Exports, and Imports, 2018

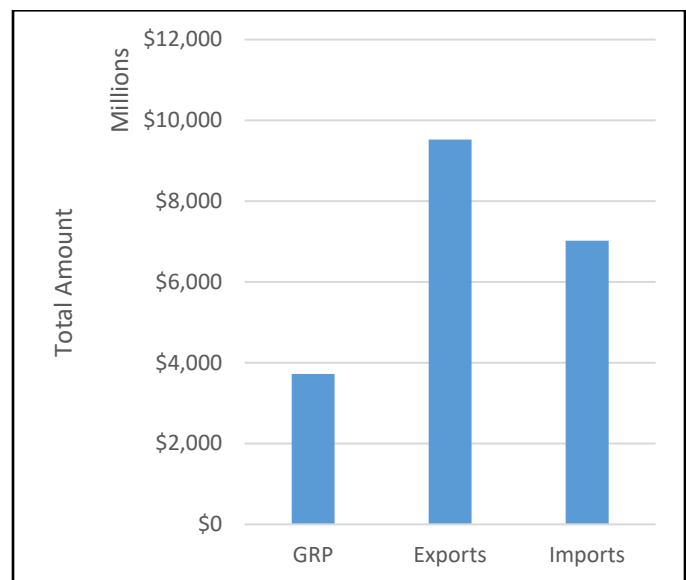
	2018
Total GRP	\$3,721,821,722
Exports	\$9,525,964,545
Imports	\$7,021,204,810

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 Data is shown in 2018 dollars

Why is it important?

Gross Regional Product is a general indicator of economic wellbeing, but the more decisive metrics here are imports and exports. These two metrics indicate room for economic growth. A goal for a county should be to sustain high exports and low imports. High exports indicate production is being done inside the county. Consequently, a lot of cash is flowing in the county and being exchanged. On the other hand, low imports indicate the county is self-sufficient. Money circulates. It stays much as possible inside the county and supports the county's individuals and businesses in terms of growth. However, it should not be an automatic red flag if imports are high. If imports are high, then that means the county is forced to bring something in from an outside source. Therefore, while money may be leaving the county, there nevertheless is room for production to be done inside the county. In short, high imports can be an indicator for expansion. This does not automatically translate for certain industries, like Information or Finance and Insurance. For a detailed look at imports and exports per industry, see the section *NAICS Sectors*.

Figure 54. Carson City Total GRP, Exports, and Imports, 2018



NAICS Sector Breakdown

This section includes a breakdown of industry sectors with measures of jobs, businesses, earnings, sales, exports, imports, and taxes paid.

This section looks at 2018 data involving the compilation of business establishments into industries, and then the further compilation of those industries into entire workforce sectors. This is all done through the categorization of NAICS.

NAICS Sector Breakdowns

The 'NAICS Sectors' section devotes two pages to each of the 2-digit NAICS sectors. Here is the information that you will find on each:

Page 1:

- 2-digit sector Carson and description
- The Carson and description of each 3-digit sector under that 2-digit sector.
- A brief look into the various subsectors' impact on the county

Page 2:

- Two tables showing nine different data measures (explained further on the following pages)
- Figure showing change in jobs from 2010 to 2018 in each 3-digit sector
- Figure showing a comparison of the average annual earnings per job in 2018 between the county and state for each sector

What is NAICS?

NAICS, or North American Industry Classification System, is an *industry* classification system. Economic units (i.e. businesses) that have similar production processes are classified in the same *industry*. An industry then is an overarching term used to represent similar types of businesses.

For example, the railroad industry or the supermarket industry are comprised of all railroads and supermarkets. Then, even further lines are drawn between industries, to create entire *sectors*. Sectors are groups of similar industries piled together into the same classification. For example, the railroad industry is ultimately grouped under NAICS Sector 48: Transportation and Warehousing. The supermarket industry is ultimately grouped under NAICS Sector 44: Retail Trade.

This seems a little confusing at first, but NAICS makes it easier with their organization. The way NAICS specifically classifies these industries is through a number system. This allows for specific industries to be highlighted, or for entire sectors to be highlighted. The NAICS system divides the classifications into 2, 3, 4, 5, and 6-digit industries.

The classifications of these industries are further explained on the next page, but the column to the right should give a general layout of how NAICS helps organize industry data. These different sectors are separated in order to give emphasis to certain strengths, weaknesses, demands and overall needs of any given region.

NAICS Sectors

What NAICS can offer

NAICS data involves business and industry data, key metrics for business owners, employees, government officials, and other decision makers. Looking at North American Industry Classification System can give the reader a detailed overview of an industry in the format of a concise small table or figure. Over the next few pages, NAICS is detailed by defining the system and going into the various measures shown.

The twenty-five 2-digit sectors of NAICS (listed to the right and often mentioned in other sections of this report) can be further broken down into 3-, 4-, 5-, and 6- digit subsectors. This division of the sectors into their subsectors allows for a finite look at how regional business operate. While NAICS at its highest branches starts off at 2-digit sectors, most pages in this section focus on 3-digit subsectors. This lets specificity take priority, wherein we get a full picture of the individual ninety-five 3-digit subsectors. This full picture includes total sales, exports, imports, jobs, businesses, GRP, earnings, and taxes paid, as well as a snapshot comparison of the county and the state.

The next few pages seek to clarify the meaning of NAICS and its takeaways.

Businesses within a NAICS subsector

The example *establishments*, or businesses, that fall under each industry, can be any number of establishments or businesses in that given county that provide that industry’s service. For example, for Industry 5112: Software Publishers, there could be zero businesses in that county, or 25, or 100, or, again, any number of businesses. These are businesses grouped together based on their services provided, and they fall under the relevant 4-digit industry. To stick to our example of Software Publishers, this could include businesses such as “Printer Software Brothers” or “Laser Ink Program Hub.” Both of these businesses, if they fall under the description of software publishers, belong to the 5112 subsector.

The next page goes into further detail regarding the breakdown of 2-digit NAICS sectors into smaller, easier to digest, subsectors.

This Section Contains:

Sector 11: Agriculture, Forestry, Fishing, and Hunting.....	54
Sector 21: Mining, Quarrying, and Oil and Gas Extraction	56
Sector 22: Utilities	58
Sector 23: Construction	60
Sector 31: Manufacturing	62
Sector 32: Manufacturing	64
Sector 33: Manufacturing	66
Sector 42: Wholesale Trade.....	68
Sector 44: Retail Trade	70
Sector 45: Retail Trade	72
Sector 48: Transportation and Warehousing.....	74
Sector 49: Transportation and Warehousing.....	76
Sector 51: Information.....	78
Sector 52: Finance and Insurance	80
Sector 53: Real Estate and Rental and Leasing	82
Sector 54: Professional, Scientific, and Technical Services	84
Sector 55: Management of Companies and Enterprises	86
Sector 56: Administrative and Support and Waste Management and Remediation Services.....	88
Sector 61: Educational Services	90
Sector 62: Health Care and Social Assistance	92
Sector 71: Arts, Entertainment, and Recreation.....	94
Sector 72: Accommodation and Food Services	96
Sector 81: Other Services (except Public Administration)	98
Sector 90: Public Administration.....	100
Sector 99: Unclassified.....	102

Breaking Down NAICS Sectors

There are 21 2-digit NAICS sectors. A full list of these is seen on the previous page, but let us list a couple here to see how this process works:

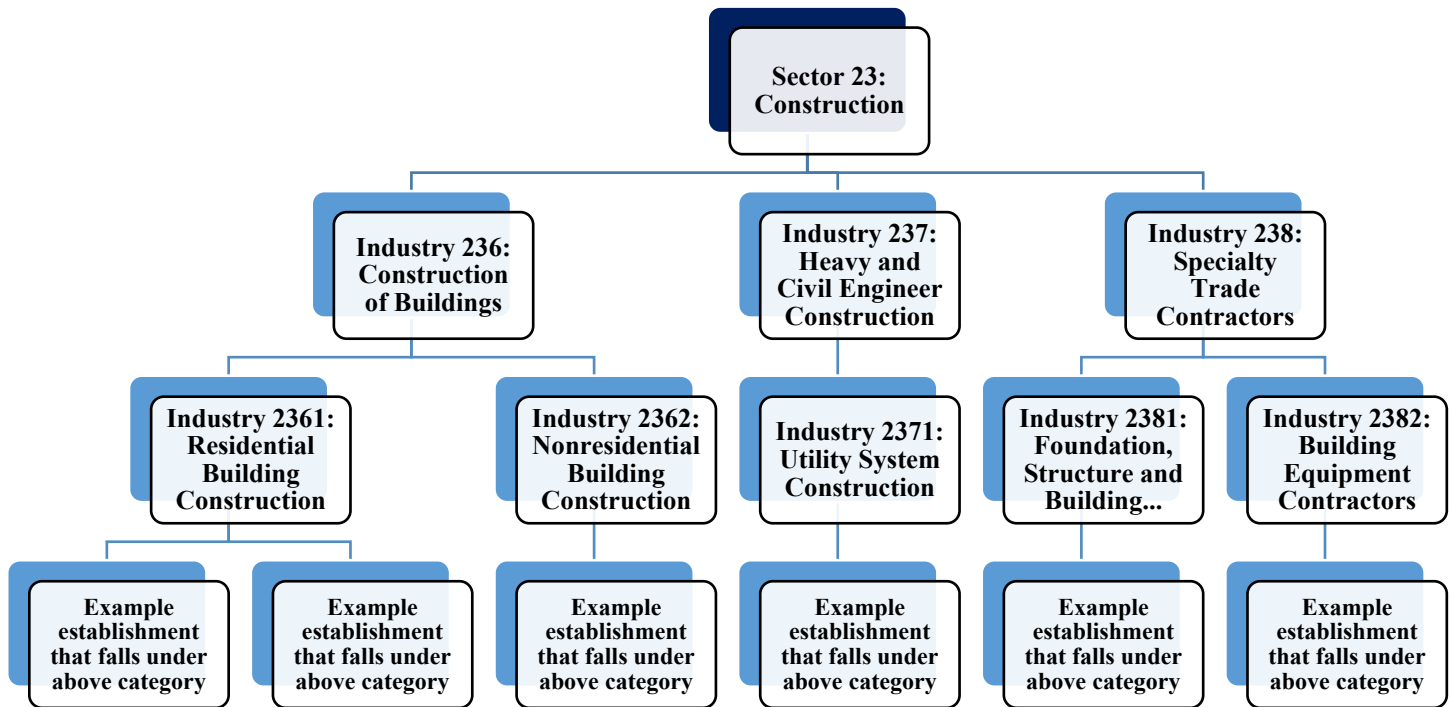
- NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting
- NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction
- NAICS Sector 22: Utilities

Each of these 2-digit NAICS sectors is then divided into a number of 3-digit NAICS sectors. Those 3-digit NAICS sectors are then divided into 4-digit NAICS sectors, for specificity purposes. These classifications keep going and going until they are divided into 6-digit NAICS sectors, but for the purposes of this section of the report, we will be using and analyzing 3-digit NAICS sectors. The reason for this is that 3-digit NAICS sectors are the right mix for being specific and broad.

Table 56. Carson City 3-Digit NAICS Top 15 Performers, Jobs, 2018

Rank	NAICS	Jobs
1	902: State Government	6,942
2	722: Food Services and Drinking Places	2,084
3	903: Local Government	2,072
4	621: Ambulatory Health Care Services	1,580
5	622: Hospitals	1,520
6	238: Specialty Trade Contractors	1,212
7	541: Professional, Scientific, and Technical Services	1,092
8	713: Amusement, Gambling, and Recreation Industries	1,070
9	561: Administrative and Support Services	1,046
10	441: Motor Vehicle and Parts Dealers	807
11	452: General Merchandise Stores	785
12	901: Federal Government	701
13	623: Nursing and Residential Care Facilities	697
14	332: Fabricated Metal Product Manufacturing	642
15	522: Credit Intermediation and Related Activities	618

Figure 55. Example Flowchart of NAICS Sector 23: Construction



Note: To save space, not all 4-digit subsectors, nor any of the 5- or 6-digit subsectors, for the Construction sector are being shown here.

Top Performers

In this intro section, you will find a variety of ‘3-Digit NAICS Top 15 Performers’. These are ranked lists of the top 15 3-digit subsectors in handpicked categories. Please see the below list for the available rankings:

Total Jobs..... 51
 Average Earnings per Job 52
 Total Sales 52
 Imports 53
 Exports 53

The Sourcing for each of these tables is as follows:
Emsi 2019.4; QCEW, non-QCEW, Self-Employed

The NAICS Classification System

Let us take a step back to make sure we understand the classification system. For example, if we look at NAICS Sector 23: Construction, which is comprised of three 3-digit industries. **Note:** *These industries may also be defined as subsectors, because they fall under the sector of Construction.* These 3-digit industries, or 3-digit subsectors, fall under the notion of Construction, but are more specific. They are Industry 236: Construction of Buildings, Industry 237: Heavy and Civil Engineer Construction, and Industry 238: Specialty Trade Contractors. You can already see how each classification gets more specific. Even further, within each of *these* 3-digit industries, there are more specific subsectors.

NAICS Sector 23: Construction is broken down into subsectors like 2361: Residential Building Construction and 2362: Nonresidential Building Construction. As you can see, these subsectors have assigned numbers also. They are 4-digit classifications. The first two digits (23) imply that they fall underneath Sector 23.

The NAICS official handbook further divides these 4-digit sectors into 5- and 6-digit sectors when necessary. This is used to be more precise. This report however only examines 2-digit sectors and the 3-digit subsectors that make up those sectors.

Table 57. Carson City 3-Digit NAICS Top 15 Performers, Average Earnings per Job, 2018

Rank	NAICS	Average Earnings per Job
1	481: Air Transportation	\$151,628
2	221: Utilities	\$135,312
3	551: Management of Companies	\$110,261
4	902: State Government	\$96,887
5	621: Ambulatory Health Care Svcs	\$94,445
6	901: Federal Government	\$92,477
7	333: Machinery Manufacturing	\$88,548
8	325: Chemical Manufacturing	\$86,053
9	332: Fabricated Metal Product Manufacturing	\$84,623
10	523: Securities, Commodity Contracts, Other Related Activities	\$82,224
11	517: Telecommunications	\$80,451
12	327: Nonmetallic Mineral Product Manufacturing	\$78,226
13	903: Local Government	\$77,977
14	522: Credit Intermediation and Related Activities	\$75,949
15	492: Couriers and Messengers	\$74,808

Table 58. Carson City 3-Digit NAICS Top 15 Performers, Total Sales, 2018

Rank	NAICS	Total Sales
1	902: State Government	\$6,394,323,054
2	901: Federal Government	\$736,224,920
3	531: Real Estate	\$334,908,250
4	621: Ambulatory Health Care Services	\$255,594,738
5	622: Hospitals	\$245,060,582
6	903: Local Government	\$236,548,782
7	332: Fabricated Metal Product Manufacturing	\$236,062,953
8	541: Professional, Scientific, and Technical Services	\$193,188,440
9	336: Transportation Equipment Manufacturing	\$188,986,841
10	238: Specialty Trade Contractors	\$187,789,910
11	522: Credit Intermediation and Related Activities	\$168,426,390
12	525: Funds, Trusts, and Other Financial Vehicles	\$161,857,417
13	713: Amusement, Gambling, and Recreation Industries	\$155,798,407
14	441: Motor Vehicle and Parts Dealers	\$131,882,709
15	331: Primary Metal Manufacturing	\$129,507,158

Data Measures

Throughout this section each 2-digit sector is summarized by analyzing its individual 3-digit industry subsectors.

The following data measures were used to determine the activity of the sectors as a whole:

- Total Jobs
- # of Payroll Businesses
- Average Earnings per Job
- Total Industry Earnings
- Total Sales
- In-Region Sales
- Exported Sales
- Imports
- Total Taxes Paid

For specific definitions of each of the data measures, please refer to Appendix A: Glossary. All of these factors are available for readers to make their own assumptions. However, for the purpose of this report, the factors that are most taken into consideration in the analyses are imports, exports, and total sales.

An *import* is a good or service brought into the county from an outside source. They are the opposite of *exports*, which are goods or services that are produced in one county and then brought or shipped to another county, state, or country for future sale or trade. Imports are perhaps the most important data measure to keep an eye out for because they indicate a possible opportunity for economic growth. In other words, since the county must bring something in from an outside source, that means there is a chance for production to be done inside the county. Instead of paying more for delivery to the county from somewhere else, the county could then produce their own goods and services.

For example, 2017 data shows Lincoln County, Nevada is relatively high in imports for Automobile Dealers, at \$1,787,000, and low in exports, at \$448,000. This means that a lot of people in Lincoln County do business with automobile dealers outside of Lincoln County, rather than inside Lincoln County. Basically: This \$1.3M gap indicates opportunity. If someone wanted to open an automobile dealership in Lincoln County, they would have reason to do so.

Table 59. Carson City 3-Digit NAICS Top 15 Performers, Total Imports, 2018

Rank	NAICS	Imports
1	903: Local Government	\$2,046,503,346
2	902: State Government	\$985,376,556
3	901: Federal Government	\$727,168,351
4	541: Professional, Scientific, and Technical Services	\$264,896,302
5	423: Merchant Wholesalers, Durable Goods	\$150,970,564
6	238: Specialty Trade Contractors	\$145,017,443
7	311: Food Manufacturing	\$132,479,576
8	524: Insurance Carriers and Related Activities	\$130,103,822
9	523: Securities, Commodity Contracts, and Other Financial Investments and Related	\$124,740,146
10	336: Transportation Equipment Manufacturing	\$120,880,625
11	324: Petroleum and Coal Products Manufacturing	\$111,680,383
12	325: Chemical Manufacturing	\$111,490,803
13	424: Merchant Wholesalers, Nondurable Goods	\$103,863,610
14	517: Telecommunications	\$97,259,895
15	561: Administrative and Support	\$91,837,587

Table 60. Carson City 3-Digit NAICS Top 15 Performers, Exported Sales, 2018

Rank	NAICS	Exports
1	902: State Government	\$6,391,741,450
2	901: Federal Government	\$725,510,808
3	332: Fabricated Metal Product Manufacturing	\$213,350,899
4	336: Transportation Equipment Manufacturing	\$153,124,448
5	525: Funds, Trusts, and Other Financial Vehicles	\$151,033,728
6	531: Real Estate	\$143,201,514
7	713: Amusement, Gambling, and Recreation Industries	\$135,073,630
8	903: Local Government	\$130,809,856
9	331: Primary Metal Manufacturing	\$121,774,881
10	333: Machinery Manufacturing	\$107,247,650
11	522: Credit Intermediation and Related Activities	\$101,822,988
12	621: Ambulatory Health Care Services	\$93,331,485
13	622: Hospitals	\$87,824,484
14	441: Motor Vehicle and Parts Dealers	\$81,806,924
15	423: Merchant Wholesalers, Durable Goods	\$66,666,397

NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting

The Agriculture, Forestry, Fishing and Hunting sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, and harvesting fish and other animals from a farm, ranch, or their natural habitats.

111: Crop Production:

Industries in the Crop Production subsector grow crops mainly for food and fiber. The subsector comprises establishments, such as farms, orchards, groves, greenhouses, and nurseries, primarily engaged in growing crops, plants, vines, or trees and their seeds.

112: Animal Production and Aquaculture:

Industries in the Animal Production and Aquaculture subsector raise or fatten animals for the sale of animals or animal products and/or raise aquatic plants and animals in controlled or selected aquatic environments for the sale of aquatic plants, animals, or their products. The subsector includes establishments, such as ranches, farms, and feedlots, primarily engaged in keeping, grazing, breeding, or feeding animals. These animals are kept for the products they produce or for eventual sale. The animals are generally raised in various environments, from total confinement or captivity to feeding on an open range pasture.

113: Forestry and Logging:

Industries in the Forestry and Logging subsector grow and harvest timber on a long production cycle (i.e., of 10 years or more). Long production cycles use different production processes than short production cycles, which require more horticultural interventions prior to harvest, resulting in processes more similar to those found in the Crop Production subsector. Consequently, Christmas tree production and other production involving production cycles of less than 10 years, are classified in the Crop Production subsector.

114: Fishing, Hunting and Trapping:

Industries in the Fishing, Hunting and Trapping subsector harvest fish and other wild animals from their natural habitats and are dependent upon a continued supply of the natural resource. The harvesting of fish is the predominant economic activity of this subsector and it usually requires specialized vessels that, by the nature of their size, configuration and equipment, are not suitable for any other type of production, such as transportation.

115: Support Activities for Agriculture and Forestry:

Industries in the Support Activities for Agriculture and Forestry subsector provide support services that are an essential part of agricultural and forestry production. These support activities may be performed by the agriculture or forestry producing establishment or conducted independently as an alternative source of inputs required for the production process for a given crop, animal, or forestry industry. Establishments that primarily perform these activities independent of the agriculture or forestry producing establishment are in this subsector.

County Breakdown

Agriculture, Forestry, Fishing, and Hunting (Sector 11) total jobs increased from 2010-2018. The increase in total jobs most notably occurred in the Crop Production subsector.

Total sales for Sector 11 were \$19.5 million in 2018, with \$12 million of this falling into the in-region sales category. Imports for this sector were \$22.9 million this same year. With imports outpacing exported sales, there is an opportunity to grow businesses within the city.

Table 61. Carson City NAICS Sector 11, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
111: Crop Production	29	91	5	\$44,538	\$4,500,406
112: Animal Production and Aquaculture	0	0	0	\$0	\$0
113: Forestry and Logging	0	0	0	\$0	\$69,968
114: Fishing, Hunting and Trapping	<10	<10	0	Insf. Data	\$30,776
115: Support Activities for Agriculture and Forestry	16	19	0	\$14,248	\$347,194

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 62. Carson City NAICS Sector 11, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
111	\$18,907,685	\$11,584,716	\$7,322,969	\$4,175,074	\$434,968
112	\$0	\$0	\$0	\$12,787,024	\$0
113	\$170,599	\$164,752	\$5,847	\$1,173,501	\$3,193
114	\$73,466	\$66,889	\$6,577	\$623,005	\$7,831
115	\$448,318	\$372,869	\$75,450	\$4,425,466	\$10,544

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 56. Carson City NAICS Sector 11 Total Jobs by 3-Digit Sector, 2010 to 2018

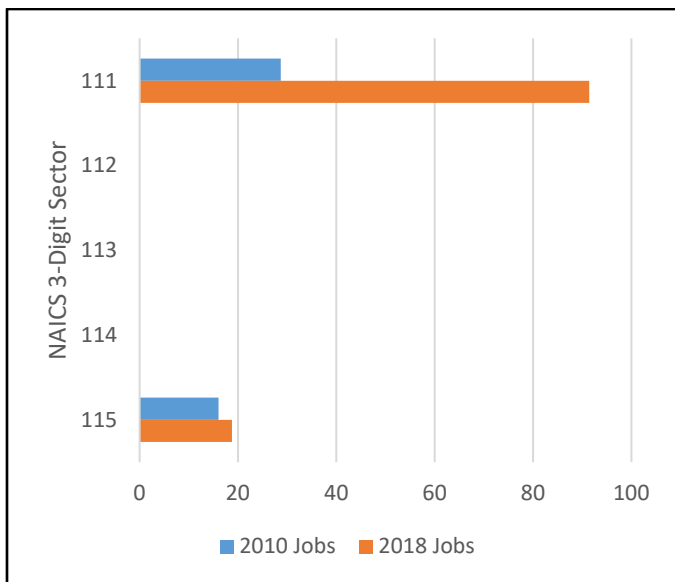
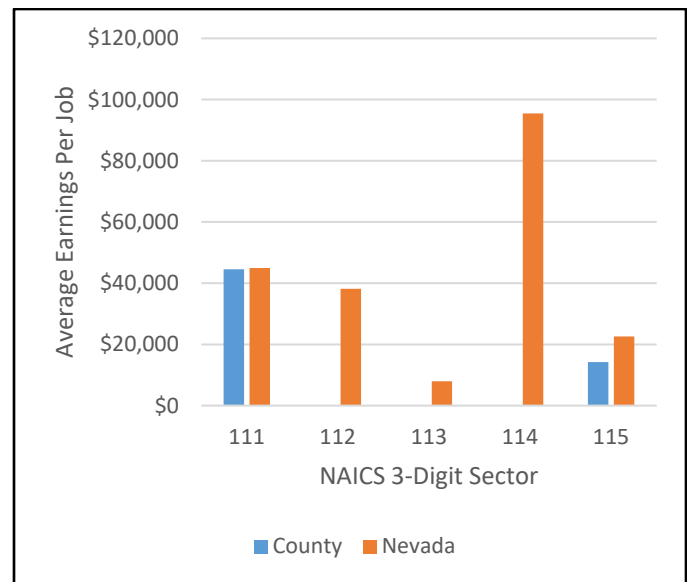


Figure 57. Carson City vs State Comparison, NAICS Sector 11, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction

The Mining, Quarrying, and Oil and Gas Extraction sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating (e.g., crushing, screening, washing, and flotation), and other preparation customarily performed at the mine site, or as a part of mining activity.

211: Oil and Gas Extraction

Industries in the Oil and Gas Extraction subsector operate and/or develop oil and gas field properties. Such activities may include exploration for crude petroleum and natural gas; drilling, completing, and equipping wells; operating separators, emulsion breakers, desilting equipment, and field gathering lines for crude petroleum and natural gas; and all other activities in the preparation of oil and gas up to the point of shipment from the producing property. This subsector includes the production of crude petroleum, the mining and extraction of oil from oil shale and oil sands, the production of natural gas, sulfur recovery from natural gas, and recovery of hydrocarbon liquids.

212: Mining (except Oil and Gas)

Industries in the Mining (except Oil and Gas) subsector primarily engage in mining, mine site development, and beneficiating (i.e., preparing) metallic minerals and nonmetallic minerals, including coal. The term "mining" is used in the broad sense to include ore extraction, quarrying, and beneficiating (e.g., crushing, screening, washing, sizing, concentrating, and flotation), customarily done at the mine site.

213: Support Activities for Mining

Industries in the Support Activities for Mining subsector group establishments primarily providing support services, on a contract or fee basis, required for the mining and quarrying of minerals and for the extraction of oil and gas. Establishments performing exploration (except geophysical surveying and mapping) for minerals, on a contract or fee basis, are included in this subsector. Exploration includes traditional prospecting methods, such as taking core samples and making geological observations at prospective sites.

County Breakdown

Mining, Quarrying, and Oil and Gas Extraction (Sector 21) had less than ten total jobs as of 2018. There is one payroll business operating within the city.

Total sales for Sector 21 were \$28 million in 2018, with \$17 million of this falling into the in-region sales category. Imports for this sector were \$40.8 million this same year. There is an opportunity to continue to grow businesses operating in this sector as imports outpace exported sales.

Table 63. Carson City NAICS Sector 21, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
211: Oil and Gas Extraction	0	0	0	\$0	\$4,422,910
212: Mining (except Oil and Gas)	<10	<10	0	-	\$925,052
213: Support Activities for Mining	<10	<10	1	-	\$510,438

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 64. Carson City NAICS Sector 21, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
211	\$23,245,744	\$13,583,895	\$9,661,849	\$6,767,662	\$2,688,304
212	\$3,611,207	\$2,778,389	\$832,818	\$14,547,312	\$213,728
213	\$1,309,165	\$597,710	\$711,455	\$19,658,249	\$47,588

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 58. Carson City NAICS Sector 21 Total Jobs by 3-Digit Sector, 2010 to 2018

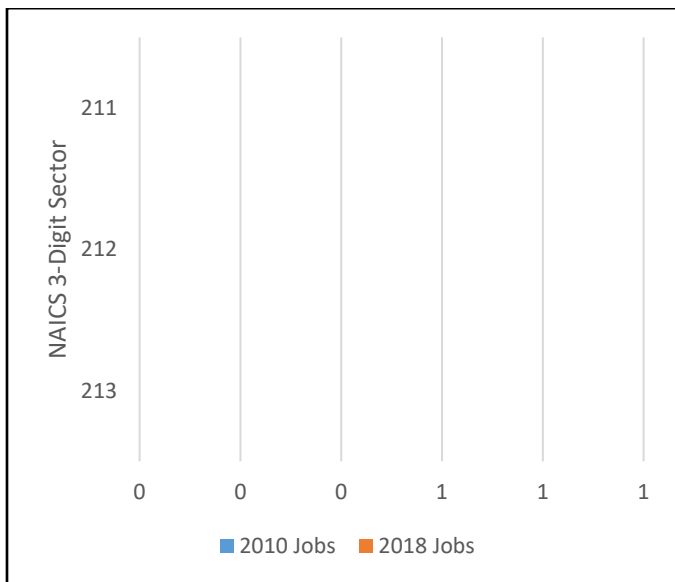
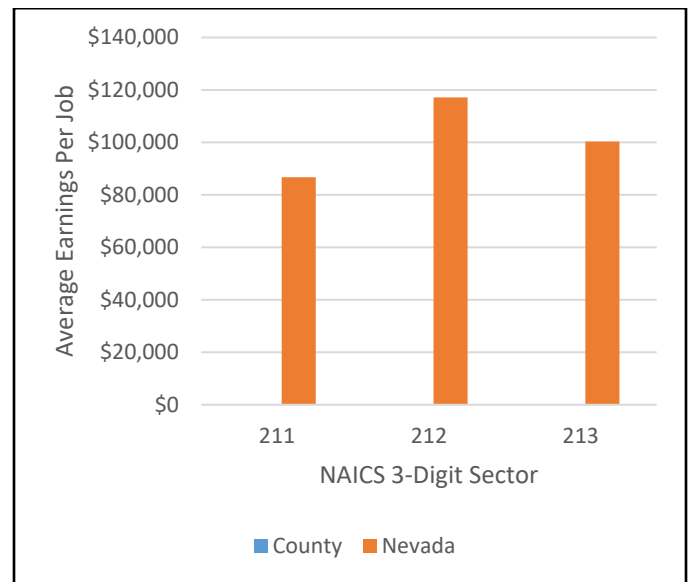


Figure 59. Carson City vs State Comparison, NAICS Sector 21, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 22: Utilities

The Utilities sector comprises establishments engaged in the provision of the following utility services: electric power, natural gas, steam supply, water supply, and sewage removal. Within this sector, the specific activities associated with the utility services provided vary by utility: electric power includes generation, transmission, and distribution; natural gas includes distribution; steam supply includes provision and/or distribution; water supply includes treatment and distribution; and sewage removal includes collection, treatment, and disposal of waste through sewer systems and sewage treatment facilities.

221: Utilities

Industries in the Utilities subsector provide electric power, natural gas, steam supply, water supply, and sewage removal through a permanent infrastructure of lines, mains, and pipes. Establishments are grouped together based on the utility service provided and the particular system or facilities required to perform the service.

County Breakdown

Utilities (Sector 22) total jobs decreased by 40% from 2010-2018. Two payroll businesses operated within the city in 2018.

Total sales for Sector 22 were \$70.5 million in 2018, with an even split between in-region and exported sales. Imports for this sector were \$63 million, showing room to grow businesses operating within this sector in Carson.

Table 65. Carson City NAICS Sector 22, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
221: Utilities	174	105	2	\$135,312	\$14,789,580

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 66. Carson City NAICS Sector 22, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
221	\$70,596,614	\$34,326,651	\$36,269,964	\$63,719,917	\$9,339,014

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 60. Carson City NAICS Sector 22 Total Jobs by 3-Digit Sector, 2010 to 2018

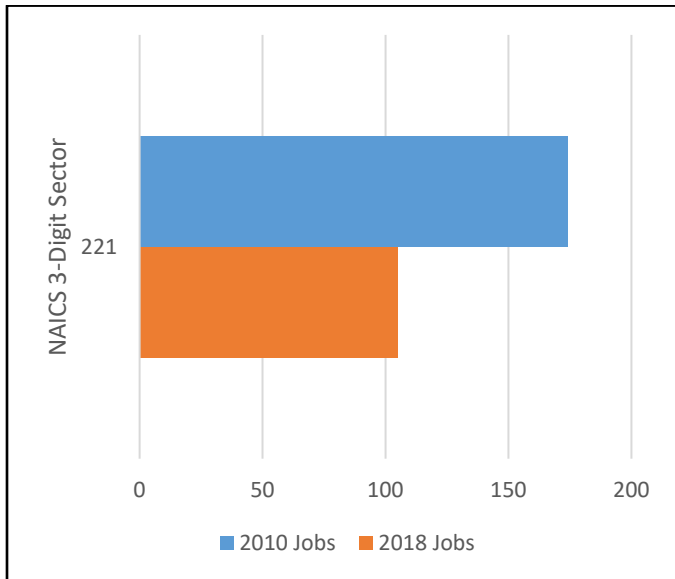
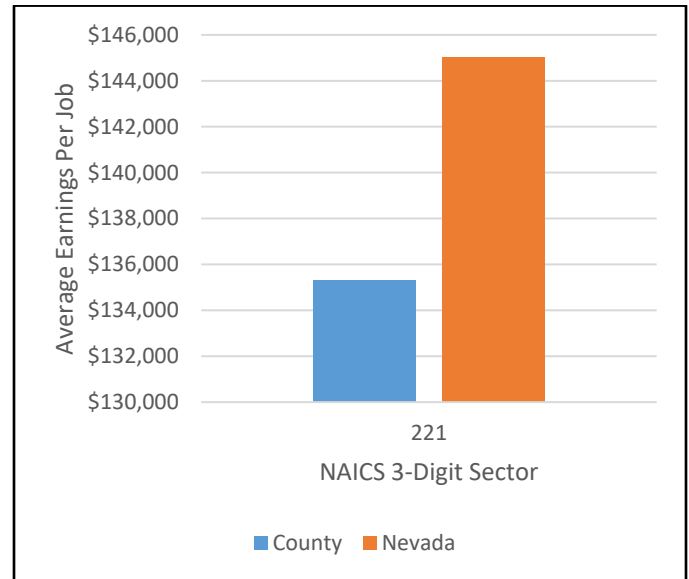


Figure 61. Carson City vs State Comparison, NAICS Sector 22, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 23: Construction

The Construction sector comprises establishments primarily engaged in the construction of buildings or engineering projects (e.g., highways and utility systems). Establishments primarily engaged in the preparation of sites for new construction and establishments primarily engaged in subdividing land for sale as building sites also are included in this sector.

236: Construction of Buildings

The Construction of Buildings subsector comprises establishments primarily responsible for the construction of buildings. The work performed may include new work, additions, alterations, or maintenance and repairs. The onsite assembly of precut, panelized, and prefabricated buildings and construction of temporary buildings are included in this subsector. Part or all of the production work for which the establishments in this subsector have responsibility may be subcontracted to other construction establishments--usually specialty trade contractors.

237: Heavy and Civil Engineering Construction

The Heavy and Civil Engineering Construction subsector comprises establishments whose primary activity is the construction of entire engineering projects (e.g., highways and dams), and specialty trade contractors, whose primary activity is the production of a specific component for such projects. Specialty trade contractors in the Heavy and Civil Engineering Construction subsector generally are performing activities that are specific to heavy and civil engineering construction projects and are not normally performed on buildings. The work performed may include new work, additions, alterations, or maintenance and repairs.

238: Specialty Trade Contractors

The Specialty Trade Contractors subsector comprises establishments whose primary activity is performing specific activities (e.g., pouring concrete, site preparation, plumbing, painting, and electrical work) involved in building construction or other activities that are similar for all types of construction, but that are not responsible for the entire project. The work performed may include new work, additions, alterations, maintenance, and repairs. The production work performed by establishments in this subsector is usually subcontracted from establishments of the general contractor type or for-sale builders, but especially in remodeling and repair construction, work also may be done directly for the owner of the property. Specialty trade contractors usually perform most of their work at the construction site, although they may have shops where they perform prefabrication and other work. Establishments primarily engaged in preparing sites for new construction are also included in this subsector.

County Breakdown

Construction (Sector 23) total jobs increased by 642 positions from 2010-2018. All subsectors grew in terms of total jobs, most notably the Specialty Trade Contractors subsector.

Total sales for Sector 23 were \$273 million in 2018, with \$240.8 falling into in-region sales. Imports this same year were \$267 million, which fell heavily into the Specialty Trade Contractor subsector. The large total in the imports category shows room to continue to grow Construction businesses operating within Carson.

Table 67. Carson City NAICS Sector 23, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
236: Construction of Buildings	239	360	55	\$64,731	\$23,660,888
237: Heavy and Civil Engineering Construction	32	156	7	\$72,209	\$11,937,996
238: Specialty Trade Contractors	815	1,212	127	\$61,040	\$78,227,169

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 68. Carson City NAICS Sector 23, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
236	\$56,764,818	\$55,385,662	\$1,379,156	\$67,971,724	\$404,181
237	\$28,880,675	\$20,134,725	\$8,745,951	\$54,518,148	\$222,995
238	\$187,789,910	\$165,470,467	\$22,319,440	\$145,017,443	\$1,343,113

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 62. Carson City NAICS Sector 23 Total Jobs by 3-Digit Sector, 2010 to 2018

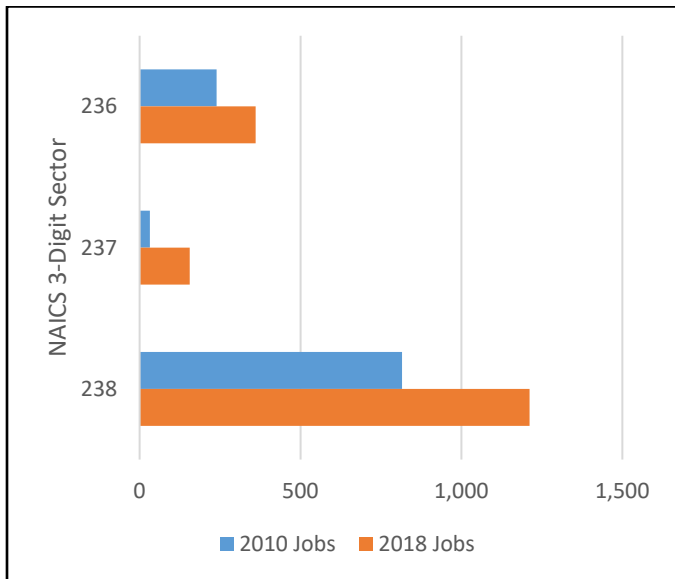
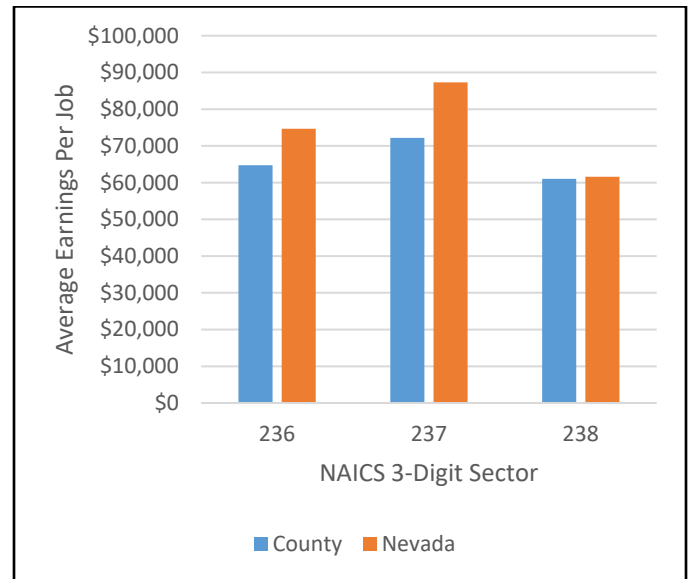


Figure 63. Carson City vs State Comparison, NAICS Sector 23, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 31: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same 'Manufacturing' 2-digit heading.

311: Food Manufacturing

Industries in the Food Manufacturing subsector transform livestock and agricultural products into products for intermediate or final consumption. The industry groups are distinguished by the raw materials (generally of animal or vegetable origin) processed into food products.

312: Beverage and Tobacco Product Manufacturing

Industries in the Beverage and Tobacco Product Manufacturing subsector manufacture beverages and tobacco products. The Beverage Manufacturing industry group includes three types of establishments: (1) those that manufacture nonalcoholic beverages; (2) those that manufacture alcoholic beverages through the fermentation process; and (3) those that produce distilled alcoholic beverages. Ice manufacturing, while not a beverage, is included with nonalcoholic beverage manufacturing because it uses the same production process as water purification.

313: Textile Mills

Industries in the Textile Mills subsector group establishments that transform a basic fiber (natural or synthetic) into a product, such as yarn or fabric that is further manufactured into usable items, such as apparel, sheets, towels, and textile bags for individual or industrial consumption. The further manufacturing may be performed in the same establishment and classified in this subsector, or it may be performed at a separate establishment and be classified elsewhere in manufacturing.

314: Textile Product Mills

Industries in the Textile Product Mills subsector group establishments that make textile products (except apparel). With a few exceptions, processes used by these establishments are generally cut and sew (i.e., purchasing fabric and cutting and sewing to make nonapparel textile products, such as sheets and towels).

315: Apparel Manufacturing

Industries in the Apparel Manufacturing subsector group establishments with two distinct manufacturing processes: (1) cut and sew (i.e., purchasing fabric and cutting and sewing to make a garment) and (2) the manufacture of garments in establishments that first knit fabric and then cut and sew the fabric into a garment. The Apparel Manufacturing subsector includes a diverse range of establishments manufacturing full lines of ready-to wear apparel and custom apparel: apparel contractors, performing cutting or sewing operations on materials owned by others; jobbers, performing entrepreneurial functions involved in apparel manufacturing; and tailors, manufacturing custom garments for individual clients. Knitting fabric, when done alone, is classified in the Textile Mills subsector, but when knitting is combined with the production of complete garments, the activity is classified in the Apparel Manufacturing subsector.

316: Leather and Allied Product Manufacturing

Establishments in the Leather and Allied Product Manufacturing subsector transform hides into leather by tanning or curing and fabricating the leather into products for final consumption. This subsector also includes the manufacture of similar products from other materials, including products (except apparel) made from "leather substitutes," such as rubber, plastics, or textiles. Rubber footwear, textile luggage, and plastics purses or wallets are examples of "leather substitute" products included in this subsector. The products made from leather substitutes are included in this subsector because they are made in similar ways leather products are made (e.g., luggage). They are made in the same establishments, so it is not practical to separate them.

County Breakdown

Manufacturing (Sector 31) total jobs have decreased slightly from 2010-2018, most notably in the Textile Product Mills subsector. Total sales for Sector 31 were \$44 million in 2018, with \$26.6 of this falling into the exported sales category. Imports this same year were \$169.5 million, showing room to grow Sector 31 within Carson.

Table 69. Carson City NAICS Sector 31, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
311: Food Manufacturing	110	112	7	\$40,006	\$5,890,754
312: Beverage and Tobacco Product Manufacturing	<10	<10	0	-	\$581,314
313: Textile Mills	<10	0	0	\$0	\$0
314: Textile Product Mills	24	<10	1	-	\$32,274
315: Apparel Manufacturing	<10	<10	1	-	\$181,481
316: Leather and Allied Product Manufacturing	<10	<10	0	-	\$11,285

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 70. Carson City NAICS Sector 31, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
311	\$35,072,194	\$10,469,804	\$24,602,390	\$132,479,576	\$351,925
312	\$8,527,038	\$6,599,702	\$1,927,336	\$26,790,880	\$1,707,583
313	\$0	\$0	\$0	\$3,176,889	\$0
314	\$100,031	\$52,950	\$47,081	\$3,942,286	\$1,336
315	\$422,068	\$356,484	\$65,584	\$2,269,052	\$5,093
316	\$60,059	\$41,766	\$18,292	\$1,165,320	\$733

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 64. Carson City NAICS Sector 31 Total Jobs by 3-Digit Sector, 2010 to 2018

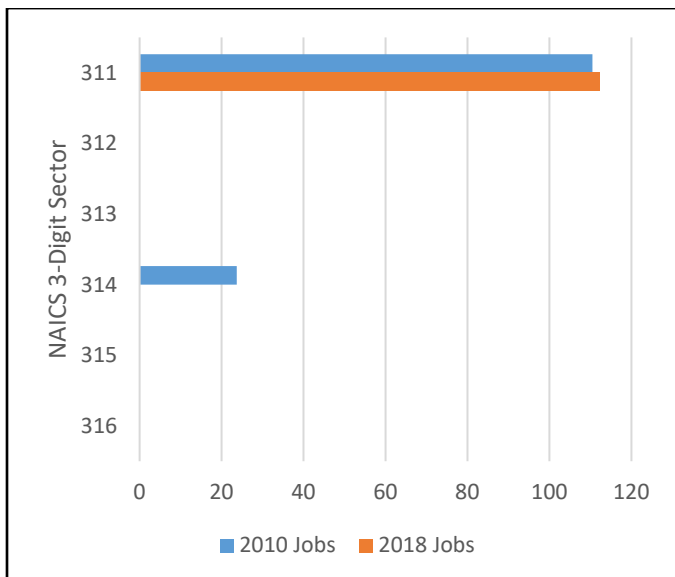
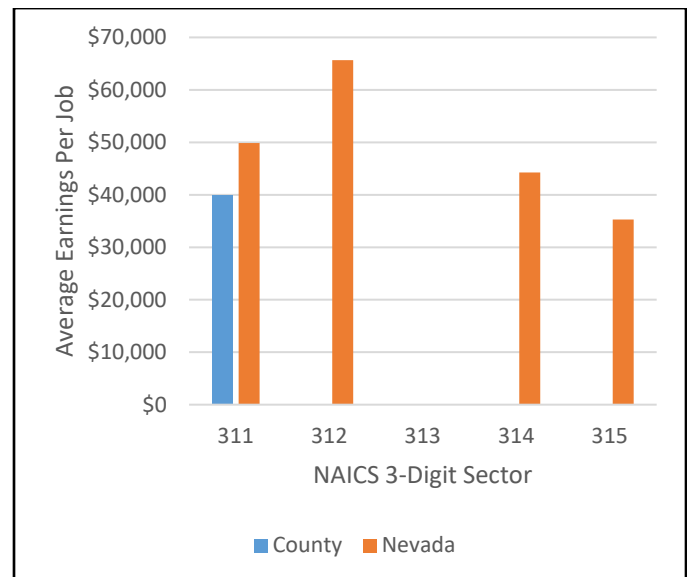


Figure 65. Carson City vs State Comparison, NAICS Sector 31, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 32: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same ‘Manufacturing’ 2-digit heading.

321: Wood Product Manufacturing

Establishments in the Wood Product Manufacturing subsector manufacture wood products, such as lumber, plywood, veneers, wood containers, wood flooring, wood trusses, manufactured homes (i.e., mobile homes), and prefabricated wood buildings. The production processes of the Wood Product Manufacturing subsector include sawing, planing, shaping, laminating, and assembling wood products starting from logs that are cut into bolts, or lumber that then may be further cut, or shaped by lathes or other shaping tools.

322: Paper Manufacturing

Industries in the Paper Manufacturing subsector make pulp, paper, or converted paper products. The manufacturing of these products is grouped together because they constitute a series of vertically connected processes. More than one is often carried out in a single establishment. There are essentially three activities. The manufacturing of pulp involves separating the cellulose fibers from other impurities in wood or used paper. The manufacturing of paper involves matting these fibers into a sheet. The manufacturing of converted paper products involves converting paper and other materials by various cutting and shaping techniques and includes coating and laminating activities.

323: Printing and Related Support Activities

Industries in the Printing and Related Support Activities subsector print products, such as newspapers, books, labels, business cards, stationery, business forms, and other materials, and perform support activities, such as data imaging, platemaking services, and bookbinding. The support activities included here are an integral part of the printing industry, and a product (a printing plate, a bound book, or a computer disk or file) that is an integral part of the printing industry is almost always provided by these operations

324: Petroleum and Coal Products Manufacturing

The Petroleum and Coal Products Manufacturing subsector is based on the transformation of crude petroleum and coal into usable products. The dominant process is petroleum refining that involves the separation of crude petroleum into component products through such techniques as cracking and distillation.

325: Chemical Manufacturing

The Chemical Manufacturing subsector is based on the transformation of organic and inorganic raw materials by a chemical process and the formulation of products. This subsector distinguishes the production of basic chemicals that comprise the first industry group from the production of intermediate and end products produced by further processing of basic chemicals that make up the remaining industry groups.

326: Plastics and Rubber Products Manufacturing

Industries in the Plastics and Rubber Products Manufacturing subsector make goods by processing plastics materials and raw rubber. The core technology employed by establishments in this subsector is that of plastics or rubber product production. Plastics and rubber are combined in the same subsector because plastics are increasingly being used as a substitute for rubber; however, the subsector is generally restricted to the production of products made of just one material, either solely plastics or rubber.

327: Nonmetallic Mineral Product Manufacturing

The Nonmetallic Mineral Product Manufacturing subsector transforms mined or quarried nonmetallic minerals, such as sand, gravel, stone, clay, and refractory materials, into products for intermediate or final consumption.

County Breakdown

Manufacturing (Sector 32) total jobs increased by 16% from 2010-2018. The subsector with the largest growth was the Wood Product Manufacturing.

Total sales for Sector 32 were \$179.8 million in the year 2018, with \$155 million of this total falling into the exported sales category. Imports for this sector reached over \$339 million in 2018. With imports far outpacing exported sales, there is an opportunity to grow businesses within Carson.

Table 71. Carson City NAICS Sector 32, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
321: Wood Product Manufacturing	88	185	4	\$69,272	\$11,847,328
322: Paper Manufacturing	0	0	0	\$0	\$0
323: Printing and Related Support Activities	25	51	5	\$37,676	\$2,002,662
324: Petroleum and Coal Products Manufacturing	0	0	0	\$0	\$4,425,493
325: Chemical Manufacturing	103	83	6	\$86,053	\$7,084,455
326: Plastics and Rubber Products Manufacturing	131	123	7	\$56,350	\$7,121,258
327: Nonmetallic Mineral Product Manufacturing	75	48	3	\$78,226	\$3,906,047

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 72. Carson City NAICS Sector 32, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
321	\$53,576,214	\$7,730,286	\$45,845,927	\$19,883,233	\$489,207
322	\$0	\$0	\$0	\$26,791,468	\$0
323	\$5,626,498	\$1,382,175	\$4,244,323	\$17,005,523	\$70,210
324	\$25,262,056	\$6,412,275	\$18,849,780	\$111,680,383	\$200,836
325	\$46,399,959	\$3,273,342	\$43,126,616	\$111,490,803	\$1,110,118
326	\$33,537,219	\$3,807,531	\$29,729,687	\$33,083,343	\$328,126
327	\$15,666,503	\$2,216,059	\$13,450,444	\$19,697,045	\$214,532

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 66. Carson City NAICS Sector 32 Total Jobs by 3-Digit Sector, 2010 to 2018

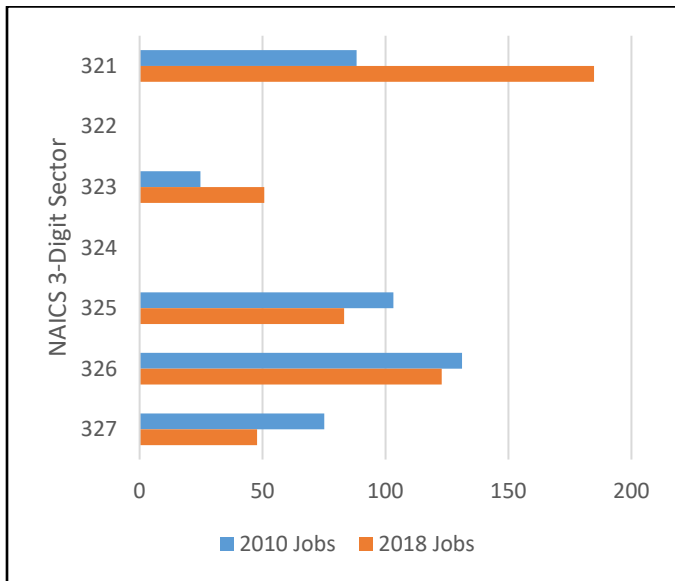
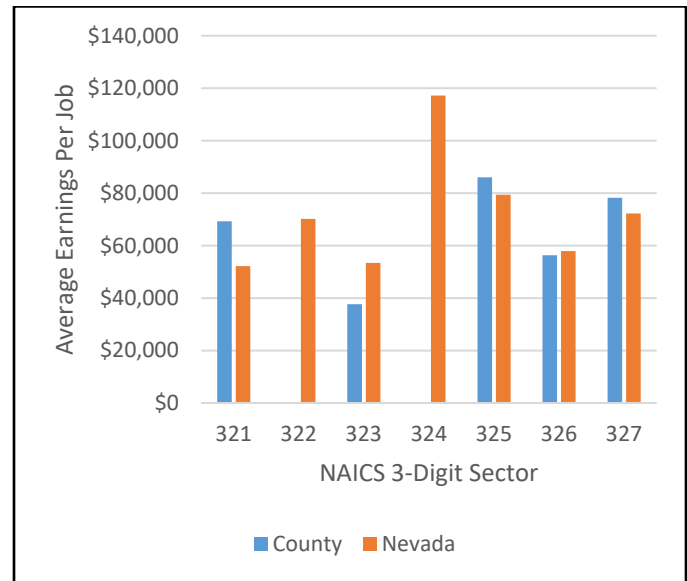


Figure 67. Carson City vs State Comparison, NAICS Sector 32, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 33: Manufacturing

The Manufacturing sector comprises establishments engaged in the mechanical, physical, or chemical transformation of materials, substances, or components into new products. The assembling of component parts of manufactured products is considered manufacturing, except in cases where the activity is appropriately classified in Sector 23, Construction.

Note: Sectors 31, 32, and 33 all fall under the same ‘Manufacturing’ 2-digit heading.

331: Primary Metal Manufacturing

Industries in the Primary Metal Manufacturing subsector smelt and/or refine ferrous and nonferrous metals from ore, pig or scrap, using electrometallurgical and other process metallurgical techniques. Establishments in this subsector also manufacture metal alloys and super alloys by introducing other chemical elements to pure metals. The output of smelting and refining, usually in ingot form, is used in rolling, drawing, and extruding operations to make sheet, strip, bar, rod, or wire, and in molten form to make castings and other basic metal products.

332: Fabricated Metal Product Manufacturing

Industries in the Fabricated Metal Product Manufacturing subsector transform metal into intermediate or end products, other than machinery, computers and electronics, and metal furniture, or treat metals and metal formed products fabricated elsewhere. Important fabricated metal processes are forging, stamping, bending, forming, and machining, used to shape individual pieces of metal; and other processes, such as welding and assembling, used to join separate parts together. Establishments in this subsector may use one of these processes or a combination of these processes.

334: Computer and Electronic Product Manufacturing

Industries in the Computer and Electronic Product Manufacturing subsector group establishments that manufacture computers, computer peripherals, communications equipment, and similar electronic products, and establishments that manufacture components for such products. The Computer and Electronic Product Manufacturing industries have been combined in the hierarchy of NAICS because of the economic significance they have attained.

County Breakdown

Manufacturing (Sector 33) total jobs decreased slightly from 2010-2018. Total sales for Sector 33 were \$749.7 million in 2018, with \$663 million falling into the exported sales category. Imports for this sector this same year were \$396 million.

335: Electrical Equipment, Appliance, and Component Manufacturing

Industries in the Electrical Equipment, Appliance, and Component Manufacturing subsector manufacture products that generate, distribute and use electrical power. Electric Lighting Equipment Manufacturing establishments produce electric lamp bulbs, lighting fixtures, and parts. Household Appliance Manufacturing establishments make both small and major electrical appliances and parts. Electrical Equipment Manufacturing establishments make goods, such as electric motors, generators, transformers, and switchgear apparatus. Other Electrical Equipment and Component Manufacturing establishments make devices for storing electrical power (e.g., batteries), for transmitting electricity (e.g., insulated wire), and wiring devices (e.g., electrical outlets, fuse boxes, and light switches).

336: Transportation Equipment Manufacturing

Industries in the Transportation Equipment Manufacturing subsector produce equipment for transporting people and goods. Transportation equipment is a type of machinery. An entire subsector is devoted to this activity because of the significance of its economic size in all three North American countries.

337: Furniture and Related Product Manufacturing

Industries in the Furniture and Related Product Manufacturing subsector make furniture and related articles, such as mattresses, window blinds, cabinets, and fixtures. The processes used in the manufacture of furniture include the cutting, bending, molding, laminating, and assembly of such materials as wood, metal, glass, plastics, and rattan.

339: Miscellaneous Manufacturing

Industries in the Miscellaneous Manufacturing subsector make a wide range of products that cannot readily be classified in specific NAICS subsectors in manufacturing. Processes used by these establishments vary significantly, both among and within industries.

Table 73. Carson City NAICS Sector 33, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
331: Primary Metal Manufacturing	263	283	3	\$74,075	\$20,911,745
332: Fabricated Metal Product Manufacturing	526	642	25	\$84,623	\$55,314,759
333: Machinery Manufacturing	188	314	13	\$88,548	\$30,087,826
334: Computer and Electronic Product Manufacturing	211	221	12	\$67,891	\$15,760,580
335: Electrical Equipment, Appliance, and Component Manufacturing	69	63	1	\$69,447	\$6,601,705
336: Transportation Equipment Manufacturing	710	411	15	\$73,156	\$29,713,408
337: Furniture and Related Product Manufacturing	45	12	3	\$32,144	\$402,410
339: Miscellaneous Manufacturing	90	118	15	\$57,665	\$8,523,526

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 74. Carson City NAICS Sector 33, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
331	\$129,507,158	\$7,732,279	\$121,774,881	\$67,188,351	\$1,582,210
332	\$236,062,953	\$22,712,055	\$213,350,899	\$57,355,792	\$2,516,471
333	\$115,009,011	\$7,761,362	\$107,247,650	\$53,953,058	\$1,307,015
334	\$35,923,212	\$5,540,845	\$30,382,367	\$44,880,642	\$1,101,705
335	\$20,855,522	\$2,264,680	\$18,590,845	\$17,254,915	\$239,961
336	\$188,986,841	\$35,862,394	\$153,124,448	\$120,880,625	\$1,379,979
337	\$1,081,059	\$337,417	\$743,641	\$12,374,478	\$6,666
339	\$22,653,637	\$4,050,724	\$18,602,913	\$26,346,078	\$272,098

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 68. Carson City NAICS Sector 33 Total Jobs by 3-Digit Sector, 2010 to 2018

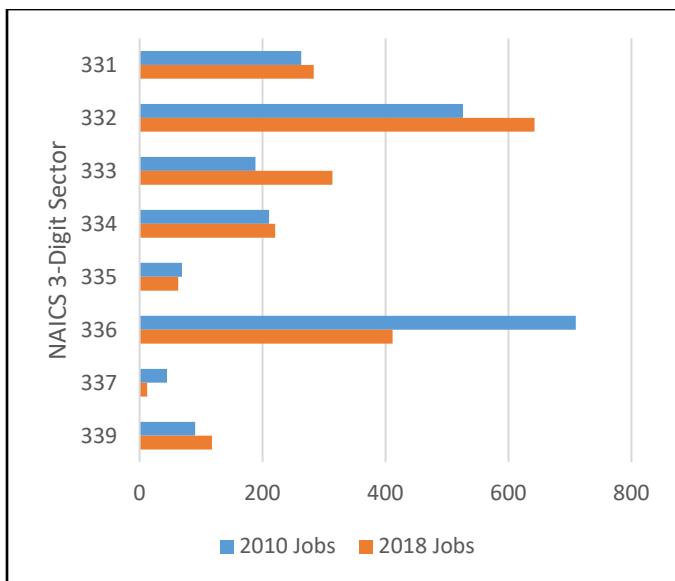
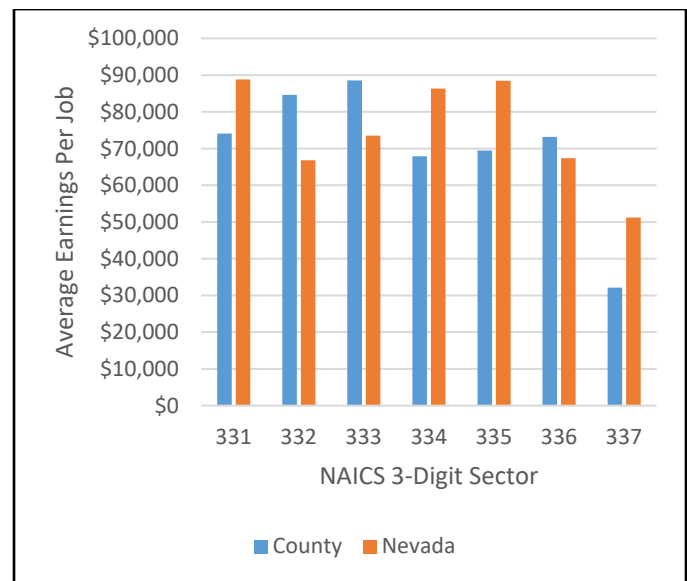


Figure 69. Carson City vs State Comparison, NAICS Sector 33, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 42: Wholesale Trade

The Wholesale Trade sector comprises establishments engaged in wholesaling merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The merchandise described in this sector includes the outputs of agriculture, mining, manufacturing, and certain information industries, such as publishing.

423: Merchant Wholesalers, Durable Goods

Industries in the Merchant Wholesalers, Durable Goods subsector sell capital or durable goods to other businesses. Merchant wholesalers generally take title to the goods that they sell; in other words, they buy and sell goods on their own account. Durable goods are new or used items generally with a normal life expectancy of three years or more.

424: Merchant Wholesalers, Nondurable Goods

Industries in the Merchant Wholesalers, Nondurable Goods subsector sell nondurable goods to other businesses. Nondurable goods are items generally with a normal life expectancy of less than three years. Nondurable goods merchant wholesale trade establishments are engaged in wholesaling products, such as paper and paper products, chemicals and chemical products, drugs, textiles and textile products, apparel, footwear, groceries, farm products, petroleum and petroleum products, alcoholic beverages, books, magazines, newspapers, flowers and nursery stock, and tobacco products.

425: Wholesale Electronic Markets and Agents and Brokers

Industries in the Wholesale Electronic Markets and Agents and Brokers subsector arrange for the sale of goods owned by others, generally on a fee or commission basis. They act on behalf of the buyers and sellers of goods. This subsector contains agents and brokers as well as business-to-business electronic markets that facilitate wholesale trade.

County Breakdown

Wholesale Trade (Sector 42) total jobs increased slightly from 2010-2018, most notably in the Merchant Wholesalers subsectors. Total sales for Sector 42 were \$175 million in 2018, with \$97.5 million of this total falling into the exported sales category. Imports for this sector, in the same year, were \$264 million. The largest portion of these imports fall in the Merchant Wholesalers subsectors, showing an opportunity to grow these businesses within Carson.

Table 75. Carson City NAICS Sector 42, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
423: Merchant Wholesalers, Durable Goods	342	387	52	\$61,364	\$25,390,527
424: Merchant Wholesalers, Nondurable Goods	129	183	18	\$54,418	\$11,436,487
425: Wholesale Electronic Markets and Agents and Brokers	71	32	23	\$61,530	\$3,268,498

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 76. Carson City NAICS Sector 42, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
423	\$96,085,747	\$29,419,349	\$66,666,397	\$150,970,564	\$5,365,211
424	\$75,247,305	\$45,588,929	\$29,658,377	\$103,863,610	\$22,646,212
425	\$3,919,313	\$2,586,662	\$1,332,651	\$9,425,285	\$24,353

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 70. Carson City NAICS Sector 42 Total Jobs by 3-Digit Sector, 2010 to 2018

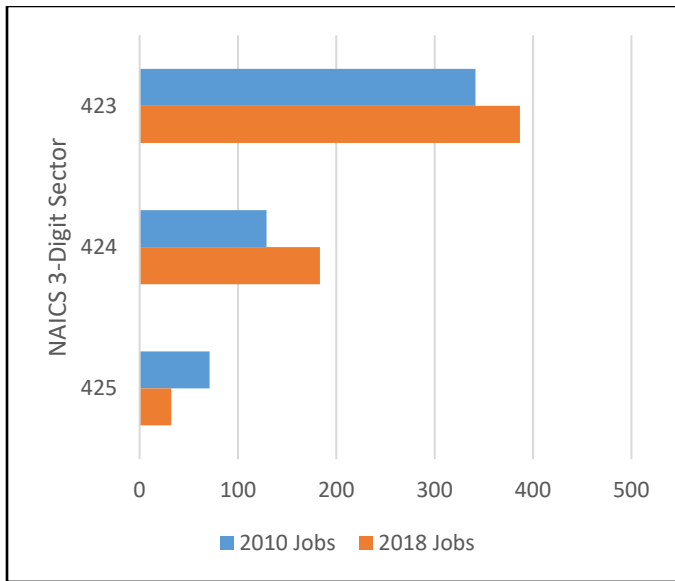
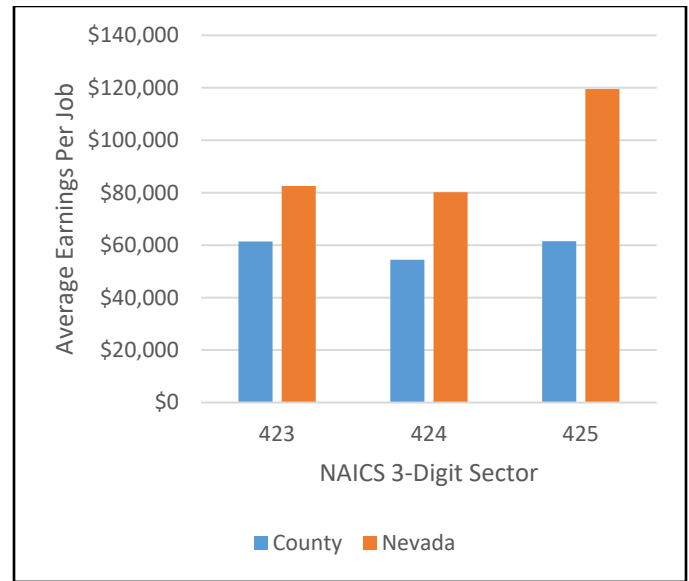


Figure 71. Carson City vs State Comparison, NAICS Sector 42, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 44: Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Note: Sectors 44 and 45 fall under the same 'Retail Trade' 2-digit heading.

441: Motor Vehicle and Parts Dealers

Industries in the Motor Vehicle and Parts Dealers subsector retail motor vehicles and parts from fixed point-of-sale locations. Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require little by way of display equipment.

442: Furniture and Home Furnishings Stores

Industries in the Furniture and Home Furnishings Stores subsector retail new furniture and home furnishings from fixed point-of-sale locations. Establishments in this subsector usually operate from showrooms and have substantial areas for the presentation of their products. Many offer interior decorating services in addition to the sale of products.

443: Electronics and Appliance Stores

Industries in the Electronics and Appliance Stores subsector retail new electronics and appliances from point-of sale locations. Establishments in this subsector often operate from locations that have special provisions for floor displays requiring special electrical capacity to accommodate the proper demonstration of the products. The staff includes sales personnel knowledgeable in the characteristics and warranties of the line of goods retailed and may also include trained repair persons to handle the maintenance and repair of the electronic equipment and appliances.

444: Building Material and Garden Equipment and Supplies Dealers

Industries in the Building Material and Garden Equipment and Supplies Dealers subsector retail new building material and garden equipment and supplies from fixed point-of-sale locations. Establishments in this subsector have display equipment designed to handle lumber and related products and garden equipment and supplies that may be kept either indoors or outdoors under covered areas. The staff is usually knowledgeable in the use of the specific products being retailed in the construction, repair, and maintenance of the home and associated grounds.

445: Food and Beverage Stores

Industries in the Food and Beverage Stores subsector usually retail food and beverage merchandise from fixed point-of-sale locations. Establishments in this subsector have special equipment (e.g., freezers, refrigerated display cases, refrigerators) for displaying food and beverage goods.

446: Health and Personal Care Stores

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

447: Gasoline Stations

Industries in the Gasoline Stations subsector retail automotive fuels (e.g., gasoline, diesel fuel, gasohol, alternative fuels) and automotive oils or retail these products in combination with convenience store items. These establishments have specialized equipment for storing and dispensing automotive fuels.

448: Clothing and Clothing Accessories Stores

Industries in the Clothing and Clothing Accessories Stores subsector retail new clothing and clothing accessories from fixed point-of-sale locations. Establishments in this subsector have similar display equipment and staff that is knowledgeable regarding fashion trends and the proper match of styles, colors, and combinations of clothing and accessories to the characteristics and tastes of the customer.

County Breakdown

Retail Trade (Sector 44) total jobs increased by 16% from 2010-2018.

Total sales for Sector 44 were \$271 million in 2018, with \$147 million falling into the exported sales category. Imports this same year were \$84 million in Carson City.

Table 77. Carson City NAICS Sector 44, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
441: Motor Vehicle and Parts Dealers	593	807	35	\$62,558	\$50,502,076
442: Furniture and Home Furnishings Stores	74	95	10	\$52,995	\$5,169,103
443: Electronics and Appliance Stores	62	53	9	\$45,180	\$2,401,781
444: Building Material and Garden Equipment and Supplies Dealers	400	462	21	\$36,343	\$17,462,149
445: Food and Beverage Stores	467	450	22	\$34,974	\$15,703,734
446: Health and Personal Care Stores	131	106	17	\$48,606	\$5,587,700
447: Gasoline Stations	132	153	20	\$25,969	\$3,897,516
448: Clothing and Clothing Accessories Stores	23	56	5	\$27,414	\$2,229,631

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 78. Carson City NAICS Sector 44, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
441	\$131,882,709	\$50,075,786	\$81,806,924	\$8,143,275	\$23,037,910
442	\$11,455,840	\$5,408,264	\$6,047,575	\$3,555,765	\$1,531,965
443	\$5,305,542	\$3,743,306	\$1,562,235	\$7,249,565	\$700,156
444	\$47,631,324	\$17,970,910	\$29,660,413	\$7,564,008	\$9,435,688
445	\$38,359,260	\$15,133,438	\$23,225,822	\$26,912,198	\$4,485,989
446	\$11,449,129	\$10,114,679	\$1,334,449	\$9,093,241	\$901,406
447	\$17,642,391	\$15,316,840	\$2,325,551	\$3,284,982	\$3,167,244
448	\$7,894,838	\$6,136,731	\$1,758,107	\$19,293,245	\$1,021,967

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 72. Carson City NAICS Sector 44 Total Jobs by 3-Digit Sector, 2010 to 2018

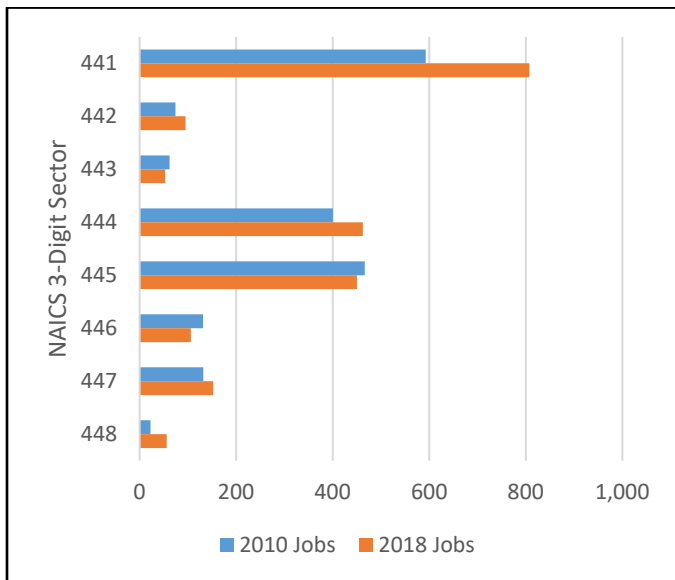
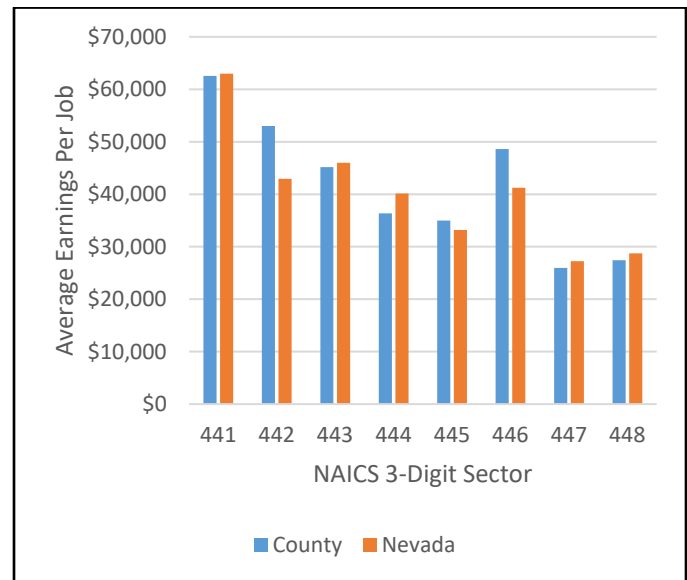


Figure 73. Carson City vs State Comparison, NAICS Sector 44, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 45: Retail Trade

The Retail Trade sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and nonstore retailers.

Note: Sectors 44 and 45 fall under the same ‘Retail Trade’ 2-digit heading.

451: Sporting Goods, Hobby, Musical Instrument, and Book Stores

Industries in the Sporting Goods, Hobby, Musical Instrument, and Book Stores subsector are engaged in retailing and providing expertise on the use of sporting equipment or supplies for other specific leisure activities, such as needlework and musical instruments.

452: General Merchandise Stores

Industries in the General Merchandise Stores subsector retail new general merchandise from fixed point-of-sale locations. Establishments in this subsector are unique in that they have the equipment and staff capable of retailing a large variety of goods from a single location.

453 Miscellaneous Store Retailers

Industries in the Miscellaneous Store Retailers subsector retail merchandise from fixed point-of-sale locations (except new or used motor vehicles and parts; new furniture and home furnishings; new appliances and electronic products; new building materials and garden equipment and supplies; food and beverages; health and personal care goods; gasoline; new clothing and accessories; and new sporting goods, hobby goods, books, and music).

454: Nonstore Retailers

Industries in the Nonstore Retailers subsector retail merchandise using methods, such as the broadcasting of infomercials, the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls, and distribution through vending machines.

County Breakdown

Retail Trade (Sector 45) total jobs has increased from 2010-2018, most notably in the Miscellaneous Store Retailers subsector.

Total sales for Sector 45 were \$132 million in 2018, with \$75 million falling into the in-region sales category. Imports this same year for Sector 45, were \$37.5 million. With exported sales outpacing imports, businesses operating within this sector show stability and sustainability in Carson.

Table 79. Carson City NAICS Sector 45, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	97	121	13	\$19,001	\$2,588,472
452: General Merchandise Stores	779	785	11	\$36,819	\$29,410,586
453: Miscellaneous Store Retailers	169	232	23	\$29,078	\$9,730,604
454: Nonstore Retailers	98	102	15	\$41,290	\$6,539,684

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 80. Carson City NAICS Sector 45, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
451	\$5,745,636	\$3,404,009	\$2,341,627	\$4,048,711	\$771,858
452	\$77,915,944	\$33,890,513	\$44,025,432	\$8,358,146	\$15,355,844
453	\$21,526,500	\$11,765,642	\$9,760,857	\$6,701,052	\$2,859,491
454	\$27,288,005	\$26,303,440	\$984,566	\$18,503,861	\$2,177,706

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 74. Carson City NAICS Sector 45 Total Jobs by 3-Digit Sector, 2010 to 2018

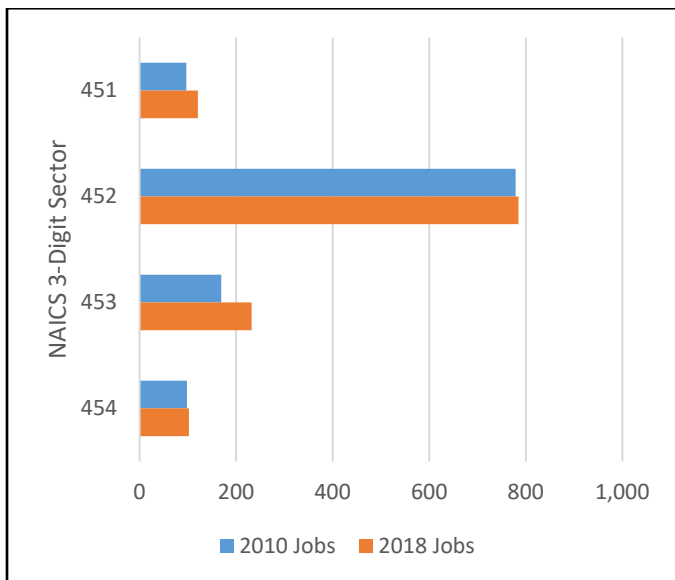
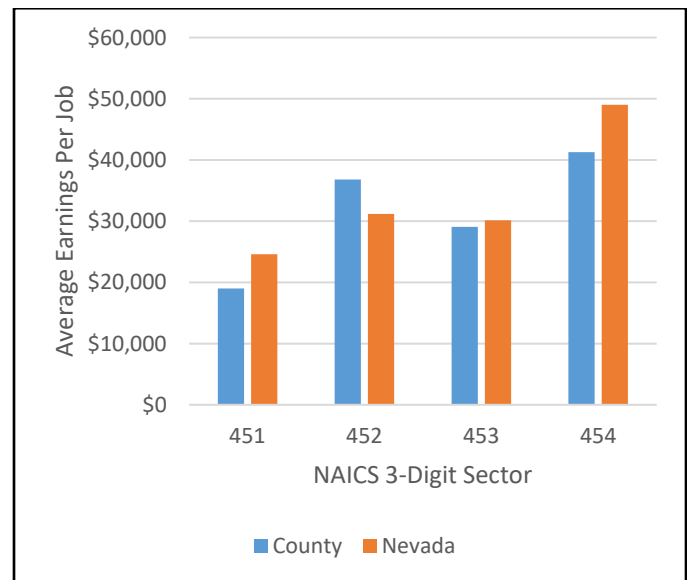


Figure 75. Carson City vs State Comparison, NAICS Sector 45, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 48: Transportation and Warehousing

The Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline.

Note: Sectors 48 and 49 fall under the same 'Transportation and Warehousing' 2-digit heading.

481: Air Transportation

Industries in the Air Transportation subsector provide air transportation of passengers and/or cargo using aircraft, such as airplanes and helicopters. The subsector distinguishes scheduled from nonscheduled air transportation. Scheduled air carriers fly regular routes on regular schedules and operate even if flights are only partially loaded. Nonscheduled carriers often operate during nonpeak time slots at busy airports. These establishments have more flexibility with respect to choice of airport, hours of operation, load factors, and similar operational characteristics.

482: Rail Transportation

Industries in the Rail Transportation subsector provide rail transportation of passengers and/or cargo using railroad rolling stock. The railroads in this subsector primarily either operate on networks, with physical facilities, labor force, and equipment spread over an extensive geographic area, or operate over a short distance on a local rail line.

483: Water Transportation

Industries in the Water Transportation subsector provide water transportation of passengers and cargo using watercraft, such as ships, barges, and boats.

484: Truck Transportation

Industries in the Truck Transportation subsector provide over-the-road transportation of cargo using motor vehicles, such as trucks and tractor trailers. The subsector is subdivided into general freight trucking and specialized freight trucking.

485: Transit and Ground Passenger Transportation

Industries in the Transit and Ground Passenger Transportation subsector include a variety of passenger transportation activities, such as urban transit systems; chartered bus, school bus, and interurban bus transportation; and taxis. These activities are distinguished based primarily on such production process factors as vehicle types, routes, and schedules.

486: Pipeline Transportation

Industries in the Pipeline Transportation subsector use transmission pipelines to transport products, such as crude oil, natural gas, refined petroleum products, and slurry. Industries are identified based on the products transported.

488: Support Activities for Transportation

Industries in the Support Activities for Transportation subsector provide services which support transportation. These services may be provided to transportation carrier establishments or to the general public.

County Breakdown

Transportation and Warehousing (Sector 48) total jobs decreased slightly from 2010-2018, the largest contributor to the job increase was the Support Activities for Transportation subsector.

Total sales for Sector 48 were \$37.6 million in 2018, with \$24.9 million of this total falling into the in-region sales category. Imports for this sector were \$124.5 million this same year. With imports far outpacing exported sales, there is room to grow businesses within Carson.

Table 81. Carson City NAICS Sector 48, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
481: Air Transportation	21	<10	3	\$151,628	\$1,324,023
482: Rail Transportation	<10	<10	0	-	\$494,552
483: Water Transportation	0	0	0	\$0	\$108,667
484: Truck Transportation	80	99	11	\$56,988	\$7,409,571
485: Transit and Ground Passenger Transportation	31	42	2	\$43,887	\$2,362,826
486: Pipeline Transportation	0	0	0	\$0	\$0
487: Scenic and Sightseeing Transportation	0	0	0	\$0	\$198,434
488: Support Activities for Transportation	71	39	12	\$44,715	\$2,404,909

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 82. Carson City NAICS Sector 48, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
481	\$5,190,023	\$2,734,441	\$2,455,583	\$28,588,336	\$686,908
482	\$1,857,783	\$1,332,084	\$525,699	\$8,091,590	\$55,122
483	\$646,874	\$436,181	\$210,691	\$6,166,286	\$15,990
484	\$18,934,975	\$12,633,513	\$6,301,462	\$41,578,430	\$334,461
485	\$4,378,320	\$2,850,967	\$1,527,352	\$21,706,208	\$127,309
486	\$0	\$0	\$0	\$6,575,016	\$0
487	\$523,397	\$481,235	\$42,163	\$113,850	\$5,970
488	\$6,372,358	\$4,632,160	\$1,740,198	\$11,963,524	\$77,868

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 76. Carson City NAICS Sector 48 Total Jobs by 3-Digit Sector, 2010 to 2018

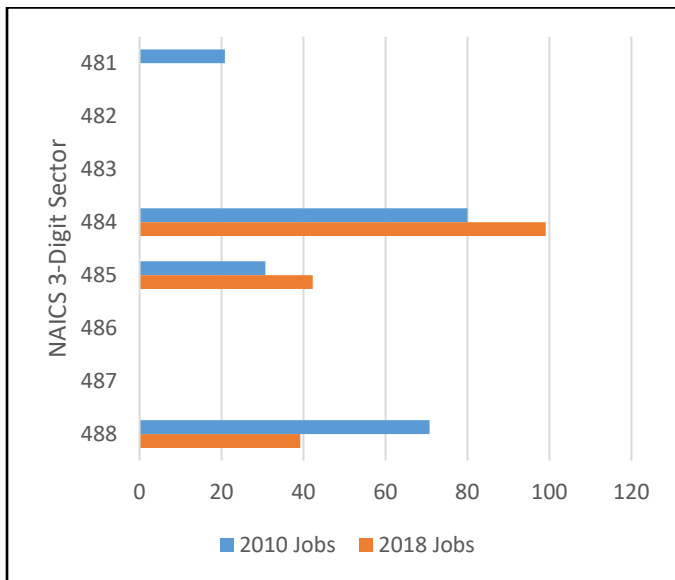
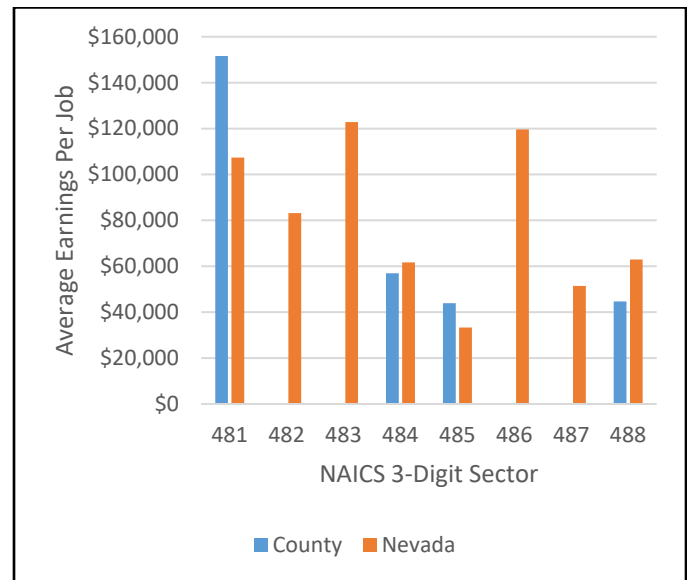


Figure 77. Carson City vs State Comparison, NAICS Sector 48, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 49: Transportation and Warehousing

The Transportation and Warehousing sector includes industries providing transportation of passengers and cargo, warehousing and storage for goods, scenic and sightseeing transportation, and support activities related to modes of transportation. Establishments in these industries use transportation equipment or transportation related facilities as a productive asset. The type of equipment depends on the mode of transportation. The modes of transportation are air, rail, water, road, and pipeline.

Note: Sectors 48 and 49 fall under the same 'Transportation and Warehousing' 2-digit heading.

491: Postal Service

The Postal Service subsector includes the activities of the National Post Office and its subcontractors operating under a universal service obligation to provide mail services, and using the infrastructure required to fulfill that obligation. These services include delivering letters and small parcels.

492: Couriers and Messengers

Industries in the Couriers and Messengers subsector provide intercity, local, and/or international delivery of parcels and documents (including express delivery services) without operating under a universal service obligation. These articles may originate in the U.S. but be delivered to another country and can be described as those that may be handled by one person without using special equipment.

493: Warehousing and Storage

Industries in the Warehousing and Storage subsector are primarily engaged in operating warehousing and storage facilities for general merchandise, refrigerated goods, and other warehouse products. These establishments provide facilities to store goods. They do not sell the goods they handle. These establishments take responsibility for storing the goods and keeping them secure.

County Breakdown

Transportation and Warehousing (Sector 49) total jobs increased by 6 positions from 2010-2018.

Total sales for Sector 49 were \$10.6 million in 2018, with \$7.5 million of this total falling into the in-region sales category. Imports this same year were \$32.4 million, showing room to grow businesses operating in this sector within Carson.

Table 83. Carson City NAICS Sector 49, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
491: Postal Service	0	0	0	\$0	\$0
492: Couriers and Messengers	36	43	1	\$74,808	\$3,771,529
493: Warehousing and Storage	16	15	3	\$64,791	\$736,845

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 84. Carson City NAICS Sector 49, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
491	\$0	\$0	\$0	\$7,806	\$0
492	\$8,807,678	\$6,061,084	\$2,746,594	\$3,808,064	\$117,733
493	\$1,805,440	\$1,474,986	\$330,454	\$28,677,867	\$13,491

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 78. Carson City NAICS Sector 49 Total Jobs by 3-Digit Sector, 2010 to 2018

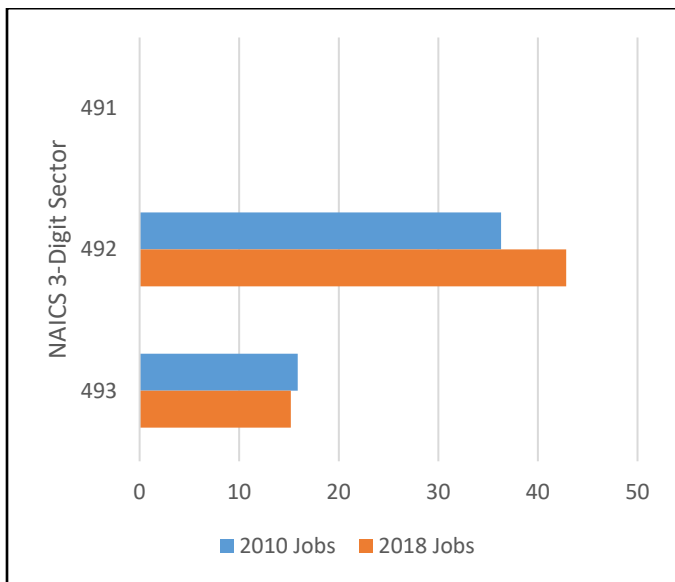
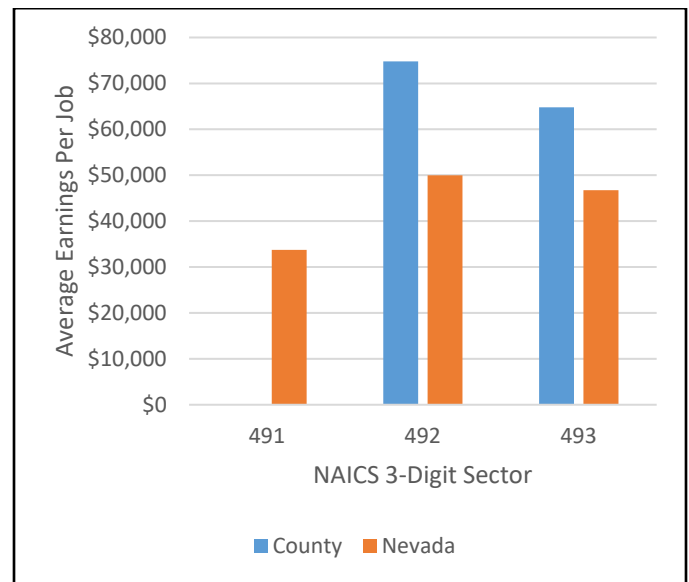


Figure 79. Carson City vs State Comparison, NAICS Sector 49, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 51: Information

The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

511: Publishing Industries (except Internet)

Industries in the Publishing Industries (except Internet) subsector group establishments engaged in the publishing of newspapers, magazines, other periodicals, and books, as well as directory and mailing list and software publishing. In general, these establishments, which are known as publishers, issue copies of works for which they usually possess copyright.

512: Motion Picture and Sound Recording Industries

Industries in the Motion Picture and Sound Recording Industries subsector group establishments involved in the production and distribution of motion pictures and sound recordings. While producers and distributors of motion pictures and sound recordings issue works for sale as traditional publishers do, the processes are sufficiently different to warrant placing establishments engaged in these activities in a separate subsector.

515: Broadcasting (except Internet)

Industries in the Broadcasting (except Internet) subsector include establishments that create content or acquire the right to distribute content and subsequently broadcast the content. The industry groups (Radio and Television Broadcasting and Cable and Other Subscription Programming) are based on differences in the methods of communication and the nature of services provided. The Radio and Television Broadcasting industry group includes establishments that operate broadcasting studios and facilities for over-the-air or satellite delivery of radio and television programs of entertainment, news, talk, and the like.

517: Telecommunications

Industries in the Telecommunications subsector group establishments that provide telecommunications and the services related to that activity (e.g., telephony, including Voice over Internet Protocol (VoIP); cable and satellite television distribution services; Internet access; telecommunications reselling services)

518 Data Processing, Hosting, and Related Services

Industries in the Data Processing, Hosting, and Related Services subsector group establishments that provide the infrastructure for hosting and/or data processing services.

519: Other Information Services

Industries in the Other Information Services subsector group establishments supplying information, storing and providing access to information, searching and retrieving information, operating Web sites that use search engines to allow for searching information on the Internet, or publishing and/or broadcasting content exclusively on the Internet.

County Breakdown

Information (Sector 51) total jobs increased slightly from 2010-2018, most notably in the Broadcasting (except Internet) subsector.

Total sales for Sector 51 were \$114 million in 2018, with \$84.2 million of this total falling into the in-region sale category. Imports this same year were \$250 million, showing room to grow businesses operating in this sector, most notably the Telecommunications subsector.

Table 85. Carson City NAICS Sector 51, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
511: Publishing Industries (except Internet)	121	138	11	\$69,443	\$13,917,772
512: Motion Picture and Sound Recording Industries	86	60	3	\$36,145	\$2,841,815
515: Broadcasting (except Internet)	11	29	3	\$28,151	\$1,170,967
517: Telecommunications	55	57	4	\$80,451	\$6,077,407
518: Data Processing, Hosting, and Related Services	20	23	7	\$69,638	\$2,005,932
519: Other Information Services	<10	19	4	\$58,577	\$1,108,376

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 86. Carson City NAICS Sector 51, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
511	\$45,711,943	\$29,573,913	\$16,138,031	\$37,046,892	\$569,822
512	\$10,469,932	\$8,411,510	\$2,058,423	\$9,794,654	\$527,789
515	\$5,779,038	\$4,216,990	\$1,562,047	\$28,658,931	\$60,835
517	\$41,002,381	\$31,897,498	\$9,104,883	\$97,259,895	\$2,372,345
518	\$7,387,705	\$6,878,174	\$509,531	\$35,955,521	\$114,784
519	\$3,900,446	\$3,480,857	\$419,589	\$41,852,492	\$41,197

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 80. Carson City NAICS Sector 51 Total Jobs by 3-Digit Sector, 2010 to 2018

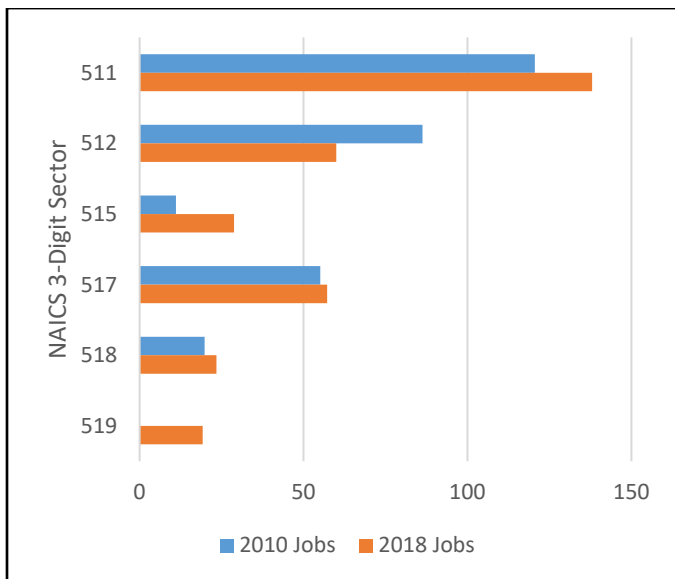
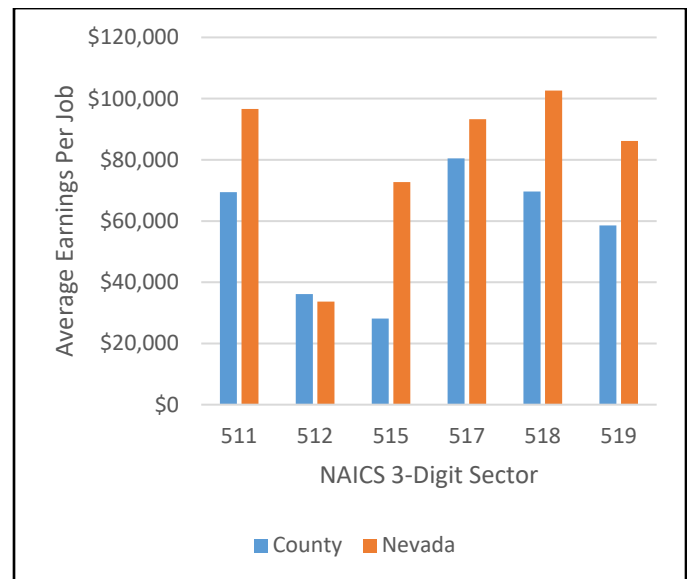


Figure 81. Carson City vs State Comparison, NAICS Sector 51, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 52: Finance and Insurance

The Finance and Insurance sector comprises establishments primarily engaged in financial transactions (transactions involving the creation, liquidation, or change in ownership of financial assets) and/or in facilitating financial transactions.

521: Monetary Authorities-Central Bank

The Monetary Authorities-Central Bank subsector groups establishments that engage in performing central banking functions, such as issuing currency, managing the Nation's money supply and international reserves, holding deposits that represent the reserves of other banks and other central banks, and acting as a fiscal agent for the central government.

522: Credit Intermediation and Related Activities

Industries in the Credit Intermediation and Related Activities subsector group establishments that (1) lend funds raised from depositors; (2) lend funds raised from credit market borrowing; or (3) facilitate the lending of funds or issuance of credit by engaging in such activities as mortgage and loan brokerage, clearinghouse and reserve services, and check cashing services.

523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities

Industries in the Securities, Commodity Contracts, and Other Financial Investments and Related Activities subsector group establishments that are primarily engaged in one of the following: (1) underwriting securities issues and/or making markets for securities and commodities; (2) acting as agents (i.e., brokers) between buyers and sellers of securities and commodities; (3) providing securities and commodity exchange services; and (4) providing other services, such as managing portfolios of assets; providing investment advice; and trust, fiduciary, and custody services.

524: Insurance Carriers and Related Activities

Industries in the Insurance Carriers and Related Activities subsector group establishments that are primarily engaged in one of the following: (1) underwriting (assuming the risk, assigning premiums, and so forth) annuities and insurance policies or (2) facilitating such underwriting by selling insurance policies and by providing other insurance and employee benefit related services.

525: Funds, Trusts, and Other Financial Vehicles

Industries in the Funds, Trusts, and Other Financial Vehicles subsector group legal entities (i.e., funds, plans, and/or programs) organized to pool securities or other assets on behalf of shareholders or beneficiaries of employee benefit or other trust funds.

County Breakdown

Finance and Insurance (Sector 52) total jobs increased by 3.7% from 2010-2018.

Total sales for Sector 52 were \$508 million in 2018, with \$308.5 million of this total falling into the exported sales category. Imports this same year were \$375.7 million, showing room to grow businesses operating within this sector in Carson. Most notably, the Insurance Carriers and Related Activities subsector.

Table 87. Carson City NAICS Sector 52, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
521: Monetary Authorities-Central Bank	0	0	0	\$0	\$0
522: Credit Intermediation and Related Activities	586	618	53	\$75,949	\$53,446,607
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	103	85	19	\$82,224	\$49,572,283
524: Insurance Carriers and Related Activities	224	277	45	\$63,470	\$18,784,681
525: Funds, Trusts, and Other Financial Vehicles	36	<10	2	-	\$39,247,264

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 88. Carson City NAICS Sector 52, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
521	\$0	\$0	\$0	\$1,652,494	\$0
522	\$168,426,390	\$66,603,401	\$101,822,988	\$86,686,026	\$4,575,823
523	\$110,205,759	\$78,322,199	\$31,883,558	\$124,740,146	\$1,197,944
524	\$68,241,754	\$44,294,196	\$23,947,558	\$130,103,822	\$831,603
525	\$161,857,417	\$10,823,688	\$151,033,728	\$32,699,274	\$731,390

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 82. Carson City NAICS Sector 52 Total Jobs by 3-Digit Sector, 2010 to 2018

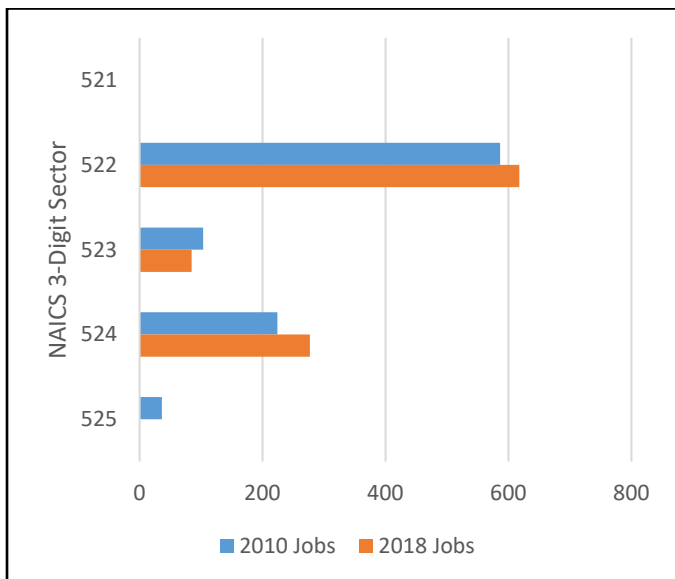
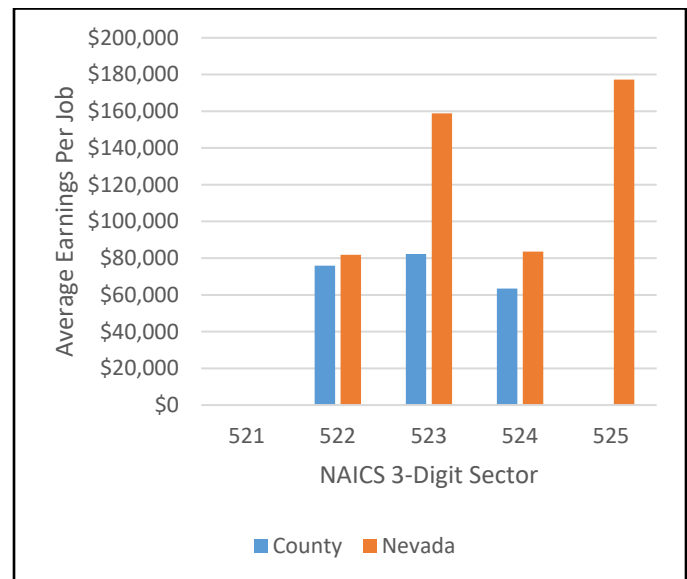


Figure 83. Carson City vs State Comparison, NAICS Sector 52, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 53: Real Estate and Rental and Leasing

The Real Estate and Rental and Leasing sector comprises establishments primarily engaged in renting, leasing, or otherwise allowing the use of tangible or intangible assets, and establishments providing related services. The major portion of this sector comprises establishments that rent, lease, or otherwise allow the use of their own assets by others. The assets may be tangible, as is the case of real estate and equipment, or intangible, as is the case with patents and trademarks.

531: Real Estate

Industries in the Real Estate subsector group establishments primarily engaged in renting or leasing real estate to others; managing real estate for others; selling, buying, or renting real estate for others; and providing other real estate related services, such as appraisal services.

532: Rental and Leasing Services

Industries in the Rental and Leasing Services subsector include establishments that provide a wide array of tangible goods, such as automobiles, computers, consumer goods, and industrial machinery and equipment, to customers in return for a periodic rental or lease payment.

533 Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)

Industries in the Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) subsector include establishments primarily engaged in assigning rights to assets, such as patents, trademarks, brand Carsons, and/or franchise agreements, for which a royalty payment or licensing fee is paid to the asset holder. Establishments in this subsector own the patents, trademarks, and/or franchise agreements that they allow others to use or reproduce for a fee and may or may not have created those assets.

County Breakdown

Real Estate and Rental and Leasing (Sector 53) total jobs decreased by 14% from 2010-2018.

Total sales for Sector 53 were \$365 million in 2018, with \$212.8 million of this total falling into the in-region sales category. Imports this same year were \$71.7 million for this sector. With exported sales outpacing imports, the sector shows stability within Carson.

Table 89. Carson City NAICS Sector 53, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
531: Real Estate	501	427	90	\$44,892	\$83,096,263
532: Rental and Leasing Services	76	69	12	\$53,537	\$6,458,021
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0	\$0	\$71,375

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 90. Carson City NAICS Sector 53, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
531	\$334,908,250	\$191,706,738	\$143,201,514	\$47,274,336	\$13,255,457
532	\$26,710,615	\$18,661,246	\$8,049,369	\$10,441,050	\$3,029,628
533	\$3,710,655	\$2,501,383	\$1,209,272	\$14,172,310	\$94,406

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 84. Carson City NAICS Sector 53 Total Jobs by 3-Digit Sector, 2010 to 2018

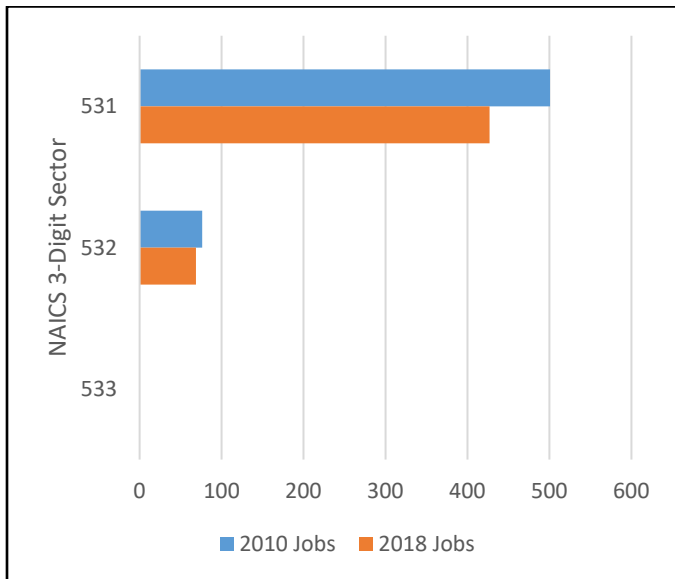
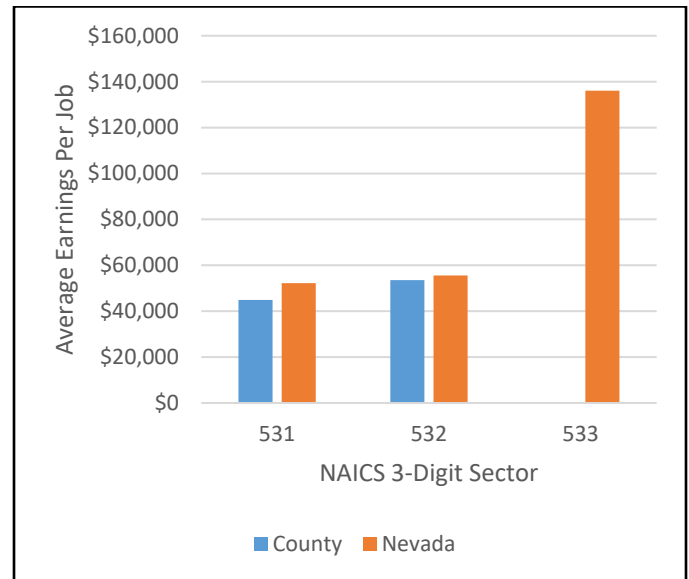


Figure 85. Carson City vs State Comparison, NAICS Sector 53, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 54: Professional, Scientific, and Technical Services

The Professional, Scientific, and Technical Services sector comprises establishments that specialize in performing professional, scientific, and technical activities for others. These activities require a high degree of expertise and training. The establishments in this sector specialize according to expertise and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: legal advice and representation; accounting, bookkeeping, and payroll services; architectural, engineering, and specialized design services; computer services; consulting services; research services; advertising services; photographic services; translation and interpretation services; veterinary services; and other professional, scientific, and technical services.

541: Professional, Scientific, and Technical Services

Industries in the Professional, Scientific, and Technical Services subsector group establishments engaged in processes where human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis, where an individual or team is responsible for the delivery of services to the client.

County Breakdown

Professional, Scientific, and Technical Services (Sector 54) total jobs decreased by 4% from 2010-2018. There were 254 payroll businesses operating in this sector within Carson City as of 2018.

Total sales for Sector 54 were \$193 million in 2018, with \$161 million of this total falling into the in-region sales category. Imports this same year were \$264.9 million. With imports far outpacing exported sales there is an opportunity to grow businesses within Carson.

Table 91. Carson City NAICS Sector 54, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
541: Professional, Scientific, and Technical Services	1,138	1,092	245	\$72,088	\$103,166,980

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 92. Carson City NAICS Sector 54, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
541	\$193,188,440	\$161,648,027	\$31,540,415	\$264,896,302	\$4,524,041

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 86. Carson City NAICS Sector 54 Total Jobs by 3-Digit Sector, 2010 to 2018

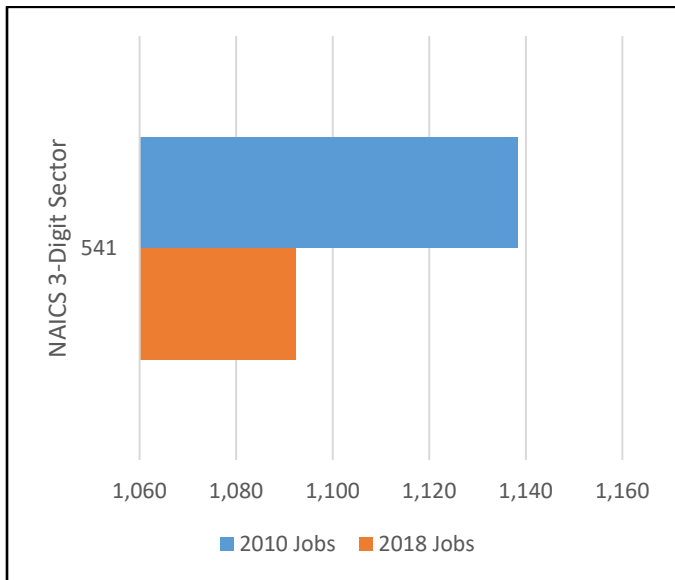
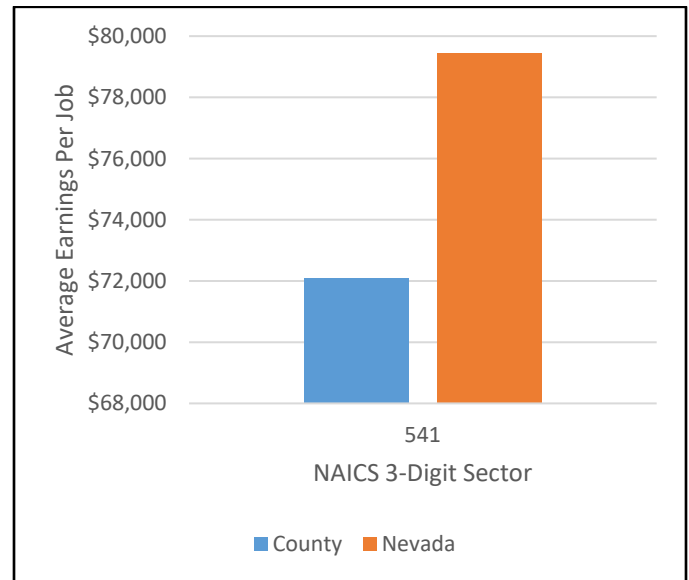


Figure 87. Carson City vs State Comparison, NAICS Sector 54, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 55: Management of Companies and Enterprises

The Management of Companies and Enterprises sector comprises (1) establishments that hold the securities of (or other equity interests in) companies and enterprises for the purpose of owning a controlling interest or influencing management decisions or (2) establishments (except government establishments) that administer, oversee, and manage establishments of the company or enterprise and that normally undertake the strategic or organizational planning and decision-making role of the company or enterprise. Establishments that administer, oversee, and manage may hold the securities of the company or enterprise.

551: Management of Companies and Enterprises

Industries in the Management of Companies and Enterprises subsector include three main types of establishments: (1) those that hold the securities of (or other equity interests in) companies and enterprises; (2) those (except government establishments) that administer, oversee, and manage other establishments of the company or enterprise but do not hold the securities of these establishments; and (3) those that both administer, oversee, and manage other establishments of the company or enterprise and hold the securities of (or other equity interests in) these establishments.

County Breakdown

Management of Companies and Enterprises (Sector 55) total jobs grew by 95% from 2010-2018. Average earnings per job in this sector are the third highest in the city.

Total sales for Sector 55 were \$73.4 million in 2018, with \$61.5 million of this total falling into the exported sales category. Imports this same year were \$77 million. With imports that outpace exported sales there shows room to grow businesses within this sector in Carson.

Table 93. Carson City NAICS Sector 55, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
551: Management of Companies and Enterprises	192	376	31	\$110,261	\$45,525,209

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 94. Carson City NAICS Sector 55, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
551	\$73,479,259	\$11,935,495	\$61,543,764	\$77,702,330	\$1,450,501

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 88. Carson City NAICS Sector 55 Total Jobs by 3-Digit Sector, 2010 to 2018

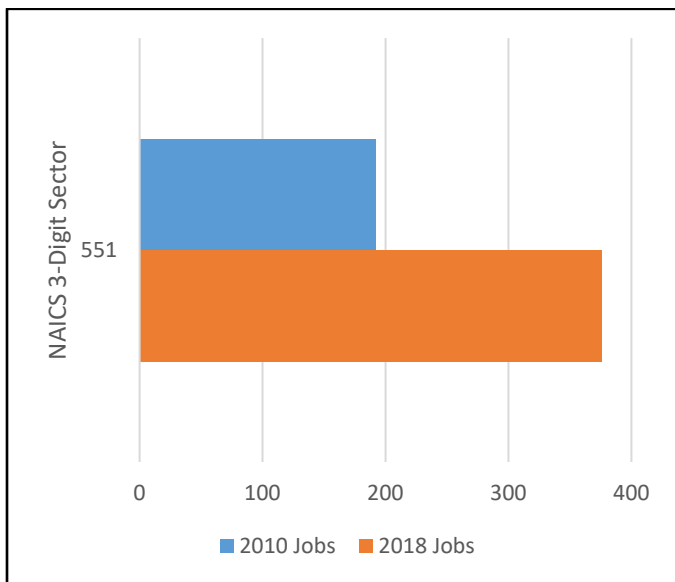
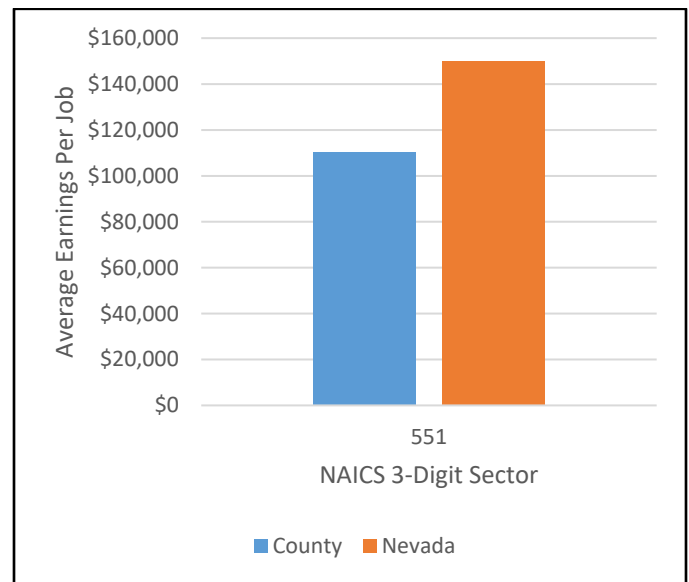


Figure 89. Carson City vs State Comparison, NAICS Sector 55, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 56: Administrative, Support, Waste Management, Remediation Services

The Administrative and Support and Waste Management and Remediation Services sector comprises establishments performing routine support activities for the day-to-day operations of other organizations. These essential activities are often undertaken in-house by establishments in many sectors of the economy. The establishments in this sector specialize in one or more of these support activities and provide these services to clients in a variety of industries and, in some cases, to households. Activities performed include: office administration, hiring and placing of personnel, document preparation and similar clerical services, solicitation, collection, security and surveillance services, cleaning, and waste disposal services.

561: Administrative and Support Services

Industries in the Administrative and Support Services subsector group establishments engaged in activities that support the day-to-day operations of other organizations. The processes employed in this sector (e.g., general management, personnel administration, clerical activities, cleaning activities) are often integral parts of the activities of establishments found in all sectors of the economy.

562: Waste Management and Remediation Services

Industries in the Waste Management and Remediation Services subsector group establishments engaged in the collection, treatment, and disposal of waste materials. This includes establishments engaged in local hauling of waste materials; operating materials recovery facilities (i.e., those that sort recyclable materials from the trash stream); providing remediation services (i.e., those that provide for the cleanup of contaminated buildings, mine sites, soil, or ground water); and providing septic pumping and other miscellaneous waste management services.

County Breakdown

Administrative, Support, Waste Management, Remediation Services (Sector 56) total jobs decreased by 27 positions from 2010-2018.

Total sales for Sector 56 were \$130 million in 2018, with \$86.2 million of this total falling into the in-region sales category. Imports this same year were \$117 million. With imports, that far outpace exported sales, there is an opportunity to grow businesses operating in this sector within Carson.

Table 95. Carson City NAICS Sector 56, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
561: Administrative and Support Services	1,096	1,046	151	\$45,788	\$55,761,954
562: Waste Management and Remediation Services	30	53	3	\$68,907	\$3,631,988

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 96. Carson City NAICS Sector 56, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
561	\$118,134,937	\$80,044,586	\$38,090,350	\$91,837,587	\$1,468,185
562	\$12,007,924	\$6,218,242	\$5,789,682	\$25,197,779	\$516,292

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 90. Carson City NAICS Sector 56 Total Jobs by 3-Digit Sector, 2010 to 2018

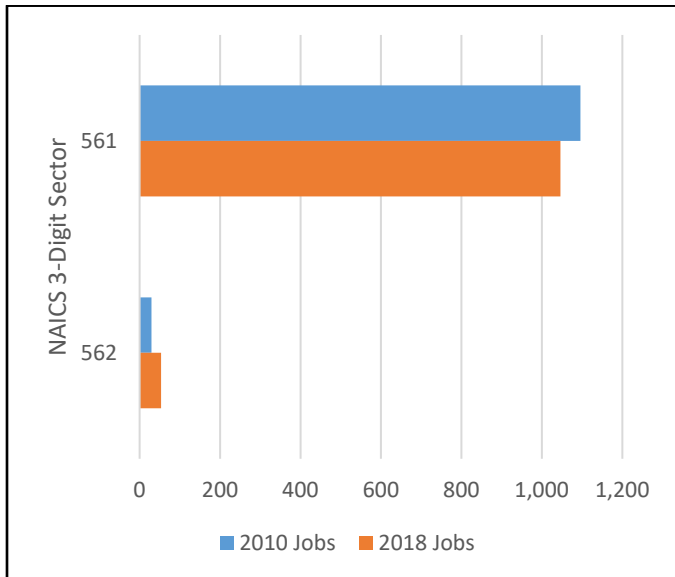
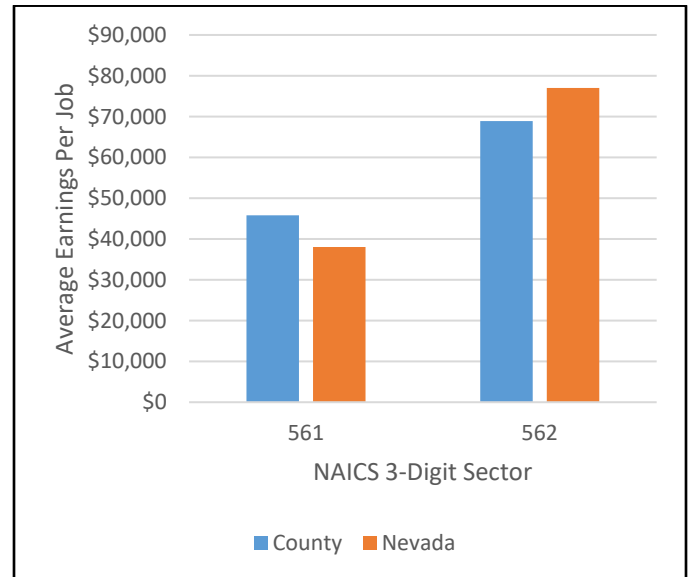


Figure 91. Carson City vs State Comparison, NAICS Sector 56, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 61: Educational Services

The Educational Services sector comprises establishments that provide instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers. These establishments may be privately owned and operated for profit or not for profit, or they may be publicly owned and operated. They may also offer food and/or accommodation services to their students.

611: Educational Services

Industries in the Educational Services subsector provide instruction and training in a wide variety of subjects. The instruction and training is provided by specialized establishments, such as schools, colleges, universities, and training centers.

County Breakdown

Educational Services (Sector 61) total jobs increased by a total of 6 positions from 2010-2018. Average earnings per worker are among the lowest of any sector within Carson.

Total sales for Sector 61 were \$8.1 million in 2018, with \$7.1 million of this total falling into the in-region sales category. Imports this same year totaled over \$65 million. Imports far outpaced exported sales, showing an opportunity to grow businesses operating in this sector within Carson.

Table 97. Carson City NAICS Sector 61, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
611: Educational Services	102	108	17	\$24,823	\$4,764,127

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 98. Carson City NAICS Sector 61, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
611	\$8,171,911	\$7,148,850	\$1,023,058	\$65,382,633	\$217,777

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 92. Carson City NAICS Sector 61 Total Jobs by 3-Digit Sector, 2010 to 2018

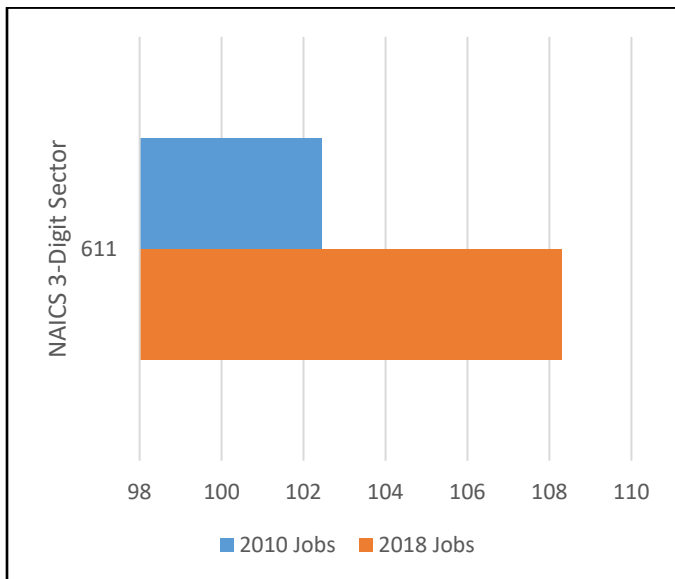
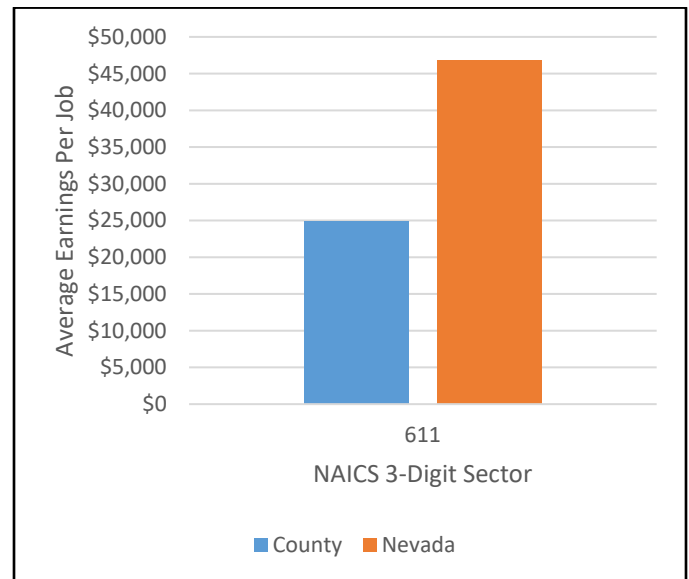


Figure 93. Carson City vs State Comparison, NAICS Sector 61, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 62: Health Care and Social Assistance

The Health Care and Social Assistance sector comprises establishments providing health care and social assistance for individuals. The sector includes both health care and social assistance because it is sometimes difficult to distinguish between the boundaries of these two activities. The industries in this sector are arranged on a continuum starting with establishments providing medical care exclusively, continuing with those providing health care and social assistance, and finally finishing with those providing only social assistance. Establishments in this sector deliver services by trained professionals. All industries in the sector share this commonality of process, Carsonly, labor inputs of health practitioners or social workers with the requisite expertise. Many of the industries in the sector are defined based on the educational degree held by the practitioners included in the industry.

621: Ambulatory Health Care Services

Industries in the Ambulatory Health Care Services subsector provide health care services directly or indirectly to ambulatory patients and do not usually provide inpatient services. Health practitioners in this subsector provide outpatient services, with the facilities and equipment not usually being the most significant part of the production process.

622: Hospitals

Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity.

623: Nursing and Residential Care Facilities

Industries in the Nursing and Residential Care Facilities subsector provide residential care combined with either nursing, supervisory, or other types of care as required by the residents. In this subsector, the facilities are a significant part of the production process, and the care provided is a mix of health and social services with the health services being largely some level of nursing services.

624: Social Assistance

Industries in the Social Assistance subsector provide a wide variety of social assistance services directly to their clients. These services do not include residential or accommodation services, except on a short-stay basis.

County Breakdown

Health Care and Social Assistance (Sector 62) total jobs increased by 67% from 2010-2018, most notably in the Hospitals subsector.

Total sales for Sector 62 were \$586 million in 2018, with \$378.3 million falling into the in-region sales category. Imports this same year were \$71.3 million. With sales that outpaced imports, businesses within this sector show stability in Carson.

Table 99. Carson City NAICS Sector 62, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
621: Ambulatory Health Care Services	1,273	1,580	158	\$94,445	\$159,190,911
622: Hospitals	166	1,520	3	\$70,559	\$106,548,794
623: Nursing and Residential Care Facilities	718	697	21	\$38,494	\$27,378,289
624: Social Assistance	480	611	42	\$28,191	\$17,600,614

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 100. Carson City NAICS Sector 62, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
621	\$255,594,738	\$162,263,253	\$93,331,485	\$41,488,792	\$2,524,165
622	\$245,060,582	\$157,236,098	\$87,824,484	\$2,926,942	\$4,388,850
623	\$52,260,183	\$33,970,301	\$18,289,881	\$11,571,949	\$1,474,247
624	\$33,335,385	\$25,089,479	\$8,245,909	\$15,580,336	\$384,288

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 94. Carson City NAICS Sector 62 Total Jobs by 3-Digit Sector, 2010 to 2018

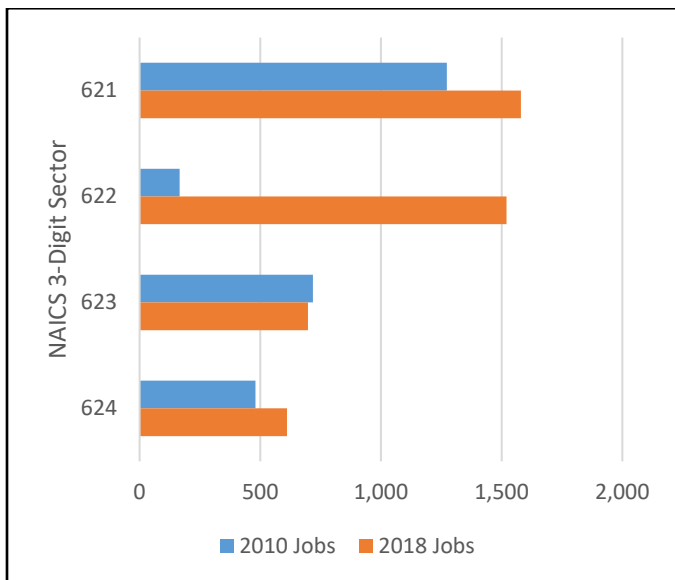
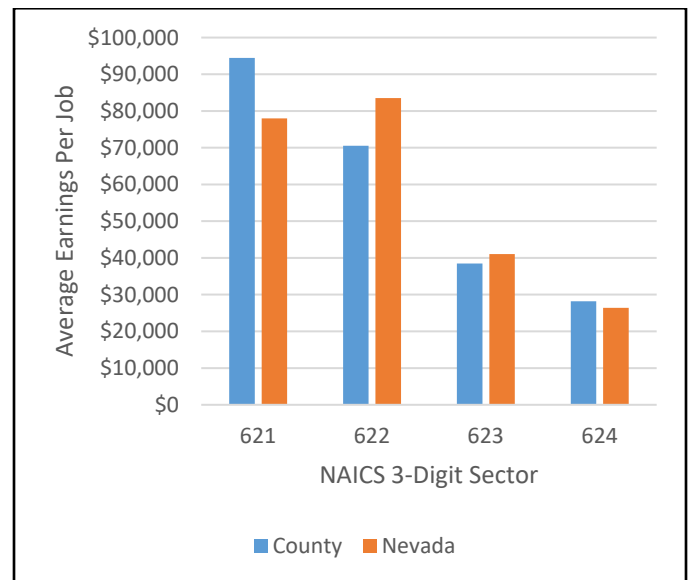


Figure 95. Carson City vs State Comparison, NAICS Sector 62, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 71: Arts, Entertainment, and Recreation

The Arts, Entertainment, and Recreation sector includes a wide range of establishments that operate facilities or provide services to meet varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests.

711: Performing Arts, Spectator Sports, and Related Industries

Industries in the Performing Arts, Spectator Sports, and Related Industries subsector group establishments that produce or organize and promote live presentations involving the performances of actors and actresses, singers, dancers, musical groups and artists, athletes, and other entertainers, including independent (i.e., freelance) entertainers and the establishments that manage their careers. The classification recognizes four basic processes: (1) producing (i.e., presenting) events; (2) organizing, managing, and/or promoting events; (3) managing and representing entertainers; and (4) providing the artistic, creative and technical skills necessary to the production of these live events. Also, this subsector contains four industries for performing arts companies. Each is defined on the basis of the particular skills of the entertainers involved in the presentations.

712: Museums, Historical Sites, and Similar Institutions

Industries in the Museums, Historical Sites, and Similar Institutions subsector engage in the preservation and exhibition of objects, sites, and natural wonders of historical, cultural, and/or educational value.

713: Amusement, Gambling, and Recreation Industries

Industries in the Amusement, Gambling, and Recreation Industries subsector (1) operate facilities where patrons can primarily engage in sports, recreation, amusement, or gambling activities and/or (2) provide other amusement and recreation services, such as supplying and servicing amusement devices in places of business operated by others; operating sports teams, clubs, or leagues engaged in playing games for recreational purposes; and guiding tours without using transportation equipment.

County Breakdown

Arts, Entertainment, and Recreation (Sector 71) total jobs decreased by 14.2% from 2010-2018.

Total sales for Sector 71 were \$167.5 million in 2018, with \$136.5 million of this falling into the exported sales category. Imports this same year were \$25.1 million. Exported sales far outpaced imports for this sector, showing the stability of these businesses in Carson.

Table 101. Carson City NAICS Sector 71, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
711: Performing Arts, Spectator Sports, and Related Industries	87	80	4	\$26,633	\$7,383,179
712: Museums, Historical Sites, and Similar Institutions	<10	0	0	\$0	\$0
713: Amusement, Gambling, and Recreation Industries	1,234	1,070	36	\$30,060	\$33,505,280

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 102. Carson City NAICS Sector 71, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
711	\$11,847,230	\$10,335,635	\$1,511,594	\$16,855,689	\$634,927
712	\$0	\$0	\$0	\$3,456,381	\$0
713	\$155,798,407	\$20,724,777	\$135,073,630	\$4,912,299	\$13,240,326

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 96. Carson City NAICS Sector 71 Total Jobs by 3-Digit Sector, 2010 to 2018

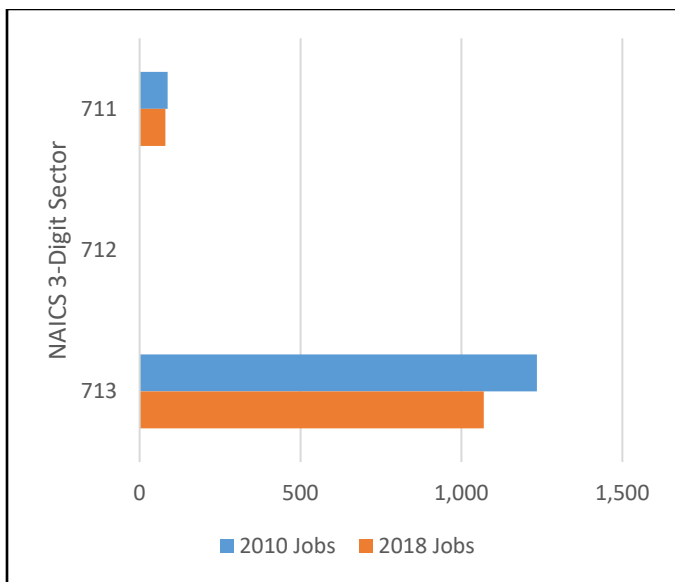
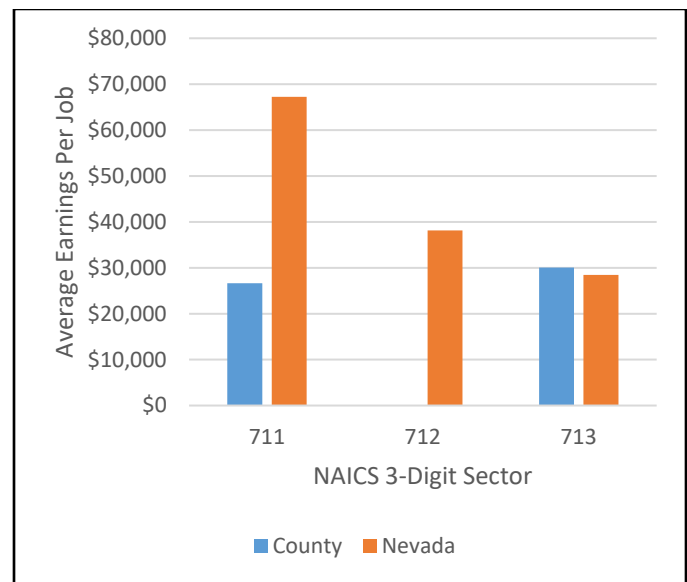


Figure 97. Carson City vs State Comparison, NAICS Sector 71, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 72: Accommodation and Food Services

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment.

721: Accommodation

Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only, while others provide meals, laundry services, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue.

722: Food Services and Drinking Places

Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages to customer order for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only, while others provide various combinations of seating space, waiter/waitress services, and incidental amenities, such as limited entertainment.

County Breakdown

Accommodation and Food Services (Sector 72) total jobs increased by 21% from 2010-2018. All of this increase is attributed to the Food Services and Drinking Places subsector, as there was a decrease in Accommodation jobs during this span.

Total sales for Sector 72 were \$178 million, with \$150 million of this total falling into the in-region sales category. Imports this same year were \$28.8 million. Exported sales and imports were nearly identical for the year 2018.

Table 103. Carson City NAICS Sector 72, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
721: Accommodation	583	455	26	\$30,035	\$14,837,118
722: Food Services and Drinking Places	1,521	2,084	141	\$20,641	\$43,833,179

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 104. Carson City NAICS Sector 72, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
721	\$50,330,663	\$24,446,700	\$25,883,963	\$25,478,201	\$5,725,520
722	\$127,739,085	\$125,297,581	\$2,441,504	\$23,340,301	\$9,653,842

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed

For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 98. Carson City NAICS Sector 72 Total Jobs by 3-Digit Sector, 2010 to 2018

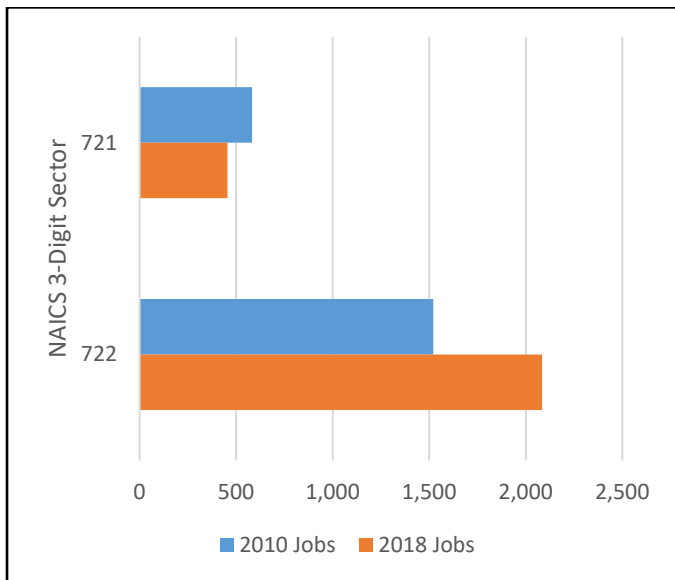
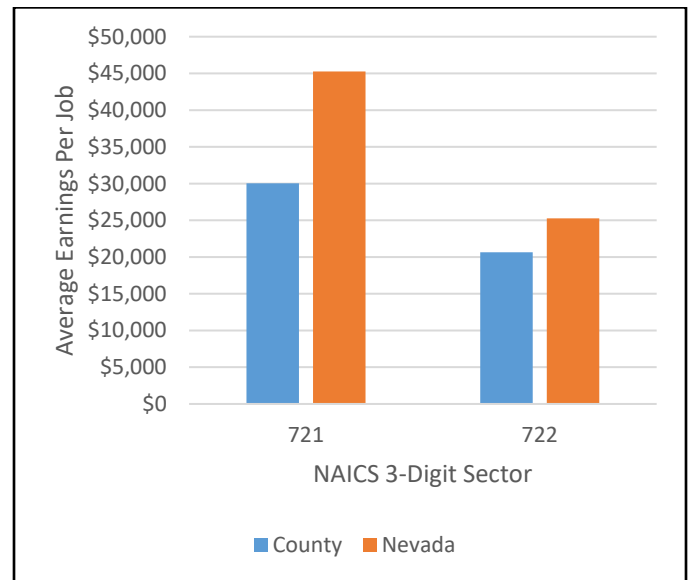


Figure 99. Carson City vs State Comparison, NAICS Sector 72, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 81: Other Services (Except Public Administration)

The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.

811: Repair and Maintenance

Industries in the Repair and Maintenance subsector restore machinery, equipment, and other products to working order. These establishments also typically provide general or routine maintenance (i.e., servicing) on such products to ensure they work efficiently and to prevent breakdown and unnecessary repairs.

812: Personal and Laundry Services

Industries in the Personal and Laundry Services subsector group establishments that provide personal and laundry services to individuals, households, and businesses. Services performed include: personal care services; death care services; laundry and dry-cleaning services; and a wide range of other personal services, such as pet care (except veterinary) services, photofinishing services, temporary parking services, and dating services.

813: Religious, Grantmaking, Civic, Professional, and Similar Organizations

Industries in the Religious, Grantmaking, Civic, Professional, and Similar Organizations subsector group establishments that organize and promote religious activities; support various causes through grantmaking; advocate various social and political causes; and promote and defend the interests of their members.

814 Private Households

Industries in the Private Households subsector include private households that engage in employing workers on or about the premises in activities primarily concerned with the operation of the household. These private households may employ individuals, such as cooks, maids, butlers, and outside workers, such as gardeners, caretakers, and other maintenance workers.

County Breakdown

Other Services (Except Public Admin.) (Sector 81) total jobs increased by 14.2% from 2010-2018. The Repair and Maintenance subsector saw the largest growth during this timeframe.

Total sales for Sector 81 were \$107.8 million in 2018, with \$82.8 million of this total falling into the in-region sales category. Imports this same year were \$43.8 million, with imports outpacing exported sales there is room to grow businesses operating in this sector within Carson.

Table 105. Carson City NAICS Sector 81, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
811: Repair and Maintenance	308	409	66	\$42,443	\$20,685,889
812: Personal and Laundry Services	362	358	41	\$29,395	\$22,092,135
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	205	278	28	\$37,703	\$10,824,415
814: Private Households	107	77	10	\$14,600	\$1,097,757

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 106. Carson City NAICS Sector 81, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
811	\$42,540,273	\$29,931,072	\$12,609,201	\$8,864,533	\$3,400,677
812	\$39,899,159	\$32,194,291	\$7,704,871	\$9,805,991	\$1,661,013
813	\$24,331,640	\$19,706,514	\$4,625,127	\$23,613,254	\$401,243
814	\$1,097,757	\$1,092,499	\$5,258	\$1,588,666	\$0

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 100. Carson City NAICS Sector 81 Total Jobs by 3-Digit Sector, 2010 to 2018

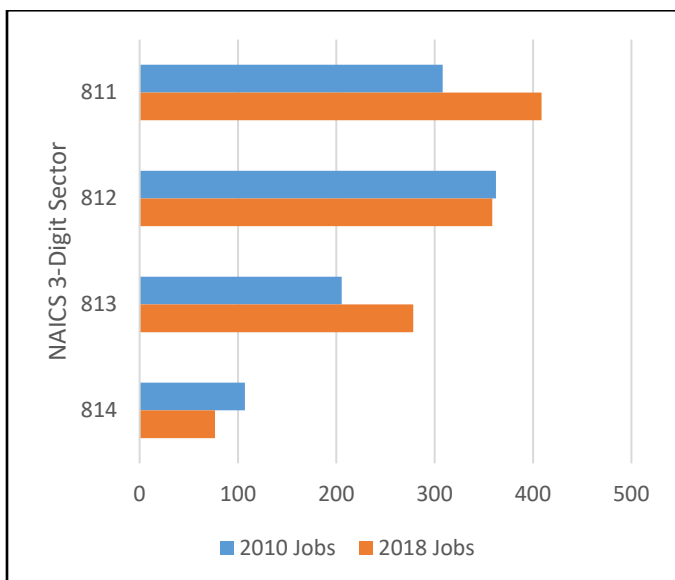
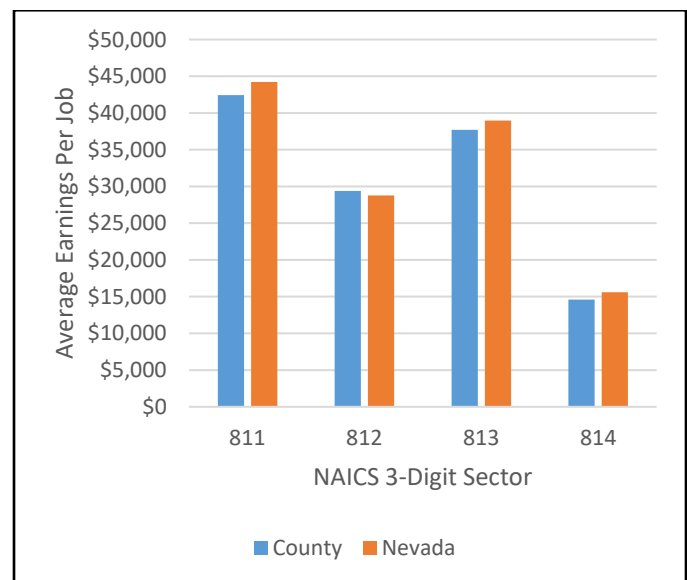


Figure 101. Carson City vs State Comparison, NAICS Sector 81, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 90: Public Administration

The Public Administration sector consists of establishments of federal, state, and local government agencies that administer, oversee, and manage public programs and have executive, legislative, or judicial authority over other institutions within a given area. These agencies also set policy, create laws, adjudicate civil and criminal legal cases, and provide for public safety and for national defense. In general, government establishments in the Public Administration sector oversee governmental programs and activities that are not performed by private establishments. Establishments in this sector typically are engaged in the organization and financing of the production of public goods and services, most of which are provided for free or at prices that are not economically significant.

The official NAICS handbook uses NAICS Code 92 – Public Administration. The above definition comes from that. NAICS 90 was created by EMSI to not only simplify the coding process, but also to handle the data similarly to other respected data entities, such as the BEA, CES, and OES.

EMSI’s reasoning of the change to code 90:

NAICS is intended to classify an establishment’s activity regardless of its ownership (public or private sector) or legal form of organization (proprietorship, partnership, corporation, for-profit, nonprofit, etc.). However, due to the realities of available data, Emsi treats establishments with public and private sector ownership differently. In Emsi data, all establishments in the main NAICS hierarchy are private-sector only — including 611 (Educational Services) and 62 (Health Care and Social Assistance). Thus, Emsi does not use the standard NAICS classification in code 92 (Public Administration). This handling is similar to Current Employment Statistics (CES), Occupational Employment Statistics (OES), and BEA data sources. QCEW is the major data source that does use code 92, because QCEW includes an “ownership code” (private, federal, state, local) in addition to an industry code.
<https://kb.economicmodeling.com/how-do-ems-naics-differ-from-standard-naics/>

901: Federal Government

This industry comprises all federal government entities.

902: State Government

This industry group comprises state-level establishments.

903: Local Government

This industry group comprises local-level government agencies.

County Breakdown

Public Administration (Sector 91) total jobs decreased by 10.6% from 2010-2018. Local Government saw the largest decrease for this sector during this timeframe.

Total sales for Sector 91 were \$7.3 billion in 2018, with nearly all of this total falling into the exported sales category. Imports this same year were \$3.7 billion, with over \$2 billion of these imports coming from Local Government.

Table 107. Carson City NAICS Sector 90, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
901: Federal Government	724	701	16	\$92,477	\$66,730,746
902: State Government	7,143	6,942	146	\$96,887	\$649,254,763
903: Local Government	3,006	2,072	9	\$77,977	\$162,355,441

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 108. Carson City NAICS Sector 90, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
901	\$736,224,920	\$10,714,112	\$725,510,808	\$727,168,351	\$0
902	\$6,394,323,054	\$2,581,603	\$6,391,741,450	\$985,376,556	\$0
903	\$236,548,782	\$105,738,926	\$130,809,856	\$2,046,503,346	\$0

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 102. Carson City NAICS Sector 90 Total Jobs by 3-Digit Sector, 2010 to 2018

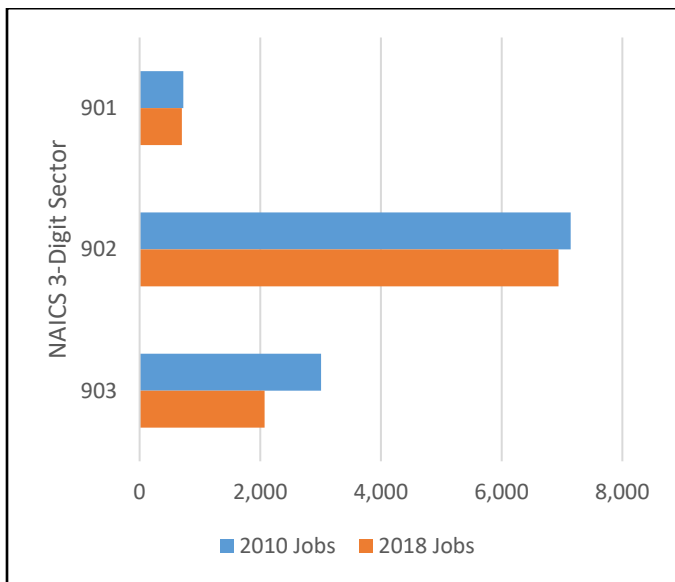
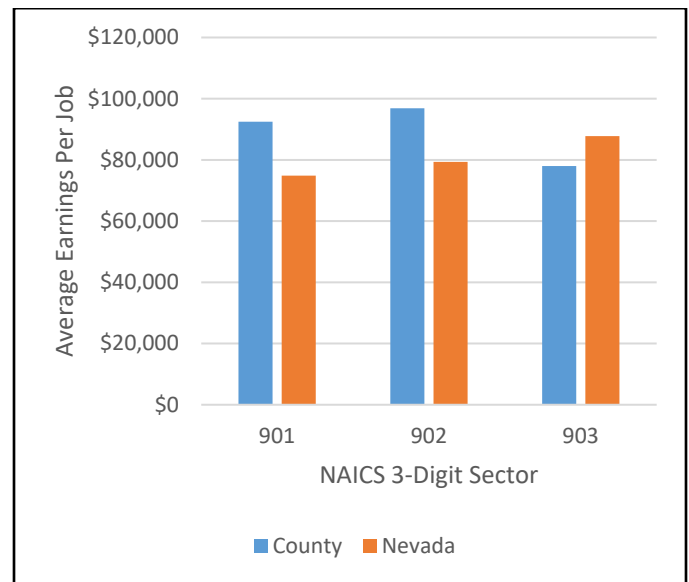


Figure 103. Carson City vs State Comparison, NAICS Sector 90, Average Earnings per Job by 3-Digit Sector, 2018



NAICS Sector 99: Unclassified

Establishments falling under this sector have yet to be defined under official NAICS standards.

999: Unclassified Industry

Establishments falling under this sector have yet to be defined under official NAICS standards. All industries under this heading will eventually be removed, added to one of the preceding NAICS sectors.

County Breakdown

There are no Unclassified (Sector 99) jobs or industries in Carson City.

Table 109. Carson City NAICS Sector 99, 3-Digit Snapshot: Jobs and Earnings, 2018

NAICS	2010 Jobs	2018 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
999: Unclassified Industry	0	0	0	\$0	\$0

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Table 110. Carson City NAICS Sector 99, 3-Digit Snapshot: Sales, Imports, and Taxes, 2018

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
999	-	-	-	-	-

Source: Emsi 2019.4; QCEW, non-QCEW, Self-Employed
 For those industries where data was suppressed, 'Insf. Data' or '<10' show

Figure 104. Carson City NAICS Sector 99 Total Jobs by 3-Digit Sector, 2010 to 2018

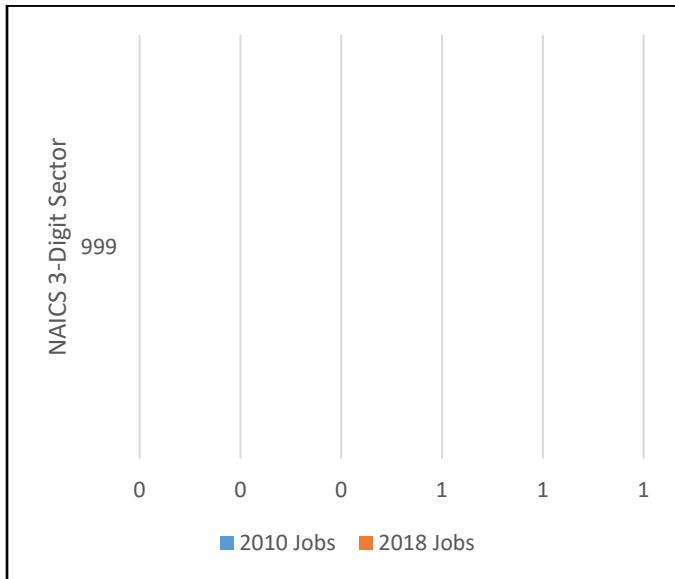
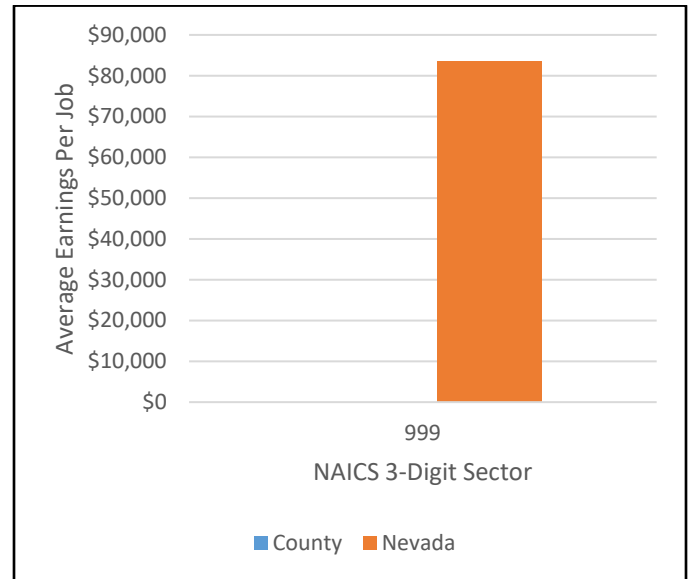


Figure 105. Carson City vs State Comparison, NAICS Sector 99, Average Earnings per Job by 3-Digit Sector, 2018



Land Use and Fiscal Characteristics

This section includes measures of land use within the county and various fiscal measurements. Under the land portion, measures include: land ownership, land coverage, federal land payments, and the distribution of those payments. Under the fiscal heading, measures include: taxable sales, ad valorem, gaming taxes, and the revenue, expenditure, and balance of the county general fund.

Measures of land use are important for private sector and government parties interested in development or reorganization. Segmented zones such as the residential, business and commercial, industrial, and recreational, require identification of the layout of the land. Furthermore, anything government-based, such as construction involved with roads or utilities, is important for community planning as well as businesses working around new construction.



Land Use and Fiscal Characteristics



Data in this section is sourced from:

- Headwaters Economics’ Economic Profile System
- Nevada Department of Taxation
- Nevada Gaming Control Board

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County Breakdown

Land Ownership and Coverage:

Carson City land ownership falls mainly into the Federal Lands (50.9%) and Private Lands (38.1%) categories in 2017. The other 11% is split among Tribal Lands, State Lands, and City Lands. Although the majority of land falls into the Shrubland category (52%), nearly all land coverage categories are represented in Carson. The Forest (11%), Grassland (13%), and Urban (11%) categories make up much of the remaining lands in the city.

Federal Land Payments:

In 2016, BLM payments over doubled and were 27% of federal land payments that year. The year 2017, brought another increase in BLM contributions to federal land payments, and made up 57.3% of the years’ total

Taxable Sales and Ad Valorem:

From 2006-2010, taxable sales decreased year-to-year in Carson City. From 2010-2017 taxable sales increased year-to-year. Ad Valorem in Carson City increased steadily from 2000-2010. Following the year 2010, Ad Valorem decreased year-to-year until 2014. From 2014-2017 assessed valuation increased each year. Net proceeds from mines contributed \$0 in all years from 2000-2017.

General Funds:

Total general fund revenue increased by over \$4 million from 2010-2016. General fund expenditure dropped sharply from 2010-2011, but increased steadily from 2011-2016. In 2010 Carson City had a deficit of \$5.5 million, while in 2012 the deficit was \$2.1 million. All other years between 2010-2016 the city operated with a surplus.

Land Ownership

Definition

Land ownership is the amount of land owned by entities or individuals.

Why is it important?

Parties from both the government and the private sector are continually interested in obtaining and expanding property. Land use then helps paint a possible picture to all types of development: housing and residential, business and commercial, industrial, recreational, or anything government-based such as construction involved with roads or utilities. The necessary entity may be consulted for further inquiry regarding availability, accuracy, and purchasing, but the land ownership data itself should act as a baseline for further analyses such as GIS mapping.

Table 111. Carson City Land Ownership, 2017

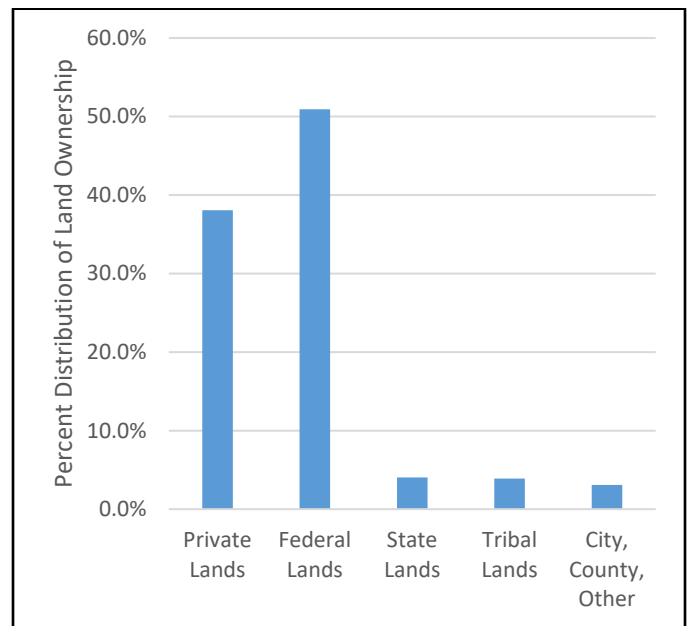
	2017
Total Area (Acres)	100,635
Private Lands	38.1%
Conservation Easement	0.0%
Federal Lands	50.9%
Forest Service	15.2%
BLM	35.6%
National Park Service	0.0%
Military	0.0%
Other Federal	0.1%
State Lands	4.0%
State Trust Lands*	0.0%
Other State	4.0%
Tribal Lands	3.9%
City, County, Other	3.1%

Source: U.S. Geological Survey, Gap Analysis Program. 2016. Protected Areas Database of the United States (PADUS) version 1.4, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)

County Breakdown

Carson City land ownership falls mainly into the Federal Lands (50.9%) and Private Lands (38.1%) categories in 2017. The other 11% is split among Tribal Lands, State Lands, and City Lands. Federal Lands in Carson are managed by the BLM (35.6%) and Forest Service (15.2%).

Figure 106. Carson City Percent Distribution of Land Ownership, 2017



Land Coverage

Definition

Land coverage is the type of land which makes up the county.

Why is it important?

Land coverage data is useful for companies and government institutions interested in businesses and programs that are dependent on a given type of land. Urban development, for example, may not require an urban land, but might better be performed on grassland or shrubland compared to forest. Along those same lines, forest coverage might be indicative of an all-around more permanent coverage. Tourism also may be affected by the type of land. In any case, land ownership data should be consulted, as well as the individual owners themselves, if further inquiry is necessary. Further analysis, such as that with GIS mapping, should be conducted to get the best scope.

Table 112. Carson City Type of Land Coverage, 2006

	2006
Total Area (Acres)	100,635
Forest	11.0%
Grassland	13.0%
Shrubland	52.0%
Mixed Cropland	0.0%
Water	6.0%
Urban	11.0%
Other	3.0%

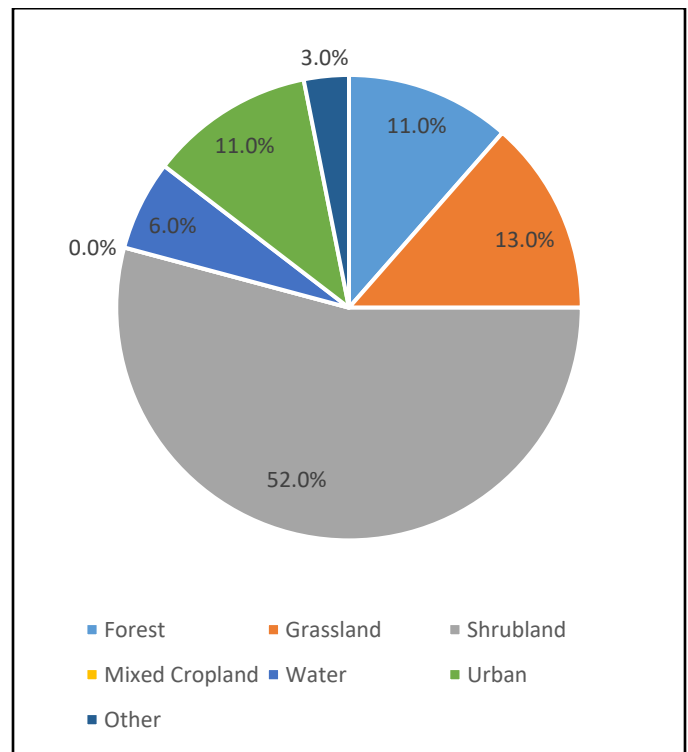
Source: NASA MODIS Land Cover Type Yearly L3 Global 1km MOD12Q1, 2006, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)



County Breakdown

Carson City has one of the more unique land coverage distributions in the state. Although the majority of land falls into the Shrubland category (52%), nearly all land coverage categories are represented in Carson. The Forest (11%), Grassland (13%), and Urban (11%) categories make up much of the remaining lands in the city.

Figure 107. Carson City Distribution of Land Coverage, 2006



Federal Land Payments

Definition

Federal payments are payments that compensate state and local governments for non-taxable federal lands within their borders. Payments are funded by federal appropriations (e.g., PILT) and from receipts received by federal agencies from activities on federal public lands (e.g., timber, grazing, and minerals). For a further definition on fish and wildlife, forest service, mineral royalties, or PILT, please see Appendix A: Glossary.

Why is it important?

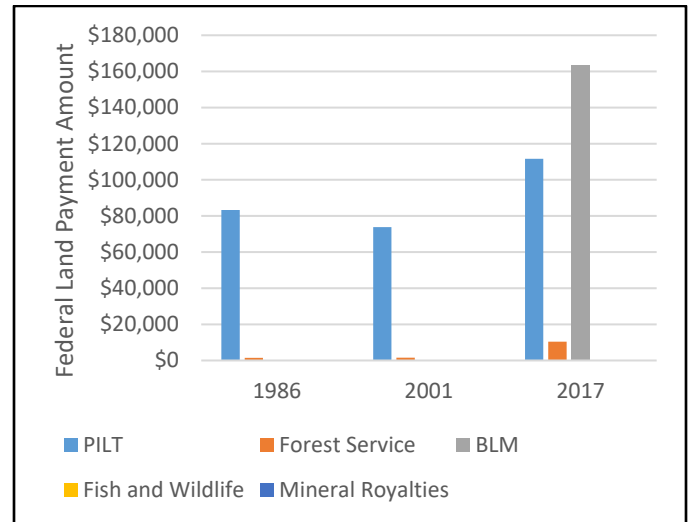
Monies for each receiver are for reporting, budgeting, and projecting reasons. Entities might be interested in the abundance of certain county resources (e.g. Minerals).

Table 113. Carson City Total Federal Land Payment and Distribution by Origin, 2017

	2017
Total Federal Land Payments	\$285,798
PILT	39.1%
Forest Service Payments	3.7%
BLM Payments	57.3%
USFWS Refuge Payments	0.0%
Federal Mineral Royalties	0.0%

Sources: See below table.
All amounts shown in 2017 dollars

Figure 108. Carson City Distribution of Federal Land Payments by Origin, 1986 to 2017



County Breakdown

From 2001-2015 federal land payments in Carson fell heavily into the PILT category, with small contributions from the Forest Service and BLM. In 2016, BLM payments over doubled and were 27% of federal land payments that year. The year 2017, brought another increase in BLM contributions to federal land payments, and made up 57.3% of the years total.

Table 114. Carson City Federal Land Payments by Origin of Payment, 2000 to 2017

Year	PILT	Forest Service	BLM	Fish and Wildlife	Mineral Royalties	Total Federal Payment
2001	\$73,846	\$1,579	\$0	\$0	\$0	\$77,426
2002	\$77,696	\$1,568	\$0	\$0	\$0	\$81,266
2003	\$86,784	\$1,551	\$0	\$0	\$0	\$90,338
2004	\$86,960	\$1,534	\$257	\$0	\$0	\$90,755
2005	\$86,137	\$1,521	\$330	\$0	\$0	\$89,993
2006	\$87,480	\$1,482	\$5,848	\$0	\$0	\$96,816
2007	\$84,883	\$1,443	\$8,191	\$0	\$0	\$96,524
2008	\$131,278	\$11,420	\$85	\$0	\$0	\$144,791
2009	\$134,656	\$11,311	\$4,012	\$0	\$0	\$151,988
2010	\$130,915	\$10,921	\$9,763	\$0	\$0	\$153,609
2011	\$128,656	\$10,495	\$13,691	\$0	\$0	\$154,853
2012	\$130,076	\$10,691	\$19,319	\$0	\$0	\$162,098
2013	\$124,848	\$10,452	\$11,131	\$0	\$0	\$148,444
2014	\$126,977	\$9,713	\$14,799	\$0	\$0	\$153,503
2015	\$125,233	\$10,818	\$16,388	\$0	\$0	\$154,454
2016	\$111,988	\$1,353	\$43,341	\$0	\$0	\$158,698
2017	\$111,662	\$10,434	\$163,703	\$0	\$0	\$287,816

Sources: U.S. Department of Interior. 2016. Payments in Lieu of Taxes (PILT), Washington, D.C.; U.S. Department of Agriculture 2016. Forest Service, Washington, D.C.; U.S. Department of Interior. 2016. Bureau of Land Management, Washington, D.C.; U.S. Department of Interior. 2016. U.S. Fish and Wildlife Service, Washington, D.C.; U.S. Department of Interior. 2016. Office of Natural Resources Revenue, Washington, D.C., as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)
All amounts are shown in 2017 dollars.

Distribution of Federal Land Payments

Definition

Distribution of Federal Land Payments shows the distribution of funds to certain state/local entities. For a further definition on County Government, Grazing Districts, Local School District, Resource Advisory Council, and State Government, please see Appendix A: Glossary.

Why is it important?

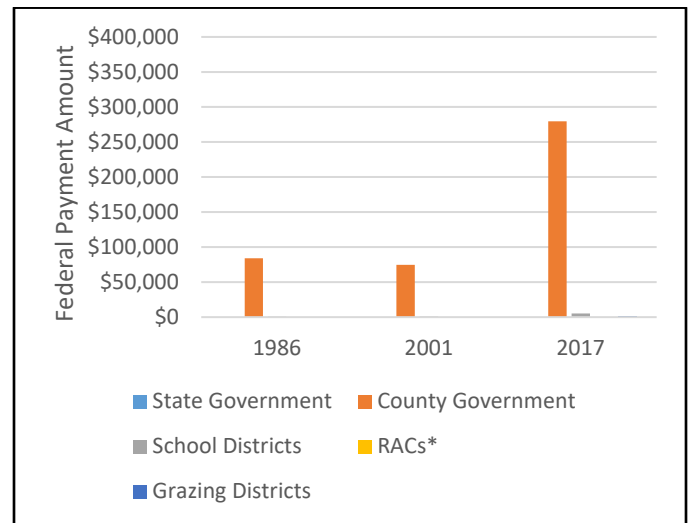
The distribution of federal land payments to certain sectors shows how the money is spent. Future projects and remodeling of the government structure is dependent on how effective past projects were funded while budgets were met.

Table 115. Carson City Total Federal Land Payment and Distribution by Receiving Entity, 2017

2017	
Total Federal Land Payments	\$285,798
State Government	0.0%
County Government	97.8%
Local School Districts	1.8%
RACs	0.0%
Grazing Districts	0.4%

Sources: See below table.
All amounts shown in 2017 dollars

Figure 109. Carson City Distribution of Federal Land Payments by Local Entity, 1986 to 2015



County Breakdown

In all years from 2001-2017 the city government was the largest recipient of federal land payments. As federal land payments increased during this span, so did contributions to the city government. In 2017, school districts received the next largest portion of federal land payments (1.8%).

Table 116. Carson City Distribution of Federal Land Payments to Local Entities, 2001 to 2017

Year	State Government	County Government	School Districts	RACs*	Grazing Districts	Total Federal Payment
2001	\$0	\$74,635	\$789	\$0	\$0	\$75,424
2002	\$0	\$78,480	\$785	\$0	\$0	\$79,265
2003	\$0	\$87,559	\$775	\$0	\$0	\$88,334
2004	\$0	\$87,915	\$768	\$0	\$69	\$88,752
2005	\$0	\$87,119	\$760	\$0	\$107	\$87,986
2006	\$0	\$93,970	\$741	\$0	\$97	\$94,808
2007	\$0	\$93,660	\$722	\$0	\$136	\$94,518
2008	\$0	\$136,988	\$5,710	\$0	\$85	\$142,783
2009	\$0	\$143,295	\$5,655	\$0	\$1,029	\$149,979
2010	\$0	\$145,127	\$5,461	\$0	\$1,012	\$151,600
2011	\$0	\$146,739	\$5,247	\$0	\$855	\$152,841
2012	\$14,193	\$139,584	\$5,346	\$0	\$963	\$160,086
2013	\$0	\$140,963	\$5,226	\$0	\$243	\$146,432
2014	\$0	\$135,331	\$4,857	\$0	\$221	\$140,409
2015	\$0	\$146,854	\$5,409	\$0	\$176	\$152,439
2016	\$0	\$156,007	\$677	\$0	\$0	\$156,684
2017	\$0	\$279,478	\$5,216	\$0	\$1,103	\$285,797

Sources: U.S. Department of Interior. 2016. Payments in Lieu of Taxes (PILT), Washington, D.C.; U.S. Department of Agriculture. 2016. Forest Service, Washington, D.C.; U.S. Department of Interior. 2016. Bureau of Land Management, Washington, D.C.; U.S. Department of Interior. 2016. U.S. Fish and Wildlife Service, Washington, D.C.; U.S. Department of Interior. 2016. Office of Natural Resources Revenue, Washington, D.C., as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)

All amounts are shown in 2017 dollars.

*RACs: Resource Advisory Councils: Funds retained by the federal government to be used on public land projects.

Taxable Sales

Definition

Taxable sales are the total sales of taxable goods and services for all the county’s businesses.

Why is it important?

Sales tax is key for measuring government income on business transactions. Not only does a high sales tax hint at government revenue and the general relationship between government and commerce, but a high sales tax also indicates the county’s ability to contribute to the overall production and expansion of wealth.

County Breakdown

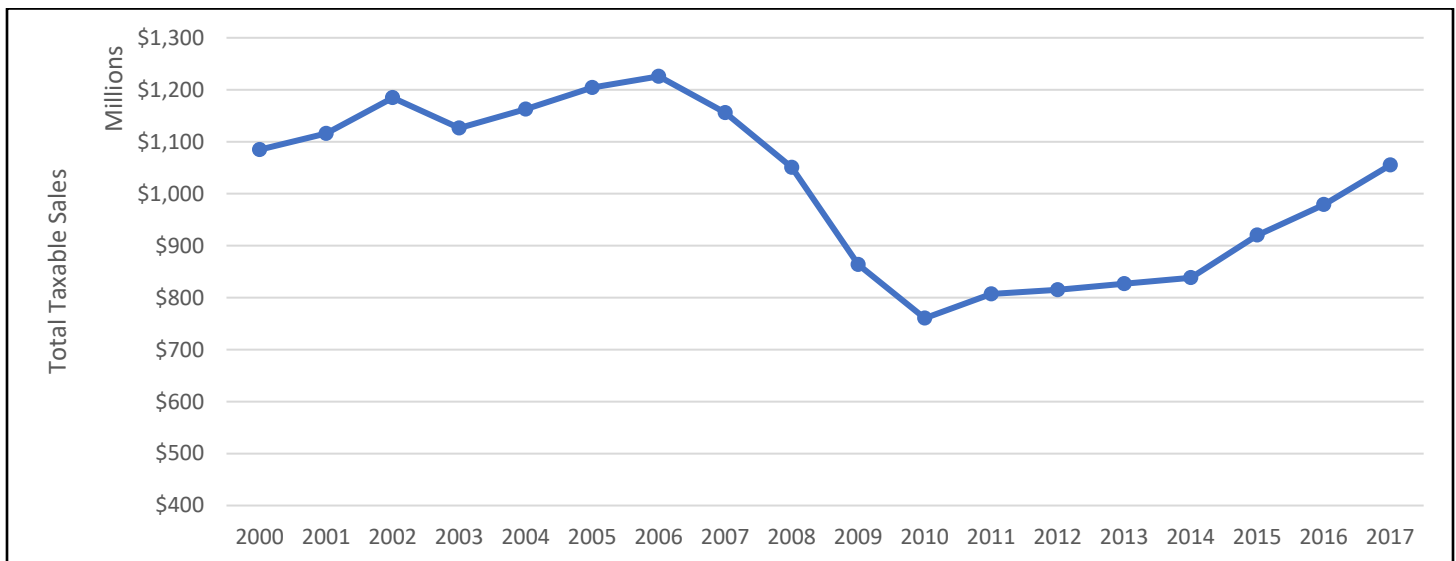
2006 saw taxable sales reach its highest total during the years 2000-2017 (\$1.22 billion). From 2006-2010, taxable sales decreased year-to-year in Carson City. From 2010-2017 taxable sales increased year-to-year.

Table 117. Carson City Taxable Sales, 2000 to 2017

Year	Taxable Sales*
2000	\$1,084,687,236
2001	\$1,115,872,153
2002	\$1,184,684,219
2003	\$1,126,250,491
2004	\$1,162,563,832
2005	\$1,204,177,941
2006	\$1,225,784,520
2007	\$1,155,773,866
2008	\$1,050,543,922
2009	\$863,548,831
2010	\$760,406,075
2011	\$807,089,852
2012	\$815,040,451
2013	\$826,720,309
2014	\$838,270,425
2015	\$920,170,835
2016	\$979,006,425
2017	\$1,055,090,538

Source: Nevada Department of Taxation
 *All amounts shown in 2017 dollars

Figure 110. Carson City Taxable Sales, 1980 to 2017



Ad Valorem

Definition

Ad Valorem is a tax whose amount is based on the value of a transaction or of property, rather than on quantity or intrinsic value. In the State of Nevada, ad valorem most commonly refers to property taxes. For a further definition on Net Proceeds from Mines, please see Appendix A: Glossary.

Why is it important?

Ad Valorem is an important measure for property owners who are interested in overall value. Since this data is captured as a whole, the year-to-year change can be used to mark general trends that may then be applied to forecasts and planning with regards to all types of property.

County Breakdown

Ad Valorem in Carson City increased steadily from 2000-2010. Following the year 2010, Ad Valorem decreased year-to-year until 2014. From 2014-2017 assessed valuation increased each year. Net proceeds from mines contributed \$0 in all years from 2000-2017.

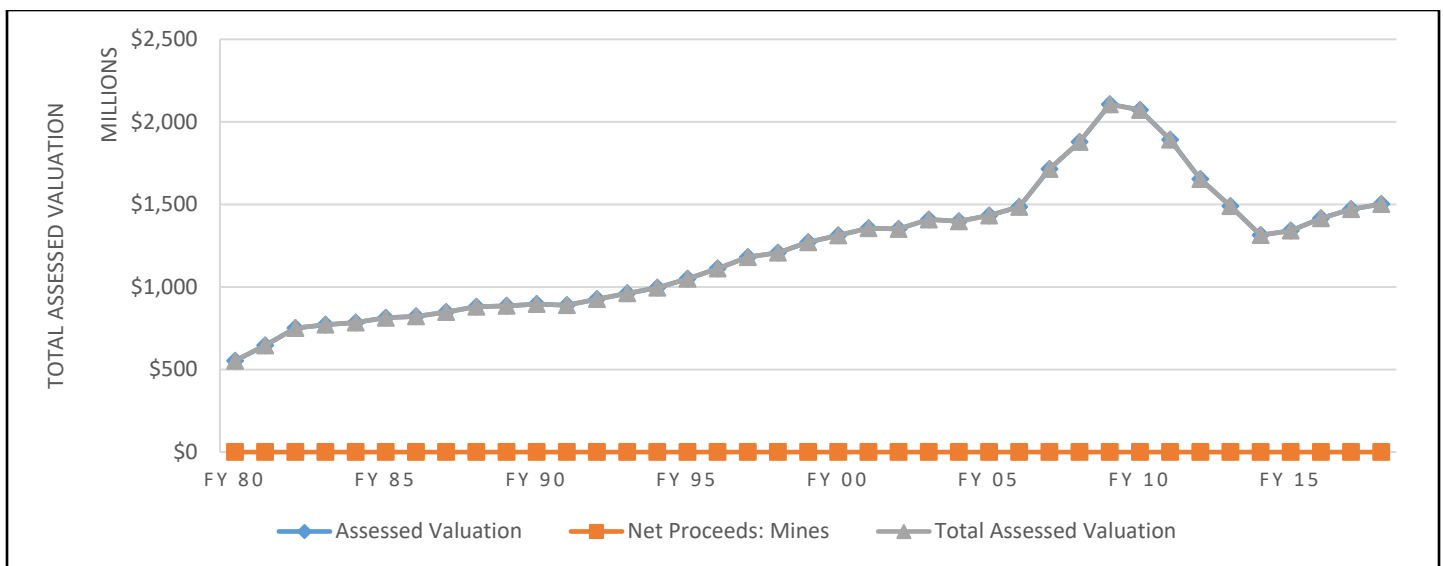
Table 118. Carson City Ad Valorem, FY 2000 to FY 2018

Fiscal Year	Assessed Valuation*	Net Proceeds: Mines*	Total Assessed Valuation*
FY 00	\$1,312,484	\$0	\$1,312,484
FY 01	\$1,355,712	\$0	\$1,355,712
FY 02	\$1,351,475	\$0	\$1,351,475
FY 03	\$1,408,372	\$0	\$1,408,372
FY 04	\$1,397,880	\$0	\$1,397,880
FY 05	\$1,432,778	\$0	\$1,432,778
FY 06	\$1,484,991	\$0	\$1,484,991
FY 07	\$1,714,555	\$0	\$1,714,555
FY 08	\$1,878,789	\$0	\$1,878,789
FY 09	\$2,106,475	\$0	\$2,106,475
FY 10	\$2,072,248	\$0	\$2,072,248
FY 11	\$1,891,579	\$0	\$1,891,579
FY 12	\$1,653,756	\$0	\$1,653,756
FY 13	\$1,489,574	\$0	\$1,489,574
FY 14	\$1,314,138	\$0	\$1,314,138
FY 15	\$1,341,130	\$0	\$1,341,130
FY 16	\$1,415,942	\$0	\$1,415,942
FY 17	\$1,471,135	\$0	\$1,471,135
FY 18	\$1,502,047	\$0	\$1,502,047

Source: Nevada Department of Taxation

*Shown in 2017 dollars and in thousands of dollars.

Figure 111. Carson City Ad Valorem, FY 1980 to FY 2018



Gaming Taxes

Definition

Gaming taxes are taxes on gambling income, which is any income that is the result of games of chance or wagers on events with uncertain outcomes.

On the below table, ‘All Other Counties’ include: Churchill, Esmeralda, Eureka, Humboldt, Lander, Carson, Lyon, Mineral, Nye, Pershing, Storey, and White Pine

Why is it important?

Gambling taxes and gambling income indicate gambling activity. This data is especially important in Nevada, and particularly Clark County, for its strength in tourism and gambling. When planning to implement or alter casinos, neighboring counties or counties that share similar overall models will find of use the year-to-year trends in gaming taxes.

Figure 112. Carson City Gaming Taxes Collected, 2010 to 2017



County Breakdown

There is no clear trend for Carson gaming taxes from 2010-2017. Increases and decreases were sporadic during this timeframe. The year 2014 was an outlier year that saw gaming taxes increase over \$1 million from the previous year.

Table 119. Gaming Taxes Collected in all State Jurisdictions, 2010 to 2017

Year	Nevada	Carson	Clark	Douglas	Mineral	Washoe	All Other
2010	\$902,278,933	\$8,984,626	\$776,031,523	\$17,274,617	\$21,491,754	\$65,482,986	\$13,013,427
2011	\$915,780,625	\$8,546,914	\$793,726,746	\$16,422,454	\$21,604,499	\$62,814,507	\$12,665,503
2012	\$902,826,033	\$8,417,905	\$782,227,075	\$15,625,570	\$21,671,500	\$62,041,998	\$12,841,986
2013	\$924,183,696	\$8,357,645	\$804,511,573	\$16,217,778	\$20,430,434	\$62,433,825	\$12,232,441
2014	\$915,398,078	\$9,549,504	\$797,210,706	\$16,356,225	\$19,965,808	\$62,201,611	\$11,649,409
2015	\$902,239,309	\$8,365,074	\$783,446,540	\$15,512,340	\$20,775,873	\$62,662,597	\$11,476,883
2016	\$876,297,499	\$8,065,980	\$755,315,387	\$16,584,726	\$20,776,836	\$63,666,970	\$11,887,600
2017	\$836,715,040	\$8,194,620	\$715,992,624	\$16,683,439	\$20,982,274	\$63,277,192	\$11,584,890

Source: Nevada Gaming Control Board

‘All Other’ shows the summation of the taxes collected from the remaining 12 counties.

*All data shown in 2014 dollars.

General Fund Revenue

Definition

General Fund Revenue is the money brought in by the county from a variety of taxes and services. The State Department of Taxation mandates the type of revenue classifications used by local governments. The major revenue sources are:

- Property Tax
 - Tax levy against assessed valuation and real and personal property
- Consolidated Tax
 - Combination of sales tax, cigarette tax, liquor tax, real property transfer tax, and fuel tax
- Licenses and Permits
 - Fees for business, liquor, marriage, and gaming licenses and various franchise fees, among other related items
- Charges for Services
 - Recording fees, zoning fees, court clerk fees, etc.
- Transfers In
 - Dependent on the county, this can include various taxing entities, such as special districts and unincorporated towns.

Why is it important?

Government revenue data is important for developing spending plans and managing the overall budget. When compared with expenditures and the general fund balance, government decision makers can identify problem spots for future dollar inflow and outflow.

County Breakdown

General fund revenue:

Total general fund revenue increased by over \$4 million from 2010-2016.

Per capita general fund revenue:

As population decreased, and general fund revenue increased, this led to an increase in per capita general fund revenue from 2010-2016.

Table 120. Carson City General Fund Revenue, FY 2010 to 2016

Fiscal Year	Population	Total Revenue	Per Capita Revenue
FY 2010	54,988	\$65,733,927	\$1,195
FY 2011	54,703	\$62,499,717	\$1,143
FY 2012	54,362	\$61,083,293	\$1,124
FY 2013	53,791	\$65,259,930	\$1,213
FY 2014	54,155	\$65,245,308	\$1,205
FY 2015	54,123	\$67,859,016	\$1,254
FY 2016	54,283	\$69,888,003	\$1,287

Source: Nevada Department of Taxation
Amounts are shown in 2016 dollars.

Figure 113. Carson City Total General Fund Revenue, FY 2010 to 2016

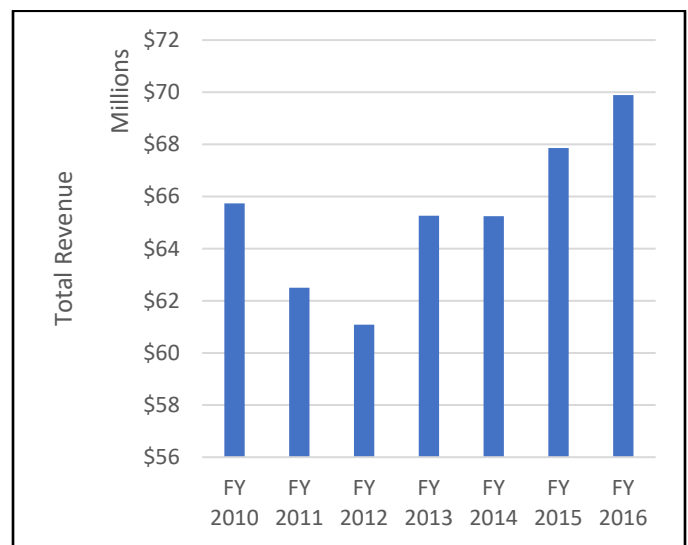
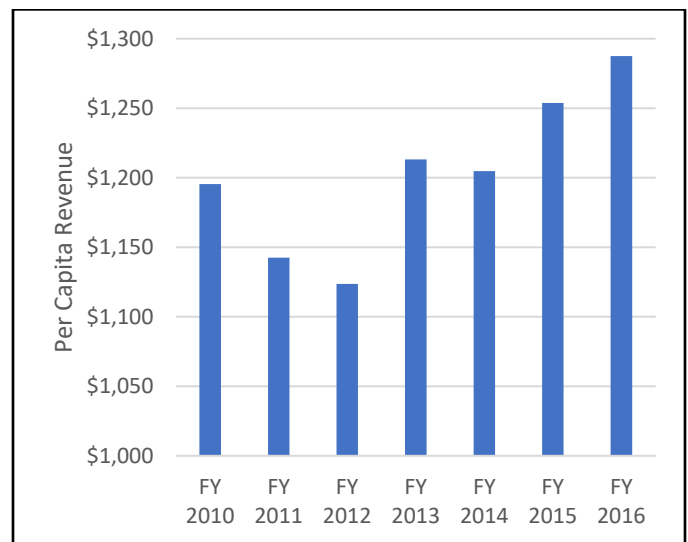


Figure 114. Carson City Per Capita General Fund Revenue, FY 2010 to 2016



General Fund Expenditure

Table 121. Carson City General Fund Expenditure, FY 2010 to 2016

Fiscal Year	Population	Total Expenditure	Per Capita Expenditure
FY 2010	54,988	\$71,240,855	\$1,296
FY 2011	54,703	\$62,055,716	\$1,134
FY 2012	54,362	\$63,204,315	\$1,163
FY 2013	53,791	\$63,796,176	\$1,186
FY 2014	54,155	\$65,086,598	\$1,202
FY 2015	54,123	\$66,667,265	\$1,232
FY 2016	54,283	\$69,335,173	\$1,277

Source: Nevada Department of Taxation
Amounts shown are in 2016 dollars.

Figure 115. Carson City Total General Fund Expenditure, FY 2010 to 2016

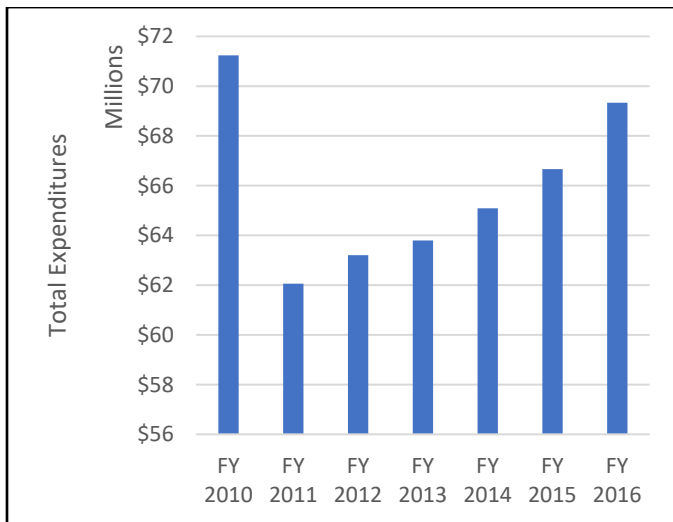
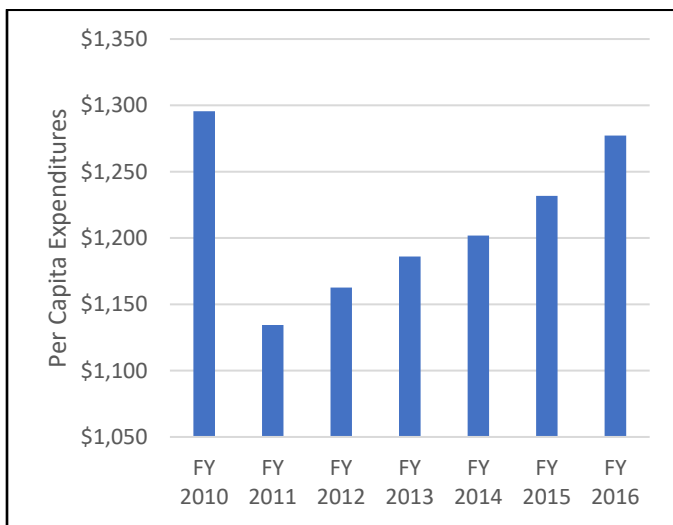


Figure 116. Carson City Per Capita General Fund Expenditure, FY 2010 to 2016



Definition

General Fund Expenditures are budgeted to carry out specific program and service objectives. The budget is comprised of three main fund types: Governmental, Proprietary, and Fiduciary. The State Department of Taxation mandates local governments use the following functional areas that fall beneath the three main fund types:

- General Government
- Judicial
- Public Safety
- Public Works
- Health and Welfare
- Culture and Recreation
- Hospital
- Sanitation
- Airports
- Debt Service

Why is it important?

Government expenditure data is important for developing spending plans and managing the overall budget. When cross-referenced with revenues and the general fund balance, government decision makers can identify problem spots for future dollar inflow and outflow.

County Breakdown

General fund expenditures:

General fund expenditure dropped sharply from 2010-2011, but increased steadily from 2011-2016.

Per capita general fund expenditures:

Population decreased from 2010-2016, as did total expenditure. This led to a decrease in per capita expenditure.

General Fund Balance

Definition

The general fund balance is the difference between assets and liabilities. Changes between beginning balances and end balances indicate the amount of money expended or received each year. A surplus indicates a higher ending balance than beginning balance, aka, more revenue than expenditures. A balance deficit through the fiscal year indicates an ending balance that is lesser than the beginning balance; a year where expenditures were higher than revenues.

Why is it important?

This data is important for developing spending plans and managing the overall budget. Both surpluses and deficits suggest needs, assessments, and adjustments. A surplus could mean well-spending or an inefficiency to spend.

County Breakdown

In 2010 Carson City had a deficit of \$5.5 million, while in 2012 the deficit was \$2.1 million. All other years between 2010-2016 the city operated with a surplus. General fund ending balance increased by \$1 million from 2010-2016.

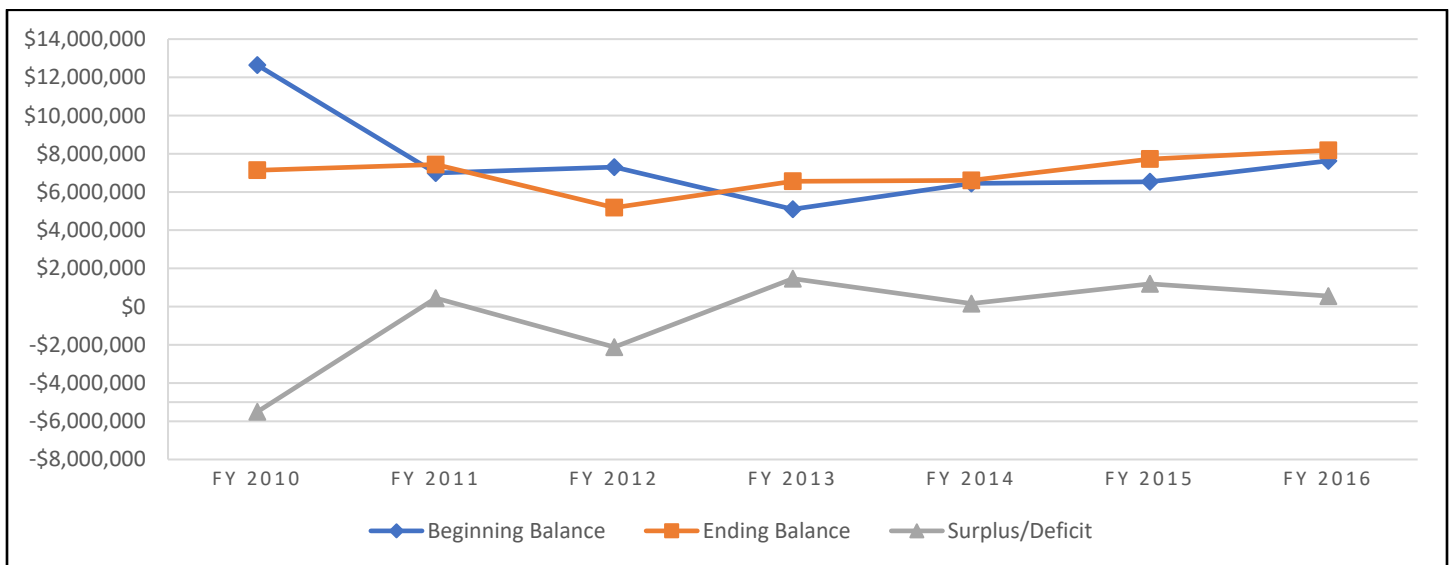
Table 122. Carson City General Fund Balance, FY 2010 to 2016

Fiscal Year	Beginning Balance	Ending Balance	Surplus/Deficit
FY 2010	\$12,643,083	\$7,136,156	-\$5,506,928
FY 2011	\$6,991,802	\$7,435,803	\$444,001
FY 2012	\$7,301,313	\$5,180,291	-\$2,121,022
FY 2013	\$5,097,959	\$6,561,714	\$1,463,755
FY 2014	\$6,446,029	\$6,604,739	\$158,711
FY 2015	\$6,533,884	\$7,725,635	\$1,191,751
FY 2016	\$7,628,312	\$8,181,142	\$552,830

Source: Nevada Department of Taxation
Amounts shown are in 2016 dollars



Figure 117. Carson City General Fund Balance and Surplus/Deficit, FY 2010 to FY 2016



Appendix



Appendix A: Glossary

This document is a collection of primary and secondary data collected by a variety of sources. Some of the terminology, processes, and ways of viewing the data may be foreign to the reader.

You can find definitions of many terms used throughout the report over the next few pages.

Glossary A-C

Accountability Year

School Districts may report data in a current year for items that occurred in a previous calendar year. For instance, graduation rates read as the 2017-2018 accountability year are the rates for the 2016-2017 graduating class.

Ad Valorem

Literally translating to "according to value" in Latin, is a tax whose amount is based on the value of a transaction or of property. In the State of Nevada, ad valorem most commonly refers to property taxes.

Ad Valorem: Net Proceeds from Mines

The Nevada Net Proceeds of Minerals Tax is an ad valorem property tax assessed on minerals mined or produced in Nevada when they are sold or removed from the state. With the exception of sand and gravel, the tax applies to all metals, minerals, gemstones, oil and natural gas, and geothermal energy. This tax is separate from, and in addition to, any property tax paid on land, equipment and other assets.

Administrator (School District)

A person who spends at least 50 percent of his or her work year supervising other staff or licensed personnel, or both, and who is not classified by the board of trustees of the school district as a professional-technical employee.

Asset Mapping

Asset mapping is a community process that provides information about the strengths and resources of a community and can help uncover solutions. Once community assets are inventoried and collected, asset mapping displays those strengths. Asset mapping can be displayed in numerous forms allowing a community to more easily think about and visualize how to build on those assets to address community needs (Green and Haines 1997).

Average Earnings by Worker (Industry-Annual)

Also called "Current Total Earnings", this is the total industry earnings for a region divided by number of jobs.

Average Earnings per Worker (Occupation-Hourly)

The hourly earnings for occupations. Occupations have hourly earnings for five percentiles (10th, 25th, 50th [median], 75th, and 90th) as well as the average.

Community

People who live within a geographically defined area and who have social and psychological ties with each other and with the place where they live. (Mattessich and Monsey 2004: 56¹)

Community Assets

Community assets are anything that can improve the quality of life in community. Community assets are the collective resources which communities and individuals have at their disposal; those which can be leveraged to develop effective solutions to promote social inclusion and well-being of citizens. (Kretzmann and McKnight 1993, Green and Haines 1997).

Community Capital(s)

Capital is any type of resource capable of producing additional resources. When those resources or assets are invested to create new resources, they become capital (Flora, Flora & Fey 2004²: 9). Community capitals represent assets in all aspects of community life. There are commonly seven community capitals, financial, political, social, human, cultural, natural and built. If successful communities can learn to leverage their capitals in useful ways, they become more vibrant and economically resilient (Flora, Flora & Gasteyer 2015³).

County Government (Distribution of Federal Land Payments)

Consist of: (1) PILT; (2) portions of Forest Service payments including Secure Rural Schools and Community Self-Determination Act (SRS) Title I and Title III, 25% Fund, and Forest Grasslands; (4) BLM Bankhead-Jones; (4) USFWS Refuge revenue sharing; and (5) discretionary state government distributions of federal mineral royalties where these data are available.

¹ Mattessich, P. and Monsey, M. (2004). *Community Building: What Makes It Work*, St Paul, MN: Wilder Foundation.

² Flora, C., Flora, J., & Fey, S. (2004). *Rural Communities: Legacy and Change*, 2nd Edition. Boulder, CO: Westview Press.

³ Flora, C., Flora, J., and Gasteyer, S. (2015) *Rural Communities: Legacy + Change*, 5th Edition. Routledge, Taylor and Francis Group: New York.

Glossary D-F

Demand

Demand is an estimate of the amount of goods and services that all industries require from a given industry, whether domestic or international, in order to remain in operation. The value is calculated based on industry purchases across the nation, measured in terms of sales. Industry wages, taxes, and other values added payments are indirectly part of the demand through the production of the supplying industry.

Distribution of Federal Land Payments

How public land is owned and how that land is used changes how funds are distributed and to which state/local entities.

Dividends (Personal Income)

A form of property income received by shareholders in return for their investment in the equity of a corporation.

Earnings

Remuneration (pay, wages) of a worker or group of workers for services performed during a specific period of time. The term usually carries a defining word or phrase, such as straight-time average hourly earnings.

Employed

Employed includes all civilians 16 years old and over who were either (1) "at work" -- those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business; or (2) were "with a job but not at work" -- those who did not work during the reference week but had jobs or businesses from which they were temporarily absent due to illness, bad weather, industrial dispute, vacation, or other personal reasons

Engagement (Public Voice)

Engagement is a dynamic relational process that facilitates communication, interaction, involvement and exchange between an organization and a community for a range of societal and organizational outcomes. At its most simple level engagement implies a two-way process involving interaction and listening, with the goal of generating mutual benefit among communities, decision makers and institutions of higher education.

Exported Sales

The given industry's total annual sales to industries and consumers not inside the defined region. In this report that is most commonly (if not always) the county.

Exports

Exports show the amount of money that is spent by industries located outside the region in exchange for goods or services produced by an industry located in the region.

Family

A group of two or more people who reside together and who are related by birth, marriage, or adoption.

Family Income

This includes the income of the householder and all other individuals 15 years old and over related to the householder.

Federal Land Payments

These are federal payments that compensate state and local governments for non-taxable federal lands within their borders. Payments are funded by federal appropriations (e.g., PILT) and from receipts received by federal agencies from activities on federal public lands (e.g., timber, grazing, and minerals).

Federal Land Payments: Bureau of Land Management (BLM)

The BLM shares a portion of receipts generated on public lands with state and local governments, including grazing fees through the Taylor Grazing Act and timber receipts generated on Oregon and California (O & C) grant lands.

Fiscal Year

The State of Nevada fiscal year runs July 1 - June 30. The federal fiscal year runs October 1 - September 30.

Fish and Wildlife (Federal Land Payments)

These payments share a portion of receipts from National Wildlife Refuges and other areas managed by the USFWS directly with the counties in which they are located.

Forest Service (Federal Land Payments)

These are payments based on USFS receipts and must be used for county roads and local schools. Payments include the 25% Fund, Secure Rural Schools & Community Self-Determination Act, and Bankhead-Jones Forest Grasslands.

Free and Reduce Lunch (FRL)

Students who are from households that qualify by income to receive free or reduced-price lunch at their school.

Glossary G-J

Government Social Insurance (Personal Income)

Consists of the contributions or payments for the following government programs: old-age, survivors, and disability insurance (Social Security); hospital insurance (Medicare Part A); supplementary medical insurance (Medicare Parts B and D); unemployment insurance; railroad retirement; veterans' life insurance; and temporary disability insurance.

Graduation Rate

The rate at which 9th graders graduate by the end of the 12th grade (i.e., the number of students who graduate in four years with a regular high school diploma divided by the number of students who form the adjusted cohort for the graduating class).

Grazing Districts (Distribution of Federal Land Payments)

Consist of BLM Taylor Grazing Act payments.

Gross Regional Product (GRP)

Gross Regional Product measures the final market value of all goods and services produced in a region.

Household

A household includes all the people who occupy a housing unit as their usual place of residence

Household Income

This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not

Housing Unit

A house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters, or if vacant, intended for occupancy as separate living quarters.

Imports

Imports show the amount of money that is spent by all industries located in the region in exchange for goods or services produced by an industry located outside the region. Money leaves the region, and a good or service is brought into the region and consumed. Imports can be foreign or domestic.

Individualized Education Program (IEP)

A written statement for each child with a disability that is receiving special education services that is developed and reviewed by the IEP Team. (From IDEA)

Industry

A group of businesses that produce similar goods and services, and share similar production processes for creating the goods and services they sell. Industries are classified using NAICS codes.

Industry: Non-Service Related

Non-Services Related Industries include each of the following 2-Digit NAICS Sectors: 22, 42, 44-45, 48-49, 51, 52, 53, 54, 55, 61, 62, 71, 72, and 81

Industry: Public Administration

Public Administration Industry includes NAICS Sector 90

Industry: Service Related

Services Related Industries include each of the following 2-Digit NAICS Sectors: 11, 21, 23, and 31-33

In-Region Sales

The given industry's total annual sales to industries and consumers inside the defined region. In this report that is most commonly (if not always) the county.

Instruction Support Funding (School District)

Funding for guidance and counseling, libraries and media, extracurricular activities, student health services, curriculum development, staff development, sabbaticals, program management, therapists, psychologists, evaluators, personal attendants, and social workers

Instructional Funding (School District)

Funding for instructional teachers, substitute teachers, instructional paraprofessionals, pupil-use technology, software, instructional materials, trips and supplies.

Interest (Personal Income)

A form of property income received by the owners of certain kinds of financial assets (such as deposits, debt securities, and loans) in return for their investments in those assets.

Job

A job is any position in which a worker provides labor in exchange for monetary compensation. This includes those who work as employees for businesses (a.k.a. "wage and salary" employees) and proprietors who work for themselves.

Glossary L-P

Leadership Funding (School District)

Funding for principals, assistant principals, administrative support, deputies, senior administrators, researchers, program evaluators, superintendents, school board representatives, and legal staff.

Local School District (Distribution of Federal Land Payments)

Consist of portions of SRS Title I, 25% Fund, and Forest Grasslands.

Mean

This measure represents an arithmetic average of a set of numbers.

Median

This measure represents the middle value (if n is odd) or the average of the two middle values (if n is even) in an ordered list of data values.

Mineral Royalties (Federal Land Payments)

These payments are distributed to state governments by the U.S. Office of Natural Resources Revenue. States may share, at their discretion, a portion of revenues with the local governments where royalties were generated.

Occupation

Occupation describes the kind of work the person does on the job. For employed people, the data refer to the person's job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours.

Occupation: High Level Aggregation

The Standard Occupational Classification Manual approves higher-level aggregation of SOC major groups to present data in a more condensed manner. In this report, the High-Level aggregation to six groups is used

Occupation High Level Aggregation: 1

This High-Level aggregation includes SOC major groups: 11-29

Occupation High Level Aggregation: 2

This High-Level aggregation includes SOC major groups: 31-39

Occupation High Level Aggregation: 3

This High-Level aggregation includes SOC major groups: 41-43

Occupation High Level Aggregation: 4

This High-Level aggregation includes SOC major groups: 45-49

Occupation High Level Aggregation: 5

This High-Level aggregation includes SOC major groups: 51-53

Occupation High Level Aggregation: 6

This High-Level aggregation includes SOC major group: 55

Operations Funding (School District)

Funding for transportation, food service, safety, building upkeep, utilities, building maintenance, data processing, and business operations.

Other Staff (School District)

All persons who are not reported as administrators or teachers, including, without limitation: School counselors, school nurses and other employees (who spend at least 50 percent of their work year providing emotional support, noninstructional guidance or medical support to pupils), Noninstructional support staff, including, without limitation, janitors, school police officers and maintenance staff; and Persons classified by the board of trustees of the school district as professional-technical employees, including, without limitation, technical employees and employees on the professional-technical pay scale.

Payment in Lieu of Taxes (PILT) (Federal Land Payments)

These payments compensate county governments for non-taxable federal lands within their borders. PILT is based on a maximum per-acre payment reduced by the sum of all revenue sharing payments and subject to a population cap.

Per Capita Income

Average obtained by dividing aggregate income by total population of an area.

Glossary P-R

Personal Current Transfer Receipts (Personal Income)

Receipts of persons from government and business for which no current services are performed. Current transfer receipts from government include Social Security benefits, medical benefits, veterans' benefits, and unemployment insurance benefits. Current transfer receipts from business include liability payments for personal injury and corporate gifts to nonprofit institutions.

Personal Income

Income received by persons from all sources. It includes income received from participation in production as well as from government and business transfer payments.

Personal Income: Adjustment for Residence

An adjustment made to those components of earnings and employee contributions to social insurance programs (income subject to adjustment) that are reported on a place-of-work basis to convert them to a place-of-residence basis reflecting the net flow of income of inter-area commuters. For example, the source data for county wages and salaries represent the wages paid by the establishments located in that county. The wages and salaries that the establishments of a given county pay to workers who live outside that county are treated as an outflow and the wages and salaries that the residents of that county receive from establishments located outside that county are treated as an inflow. The adjustment for residence for a county, then, is the net of the inflows to that county and the outflows from that county.

Proprietor's Income (Personal Income)

Proprietors' income with inventory valuation and capital consumption adjustments is the current-production income (including income in kind) of sole proprietorships, partnerships, and tax-exempt cooperatives. Corporate directors' fees are included in proprietors' income. Proprietors' income includes the interest income received by financial partnerships and the net rental real estate income of those partnerships primarily engaged in the real estate business.

Qualitative Data

Qualitative data is descriptive data that can be observed but difficult to measure. On a conceptual level, qualitative data is concerned with understanding human behavior from an informant's perspective. Qualitative research is multimethod in focus, involving an interpretive naturalistic approach to its subject matter. *"Qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them."* Denzin and Carson (1994:2⁴).

Quantitative Data

Quantitative data is information about quantities and therefore numbers. On a conceptual level, quantitative data is concerned with discovering facts about social phenomena and data are collected through measuring things. Quantitative researchers gather data in a numerical form from which can be put into categories, or in rank order or measured in units of measurement. This type of data can be used to construct graphs and tables of raw data (McLeod, 2019⁵).

Rental (Personal Income)

Rental income of persons with capital consumption adjustment is the net income of persons from the rental of real property (except for the net rental real estate income of partnerships primarily engaged in the real estate business), the imputed net rental income of owner-occupants of housing, and the royalties received by persons from patents, copyrights, and rights to natural resources. The rental income of noninsured pension funds is imputed to persons and counted as part of rental income of persons with capital consumption adjustment.

Resource Advisory Council (RACs) (Distribution of Federal Land Payments)

Consist of SRS Title II. These funds are retained by the Federal Treasury to be used on public land projects on the national forest or BLM land where the payment originated. Resource Advisory Committee (RAC) provides advice and recommendations to the Forest Service on the development and implementation of special projects on federal lands as authorized under the Secure Rural Schools Act and Community Self-Determination Act, Public Law 110-343.

⁴ Denzin, N. & Carson, Y. (Eds). (1994) Handbook of qualitative research. Sage Publications, Inc.

⁵ McLeod, S.A. (2019, July 30). Qualitative vs. quantitative research. Simply Psychology. <https://www.simplypsychology.org/qualitative-quantitative.html>

Glossary S-Z

Sales

In input-output modeling, Sales is an industry's total annual sales (gross receipts), both to other industries and to consumers as well. Sales is representative of all four Classes of Worker. For the Retail (44), Wholesale (42), and Transportation (48) sectors, sales to consumers is not included in the final figures. Total sales figures sourced from EMSI in this report follow this logic.

Standard Occupation Code (SOC)

The Standard Occupational Classification (SOC) system is used by Federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. All workers are classified into one of 840 detailed occupations according to their occupational definition. To facilitate classification, detailed occupations are combined to form 461 broad occupations, 97 minor groups, and 23 major groups. Detailed occupations in the SOC with similar job duties, and in some cases skills, education, and/or training, are grouped together.

State Government (Distribution of Federal Land Payments)

Consist of: (1) federal mineral royalties and (2) portions BLM revenue sharing. States make subsequent distributions to local government according to state and federal statute.

Supplements to Wages and Salaries (Personal Income)

Consists of employer contributions for government social insurance and employer contributions for employee pension and insurance funds.

Taxes Paid (NAICS)

Taxes on production and imports with subsidies subtracted.

Teacher (School District)

A person licensed pursuant to chapter 391 of NRS who is classified by the board of trustees of the school district (1) As a teacher and who spends at least 50 percent of his or her work year providing instruction or (2) As instructional support staff, who does not hold a supervisory position and who spends not more than 50 percent of his or her work year providing instruction to pupils. Such instructional support staff includes, without limitation, librarians and persons who provide instructional support, discipline to pupils

Total Sales

The given industry's total annual sales (gross receipts), both to other industries and to consumers as well.

Unemployed

All civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were actively looking for work during the last 4 weeks, and (3) were available to accept a job

Wages and Salaries (Personal Income)

The remuneration receivable by employees (including corporate officers) from employers for the provision of labor services. It includes commissions, tips, and bonuses; employee gains from exercising stock options; and pay-in-kind. Judicial fees paid to jurors and witnesses are classified as wages and salaries. Wages and salaries are measured before deductions, such as social security contributions, union dues, and voluntary employee contributions to defined contribution pension plans.

Appendix B: Explanation of Process/Terms

This document is a collection of primary and secondary data collected by a variety of sources. Some of the terminology, processes, and ways of viewing the data may be foreign to the reader.

You can find explanations of a few concepts used throughout the report over the next few pages.

Indexing of Data

This report uses both tables and figures to represent the data to the reader. While most of these are straightforward, one commonly used figure throughout the document that may not be as easy to understand are the **figures with indexed data**.

Indexed figures in this report start the data at a common starting point. Here, this is at 100 in the first year of the graph, which is most often at the year 2010. From that point, future years are measured as a ratio against the base year. For instance, say in 'County A' there is a population of 10,000 in 2010 which lowers to 9,000 in 2011 and is raised to 12,000 in 2012. The indexed figure will show a base of 100 in 2010, lower to 90 in 2011, then raises to 120 in 2012.

These numbers are found by using the following formula:

Indexed Value for Current Year = Current Year Value / Base Year Value * 100

In our previous example of 'County A':

2010: $10,000/10,000*100 = 100$

2011: $9,000/10,000*100 = 90$

2012: $12,000/10,000*100 = 120$

Graphing data indexed by a base year makes seeing trends easier and faster. Here we can tell that population dipped from 2010 to 2011 then rose past the 2010 number to a much higher population. While this may seem obvious for a single data source, it becomes less so when a variety items are being compared to each other.

Let us say that we also have population figures for 'County B' and for the 'State'. In County B the 2010 population was 50,000, 2011 was 49,000 and 2012 was 52,000. For the State, population in 2010 was 600,000, 2011 was 610,000 and 2012 was 700,000

For 'County B' our Indexed Values are:

2010:100

2011:98

2012:104

For the 'State':

2010: 100

2011: 101.7

2012: 116.7

With these values, indexed all to 100 for the same base year of 2010, we can now easily measure the population changes for areas with completely different magnitudes of population.

County A and County B both lost 1,000 total population between 2010 and 2011, however County A lost 10% of its total population while County B lost only 2%. In that same year the State gained 10,000 people, but due to its much higher starting point, it was a gain of under 2%.

Let us now look at the population from 2010 to 2012. County A has gained 2,000. This is the same gain as County B has in the same time period, but both pale in comparison to the 100,000 people the state gained. However, when we look at the indexed data values, another story emerges. County B has a gain of 4% for the population. This is certainly an improvement from 2011 when population was lost. However, when we compare that to County A, it doesn't seem as impressive. County A has an increase of 20% over the time period. This is a substantial change compared to the 4% of County B. And let us not forget about the State. While it gained an amazing 100,000 population over this period, it is only a 16.7% increase in total population, less than County A's growth.

This is the reasoning behind using indexed data for figures/graphs throughout this report. Be it Race and Ethnicity, Housing, or Jobs by Industry, numbers in the same sphere are often needed to be compared, even if those numbers have values of different magnitudes. Indexing of the values allows a quick and easy comparison for the reader.

Inflation Adjustment

Data in this report is shown for a variety of years. As often as possible the data is represented in a way to optimally compare it to previous years. Apples-to-apples so to speak. Dollar figures throughout the document in tables will often be inflated to accomplish this adjustment. Federal Reserve Bank of St. Louis, Economic Research Division, annually publishes an implicit price deflator to use for this purpose:

<https://fred.stlouisfed.org>

Using this data, the report modifies dollar amount to show in like terms. If a table has data from 2010 through 2016, the dollar amounts generally will have been adjusted to all show in 2016 dollars. If it shows through 2017, then the table

generally shows in 2017 dollars. There is a note below each table with dollar figures represented stating the year the dollar figures are represented as.

This is done to be able to best compare years against each other. In uninflated data, if a county's per capita income went from \$28,000 in 2010 to \$33,000 in 2017, that seems like a very large increase. However, when we review that in data that has been adjusted for inflation, the \$28,000 in 2010 dollars shows as \$31,374 in 2017 dollars. Thus, our per capita income has grown less than \$1,700 in the five-year stretch, with inflation being perceived as responsible for over \$3,300 of the original difference.

Suppressed Data

When data is gathered first-hand by public or government agencies, such as the US Census Bureau or the Bureau of Economic Analysis, suppressions are created to comply with laws and regulations to protect the privacy of the reporting businesses. Suppressed data also may appear in the school district data. Data here may be suppressed by FERPA regulations, or the Family Educational Rights and Privacy Act of 1974.

These suppressions, or non-disclosed data, show in this report generally as 'Insf. Data' (Insufficient Data), a hyphen, '-', or as less than 10, '<10'. The hyphen implies that there is data, but with it being non-disclosed, we do not have an estimate for it (this is most often seen in wage data for industries). Less than 10 implies that there is a nonzero amount (most often seen as total businesses in a region) that is somewhere between one and nine, inclusive.

Poverty

Definition

The Census Bureau gives the following **definition of poverty**: *The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty.*

This definition covers the poverty threshold, but not the poverty guidelines.

There are two different poverty levels?

Yes, the federal government has two separate measures of poverty. The first is the **Census Bureau’s “Poverty Thresholds”**. The second is the **Department of Health and Human Services’ (HHS) “Poverty Guidelines”**. These are distinct terms with different formulas and different uses. The main use for the poverty thresholds created by the Census Bureau is statistical; that is, it is used in the calculating of the total number of people in poverty. HHS’s poverty guidelines are for administrative purposes, mainly used to determine financial eligibility for certain programs.

How does the makeup of the household affect each poverty level?

Both the thresholds and guidelines **take into account the total number of people in the household/family** that is being assessed. A two-person household has a lesser monetary level to be considered in poverty than a four-person household in both the threshold and guidelines. The guidelines do not factor in age in the calculations. The thresholds do, with both the total number of children and, for one- and two-person households, the elderly, taken into account.

Are there cost of living adjustments based on where someone lives?

The quick answer is **no, not within the contiguous 48 states**. The poverty threshold has the same monetary level throughout the entire United States for any given year. There is no variation for any state, city, or other area. The poverty guidelines have a single monetary level for the 48 contiguous states and Washington DC, but a separate set of figures for each of Alaska and Hawaii.

This report is using both the threshold and guidelines.

Any section that gives a count of people in poverty is using the Census Bureau’s threshold. This includes the tables found within this section, such as the general population poverty numbers and veteran poverty numbers. Sections that show numbers regarding a part of the population on an assistance program will be using the HHS’s guidelines. That includes school free and reduced lunch and WIC beneficiaries, among others.

How are the poverty threshold and guidelines calculated?

Both the Census Bureau and HHS **update their poverty levels annually using** the Consumer Price Index for all Urban Consumers (**CPI-U**).

The **thresholds** are calculated by updating the original threshold matrix created in 1978 via the CPI-U. The Census Bureau issues preliminary thresholds in January and the final thresholds in September for the previous year. That is, the preliminary poverty thresholds for 2017 were issued in January 2018 and then updated in September 2018 for the final poverty thresholds. This is then used to measure poverty for the calendar year 2017, reflecting the 2017 calendar year price level.

The poverty **guidelines** are issued every January, calculated from the thresholds finalized the previous year. Thus, the 2017 guidelines were issued in January 2017 calculated from the calendar year 2015 thresholds finalized in September 2016. Due to this, the 2017 guidelines are roughly equal to the 2016 thresholds.

Appendix C: Source Explanations

This appendix gives an in-depth look at the different sources used throughout the creation of this document.

The following sources were used for information throughout the report:

- ❖ American Community Survey (ACS)
- ❖ Economic Modeling Systems International (EMSI)
- ❖ Environmental Systems Research Institute (ESRI)
- ❖ Federal Reserve Bank of St. Louis, Economic Research Division
- ❖ Headwaters Economics' Economic Profile System
- ❖ Nevada Department of Taxation
- ❖ Nevada Gaming Control Board
- ❖ Nevada Report Card
- ❖ United States Bureau of Economic Analysis (BEA)
- ❖ United States Census Bureau
 - American Fact Finder
 - OnTheMap

American Community Survey (ACS)

The ACS is an ongoing survey conducted by the U.S. Census Bureau. Per the Census Bureau:

“The American Community Survey (ACS) is an ongoing survey that provides vital information on a yearly basis about our nation and its people. Information from the survey generates data that help determine how more than \$675 billion in federal and state funds are distributed each year. Through the ACS, we know more about jobs and occupations, educational attainment, veterans, whether people own or rent their homes, and other topics. Public officials, planners, and entrepreneurs use this information to assess the past and plan the future. When you respond to the ACS, you are doing your part to help your community plan for hospitals and schools, support school lunch programs, improve emergency services, build bridges, and inform businesses looking to add jobs and expand to new markets, and more.”

The Census Bureau started collecting data for the ACS in 2005. At that point they determined to create three separate estimates for use: 1-year estimates; 3-year estimates; and 5-year estimates. The 3-year estimates were discontinued as of 2013.

Data for the 2005 1-year estimates was collected from January through December 2005 and released in 2006. The first 5-year estimates were released for 2009, with data being gathered from January 2005 through December 2009. Future 5-year estimates follow the same formula. The 2012-2016 5-year estimates have data collected January 2012 through December 2016.

In this document, tables and charts sourcing the ACS will often refer to the last year of an ACS 5-year estimate as the heading year. It is important to remember that this data is not a snapshot of the year (or any single point in time) being referenced, but of the Census Bureau’s estimate for the 5-year period.

Why do we use the 5-year estimates rather than the 1-year estimates or point-in-time estimates?

There are two reasons. The first is that the 5-year estimates gives a larger sample size, giving a more accurate representation of the population, even for those areas with larger populations. This will give a smaller margin of error for all data.

The second reason is two-fold. The ACS does not publish 1-year estimates for areas with population less than 65,000. In Nevada, in 2017, only Clark and Washoe Counties report a population of over 65,000. While we could use the 1-year estimates for the reports of those two counties, it is inappropriate (per the Census Bureau) to compare data between the 1-year and 5-year estimates. Thus, if someone wished to compare the data between, say, Clark and Carson Counties, it is necessary that the data be consistent throughout the two reports.

The ACS is used throughout the Demographic, Social, and Economic Characteristics sections of this report.

<https://www.census.gov/programs-surveys/acs/about.html>

<https://www.census.gov/content/dam/Census/library/publications/2008/acs/ACSGeneralHandbook.pdf>

Economic Modeling Specialists International (EMSI)

EMSI is a leader in labor market data and covers more than 99% of the workforce in the United States. Per EMSI, their mission:

“Our mission is to use data to drive economic prosperity. To do this, we inform and connect three critical audiences: people (who are looking for good work), employers (who are looking for good people), and educators (who are looking to build good programs and engage students). Since this vital connection takes place in the context of regional economies, we also work with workforce and economic development organizations laboring to improve economic ecosystems. We are known for our peerless service, our fantastic work-life balance, but above all—our deep commitment to our clients. We are blessed to work alongside such dedicated, passionate customers as we build a stronger economy.”

While they are headquartered in Idaho, EMSI serves clients throughout the U.S., Canada, UK, and Australia.

Their traditional labor market information uses dozens of government data sources with over 18 billion data points. Job posting analytics surveys hundreds of millions of online job postings and their compensation data observes over 40 million individual compensation observations. These data sources include federal government entities, government entities from all 50 states, and a variety of trusted private organizations.

EMSI data is used in this report throughout Economic Characteristics and NAICS sections, being the main source for Industry and Occupation data.

<https://www.economicmodeling.com/>

<https://www.economicmodeling.com/data-sources/>

Environmental Systems Research Institute (ESRI)

Esri is considered the world leader in GIS (geographic information system) technologies.

Per Esri:

“Esri was founded to help solve some of the world’s most difficult problems. We do so by supporting our users’ important work with a commitment to science, sustainability, community, education, research, and positive change.”

Esri’s mapping and analytics give access to demographic data in 137 countries with over 75% of Fortune 500 companies using Esri software.

Esri provides its own data and 5-year projections and uses the information from federal government and private industry sources.

Esri data is used in this report in maps and in various demographic areas.

<https://www.esri.com/en-us/home>

http://downloads.esri.com/esri_content_doc/dbl/us/G164052_US-DataFactSheet_WEB.pdf

Federal Reserve Economic Data (FRED)

FRED is a database maintained by the Research division of the Federal Reserve Bank of St. Louis, Research Division. They have over 500,000 time-series from 87 different sources for the public to use. Per the St. Louis Fed website:

“The Federal Reserve Bank of St. Louis is the center of the Eighth District of the Federal Reserve System. This District includes Arkansas, eastern Missouri, southern Illinois and Indiana, western Kentucky and Tennessee, and northern Mississippi.

The Research Division of the Federal Reserve Bank of St. Louis is responsible for advising the Bank president on matters of economic policy. The Division monitors the economic and financial literature and produces research in the areas of money and banking, macroeconomics, and international and regional economics.

A diverse group of Bank publications allows the Research Division to address quickly changing economic trends, explore the relevance of historical and current data for economic policy, and expand the understanding of issues relevant to the Eighth District and beyond.

The Research Division also furnishes its working papers to provide insight into current Bank interests and developing theories and to stimulate discussion.

This site offers a wealth of economic data and information to promote economic education and enhance economic research. The widely used database FRED is updated regularly and allows 24/7 access to regional and national financial and economic data.”

The biggest use of the FRED in this report is their measuring of change in the Consumer Price Index (CPI). Their CPI and inflation formulae are used throughout this report to calculate inflated dollar figures in most, if not all, sections.

<https://research.stlouisfed.org/>

Headwaters Economics’ Economic Profile System

Headwaters Economics is an independent, nonprofit research group that works to improve community development and land management decisions. Per Headwaters Economics’ website:

“Headwaters Economics provides original and effective research to help people and organizations develop solutions to some of the most urgent and important issues that communities face. ... Headwaters Economics works with community leaders, landowners, public land managers, elected officials, and business owners. Our goal is to give these partners credible information to help them identify, understand, and solve problems.”

In this report Headwaters Economics’ Economic Profile System (EPS) is used. The EPS pulls data from the Bureau of Economic Analysis, Bureau of Labor Statistics, the Census Bureau, and many other sources and puts it in easy to read and use reports.

The sourcing below each table referencing Headwaters Economics data in this report also shows the sourcing of where the EPS obtained the data from. This can often be a mouthful, such as with the following example from the ‘Land Cover’ table previously found in this report:

Source: U.S. Geological Survey, Gap Analysis Program. 2016. Protected Areas Database of the United States (PADUS) version 1.4, as reported by Headwaters Economics’ Economic Profile System (headwaterseconomics.org/eps)

This states that Headwaters Economics reported this data via their Economic Profile System, with original sourcing from the U.S. Geological Survey, Gap Analysis Program PADUS version 1.4.

EPS data is most often used in the Land Use and Fiscal Characteristics section of this report.

<https://headwaterseconomics.org/about/>

<https://headwaterseconomics.org/tools/economic-profile-system/about/>

United States Bureau of Economic Analysis (BEA)

The BEA is an agency of the Department of Commerce of the United States federal government. Per the BEA website:

Mission

The Bureau of Economic Analysis (BEA) promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.

Vision

To be the world's most respected producer of economic accounts.

Core Values of BEA

- *Integrity: Maintaining the sterling reputation of BEA and its statistics.*
- *Quality: Producing timely, relevant, and accurate statistics.*
- *Excellence: Fostering staff excellence and recognizing and rewarding employee contributions.*
- *Responsiveness: Providing customers with the programs and services they need.*
- *Innovation: Using technology and new methodologies to meet measurement challenges.”*

The BEA is part of the Department’s Economics and Statistics Administration and provides a comprehensive, up-to-date picture of the U.S. economy.

In this report we use the BEA’s interactive data portal to find regional data, especially for Personal Income. You can find this data in the Economic Characteristics section of the report.

<https://www.bea.gov/index.htm>

United States Census Bureau

The first census was taken in 1790 and, as required by the U.S. Constitution, has taken place every ten years thereafter. In 1902 the Census Office was placed within the Department of the Interior and in 1903 officially came known as the Bureau of the Census.

The Census Bureau is the federal government’s largest statistical agency. Per the Census Bureau, their mission:

“The Census Bureau's mission is to serve as the nation’s leading provider of quality data about its people and economy.

We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers.”

The Census Bureau provides three separate censuses:

- Decennial Census – Population and housing count every 10 years
- Economic Census – Measure of the nation’s economy every 5 years
- Census of Governments – Data on the 90,000 state/local governments every 5 years

The Census Bureau also surveys the population on an ongoing basis, with the most well-known example being the American Community Survey (ACS).

These censuses and surveys are used to create hundreds of reports and the data is also accessible through the Census Bureau’s data tools and apps, including Quick Facts, American Fact Finder, and My Congressional District.

<https://www.census.gov/en.html>

State and Local Agencies

Many state, county, and city government organizations were used while creating this document.

We thank these entities for having data available to the public for use in reports such as this.

State and local government entities used include:

Nevada Department of Employment, Training and Rehabilitation

<https://detr.nv.gov/>

<http://nevadaworkforce.com/>

Nevada Department of Taxation

<https://tax.nv.gov/>

Nevada Demographer's Office

<https://www.nvdemography.org/>

Nevada Gaming Control Board

<https://gaming.nv.gov/>

Nevada Report Card

<http://nevadareportcard.com/di/>

County budget and fiscal planning departments

Appendix D: Photo Credits

Photos and images from stock photo websites were used on the following pages:

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County Courthouse Photo Courtesy of Nevada Association of Counties, showing on Appendix page A-1.

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