EXTENSION
College of Agriculture,
Biotechnology & Natural Resources

Technical Report
UCED/CARES Act 2021-31
Updated August 2022

# Nevada Economic Assessment Project
## Socioeconomic Baseline Report

## Douglas County

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

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, the Bureau of Land Management, and the United States Department of Commerce Economic Development Administration under CARES Act, contract #ED20SEA3070055. 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, 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:

Technical Report UCED/CARES Act 2021-31

Thomas R. Harris, Director
University Center for Economic Development
University of Nevada, Reno
Department of Economics
Mail Stop 204
Reno, Nevada 89557
Phone: (775) 784-1681


UCED
University of Nevada, Reno
University of Nevada, Reno Extension
Department of Resource Economics

# Nevada Economic Assessment Project
# Socioeconomic Baseline Report
# Douglas County, Nevada

**Buddy Borden**

Community and Economic Development Extension Specialist
University of Nevada, Reno Extension

**Joseph Lednicky**

Economist II
University of Nevada, Reno Extension

**Marlene Rebori, Ph.D.**

Professor, Community and Organizational Development Specialist
University of Nevada, Reno Extension

**Lindsay Chichester, Ph.D.**

Douglas County Extension Educator
University of Nevada, Reno Extension



A partnership of Nevada counties; University of Nevada, Reno; and the U.S. Department of Agriculture

## 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:

Nevada Association of Counties — For All Seventeen

Nevada State Parks

Nevada Division of State Lands

National System of Public Lands — U.S. Department of the Interior, Bureau of Land Management

Experiment Station | Extension — College of Agriculture, Biotechnology & Natural Resources

USDA Rural Development — U.S. Department of Agriculture

Forest Service — U.S. Department of Agriculture

Special thanks also go to Lisa Granahan, Douglas County Economic Vitality Manager for all of their assistance throughout the duration of this project.

# Preface

The Nevada Economic Assessment Project (NEAP) aims to provide county, state, and federal agencies, and their partners, with quantitative and qualitative baseline data and analyses to better understand trends in each county's demographic, social, economic, fiscal and environmental characteristics. The data can be used for land use and project planning, grant writing and overall policy assessment.

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 as a tool for planning, aiming to assist the communities of Nevada. This report 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 socioeconomic change.


Questions, concerns, other correspondence, and requests for additional information, may be sent to:

EXTENSION
College of Agriculture,
Biotechnology & Natural Resources

University of Nevada, Reno Extension
8050 Paradise Rd., Ste 100
Las Vegas, NV 89123

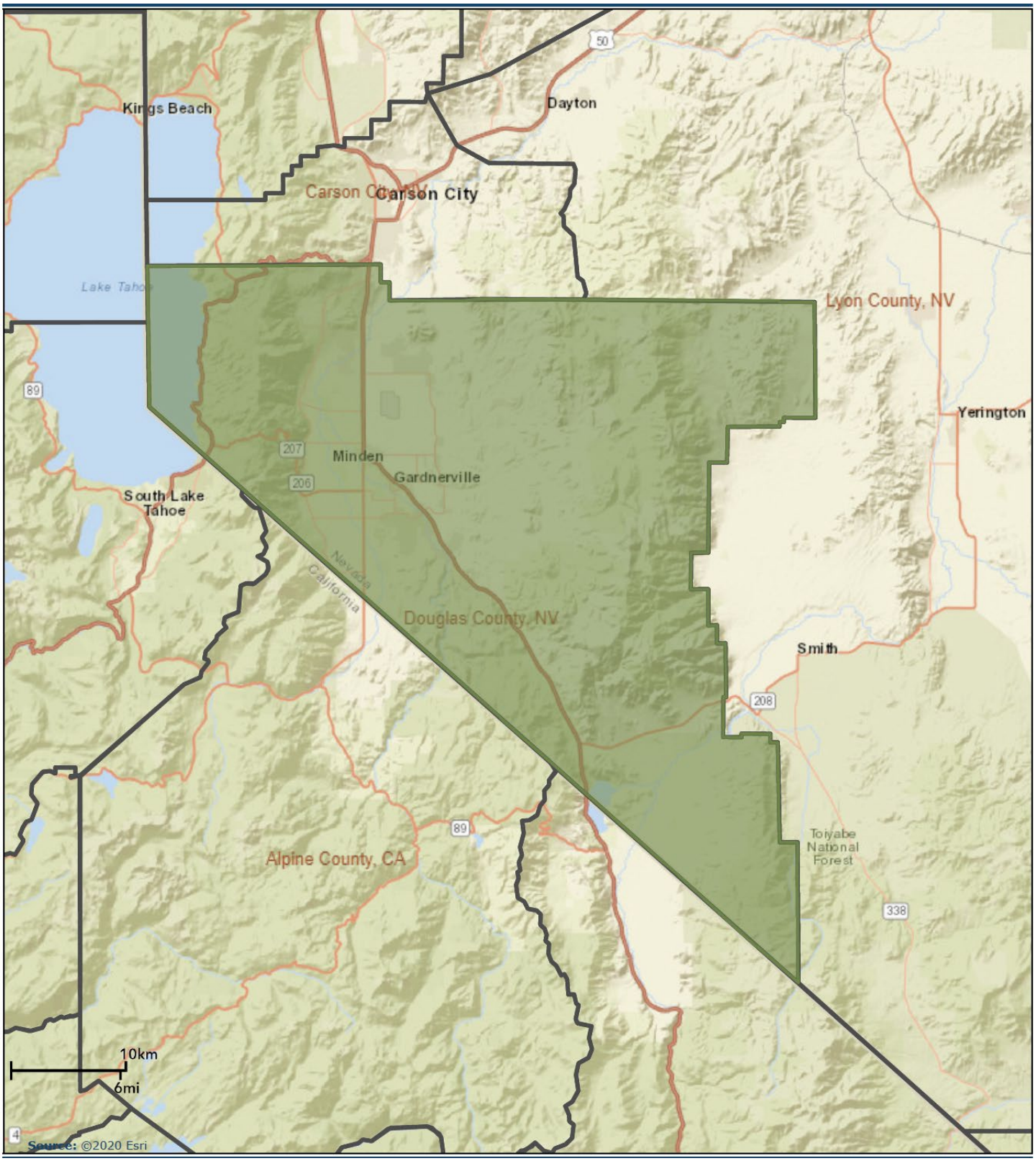
Extension.unr.edu/NEAP

EconDev@unr.edu

Buddy Borden
702-257-5505

Joe Lednicky
702-948-5971

# Table of Contents


Kings Beach
Dayton
Carson City
Lake Tahoe
Lyon County, NV
Yerington
Minden
Gardnerville
South Lake Tahoe
Nevada
California
Douglas County, NV
Smith
Alpine County, CA
Toiyabe National Forest
10km
6mi
Source: ©2020 Esri

# 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.

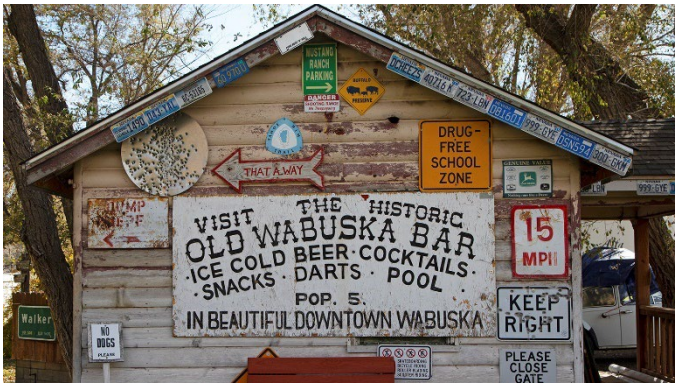
### Additional Documentation

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

Douglas County is located directly south of Carson City, and about 40 minutes to the south of Reno. To the west lies South Lake Tahoe and Fredericksburg both bordering California cities. In this same area, at the base of the eastern Sierra Nevada Mountains, Carson Valley comprises Douglas's beautiful views to Gardnerville, Genoa, Minden, and Topaz Lake. The county seat sits in Minden, where it has for over 100 years. At approximately 738 square miles, Douglas is home to rich history, outdoor recreation, and a community of 47,632 individuals (DETR, 2017). The US-50 takes you up the scenic western border of the county, while the US-395 takes you north and south from Gardnerville Ranchos up to Indian Hills.




## History

Douglas was one of the nine original counties as part of the first Nevada Territorial Legislature. Its county seat then, Genoa, was the oldest permanent settlement in Nevada. It was settled in 1851, first known as Mormon Station, and as a part of a number of communities established as trading posts and centers for ranching and farming (see Parks and Recreation History of Douglas County).

Genoa remained the Douglas County seat until a few years after 1910, when much of the town was destroyed by fire, and its population dwindled. Nevertheless, Genoa to this day remains an active Nevadan community with two landscaped parks, two educational museums, a huge non-denominational church rented out for community events. Every year since 1919 (nine years after the fire), the Genoa Candy Dance is celebrated.

Gardnerville was founded differently than Genoa, which was founded mostly on need. The history of Gardnerville is best summed up by the Carson Valley Nevada site, in that the town "was born into a mix of local economic downturn, marital discord, and prescient thoughts of 'what could be' in a dry, sagebrush covered flat." As the population in nearby Genoa slowly dropped throughout the 1870s, was formed one building at a time. Property was bought out in the sagebrush land, and a house was moved to become the Gardnerville Hotel in 1881, followed by a post office a few months later. Eventually the rights were sold to someone else, and additional services were added until Gardnerville became the ideal place to stop on the way to Esmeralda.

Minden, the current county seat, coming a half a century after Genoa in 1906, was unique in that the town was planned and presented to the County Commission before a single building was built.

## Landscape and Climate

Much of Douglas County sits well above sea level with cities such as Minden and Gardnerville sitting at around 4,600 ft, its lowest point sitting at around 1,200 ft. Douglas is full of sunshine about 250 days out of the year, well above the national average of 205 sunny days per year. Snowfall far outpaces rainfall within the county, at 121 inches of snow to 17 inches of rain. Mountain ranges fill the county on both the western and eastern fronts. To the west you can find the Sierra Nevada and Carson Ranges, and to the east the Pine Nut Mountains. Similar to many counties in Nevada, shrublands (46%) and grasslands (27%) cover much of the area in Douglas. Unlike many parts of Nevada, however, Douglas County is made up of 16% forest lands. Much of the forest lands can be seen as one takes the US-50 up past Lakeridge and Glenbrook.

Of the 738 square miles that make up Douglas County, 28 square miles are water. The county is home to a portion of the beautiful Lake Tahoe on its western border. To the south, Douglas also shares Topaz Lake with its neighbors in California. Right in the center of the county, one will find the Dangberg Reservoir system. Flowing from the southwestern border near Mud Lake, the Carson River flows across Douglas, as it exits the county near Indian Hills in the north. Best explained by the Carson Valley Nevada site, Douglas is home to a variety of landscape, from mountain ranges of foliage and pine to reservoirs for water sports and fishing. As Douglas County is home to a stretch of Lake Tahoe, there are a number of outdoor recreation opportunities associated with this area. From hiking and mountain biking when the weather is mild, to the fantastic winter sports at the Lake Tahoe ski resorts. Thousands of locals and tourists flock to this area of the country each year to experience all that Tahoe has to offer.

.

## Community and Events

In addition to outdoor recreation, those looking to experience Douglas County will find an abundance of opportunities to do so. Minden's historic downtown is home to craft fairs, concerts, and farmers markets year around. For over 100 years the Carson Valley Days event has been run most recently in Gardnerville, usually held in the month of June and spans five days. The Genoa Candy Dance is held in September each year, where attendees experience 300 craft and food vendors, along with live music. Honoring veterans, the Aviation Roundup Show is held at the Minden-Tahoe Airport in October; featuring both national and international performers. For the fisherman, Topaz Lake fishing season opens up on the first of each year and runs through September (Signature Events, n.d).

*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.*

*

**For more information regarding Douglas County please visit the following websites:**

**Douglas County Website**

**Douglas County Twitter Page**

**Douglas County Facebook Page**

**Sources for this Cultural Overview:**


1. **Carson Valley Signature Events**
2. **History of Douglas County – County Site**
3. **Genoa, Nevada Wikipedia**
4. **Genoa History – Britannica**
5. **Genoa History – Town Site**
6. **Visit Carson Valley – Genoa History**
7. **Visit Carson Valley – Carson Valley History**
8. **Minden History – County Site**


**Sources:**


**Winnemucca.com**

**U.S. Data Repository**

**Winnemucca PD Facebook Page**

**City of Winnemucca**

**U.S. Census Bureau**

# 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.



EXTENSION
College of Agriculture, Biotechnology & Natural Resources

# Demographic Characteristics


Data in this section is sourced from:

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

**This Section Contains:**



## County Breakdown

### Population, Gender, Age, Race and Ethnicity:

Douglas County population increased 3.1% from 2010-2020. Between 2010-2012 the county population only moved 14 individuals, but after 12, the population increased from 47,056 to 48,486 in 2020.

Gender distribution in Douglas County had no measurable difference between the years 2010-2012. It remained at 50.1% male and 49.9% female. From 2014-2020, the male distribution increased 0.3 percentage points up to 50.4%.

Douglas County median age has increased by 6.3 between 2010-2020. This is most likely due to the population of individuals under the age of 19 decreasing, and the population of individuals 65 and older increasing.

Douglas County race and ethnicity distribution has stayed very similar between 2010-2020. The White population has decreased 4.3 percentage points, while the Hispanic population has increased 2.5 percentage points.

### Households, Families, and Housing:

Total Douglas households and families both increased gradually by an overall 9.8% from 2010-2020. Neither households nor families had emerging trends, and increases and decreases came sporadically during this period.

Housing unit value in Douglas County is very high compared to most Nevadan counties. That being said, the median housing value has decreased 4.5% between 2010-2020, going from $453,416 in 2010 to $433,057 in 2020.

### Veteran Demographics

Although the veteran population in Douglas has decreased overall, certain demographics have seen growth from 2010-2020. The 18-34 age group of veterans has more than doubled in this 10-year span. The 65-74 age group of veterans has also increased during this timeframe.

# 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**

Douglas County population increased 3.1% from 2010-2020. Between 2010-2012 the county population only moved 14 individuals, but after 12, the population increased from 47,056 to 48,486 in 2020. Meanwhile in this same overall period, the state saw a 15.1% increase in population.

*Figure 1. Douglas County Population, 2010 to 2020*

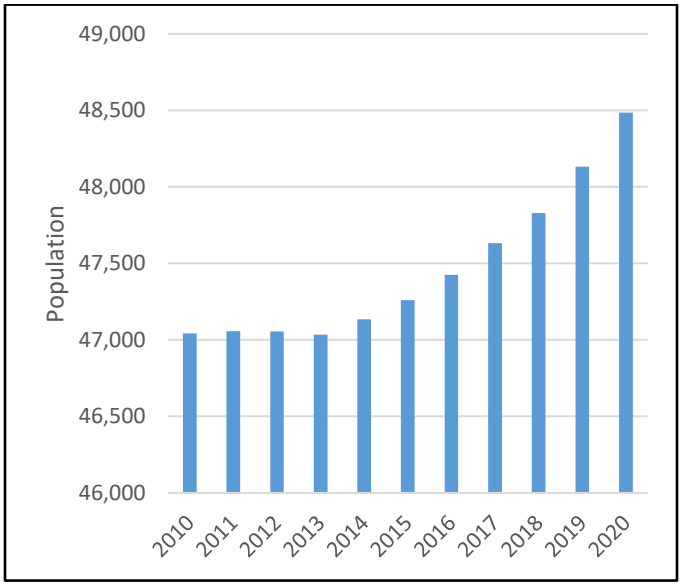
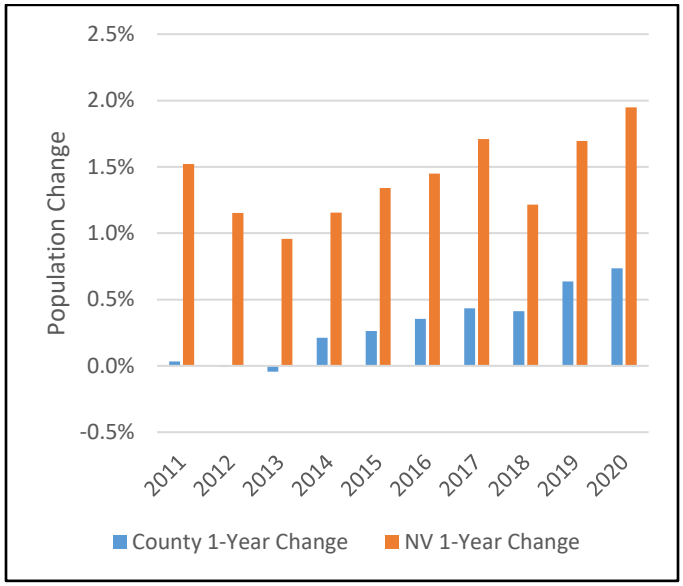



*Table 1. Douglas County Population Distribution, 2010 to 2020*

| Year | Douglas Population | Douglas 1-Year Change | Nevada 1-Year Change |
|---|---|---|---|
| **2010** | 47,042 | - | - |
| **2012** | 47,056 | 0.0% | 2.7% |
| **2014** | 47,135 | 0.2% | 2.1% |
| **2016** | 47,426 | 0.6% | 2.8% |
| **2018** | 47,828 | 0.8% | 2.9% |
| **2020** | 48,486 | 1.4% | 3.7% |
| | | | |
| **Ten-Year Change** | | 3.1% | 15.1% |

*Source: US Census Bureau/American Community Survey. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 2 Douglas County vs. State Comparison, One-Year Population Change, 2011 to 2020*







EXTENSION
College of Agriculture, Biotechnology & Natural Resources

# 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?**

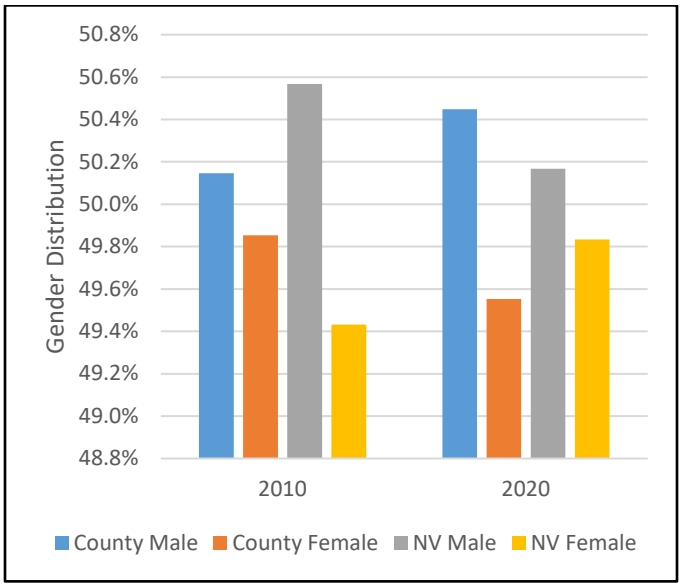
Gender is a key metric for advertisers, business owners, and decision makers. Certain demographic surveys maintain that men may gravitate towards certain lifestyles and women others, while other surveys maintain that this is not the case. One of gender data's more common uses is to acknowledge the gaps,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

*Table 2. Douglas County Gender Distribution, 2010 to 2020*

| Year | Douglas Male | Douglas Female | Nevada Male | Nevada Female |
|---|---|---|---|---|
| **2010** | 50.1% | 49.9% | 50.6% | 49.4% |
| **2012** | 50.1% | 49.9% | 50.5% | 49.5% |
| **2014** | 50.3% | 49.7% | 50.4% | 49.6% |
| **2016** | 50.4% | 49.6% | 50.2% | 49.8% |
| **2018** | 50.4% | 49.6% | 50.2% | 49.8% |
| **2020** | 50.4% | 49.6% | 50.2% | 49.8% |

*Source: US Census Bureau/American Community Survey. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 3 Douglas County vs State Comparison, Gender, 2010 to 2020*




**County Breakdown**

Gender distribution in Douglas County had no measurable difference between the years 2010-2012. It remained at 50.1% male and 49.9% female. From 2014-2020, the male distribution increased 0.3 percentage points up to 50.4%. Douglas County gender distribution is nearly identical to the state as a whole between 2010-2020.

# 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. Douglas County Median Age, 2010 to 2020*

| Year | Douglas Median Age | Nevada Median Age |
|---|---|---|
| **2010** | 46.6 | 35.9 |
| **2012** | 47.3 | 36.3 |
| **2014** | 48.5 | 36.9 |
| **2016** | 50.1 | 37.5 |
| **2018** | 51.5 | 37.9 |
| **2020** | 52.9 | 38.2 |

*Source: US Census Bureau/American Community Survey. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

**County Breakdown**

Douglas County median age has increased by 6.3 between 2010-2020. This is most likely due to the population of individuals under the age of 19 decreasing, and the population of individuals 65 and older increasing. In 2017, Douglas County's median age is 14.7 higher than the state as a whole. This is an increase from the median age being 10.7 higher in 2010.

*Figure 4 Douglas County vs State Comparison, Median Age, 2010 to 2020*

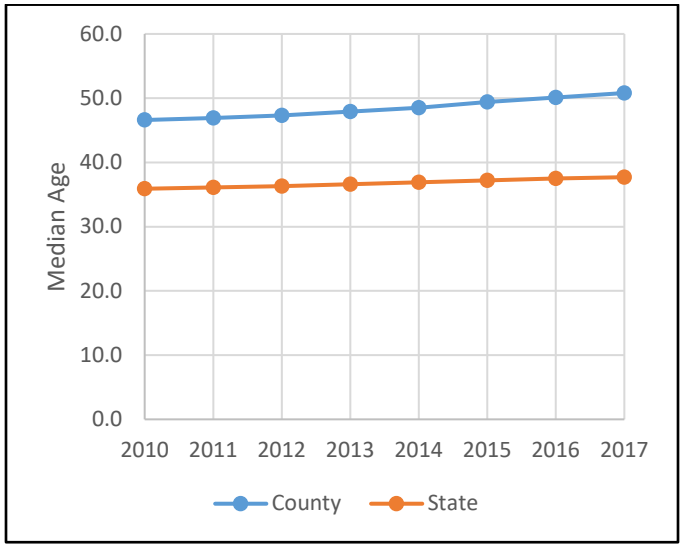
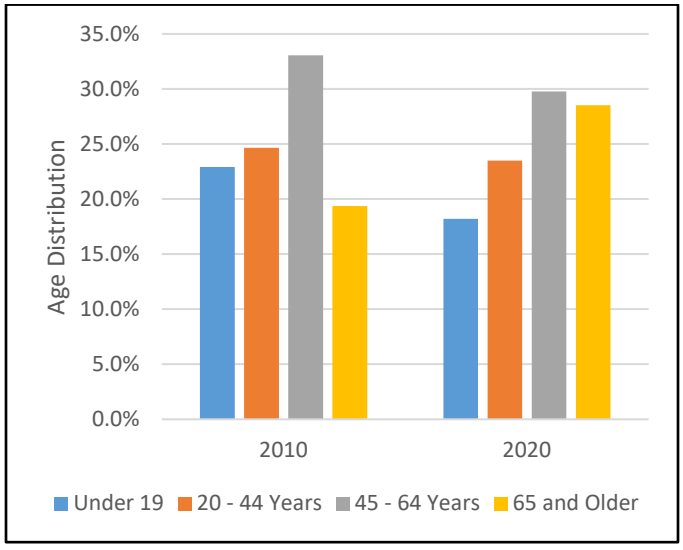



*Table 4. Douglas County Age Distribution, 2010 to 2020*

| Year | Under 19 | 20 – 44 Years | 45 – 64 Years | 65 and Older |
|---|---|---|---|---|
| **2010** | 22.9% | 24.7% | 33.1% | 19.4% |
| **2012** | 22.3% | 24.3% | 32.8% | 20.6% |
| **2014** | 21.2% | 24.2% | 32.2% | 22.5% |
| **2016** | 19.9% | 24.1% | 31.5% | 24.5% |
| **2018** | 19.2% | 23.9% | 30.6% | 26.4% |
| **2020** | 18.2% | 23.5% | 29.8% | 28.5% |

*Source: US Census Bureau/American Community Survey. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 5. Douglas County Age Distribution, 2010 to 2020*



# 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**

Douglas County race and ethnicity distribution has stayed very similar between 2010-2020. The White population has decreased 4.3 percentage points, while the Hispanic population has increased 2.5 percentage points. All other groups have had no notable changes during this time period.

*Table 5. Douglas County Race/Ethnicity Distribution, 2010 to 2020*

| Year | White | Hispanic | Black | Amer. Indian | Other |
|---|---|---|---|---|---|
| **2010** | 84.0% | 10.3% | 0.2% | 1.5% | 4.0% |
| **2012** | 83.0% | 10.9% | 0.4% | 1.5% | 4.2% |
| **2014** | 81.9% | 11.6% | 0.4% | 1.9% | 4.2% |
| **2016** | 81.5% | 12.0% | 0.7% | 1.8% | 4.0% |
| **2018** | 81.0% | 12.5% | 0.6% | 1.9% | 4.0% |
| **2020** | 79.7% | 12.8% | 0.7% | 1.5% | 5.3% |

*Source: US Census Bureau/American Community Survey. "DP05: Demographic and Housing Estimates" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 6. Douglas County Race/Ethnicity Distribution, 2010 to 2020*

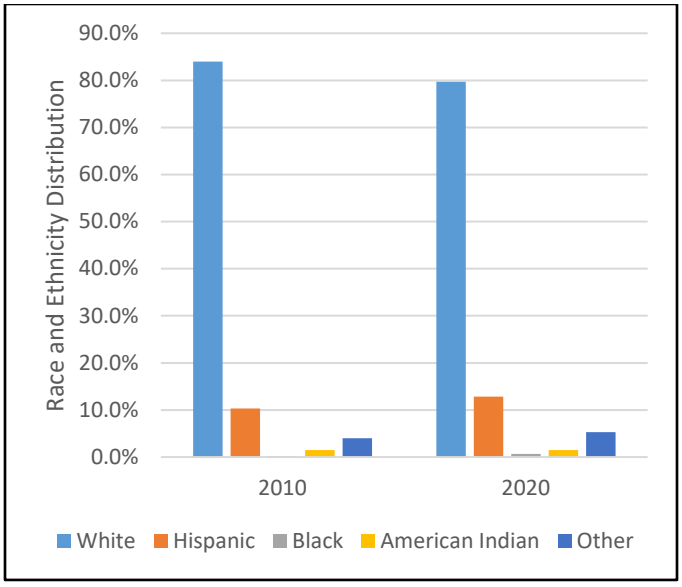
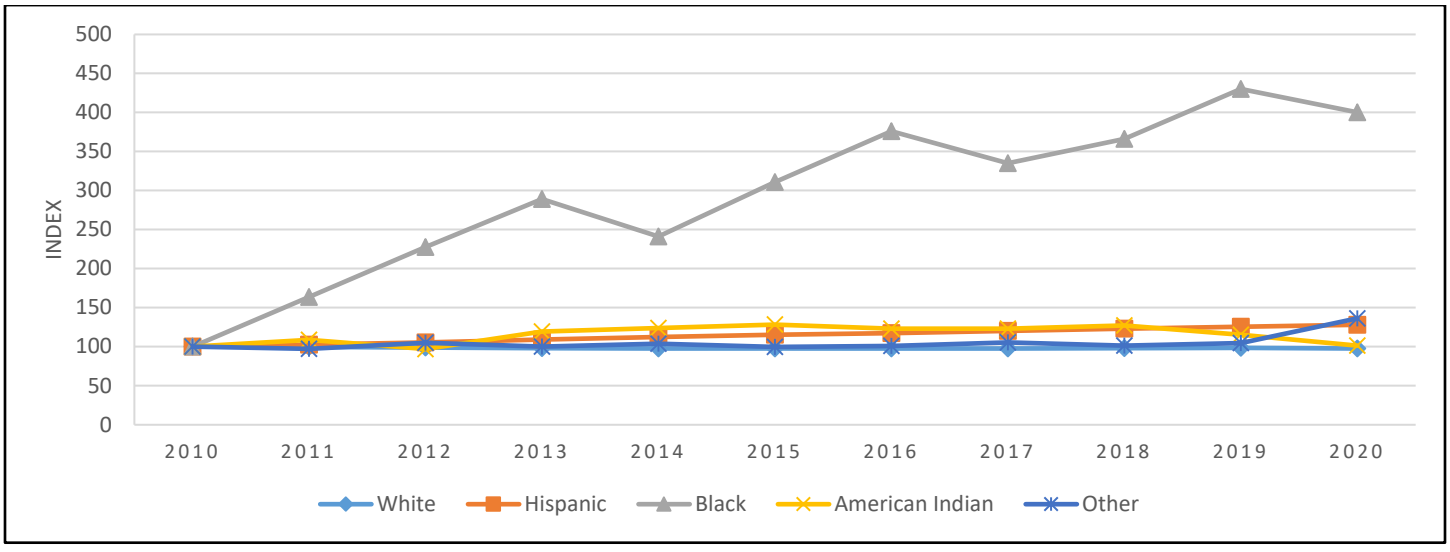



*Figure 7 Douglas County Race and Ethnicity, 2010 to 2020. Index: 2010 = 100*



# 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. Douglas County Total Households, 2010 to 2020*

| Year | Douglas Households | Douglas 1-Year Change | Nevada 1-Year Change |
|---|---|---|---|
| **2010** | 19,183 | | |
| **2012** | 19,226 | 0.3% | 0.6% |
| **2014** | 19,765 | 1.6% | 0.7% |
| **2016** | 19,928 | 0.8% | 1.4% |
| **2018** | 20,579 | 1.0% | 2.3% |
| **2020** | 21,071 | 1.6% | 2.9% |
| | | | |
| **Ten-Year Change** | | 9.8% | 15.4% |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 8. Douglas County vs State Comparison, Annual Change of Total Households, 2011 to 2020*

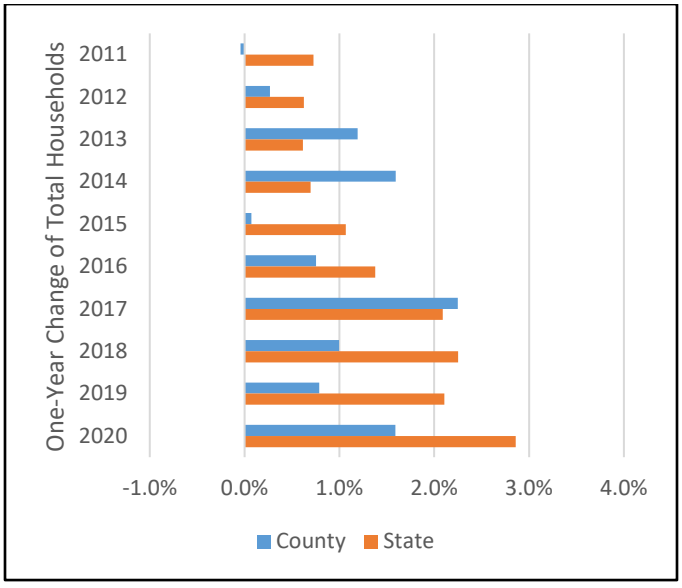
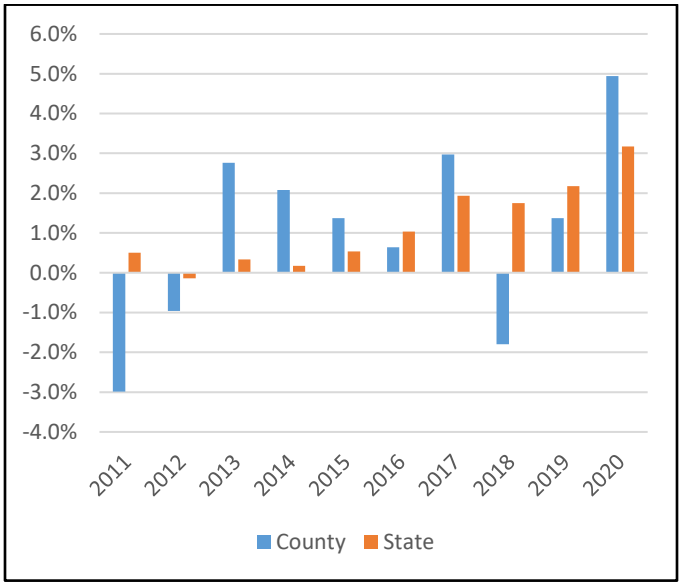



*Figure 9. Douglas County vs State Comparison, Annual Change of Total Families, 2011 to 2020*




**County Breakdown**

Total Douglas households and families both increased gradually by an overall 9.8% from 2010-2020. Neither households nor families had emerging trends, and increases and decreases came sporadically during this period.

*Table 7. Douglas County Total Families, 2010 to 2020*

| Year | Douglas Families | Douglas 1-Year Change | Nevada 1-Year Change |
|---|---|---|---|
| **2010** | 13,479 | | |
| **2012** | 12,951 | -1.0% | -0.1% |
| **2014** | 13,586 | 2.1% | 0.2% |
| **2016** | 13,860 | 0.6% | 1.0% |
| **2018** | 14,016 | -1.8% | 1.7% |
| **2020** | 14,910 | 4.9% | 3.2% |
| | | | |
| **Ten-Year Change** | | 5.9% | 4.4% |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 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**

Housing unit value in Douglas County is very high compared to most Nevadan counties. That being said, the median housing value has decreased 4.5% between 2010-2020, going from $453,416 in 2010 to $433,057 in 2020. The largest decreases came between 2010-2014, and since then, increases have occurred year-to-year. As of 2020, median housing unit value was $433,057. Compare this to Nevada, whose 2020 median housing unit was $301,447.

*Table 8 Douglas County Median Housing Unit Value, 2010 to 2020*

| Year | Douglas Median | Nevada Median |
|---|---|---|
| **2010** | $453,416 | $306,702 |
| **2012** | $350,951 | $220,528 |
| **2014** | $300,015 | $187,622 |
| **2016** | $313,353 | $212,526 |
| **2018** | $369,548 | $258,524 |
| **2020** | $433,057 | $301,447 |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*
*Amounts are shown in 2021 dollars.*

*Figure 10. Douglas County vs State Comparison, Housing Unit Median Value, 2010 to 2020*

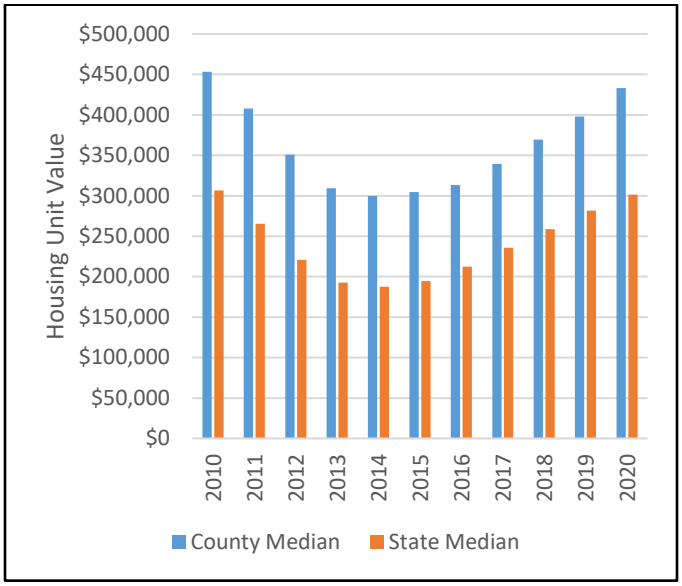



*Table 9 Douglas County Housing Unit Value Distribution, 2010 to 2020*

| 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** | 14,613 | 2.7% | 1.6% | 3.5% | 7.7% | 19.7% | 34.1% | 23.4% | 7.3% |
| **2012** | 14,012 | 3.7% | 3.9% | 6.1% | 11.7% | 23.8% | 29.5% | 16.2% | 5.0% |
| **2014** | 14,050 | 5.0% | 4.3% | 7.5% | 14.2% | 25.6% | 25.9% | 12.7% | 4.9% |
| **2016** | 13,784 | 4.7% | 4.3% | 6.1% | 12.2% | 26.9% | 25.7% | 15.7% | 4.4% |
| **2018** | 14,376 | 3.2% | 2.7% | 2.9% | 9.0% | 22.3% | 32.4% | 21.4% | 6.0% |
| **2020** | 15,688 | 1.8% | 1.7% | 2.5% | 4.8% | 13.9% | 38.5% | 28.4% | 8.3% |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 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 demolishment. This is especially important if there is an expectation of a sudden inflow of new citizens to the community.

**County Breakdown**

Occupied households increased steadily from 2013-2020 in Douglas County. The outlier year of 2012 saw a decrease of 0.7 percentage points. Overall from 2010-2020, occupied households increased by 3.9 percentage points. In 2010, 81.9% of Douglas housing was occupied, and by 2020, this had become 85.8%. Compare Douglas's trendline to Nevada's: each decreases slightly in 2012, but nevertheless gradually increases until 2020.

*Figure 11 Douglas County vs State Comparison, Housing Occupancy, 2010 to 2020*

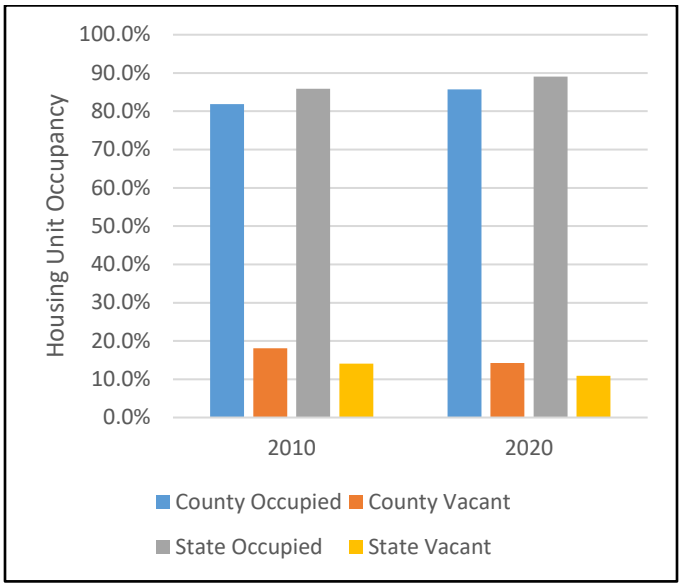
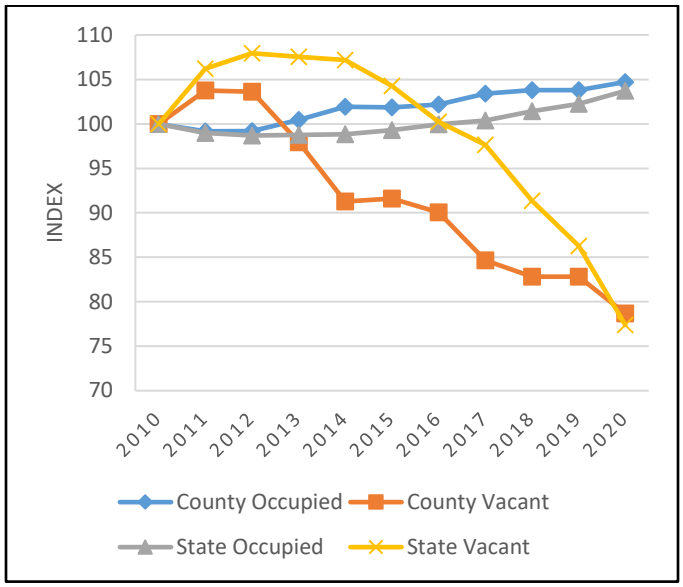



*Table 10. Douglas County Housing Occupancy, 2010 to 2020*

| Year | Douglas Occupied HH | Douglas Vacant HH | Nevada Occupied HH | Nevada Vacant HH |
|---|---|---|---|---|
| **2010** | 81.9% | 18.1% | 85.9% | 14.1% |
| **2012** | 81.2% | 18.8% | 84.8% | 15.2% |
| **2014** | 83.5% | 16.5% | 84.9% | 15.1% |
| **2016** | 83.7% | 16.3% | 85.9% | 14.1% |
| **2018** | 85.0% | 15.0% | 87.1% | 12.9% |
| **2020** | 85.8% | 14.2% | 89.1% | 10.9% |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 12. Douglas County vs State Comparison, Housing Occupancy Distribution, 2010 to 2020, 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 Douglas County Owner vs Renter Occupied Housing, 2010 to 2020*

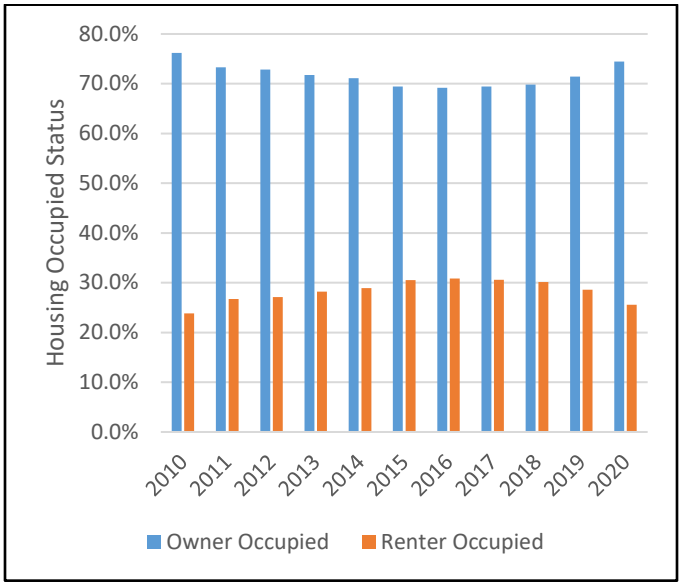



*Table 11. Douglas County Owner vs. Renter Occupied Housing Distribution, 2010 to 2020*

| Year | Occupied Housing Units | Owner Occupied | Renter Occupied |
|---|---|---|---|
| **2010** | 19,183 | 76.2% | 23.8% |
| **2012** | 19,226 | 72.9% | 27.1% |
| **2014** | 19,765 | 71.1% | 28.9% |
| **2016** | 19,928 | 69.2% | 30.8% |
| **2018** | 20,579 | 69.9% | 30.1% |
| **2020** | 21,071 | 74.5% | 25.5% |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Table 12. Douglas County Average Household Size, 2010 to 2020*

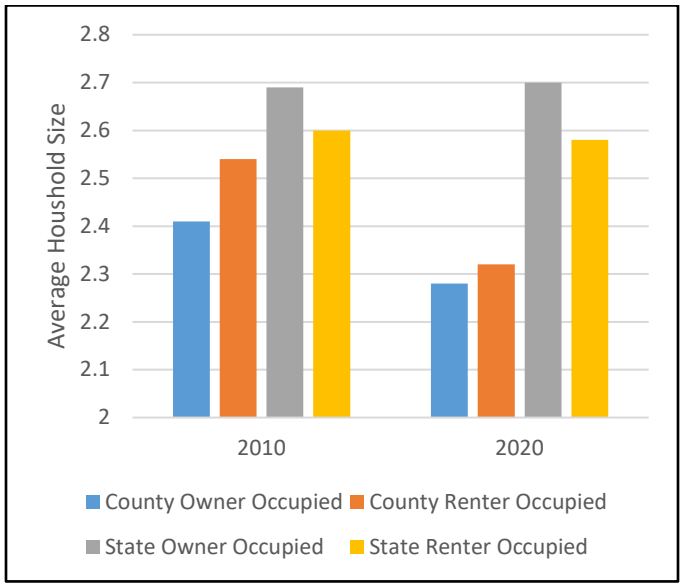
| Year | Douglas Owner Occ. HH Size | Douglas Renter Occ. HH Size | Nevada Owner Occ. HH Size | Nevada Renter Occ. HH Size |
|---|---|---|---|---|
| **2010** | 2.41 | 2.54 | 2.69 | 2.60 |
| **2012** | 2.39 | 2.53 | 2.69 | 2.68 |
| **2014** | 2.33 | 2.46 | 2.71 | 2.71 |
| **2016** | 2.34 | 2.41 | 2.72 | 2.72 |
| **2018** | 2.29 | 2.36 | 2.72 | 2.64 |
| **2020** | 2.28 | 2.32 | 2.70 | 2.58 |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

**County Breakdown**

From 2010-2020, residents renting within Douglas County have increased by 1.7 percentage points. Although percentage of renters increased, the size of renter occupied households slightly decreased from 2.54 to 2.32 in the 10-year span. Owner-occupied household size also decreased from 2.41 in 2010 to 2.28 in 2020.

*Figure 14 Douglas County Average Household Size, 2010 to 2020*



# 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 (semi-attached, 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**

Housing structure type in Douglas County moved very little from 2010-2020. Single-unit homes decreased by 0.2 percentage points during this timeframe, going from 81.9% of houses in 2010 to 81.7% in 2020. The 20+ unit category saw the largest percentage point change, going from 1.1% of all houses in 2010 to 2.5% in 2020.

*Table 13. Douglas County Housing Structure Type, 2010 to 2020*

| Year | Single Unit | 2- to 4- Units | 5- to 19- Units | 20+ Units | Mobile Home, RV, etc. |
|---|---|---|---|---|---|
| **2010** | 81.9% | 7.1% | 3.2% | 1.1% | 6.8% |
| **2012** | 81.4% | 6.8% | 3.9% | 1.3% | 6.6% |
| **2014** | 80.4% | 7.0% | 4.2% | 1.6% | 6.8% |
| **2016** | 81.0% | 7.0% | 3.2% | 2.5% | 6.3% |
| **2018** | 81.3% | 5.9% | 3.9% | 3.3% | 5.5% |
| **2020** | 81.7% | 6.9% | 3.2% | 2.5% | 5.7% |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 15 Douglas County Housing Structure Distribution, 2010 to 2020*

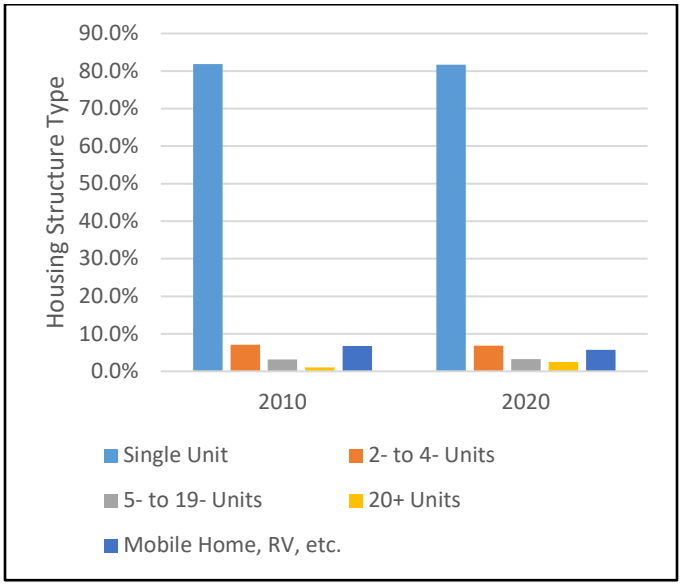
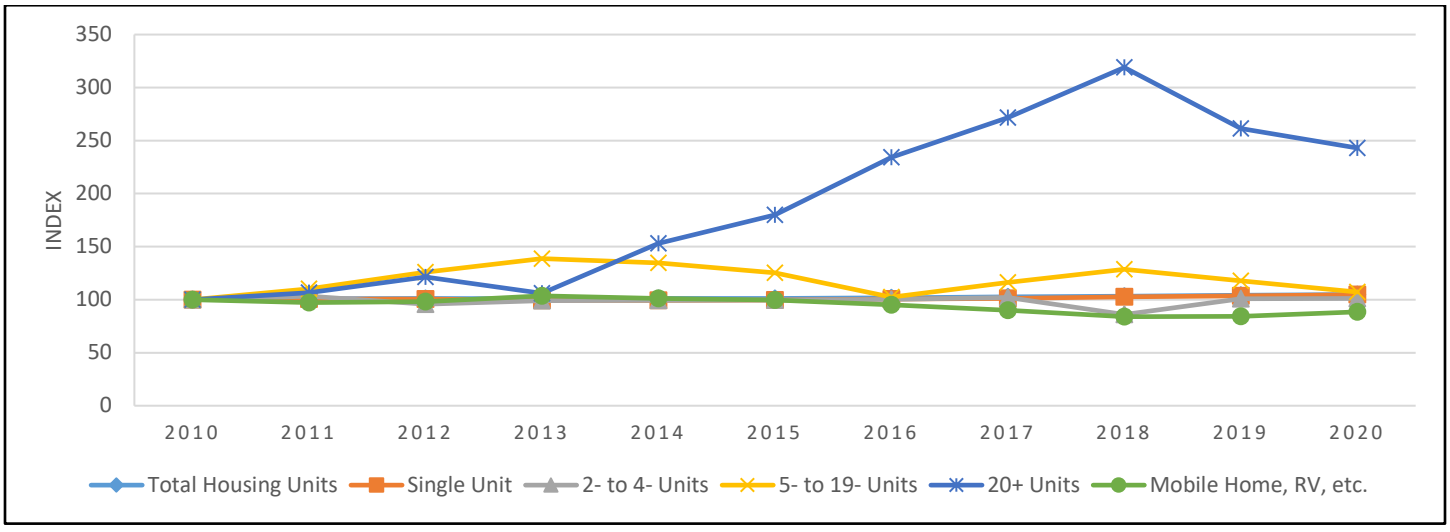



*Figure 16 Douglas County Housing Structure Type, 2010 to 2020. Index: 2010 = 100*



# 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**

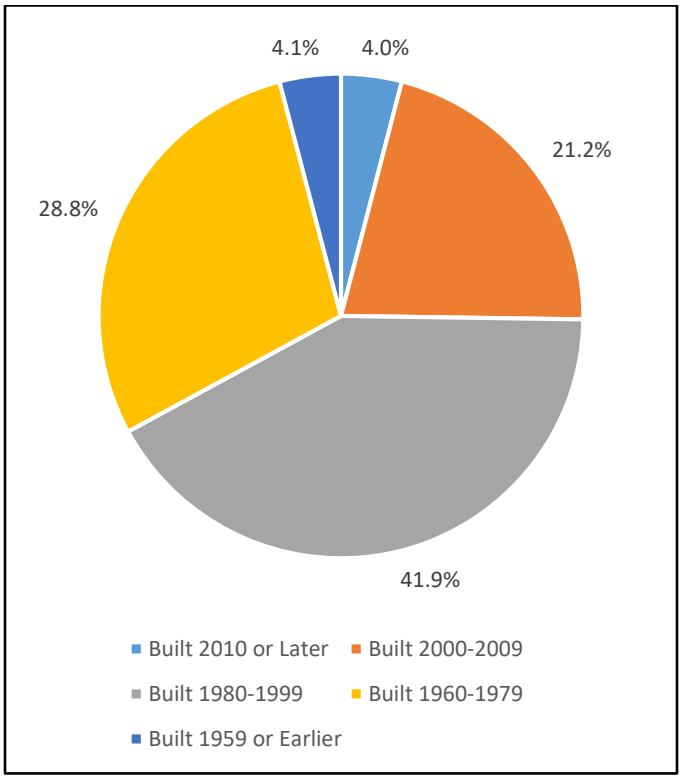
The majority of homes in Douglas County were built 1980-1999, and this was the case for all years between 2012-2020. Since 2012, there has been a year-to-year increase of homes built 2010 or later. In 2012, there were 0.1% homes built post-2010, and by 2020, this had become 4.0% of homes.

*Table 14. Douglas County Housing Age Distribution, 2012 to 2020*

| Year | Built 2010 or Later | Built 2000-2009 | Built 1980-1999 | Built 1960-1979 | Built 1959 or Earlier |
|---|---|---|---|---|---|
| **2012** | 0.1% | 21.2% | 45.6% | 28.4% | 4.8% |
| **2014** | 0.5% | 21.4% | 45.7% | 27.8% | 4.7% |
| **2016** | 1.3% | 21.8% | 44.2% | 28.2% | 4.5% |
| **2018** | 2.3% | 23.2% | 42.1% | 27.5% | 4.9% |
| **2020** | 4.0% | 21.2% | 41.9% | 28.8% | 4.1% |

*Source: US Census Bureau/American Community Survey. "DP04: Selected Housing Characteristics" Multiple years: 2008-2012 through 2016-2020 American Community Surveys.*

*Figure 17. Douglas County Housing Age Distribution, 2020*



# 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**

Although the veteran population in Douglas has decreased overall, certain demographics have seen growth from 2010-2020. The 18-34 age group of veterans has more than doubled in this 10-year span. The 65-74 age group of veterans has also increased during this timeframe. All other age groups have seen a decrease, most notably the 55-64 group which fell by 46.6%. The female population of veterans in Douglas County has fell 30% (364 in 2010 to 253 in 2020) and in 2020 makes up 4.7% of veterans overall within the county.

*Figure 18. Douglas County vs State Comparison, Ten-Year Change of Veteran Demographics, 2010 to 2020*


*Table 15. Douglas County Veteran Demographics, 2010 to 2020*

| Veterans | Douglas | | Percent of Total 2020 | | 2010 to 2020 10-Year Change | |
|---|---|---|---|---|---|---|
| | 2010 | 2020 | Douglas | Nevada | Douglas | Nevada |
| **Veteran Population** | 5,870 | 5,335 | | | -9.1% | -12.1% |
| | | | | | | |
| **Male** | 5,506 | 5,082 | 95.3% | 90.3% | -7.7% | -14.3% |
| **Female** | 364 | 253 | 4.7% | 9.7% | -30.5% | 14.7% |
| | | | | | | |
| **18 to 34 Years Old** | 176 | 385 | 7.4% | 8.7% | 118.6% | -5.8% |
| **35 to 54 Years Old** | 1,139 | 959 | 18.5% | 23.5% | -15.8% | -25.6% |
| **55 to 64 Years Old** | 1,614 | 862 | 16.6% | 18.9% | -46.6% | -35.6% |
| **65 to 74 Years Old** | 1,532 | 1,650 | 31.8% | 26.6% | 7.7% | 14.0% |
| **75 Years and Older** | 1,409 | 1,479 | 28.5% | 20.9% | 5.0% | 12.3% |

Source: US Census Bureau/American Community Survey. "S2101: Veteran Status" Multiple years: 2006-2010 and 2016-2020 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 revaluation 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
- US Department of Health and Human Services

**This Section Contains:**



## County Breakdown

### Educational Attainment:

In Douglas County, all educational attainment categories from high school graduate and down have decreased overall from 2010-2020. While these categories have decreased, all categories in relation to college have increased.

Although there has been an overall decrease in Douglas County veterans, there has been an increase in those who have received bachelor's degrees or higher.

### Poverty:

Douglas County poverty levels slightly fluctuated from 2013-2020. No year in the timeframe has seen the 1.00 poverty level rise above 10.9%, nor has any year dipped below 7.5%.

Douglas County veteran poverty decreased from 2013-2020 by 3.2 percentage points, going from 6.8% in poverty to 3.6% in poverty. Since 2013, veteran poverty was around half of the county non-veteran percentages, and Douglas saw veteran poverty numbers sit between 2-3 percentage points lower than the state as a whole from 2013-2020.

### School Districts:

From 2011-2021, Douglas County student population decreased year-to-year. During this 10-year period, there was a total decrease of 951 students.

There has been a 4.6 percentage point decrease from 2011-2021 of white students in Douglas County schools. This group makes up the largest majority of students at 65.7% in 2021.

The Douglas County population of English Language Learners decreased by 0.3 percentage points from 2011-2021. There were decreases and increases along the way, with this population getting as large as 5.4% in 2015.

There seems to be some reclassification of titles that occurred in 2013; this possible occurrence alters numbers so please be aware. The number of administrators and other staff have stayed consistent from 2015-2021, with only small year-to-year changes.

# 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**

In Douglas County, all educational attainment categories from high school graduate and down have decreased overall from 2010-2020. While these categories have decreased, all categories in relation to college have increased. While increases were minimal across all categories, these trends show growth in educational attainment for Douglas.

*Table 16 Douglas County Condensed Education Levels, 2010 to 2020*

| Year | Douglas < H.S. | Douglas Bachelor+ | Nevada < H.S. | Nevada Bachelor+ |
|---|---|---|---|---|
| **2010** | 8.8% | 25.9% | 15.7% | 21.8% |
| **2012** | 7.4% | 25.5% | 15.6% | 22.2% |
| **2014** | 7.3% | 25.7% | 15.1% | 22.6% |
| **2016** | 7.0% | 26.3% | 14.6% | 23.2% |
| **2018** | 7.0% | 26.3% | 13.7% | 24.2% |
| **2020** | 5.8% | 31.9% | 13.1% | 25.5% |

*Source: US Census Bureau/American Community Survey. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

*Figure 19 Douglas County vs State Comparison, Educational Attainment Levels, 2010 to 2020*

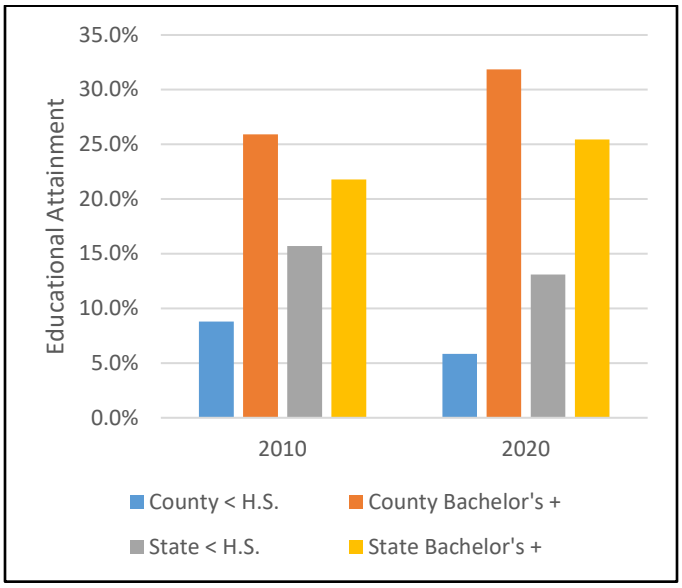


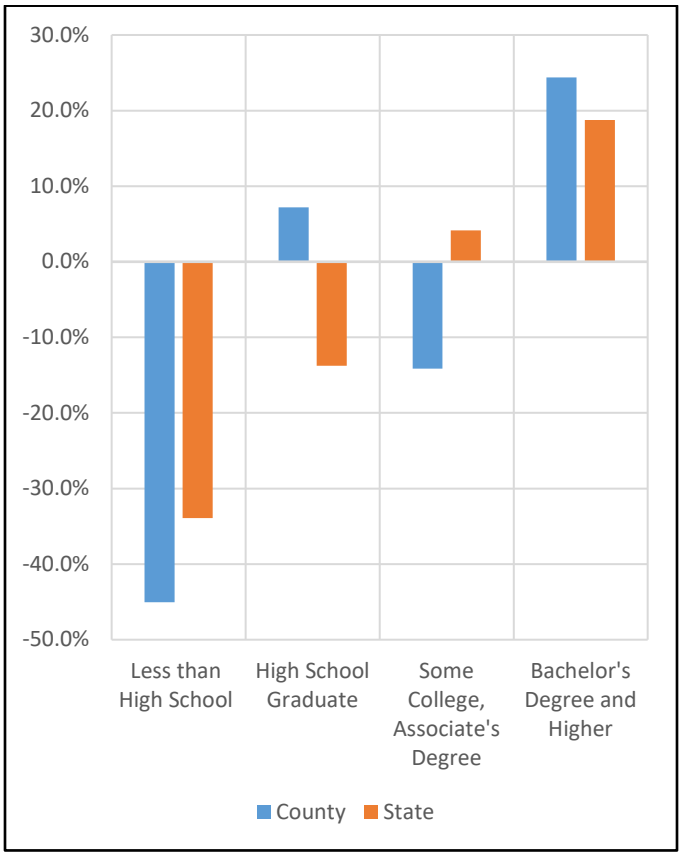

*Table 17 Douglas County Educational Attainment, 2010 to 2020*

| 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** | 34,150 | 2.2% | 6.6% | 26.0% | 29.7% | 9.6% | 16.0% | 9.9% |
| **2012** | 34,587 | 2.0% | 5.4% | 26.1% | 30.6% | 10.3% | 16.5% | 9.0% |
| **2014** | 34,785 | 2.5% | 4.8% | 25.9% | 31.6% | 9.5% | 16.8% | 8.9% |
| **2016** | 35,742 | 2.5% | 4.5% | 23.8% | 32.4% | 10.4% | 17.0% | 9.3% |
| **2018** | 35,742 | 2.5% | 4.5% | 23.8% | 32.4% | 10.4% | 17.0% | 9.3% |
| **2020** | 37,672 | 1.7% | 4.1% | 23.6% | 26.8% | 11.9% | 20.1% | 11.7% |

*Source: US Census Bureau/American Community Survey. "S1501: Educational Attainment" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*

# Veteran Educational Attainment

*Figure 20 Douglas County vs State Comparison, Ten-Year Change of Veteran Educational Attainment, 2010 to 2020*




**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**

Although there has been an overall decrease in Douglas County veterans, there has been an increase in those who have received bachelor's degrees or higher. The percentage breakdowns of each category nearly mirror Nevada's as a whole except for the Some College, Associates Degree category which has seen a 14.1% decrease in the county, compared to a 4.2% in crease in the state.

*Table 18 Douglas County Veteran Educational Attainment, 2010 to 2020*

| Veterans | Douglas | | Percent of Total 2020 | | 2010 to 2020 10-Year Change | |
|---|---|---|---|---|---|---|
| | 2010 | 2020 | Douglas | Nevada | Douglas | Nevada |
| **Veteran Population** | 5,870 | 5,223 | | | -9.1% | -12.1% |
| | | | | | | |
| **Less than High School** | 317 | 155 | 3.0% | 4.3% | -45.0% | -33.9% |
| **High School Graduate** | 1,509 | 1,439 | 27.6% | 24.4% | 7.2% | -13.8% |
| **Some College, Associate's Degree** | 2,471 | 1,888 | 36.1% | 43.7% | -14.1% | 4.2% |
| **Bachelor's Degree and Higher** | 1,573 | 1,741 | 33.3% | 27.5% | 24.4% | 18.7% |

*Source: US Census Bureau/American Community Survey. "S2101: Veteran Status" Multiple years: 2006-2010 and 2016-2020 American Community Surveys.*

# Poverty Threshold

**Definition**

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

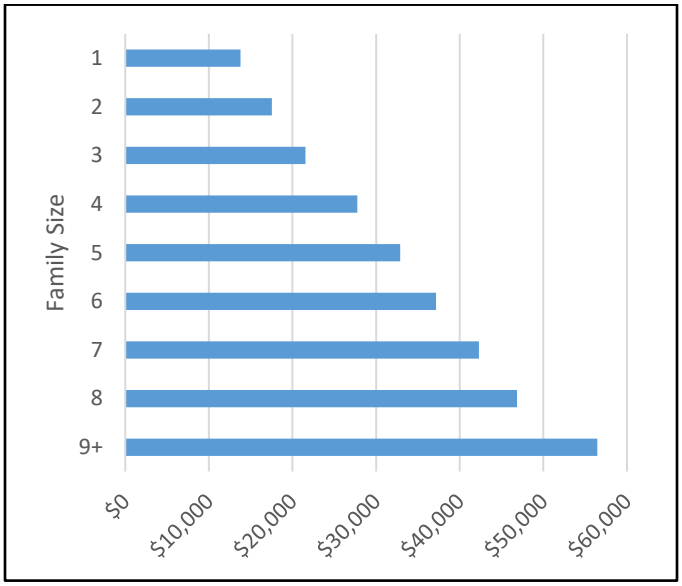
*The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is 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, 2021*




**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, 2021*

| Size of Family Unit | Related Children under 18 Years-Old | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | None | One | Two | Three | Four | Five | Six | Seven | Eight+ |
| **One person** | | | | | | | | | |
| **Under age 65** | 14,097 | | | | | | | | |
| **Aged 65 and older** | 12,996 | | | | | | | | |
| **Two people:** | | | | | | | | | |
| **Householder under age 65** | 18,145 | 18,677 | | | | | | | |
| **Householder aged 65+** | 16,379 | 18,606 | | | | | | | |
| **Three people** | 21,196 | 21,811 | 21,831 | | | | | | |
| **Four people** | 27,949 | 28,406 | 27,479 | 27,575 | | | | | |
| **Five people** | 33,705 | 34,195 | 33,148 | 32,338 | 31,843 | | | | |
| **Six people** | 38,767 | 38,921 | 38,119 | 37,350 | 36,207 | 35,529 | | | |
| **Seven people** | 44,606 | 44,885 | 43,925 | 43,255 | 42,009 | 40,554 | 38,958 | | |
| **Eight people** | 49,888 | 50,329 | 49,423 | 48,629 | 47,503 | 46,073 | 44,585 | 44,207 | |
| **Nine people or more** | 60,012 | 60,303 | 59,501 | 58,828 | 57,722 | 56,201 | 54,826 | 54,485 | 52,386 |

*Source: United States Census Bureau*

# Poverty Guidelines

*Table 20. Poverty Guidelines, 2021*

| Family/HH Size | 48 Contiguous | Alaska | Hawaii |
|---|---|---|---|
| **1** | $12,880 | $16,090 | $14,820 |
| **2** | $17,420 | $21,770 | $20,040 |
| **3** | $21,960 | $27,450 | $25,260 |
| **4** | $26,500 | $33,130 | $30,480 |
| **5** | $31,040 | $38,810 | $35,700 |
| **6** | $35,580 | $44,490 | $40,920 |
| **7** | $40,120 | $50,170 | $46,140 |
| **8** | $44,660 | $55,850 | $51,360 |

*Source: United States Department of Health & Human Services*

**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.

**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

*Table 21. Poverty Guidelines by Most Commonly Used Percentages for Assistance Programs, Contiguous 48 States, 2021*

| Family/ HH Size | 50% | 100% | 125% | 133% | 135% | 138% | 150% | 175% | 180% | 185% | 200% |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **1** | $6,440 | $12,880 | $16,100 | $17,130 | $17,388 | $17,774 | $19,320 | $22,540 | $23,184 | $23,828 | $25,760 |
| **2** | $8,710 | $17,420 | $21,775 | $23,169 | $23,517 | $24,040 | $26,130 | $30,485 | $31,356 | $32,227 | $34,840 |
| **3** | $10,980 | $21,960 | $27,450 | $29,207 | $29,646 | $30,305 | $32,940 | $38,430 | $39,528 | $40,626 | $43,920 |
| **4** | $13,250 | $26,500 | $33,125 | $35,245 | $35,775 | $36,570 | $39,750 | $46,375 | $47,700 | $49,025 | $53,000 |
| **5** | $15,520 | $31,040 | $38,800 | $41,283 | $41,904 | $42,835 | $46,560 | $54,320 | $55,872 | $57,424 | $62,080 |
| **6** | $17,790 | $35,580 | $44,475 | $47,321 | $48,033 | $49,100 | $53,370 | $62,265 | $64,044 | $65,823 | $71,160 |
| **7** | $20,060 | $40,120 | $50,150 | $53,360 | $54,162 | $55,366 | $60,180 | $70,210 | $72,216 | $74,222 | $80,240 |
| **8** | $22,330 | $44,660 | $55,825 | $59,398 | $60,291 | $61,631 | $66,990 | $78,155 | $80,388 | $82,621 | $89,320 |

*Source: United States Department of Health & Human Services*

**For families/households with more than 8 persons, add $4,540 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 Douglas County vs State Comparison, Ratio of Income to Poverty Thresholds, 2013 to 2020*

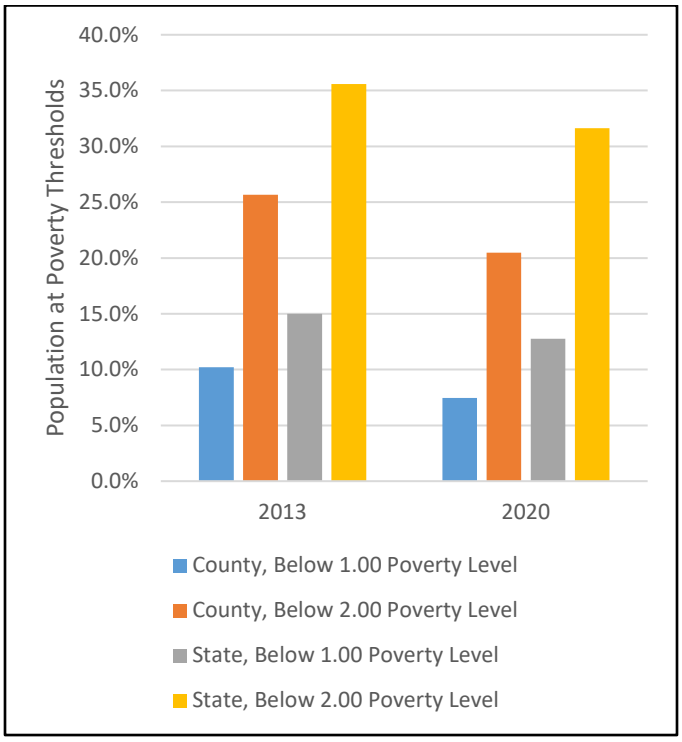



*Table 22. Douglas County Condensed Poverty Levels, 2013 to 2020*

| Year | Douglas Below 1.00 Poverty Level | Douglas Below 2.00 Poverty Level | Nevada Below 1.00 Poverty Level | Nevada Below 2.00 Poverty Level |
|---|---|---|---|---|
| **2013** | 10.2% | 25.7% | 15.0% | 35.6% |
| **2014** | 10.5% | 27.7% | 15.6% | 36.6% |
| **2015** | 10.6% | 27.3% | 15.5% | 36.7% |
| **2016** | 10.9% | 26.6% | 14.9% | 35.9% |
| **2017** | 9.8% | 25.5% | 14.2% | 34.6% |
| **2018** | 9.3% | 24.8% | 13.7% | 33.6% |
| **2019** | 8.7% | 22.2% | 13.1% | 32.3% |
| **2020** | 7.5% | 20.5% | 12.8% | 31.6% |

*Source: US Census Bureau/American Community Survey. "S1701: Poverty Status in the Past 12 Months" Multiple years: 2009-2013 through 2016-2020 American Community Surveys.*

**County Breakdown**

Douglas County poverty levels slightly fluctuated from 2013-2020. No year in the timeframe has seen the 1.00 poverty level rise above 10.9%, nor has any year dipped below 7.5%. In all years between 2013-2020, Douglas County poverty levels have been about 5% lower than the state as a whole.

*Table 23. Douglas County Ratio of Income to Poverty Level Distribution, 2013 to 2020*

| 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 |
|---|---|---|---|---|---|---|---|
| **2013** | 46,630 | 4.9% | 5.3% | 3.4% | 3.4% | 6.0% | 2.6% |
| **2014** | 46,802 | 5.1% | 5.4% | 3.7% | 3.4% | 7.3% | 2.8% |
| **2015** | 46,906 | 4.6% | 6.0% | 3.5% | 3.7% | 7.3% | 2.2% |
| **2016** | 47,088 | 4.6% | 6.3% | 3.5% | 3.6% | 6.5% | 2.0% |
| **2017** | 47,298 | 4.1% | 5.7% | 3.2% | 4.1% | 6.7% | 1.8% |
| **2018** | 47,526 | 3.7% | 5.7% | 2.6% | 4.0% | 7.1% | 1.6% |
| **2019** | 47,836 | 3.2% | 5.6% | 2.3% | 3.3% | 6.2% | 1.8% |
| **2020** | 48,134 | 3.2% | 4.3% | 2.2% | 3.3% | 5.4% | 2.1% |

*Source: US Census Bureau/American Community Survey. "S1701: Poverty Status in the Past 12 Months" Multiple years: 2009-2013 through 2016-2020 American Community Surveys.*

# Veteran Poverty

*Figure 23 Douglas County vs State Comparison, Percent of Veteran and Non-Veteran Populations in Poverty, 2013 to 2020*

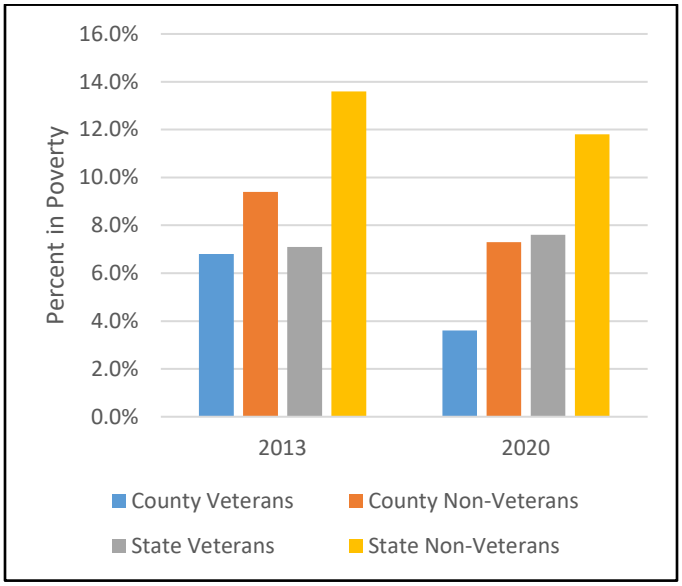
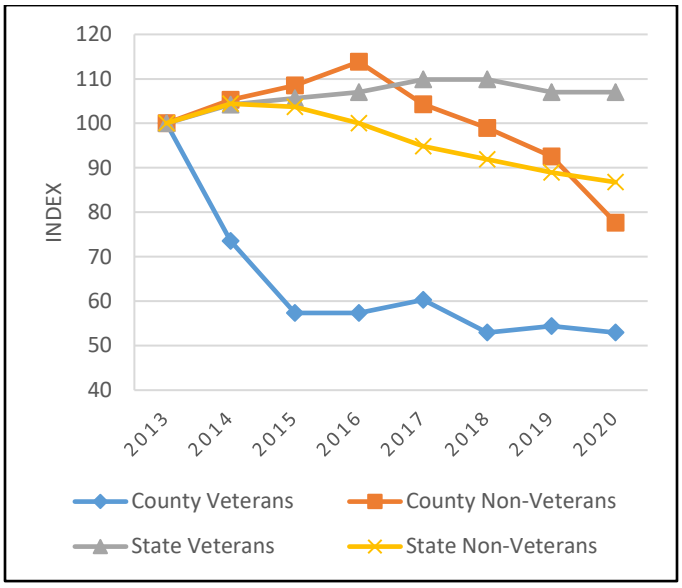



*Figure 24. Douglas County vs State Comparison, Veteran and Non-Veteran Populations in Poverty, 2013 to 2020, Index 2013 = 100*




**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 Douglas County Condensed Poverty Levels, 2013 to 2020*

| Year | Douglas Veterans | Douglas Non-Veterans | Nevada Veterans | Nevada Non-Veterans |
|---|---|---|---|---|
| **2013** | 6.8% | 9.4% | 7.1% | 13.6% |
| **2014** | 5.0% | 9.9% | 7.4% | 14.2% |
| **2015** | 3.9% | 10.2% | 7.5% | 14.1% |
| **2016** | 3.9% | 10.7% | 7.6% | 13.6% |
| **2017** | 4.1% | 9.8% | 7.8% | 12.9% |
| **2018** | 3.6% | 9.3% | 7.8% | 12.5% |
| **2019** | 3.7% | 8.7% | 7.6% | 12.1% |
| **2020** | 3.6% | 7.3% | 7.6% | 11.8% |

*Source: US Census Bureau/American Community Survey. "S2101: Veteran Status" Multiple years: 2009-2013 and 2016-2020 American Community Surveys.*

**County Breakdown**

Douglas County veteran poverty decreased from 2013-2020 by 3.2 percentage points, going from 6.8% in poverty to 3.6% in poverty. Since 2013, veteran poverty was around half of the county non-veteran percentages, and Douglas saw veteran poverty numbers sit between 2-3 percentage points lower than the state as a whole from 2013-2020.

# 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. Douglas County School District Enrollment, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas | Nevada |
|---|---|---|
| **2010-2011** | 6,336 | 437,057 |
| **2012-2013** | 6,121 | 445,381 |
| **2014-2015** | 6,054 | 459,095 |
| **2016-2017** | 5,932 | 473,647 |
| **2018-2019** | 5,834 | 492,638 |
| **2020-2021** | 5,385 | 482,364 |

*Source: NevadaReportCard.com*

*Figure 25. Douglas County vs State Comparison, School District Enrollment, 2010 to 2021 Accountability Years, Index 2010 = 100*

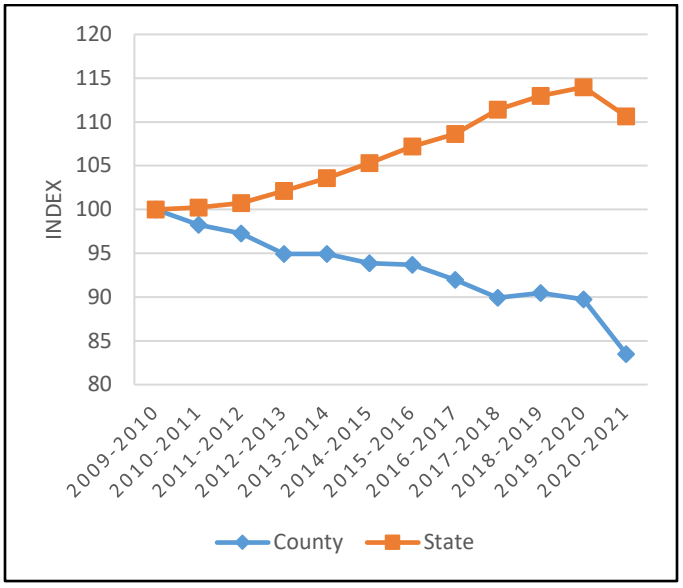
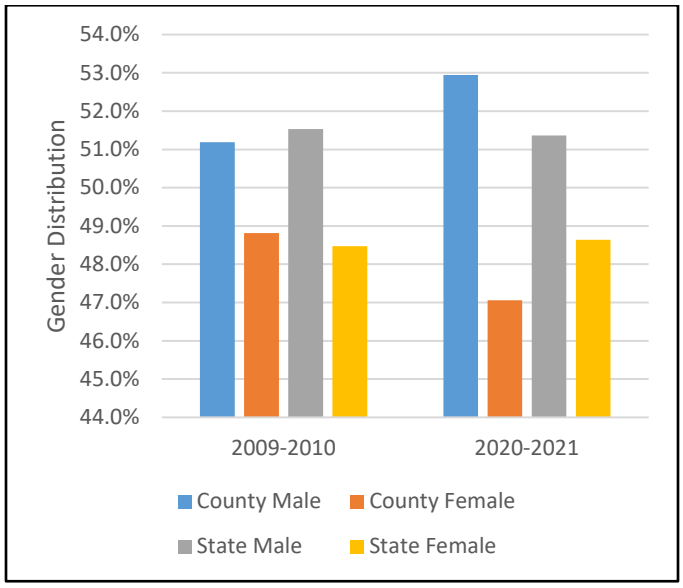



*Table 26. Douglas County School District Gender Distribution, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas | | Nevada | |
|---|---|---|---|---|
| | Male | Female | Male | Female |
| **2010-2011** | 51.5% | 48.5% | 51.5% | 48.5% |
| **2012-2013** | 52.1% | 47.9% | 51.4% | 48.6% |
| **2014-2015** | 52.2% | 47.8% | 51.6% | 48.4% |
| **2016-2017** | 52.6% | 47.4% | 51.6% | 48.4% |
| **2018-2019** | 53.2% | 46.8% | 51.5% | 48.5% |
| **2020-2021** | 52.9% | 47.1% | 51.4% | 48.6% |

*Source: NevadaReportCard.com*

*Figure 26 Douglas County vs State Comparison, School District Distribution by Gender, 2010 to 2021 Accountability Years*




**County Breakdown**

From 2011-2021, Douglas County student population decreased year-to-year. During this 10-year period, there was a total decrease of 951 students. Gender distribution for the county's student population saw an increase of 1.4 percentage points for males from 2011-2021 while females decreased 1.4 percentage points over the same time period.

# School District Race and Ethnicity

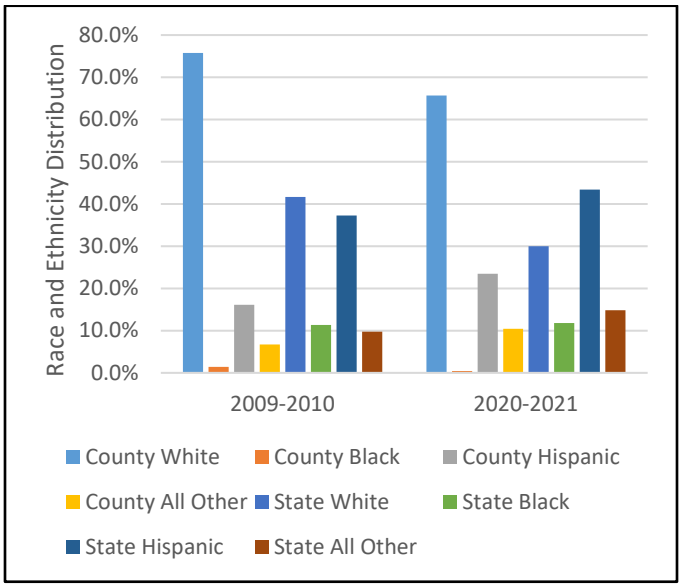
**Definition**

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 Douglas County vs State Comparison, School District Distribution by Race and Ethnicity, 2011 to 2021 Accountability Years*




**County Breakdown**

There has been a 4.6 percentage point decrease from 2011-2021 of white students in Douglas County schools. This group makes up the largest majority of students at 65.7% in 2021. Hispanic students make up 23.5% as of 2021, and have increased 5.0 percentage points since 2011. The "all other" category has stayed very consistent during this timeframe at around 10.4% to 11.1%.

*Table 27. Douglas County School District Race and Ethnicity, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas | | | | Nevada | | | |
|---|---|---|---|---|---|---|---|---|
| | White | Black | Hispanic | All Other | White | Black | Hispanic | All Other |
| **2010-2011** | 70.3% | 0.6% | 18.5% | 10.5% | 38.7% | 9.9% | 38.8% | 12.7% |
| **2012-2013** | 69.0% | 0.5% | 19.9% | 10.7% | 36.8% | 9.7% | 40.0% | 13.5% |
| **2014-2015** | 68.2% | 0.5% | 20.2% | 11.1% | 35.1% | 10.2% | 41.1% | 13.7% |
| **2016-2017** | 67.1% | 0.6% | 21.3% | 10.9% | 33.2% | 10.8% | 42.1% | 13.9% |
| **2018-2019** | 66.5% | 0.5% | 22.4% | 10.6% | 31.9% | 11.3% | 42.5% | 14.4% |
| **2020-2021** | 65.7% | 0.4% | 23.5% | 10.4% | 30.0% | 11.8% | 43.4% | 14.8% |

*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 Douglas County School District Individual Education Program Population, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas IEP | Nevada IEP |
|---|---|---|
| **2010-2011** | 11.3% | 10.8% |
| **2012-2013** | 11.3% | 11.0% |
| **2014-2015** | 14.2% | 11.8% |
| **2016-2017** | 14.7% | 12.2% |
| **2018-2019** | 13.4% | 12.2% |
| **2020-2021** | 13.1% | 12.6% |

*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. Douglas County vs State Comparison, School District Individual Education Program Distribution, 2010 to 2021 Accountability Years*

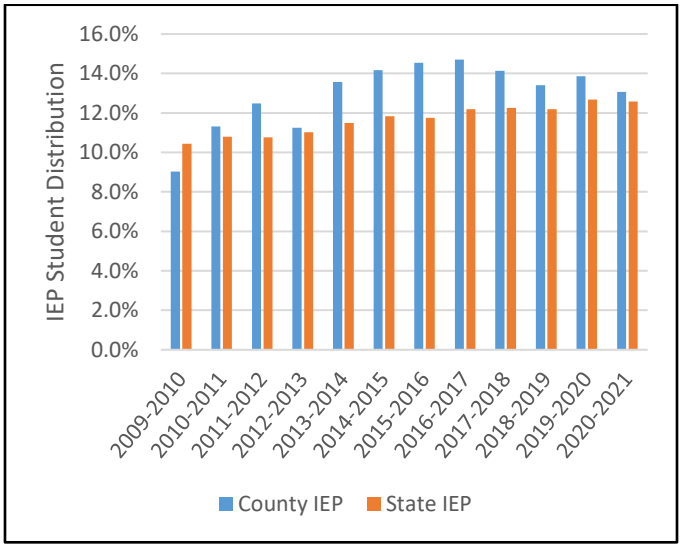
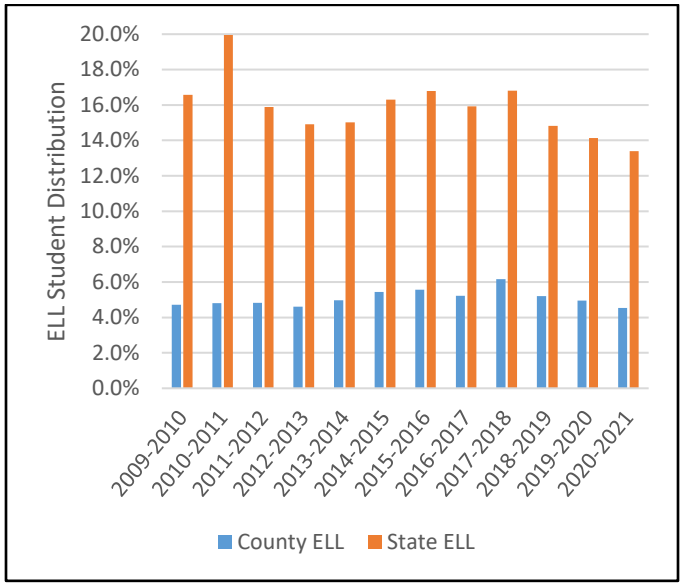



*Table 29 Douglas County School District English Language Learner Population, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas ELL | Nevada ELL |
|---|---|---|
| **2010-2011** | 4.8% | 20.0% |
| **2012-2013** | 4.6% | 14.9% |
| **2014-2015** | 5.4% | 16.3% |
| **2016-2017** | 5.2% | 15.9% |
| **2018-2019** | 5.2% | 14.8% |
| **2020-2021** | 4.5% | 13.4% |

*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 Douglas County vs State Comparison, School District English Language Learner Population, 2010 to 2021 Accountability Years*




**County Breakdown**

The Douglas County population of English Language Learners decreased by 0.3 percentage points from 2011-2021. There were decreases and increases along the way, with this population getting as large as 5.4% in 2015. Students requiring IEPs (individual education plans) increased by 1.8 percentage points in this same 10-year span. 2017 saw students with IEPs reach 14.7% within Douglas, and the lowest number during this timeframe was 11.3% in 2011 and 2013.

# 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. Douglas County School District Free and Reduced Lunch Eligible Students, 2011 to 2021 Selected Accountability Years*

| Accountability Year | FRL Eligible | Nevada FRL Eligible |
|---|---|---|
| **2010-2011** | 35.1% | 47.9% |
| **2012-2013** | 39.8% | 49.9% |
| **2014-2015** | 33.7% | 53.2% |
| **2016-2017** | 30.7% | 60.7% |
| **2018-2019** | 35.5% | 61.2% |
| **2020-2021** | 30.3% | 73.2% |

*Source: NevadaReportCard.com*

*Figure 30. Douglas County vs State Comparison, School District Free and Reduced Lunch Eligibility, 2010 to 2021 Accountability Years, Index 2010 = 100*

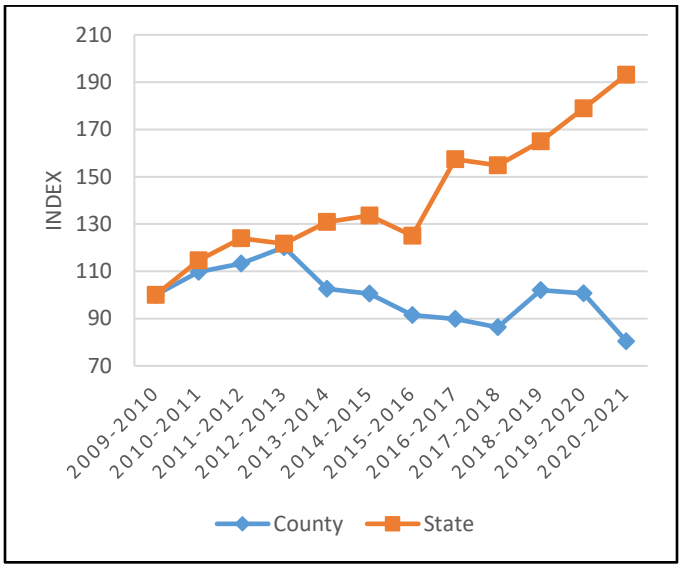


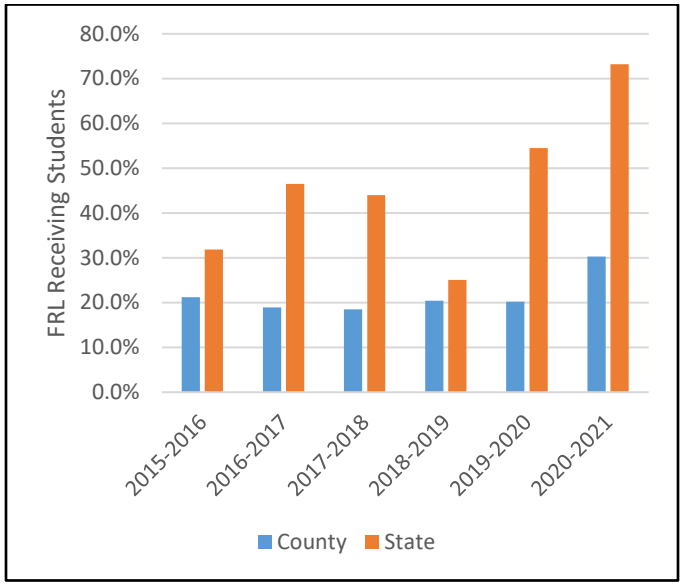

*Table 31. Douglas County School District Percent of Eligible Students who Received Free and Reduced Lunch, 2016 to 2021 Accountability Years*

| Accountability Year | FRL Receiving | Nevada FRL Receiving |
|---|---|---|
| **2015-2016** | 21.2% | 31.9% |
| **2016-2017** | 18.9% | 46.5% |
| **2017-2018** | 18.5% | 44.0% |
| **2018-2019** | 20.5% | 25.1% |
| **2019-2020** | 20.2% | 54.5% |
| **2020-2021** | 30.3% | 73.2% |

*Source: NevadaReportCard.com*

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

*Figure 31. Douglas County vs State Comparison, School District Free and Reduced Lunch Receiving Students, 2016 to 2021*




**County Breakdown**

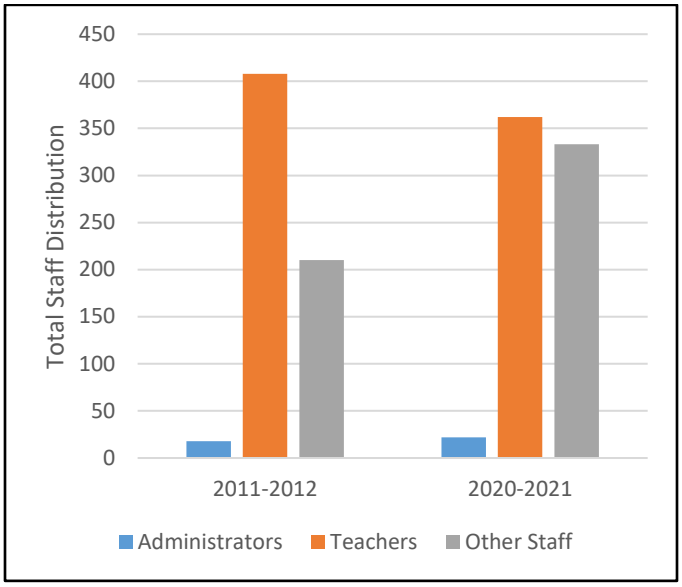
Between 2013-2017, Douglas County students eligible for Free or Reduced Lunch (FRL) decreased year-to-year. The FRL student population reached as low as 30.3% in 2021 but rose to as high as 35.5% in 2019. Students receiving FRL sat around 18.5% to 30.3% from 2018-2021. Both the number of students eligible and those receiving are lower than the state as a whole, in some years 30% lower in the FRL eligible category.

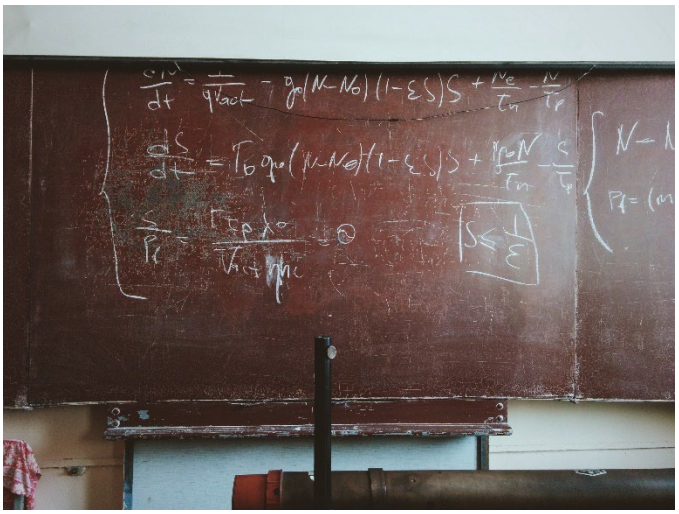
# School District Staffing

*Table 32. Douglas County School District Staffing, 2012 to 2021 Accountability Years*

| Accountability Year | Administrators | Teachers | Other Staff |
|---|---|---|---|
| **2011-2012** | 18 | 408 | 210 |
| **2012-2013** | 60 | 471 | 215 |
| **2013-2014** | 19 | 371 | 357 |
| **2014-2015** | 19 | 382 | 356 |
| **2015-2016** | 20 | 401 | 360 |
| **2016-2017** | 23 | 378 | 367 |
| **2017-2018** | 22 | 364 | 353 |
| **2018-2019** | 22 | 350 | 340 |
| **2019-2020** | 22 | 357 | 335 |
| **2020-2021** | 22 | 362 | 333 |

*Figure 32. Douglas County School District Staffing, 2012 to 2021 Accountability Years*



**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.

**County Breakdown**

There seems to be some reclassification of titles that occurred in 2013; this possible occurrence alters numbers so please be aware. The number of administrators and other staff have stayed consistent from 2015-2021, with only small year-to-year changes. The number of teachers from 2016-2019 has decreased year-to-year, going from 401 teachers in 2016 to 350 in 2019 (12.7% decrease). Since there has been an increase in teachers with there now being 362 teachers in Douglas County.

# 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. 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.

**County Breakdown**

Overall the student teacher ratio stayed exactly 23:1 in all years between 2011-2021, outside of 2017 it dropped to 22:1 in Douglas County.

*Figure 33. Douglas County vs State Comparison, Student Teacher Ratio, 2010 to 2021 Accountability Years*

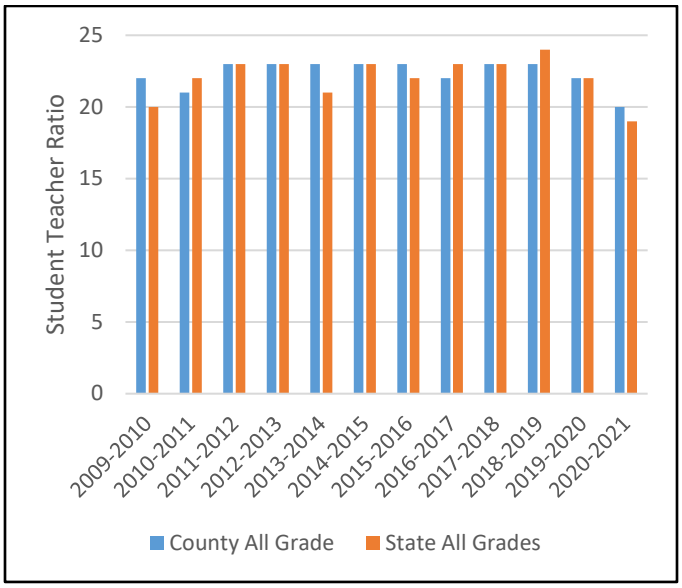



*Table 33 Douglas County Student Teacher Ratio, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas | | | | | | | | Nevada | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | All | K | 1st | 2nd | 3rd | 4th | 5th | 6th | All | K | 1st | 2nd | 3rd | 4th | 5th | 6th |
| **2010-2011** | 21 | 23 | 17 | 18 | 19 | 25 | 24 | 24 | 22 | 24 | 18 | 19 | 21 | 26 | 26 | 25 |
| **2012-2013** | 23 | 22 | 20 | 22 | 23 | 24 | 25 | 25 | 23 | 25 | 20 | 21 | 22 | 27 | 27 | 26 |
| **2014-2015** | 23 | 21 | 20 | 23 | 23 | 27 | 25 | 25 | 23 | 21 | 21 | 21 | 23 | 28 | 28 | 21 |
| **2016-2017** | 22 | 20 | 21 | 21 | 22 | 25 | 25 | 17 | 23 | 21 | 19 | 19 | 22 | 27 | 28 | 20 |
| **2018-2019** | 23 | 25 | 21 | 21 | 22 | 24 | 25 | 25 | 24 | 23 | 20 | 20 | 22 | 27 | 28 | 22 |
| **2020-2021** | 20 | 22 | 20 | 19 | 21 | 21 | 20 | 15 | 19 | - | 19 | 19 | 21 | 25 | 26 | 23 |

*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.

**County Breakdown**

Average class size for Douglas middle and high schools increased across all subjects from 2011-2021. Math courses were averaging 10 students per class in 2011, and 20 students per class in 2019. In this same time period, English and social studies classes decreased by 1 student per class, while science classes stayed the same over the 10 years.

*Figure 34. Douglas County vs State Comparison, Average Class Size, 2010 to 2021 Accountability Years*

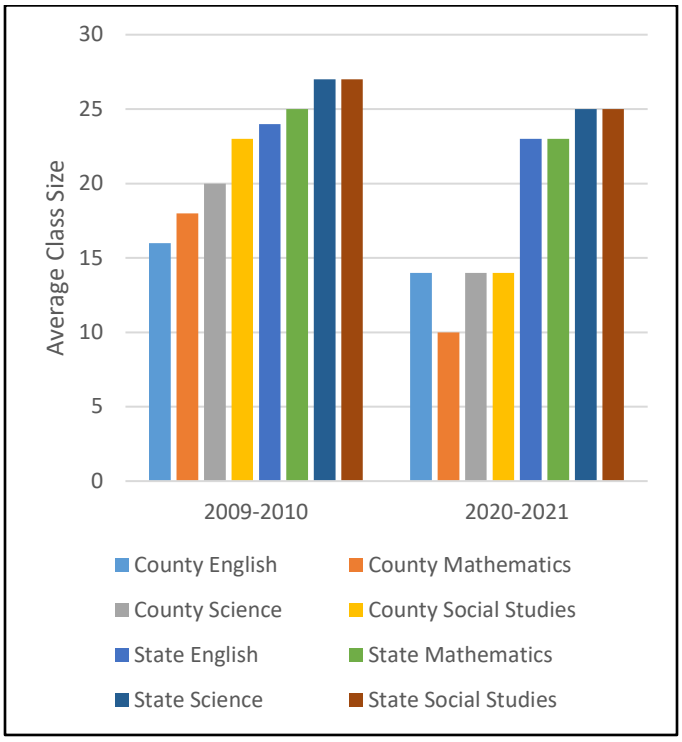



*Table 34. Douglas County Average Class Size by Subject Area, 2011 to 2021 Selected Accountability Years*

| Accountability Year | Douglas | | | | Nevada | | | |
|---|---|---|---|---|---|---|---|---|
| | English | Math | Science | Social Studies | English | Math | Science | Social Studies |
| **2010-2011** | 14 | 10 | 14 | 14 | 23 | 23 | 25 | 25 |
| **2012-2013** | 19 | 20 | 22 | 25 | 24 | 24 | 26 | 26 |
| **2014-2015** | 10 | 10 | 11 | 11 | 22 | 23 | 25 | 25 |
| **2016-2017** | 15 | 15 | 18 | 19 | 28 | 27 | 27 | 28 |
| **2018-2019** | 19 | 20 | 20 | 22 | 19 | 20 | 21 | 18 |
| **2020-2021** | 13 | 12 | 14 | 13 | 22 | 24 | 25 | 23 |

*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.

**County Breakdown**

Graduation rates in Douglas County from 2015-2021 were higher than the Nevada average. In both 2015 and 2019, graduation rates were over 90%, with the three years between hovering around 88%.

*Figure 35 Douglas County vs State Comparison, Cohort Graduation Rates, 2016 to 2022 Accountability Years*

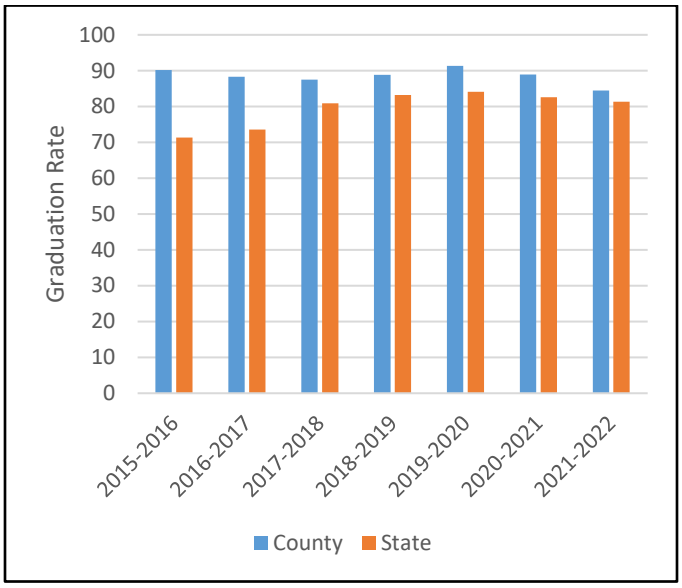



*Table 35. Douglas County Graduation, 2016 to 2022 Accountability Years*

| Accountability Year | Graduating Class of | Douglas Total Students | Douglas Total Graduates | Graduation Rate | Nevada Graduation Rate |
|---|---|---|---|---|---|
| **2015-2016** | **2014-2015** | 428 | 386 | 90.2 | 71.3 |
| **2016-2017** | **2015-2016** | 480 | 424 | 88.3 | 73.6 |
| **2017-2018** | **2016-2017** | 497 | 435 | 87.5 | 80.9 |
| **2018-2019** | **2017-2018** | 454 | 403 | 88.8 | 83.2 |
| **2019-2020** | **2018-2019** | 446 | 407 | 91.3 | 84.1 |
| **2020-2021** | **2019-2020** | 469 | 417 | 88.9 | 82.6 |
| **2021-2022** | **2020-2021** | 472 | 399 | 84.5 | 81.3 |

*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 Douglas County vs State Comparison, Per Pupil Total Expenditures, 2010 to 2019 Accountability Years*

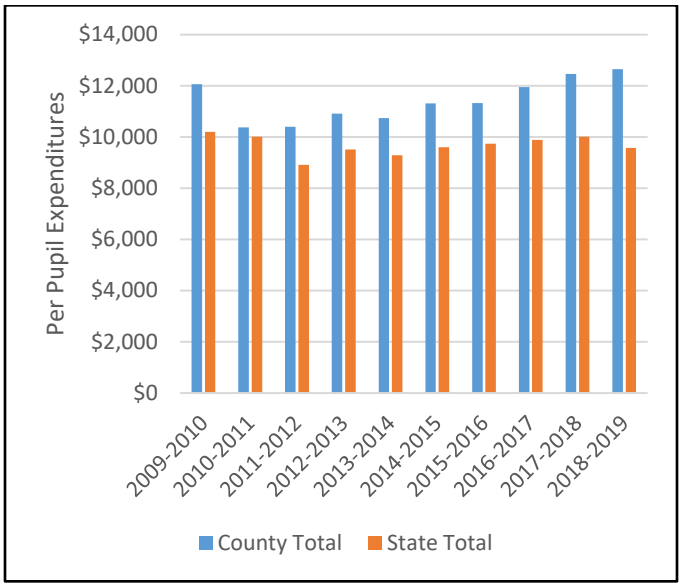
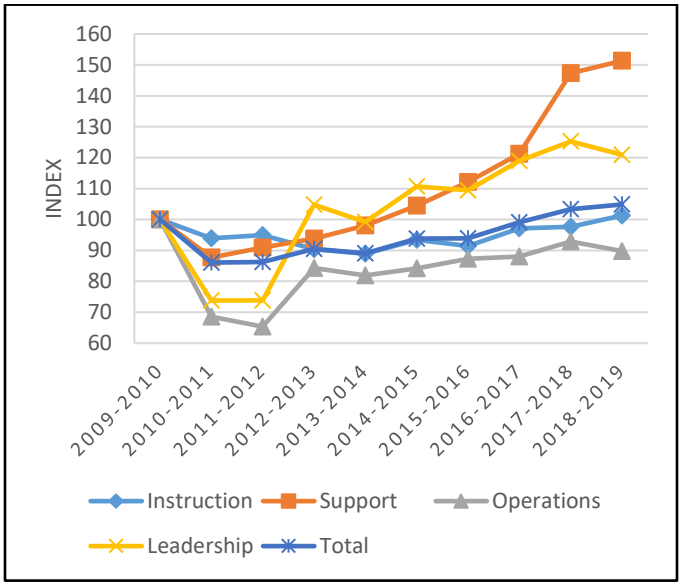



*Figure 37 Douglas County Per Pupil Expenditures, 2010 to 2019 Accountability Years, Index 2010 = 100*




**County Breakdown**

Between 2011-2019, Douglas County per pupil expenditure was higher than the state as a whole. On average, per pupil spending was approximately $1,500 more each year than the state average.

*Table 36 Douglas County Per Pupil Expenditures, 2011 to 2019 Selected Accountability Years*

| Accountability Year | Douglas Instruction | Douglas Support | Douglas Operations | Douglas Leadership | Douglas Total Expenditure | Nevada Total Expenditure |
|---|---|---|---|---|---|---|
| **2010-2011** | $6,835 | $958 | $1,849 | $739 | $10,381 | $10,020 |
| **2012-2013** | $6,575 | $1,025 | $2,270 | $1,050 | $10,919 | $9,521 |
| **2014-2015** | $6,792 | $1,140 | $2,270 | $1,108 | $11,311 | $9,608 |
| **2016-2017** | $7,069 | $1,324 | $2,371 | $1,192 | $11,954 | $9,890 |
| **2018-2019** | $7,368 | $1,652 | $2,418 | $1,211 | $12,649 | $9,573 |

*Source: NevadaReportCard.com*
*All amounts shown are in 2021 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

**This Section Contains:**



## County Breakdown

**Household and Family Income:**.

Douglas County median household income increased by approximately $1,000 from 2010-2020, going from $73,262 in 2010 to $74,183 in 2020. Meanwhile Douglas mean household income slightly decreased by approximately $900, going from $101,978 to $101,020.

Douglas median family income decreased by approximately $3,000 from 2010-2020, going from $88,732 in 2010 to $85,927 in 2020.

**Unemployment and Labor Force:**.

Douglas County unemployment, from 2010-2020, decreased overall by 5.2 percentage points. Douglas County and the state average have been within 4 percentage points each year.

Labor force in Douglas County saw an overall decrease between 2010-2020. From 2010-2020, the labor force decreased by 622 positions overall.

**Industry:**

Every industry within Douglas County increased in total jobs outside of Mining, Quarry, Oil/ Gas Extraction, which went from 34 jobs in 2010 to 19 jobs in 2021.

**Occupation:**

All reported occupations in Douglas County have seen an increase in total jobs outside of Protective Services from 2014-2020. Some notable increases came from Construction and Extraction (+657) and Production (+274).

**Commuter Inflow/Outflow:**

Commuters inbound increased year over year from 2010-2015 while outbound commuters stayed fairly consistent between 9,500 and 10,500 commuters. In 2021 inbound commuters reported 9,316 and outbound commuters resulted in 10,427.

**Per Capita and Personal Income:**

Douglas County per capita income decreased year-to-year between 2010-2014, going from $42,517 in 2010 to $38,277 in 2014. Afterwards, per capita income increased in the following two years.

Douglas County personal income increased across all reported categories from 2010-2020, outside of adjustments for residence. The overall growth of personal income during this 10-year span was approximately $900 million.

**Gross Regional Product:**

Total GRP for Douglas County was $3 billion in 2020. The largest contributor to GRP was the Real Estate and Rental and Leasing industry.

# 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**

Douglas County median household income increased by approximately $1,000 from 2010-2020, going from $73,262 in 2010 to $74,183 in 2020. Meanwhile Douglas mean household income slightly decreased by approximately $900, going from $101,978 to $101,020. Regardless of the decrease, Douglas County income remains higher than the state average in all reporting years. Regarding income brackets, it is notable to point out that over 60% of Douglas County households make over $50,000 per year, and 47% of households make over $75,000 per year.

*Table 37. Douglas County Median and Mean Household Income, 2010 to 2020*

| Year | Douglas Median | Douglas Mean | Nevada Median | Nevada Mean |
|---|---|---|---|---|
| **2010** | $73,262 | $101,978 | $67,235 | $87,006 |
| **2012** | $70,582 | $95,362 | $62,477 | $81,760 |
| **2014** | $66,178 | $89,371 | $58,616 | $77,868 |
| **2016** | $66,297 | $90,217 | $58,893 | $78,593 |
| **2018** | $66,661 | $89,162 | $61,429 | $82,462 |
| **2020** | $74,183 | $101,020 | $64,448 | $87,619 |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*
*Median and mean income are shown in 2021 dollars.*

*Figure 38 Douglas County vs State Comparison, Median and Mean Household Income, 2010 to 2020*

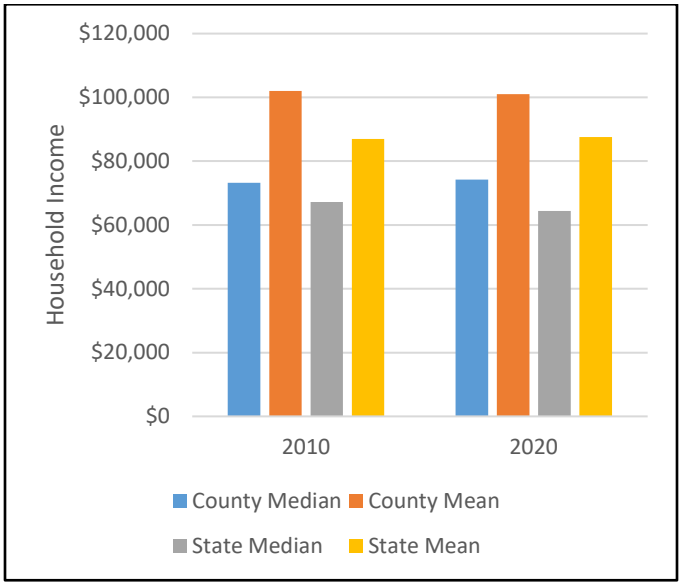



*Table 38. Douglas County Household Income Distribution, 2010 to 2020*

| 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** | 4.1% | 2.9% | 10.1% | 9.0% | 13.5% | 20.4% | 16.4% | 13.6% | 10.1% |
| **2012** | 5.1% | 3.4% | 8.3% | 9.1% | 13.7% | 20.8% | 14.5% | 15.1% | 10.1% |
| **2014** | 4.9% | 4.4% | 8.9% | 9.6% | 13.7% | 21.8% | 13.8% | 12.4% | 10.5% |
| **2016** | 4.6% | 4.1% | 9.1% | 9.4% | 13.8% | 21.5% | 12.7% | 14.6% | 10.3% |
| **2018** | 3.7% | 3.7% | 8.2% | 8.1% | 13.8% | 21.8% | 15.0% | 14.3% | 11.3% |
| **2020** | 3.4% | 2.2% | 6.8% | 7.6% | 11.9% | 20.2% | 15.9% | 16.1% | 15.9% |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 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**

Douglas median family income decreased by approximately $3,000 from 2010-2020, going from $88,732 in 2010 to $85,927 in 2020. Meanwhile Douglas mean family income increased by approximately $300, going from $113,294 to $113,599. Regardless of the decrease, Douglas County income remains higher than the state average in all reporting years. Of income brackets, it is notable to point out that 76% of Douglas County families make over $50,000 per year, and 46% of families make over $75,000 per year.

*Table 39. Douglas County Median/Mean Family Income, 2010 to 2020*

| Year | Douglas Median | Douglas Mean | Nevada Median | Nevada Mean |
|---|---|---|---|---|
| **2010** | $88,732 | $113,294 | $77,723 | $97,596 |
| **2012** | $81,014 | $107,128 | $72,534 | $91,881 |
| **2014** | $75,351 | $99,358 | $68,582 | $87,917 |
| **2016** | $76,164 | $102,315 | $69,357 | $89,482 |
| **2018** | $79,713 | $101,899 | $73,270 | $94,682 |
| **2020** | $85,927 | $113,599 | $76,948 | $100,273 |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*
*Median and mean income are shown in 2021 dollars.*

*Figure 39. Douglas County vs State Comparison, Family Median and Mean Income, 2010 to 2020, Index 2010 = 100*

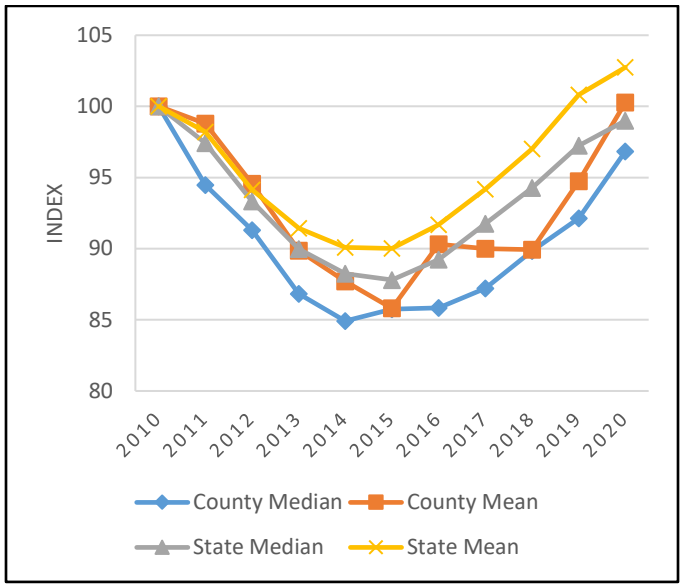



*Table 40. Douglas County Family Income Distribution, 2010 to 2020*

| 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** | 3.5% | 1.1% | 6.3% | 7.1% | 12.1% | 20.9% | 19.8% | 16.9% | 12.3% |
| **2012** | 4.0% | 1.9% | 5.5% | 7.6% | 12.4% | 21.4% | 16.4% | 18.2% | 12.5% |
| **2014** | 3.0% | 3.3% | 5.9% | 8.7% | 13.4% | 22.1% | 16.2% | 14.9% | 12.6% |
| **2016** | 2.6% | 3.3% | 6.5% | 7.4% | 13.6% | 21.9% | 15.1% | 17.4% | 12.2% |
| **2018** | 2.3% | 2.6% | 4.4% | 6.9% | 12.7% | 21.3% | 18.1% | 17.7% | 14.0% |
| **2020** | 1.9% | 0.8% | 3.5% | 6.9% | 10.9% | 19.7% | 18.4% | 18.8% | 19.1% |

*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.

*Table 41. Douglas County Unemployment, 2010 to 2020*

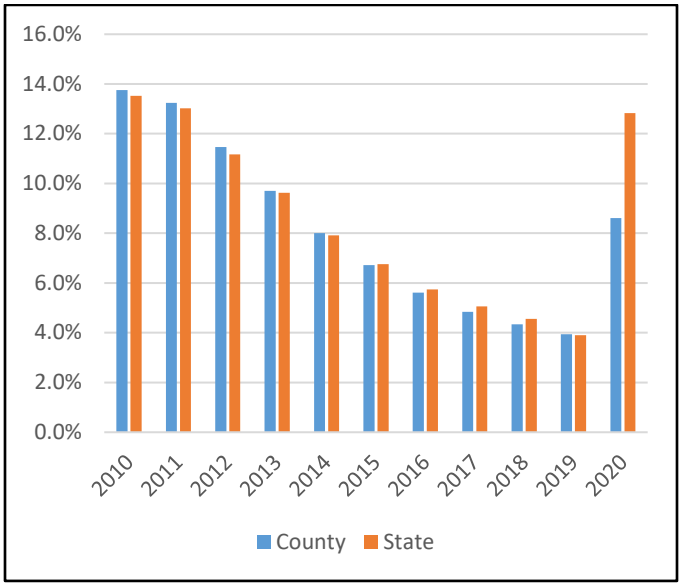
| Year | Douglas Unemployment | Nevada Unemployment |
|---|---|---|
| **2010** | 13.8% | 13.5% |
| **2011** | 13.2% | 13.0% |
| **2012** | 11.5% | 11.2% |
| **2013** | 9.7% | 9.6% |
| **2014** | 8.0% | 7.9% |
| **2015** | 6.7% | 6.8% |
| **2016** | 5.6% | 5.7% |
| **2017** | 4.8% | 5.1% |
| **2018** | 4.3% | 4.6% |
| **2019** | 3.9% | 3.9% |
| **2020** | 8.6% | 12.8% |

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

**County Breakdown**

Douglas County unemployment, from 2010-2020, decreased overall by 5.2 percentage points. Douglas County and the state average have been within 4 percentage points each year. Both the county and the state have decreased year-to-year from 2010-2019 and finally saw a rise in 2020.

*Figure 40. Douglas County vs State Comparison, Unemployment Rate, 2010 to 2020*




# 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.

**County Breakdown**

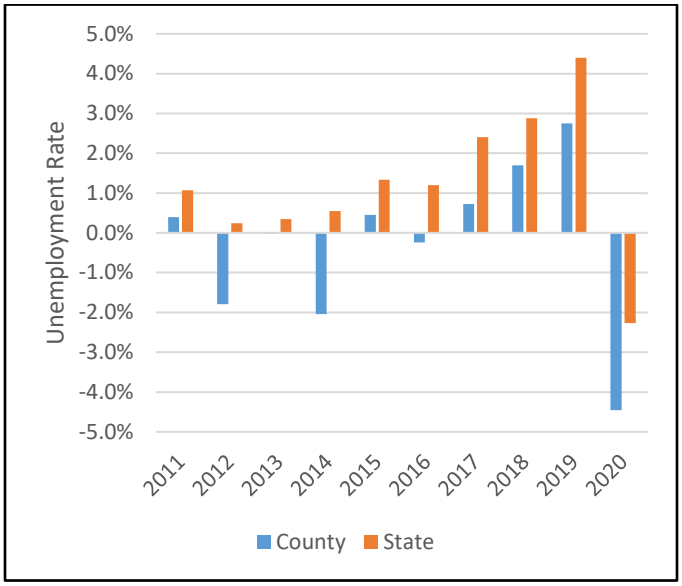
Labor force in Douglas County saw an overall decrease between 2010-2020. From 2010-2020, the labor force decreased by 622 positions overall. Labor force participation also decreased each year between 2012-2016, and 3.6 percentage points overall during this timeframe.

*Table 42. Douglas County Labor Force, 2010 to 2020*

| Year | Douglas Labor Force | Nevada Labor Force | Douglas Annual Change | Nevada Annual Change |
|---|---|---|---|---|
| **2010** | 23,087 | 1,358,580 | | |
| **2011** | 23,178 | 1,373,117 | 0.4% | 1.1% |
| **2012** | 22,763 | 1,376,384 | -1.8% | 0.2% |
| **2013** | 22,757 | 1,381,160 | 0.0% | 0.3% |
| **2014** | 22,293 | 1,388,771 | -2.0% | 0.6% |
| **2015** | 22,393 | 1,407,273 | 0.4% | 1.3% |
| **2016** | 22,339 | 1,424,145 | -0.2% | 1.2% |
| **2017** | 22,500 | 1,458,347 | 0.7% | 2.4% |
| **2018** | 22,882 | 1,500,379 | 1.7% | 2.9% |
| **2019** | 23,512 | 1,566,381 | 2.8% | 4.4% |
| **2020** | 22,465 | 1,530,873 | -4.5% | -2.3% |

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

*Figure 41.Douglas County vs State Comparison, Labor Force Annual Change, 2011 to 2020*



# 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 whereat 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**

Every year from 2010-2018, total jobs in Douglas County increased. In 2010, there were 19,999 jobs. By 2017, this had become 22,166 jobs. Jobs decreased ion the following 2 years 2020 and 2021 with jobs totaling 21,582 in 2021.

*Figure 42. Douglas County Total Jobs, 2010 to 2021*

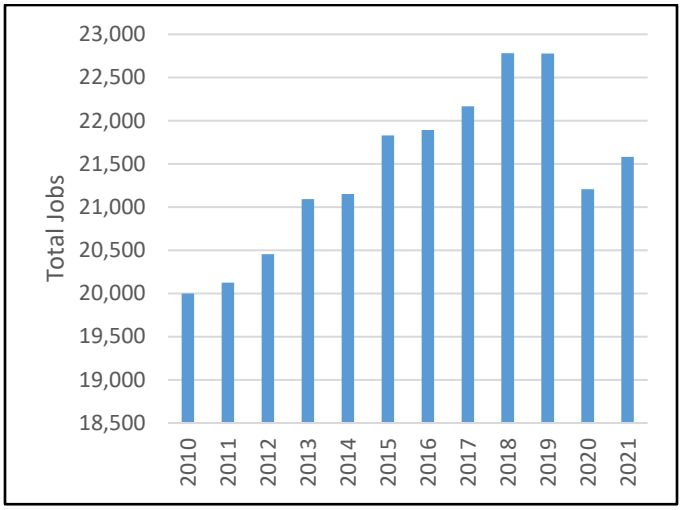
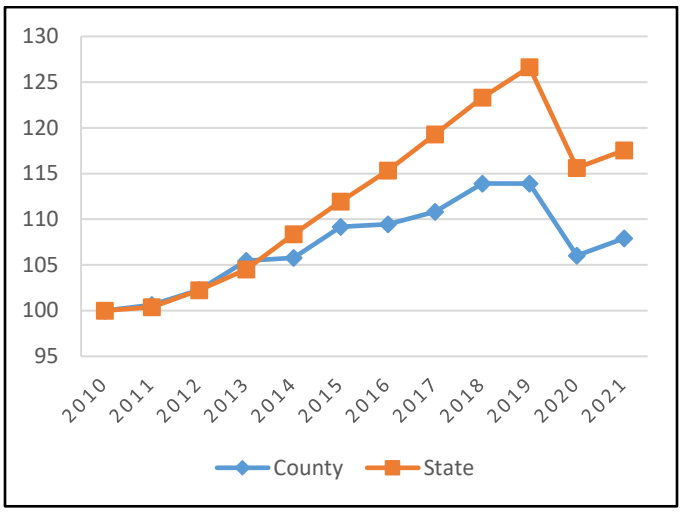



*Table 43 Douglas County Total Jobs, 2010 to 2021*

| Year | Douglas Total Jobs | Nevada Total Jobs |
|---|---|---|
| **2010** | 19,999 | 1,228,521 |
| **2011** | 20,127 | 1,233,316 |
| **2012** | 20,455 | 1,255,940 |
| **2013** | 21,092 | 1,283,927 |
| **2014** | 21,153 | 1,331,350 |
| **2015** | 21,831 | 1,375,190 |
| **2016** | 21,892 | 1,416,815 |
| **2017** | 22,166 | 1,465,501 |
| **2018** | 22,782 | 1,514,988 |
| **2019** | 22,778 | 1,555,766 |
| **2020** | 21,207 | 1,420,265 |
| **2021** | 21,582 | 1,443,840 |

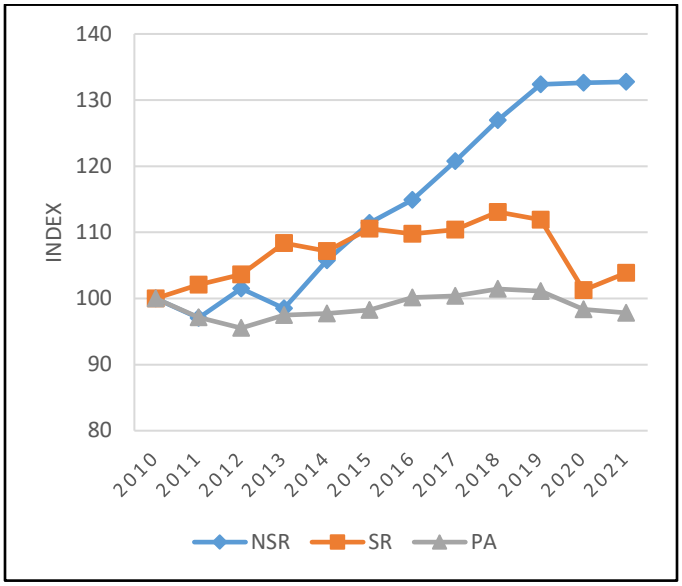
*Source: Emsi Burning Glass 2022.1 For those industries where job data was suppressed, '<10' shows instead of a specific amount.*

*Figure 43. Douglas County vs State, Total Jobs, 2010 to 2021, Index 2010 = 100*



# Jobs by Industry

*Figure 44 Douglas County Total Jobs by Industry by Major Industry Type, 2010 to 2021. 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**

Every industry within Douglas County increased in total jobs outside of Mining, Quarry, Oil/ Gas Extraction, which went from 34 jobs in 2010 to 19 jobs in 2021. Some notable increases came from Construction (+722), Arts, Entertainment, and Recreation (+394), and Transportation and Warehousing (+318).

*Table 44. Douglas County Jobs by Industry, 2010 and 2021*

| NAICS 2-Digit Code | Type* | Douglas | | Nevada | |
|---|---|---|---|---|---|
| | | 2010 | 2021 | 2010 | 2021 |
| 11: Ag, Forestry, Fishing and Hunting | NSR | 210 | 218 | 4,276 | 6,906 |
| 21: Mining, Quarry, Oil/Gas Extraction | NSR | 34 | 19 | 12,338 | 15,021 |
| 22: Utilities | SR | 36 | 39 | 4,323 | 4,064 |
| 23: Construction | NSR | 1,159 | 1881 | 69,573 | 106,313 |
| 31: Manufacturing | NSR | 1,746 | 2061 | 39,633 | 60,079 |
| 42: Wholesale Trade | SR | 246 | 290 | 34,155 | 37,396 |
| 44: Retail Trade | SR | 2,165 | 2462 | 133,044 | 152,036 |
| 48: Transportation, Warehousing | SR | 116 | 434 | 47,811 | 88,362 |
| 51: Information | SR | 160 | 189 | 13,764 | 15,535 |
| 52: Finance and Insurance | SR | 427 | 504 | 35,387 | 42,833 |
| 53: Real Estate and Rental and Leasing | SR | 546 | 538 | 27,212 | 32,698 |
| 54: Professional, Scientific, Tech Services | SR | 966 | 1168 | 56,604 | 75,483 |
| 55: Mgmt. of Companies/Enterprises | SR | 152 | 162 | 18,290 | 23,851 |
| 56: Administrative and Support | SR | 847 | 937 | 79,298 | 99,981 |
| 61: Educational Services | SR | 165 | 184 | 12,333 | 16,677 |
| 62: Health Care and Social Assistance | SR | 1,285 | 1562 | 98,934 | 139,109 |
| 71: Arts, Entertainment, and Recreation | SR | 672 | 1066 | 30,960 | 34,167 |
| 72: Accommodation, Food Services | SR | 5,502 | 4006 | 286,042 | 234,078 |
| 81: Other Services (except Public Admin) | SR | 1,150 | 1454 | 52,833 | 63,106 |
| 90: Government, Public Admin | PA | 2,397 | 2345 | 171,021 | 179,845 |
| 99: Unclassified Industry | - | 19 | 63 | 690 | 16,300 |

*Source: Emsi Burning Glass 2022.1*

*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 45 Douglas County Average Earnings per Worker by 2-Digit NAICS, 2021*

| 2021 | Douglas | Nevada |
|---|---|---|
| **11: Ag, Forestry, Fish, Hunting** | $42,208 | $46,913 |
| **21: Mining, Quarry, Oil/Gas** | $133,912 | $121,597 |
| **22: Utilities** | $52,753 | $168,561 |
| **23: Construction** | $64,596 | $77,575 |
| **31: Manufacturing** | $92,264 | $86,496 |
| **42: Wholesale Trade** | $121,712 | $97,417 |
| **44: Retail Trade** | $39,373 | $44,583 |
| **48: Transportation, Warehouses** | $65,082 | $60,034 |
| **51: Information** | $104,586 | $126,074 |
| **52: Finance and Insurance** | $128,152 | $115,026 |
| **53: Real Estate, Rental, Leasing** | $78,784 | $66,003 |
| **54: Professional, Scientific, Tech** | $109,730 | $94,189 |
| **55: Management of Companies** | $232,904 | $172,769 |
| **56: Administrative and Support** | $46,983 | $46,719 |
| **61: Educational Services** | $20,631 | $49,717 |
| **62: Health Care, Social Assist.** | $71,138 | $72,018 |
| **71: Arts, Entertainment, Rec.** | $45,920 | $53,584 |
| **72: Accommodation, Food Svcs.** | $43,192 | $38,971 |
| **81: Other Services** | $27,250 | $37,234 |
| **90: Government, Public Admin** | $81,214 | $86,683 |
| **99: Unclassified Industry** | $335,810 | $95,921 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, '-' shows instead of a dollar amount.*
*Data is shown in 2021 dollars*

*Table 46 Douglas County Average Earnings per Worker, 2010 to 2021*

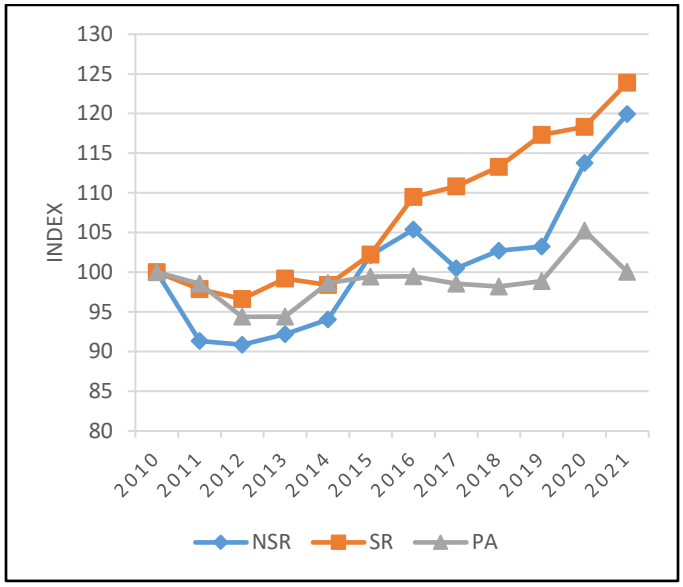
| Year | Douglas Average Earnings per Worker | Nevada Average Earnings per Worker |
|---|---|---|
| **2010** | $55,282 | $62,329 |
| **2011** | $53,726 | $60,733 |
| **2012** | $53,043 | $60,517 |
| **2013** | $52,450 | $59,922 |
| **2014** | $54,491 | $60,803 |
| **2015** | $55,743 | $61,963 |
| **2016** | $56,734 | $62,957 |
| **2017** | $57,187 | $62,976 |
| **2018** | $58,243 | $63,604 |
| **2019** | $60,179 | $64,662 |
| **2020** | $65,904 | $69,292 |
| **2021** | $65,364 | $68,050 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, '-' shows instead of a dollar amount.*
*Data is shown in 2021 dollars*

**County Breakdown**

Average earnings per worker in Douglas County increased by 18% between 2010-2021, going from $55,282 in 2010 to $65,364 in 2021. Workers in Douglas who are in the wholesale trade business, finance and insurance, or management of company's industries on average make more than their counterparts around the state.

*Figure 45. Douglas County Average Earnings per Worker by Major Industry Type, 2010 to 2021, Index 2010 = 100*

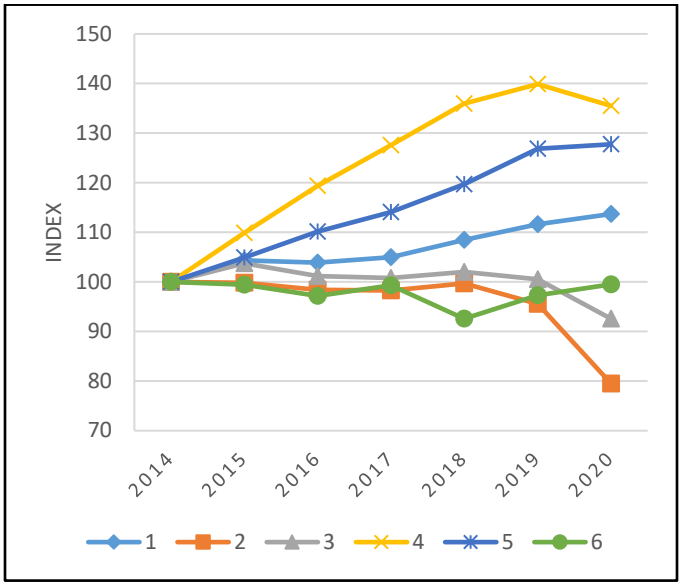





EXTENSION
College of Agriculture, Biotechnology & Natural Resources

# Jobs by Occupation

*Figure 46 Douglas County Total Jobs by Occupation by Major Occupation Type, 2014 to 2020. Index: 2014 = 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**

All reported occupations in Douglas County have seen an increase in total jobs outside of Protective Services from 2014-2020. Some notable increases came from Construction and Extraction (+657) and Production (+274).

*Table 47. Douglas County Jobs by Occupation Code, 2014 to 2020*

| SOC 2-Digit Code | Type* | Douglas | | Nevada | |
|---|---|---|---|---|---|
| | | 2014 | 2020 | 2014 | 2020 |
| 11-Management | 1 | 1,097 | 1,277 | 66,542 | 81,891 |
| 13-Business and Financial Operations | 1 | 548 | 655 | 47,443 | 63,998 |
| 15-Computer and Mathematical | 1 | 211 | 231 | 18,867 | 24,741 |
| 17-Architecture and Engineering | 1 | 327 | 348 | 12,435 | 16,735 |
| 19-Life, Physical, and Social Science | 1 | 133 | 184 | 9,465 | 10,996 |
| 21-Community and Social Service | 1 | 200 | 251 | 12,775 | 16,332 |
| 23-Legal | 1 | 100 | 95 | 9,254 | 9,793 |
| 25-Education, Training, and Library | 1 | 808 | 912 | 53,580 | 56,200 |
| 27-Arts, Design, Entertain, Sports, Media | 1 | 303 | 322 | 25,529 | 26,462 |
| 29-Healthcare Practitioners and Tech | 1 | 663 | 714 | 52,244 | 73,133 |
| 31-Healthcare Support | 2 | 638 | 639 | 39,998 | 47,579 |
| 33-Protective Service | 2 | 499 | 460 | 40,850 | 40,985 |
| 35-Food Preparation and Serving Related | 2 | 2,847 | 2,127 | 169,329 | 147,370 |
| 37-Building/Grounds Cleaning, Maint. | 2 | 1,940 | 1,464 | 81,492 | 66,739 |
| 39-Personal Care and Service | 2 | 1,534 | 1,240 | 73,370 | 65,585 |
| 41-Sales and Related | 3 | 2,292 | 2,255 | 144,930 | 146,028 |
| 43-Office and Administrative Support | 3 | 2,673 | 2,341 | 180,890 | 183,115 |
| 45-Farming, Fishing, and Forestry | 4 | 121 | 161 | 2,592 | 4,678 |
| 47-Construction and Extraction | 4 | 883 | 1,540 | 64,644 | 90,242 |
| 49-Installation, Maintenance, and Repair | 4 | 1,098 | 1,148 | 52,440 | 56,044 |
| 51-Production | 5 | 1,110 | 1,384 | 50,038 | 52,106 |
| 53-Transportation and Material Moving | 5 | 1,063 | 1,393 | 113,340 | 129,189 |
| 55-Military | 6 | 65 | 65 | 9,304 | 10,323 |
| 99-Unclassified | - | 0 | 0 | 0 | 0 |

*Source: Emsi Burning Glass 2022.1*

*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**

Average earnings per worker through all occupations in Douglas County is very similar to the state as a whole. The difference between those within the county and those around the state is $0.73 overall. Some occupations that do particularly well within the county in comparison to their counterparts around the state are Arts/Design/Entertainment/Sports/Media, Healthcare Practitioners Tech, and Computer/Mathematical.

*Figure 47 Douglas County vs State Comparison, Average Hourly Earnings, 2020*

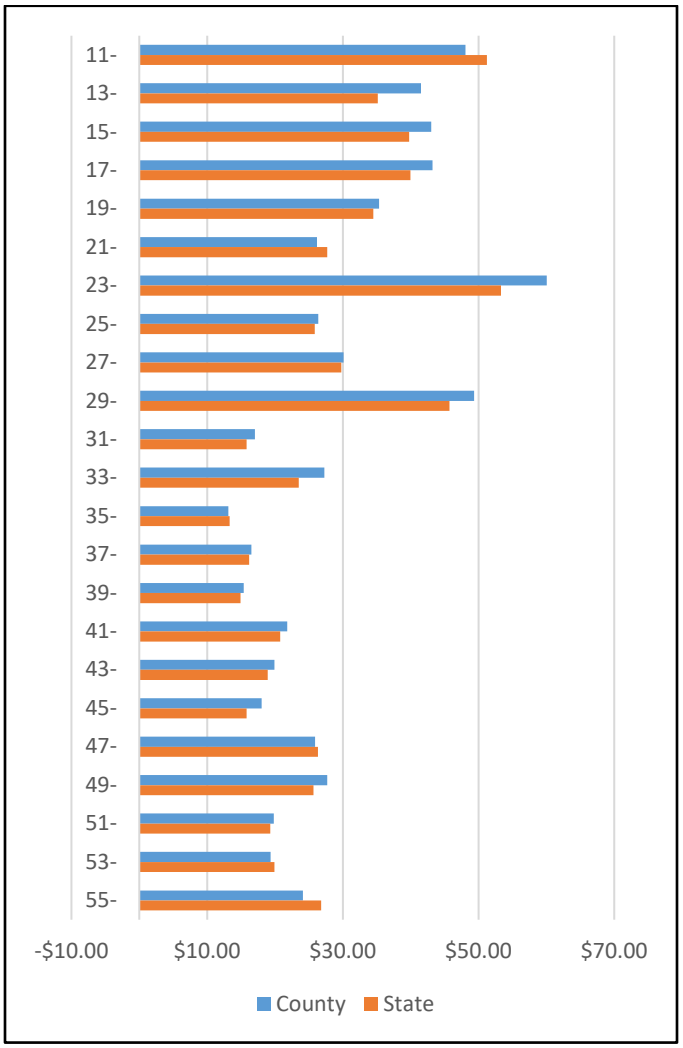



*Table 48. Douglas County Avg. Hourly Earnings by Occupation, 2020*

| | Douglas | Nevada |
|---|---|---|
| **11-Management** | $48.08 | $51.25 |
| **13-Business/Financial Operations** | $41.52 | $35.15 |
| **15-Computer and Mathematical** | $43.04 | $39.78 |
| **17-Architecture and Engineering** | $43.21 | $39.99 |
| **19-Life, Physical, Social Science** | $35.36 | $34.51 |
| **21-Community and Social Service** | $26.21 | $27.71 |
| **23-Legal** | $60.06 | $53.31 |
| **25-Education, Training, Library** | $26.36 | $25.85 |
| **27-Arts, Design, Entertainment, Sports, Media** | $30.10 | $29.80 |
| **29-Healthcare Practitioners Tech** | $49.33 | $45.71 |
| **31-Healthcare Support** | $17.06 | $15.80 |
| **33-Protective Service** | $27.27 | $23.48 |
| **35-Food Preparation and Serving** | $13.13 | $13.31 |
| **37-Building/Grounds Cleaning, Maint.** | $16.55 | $16.17 |
| **39-Personal Care and Service** | $15.41 | $14.94 |
| **41-Sales and Related** | $21.80 | $20.75 |
| **43-Office and Admin. Support** | $19.92 | $18.95 |
| **45-Farming, Fishing, Forestry** | $18.02 | $15.80 |
| **47-Construction and Extraction** | $25.92 | $26.32 |
| **49-Installation, Maint., Repair** | $27.71 | $25.70 |
| **51-Production** | $19.84 | $19.30 |
| **53-Transport., Material Moving** | $19.34 | $19.94 |
| **55-Military** | $24.14 | $26.82 |
| **99-Unclassified** | $0.00 | $0.00 |
| **Average Through all Occupations** | $24.64 | $24.66 |

*Source: Emsi Burning Glass 2022.1*
*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.

# Commuting Inflow and Outflow

**Definition**

Employee Inflow/Outflow compares where individuals live and where individuals work in relation to the county. This page measures the Inflow (those people living in another county but working in this one) and Outflow (those living in this county but working in another.) Net commuters shows the difference between inbound and outbound. This data shows average daily commuters.

**Why is it important?**

Employment Inflow/Outflow data helps visualize how new jobs, projects, and influxes of people 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.

*Table 49. Douglas County Commuter Inflow and Outflow, 2010 to 2021*

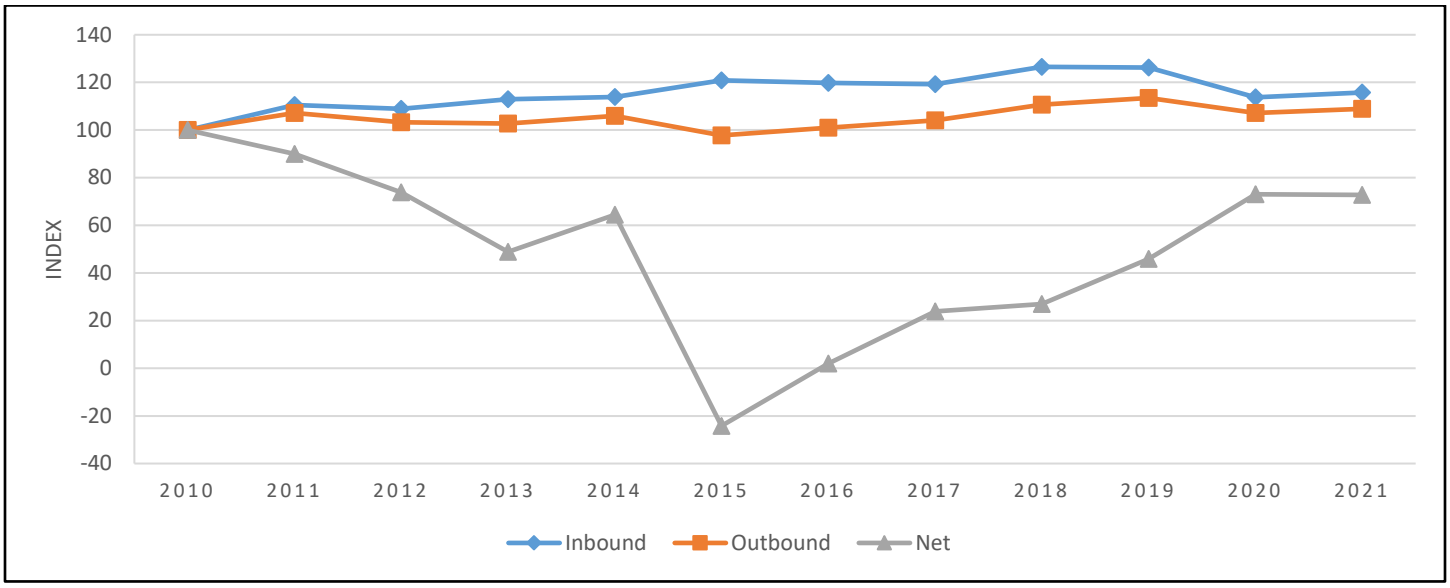
| Year | Inbound Commuters | Outbound Commuters | Net Commuters |
|---|---|---|---|
| **2010** | 8,045 | 9,571 | -1,525 |
| **2011** | 8,890 | 10,262 | -1,372 |
| **2012** | 8,759 | 9,886 | -1,127 |
| **2013** | 9,083 | 9,829 | -745 |
| **2014** | 9,164 | 10,146 | -982 |
| **2015** | 9,725 | 9,356 | 369 |
| **2016** | 9,635 | 9,665 | -30 |
| **2017** | 9,596 | 9,960 | -364 |
| **2018** | 10,180 | 10,592 | -412 |
| **2019** | 10,160 | 10,860 | -700 |
| **2020** | 9,149 | 10,263 | -1,113 |
| **2021** | 9,316 | 10,427 | -1,111 |

*Source: Emsi Burning Glass 2022.1*

**County Breakdown**

Commuters inbound increased year over year from 2010-2015 while outbound commuters stayed fairly consistent between 9,500 and 10,500 commuters. In 2021 inbound commuters reported 9,316 and outbound commuters resulted in 10,427. This combined to have net commuters equal negative 1,111 commuters in 2021.

*Figure 48. Douglas County Employment Inflow and Outflow, 2010 to 2021. 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?**

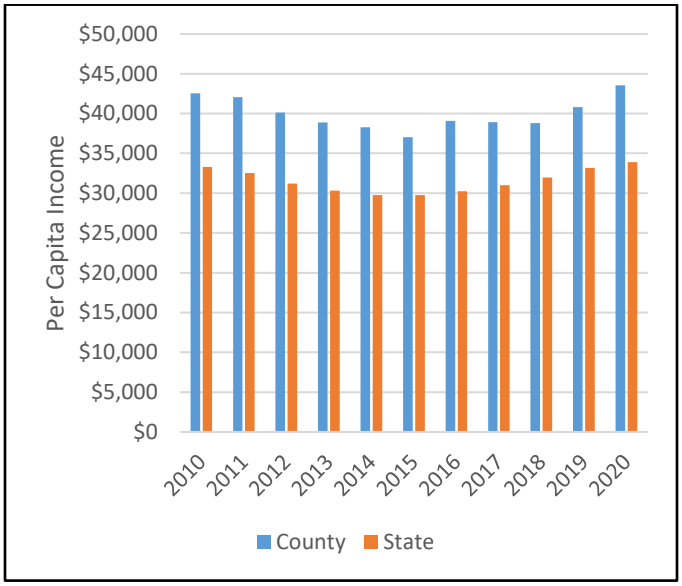
Per capita income data represents a community's economic stability and quality of living. A higher per capita income means a higher purchasing power. Consequently, a higher purchasing power means more room for economic growth and expansion. Increased per capita income is roughly a sign of increased wealth. 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 50. Douglas County Per Capita Income, 2010 to 2020*

| Year | Douglas Per Capita Income | Nevada Per Capita Income |
|---|---|---|
| **2010** | $42,517 | $33,287 |
| **2012** | $40,135 | $31,194 |
| **2014** | $38,277 | $29,771 |
| **2016** | $39,092 | $30,229 |
| **2018** | $38,811 | $31,954 |
| **2020** | $43,546 | $33,894 |

*Source: US Census Bureau/American Community Survey. "DP03: Selected Economic Characteristics" Multiple years: 2006-2010 through 2016-2020 American Community Surveys.*
*Per Capita Income is shown in 2021 dollars.*

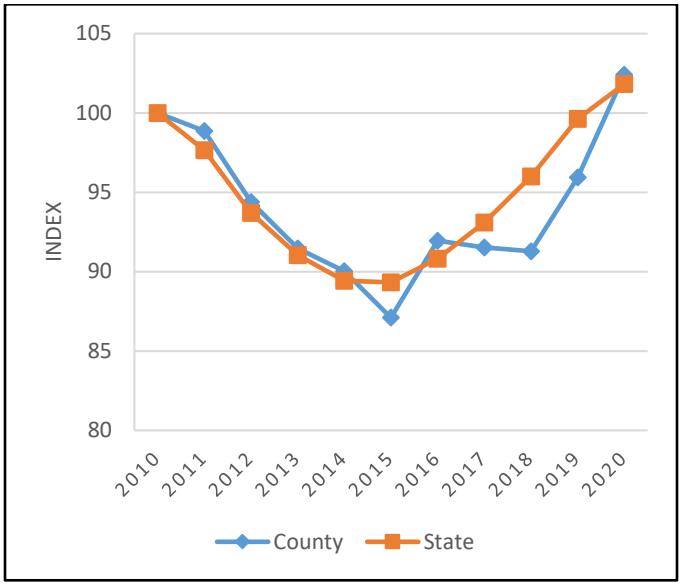

*Figure 49. Douglas County vs State Comparison, Per Capita Income, 2010 to 2020*




**County Breakdown**

Douglas County per capita income decreased year-to-year between 2010-2014, going from $42,517 in 2010 to $38,277 in 2014. Afterwards, per capita income increased in the following two years. From 2010-2020, per capita income increased by 2.4%. Likewise, Nevada per capita income has also slightly increased over this time period, but in every reporting year, Douglas's per capita income is higher than Nevada's.

*Figure 50. Douglas County vs State Comparison, Per Capita Income, 2010 to 2020, 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.

**County Breakdown**

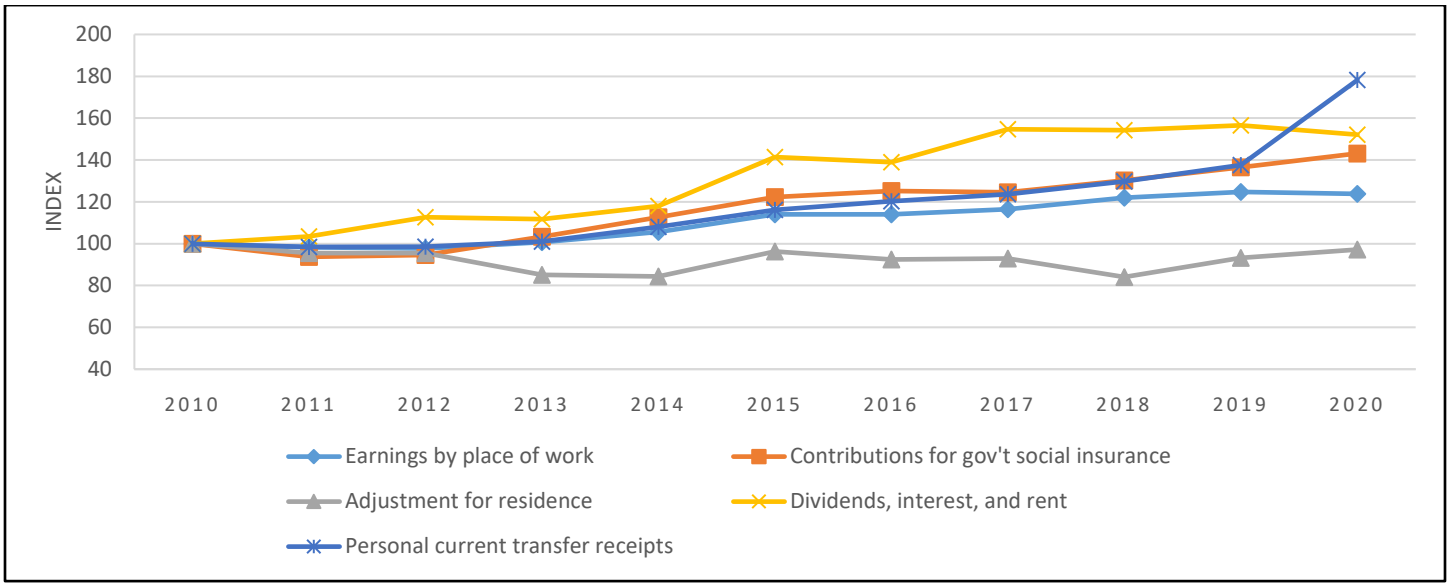
Douglas County personal income increased across all reported categories from 2010-2020, outside of adjustments for residence. The overall growth of personal income during this 10-year span was approximately $900 million. The largest contributor to personal income growth came in the form of dividends, interest, and rent and Earnings by the Workplace.


*Table 51. Douglas County Personal Income, 2010 and 2020*

| | 2010 | 2020 |
|---|---|---|
| **Personal Income*** | $2,915,264 | $3,998,446 |
| **Earnings by place of work*** | $1,295,022 | $1,602,867 |
| **Contributions for gov't social insurance*** | $134,993 | $193,218 |
| **Employee/self-employed contributions*** | $76,700 | $115,725 |
| **Employer contributions*** | $58,294 | $77,493 |
| **Adjustment for residence*** | $352,404 | $342,218 |
| **Net earnings by place of residence** | $1,512,432 | $1,751,867 |
| **Dividends, interest, and rent*** | $972,699 | $1,479,972 |
| **Personal current transfer receipts*** | $430,133 | $766,607 |

*Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed February 2022)*
**All data is shown in thousands of 2021 dollars.*

*Figure 51. Douglas County Personal Income, 2010 to 2020. Index: 2010 = 100*



# Personal Income – Earnings Breakdown

*Table 52. Douglas County Personal Income, 2010 and 2020*

| | 2010 | 2020 |
|---|---|---|
| **Earnings by Place of Work** | $1,295,022 | $1,602,867 |
| **Wages and salaries** | $850,127 | $1,073,559 |
| **Supplements to wages and salaries** | $216,330 | $242,212 |
| **Employer contributions for employee pension and insurance funds** | $158,036 | $164,719 |
| **Employer contributions for government social insurance** | $58,294 | $77,493 |
| **Proprietors' income** | $228,565 | $287,095 |
| **Farm proprietors' income** | -$3,997 | $3,595 |
| **Nonfarm proprietors' income** | $232,562 | $283,500 |

*Source: U.S. Bureau of Economic Analysis, "Personal Income and Employment by Major Component (CA4)" (accessed February 2022)*
**All data is shown in thousands of 2021 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.

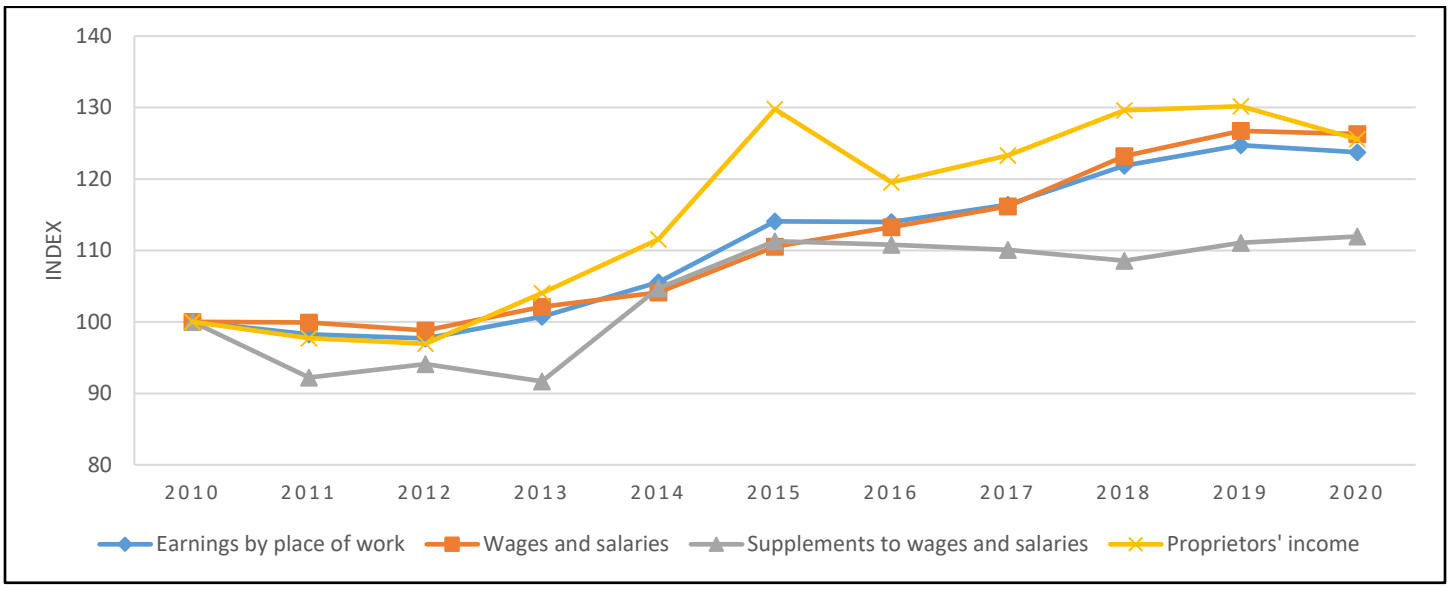
**Why is it important?**

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 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**

Across all categories in the earnings breakdown, there have been increases for personal income outside of Farm proprietors' income. Wages and salaries have seen the largest increase within Douglas County between 2010-2020.

*Figure 52. Douglas County Personal Income, 2010 to 2020. 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 53. Douglas County GRP by Industry, 2021*

| NAICS | 2021 |
|---|---|
| **11: Agriculture, Forestry, Fishing, Hunting** | $22,163,317 |
| **21: Mining, Quarrying, Oil/Gas Extraction** | $9,703,947 |
| **22: Utilities** | $5,522,996 |
| **23: Construction** | $174,754,379 |
| **31: Manufacturing** | $348,970,745 |
| **42: Wholesale Trade** | $183,085,260 |
| **44: Retail Trade** | $191,948,072 |
| **48: Transportation and Warehousing** | $44,488,613 |
| **51: Information** | $66,653,061 |
| **52: Finance and Insurance** | $174,203,117 |
| **53: Real Estate and Rental and Leasing** | $326,779,116 |
| **54: Professional, Scientific, Tech Services** | $190,481,704 |
| **55: Management of Companies/Enterprises** | $46,392,021 |
| **56: Administrative and Support** | $64,501,056 |
| **61: Educational Services** | $6,089,678 |
| **62: Health Care and Social Assistance** | $138,238,259 |
| **71: Arts, Entertainment, and Recreation** | $75,451,273 |
| **72: Accommodation and Food Services** | $307,839,256 |
| **81: Other Services** | $55,830,705 |
| **90: Government and Public Administration** | $221,530,055 |
| **99: Unclassified Industry** | Insf. Data |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, '-' shows instead of a dollar amount.*
*Data is shown in 2021 dollars*

**County Breakdown**

Total GRP for Douglas County was $3 billion in 2020. The largest contributor to GRP was the Real Estate and Rental and Leasing industry. Other notable contributors in 2020 were Manufacturing and Accomodation and Food Services.

*Table 54. Douglas County Total GRP, Exports, and Imports, 2021*

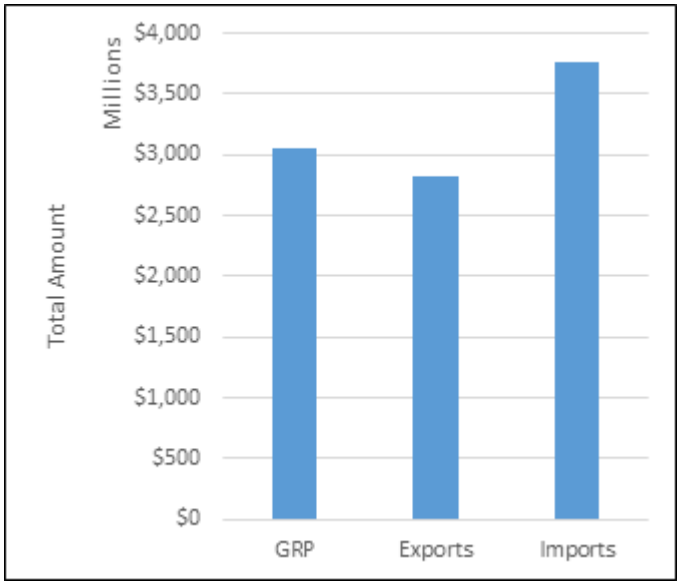
| | Douglas |
|---|---|
| **Total GRP** | $3,047,360,505 |
| **Exports** | $2,830,173,452 |
| **Imports** | $3,757,315,798 |

*Source: Emsi Burning Glass 2022.1*
*Data is shown in 2021 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 53. Douglas County Total GRP, Exports, and Imports, 2021*






EXTENSION
College of Agriculture, Biotechnology & Natural Resources

# 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 name and description
- The name 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:**

## 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:

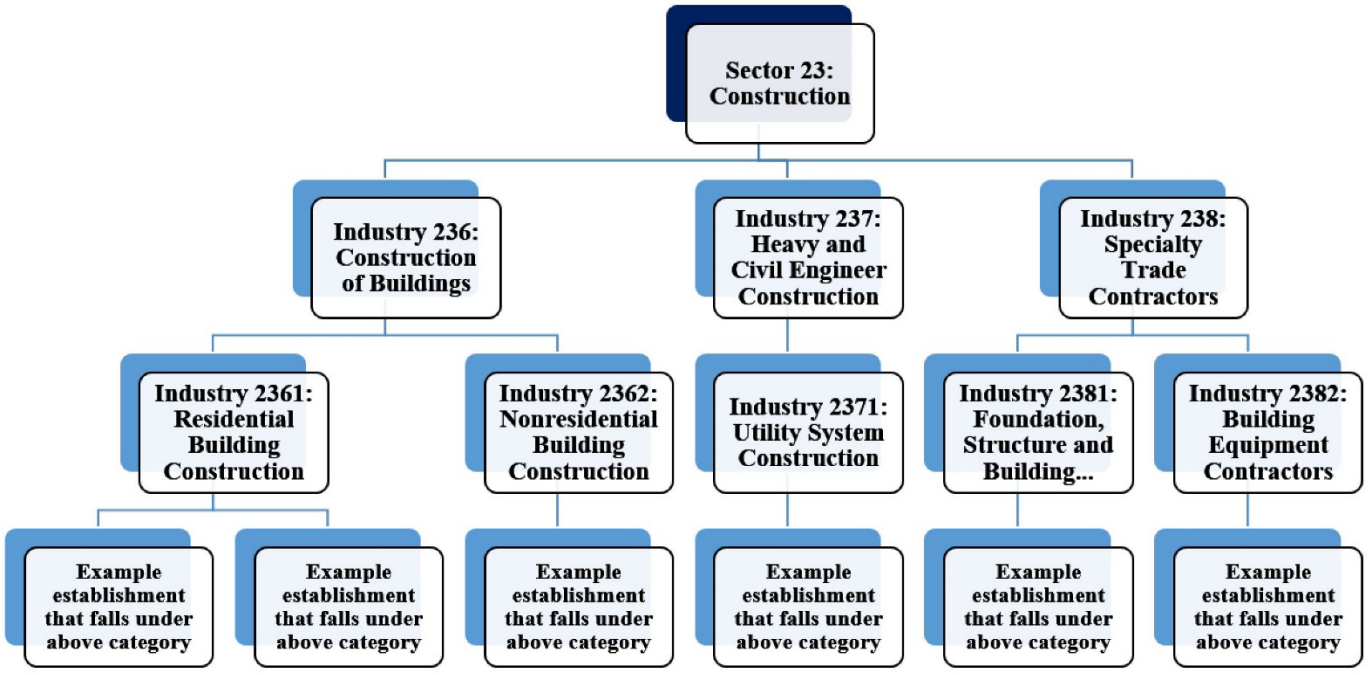
- NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting
- NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction
- NAICS Sector 22: Utilities

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 55. Douglas County 3-Digit NAICS Top 15 Performers, Jobs, 2021*

| Rank | NAICS | Jobs |
|---|---|---|
| 1 | 721: Accommodation | 2,518 |
| 2 | 903: Local Government | 1,991 |
| 3 | 722: Food Services and Drinking Places | 1,488 |
| 4 | 238: Specialty Trade Contractors | 1,183 |
| 5 | 541: Professional, Scientific, and Technical Services | 1,168 |
| 6 | 713: Amusement, Gambling, and Recreation Industries | 984 |
| 7 | 561: Administrative and Support Services | 891 |
| 8 | 334: Computer and Electronic Product Manufacturing | 859 |
| 9 | 452: General Merchandise Stores | 830 |
| 10 | 621: Ambulatory Health Care Services | 792 |
| 11 | 814: Private Households | 630 |
| 12 | 236: Construction of Buildings | 595 |
| 13 | 531: Real Estate | 486 |
| 14 | 445: Food and Beverage Stores | 429 |
| 15 | 622: Hospitals | 343 |

*Figure 54. 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:



The Sourcing for each of these tables is as follows:
*Source: Emsi Burning Glass 2022.1*

## 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 56 Douglas County 3-Digit NAICS Top 15 Performers, Average Earnings per Job, 2021*

| Rank | NAICS | Average Earnings per Job |
|---|---|---|
| 1 | 999: Unclassified Industry | $335,810 |
| 2 | 551: Management of Companies and Enterprises | $232,904 |
| 3 | 518: Data Processing, Hosting, and Related Services | $154,673 |
| 4 | 424: Merchant Wholesalers, Nondurable Goods | $147,946 |
| 5 | 522: Credit Intermediation and Related | $146,140 |
| 6 | 523: Securities, Commodity Contracts, and Related Activities | $138,733 |
| 7 | 212: Mining (except Oil and Gas) | $132,885 |
| 8 | 481: Air Transportation | $125,752 |
| 9 | 334: Computer and Electronic Product Manufacturing | $120,288 |
| 10 | 512: Motion Picture and Sound Recording Industries | $115,296 |
| 11 | 511: Publishing Industries | $114,478 |
| 12 | 423: Merchant Wholesalers, Durable Goods | $112,004 |
| 13 | 425: Wholesale Electronic Markets and Agents and Brokers | $110,354 |
| 14 | 541: Prof, Scientific, and Tech Srvcs | $109,730 |
| 15 | 902: State Government | $103,594 |

*Table 57 Douglas County 3-Digit NAICS Top 15 Performers, Total Sales, 2021*

| Rank | NAICS | Total Sales |
|---|---|---|
| 1 | 903: Local Government | $457,313,945 |
| 2 | 721: Accommodation | $355,650,096 |
| 3 | 531: Real Estate | $313,455,735 |
| 4 | 541: Professional, Scientific, and Technical Services | $275,246,855 |
| 5 | 533: Lessors of Nonfinancial Intangible Assets | $254,405,495 |
| 6 | 238: Specialty Trade Contractors | $214,291,526 |
| 7 | 334: Computer and Electronic Product Manufacturing | $197,802,366 |
| 8 | 901: Federal Government | $167,744,795 |
| 9 | 424: Merchant Wholesalers, Nondurable Goods | $159,681,929 |
| 10 | 902: State Government | $145,569,791 |
| 11 | 722: Food Services and Drinking Places | $138,155,884 |
| 12 | 311: Food Manufacturing | $131,202,989 |
| 13 | 621: Ambulatory Health Care | $127,283,525 |
| 14 | 522: Credit Intermediation and Related Activities | $120,511,349 |
| 15 | 713: Amusement, Gambling, and Recreation Industries | $114,568,621 |

## 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 58. Douglas County 3-Digit NAICS Top 15 Performers, Total Imports, 2021*

| Rank | NAICS | Imports |
|---|---|---|
| 1 | 901: Federal Government | $1,081,999,812 |
| 2 | 902: State Government | $314,325,336 |
| 3 | 541: Professional, Scientific, and Technical Services | $111,090,783 |
| 4 | 423: Merchant Wholesalers, Durable Goods | $101,568,759 |
| 5 | 522: Credit Intermediation and Related Activities | $101,065,651 |
| 6 | 524: Insurance Carriers and Related Activities | $98,891,716 |
| 7 | 311: Food Manufacturing | $96,721,377 |
| 8 | 622: Hospitals | $95,647,473 |
| 9 | 903: Local Government | $89,520,515 |
| 10 | 424: Merchant Wholesalers, Nondurable Goods | $87,047,320 |
| 11 | 221: Utilities | $78,975,866 |
| 12 | 621: Ambulatory Health Care Services | $74,335,575 |
| 13 | 336: Transportation Equipment Manufacturing | $74,333,356 |
| 14 | 325: Chemical Manufacturing | $73,875,366 |
| 15 | 561: Administrative and Support Services | $71,026,038 |

*Table 59 Douglas County 3-Digit NAICS Top 15 Performers, Exported Sales, 2021*

| Rank | NAICS | Exports |
|---|---|---|
| 1 | 721: Accommodation | $325,459,081 |
| 2 | 533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works) | $238,639,564 |
| 3 | 334: Computer and Electronic Product Manufacturing | $190,585,740 |
| 4 | 901: Federal Government | $163,538,690 |
| 5 | 902: State Government | $145,569,791 |
| 6 | 311: Food Manufacturing | $125,119,517 |
| 7 | 531: Real Estate | $115,398,891 |
| 8 | 424: Merchant Wholesalers, Nondurable Goods | $113,000,356 |
| 9 | 713: Amusement, Gambling, and Recreation Industries | $97,411,737 |
| 10 | 541: Professional, Scientific, and Technical Services | $93,390,342 |
| 11 | 903: Local Government | $93,275,938 |
| 12 | 238: Specialty Trade Contractors | $78,032,879 |
| 13 | 423: Merchant Wholesalers, Durable Goods | $77,290,241 |
| 14 | 332: Fabricated Metal Product Manufacturing | $70,980,190 |
| 15 | 325: Chemical Manufacturing | $70,215,049 |

# 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**

In Douglas, total jobs in Agriculture, Forestry, Fishing, and Hunting (Sector 11) decreased between 2010-2020. 50 total jobs were gained during this 10-year span.

Total sales for this sector were $56.1 million in 2020, just shy of $16.8 million of that total falls into the in-region sales category. Imports for Sector 11 were $29.1 million, while exported sales were $39.4 million. Although exported sales outpaced imports, imports were large enough to show an opportunity to continue to grow this sector within the county.

*Table 60 Douglas County NAICS Sector 11, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **111: Crop Production** | 77 | 67 | 4 | $64,354 | $8,457,550 |
| **112: Animal Production and Aquaculture** | 52 | 87 | 10 | $34,815 | $4,847,053 |
| **113: Forestry and Logging** | 0 | 0 | 0 | $0 | $109,434 |
| **114: Fishing, Hunting and Trapping** | <10 | <10 | 0 | Insf. Data | $41,761 |
| **115: Support Activities for Agriculture and Forestry** | 38 | 63 | 5 | $29,184 | $1,993,803 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 61. Douglas County NAICS Sector 11, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **111** | $33,035,006 | $10,550,947 | $22,484,058 | $19,937,817 | $744,005 |
| **112** | $20,424,551 | $4,860,462 | $15,564,089 | $5,768,908 | $722,315 |
| **113** | $246,842 | $52,732 | $194,110 | $4,776 | $9,310 |
| **114** | $94,043 | $89,716 | $4,327 | $1,246,049 | $12,907 |
| **115** | $2,351,411 | $1,273,291 | $1,078,120 | $2,167,669 | $48,790 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 55. Douglas County NAICS Sector 11 Total Jobs by 3-Digit Sector, 2011 to 2021*

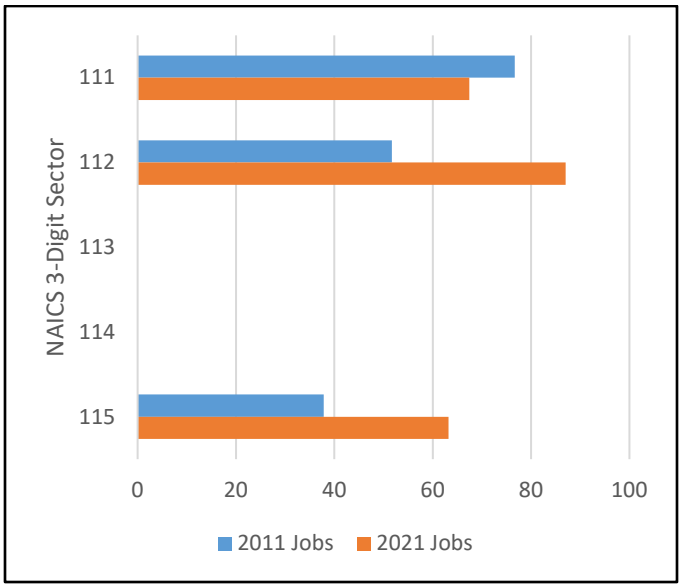
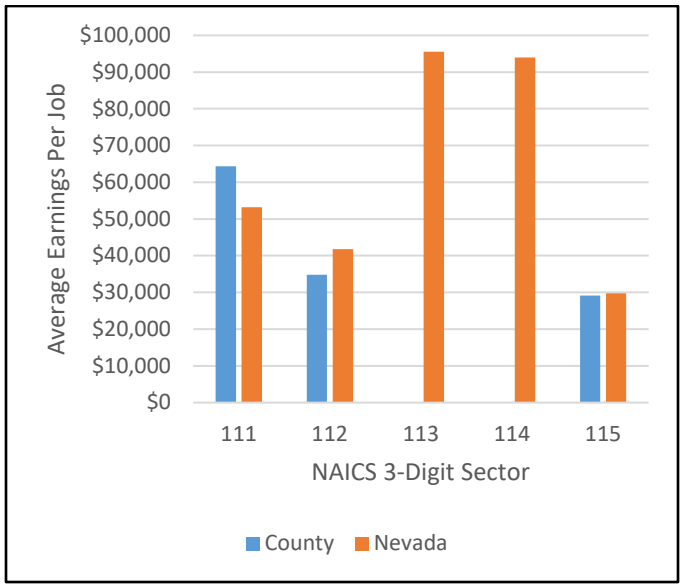



*Figure 56 Douglas County vs State Comparison, NAICS Sector 11, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Mining, Quarrying, and Oil and Gas Extraction (Sector 21) decreased from 2010-2020. As of 2018, there were two payroll businesses operating in this sector within Douglas County.

Total sales for this were $19.7 million, and $9.9 million of that total falls into the exported sales category. Imports for the sector were $13.6 million in the year 2020. Imports outpacing exported sales shows an opportunity to grow Sector 21 businesses and services within the county.

*Table 62. Douglas County NAICS Sector 21, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **211: Oil and Gas Extraction** | 0 | 0 | 0 | $0 | $1,289,369 |
| **212: Mining (except Oil and Gas)** | <10 | 16 | 1 | $132,885 | $2,673,703 |
| **213: Support Activities for Mining** | 38 | <10 | 1 | Insf. Data | $525,698 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 63. Douglas County NAICS Sector 21, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **211** | $8,768,406 | $5,792,742 | $2,975,664 | $1,411,991 | $1,551,324 |
| **212** | $9,702,529 | $3,044,795 | $6,657,733 | $6,276,031 | $652,998 |
| **213** | $1,164,790 | $841,545 | $323,245 | $5,961,493 | $70,404 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 57. Douglas County NAICS Sector 21 Total Jobs by 3-Digit Sector, 2011 to 2021*

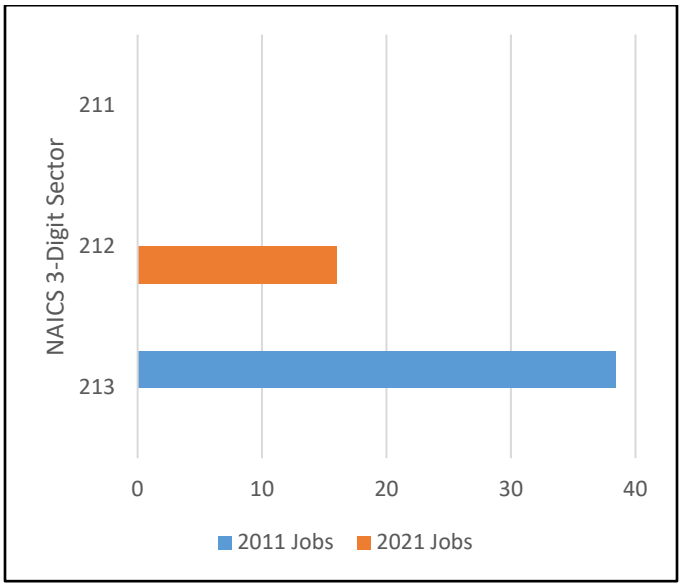
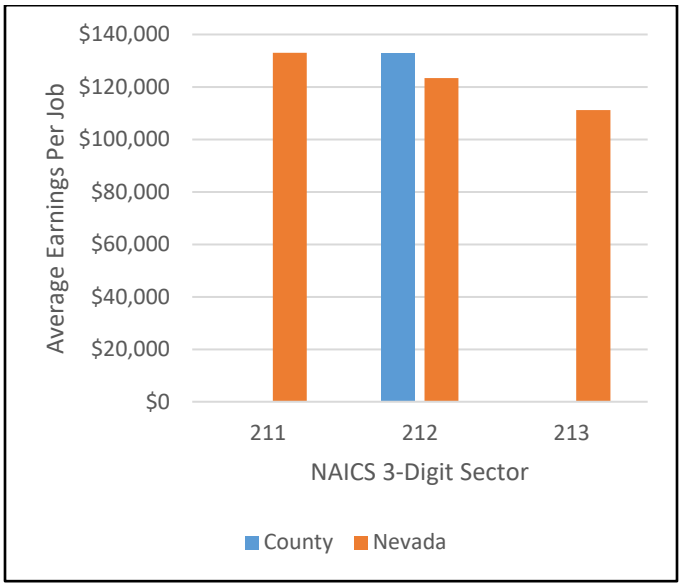



*Figure 58. Douglas County vs State Comparison, NAICS Sector 21, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Utilities (Sector 22) saw a slight increase from 2010-2020. There were 5 payroll businesses as of 2020 operating within Douglas County.

Total sales for this sector were just shy of $8 million in 2020. Imports on the other hand, were $78.9 million this same year. This shows a great opportunity to expand Utilities services within the county.

*Table 64. Douglas County NAICS Sector 22, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **221: Utilities** | 35 | 39 | 5 | $52,753 | $2,462,777 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 65. Douglas County NAICS Sector 22, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **221** | $7,856,592 | $2,383,794 | $5,472,798 | $78,975,866 | $918,299 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 59. Douglas County NAICS Sector 22 Total Jobs by 3-Digit Sector, 2011 to 2021*

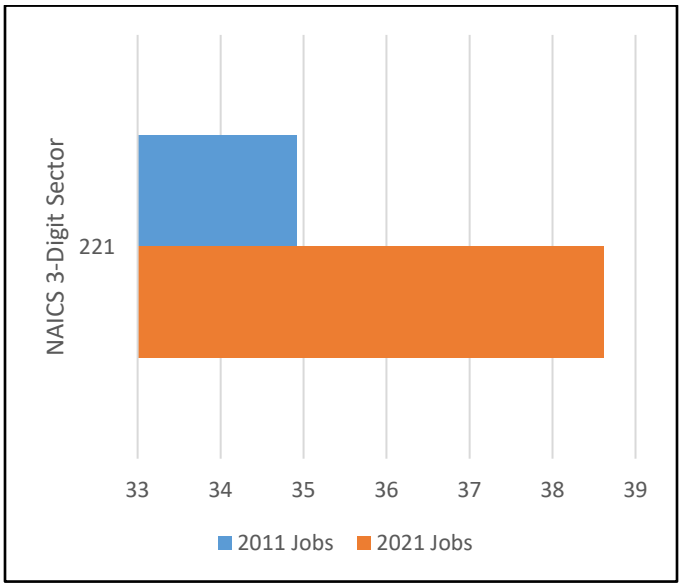
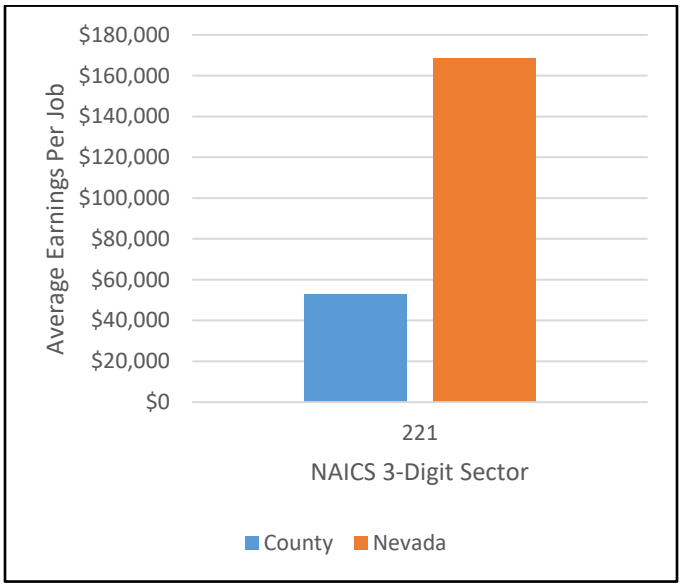



*Figure 60. Douglas County vs State Comparison, NAICS Sector 22, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Construction (Sector 23) have increased by 791 positions from 2010-2020. 225 payroll businesses were operating within Douglas County in 2018.

Total sales for this sector were $342.7 million, with $206.1 million of that falling into the in-region sales category. Exported sales were $136.7 million, while imports were $63.1 million in 2020. Although exported sales outpaced imports, there is still plenty of room to grow Construction services within the county.

*Table 66. Douglas County NAICS Sector 23, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **236: Construction of Buildings** | 292 | 595 | 79 | $58,492 | $39,073,988 |
| **237: Heavy and Civil Engineering Construction** | 81 | 103 | 10 | $96,029 | $11,242,813 |
| **238: Specialty Trade Contractors** | 717 | 1,183 | 127 | $64,919 | $84,018,141 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 67. Douglas County NAICS Sector 23, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **236** | $99,661,429 | $46,659,972 | $53,001,457 | $17,962,204 | $750,783 |
| **237** | $28,732,864 | $23,068,882 | $5,663,982 | $14,487,584 | $220,252 |
| **238** | $214,291,526 | $136,258,647 | $78,032,879 | $30,677,571 | $1,615,277 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 61. Douglas County NAICS Sector 23 Total Jobs by 3-Digit Sector, 2011 to 2021*

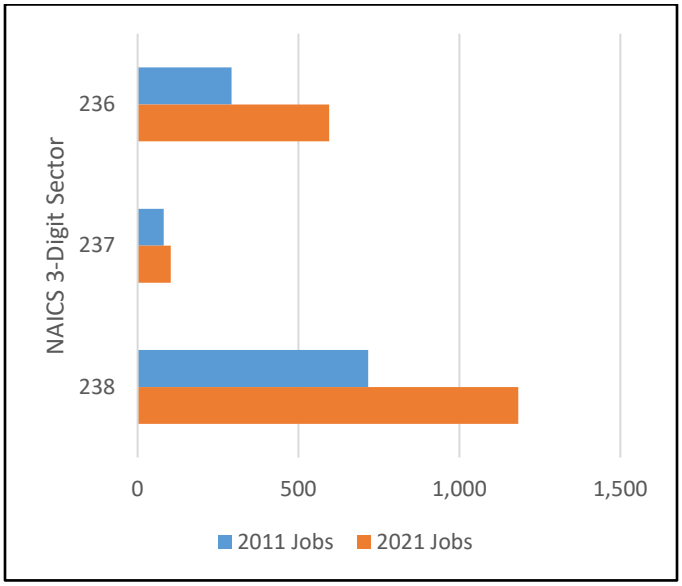
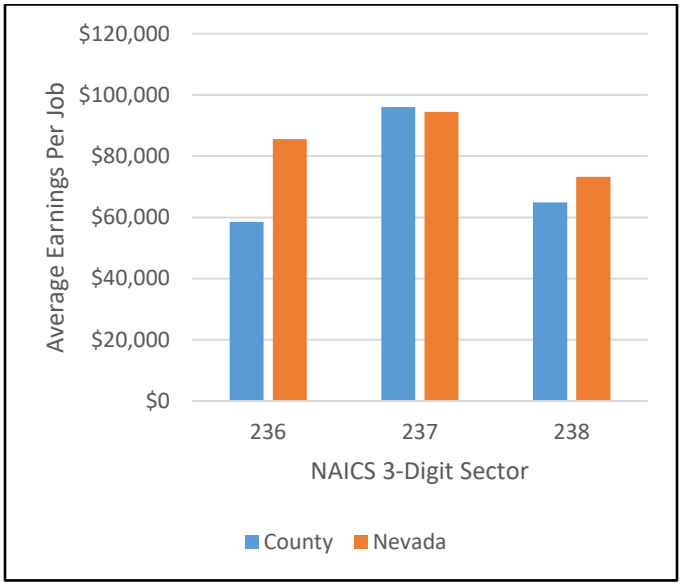



*Figure 62. Douglas County vs State Comparison, NAICS Sector 23, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Manufacturing (Sector 31) have decreased overall from 2010-2020. Most notably the Textile Product Mills subsector has decreased by 40 jobs during this timeframe.

Total sales for this sector were $209.4 million dollars in 2020, with $131 million of that coming from the Food Manufacturing subsector.

*Table 68. Douglas County NAICS Sector 31, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **311: Food Manufacturing** | 270 | 239 | 8 | $76,887 | $18,924,491 |
| **312: Beverage and Tobacco Product Manufacturing** | 0 | 66 | 2 | $74,218 | $5,027,408 |
| **313: Textile Mills** | <10 | 0 | 0 | $0 | $0 |
| **314: Textile Product Mills** | 116 | 76 | 3 | $53,098 | $4,129,916 |
| **315: Apparel Manufacturing** | <10 | <10 | 0 | Insf. Data | $187,420 |
| **316: Leather and Allied Product Manufacturing** | <10 | 0 | 0 | $0 | $59,627 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 69. Douglas County NAICS Sector 31, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **311** | $131,202,989 | $6,083,473 | $125,119,517 | $96,721,377 | $1,331,445 |
| **312** | $64,976,032 | $10,507,351 | $54,468,682 | $19,040,728 | $15,518,173 |
| **313** | $0 | $0 | $0 | $2,763,183 | $0 |
| **314** | $12,731,230 | $950,242 | $11,780,989 | $3,494,527 | $217,780 |
| **315** | $357,210 | $111,060 | $246,150 | $1,336,549 | $6,341 |
| **316** | $260,625 | $72,551 | $188,074 | $818,590 | $5,680 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 63. Douglas County NAICS Sector 31 Total Jobs by 3-Digit Sector, 2011 to 2021*

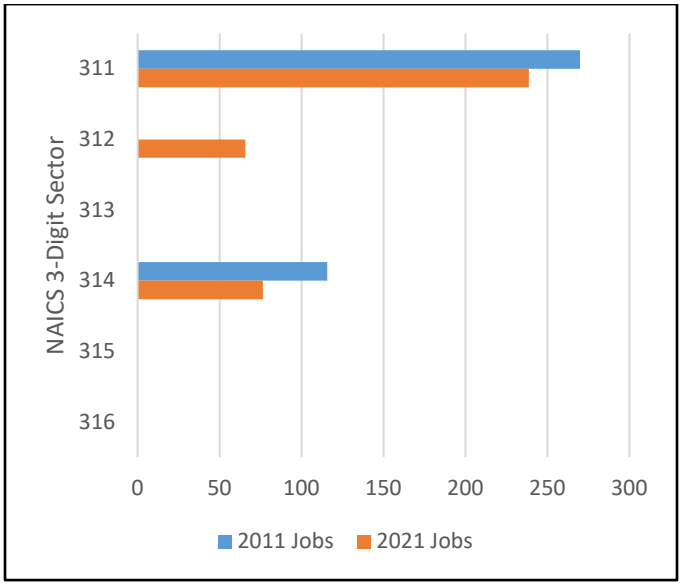
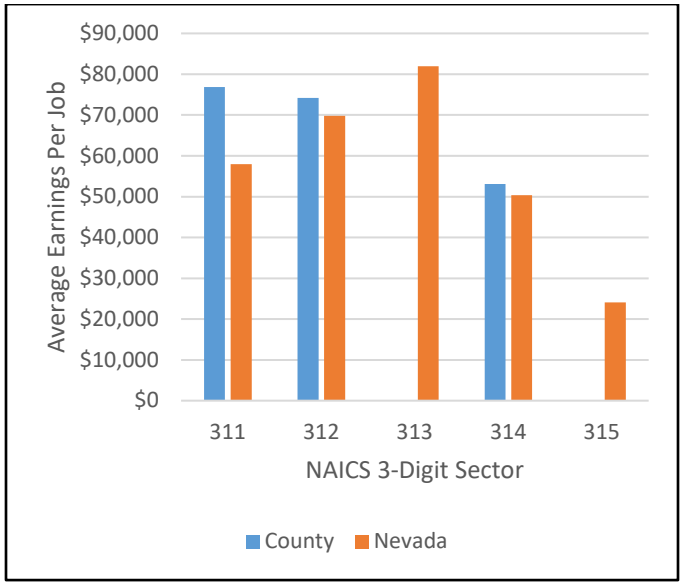



*Figure 64. Douglas County vs State Comparison, NAICS Sector 31, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Manufacturing (Sector 32) have increased slightly from 2010-2020. The largest contributor to this growth has been the Plastics and Rubber Products Manufacturing subsector.

Total sales for this sector were $117.3 million in 2020, with $102.5 million of that total falling into the exported sales category. Imports for Sector 32 were $195 million in 2020. The large difference between exported sales and imports shows an opportunity to grow this sector within Douglas County.

*Table 70. Douglas County NAICS Sector 32, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **321: Wood Product Manufacturing** | 12 | 22 | 1 | $17,026 | $369,584 |
| **322: Paper Manufacturing** | <10 | 0 | 0 | $0 | $0 |
| **323: Printing and Related Support Activities** | <10 | <10 | 2 | Insf. Data | $672,244 |
| **324: Petroleum and Coal Products Manufacturing** | 0 | 0 | 0 | $0 | $302,035 |
| **325: Chemical Manufacturing** | 103 | 109 | 2 | $93,792 | $11,938,039 |
| **326: Plastics and Rubber Products Manufacturing** | <10 | 75 | 3 | $76,276 | $5,881,467 |
| **327: Nonmetallic Mineral Product Manufacturing** | 18 | 25 | 2 | $92,261 | $2,607,776 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 71. Douglas County NAICS Sector 32, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **321** | $1,460,114 | $1,062,690 | $397,424 | $14,740,087 | $13,236 |
| **322** | $0 | $0 | $0 | $20,874,412 | $0 |
| **323** | $2,124,259 | $169,402 | $1,954,857 | $8,024,552 | $36,253 |
| **324** | $1,318,686 | $1,091,035 | $227,650 | $34,111,464 | $17,356 |
| **325** | $76,887,712 | $6,672,663 | $70,215,049 | $73,875,366 | $2,034,244 |
| **326** | $26,745,555 | $1,797,103 | $24,948,452 | $27,613,752 | $262,534 |
| **327** | $8,751,892 | $3,901,393 | $4,850,499 | $15,777,737 | $132,391 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 65. Douglas County NAICS Sector 32 Total Jobs by 3-Digit Sector, 2011 to 2021*

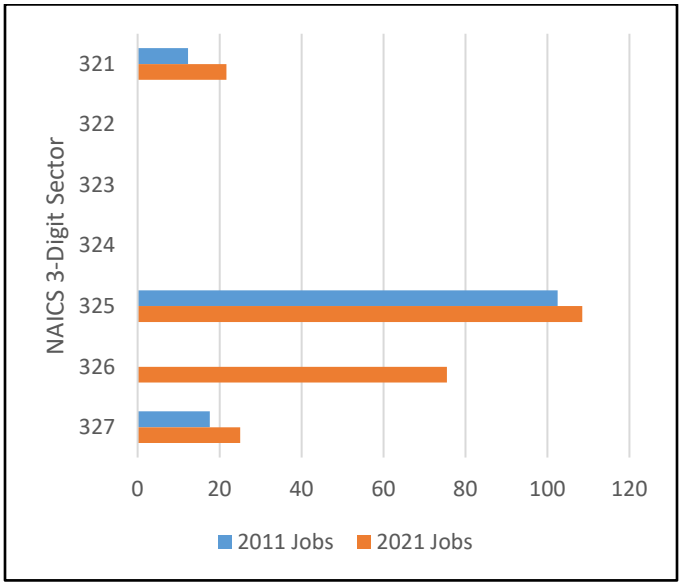
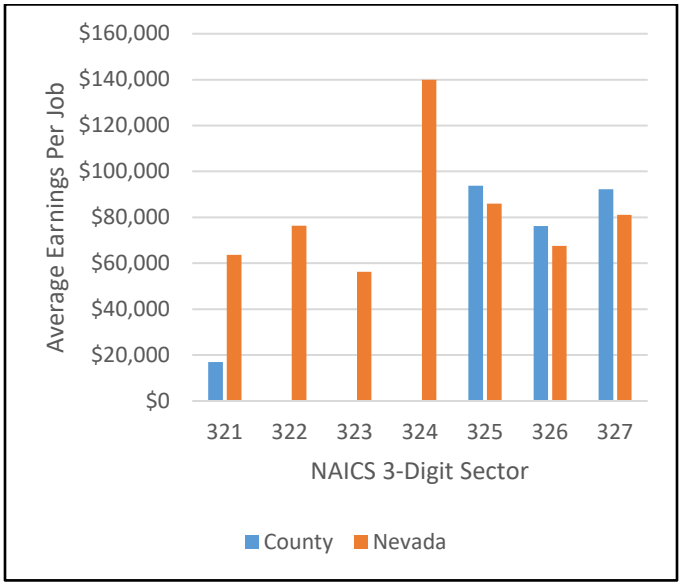



*Figure 66. Douglas County vs State Comparison, NAICS Sector 32, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Manufacturing (Sector 33) have increased from 2010-2020. Total sales for Sector 33 were $340.2 million in 2020, with $316.1 million of that falling into the exported sales category. Imports for this sector were $244.8 million, showing an opportunity to grow businesses within the county.

### *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 72. Douglas County NAICS Sector 33, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **331: Primary Metal Manufacturing** | 0 | 0 | 0 | $0 | $22,848 |
| **332: Fabricated Metal Product Manufacturing** | 188 | 284 | 17 | $75,947 | $22,148,588 |
| **333: Machinery Manufacturing** | 63 | 83 | 5 | $77,604 | $8,760,158 |
| **334: Computer and Electronic Product Manufacturing** | 823 | 859 | 15 | $120,288 | $105,342,086 |
| **335: Electrical Equipment, Appliance, and Component Manufacturing** | <10 | <10 | 1 | Insf. Data | $582,277 |
| **336: Transportation Equipment Manufacturing** | 100 | 92 | 4 | $69,824 | $6,564,647 |
| **337: Furniture and Related Product Manufacturing** | 16 | 70 | 7 | $45,565 | $3,230,438 |
| **339: Miscellaneous Manufacturing** | 23 | 45 | 6 | $51,177 | $2,451,048 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 73. Douglas County NAICS Sector 33, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **331** | $283,425 | $214,676 | $68,749 | $15,719,477 | $5,145 |
| **332** | $78,240,325 | $7,260,134 | $70,980,190 | $41,391,530 | $1,018,690 |
| **333** | $25,081,582 | $2,346,134 | $22,735,448 | $34,560,157 | $292,437 |
| **334** | $197,802,366 | $7,216,627 | $190,585,740 | $33,219,695 | $9,126,414 |
| **335** | $1,918,958 | $173,079 | $1,745,879 | $14,605,737 | $23,628 |
| **336** | $20,623,717 | $5,158,062 | $15,465,655 | $74,333,356 | $327,896 |
| **337** | $9,160,698 | $987,112 | $8,173,587 | $9,500,501 | $65,321 |
| **339** | $7,255,028 | $862,532 | $6,392,497 | $21,467,995 | $88,993 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 67 Douglas County NAICS Sector 33 Total Jobs by 3-Digit Sector, 2011 to 2021*

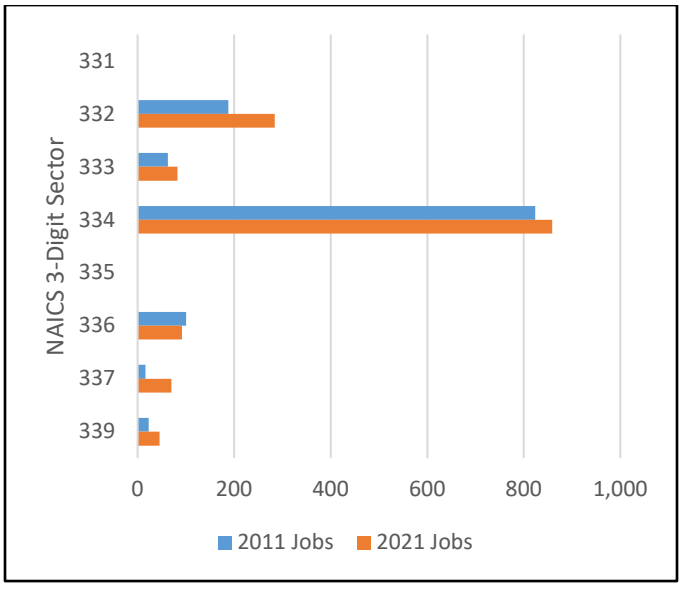
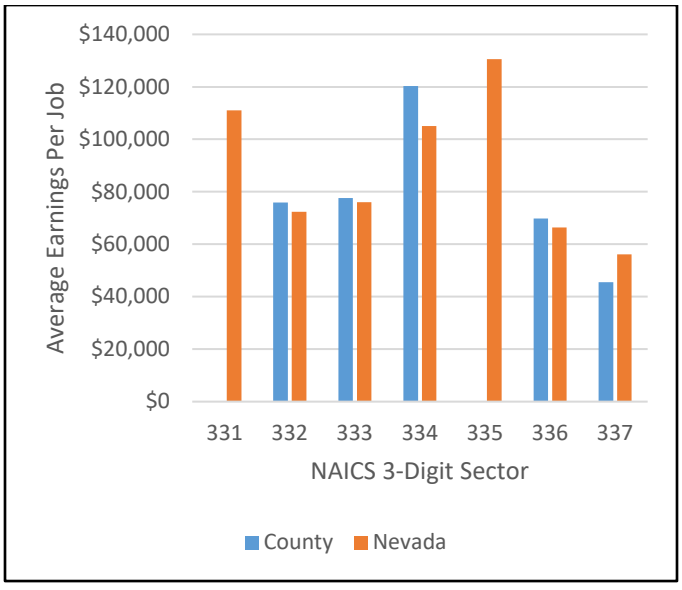



*Figure 68. Douglas County vs State Comparison, NAICS Sector 33, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Wholesale Trade (Sector 42) have increased from 2010-2020. The growth comes specifically from the Merchant Wholesalers, Nondurable Good subsector.

Total sales for this sector were $258.8 million in 2020, with $191.9 million of that being exported sales. Imports this same year in Sector 42 were $194.6 million. With imports outpacing exported sales, it shows an opportunity to grow Wholesale Trade within the county.

*Table 74. Douglas County NAICS Sector 42, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **423: Merchant Wholesalers, Durable Goods** | 140 | 190 | 44 | $112,004 | $26,767,643 |
| **424: Merchant Wholesalers, Nondurable Goods** | 50 | 79 | 25 | $147,946 | $13,923,797 |
| **425: Wholesale Electronic Markets and Agents and Brokers** | 65 | 21 | 14 | $110,354 | $4,660,447 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 75. Douglas County NAICS Sector 42, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **423** | $93,734,770 | $16,444,529 | $77,290,241 | $101,568,759 | $5,833,495 |
| **424** | $159,681,929 | $46,681,573 | $113,000,356 | $87,047,320 | $86,655,446 |
| **425** | $5,442,389 | $3,868,039 | $1,574,350 | $6,029,256 | $31,867 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 69. Douglas County NAICS Sector 42 Total Jobs by 3-Digit Sector, 2011 to 2021*

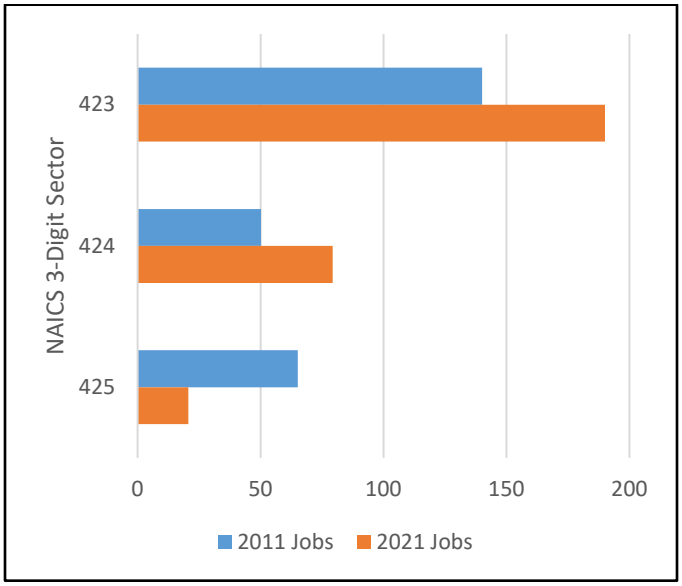
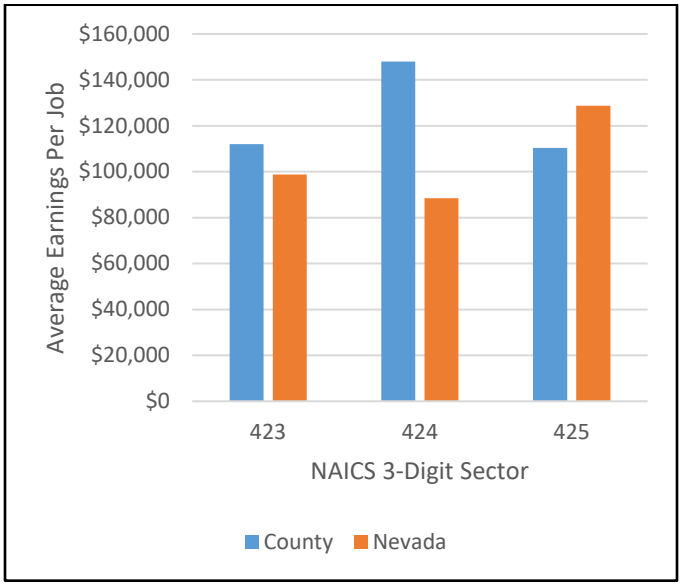



*Figure 70. Douglas County vs State Comparison, NAICS Sector 42, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Retail Trade (Sector 44) have slightly increased from 2010-2020.

Total sales for this sector were $164.9 million in 2020. Imports this same year were $158.3 million, showing an opportunity to grow these businesses within the county.

*Table 76. Douglas County NAICS Sector 44, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **441: Motor Vehicle and Parts Dealers** | 83 | 88 | 7 | $50,835 | $5,565,714 |
| **442: Furniture and Home Furnishings Stores** | 76 | 75 | 11 | $41,655 | $3,169,389 |
| **443: Electronics and Appliance Stores** | 149 | 104 | 11 | $47,916 | $5,175,713 |
| **444: Building Material and Garden Equipment and Supplies Dealers** | 248 | 328 | 18 | $45,955 | $15,454,709 |
| **445: Food and Beverage Stores** | 397 | 429 | 19 | $41,543 | $19,475,557 |
| **446: Health and Personal Care Stores** | 49 | 80 | 9 | $43,598 | $4,085,140 |
| **447: Gasoline Stations** | 85 | 105 | 10 | $30,815 | $3,806,984 |
| **448: Clothing and Clothing Accessories Stores** | 68 | 43 | 7 | $25,955 | $1,793,648 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 77. Douglas County NAICS Sector 44, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **441** | $14,363,092 | $6,191,593 | $8,171,499 | $47,083,075 | $2,193,218 |
| **442** | $7,673,903 | $2,009,745 | $5,664,157 | $7,152,510 | $1,018,387 |
| **443** | $12,508,657 | $2,860,029 | $9,648,628 | $8,002,743 | $1,649,562 |
| **444** | $46,096,396 | $9,815,625 | $36,280,771 | $22,148,612 | $8,595,574 |
| **445** | $49,577,259 | $11,236,954 | $38,340,305 | $32,161,246 | $6,040,761 |
| **446** | $9,148,430 | $4,378,385 | $4,770,045 | $15,084,582 | $721,811 |
| **447** | $18,711,146 | $11,006,102 | $7,705,045 | $9,035,774 | $3,119,436 |
| **448** | $6,867,620 | $2,926,300 | $3,941,320 | $17,993,041 | $853,595 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 71. Douglas County NAICS Sector 44 Total Jobs by 3-Digit Sector, 2011 to 2021*

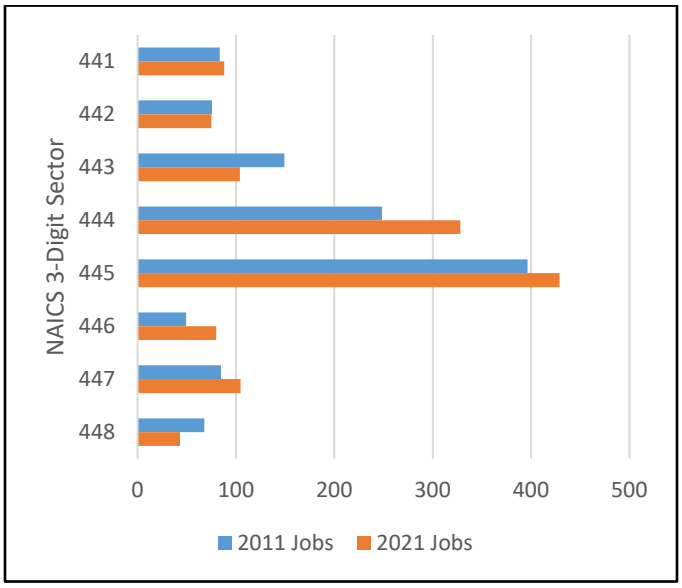
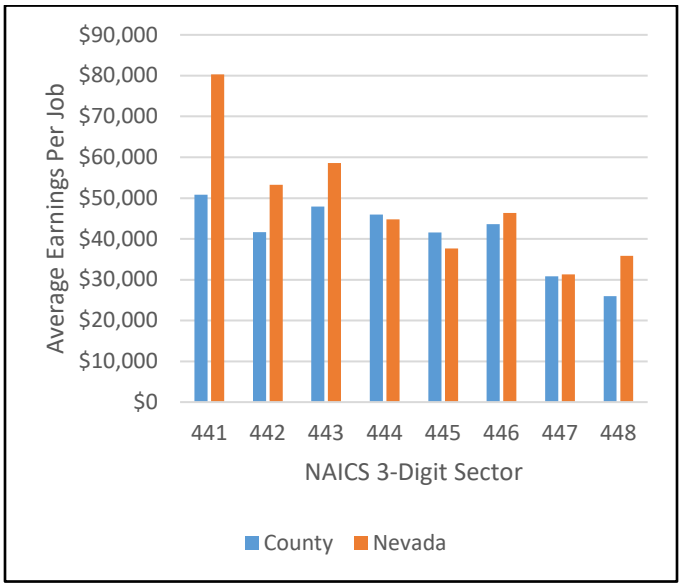



*Figure 72. Douglas County vs State Comparison, NAICS Sector 44, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Retail Trade (Sector 45) increased by 162 positions from 2010-2020. As of 2020, there were 57 payroll businesses operating in Douglas County in this sector.

Total sales for this sector were $154 million in 2020, with $48.8 million of that falling into the in-region sales category. Exported sales for this sector were $105.2 million, while imports were $68.7 million this same year.

*Table 78. Douglas County NAICS Sector 45, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **451: Sporting Goods, Hobby, Musical Instrument, and Book Stores** | 148 | 143 | 12 | $31,187 | $4,685,672 |
| **452: General Merchandise Stores** | 638 | 830 | 10 | $32,730 | $27,810,888 |
| **453: Miscellaneous Store Retailers** | 99 | 94 | 15 | $28,757 | $4,739,530 |
| **454: Nonstore Retailers** | 64 | 144 | 20 | $64,839 | $12,163,225 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 79. Douglas County NAICS Sector 45, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **451** | $11,431,003 | $2,465,629 | $8,965,374 | $4,451,190 | $1,550,418 |
| **452** | $78,290,456 | $26,260,504 | $52,029,952 | $16,327,138 | $16,455,767 |
| **453** | $11,488,391 | $3,736,341 | $7,752,050 | $13,004,909 | $1,530,561 |
| **454** | $52,846,215 | $16,304,365 | $36,541,850 | $35,201,333 | $3,591,400 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 73. Douglas County NAICS Sector 45 Total Jobs by 3-Digit Sector, 2011 to 2021*

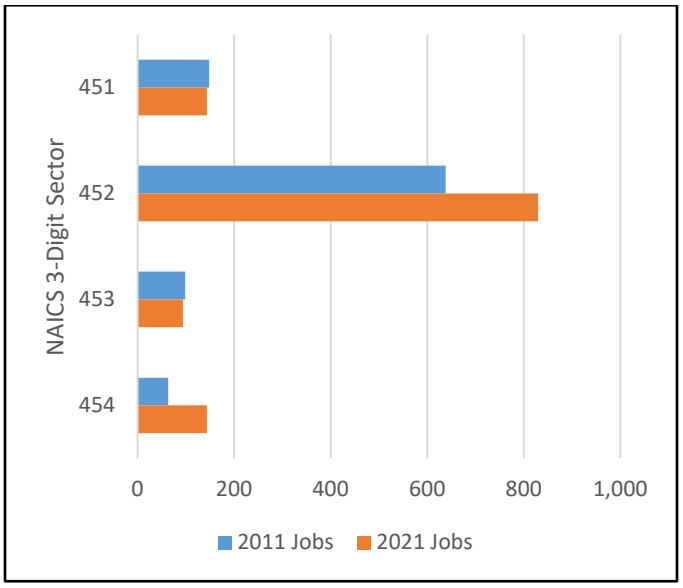
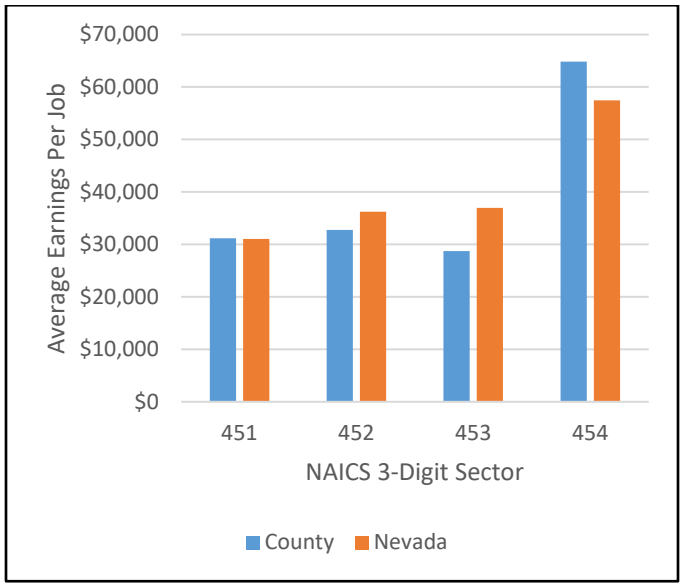



*Figure 74. Douglas County vs State Comparison, NAICS Sector 45, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

Total Douglas jobs for Transportation and Warehousing (Sector 48) increased from 2010-2020. The subsector that saw the largest increase was Support Activities for Transportation.

Total sales for this sector were $48.7 million in the year 2020, with $27.8 million of that falling into the exported sales category. Imports for this sector were $74.5 million in 2020. With imports that far outpace exported sales, there is an opportunity to grow businesses in this sector within the county.

*Table 80 Douglas County NAICS Sector 48, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **481: Air Transportation** | 27 | 32 | 3 | $125,752 | $4,990,007 |
| **482: Rail Transportation** | <10 | <10 | 0 | Insf. Data | $500,051 |
| **483: Water Transportation** | 0 | 0 | 0 | $0 | $61,202 |
| **484: Truck Transportation** | 39 | 25 | 5 | $58,869 | $3,743,795 |
| **485: Transit and Ground Passenger Transportation** | <10 | 44 | 1 | $41,086 | $6,494,115 |
| **486: Pipeline Transportation** | 0 | 0 | 0 | $0 | $0 |
| **487: Scenic and Sightseeing Transportation** | 24 | 17 | 2 | $69,293 | $1,416,359 |
| **488: Support Activities for Transportation** | <10 | 47 | 8 | $54,735 | $2,995,089 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 81. Douglas County NAICS Sector 48, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **481** | $13,851,788 | $3,538,535 | $10,313,253 | $12,944,278 | $1,508,361 |
| **482** | $1,693,479 | $993,799 | $699,680 | $4,988,619 | $58,370 |
| **483** | $306,992 | $193,370 | $113,622 | $3,734,105 | $11,489 |
| **484** | $9,815,221 | $7,004,694 | $2,810,527 | $38,520,991 | $153,901 |
| **485** | $11,785,953 | $4,637,652 | $7,148,301 | $4,467,999 | $365,244 |
| **486** | $0 | $0 | $0 | $2,259,907 | $0 |
| **487** | $3,605,427 | $497,189 | $3,108,239 | $16,480 | $38,347 |
| **488** | $7,631,140 | $3,884,026 | $3,747,114 | $7,542,372 | $85,480 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 75 Douglas County NAICS Sector 48 Total Jobs by 3-Digit Sector, 2011 to 2021*

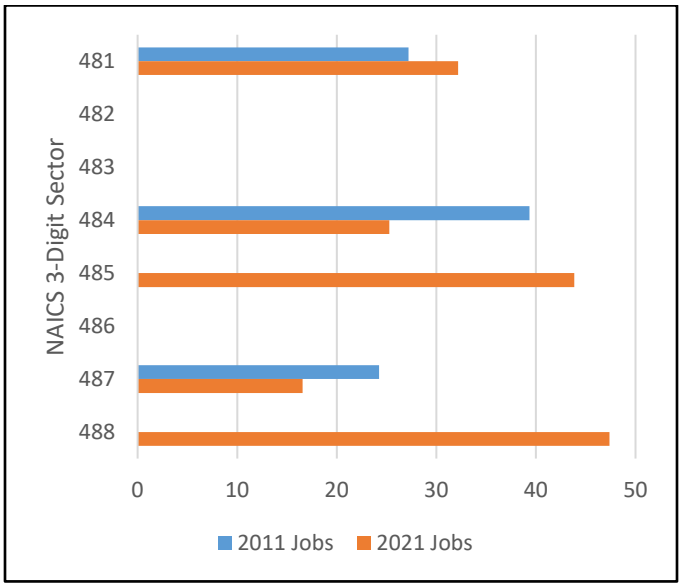
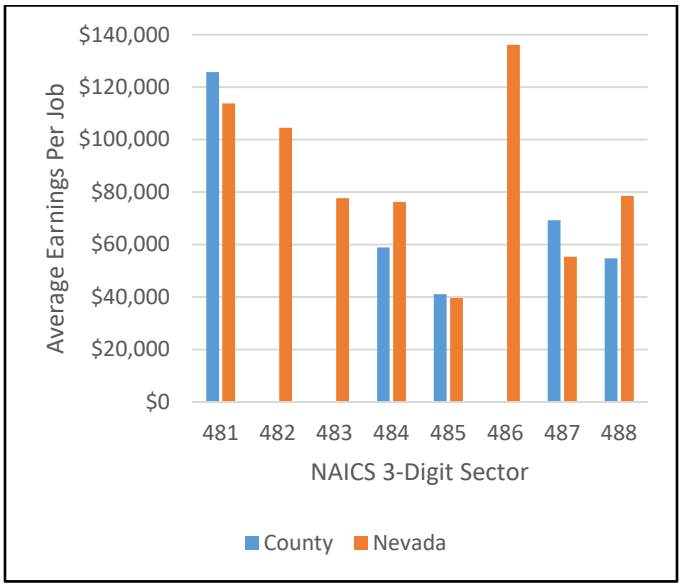



*Figure 76. Douglas County vs State Comparison, NAICS Sector 48, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs for Transportation and Warehousing (Sector 49) have increased by 255 jobs from 2010-2020. Nearly all the positions fall into the Warehousing and Storage subsector.

Total sales for this sector were $40.6 million in 2020, with just shy of $16 million of that falling into the exported sales category. Imports for this sector were $18.4 million in 2020, showing some room to expand this sector within the county.

*Table 82. Douglas County NAICS Sector 49, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **491: Postal Service** | 0 | 0 | 0 | $0 | $0 |
| **492: Couriers and Messengers** | <10 | <10 | 0 | Insf. Data | $1,398,595 |
| **493: Warehousing and Storage** | <10 | 255 | 2 | $64,807 | $18,550,370 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 83 Douglas County NAICS Sector 49, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **491** | $0 | $0 | $0 | $13,811 | $0 |
| **492** | $2,976,002 | $2,230,680 | $745,321 | $9,916,739 | $41,454 |
| **493** | $37,619,137 | $13,375,934 | $24,243,203 | $8,482,403 | $307,303 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 77. Douglas County NAICS Sector 49 Total Jobs by 3-Digit Sector, 2011 to 2021*

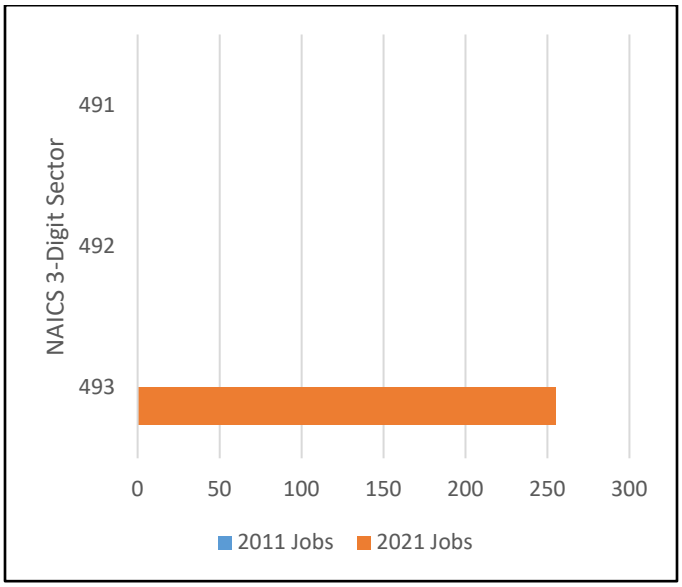
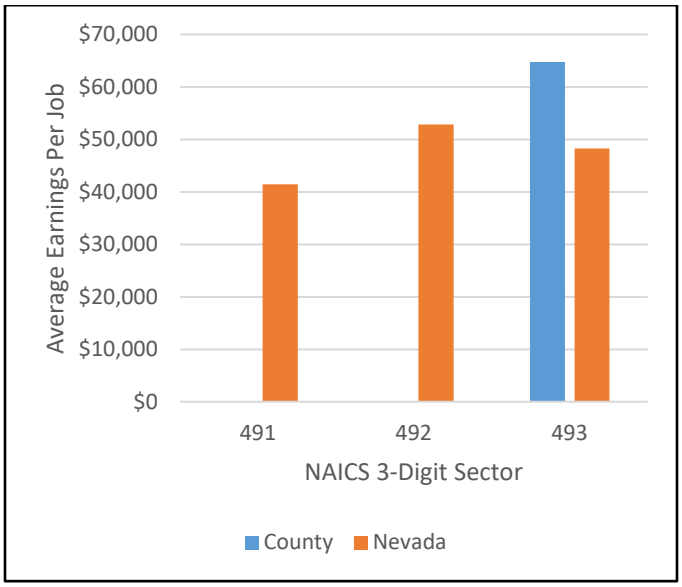



*Figure 78. Douglas County vs State Comparison, NAICS Sector 49, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

Total Douglas jobs in Information (Sector 51) have increased between 2010-2020. Motion Picture and Sound Recording Industries and Telecommunications is the only subsectors that saw a decrease in jobs in this timeframe.

Total sales for this sector were $107.9 million in 2020, with $89.7 million of that falling into the in-region sales category. Imports for Sector 51 were $171.6 million in 2020, while exported sales were $18 million. With imports that are ten times higher than exported sales, it shows an opportunity to grow businesses in Information within the county.

*Table 84. Douglas County NAICS Sector 51, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **511: Publishing Industries (except Internet)** | 18 | 52 | 16 | $114,478 | $7,671,465 |
| **512: Motion Picture and Sound Recording Industries** | 57 | 18 | 2 | $115,296 | $2,744,707 |
| **515: Broadcasting (except Internet)** | <10 | <10 | 1 | Insf. Data | $775,629 |
| **517: Telecommunications** | 60 | 53 | 7 | $98,055 | $6,406,249 |
| **518: Data Processing, Hosting, and Related Services** | 14 | 25 | 9 | $154,673 | $4,363,279 |
| **519: Other Information Services** | <10 | 40 | 8 | $58,391 | $3,367,008 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 85 Douglas County NAICS Sector 51, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **511** | $23,383,556 | $19,474,044 | $3,909,512 | $32,822,986 | $445,324 |
| **512** | $9,712,874 | $7,947,721 | $1,765,153 | $8,071,197 | $548,999 |
| **515** | $3,967,597 | $2,006,431 | $1,961,165 | $21,269,321 | $45,944 |
| **517** | $40,875,683 | $32,374,564 | $8,501,119 | $55,272,457 | $2,644,327 |
| **518** | $16,794,457 | $16,141,432 | $653,026 | $11,332,833 | $250,357 |
| **519** | $13,237,803 | $11,876,384 | $1,361,419 | $42,819,989 | $139,540 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 79. Douglas County NAICS Sector 51 Total Jobs by 3-Digit Sector, 2011 to 2021*

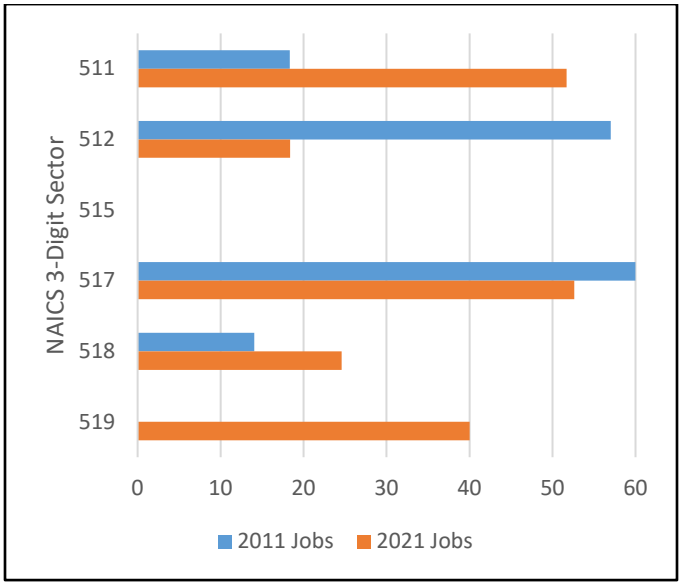
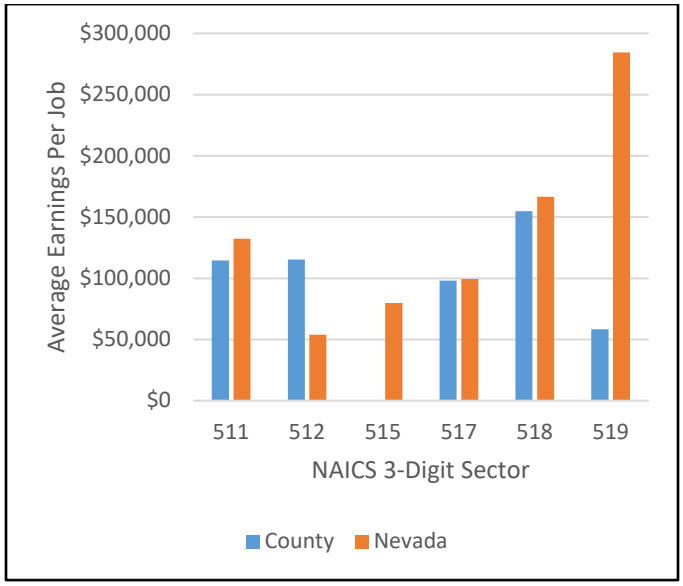



*Figure 80. Douglas County vs State Comparison, NAICS Sector 51, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

Total Douglas jobs in Finance and Insurance (Sector 52) increased overall by a small margin. The Insurance Carriers and Related Activities subsector saw the largest growth from 2010-2020 of 61 jobs.

Total sales for this sector were $309.5 million for the year 2020, with the largest portion of that falling into the exported sales category. The Funds, Trusts, and Other Financial Vehicles subsector had exported sales over $8.4 million itself. Imports for Finance and Insurance were $260.1 million, and $38 million of that falls into the Securities, Commodity Contracts, and Other Financial Investments and Related Activities subsector.

*Table 86. Douglas County NAICS Sector 52, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 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** | 228 | 242 | 44 | $146,140 | $38,741,518 |
| **523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities** | 91 | 96 | 32 | $138,733 | $43,293,708 |
| **524: Insurance Carriers and Related Activities** | 105 | 166 | 36 | $95,490 | $20,885,575 |
| **525: Funds, Trusts, and Other Financial Vehicles** | <10 | 0 | 0 | $0 | $5,512,219 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 87. Douglas County NAICS Sector 52, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **521** | $0 | $0 | $0 | $1,656,089 | $0 |
| **522** | $120,511,349 | $63,744,573 | $56,766,776 | $101,065,651 | $3,227,079 |
| **523** | $96,359,681 | $65,325,883 | $31,033,798 | $38,448,457 | $1,029,790 |
| **524** | $73,357,694 | $53,864,120 | $19,493,574 | $98,891,716 | $989,322 |
| **525** | $19,202,806 | $10,820,874 | $8,381,932 | $20,054,728 | $76,260 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 81 Douglas County NAICS Sector 52 Total Jobs by 3-Digit Sector, 2011 to 2021*

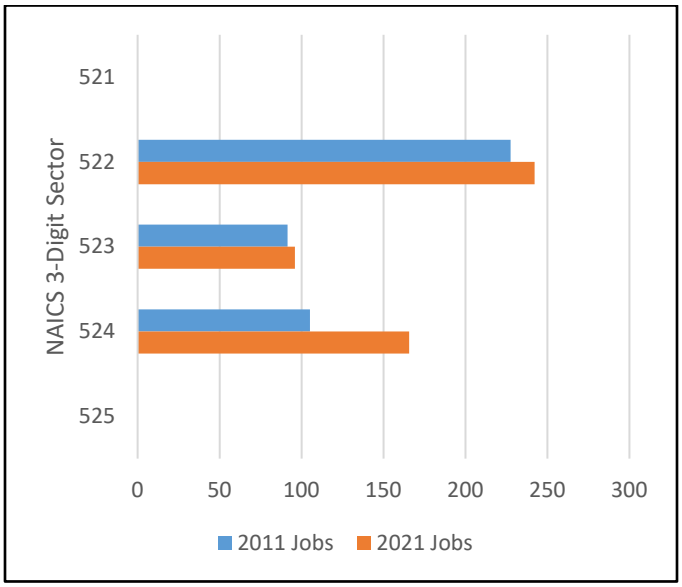
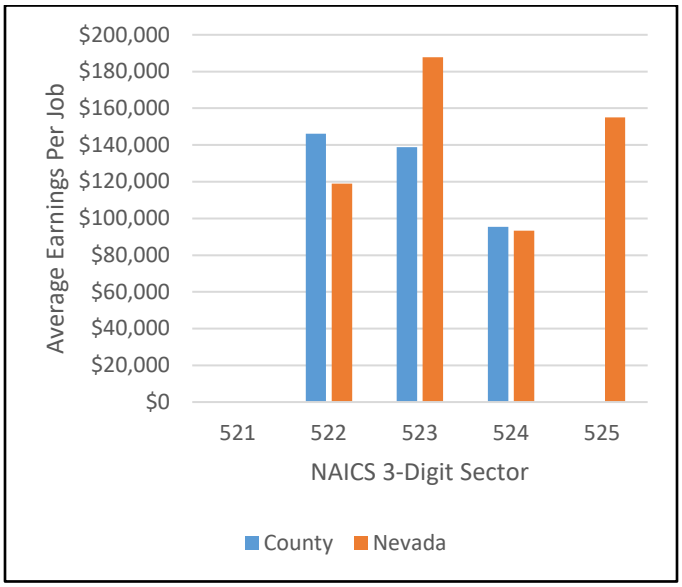



*Figure 82. Douglas County vs State Comparison, NAICS Sector 52, Average Earnings per Job by 3-Digit Sector, 2021*



# 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 names, 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**

Total Douglas jobs in Real Estate and Rental and Leasing (Sector 53) have increased from 2010-2020.

Total sales for this sector were $595.7 million in 2020, with $368.1 million of that falling into the exported sales category. Imports for Sector 53 were $13.5 million in 2020. Exported sales far outpacing imports shows stability and potential sustainability of Real Estate businesses within the county.

*Table 88. Douglas County NAICS Sector 53, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **531: Real Estate** | 522 | 486 | 103 | $71,785 | $92,903,276 |
| **532: Rental and Leasing Services** | 65 | 44 | 14 | $78,061 | $6,292,738 |
| **533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)** | <10 | <10 | 2 | Insf. Data | $4,531,630 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 89 Douglas County NAICS Sector 53, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **531** | $313,455,735 | $198,056,844 | $115,398,891 | $2,429,118 | $13,729,266 |
| **532** | $27,769,997 | $13,665,868 | $14,104,129 | $11,106,134 | $2,859,544 |
| **533** | $254,405,495 | $15,765,931 | $238,639,564 | $563 | $6,316,806 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 83. Douglas County NAICS Sector 53 Total Jobs by 3-Digit Sector, 2011 to 2021*

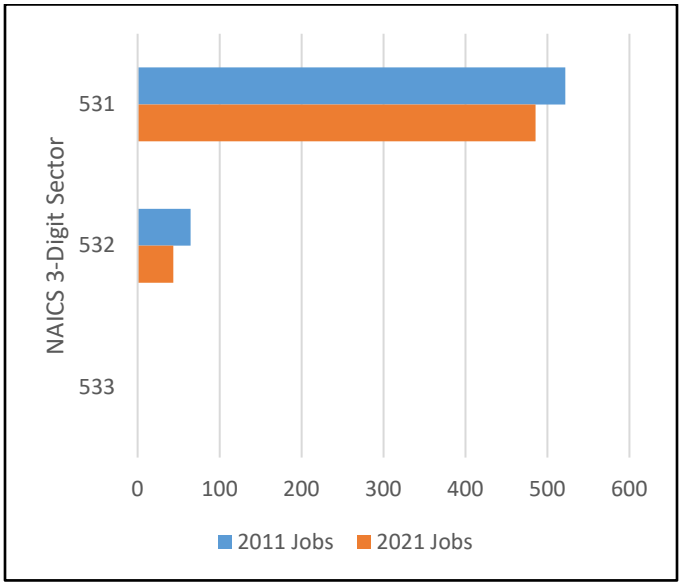
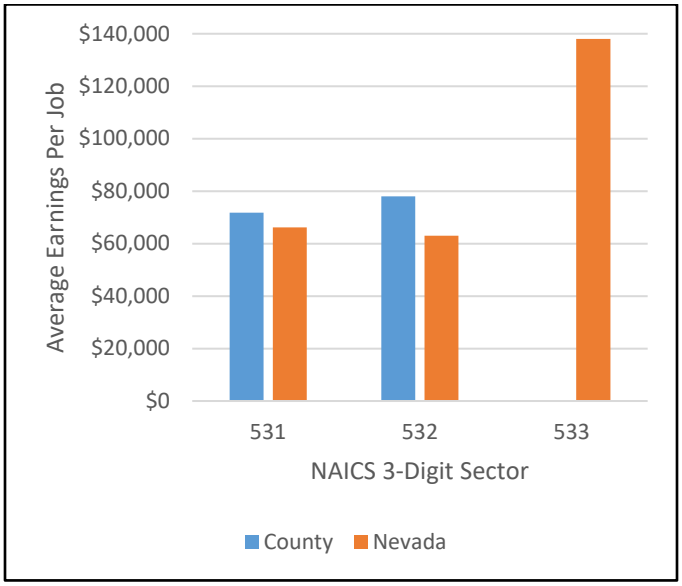



*Figure 84. Douglas County vs State Comparison, NAICS Sector 53, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

Total Douglas jobs in Professional, Scientific, and Technical Services (Sector 54) have increased slightly from 2010-2020.

Total sales for this sector were $275 million in 2020, with the largest portion of that falling into the in-region sales category. Exported sales for Professional, Scientific, and Technical Services were $93.4 million in 2020, while imports this same year were $111.1 million. The large difference between exported sales and imports shows an opportunity to grow businesses and services within the county.

*Table 90. Douglas County NAICS Sector 54, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **541: Professional, Scientific, and Technical Services** | 970 | 1,168 | 269 | $109,730 | $161,362,769 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 91. Douglas County NAICS Sector 54, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **541** | $275,246,855 | $181,856,514 | $93,390,342 | $111,090,783 | $5,246,658 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 85. Douglas County NAICS Sector 54 Total Jobs by 3-Digit Sector, 2011 to 2021*

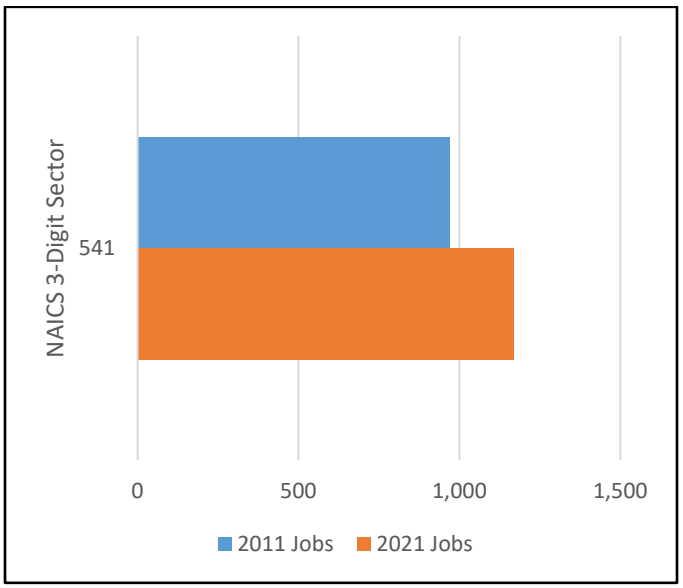
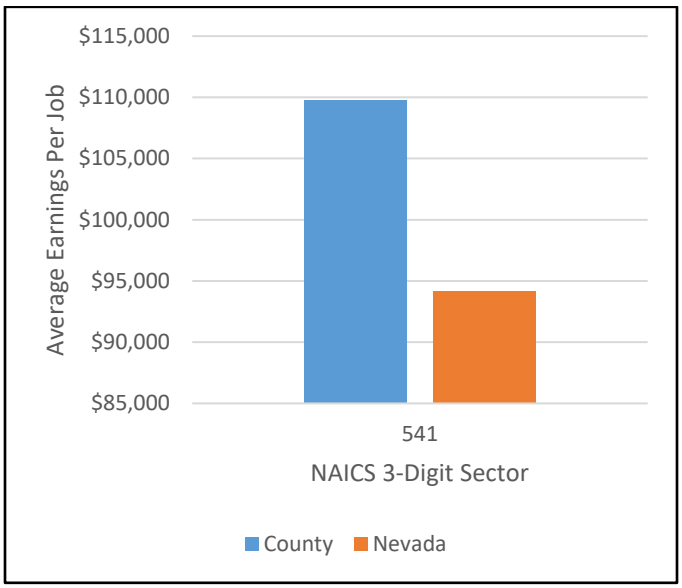



*Figure 86. Douglas County vs State Comparison, NAICS Sector 54, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

Total Douglas jobs in Management of Companies and Enterprises (Sector 55) have slightly decreased between 2010-2020.

Total sales for this sector were $76.7 million in 2020, with $23.9 million of that falling into the exported sales category. Imports on the other hand, sat around 56 million this same year. The difference between exported sales and imports, shows a great opportunity to expand businesses in Sector 55 within the county.

*Table 92. Douglas County NAICS Sector 55, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **551: Management of Companies and Enterprises** | 168 | 162 | 54 | $232,904 | $42,628,729 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 93 Douglas County NAICS Sector 55, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **551** | $76,703,359 | $52,775,834 | $23,927,525 | $56,732,237 | $1,358,301 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 87. Douglas County NAICS Sector 55 Total Jobs by 3-Digit Sector, 2011 to 2021*

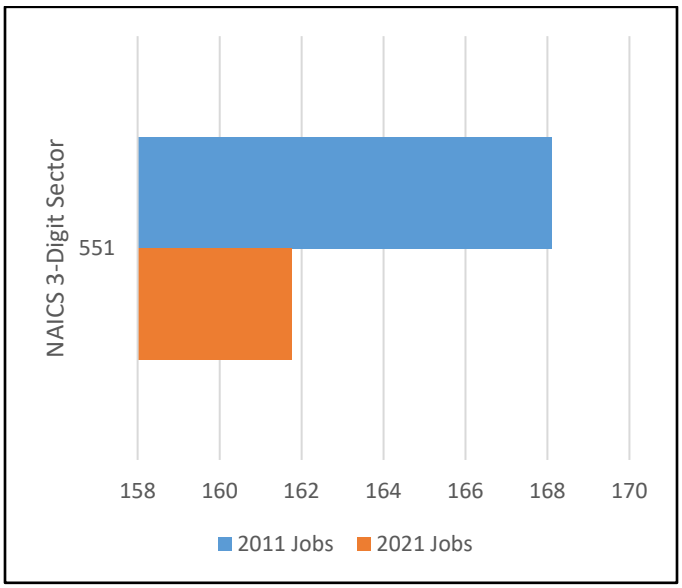
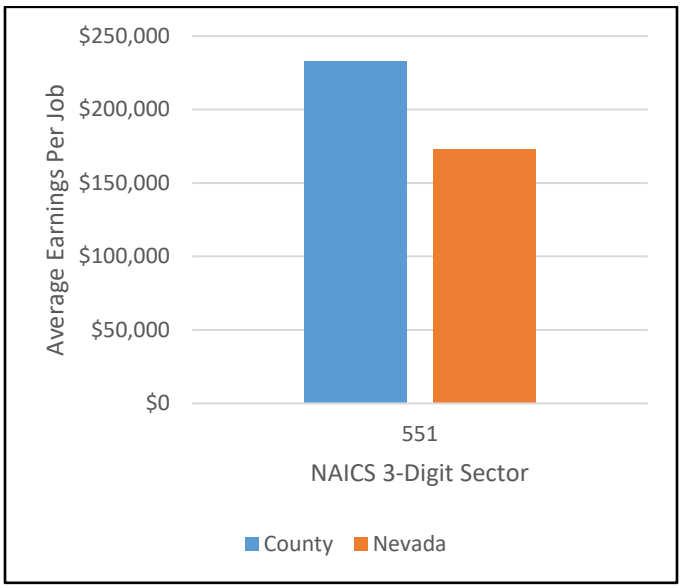



*Figure 88. Douglas County vs State Comparison, NAICS Sector 55, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Administrative, Support, Waste Management, and Remediation Services (Sector 56) have increased slightly between 2010-2020. This growth has all come in the Administrative and Support Services subsector.

Total sales for this sector were $118.5 million in 2020, with $83.3 million of that falling into the in-region sales category. Exported sales for Sector 56 were $35.1 million in 2020, while imports were $84.5 million this same year. The large gap between exported sales and imports shows an opportunity to grow businesses within the county.

*Table 94. Douglas County NAICS Sector 56, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **561: Administrative and Support Services** | 794 | 891 | 120 | $45,563 | $51,733,289 |
| **562: Waste Management and Remediation Services** | 27 | 46 | 5 | $74,747 | $3,498,106 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 95 Douglas County NAICS Sector 56, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **561** | $107,251,057 | $80,038,605 | $27,212,451 | $71,026,038 | $1,892,653 |
| **562** | $11,165,295 | $3,313,580 | $7,851,715 | $13,516,235 | $456,776 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 89. Douglas County NAICS Sector 56 Total Jobs by 3-Digit Sector, 2011 to 2021*

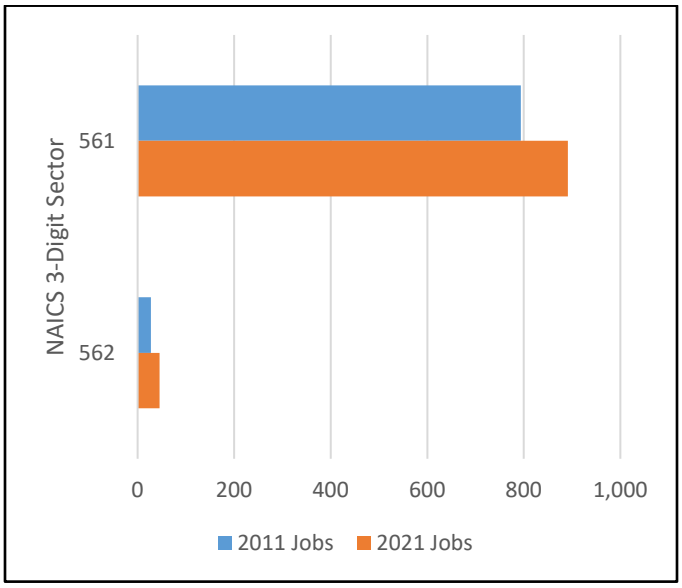
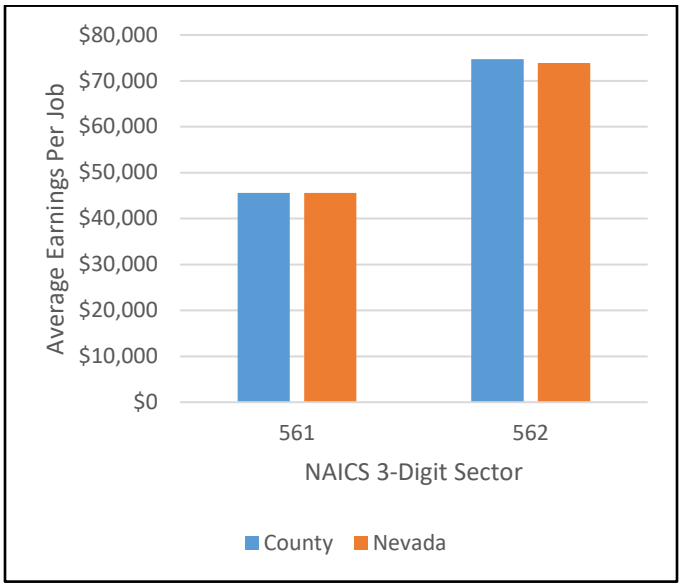



*Figure 90. Douglas County vs State Comparison, NAICS Sector 56, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Educational Services (Sector 61) have grown by 21 jobs from 2010-2021.

Total sales for this sector were $9.4 million in 2020, with $6.5 million of that being in-region sales. Exported sales for Educational Services were $2.7 million in 2020, while imports were $43 million. The large difference between exported sales and imports shows an opportunity to grow Educational Services within the county.

*Table 96. Douglas County NAICS Sector 61, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **611: Educational Services** | 163 | 184 | 13 | $20,631 | $5,951,431 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 97. Douglas County NAICS Sector 61, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **611** | $9,355,375 | $6,495,039 | $2,860,335 | $43,275,052 | $278,072 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 91. Douglas County NAICS Sector 61 Total Jobs by 3-Digit Sector, 2011 to 2021*

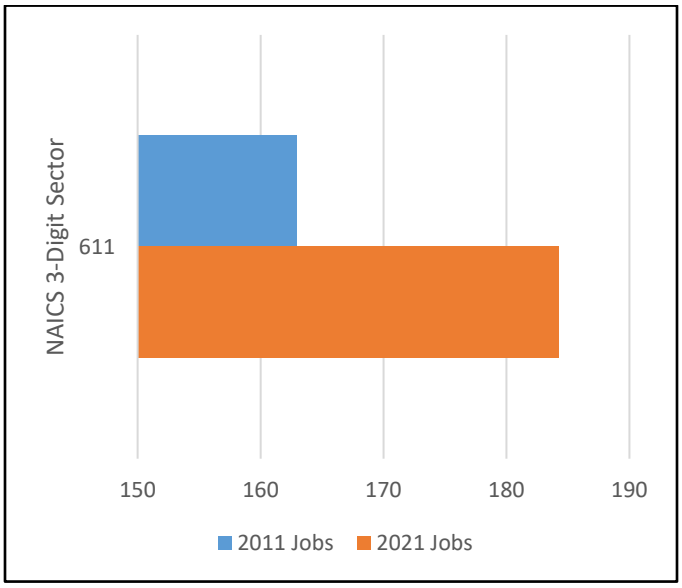
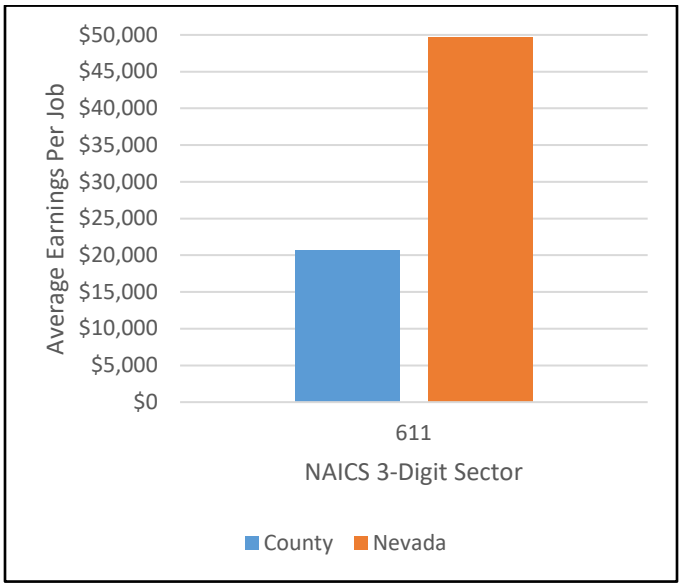



*Figure 92. Douglas County vs State Comparison, NAICS Sector 61, Average Earnings per Job by 3-Digit Sector, 2021*



# 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, namely, 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**

In Douglas, total jobs in Health Care and Social Assistance (Sector 62) have increased by 239 positions between 2010-2020. All subsectors saw growth in total jobs during this timeframe.

Total sales for this sector were $226 million in 2020, with $190.8 million falling into the in-region sales category. Imports for Sector 62 were $214.4 million in 2020, which far outpaced exported sales this same year. The large difference between exported sales and imports shows an opportunity to grow Health Care within the county.

*Table 98. Douglas County NAICS Sector 62, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **621: Ambulatory Health Care Services** | 672 | 792 | 87 | $83,916 | $77,203,951 |
| **622: Hospitals** | 284 | 343 | 1 | $78,275 | $27,275,914 |
| **623: Nursing and Residential Care Facilities** | 212 | 200 | 7 | $52,275 | $10,803,692 |
| **624: Social Assistance** | 155 | 227 | 15 | $32,493 | $8,269,104 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 99. Douglas County NAICS Sector 62, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **621** | $127,283,525 | $104,588,992 | $22,694,533 | $74,335,575 | $1,374,471 |
| **622** | $60,340,652 | $52,918,152 | $7,422,500 | $95,647,473 | $1,173,242 |
| **623** | $19,890,793 | $17,217,630 | $2,673,163 | $22,039,717 | $639,504 |
| **624** | $19,008,204 | $16,224,173 | $2,784,031 | $22,584,253 | $310,757 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 93. Douglas County NAICS Sector 62 Total Jobs by 3-Digit Sector, 2011 to 2021*

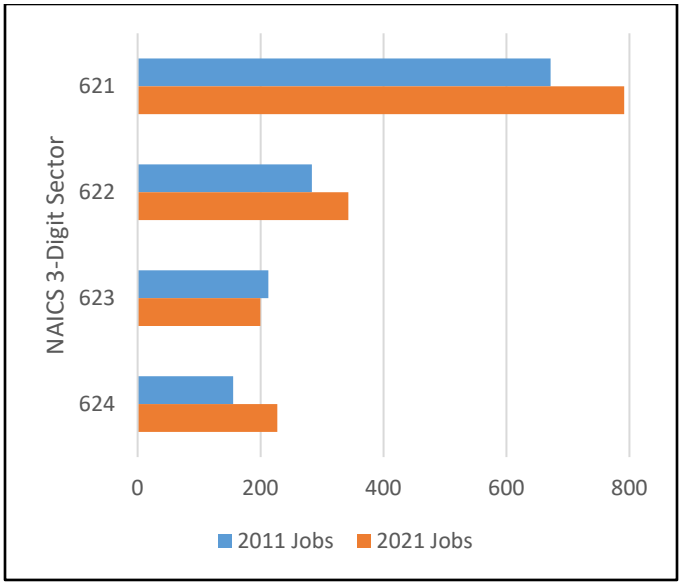
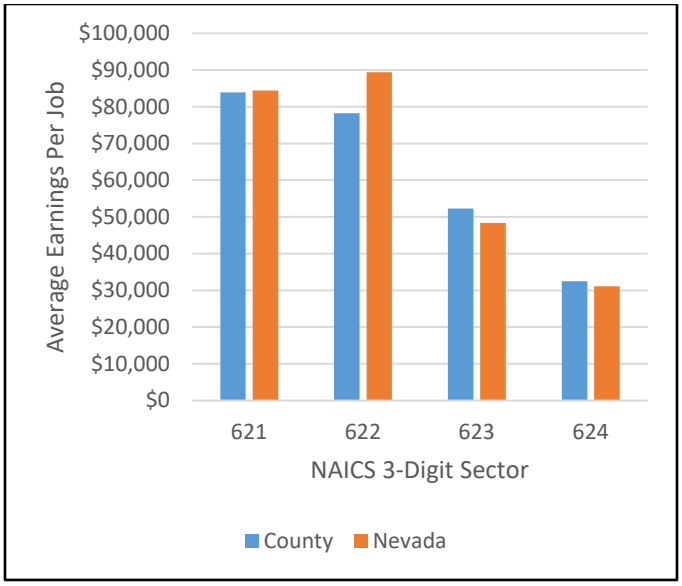



*Figure 94. Douglas County vs State Comparison, NAICS Sector 62, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Arts, Entertainment, and Recreation (Sector 71) increased from 2010-2020. The Amusement, Gambling, and Recreation Industries subsector grew by 418 jobs during this timeframe.

Total sales for this sector were $125.6 million in 2020, with $100.9 million of that falling into the exported sales category. Imports for Arts, Entertainment, and Recreation were $6.9 million in 2020. Exported sales far outpacing imports shows stability and possible sustainability in this sector within the county.

*Table 100 Douglas County NAICS Sector 71, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **711: Performing Arts, Spectator Sports, and Related Industries** | 86 | 77 | 10 | $39,907 | $6,829,738 |
| **712: Museums, Historical Sites, and Similar Institutions** | <10 | <10 | 2 | Insf. Data | $477,791 |
| **713: Amusement, Gambling, and Recreation Industries** | 557 | 984 | 31 | $46,148 | $46,789,751 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 101 Douglas County NAICS Sector 71, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **711** | $9,900,817 | $6,320,220 | $3,580,597 | $6,905,161 | $680,575 |
| **712** | $1,069,696 | $803,941 | $265,756 | $1,408,181 | $74,992 |
| **713** | $114,568,621 | $17,156,884 | $97,411,737 | $3,484,902 | $13,870,361 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 95 Douglas County NAICS Sector 71 Total Jobs by 3-Digit Sector, 2011 to 2021*

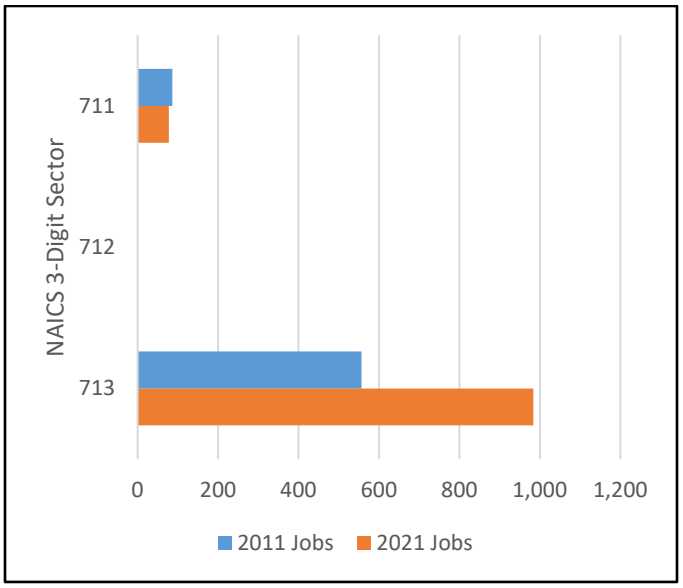
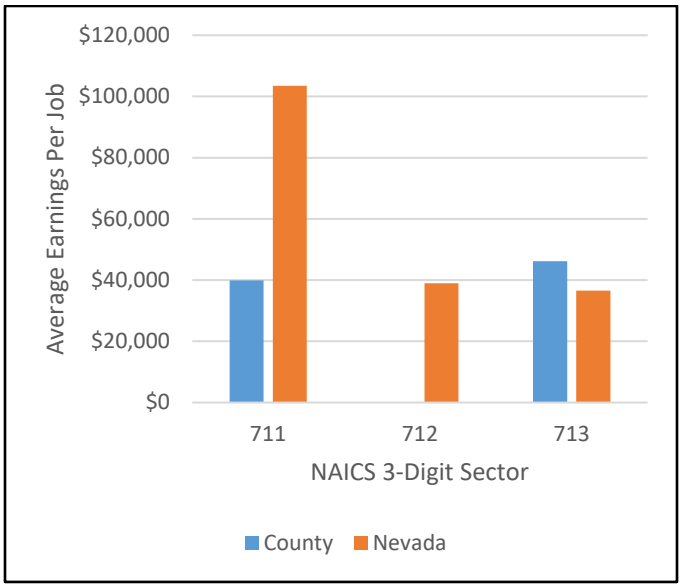



*Figure 96 Douglas County vs State Comparison, NAICS Sector 71, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Accommodation and Food Services (Sector 72) have stayed about the same from 2010-2020. The loss of jobs in the Accommodation subsector were met by the increase of jobs in the Food Services and Drinking places subsector.

Total sales in this sector were $493.9 million in 2020, with $347 million of that falling into the exported sales category. Imports for Accommodation and Food Services were $6 million in 2020. Exported sales far outpacing imports for this sector show stability and possible sustainability within the county.

*Table 102. Douglas County NAICS Sector 72, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **721: Accommodation** | 4,130 | 2,518 | 21 | $51,378 | $133,040,634 |
| **722: Food Services and Drinking Places** | 1,478 | 1,488 | 105 | $29,334 | $45,782,605 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 103 Douglas County NAICS Sector 72, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **721** | $355,650,096 | $30,191,014 | $325,459,081 | $3,270,770 | $72,793,178 |
| **722** | $138,155,884 | $116,643,923 | $21,511,961 | $6,205,261 | $12,920,895 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 97. Douglas County NAICS Sector 72 Total Jobs by 3-Digit Sector, 2011 to 2021*

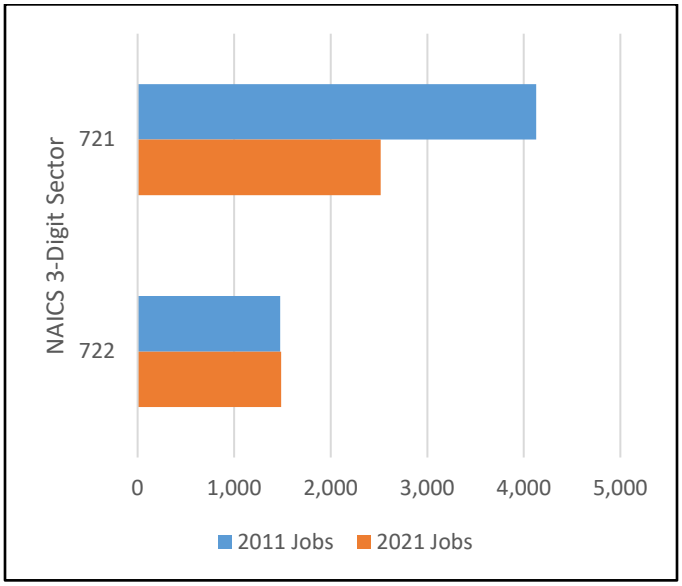
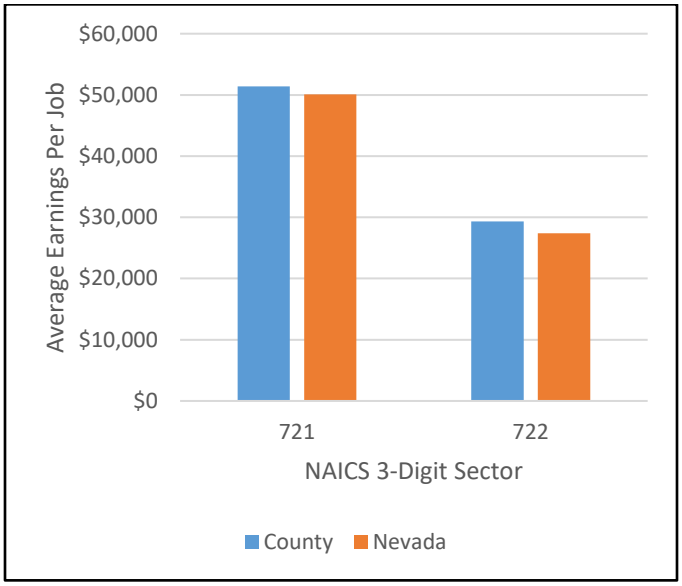



*Figure 98. Douglas County vs State Comparison, NAICS Sector 72, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In Douglas, total jobs in Other Services (Except Public Administration) have increased from 2010-2020. All subsectors in this sector have increased in total jobs during this timeframe except for Private Households.

Total sales for this sector were $88.9 million in 2020, with $68.7 million of that falling into the in-region sales category. Imports for Other Services were $30.6 million in 2020, while exported sales were $20.8 million this same year. The disparity between exported sales and imports shows an opportunity to grow businesses within the county.

*Table 104. Douglas County NAICS Sector 81, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **811: Repair and Maintenance** | 194 | 274 | 45 | $46,996 | $16,413,005 |
| **812: Personal and Laundry Services** | 243 | 279 | 30 | $28,313 | $15,505,229 |
| **813: Religious, Grantmaking, Civic, Professional, and Similar Organizations** | 254 | 270 | 18 | $31,813 | $8,975,872 |
| **814: Private Households** | 663 | 630 | 18 | $16,252 | $10,300,235 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 105. Douglas County NAICS Sector 81, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **811** | $31,946,677 | $25,321,470 | $6,625,207 | $3,251,015 | $2,804,429 |
| **812** | $24,510,375 | $19,462,831 | $5,047,544 | $9,475,778 | $992,193 |
| **813** | $22,110,105 | $19,426,950 | $2,683,155 | $17,932,370 | $224,060 |
| **814** | $10,300,235 | $4,485,642 | $5,814,592 | $173 | $0 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 99. Douglas County NAICS Sector 81 Total Jobs by 3-Digit Sector, 2011 to 2021*

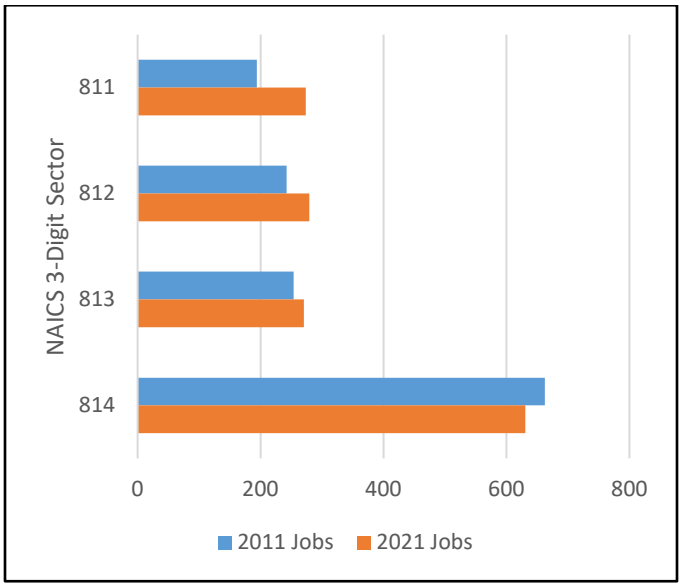
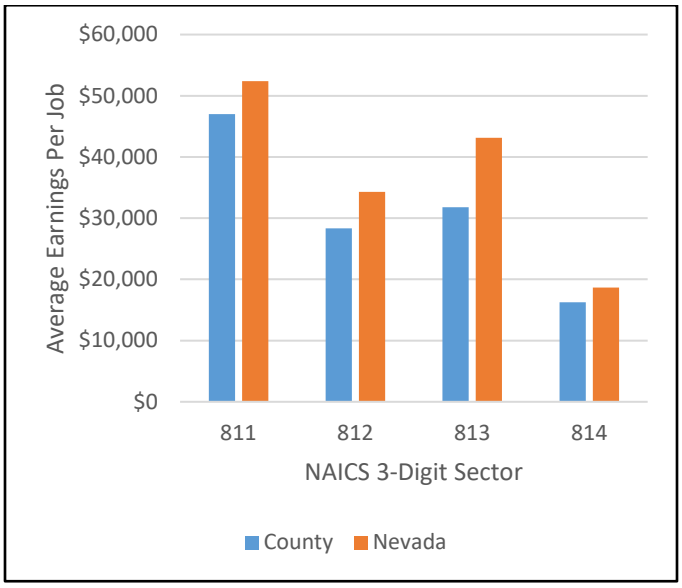



*Figure 100. Douglas County vs State Comparison, NAICS Sector 81, Average Earnings per Job by 3-Digit Sector, 2021*



# 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-emsi-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**

Total jobs in Public Administration (Sector 90) has seen a small increase of 16 jobs from 2010-2020.

Total sales for this sector were $770 million in 2020, with an almost equal split for in-region and exported sales. Imports for Public Administration were $1.5 billion in 2020.

*Table 106. Douglas County NAICS Sector 90, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **901: Federal Government** | 228 | 230 | 13 | $59,961 | $14,390,463 |
| **902: State Government** | 107 | 124 | 10 | $103,594 | $13,088,639 |
| **903: Local Government** | 1,994 | 1,991 | 31 | $82,275 | $166,598,066 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 107. Douglas County NAICS Sector 90, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **901** | $167,744,795 | $4,206,105 | $163,538,690 | $1,081,999,812 | $0 |
| **902** | $145,569,791 | $0 | $145,569,791 | $314,325,336 | $0 |
| **903** | $457,313,945 | $364,038,007 | $93,275,938 | $89,520,515 | $0 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 101. Douglas County NAICS Sector 90 Total Jobs by 3-Digit Sector, 2011 to 2021*

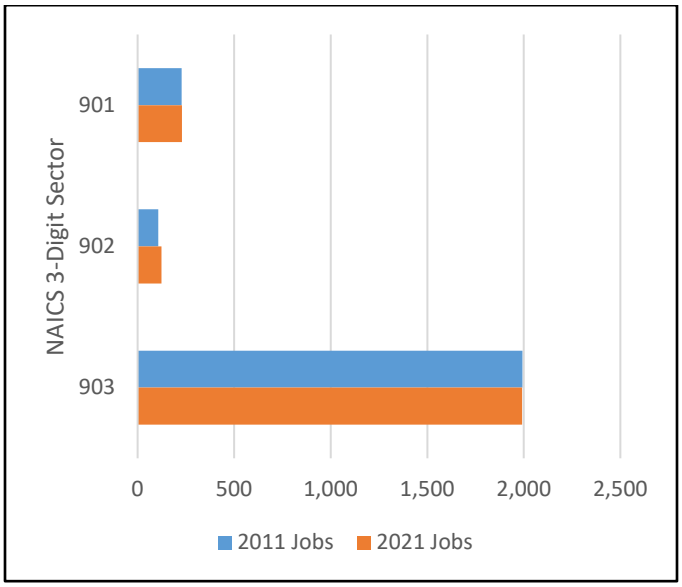
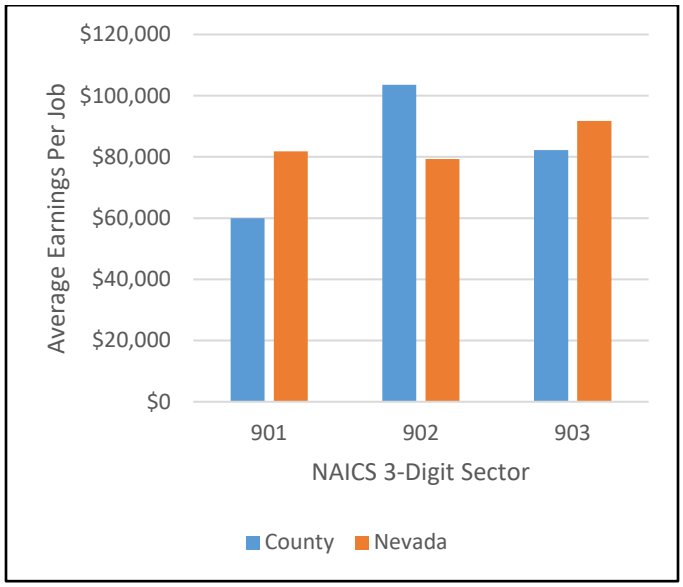



*Figure 102. Douglas County vs State Comparison, NAICS Sector 90, Average Earnings per Job by 3-Digit Sector, 2021*



# 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**

In 2018, there were no unclassified industries in Douglas County.

*Table 108 Douglas County NAICS Sector 99, 3-Digit Snapshot: Jobs and Earnings, 2021*

| NAICS | 2011 Jobs | 2021 Jobs | Payroll Businesses | Average Earnings/Job | Total Industry Earnings |
|---|---|---|---|---|---|
| **999: Unclassified Industry** | 0 | 0 | 0 | $0 | $0 |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Table 109 Douglas County NAICS Sector 99, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021*

| NAICS | Total Sales | In-Region Sales | Exported Sales | Imports | Taxes Paid |
|---|---|---|---|---|---|
| **999** | Insf. Data | Insf. Data | Insf. Data | Insf. Data | Insf. Data |

*Source: Emsi Burning Glass 2022.1*
*For those industries where data was suppressed, 'Insf. Data' or '<10' show*

*Figure 103. Douglas County NAICS Sector 99 Total Jobs by 3-Digit Sector, 2011 to 2021*

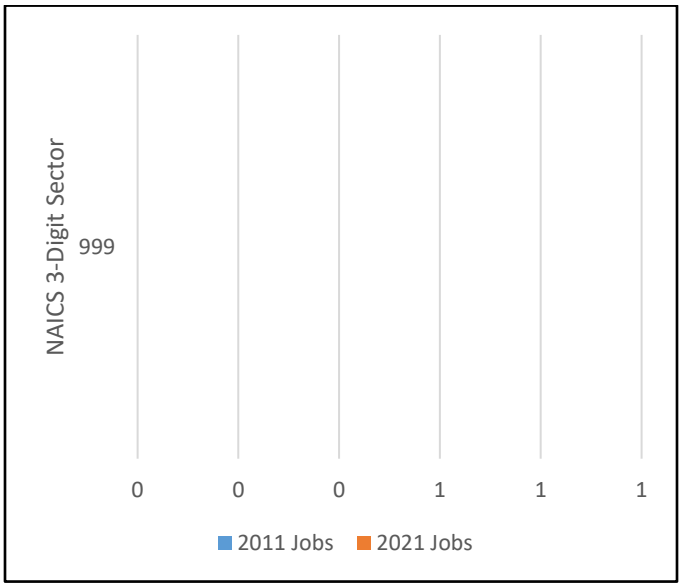
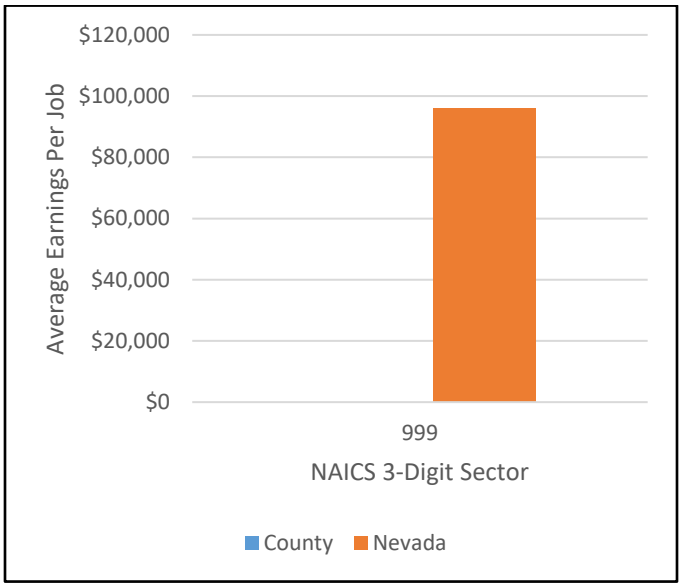



*Figure 104. Douglas County vs State Comparison, NAICS Sector 99, Average Earnings per Job by 3-Digit Sector, 2021*



# 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
- U.S. Geological Survey

**This Section Contains:**



## County Breakdown

### Land Management and Coverage:

The largest Land Management category in Douglas County falls into the BLM sector at 34.3%. The other categories with large portion of land management are City/ County/ Other/ Private (29.6%) and US Forrest Services (17.9%).

Similar to neighboring counties, Douglas is covered most notably by Shrubland (46%). Grasslands cover 27% of the county, while Forest makes up 16% of lands.

### Federal Land Payments:

In 2019, PILT payments made up 96.4% of all Federal Land Payments within Douglas County. From 2003-2019, this was the case for most years outside of 2004 and 2006.

### Taxation:

The majority of total Consolidated Tax Distribution in Douglas County came from SCCRT. The other sectors contributing to the total CTX comes from BCCRT and GST.

Taxable sales in Douglas County saw its best years between 2006-2008, reaching just over $1 billion in 2006. Following 2008, taxable sales were consistently in the $600-700 million range up into 2017.

### Gaming:

Gaming win in Douglas County has fluctuated over the 11-year window, but resulted in very little overall change from 2010-2021. The lowest point for gaming win was 225M in 2020 and its high came in the next year at 296M in 2021.

Gaming taxes for Douglas County have not shifted by more than $2 million dollars any year between 2010-2021, despite their fluctuation.

# Land Management

**Definition**

Land management is the amount of land managed 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 110. Douglas County Land Management, 2021*

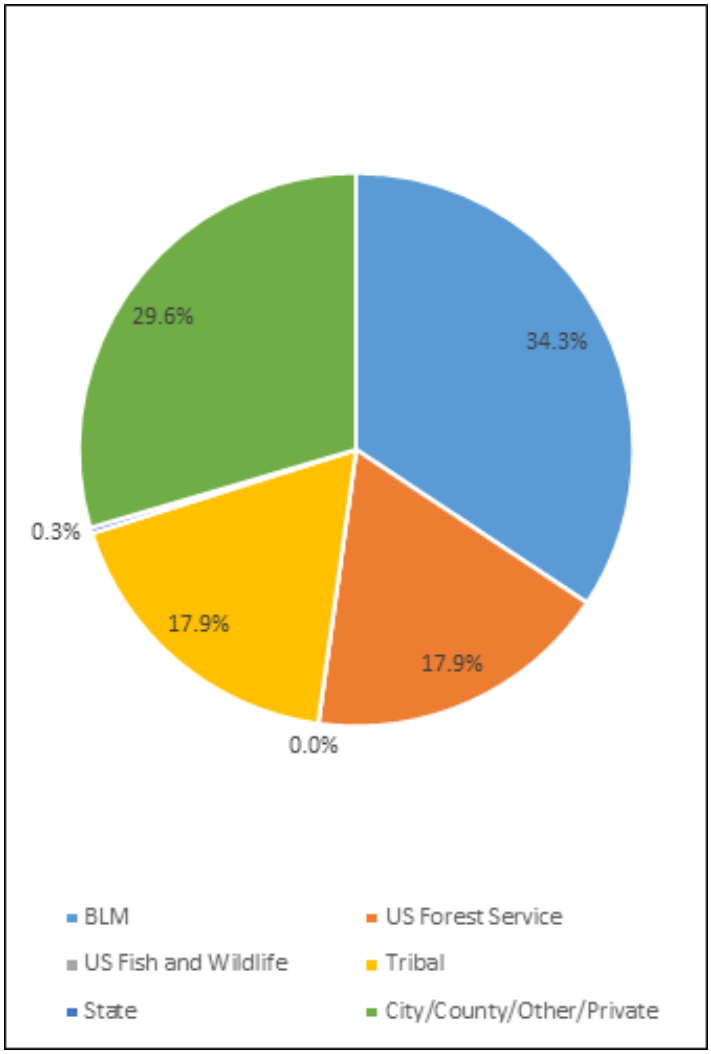
| Land Manager | Acres | Percentage |
|---|---|---|
| **BLM** | 162,077 | 34.3% |
| **Department of Defense** | 0 | 0.0% |
| **US Forest Service** | 84,314 | 17.9% |
| **US Fish and Wildlife** | 39 | 0.0% |
| **National Park Service** | 0 | 0.0% |
| **Other Federal** | 0 | 0.0% |
| **Tribal** | 84,580 | 17.9% |
| **State** | 1,539 | 0.3% |
| **City/County/Other/Private** | 139,544 | 29.6% |
| **Total Acreage** | 472,093 | 100.0% |

*Source: U.S. Geological Survey (USGS) Gap Analysis Project (GAP), 2021, Protected Areas Database of the United States (PAD-US) 2.1 Spatial Analysis and Statistics: U.S. Geological Survey data release, https://doi.org/10.5066/P9KJLB3Q*

**County Breakdown**

The largest Land Management category in Douglas County falls into the BLM sector at 34.3%. The other categories with large portion of land management are City/ County/ Other/ Private (29.6%) and US Forrest Services (17.9%). The state also accounted for 0.3% of the land management total acres.

*Figure 105. Douglas County Percent Distribution of Land Management, 2021*






EXTENSION
College of Agriculture, Biotechnology & Natural Resources

# 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 111. Douglas County Type of Land Coverage, 2006*

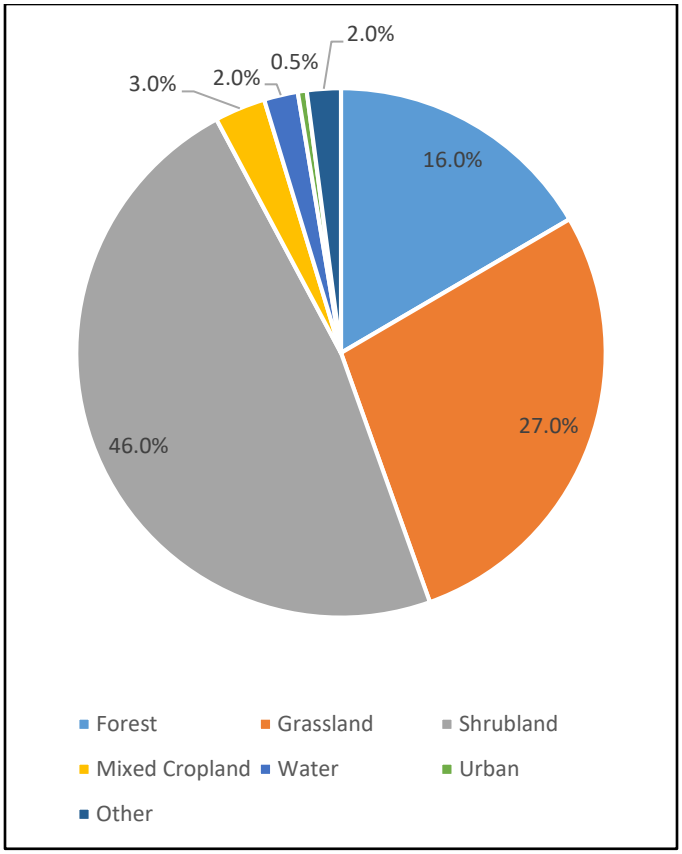
| | 2006 |
|---|---|
| **Total Area** (Acres) | 472,092 |
| **Forest** | 16.0% |
| **Grassland** | 27.0% |
| **Shrubland** | 46.0% |
| **Mixed Cropland** | 3.0% |
| **Water** | 2.0% |
| **Urban** | 0.5% |
| **Other** | 2.0% |

*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**

Similar to neighboring counties, Douglas is covered most notably by Shrubland (46%). Grasslands cover 27% of the county, while Forest makes up 16% of lands. Only 0.5% of lands are considered Urban within Douglas County.

*Figure 106. Douglas County 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?**

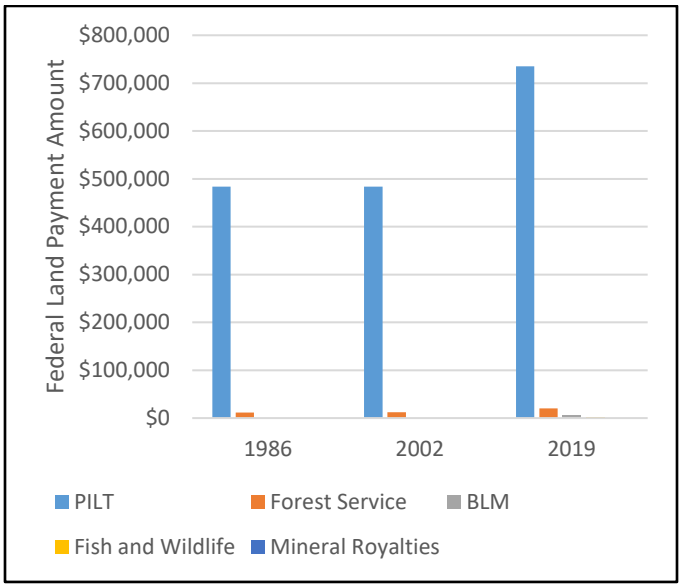
Monies for each receiver are for reporting, budgeting, and projecting reasons. Entities might be interested in the abundance of certain county resources (e.g. Minerals).

*Table 112. Douglas County Total Federal Land Payment and Distribution by Origin, 2019*

| 2019 | |
|---|---|
| **Total Federal Land Payments** | $762,311 |
| **PILT** | 96.4% |
| **Forest Service Payments** | 2.7% |
| **BLM Payments** | 0.7% |
| **USFWS Refuge Payments** | 0.1% |
| **Federal Mineral Royalties** | 0.0% |

*Sources: See below table.*
*All amounts shown in 2021 dollars*

*Figure 107. Douglas County Distribution of Federal Land Payments by Origin, 1986 to 2019*




**County Breakdown**

In 2019, PILT payments made up 96.4% of all Federal Land Payments within Douglas County. From 2003-2019, this was the case for most years outside of 2004 and 2006.

*Table 113. Douglas County Federal Land Payments by Origin of Payment, 2003 to 2019*

| Year | PILT | Forest Service | BLM | Fish and Wildlife | Mineral Royalties | Total Federal Payment |
|---|---|---|---|---|---|---|
| **2003** | $540,448 | $12,187 | $0 | $0 | $0 | $552,635 |
| **2004** | $539,678 | $12,066 | $839,189 | $0 | $0 | $1,390,933 |
| **2005** | $532,410 | $11,953 | $1,525 | $0 | $0 | $545,888 |
| **2006** | $515,942 | $11,643 | $1,302,880 | $2,783 | $0 | $1,833,248 |
| **2007** | $489,931 | $11,348 | $1,337 | $2,434 | $0 | $505,050 |
| **2008** | $745,492 | $38,994 | $689 | $0 | $0 | $785,175 |
| **2009** | $767,364 | $36,483 | $50,440 | $0 | $0 | $854,287 |
| **2010** | $757,450 | $33,248 | $9,618 | $0 | $0 | $800,316 |
| **2011** | $743,341 | $35,311 | $10,086 | $0 | $0 | $788,738 |
| **2012** | $738,432 | $39,176 | $48,629 | $903 | $0 | $827,140 |
| **2013** | $706,476 | $37,245 | $6,059 | $835 | $0 | $750,615 |
| **2014** | $738,235 | $30,691 | $5,802 | $963 | $0 | $775,691 |
| **2015** | $727,917 | $32,943 | $7,053 | $900 | $0 | $768,813 |
| **2016** | $733,690 | $8,205 | $6,629 | $937 | $0 | $749,461 |
| **2017** | $733,622 | $26,293 | $8,836 | $1,041 | $0 | $769,792 |
| **2018** | $740,769 | $23,739 | $6,196 | $827 | $0 | $771,531 |
| **2019** | $735,222 | $20,518 | $5,640 | $931 | $0 | $762,311 |

*Sources: U.S. Department of Interior. 2020. Payments in Lieu of Taxes (PILT), Washington, D.C.; U.S. Department of Agriculture. 2020. Forest Service, Washington, D.C.; U.S. Department of Interior. 2018. Bureau of Land Management, Washington, D.C.; U.S. Department of Interior. 2020. U.S. Fish and Wildlife Service, Washington, D.C.; U.S. Department of Interior. 2020. Office of Natural Resources Revenue, Washington, D.C.*
*All amounts are shown in 2021 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?**

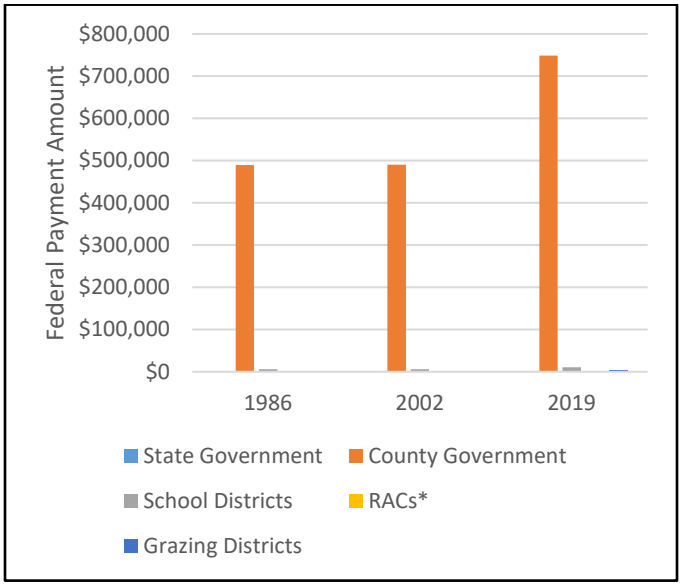
The distribution of federal land payments to certain sectors shows how the money is spent. Future projects and remodeling of the government structure is dependent on how effective past projects were funded while budgets were met.

*Table 114. Douglas County Total Federal Land Payment and Distribution by Receiving Entity, 2019*

| 2019 | |
|---|---|
| **Total Federal Land Payments** | $762,311 |
| **State Government** | 0.0% |
| **County Government** | 98.2% |
| **Local School Districts** | 1.3% |
| **RACs** | 0.0% |
| **Grazing Districts** | 0.4% |

*Sources: See below table.*
*All amounts shown in 2021 dollars*

*Figure 108. Douglas County Distribution of Federal Land Payments by Local Entity, 1986 to 2019*




**County Breakdown**

From 2003 to 2019, total Federal Land Payments go predominately to County Government. In 2019 this number was 98.2% of all funds.

*Table 115. Douglas County Distribution of Federal Land Payments to Local Entities, 2003 to 2019*

| Year | State Government | County Government | School Districts | RACs* | Grazing Districts | Total Federal Payment |
|---|---|---|---|---|---|---|
| **2003** | $0 | $546,542 | $6,093 | $0 | $0 | $552,635 |
| **2004** | $0 | $1,384,454 | $6,032 | $0 | $447 | $1,390,933 |
| **2005** | $0 | $538,550 | $5,976 | $0 | $1,361 | $545,887 |
| **2006** | $0 | $1,826,906 | $5,821 | $0 | $520 | $1,833,247 |
| **2007** | $0 | $498,072 | $5,674 | $0 | $1,303 | $505,049 |
| **2008** | $0 | $764,989 | $19,498 | $0 | $689 | $785,176 |
| **2009** | $0 | $828,279 | $18,241 | $0 | $7,766 | $854,286 |
| **2010** | $0 | $778,880 | $16,625 | $0 | $4,812 | $800,317 |
| **2011** | $0 | $764,353 | $17,656 | $0 | $6,730 | $788,739 |
| **2012** | $34,611 | $767,997 | $19,588 | $0 | $4,943 | $827,139 |
| **2013** | $0 | $728,776 | $18,623 | $0 | $3,216 | $750,615 |
| **2014** | $0 | $758,143 | $15,345 | $0 | $1,998 | $775,486 |
| **2015** | $0 | $750,746 | $16,471 | $0 | $1,596 | $768,813 |
| **2016** | $0 | $742,255 | $4,102 | $0 | $3,102 | $749,459 |
| **2017** | $0 | $750,852 | $13,147 | $0 | $5,794 | $769,793 |
| **2018** | $0 | $756,134 | $11,869 | $0 | $3,528 | $771,531 |
| **2019** | $0 | $748,651 | $10,259 | $0 | $3,402 | $762,312 |

*Sources: U.S. Department of Interior. 2020. Payments in Lieu of Taxes (PILT), Washington, D.C.; U.S. Department of Agriculture. 2020. Forest Service, Washington, D.C.; U.S. Department of Interior. 2018. Bureau of Land Management, Washington, D.C.; U.S. Department of Interior. 2020. U.S. Fish and Wildlife Service, Washington, D.C.; U.S. Department of Interior. 2020. Office of Natural Resources Revenue, Washington, D.C.*
*All amounts are shown in 2021 dollars.*
**RACs: Resource Advisory Councils: Funds retained by the federal government to be used on public land projects.*

# Consolidated Tax Distribution Overview

Many taxes in Nevada are collected at the local level and are remitted to the State of Nevada for distribution. The Consolidated Tax Distribution (commonly referred to as 'CTX') takes six of the most commonly collected taxes at the county and redistributes the funds back to the local level.

The CTX is a complicated process. This document will attempt to explain some high-level aspects of CTX, but should not be considered an in-depth resource. Please contact the Nevada Department of Taxation for guidance.

## CTX Beginnings

The CTX was passed in the 1997 Nevada Legislature, SB 254, first taking effect in fiscal year 1999. This combined six major taxes into one revenue source for redistribution.

- Government Services Tax (GST)
- Real Property Transfer Tax (RPTT)
- Liquor Tax
- Cigarette Tax
- Supplemental City-County Relief Tax (SCCRT)
- Basic City-County Relief Tax (BCCRT)

CTX collections, allocations, and distributions are regularly changed via bills passed through the Nevada Legislature.

Details may be found in the Nevada Revised Statutes (NRS) 360.600 through 360.740.

**Sources**

Nevada Revised Statutes:
https://www.leg.state.nv.us/Division/Legal/LawLibrary/NRS/index.html

Senate Bill 254, 1997:
https://www.leg.state.nv.us/Session/69th1997/97bills/SB/SB254_R3.HTM

Consolidated Tax Distribution Explanation Presentation:
http://www.nvnaco.org/wp-content/uploads/NVDept.ofTaxation-CTXPresentation.pdf

Department of Taxation FAQs:
https://tax.nv.gov/FAQs/About_Taxes___FAQ_s/

Guinn Center, Alcohol Taxes in Nevada:
https://guinncenter.org/wp-content/uploads/2020/08/Guinn-Center-Liquor-Tax-Revenue-in-Nevada-July-2020_Brief.pdf

## Distribution Types

Each tax type has unique distribution rules and formulas which are applied, however there are three main types of distribution:

- Population-Based
- Point of Origin
- Guaranteed Counties

## Population-Based

Population-Based distribution combines all collected taxes of that component and redistributes back to the counties per the ratio of population.

***Example**: Per the 2020 decennial census, Lyon County had a population of 59,235 with Nevada's total population being 3,104,614. This translates to roughly 1.908%. For those CTX components which are population-based, Lyon County would receive 1.908% of the total Nevada collection. (Actual population used is the number certified by the governor each year.)*

Population-based components of the CTX include liquor, cigarette, and part of the BCCRT.

## Point of Origin

Point of Origin distribution is the simplest of the methods. It simply takes the amount collected in a county for a component and gives that same amount back to the county.

Point of origin components include the Government Services Tax, Real Property Transfer Tax, and parts of both the BCCRT and SCCRT.

## Guaranteed Counties

Guaranteed County distribution is solely used in the SCCRT component. Please see a detailed discussion on the CTX Distribution Details page.

# CTX Components

## Government Services Tax

The Government Services Tax (GST) is collected by the Department of Motor Vehicles and was previously referred to as the Motor Vehicle Privilege Tax. It is based on the value of the vehicle at time of registration.

The full portion of this CTX component is distributed back to the county of origin.

Details can be found in NRS 482.180 and 482.181.

## Real Property Tranfer Tax

The Real Property Transfer Tax (RPTT) is the tax paid on real property transfers within each county. Broadly, real property includes the physical land owned and everything permanently attached to it, natural or artificial, and the rights of ownership of real estate.

Examples include mineral rights below the earth's surface, trees growing, and fences and building on the land.

The rate for 14 of the 17 counties for this tax is $1.95 for each $500 of value or fraction thereof if the value is over $100. Washoe and Churchill Counties add $0.10 to this rate while Clark County adds $0.60 to the rate.

The **CTX only takes a portion of total RPTT**, equal to $0.55 per $500 of value.

The full portion of this CTX component is distributed back to the county of origin.

Details can be found in NRS 375.

## Liquor Tax

Liquor taxes are collected on any beverage over one-half of one percent of alcohol by volume. Beers are taxed at $0.16 per gallon with other alcoholic beverages taxed at rates increasing based on alcohol percentage.

The **CTX only takes a portion of all liquor taxes**, specifically only those beverages at 22% or greater alcohol by volume. From these beverages $0.50 per gallon is taken and redistributed to the counties.

The full portion of this CTX component is distributed to the counties on the basis of population.

Details can be found in NRS 369.173.

## Cigarette Tax

Cigarette and tobacco products are taxed by the state. Cigarettes are taxed at a rate of $1.80 per pack of 20. Other tobacco products are taxed at 30% of wholesale price.

The **CTX only takes a portion of cigarette taxes**, equal to $0.10 per pack of 20.

The full portion of this CTX component is distributed to the counties on the basis of population.

Details can be found in NRS 370.260.

## Basic City-County Relief Tax

The Basic City-County Relief Tax (BCCRT) is one-half of one percentage point of the state's 6.85% sales/use tax rate.

For in-state sales, this CTX component is distributed back to the county of origin. For out-of-state companies, distribution is based on county population.

## Supplemental City-County Relief Tax

The Supplemental City-County Relief Tax (SCCRT) is 1.75 percentage points of the state's 6.85% sales/use tax rate.

SCCRT is distributed to the counties on a formula including both guaranteed counties and point-of-origin.

SCCRT is first distributed to the guaranteed counties. The remaining amount is then distributed to the remaining counties based on percentage of the in-state collections.

Details can be found in NRS 377.057.

# CTX Distribution Details

## Guaranteed Counties

Guaranteed County distribution is only used as part of the SCCRT calculations. A guaranteed county is allocated a set dollar figure to receive each year for that component.

The total guaranteed dollar figure statewide changes year-to-year, based on the lesser of:

1. The previous year's figure and adding a percentage based on a combination of the change of the county population and change in the Consumer Price Index (CPI) or
2. Average statewide SCCRT collections from the prior two years

***Example**: If the calculated percentage change including CPI and percent in population were 2% but statewide collections of SCCRT grew 1% over the past two years, then the guaranteed county dollar figure would raise by the lessor amount, 1%.*

If a county collects 10% more than the guaranteed distribution amount over a full 12-month period, that county will transition to being a point of origin county, unless a waiver is filed by the county and granted by the Nevada Tax Commission.

As of Fiscal Year 2022 there are eight guaranteed counties: Douglas, Esmeralda, Lander, Lincoln, Lyon, Mineral, Pershing, and White Pine. Douglas and Lyon Counties will be transitioning to become point of origin counties in FY 2023 after meeting the transition requirements and not filing waivers in early 2022.

## SCCRT Distribution Examples

***Example 1:** In FY 2021 Esmeralda County was guaranteed to receive $99,974.71 in SCCRT distribution monthly no matter the total amount collected in a single month.*

***Example 2:** In June 2021, Carson City collected $2,297,235.01 in SCCRT, 2.4466% of the total $93,895,031.06 collected in-state by the nine point-of-origin counties that month. After accounting for guaranteed counties, out-of-state SCCRT collections, and the general fund commission, Carson City was distributed $2,716,583.20 (2.4466% of the remaining $111,035,075.97).*

## Tier 1 vs Tier 2 Distribution

Once all six components are determined and allocated among the 17 counties the total consolidated tax is distributed. First is the Tier 1 distribution, which is the full allocation to a county's Local Government Tax Distribution account.

Tier 2 distribution is the allocation of the Tier 1 funds to the county and the cities, towns, and special districts within the county.

The amounts to each jurisdiction change from county to county and may change year-to-year based on various formulas

## Tier 2 Jurisdictions for Douglas County

Below is a listing of all local governments, enterprise districts, and special districts which are allocated CTX funding for this county:

**Local Governments:**

- Douglas County
- Gardnerville
- Genoa
- Minden

**Enterprise and Special Districts:**

- Douglas County Sewer Improvement GID
- Elk Point Sanitation GID
- Minden/ Gardnerville Sanitation GID
- Tahoe Douglas Sewer Improvement GID
- Carson-Truckee Water Conservancy
- Cave Rock GID
- Douglas Mosquito Protection GID
- East Fork Fire Protection
- Gardnerville Ranchos GID
- Indian Hills GID
- Kingsbury GID
- Lakeridge GID
- Logan Creek GID
- Marla Bay GID
- Oliver Park GID
- Round Hill GID
- Sierra Forest Fire Protection
- Skyland GID
- Tahoe Douglas Fire Protection
- Topaz Ranch GID
- Zephyr Cove GID
- Zephyr Heights GID
- Zephyr Knolls GID

# Consolidated Tax Distribution

**Definition**

The Consolidated Tax Distribution takes six common taxes collected in Nevada and redistributes these to the counties. An in-depth explanation of the CTX are in the preceding pages.

**Why is it important?**

The CTX distribution goes to counties, cities, towns, enterprise districts, and special districts across the state, totaling over $1 billion statewide annually. The steady nature of the CTX redistribution alleviates issues caused in smaller population counties caused by boom/bust cycles of industry (ex. Mining) and outlier years of high or low tax income.

**County Breakdown**

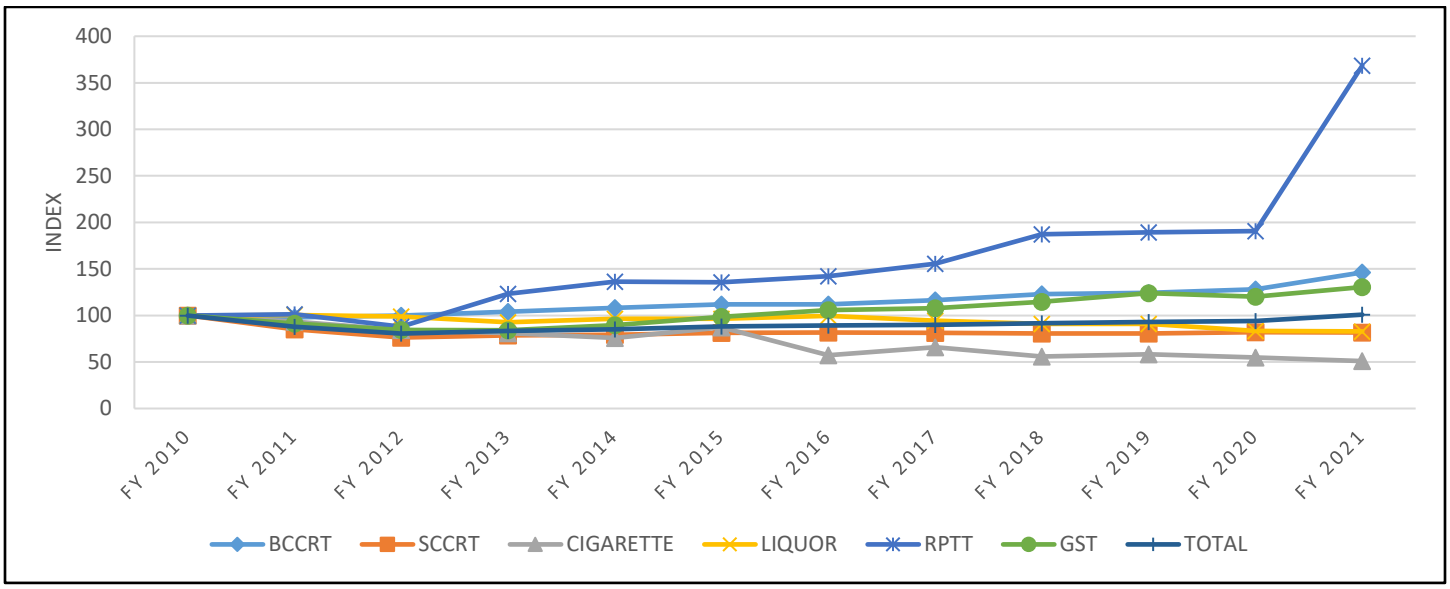
The majority of total Consolidated Tax Distribution in Douglas County came from SCCRT. The other sectors contributing to the total CTX comes from BCCRT and GST. Total CTX was 26.4M in 2021 which is a small increase from 2010 where the total was 26.2M.

*Table 116. Douglas County Consolidated Tax Breakdown, Fiscal Year 2010 to 2021*

| Fiscal Year | BCCRT | SCCRT | CIGARETTE | LIQUOR | RPTT | GST | TOTAL |
|---|---|---|---|---|---|---|---|
| **FY 2010** | $3,308,814 | $19,268,776 | $280,436 | $73,067 | $583,011 | $2,698,960 | $26,213,064 |
| **FY 2011** | $3,240,411 | $16,363,096 | $261,826 | $73,383 | $590,987 | $2,463,662 | $22,993,364 |
| **FY 2012** | $3,304,532 | $14,696,519 | $236,617 | $72,291 | $512,579 | $2,281,008 | $21,103,547 |
| **FY 2013** | $3,440,203 | $15,139,755 | $227,529 | $67,746 | $719,181 | $2,269,874 | $21,864,287 |
| **FY 2014** | $3,573,512 | $15,278,263 | $213,019 | $70,496 | $794,262 | $2,414,700 | $22,344,252 |
| **FY 2015** | $3,701,037 | $15,634,473 | $244,451 | $70,577 | $791,051 | $2,659,543 | $23,101,131 |
| **FY 2016** | $3,706,144 | $15,750,554 | $160,969 | $72,818 | $829,308 | $2,853,659 | $23,373,453 |
| **FY 2017** | $3,845,528 | $15,687,226 | $184,529 | $69,034 | $908,014 | $2,910,346 | $23,604,676 |
| **FY 2018** | $4,066,888 | $15,561,597 | $156,537 | $66,495 | $1,092,260 | $3,098,509 | $24,042,286 |
| **FY 2019** | $4,113,511 | $15,553,937 | $163,158 | $66,519 | $1,104,318 | $3,346,231 | $24,347,674 |
| **FY 2020** | $4,235,664 | $15,815,105 | $153,659 | $60,938 | $1,110,668 | $3,242,278 | $24,618,311 |
| **FY 2021** | $4,838,171 | $15,719,860 | $142,940 | $60,538 | $2,147,607 | $3,522,090 | $26,431,206 |

*Source: Nevada Department of Taxation*
**All amounts shown in 2021 dollars*

*Figure 109 Douglas County Consolidated Tax Distribution, Fiscal Year 2010 to 2021, Index: 2010 = 100*



# 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**

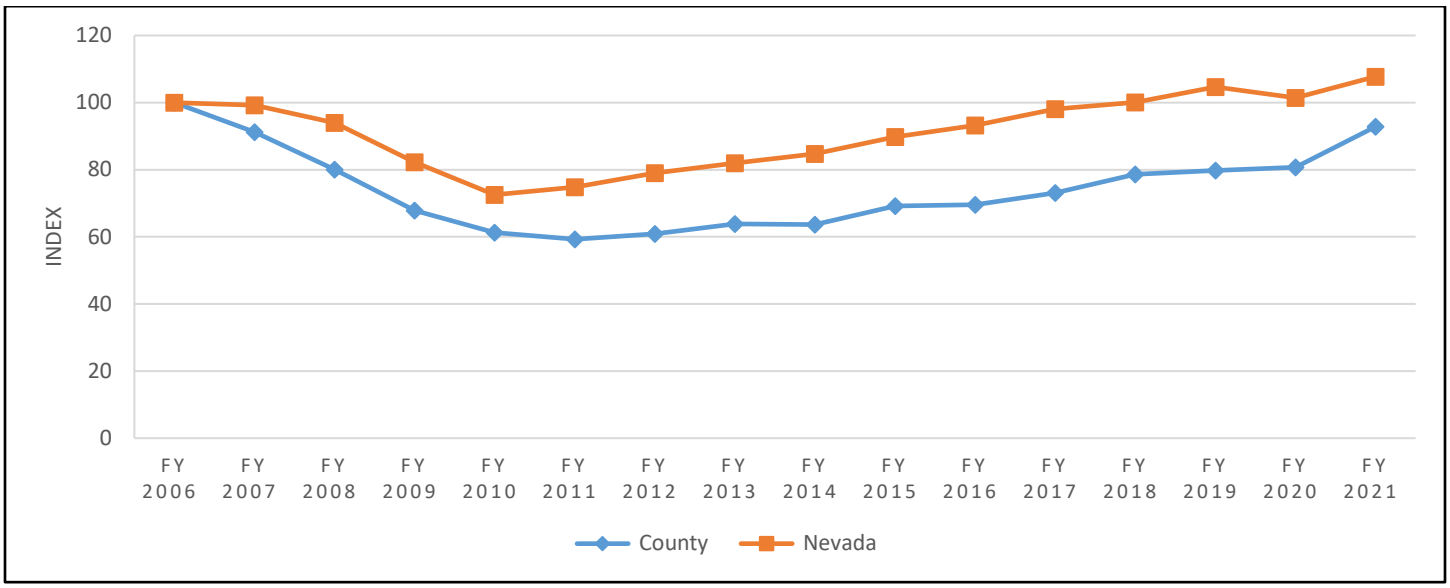
Taxable sales in Douglas County saw its best years between 2006-2008, reaching just over $1 billion in 2006. Following 2008, taxable sales were consistently in the $600-700 million range up into 2017.

*Table 117. Douglas County Taxable Sales, Fiscal Year 2006 to 2021*

| Year | Taxable Sales* |
|---|---|
| **FY 2006** | $1,058,024,633 |
| **FY 2007** | $964,929,890 |
| **FY 2008** | $847,007,385 |
| **FY 2009** | $718,057,154 |
| **FY 2010** | $648,136,392 |
| **FY 2011** | $627,187,603 |
| **FY 2012** | $644,210,563 |
| **FY 2013** | $675,687,713 |
| **FY 2014** | $673,262,959 |
| **FY 2015** | $731,771,832 |
| **FY 2016** | $735,953,654 |
| **FY 2017** | $772,969,256 |
| **FY 2018** | $831,967,277 |
| **FY 2019** | $843,646,626 |
| **FY 2020** | $854,606,573 |
| **FY 2021** | $982,034,987 |

*Source: Nevada Department of Taxation*
**All amounts shown in 2021 dollars*

*Figure 110. Douglas County Taxable Sales, Fiscal Year 2006 to 2021, Index: 2010 = 100*



# 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**

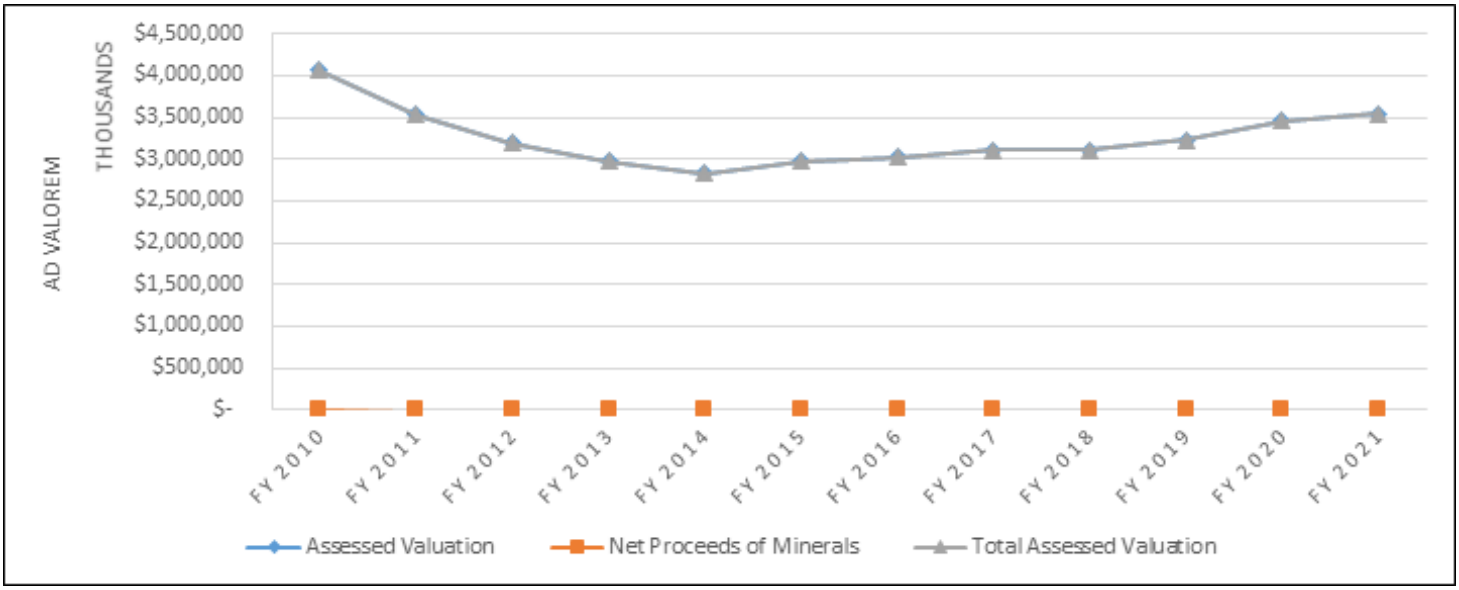
Ad valorem has been consistent from 2011-2021. 2010 saw Ad Valorem reach just over of $4 billion, while in 2014 it reached its low at $2.8 billion. Following the year 2014, Ad Valorem has increased year-to-year, reaching 3.5 billion in 2021.

*Table 118. Douglas County Ad Valorem, FY 2010 to FY 2021*

| Fiscal Year | Assessed Valuation* | Net Proceeds: Mines* | Total Assessed Valuation* |
|---|---|---|---|
| **FY 10** | $4,063,807 | $24 | $4,063,831 |
| **FY 11** | $3,531,793 | $- | $3,531,793 |
| **FY 12** | $3,194,356 | $- | $3,194,356 |
| **FY 13** | $2,978,362 | $- | $2,978,362 |
| **FY 14** | $2,831,390 | $- | $2,831,390 |
| **FY 15** | $2,979,910 | $- | $2,979,910 |
| **FY 16** | $3,025,383 | $- | $3,025,383 |
| **FY 17** | $3,105,173 | $- | $3,105,173 |
| **FY 18** | $3,102,115 | $- | $3,102,115 |
| **FY 19** | $3,233,727 | $- | $3,233,727 |
| **FY 20** | $3,454,262 | $- | $3,454,262 |
| **FY 21** | $3,538,641 | $- | $3,538,641 |

*Source: Nevada Department of Taxation*
**Shown in thousands of 2021 dollars.*

*Figure 111. Douglas County Ad Valorem, FY 2010 to FY 2021*



# Cannabis Taxable Sales

*Table 119. Douglas County Cannabis Taxable Sales, FY 2019 to FY 2021*

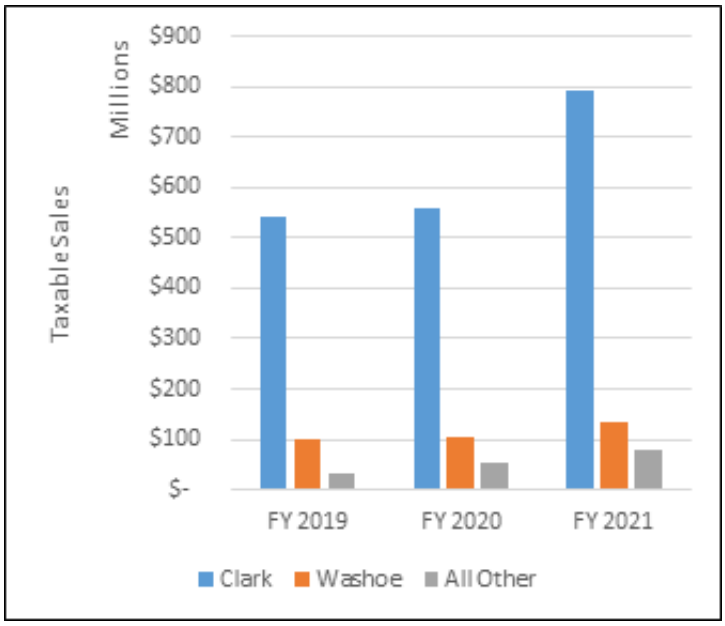
| Fiscal Year | Clark* | Washoe* | All Other* |
|---|---|---|---|
| **FY 19** | $539,769 | $98,631 | $33,203 |
| **FY 20** | $556,865 | $102,522 | $52,118 |
| **FY 21** | $791,100 | $135,327 | $77,041 |

*Source: Nevada Department of Taxation*
**Shown in thousands of 2021 dollars.*

**County Breakdown**

Cannabis Taxable Sales in Douglas County fall into the all Other category. All sectors of Cannabis Taxable Sales have increased over the three windows where data was collected. All Other resulted in $77k in taxes collected.

*Figure 112. Douglas County Cannabis Taxable Sale, FY 2019 to FY 2021*




**Definition**

Cannabis taxable sales includes sales of adult-use cannabis, medical cannabis, tangible personal property transferred for value, and all other amounts subject to Sales or Use Tax, as reported by licensed cannabis establishments.

Cannabis taxation is reported by county only for those regions with three or more reporting entities to protect taxpayer information. Due to this only Clark and Washoe Counties are reported separately.

**Why is it important?**

Cannabis has both recreational and medical uses. Cannabis sales has seen a meteoric rise in its short amount of time of legalization. Indoor agriculture has been one of Nevada's fastest growing sectors as well. When comparing 2015 (pre-legalization) to 2022, total jobs in crop production have nearly tripled across Nevada.

**Legalization of Marijuana in Nevada**

The earliest medical marijuana legalization initiatives took place in 2000 and 2001, however those laws did not have a provision for patients to obtain medical marijuana other than by growing it themselves. In 2013, the Legislature approved SB 374 authorizing the first medical marijuana establishments, which took effect on April 1, 2014.

In 2016, Nevada voters approved Ballot Question 2 resulting in legalization of the purchase, possession, and consumption of recreational marijuana, taking effect January 1, 2017. Nevada became the eighth state to legalize recreational marijuana.

See NRS 453 and 678 for more details regarding medical marijuana and recreational cannabis respectively.

# Cannabis Taxation

**Definition**

Cannabis is taxed at two separate rates. At the wholesale level, cannabis is taxed at a 15% rate, which includes adult-use recreational cannabis as well as medical marijuana. At a retail level, adult-use recreational cannabis is taxed at a 10% rate.

Cannabis taxation is reported by county only for those regions with three or more reporting entities, to protect taxpayer information. Due to this only Clark and Washoe Counties are reported separately.

**Why is it important?**

Originally the 15% wholesale tax was directed to be deposited into the state Distributive School Account (DSA). In 2019 SB 545 was signed directing both the wholesale 15% tax and the 10% retail tax to be directed into the DSA.

**County Breakdown**

Cannabis Taxation in Douglas County followed the same trend as cannabis taxable sales on the previous page. Douglas county falls into the All Other category while Clark County is the main contributor for Cannabis Taxation.

*Table 120. Douglas County Cannabis Wholesale Taxes, FY 2019 to FY 2021*

| Fiscal Year | Clark* | Washoe* | All Other* |
|---|---|---|---|
| **FY 19** | $35,045 | $6,921 | $4,277 |
| **FY 20** | $33,863 | $8,991 | $3,652 |
| **FY 21** | $49,780 | $10,178 | $5,656 |

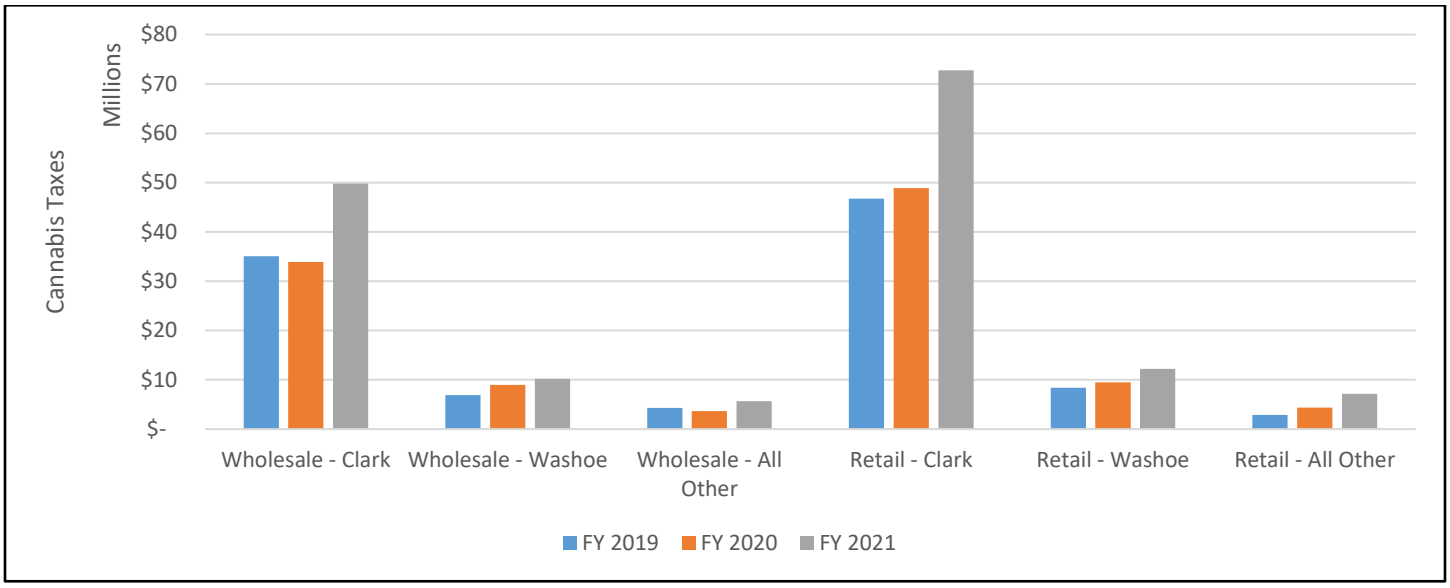
*Source: Nevada Department of Taxation*
**Shown in thousands of 2021 dollars.*

*Table 121. Douglas County Cannabis Retail Taxes, FY 2019 to FY 2021*

| Fiscal Year | Clark* | Washoe* | All Other* |
|---|---|---|---|
| **FY 19** | $46,750 | $8,386 | $2,861 |
| **FY 20** | $48,876 | $9,505 | $4,371 |
| **FY 21** | $72,763 | $12,192 | $7,183 |

*Source: Nevada Department of Taxation*
**Shown in thousands of 2021 dollars.*

*Figure 113. Douglas County Cannabis Wholesale and Retail Taxes, FY 2019 to FY 2021*



# Gaming Win

**Definition**

Total gaming win is the total amount won by gaming establishments on a variety of gaming activities. These include Table, Counter, and Card games, Slot Machines, and Race and Sports Book bets.

**Why is it important?**

Total gaming win shows the amount of activity in gambling establishments across Nevada. Gaming is possibly Nevada's most known feature worldwide and accounts for approximately one-fourth of all employment across the state.

**County Breakdown**

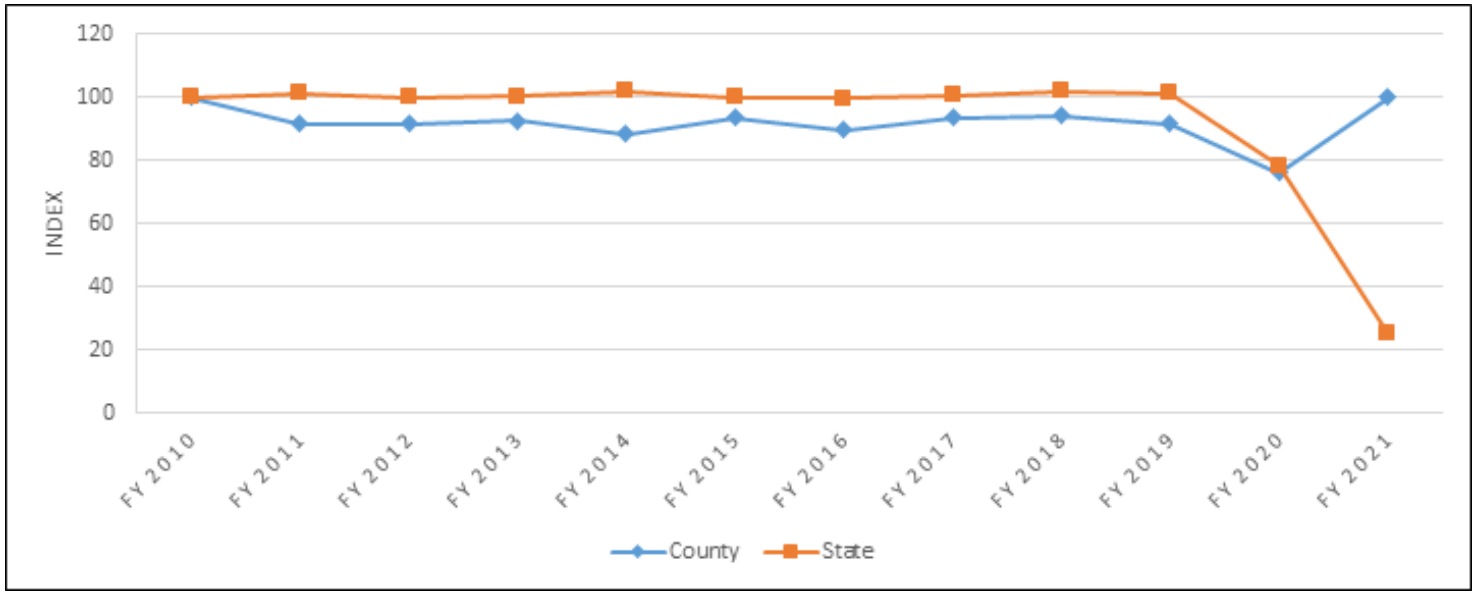
Gaming win in Douglas County has fluctuated over the 11 year window, but resulted in very little overall change from 2010-2021. The lowest point for gaming win was 225M in 2020 and its high came in the next year at 296M in 2021.

*Table 122 Douglas County Gaming Win Collected, FY 2010 to FY 2021*

| Fiscal Year | Gaming Win |
|---|---|
| **FY 10** | $296,361,696 |
| **FY 11** | $271,200,659 |
| **FY 12** | $271,350,146 |
| **FY 13** | $274,632,757 |
| **FY 14** | $262,133,483 |
| **FY 15** | $276,747,818 |
| **FY 16** | $265,382,345 |
| **FY 17** | $277,437,409 |
| **FY 18** | $278,622,721 |
| **FY 19** | $271,021,934 |
| **FY 20** | $225,086,129 |
| **FY 21** | $296,656,212 |

*Source: Nevada Gaming Control Board*
**Shown in 2021 dollars.*

*Figure 114. Douglas County Gaming Win Collected, FY 2010 to FY 2021, Index FY 2010 = 100*



# Gaming Taxes

**Definition**

Gaming taxes, as known as Percentage Fee Collections, are taxes on gambling income, which is any income that is the result of games of chance or wagers on events with uncertain outcomes.

**Why is it important?**

Gambling taxes indicate gambling activity. This data is especially important in Nevada 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 use of the year-to-year trends in gaming taxes.

*Table 123. Douglas County Percentage Fee Collections, FY 2010 to FY 2021*

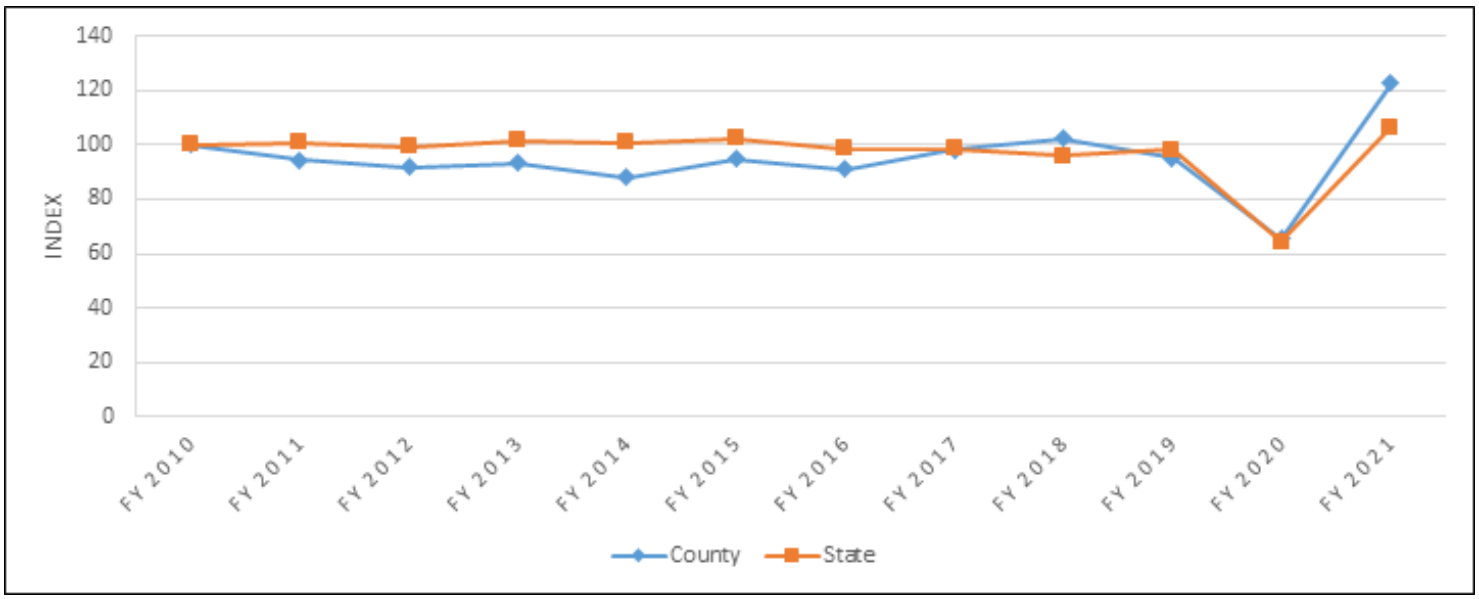
| Fiscal Year | Percentage Fee Collections |
|---|---|
| **FY 10** | $18,494,598 |
| **FY 11** | $17,488,582 |
| **FY 12** | $16,982,731 |
| **FY 13** | $17,258,962 |
| **FY 14** | $16,291,596 |
| **FY 15** | $17,528,721 |
| **FY 16** | $16,827,547 |
| **FY 17** | $18,163,600 |
| **FY 18** | $18,933,708 |
| **FY 19** | $17,613,252 |
| **FY 20** | $12,081,105 |
| **FY 21** | $22,680,502 |

*Source: Nevada Gaming Control Board*
**Shown in 2021 dollars.*

**County Breakdown**

Gaming taxes for Douglas County have not shifted by more than $2 million dollars any year between 2010-2021, despite their fluctuation. During this 11-year span the highest number of taxes collected was $22.7 million (2021) and the lowest number was $16.3 million (2014).

*Figure 115. Douglas County Percentage Fee Collections, FY 2010 to FY 2021, Index 2010 = 100*



# Live Entertainment Taxes in Gaming Establishments

**Definition**

The live entertainment tax (LET) is a 9% tax imposed throughout Nevada for live entertainment, defined as any activity provided for pleasure, enjoyment, recreation, relaxation, diversion or other similar purpose by a person or persons who are physically present when providing an activity to a patron or group of patrons who are physically present.

**Why is it important?**

With Nevada's longstanding history as an entertainment capital, the live entertainment tax can be a major source of revenue. While there are some exclusions to this tax, those are largely athletic events held by a Nevada-based home team. Due to this, most concerts, comedy acts, and more, qualify.

**Reporting Entities**

LET is collected by both the Gaming Control Board and the Department of Taxation. The Gaming Control Board collects LET from venues within gaming establishments while the Department of Taxation collects LET in all other cases.

Unfortunately, the Department of Taxation does not publish LET data by county, giving only a statewide dollar figure.

Comparing the two statewide totals, those collected by the Gaming Control Board are greater every year. In FY 2019, the last non-pandemic affected totals, the Gaming Control Board collected over $110 million in LET while the Department of Taxation collected $27 million (both in 2021 dollars).

*Table 124. Douglas County Live Entertainment Taxes in Gaming Establishments, FY 2010 to FY 2021*

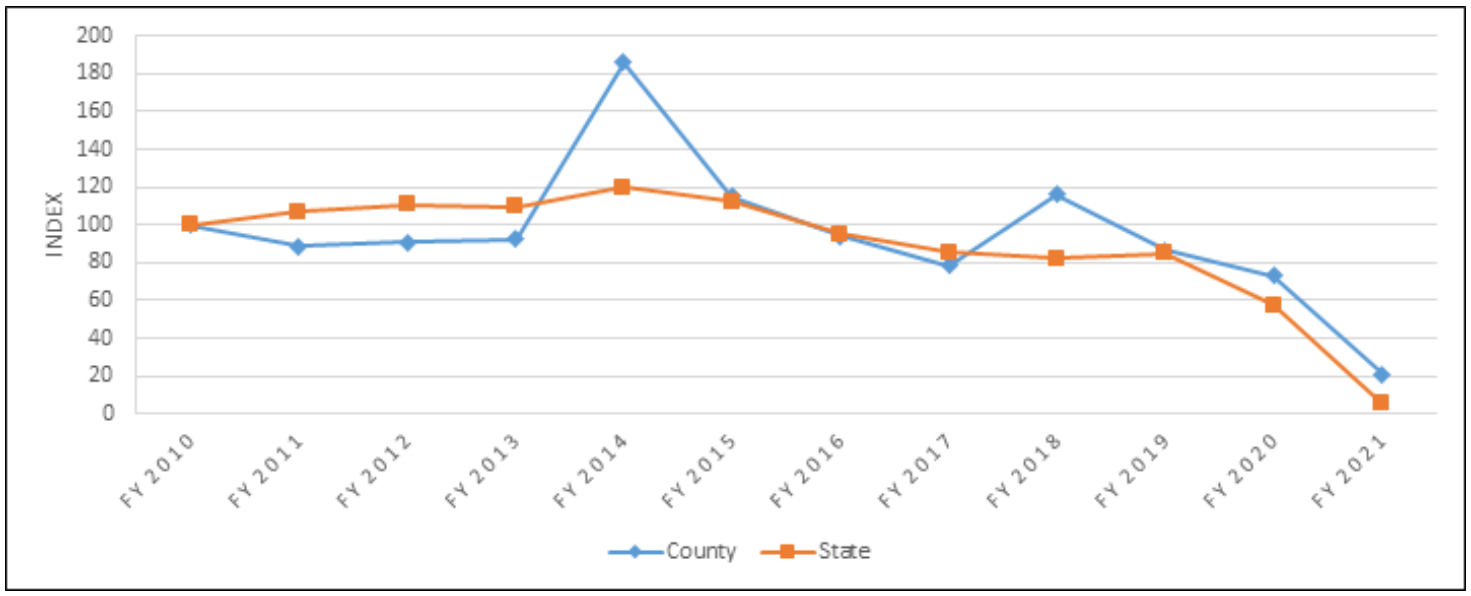
| Fiscal Year | Live Entertainment Taxes |
|---|---|
| **FY 10** | $1,191,063 |
| **FY 11** | $1,056,956 |
| **FY 12** | $1,080,725 |
| **FY 13** | $1,104,215 |
| **FY 14** | $2,211,742 |
| **FY 15** | $1,370,482 |
| **FY 16** | $1,121,688 |
| **FY 17** | $932,748 |
| **FY 18** | $1,383,430 |
| **FY 19** | $1,031,917 |
| **FY 20** | $868,603 |
| **FY 21** | $247,827 |

*Source: Nevada Gaming Control Board*
**Shown in 2021 dollars.*

**County Breakdown**

Live Entertainment Taxes in Gaming Establishments have decreased 79% from 2010-2021. The highest point in Live Entertainment Taxes was 2.2M in 2014 and 2021 reports the lowest Live Entertainment Taxes at 247k.

*Figure 116. Douglas County Live Entertainment Taxes in Gaming Establishments, FY 2010 to FY 2021, Index 2010 = 100*



# 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: 56[1])

**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 2004[2]: 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 2015[3]).

**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 Lincoln (1994:2[4]).

**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, 2019[5]).

**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. & Lincoln, 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
- United States Geological Survey

# 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 Lincoln 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 the 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 and 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.

https://www.census.gov/en.html

## United States Geological Survey – Gap Analysis Project

The U.S. Geological Survey was created in 1879 and is the sole science agency for the Department of the Interior.

The Gap Analysis Project (GAP) is an element of the U.S. Geological Survey. Their mission:

"*The Gap Analysis Project mission is to provide state, regional, and national biodiversity assessments of the conservation status of native vertebrate species, aquatic species, and natural land cover types and to facilitate the application of this information to land management activities. Species and habitat distribution models are used to conduct a biodiversity assessment for species across the U.S. The goal of GAP is to keep common species common by identifying species and plant communities that are not adequately represented in the existing conservation lands network. By providing these data, land managers and policy makers can make better-informed decisions when identifying priority areas for conservation."*

To implement the mission, GAP partners in the development of four core datasets:

1. A detailed map of the terrestrial ecosystems of the United States;
2. Maps of predicted habitat distributions for the terrestrial vertebrate species for the U.S.
3. Distribution models for aquatic species
4. The Protected Areas Database of the U.S.

https://www.usgs.gov/programs/gap-analysis-project/about

## 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.

**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/

Various county budget and fiscal planning departments and assessor's offices

# Appendix D: Photo Credits

**Photos and images from stock photo websites were used on the following pages:**

School District Staffing:
*Photo by Roman Mager on Unsplash.com*

Average Class Size:
*Image by Wokandapix from Pixabay.com*

Graduation:
*Photo by Cole Keister on Unsplash.com*

Gaming Taxes
*Photo shot by Cerqueira on Unsplash.com*

General Fund Balance:
*Image by Janine Bolon from Pixabay.com*

**County Courthouse Photo Courtesy of Nevada Association of Counties,** showing on Appendix page A-1.

**Photos on the following pages courtesy of Devon Blunden/Travel Nevada:** Unemployment

**Photos on all other pages courtesy of Sydney Martinez /Travel Nevada**