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Technical Report  
UCED/CARES Act 2021-29  
Updated August 2022

# **Nevada Economic Assessment Project Socioeconomic Baseline Report**

## **Carson City**



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

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# **Nevada Economic Assessment Project Socioeconomic Baseline Report Carson City, Nevada**

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## Acknowledgements

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



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U.S. DEPARTMENT OF AGRICULTURE



Special thanks go to Nancy Paulson, City Manager, and Janet Busse, Department Business 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.

Coin Press Number 1 at the Carson City Mint, Carson City, NV



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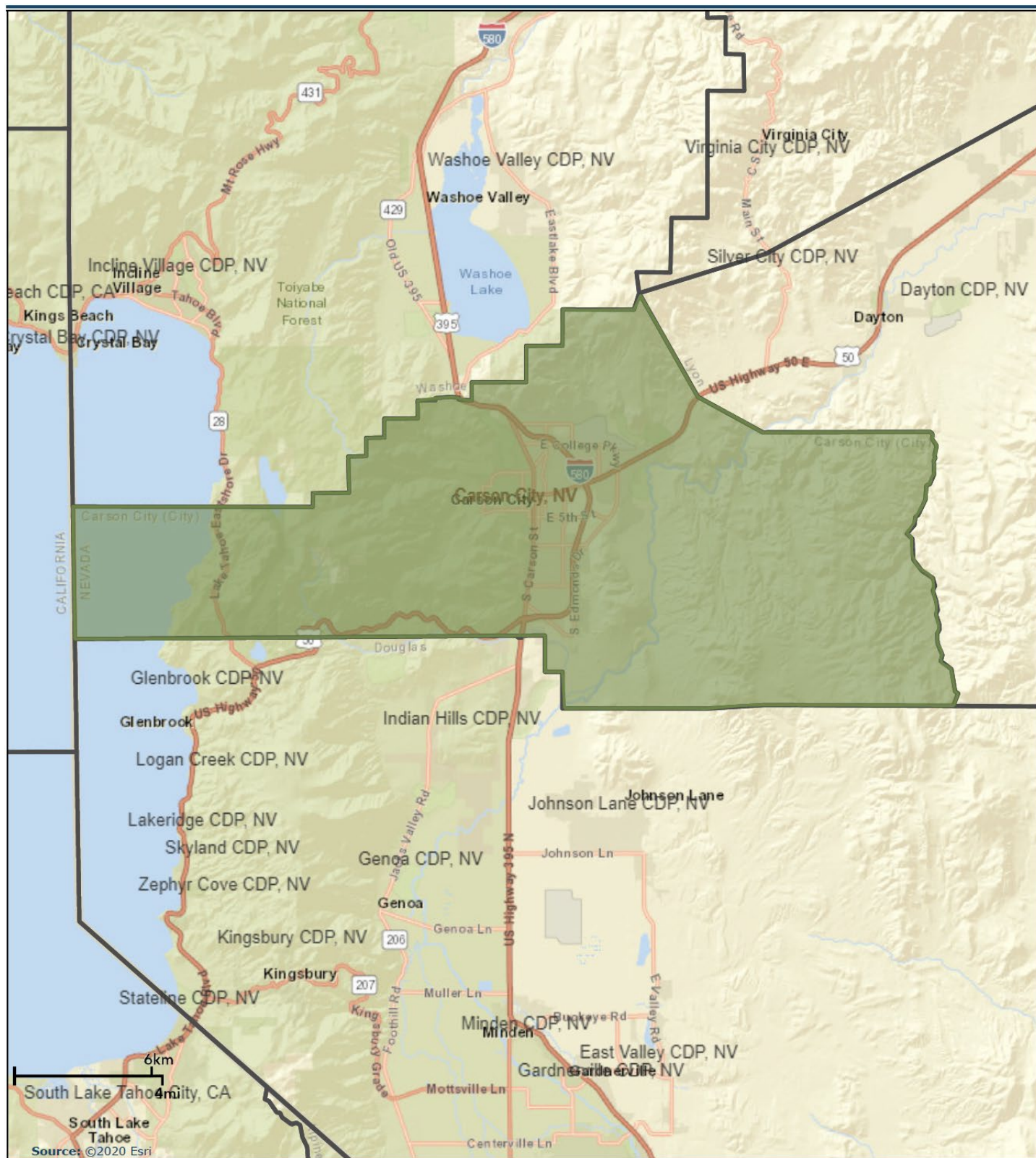
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## Report Overview

### Purpose

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

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

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

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

### Process and Term Definitions

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

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

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

### Sources

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

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

### Report Layout

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

The report is broken down into six main sections:

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

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

### Additional Documentation

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

## Cultural Overview

### Introduction

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

### History

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

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

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



### Landscape and Climate

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

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

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

**[Carson City Website](#)**

**[VisitCarsonCity.com](#)**

**[Carson City Extension Office](#)**

## Community and Events

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

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

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



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

### Sources for this Cultural Overview:

[https://www.bestplaces.net/climate/city/nevada/carson\\_city](https://www.bestplaces.net/climate/city/nevada/carson_city)

[https://www.tripadvisor.com/Restaurants-g45926-Carson\\_City\\_Nevada.html](https://www.tripadvisor.com/Restaurants-g45926-Carson_City_Nevada.html)

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

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

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*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 [econdey@unr.edu](mailto:econdey@unr.edu) with information, additions, or edits.*

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# Demographic Characteristics

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

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





## Demographic Characteristics



## County Breakdown

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

Population in Carson City has stayed fairly consistent with the biggest change occurring in 2020 where the population grew by 1.4%.

Gender distribution in Carson City is skewed very slightly toward the majority male at 51.5% and 48.5% women in the most recent year of data in 2020.

Carson City median age has trended up from 2010-2020. During this 11-year span Carson's median age has been approximately 5 years higher than the state average.

The ethnicity distribution in Carson City has seen the number White individuals dropped 6.1% from 2010-2020. During this time period the Hispanic population has grown by 4.1%.

Data in this section is sourced from:

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

### This Section Contains:

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Race and Ethnicity .....	6
Households and Families .....	7
Housing.....	8
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### Households, Families, and Housing:

Households in Carson City have increased by 6.5% from the years 2010-2020, while the change in the same period for the state of Nevada has gone up 15.4%.

From 2010-2020 Carson City reported median housing unit values that were higher than the state averages each year. The peak value in housing for Carson City and the State of Nevada came in 2010 at 326.3k and 306.7k respectively.

Average household size has decreased within Carson City in both renter and owner-occupied categories from 2010-2020. Both categories also saw averages lower than state average during this span.

### Veteran Demographics

The Carson City veteran population decreased by 34.5% from 2010-2020. In comparison, this decrease is much higher than the state of Nevada as a whole which reported a 12.1% decrease.

## 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

Population in Carson City has stayed fairly consistent with the biggest change occurring in 2020 where the population grew by 1.4%. Compared to the state of Nevada, the change in 2020 was at 3.7% which was also the largest change in population for the state in the 10 years where data was collected. The ten-year change in Carson City's population was a negative 0.2% compared to the state which recorded a 15.1% increase over ten years.

Figure 1. Carson City Population, 2010 to 2020

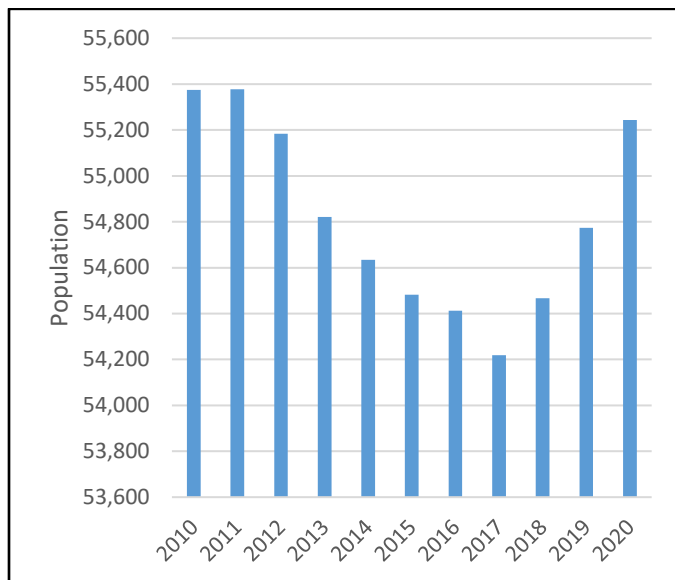
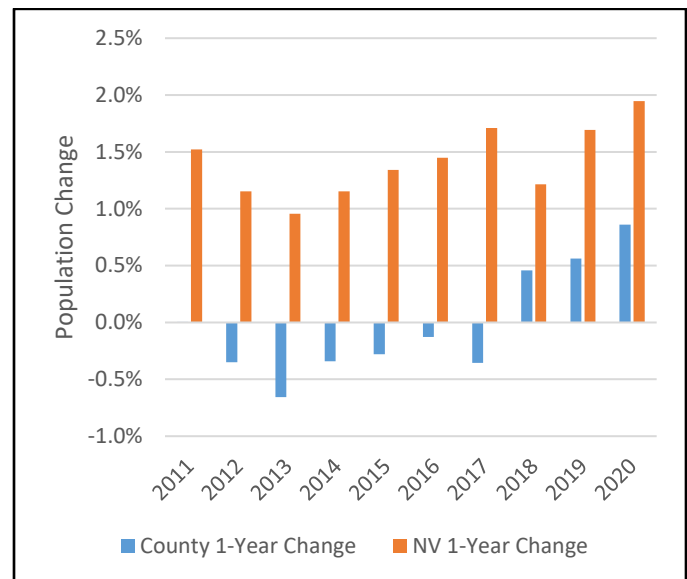


Table 1. Carson City Population Distribution, 2010 to 2020

Year	Carson Population	Carson 1-Year Change	Nevada 1-Year Change
2010	55,375	-	-
2012	55,184	-0.3%	2.7%
2014	54,634	-1.0%	2.1%
2016	54,412	-0.4%	2.8%
2018	54,467	0.1%	2.9%
2020	55,244	1.4%	3.7%
<b>Ten-Year Change</b>		-0.2%	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 Carson City vs. State Comparison, One-Year Population Change, 2011 to 2020



## Gender

### Definition

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

### Why is it important?

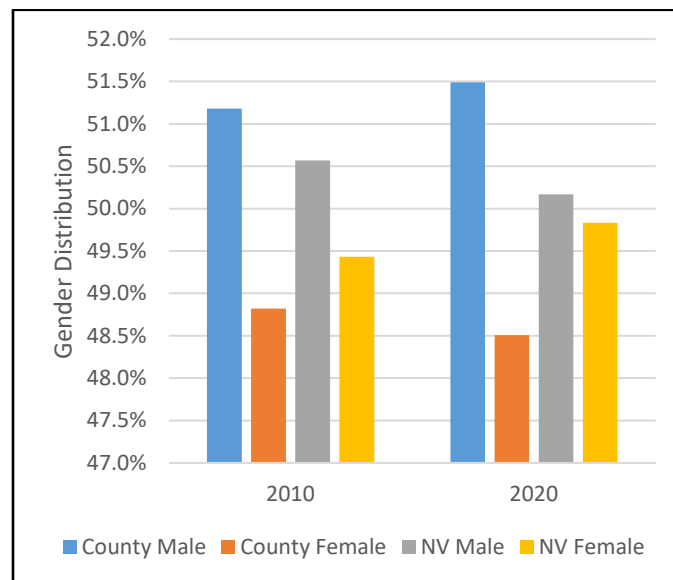
Gender is a key metric for advertisers, business owners, and decision makers. Certain demographic surveys maintain that men may gravitate towards certain lifestyles and women others, while other surveys maintain that this is not the case. One of gender data's more common uses is to acknowledge the gaps,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

Table 2. Carson City Gender Distribution, 2010 to 2020

Year	Carson Male	Carson Female	Nevada Male	Nevada Female
2010	51.2%	48.8%	50.6%	49.4%
2012	51.7%	48.3%	50.5%	49.5%
2014	51.4%	48.6%	50.4%	49.6%
2016	51.1%	48.9%	50.2%	49.8%
2018	51.2%	48.8%	50.2%	49.8%
2020	51.5%	48.5%	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 Carson City vs State Comparison, Gender, 2010 to 2020



### County Breakdown

Gender distribution in Carson City is skewed very slightly toward the majority male at 51.5% and 48.5% women in the most recent year of data in 2020. In comparison with the state of Nevada the distribution was closer to even, with the state recording males at 50.2% and females at 49.8%. Overall, Carson City has followed a consistent trend of male to female distribution with the high for males being 51.7% and the low being 51.1%.



## Age

### Definition

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

### Why is it important?

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

Table 3. Carson City Median Age, 2010 to 2020

Year	Carson Median Age	Nevada Median Age
2010	41.1	35.9
2012	41.6	36.3
2014	42.3	36.9
2016	43.1	37.5
2018	42.8	37.9
2020	42.2	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

Carson City median age has trended up from 2010-2020. During this 11-year span Carson's median age has been approximately 5 years higher than the state average. The highest median age in Carson City occurred in 2016 which recorded an average of 43.1 years old. The increase in median age is most likely due to the drop in those under the age of 19 and an increase in people 65 and older.

Figure 4 Carson City vs State Comparison, Median Age, 2010 to 2020

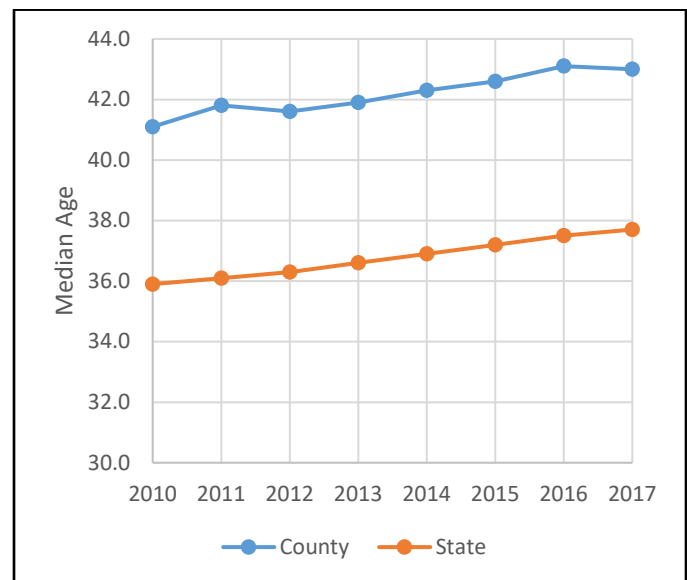
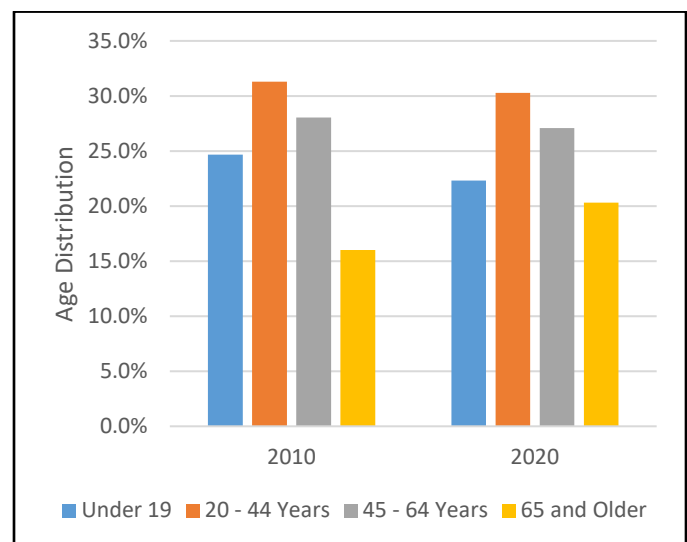


Table 4. Carson City Age Distribution, 2010 to 2020

Year	Under 19	20 – 44 Years	45 – 64 Years	65 and Older
2010	24.7%	31.3%	28.0%	16.0%
2012	23.5%	31.0%	28.8%	16.7%
2014	23.3%	30.3%	28.6%	17.8%
2016	22.7%	29.6%	28.6%	19.1%
2018	22.7%	29.5%	28.3%	19.6%
2020	22.3%	30.3%	27.1%	20.3%

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

Figure 5. Carson City 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

The ethnicity distribution in Carson City has seen the number of White individuals drop 6.1% from 2010-2020. During this time period the Hispanic population has grown by 4.1%. All other race/ethnic groups have seen little movement in regards to percentage change from 2010-2020.

Table 5. Carson City Race/Ethnicity Distribution, 2010 to 2020

Year	White	Hispanic	Black	Amer. Indian	Other
2010	72.2%	20.1%	1.3%	2.0%	4.4%
2012	70.5%	21.4%	0.9%	2.1%	5.1%
2014	69.4%	22.2%	1.5%	1.9%	4.9%
2016	68.6%	22.9%	0.9%	2.1%	5.5%
2018	67.5%	23.7%	1.7%	1.9%	5.2%
2020	66.1%	24.2%	1.9%	1.9%	5.9%

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

Figure 6. Carson City Race/Ethnicity Distribution, 2010 to 2020

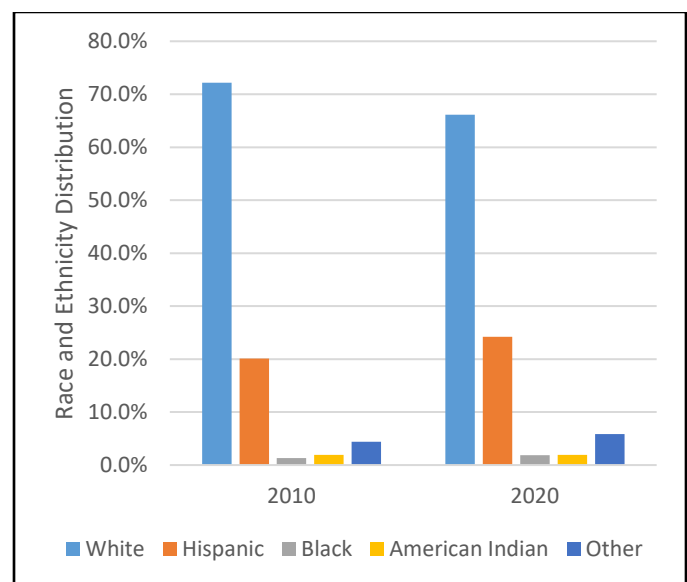
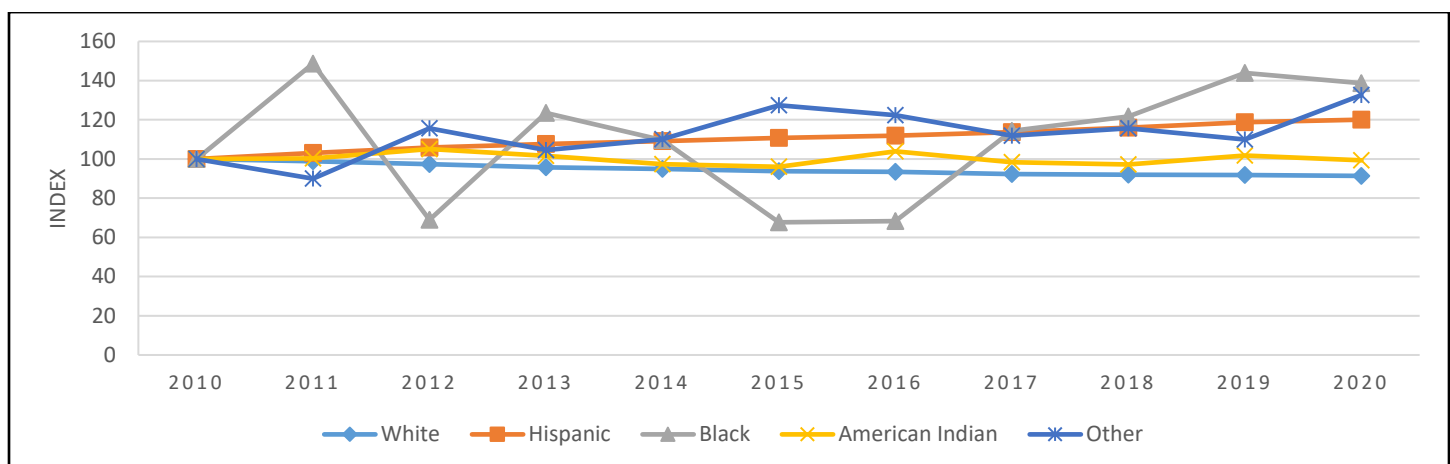


Figure 7 Carson City Race and Ethnicity, 2010 to 2020. Index: 2010 = 100





## 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. Carson City Total Households, 2010 to 2020

Year	Carson Households	Carson 1-Year Change	Nevada 1-Year Change
2010	21,467		
2012	21,122	-0.8%	0.6%
2014	21,225	0.2%	0.7%
2016	21,802	1.0%	1.4%
2018	22,461	1.4%	2.3%
2020	22,858	0.5%	2.9%
<b>Ten-Year Change</b>		6.5%	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. Carson City vs State Comparison, Annual Change of Total Households, 2011 to 2020

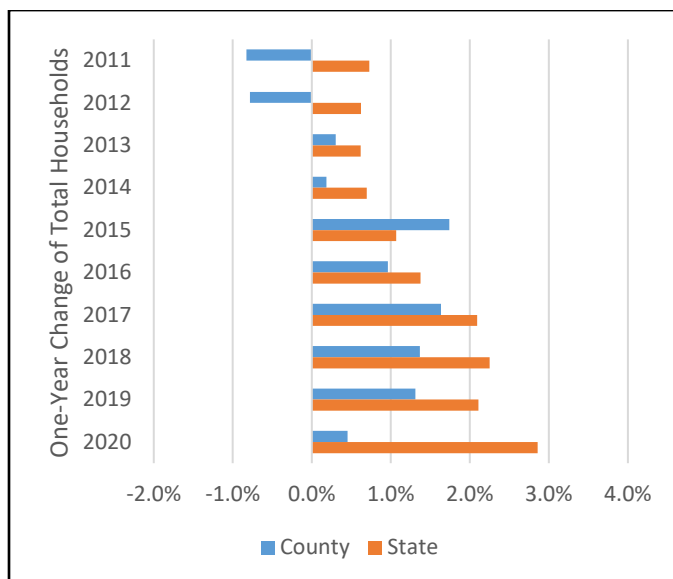
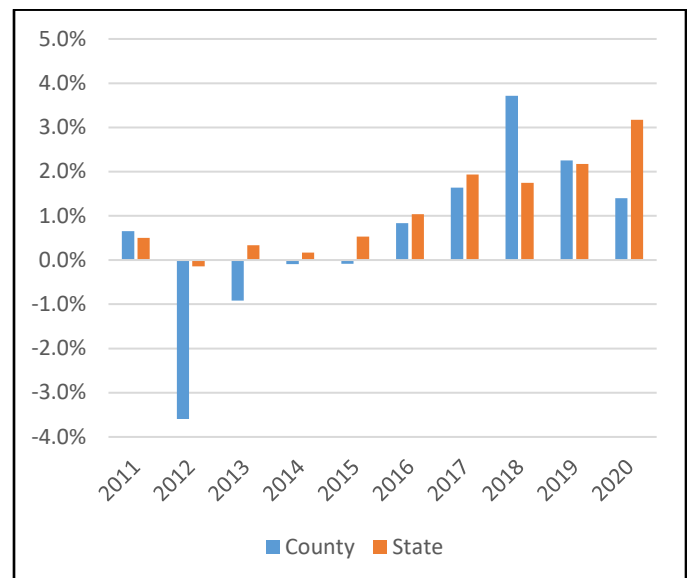


Figure 9. Carson City vs State Comparison, Annual Change of Total Families, 2011 to 2020



### County Breakdown

Households in Carson City have increased by 6.5% from the years 2010-2020, while the change in the same period for the state of Nevada has gone up 15.4%. The year 2018 saw a 3.7% increase in Carson City families which was the largest percentage change between the years 2010-2020.

Table 7. Carson City Total Families, 2010 to 2020

Year	Carson Families	1-Year Change	Nevada 1-Year Change
2010	13,558		
2012	13,156	-3.6%	-0.1%
2014	13,023	-0.1%	0.2%
2016	13,121	0.8%	1.0%
2018	13,831	3.7%	1.7%
2020	14,341	1.4%	3.2%
<b>Ten-Year Change</b>		-1.6%	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

From 2010-2020 Carson City reported median housing unit values that were higher than the state averages each year. The peak value in housing for Carson City and the State of Nevada came in 2010 at 326.3k and 306.7k respectively. Overall, from 2010 to 2020 the majority of housing units fell in either the \$200,000 to \$299,999 or \$300,000 to \$499,999.

Table 8 Carson City Median Housing Unit Value, 2010 to 2020

Year	Carson Median	Nevada Median
2010	\$326,368	\$306,702
2012	\$256,340	\$220,528
2014	\$211,088	\$187,622
2016	\$221,288	\$212,526
2018	\$258,310	\$258,524
2020	\$311,523	\$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. Carson City vs State Comparison, Housing Unit Median Value, 2010 to 2020

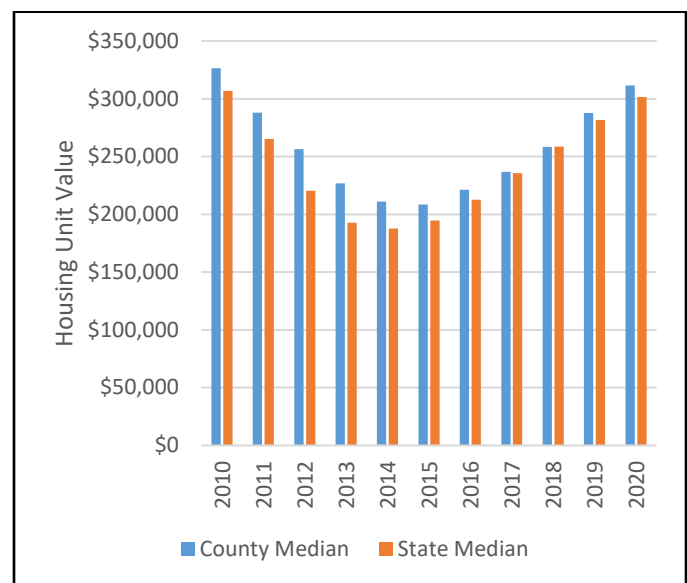


Table 9 Carson City Housing Unit Value Distribution, 2010 to 2020

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	13,381	10.4%	4.5%	3.6%	11.1%	28.3%	30.6%	10.9%	0.6%
2012	12,776	11.7%	6.6%	8.8%	16.0%	27.8%	22.8%	5.9%	0.4%
2014	12,346	14.8%	6.6%	14.0%	17.9%	25.2%	18.0%	2.9%	0.5%
2016	12,093	12.0%	7.9%	14.1%	16.1%	24.8%	19.9%	4.9%	0.3%
2018	12,511	10.0%	6.2%	7.1%	12.7%	29.1%	25.3%	8.5%	1.0%
2020	13,299	9.2%	3.8%	2.2%	7.3%	27.5%	34.6%	14.2%	1.2%

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 demolition. This is especially important if there is an expectation of a sudden inflow of new citizens to the community.

### County Breakdown

Carson City occupied households increased by 3.1 percentage points from 2010-2020. In all years between 2010-2020, Carson City's occupied households were higher than state average, and all but one year saw occupancy over 90%.

Figure 11 Carson City vs State Comparison, Housing Occupancy, 2010 to 2020

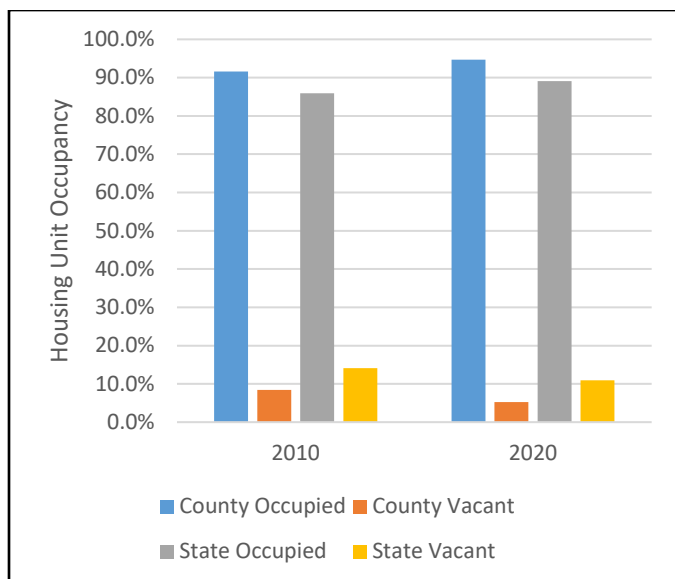
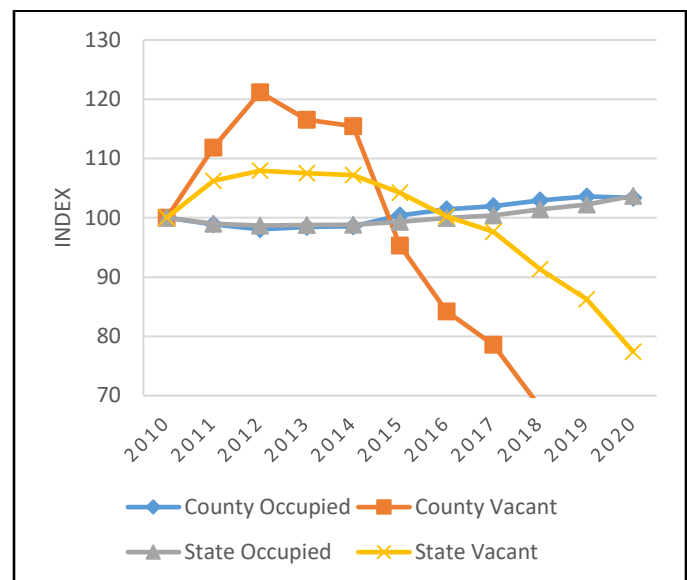


Table 10. Carson City Housing Occupancy, 2010 to 2020

Year	Occupied HH	Vacant HH	Nevada Occupied HH	Nevada Vacant HH
2010	91.6%	8.4%	85.9%	14.1%
2012	89.8%	10.2%	84.8%	15.2%
2014	90.3%	9.7%	84.9%	15.1%
2016	92.9%	7.1%	85.9%	14.1%
2018	94.3%	5.7%	87.1%	12.9%
2020	94.7%	5.3%	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. Carson City 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 Carson City Owner vs Renter Occupied Housing, 2010 to 2020

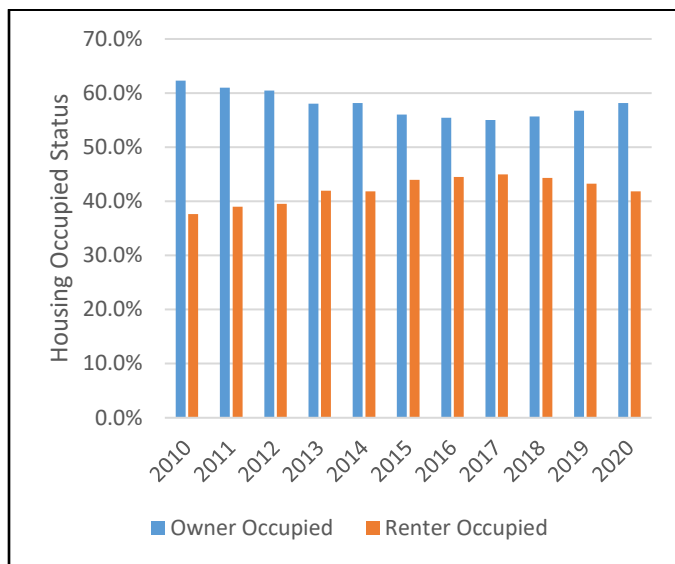


Table 11. Carson City Owner vs. Renter Occupied Housing Distribution, 2010 to 2020

Year	Carson Occupied Housing Units	Carson Owner Occupied	Carson Renter Occupied
2010	21,467	62.3%	37.7%
2012	21,122	60.5%	39.5%
2014	21,225	58.2%	41.8%
2016	21,802	55.5%	44.5%
2018	22,461	55.7%	44.3%
2020	22,858	58.2%	41.8%

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

Table 12. Carson City Average Household Size, 2010 to 2020

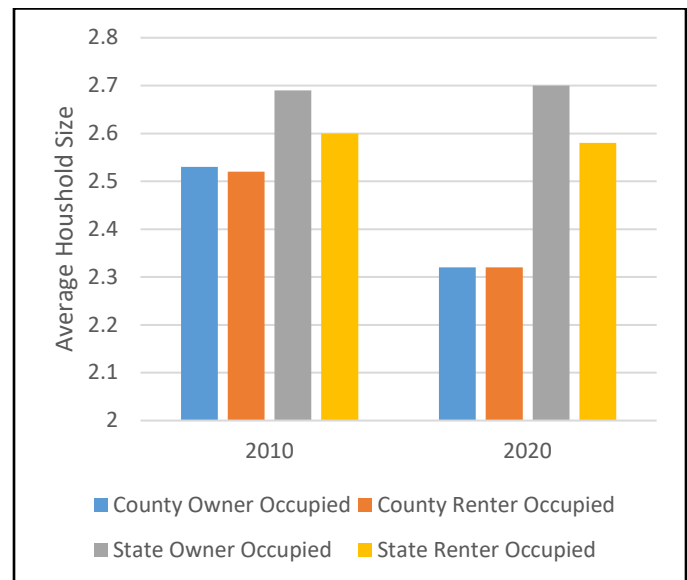
Year	Carson Owner Occ. HH Size	Carson Renter Occ. HH Size	Nevada Owner Occ. HH Size	Nevada Renter Occ. HH Size
2010	2.53	2.52	2.69	2.60
2012	2.52	2.56	2.69	2.68
2014	2.50	2.46	2.71	2.71
2016	2.39	2.42	2.72	2.72
2018	2.31	2.35	2.72	2.64
2020	2.32	2.32	2.70	2.58

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

### County Breakdown

Average household size has decreased within Carson City in both renter and owner-occupied categories from 2010-2020. Both categories also saw averages lower than state average during this span. Owner occupied homes in comparison to renter occupied homes have decreased by 4.1 percentage points, down to 58.2% as of 2020.

Figure 14 Carson City 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

Single unit homes make up the largest majority of homes within Carson City as of 2020. The other categories make up the remaining 40% or less of homes. Between 2010-2020 20+ units have increased by 1.2 percentage points and the highest percentage of 20+ units was recorded in 2014.

Table 13. Carson City Housing Structure Type, 2010 to 2020

Year	Single Unit	2- to 4- Units	5- to 19- Units	20+ Units	Mobile Home, RV, etc.
2010	63.4%	8.8%	8.3%	8.0%	11.6%
2012	62.9%	6.8%	9.1%	9.6%	11.7%
2014	61.2%	7.0%	9.3%	10.8%	11.6%
2016	60.8%	7.8%	10.3%	10.7%	10.4%
2018	59.9%	9.5%	9.3%	10.4%	10.9%
2020	64.1%	7.4%	9.0%	9.2%	10.3%

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

Figure 15 Carson City Housing Structure Distribution, 2010 to 2020

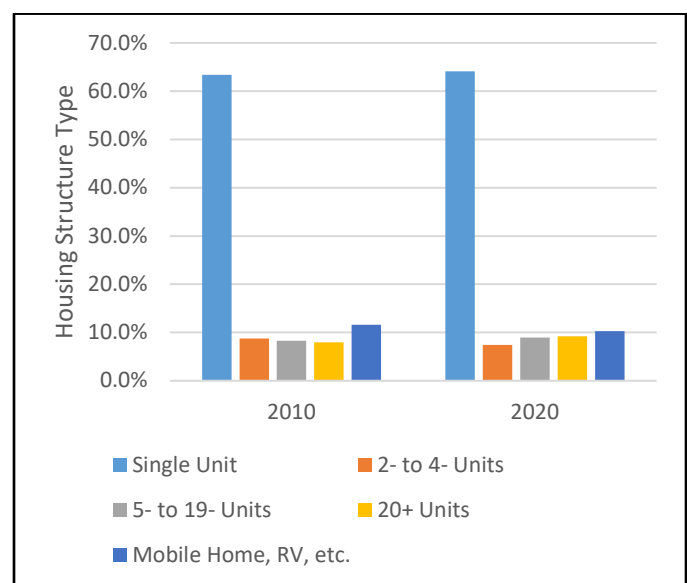
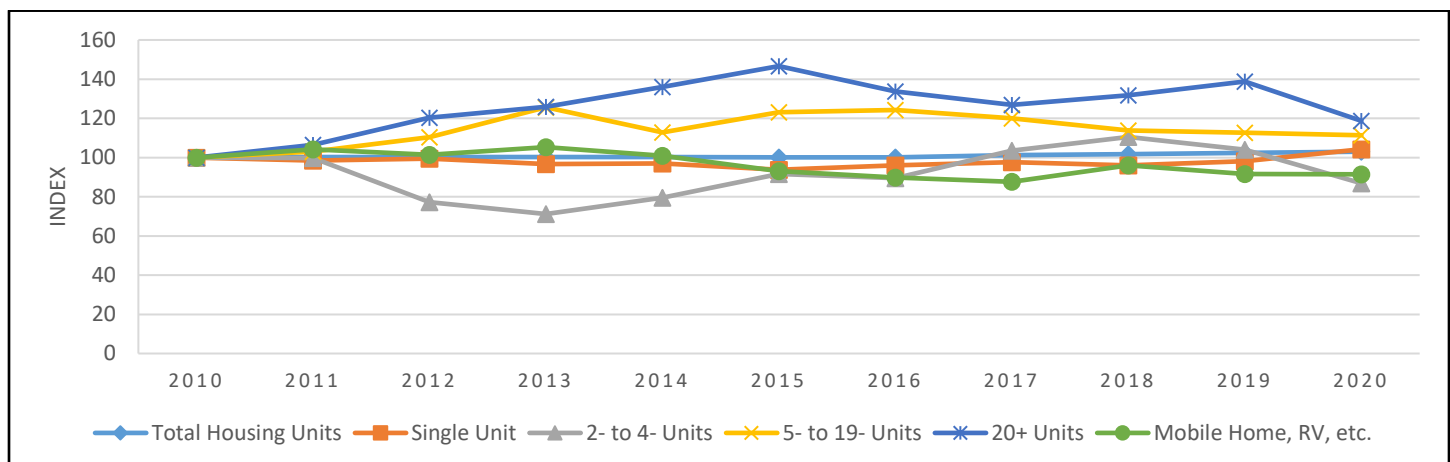


Figure 16 Carson City Housing Structure Type, 2010 to 2020. Index: 2010 = 100





## 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

As of 2020, over 80% of houses were built between 1960-1999. Houses built after 2010 only accounted for 2.8% of homes in Carson City. Between 2012-2014 few homes were built within the city, as the built later than 2010 category saw almost no movement.

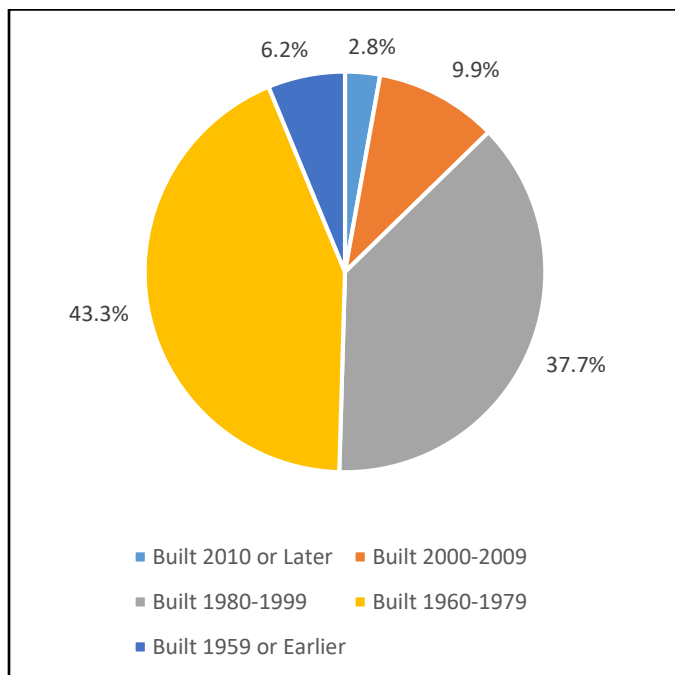
Table 14. Carson City Housing Age Distribution, 2012 to 2020

Year	Built 2010 or Later	Built 2000-2009	Built 1980-1999	Built 1960-1979	Built 1959 or Earlier
2012	0.3%	12.2%	38.8%	40.8%	7.8%
2014	0.4%	11.4%	40.7%	41.0%	6.5%
2016	1.0%	11.3%	40.5%	42.3%	4.8%
2018	2.0%	10.6%	41.6%	40.6%	5.1%
2020	2.8%	9.9%	37.7%	43.3%	6.2%

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



Figure 17. Carson City 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

The Carson City veteran population decreased by 34.5% from 2010-2020. In comparison, this decrease is much higher than the state of Nevada as a whole which reported a 12.1% decrease. The number of women veterans within the city has decreased as well at a 63.8% drop from 2010-2020. All age groups decreased from 2010-2020 except for the 65-74 year old age group which saw a 15.6% increase.

Figure 18. Carson City vs State Comparison, Ten-Year Change of Veteran Demographics, 2010 to 2020

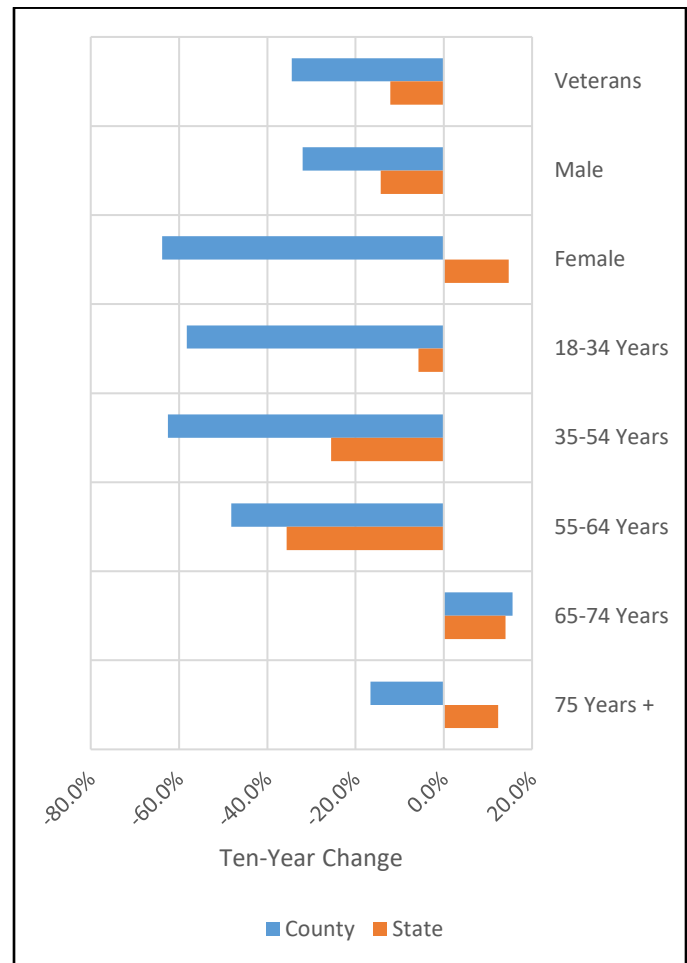


Table 15. Carson City Veteran Demographics, 2010 to 2020

Veterans	Carson City		Percent of Total 2020		2010 to 2020 10-Year Change	
	2010	2020	Carson City	Nevada	Carson City	Nevada
<b>Veteran Population</b>	6,609	4,331			-34.5%	-12.1%
<b>Male</b>	6,100	4,147	95.8%	90.3%	-32.0%	-14.3%
<b>Female</b>	509	184	4.2%	9.7%	-63.8%	14.7%
<b>18 to 34 Years Old</b>	522	218	4.7%	8.7%	-58.2%	-5.8%
<b>35 to 54 Years Old</b>	1,573	590	12.7%	23.5%	-62.5%	-25.6%
<b>55 to 64 Years Old</b>	1,930	1,001	21.6%	18.9%	-48.1%	-35.6%
<b>65 to 74 Years Old</b>	1,157	1,337	28.9%	26.6%	15.6%	14.0%
<b>75 Years and Older</b>	1,421	1,185	25.6%	20.9%	-16.6%	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
  - American Fact Finder
- US Department of Health and Human Services

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## County Breakdown

### Educational Attainment:

Individuals over the age of 25 with less than a high school diploma has decreased by 0.3 percentage point in Carson City from 2010-2020. Those with high school diploma or an equivalent has decreased by 5.5 percentage points over the 10-year window where data was collected.

Following the trend if a decrease in veterans in Carson City, all categories have decreased in percentage point as well from 2010-2020.

### Poverty:

Poverty in Carson has decreased year-to-year from 2014-2020, with 2013-2014 showing the only period where poverty percentage rose. Carson poverty levels have remained about 2 percentage points lower than the state of Nevada from the years 2013-2020.

Carson City veteran poverty increased by 0.1 percentage points from 2013-2020. In all years of this 8-year span, veteran poverty rates were lower than non-veterans within the city.

### School Districts:

From 2010-2021 Carson City school enrollment increased year-to-year until 2021 which is the most recent year we have data from. The state of Nevada has seen a gradual increase in enrollment every year, seeing their peak in 2021.

White (45.2%) and Hispanic (45.3%) students made up the largest majority of Carson City students in 2021.

The percentage of students in English Language Learner (ELL) programs in Carson City decreased by 5.7% from 2010-2021. The percentage of students with Individual Education Programs (IEPs) increased by 4.2 percentage points during this same span.

## Educational Attainment

### Definition

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

### Why is it important?

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

### County Breakdown

Individuals over the age of 25 with less than a high school diploma has decreased by 0.3 percentage point in Carson City from 2010-2020. Those with high school diploma or an equivalent has decreased by 5.5 percentage points over the 10-year window where data was collected. All categories of educational attainment that relate to college have stayed relatively the same changing by at most 3% from 2010 to 2020.

Table 16 Carson City Condensed Education Levels, 2010 to 2020

Year	Carson < H.S.	Carson Bachelor+	Nevada < H.S.	Nevada Bachelor+
2010	12.0%	21.6%	15.7%	21.8%
2012	13.7%	20.9%	15.6%	22.2%
2014	13.2%	20.3%	15.1%	22.6%
2016	12.8%	21.0%	14.6%	23.2%
2018	12.7%	22.3%	13.7%	24.2%
2020	11.9%	22.9%	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 Carson City vs State Comparison, Educational Attainment Levels, 2010 to 2020

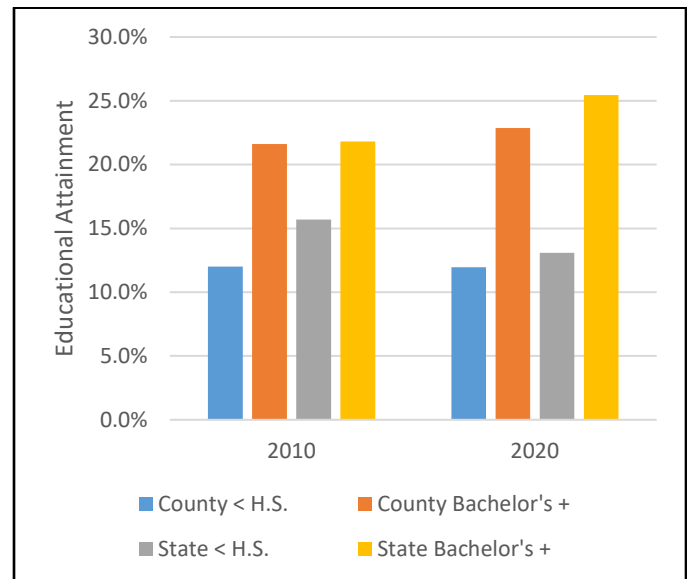


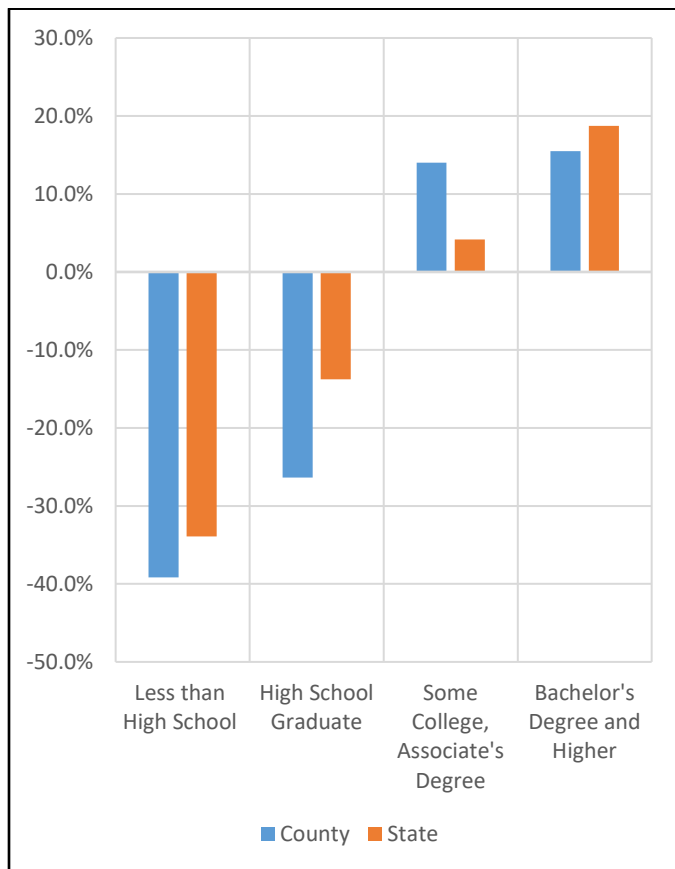
Table 17 Carson City Educational Attainment, 2010 to 2020

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	38,012	3.8%	8.2%	32.1%	26.3%	8.0%	12.6%	9.0%
2012	38,640	4.4%	9.3%	30.3%	27.3%	7.8%	12.4%	8.5%
2014	38,327	4.3%	8.9%	29.7%	28.9%	7.9%	12.3%	8.0%
2016	38,540	3.9%	8.9%	28.5%	29.6%	8.2%	12.8%	8.2%
2018	38,892	4.1%	8.6%	27.5%	27.5%	10.1%	14.2%	8.1%
2020	39,827	4.1%	7.9%	26.6%	28.3%	10.3%	15.0%	7.8%

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 Carson City 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

Following the trend if a decrease in veterans in Carson City, all categories have decreased in percentage point as well from 2010-2020. Those with less than a high school diploma decreased by 39.2%, showing a more educated group of veterans within Carson City.

Table 18 Carson City Veteran Educational Attainment, 2010 to 2020

Veterans	Carson City		Percent of Total 2020		2010 to 2020 10-Year Change	
	2010	2020	Carson City	Nevada	Carson City	Nevada
<b>Veteran Population</b>	6,609	4,319			-34.5%	-12.1%
<b>Less than High School</b>	390	155	3.6%	4.3%	-39.2%	-33.9%
<b>High School Graduate</b>	1,837	884	20.5%	24.4%	-26.4%	-13.8%
<b>Some College, Associate's Degree</b>	2,782	2,073	48.0%	43.7%	14.0%	4.2%
<b>Bachelor's Degree and Higher</b>	1,599	1,207	27.9%	27.5%	15.5%	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**:

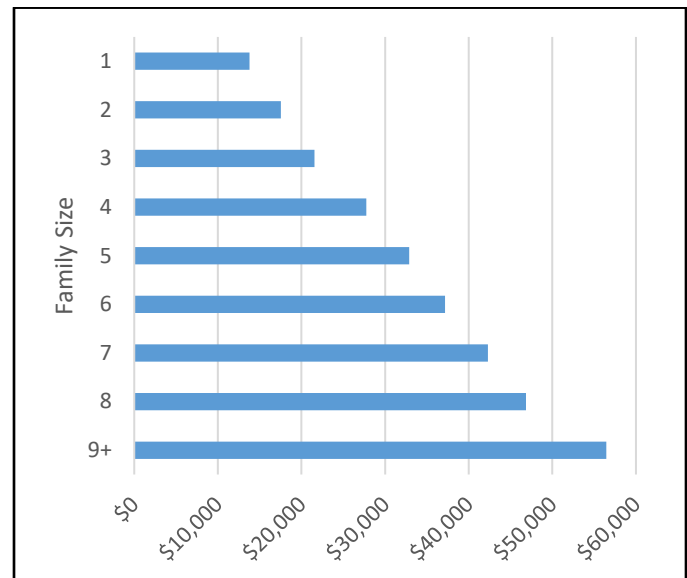
*The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family or unrelated individual falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is 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
<b>One person</b>								
Under age 65	14,097							
Aged 65 and older	12,996							
<b>Two people:</b>								
Householder under age 65	18,145	18,677						
Householder aged 65+	16,379	18,606						
<b>Three people</b>	21,196	21,811	21,831					
<b>Four people</b>	27,949	28,406	27,479	27,575				
<b>Five people</b>	33,705	34,195	33,148	32,338	31,843			
<b>Six people</b>	38,767	38,921	38,119	37,350	36,207	35,529		
<b>Seven people</b>	44,606	44,885	43,925	43,255	42,009	40,554	38,958	
<b>Eight people</b>	49,888	50,329	49,423	48,629	47,503	46,073	44,585	44,207
<b>Nine people or more</b>	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/H H 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 Carson City vs State Comparison, Ratio of Income to Poverty Thresholds, 2013 to 2020

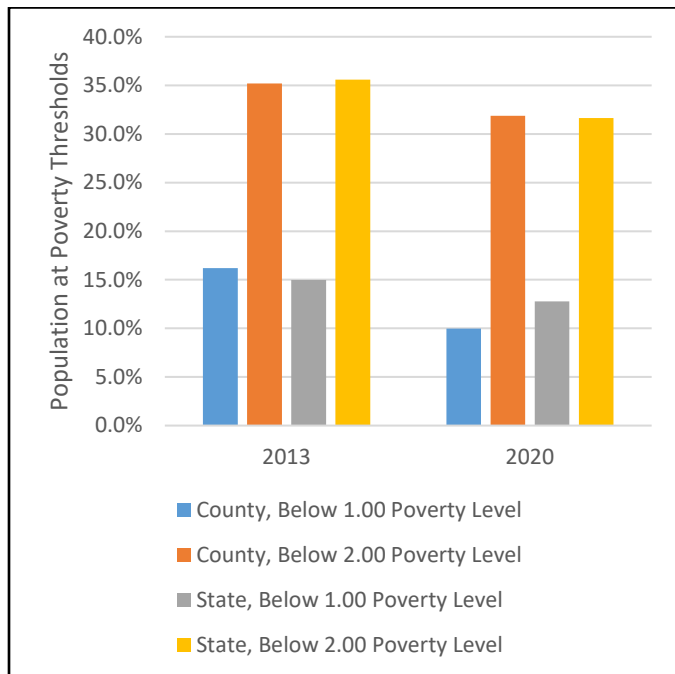


Table 22. Carson City Condensed Poverty Levels, 2013 to 2020

Year	Below 1.00 Poverty Level	Below 2.00 Poverty Level	Nevada Below 1.00 Poverty Level	Nevada Below 2.00 Poverty Level
2013	16.2%	35.2%	15.0%	35.6%
2014	17.1%	37.5%	15.6%	36.6%
2015	16.8%	38.8%	15.5%	36.7%
2016	16.7%	37.2%	14.9%	35.9%
2017	14.7%	37.9%	14.2%	34.6%
2018	13.7%	36.1%	13.7%	33.6%
2019	11.3%	33.2%	13.1%	32.3%
2020	10.0%	31.9%	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

Poverty in Carson has decreased year-to-year from 2014-2020, with 2013-2014 showing the only period where poverty percentage rose. Carson poverty levels have remained about 2 percentage points lower than the state of Nevada from the years 2013-2020.

Table 23. Carson City Ratio of Income to Poverty Level Distribution, 2013 to 2020

Year	Carson City 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	52,813	5.8%	10.4%	4.1%	4.5%	7.3%	3.1%
2014	52,598	7.9%	9.2%	4.1%	4.9%	7.6%	3.8%
2015	52,414	7.5%	9.3%	5.1%	5.8%	7.4%	3.7%
2016	52,450	8.0%	8.7%	6.0%	5.9%	6.5%	2.2%
2017	52,245	7.0%	7.7%	6.1%	5.6%	8.9%	2.6%
2018	52,340	7.1%	6.6%	5.7%	5.7%	8.7%	2.4%
2019	52,548	5.0%	6.4%	5.9%	5.1%	8.7%	2.2%
2020	52,940	4.3%	5.7%	5.1%	6.0%	8.8%	2.0%

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 Carson City vs State Comparison, Percent of Veteran and Non-Veteran Populations in Poverty, 2013 to 2020

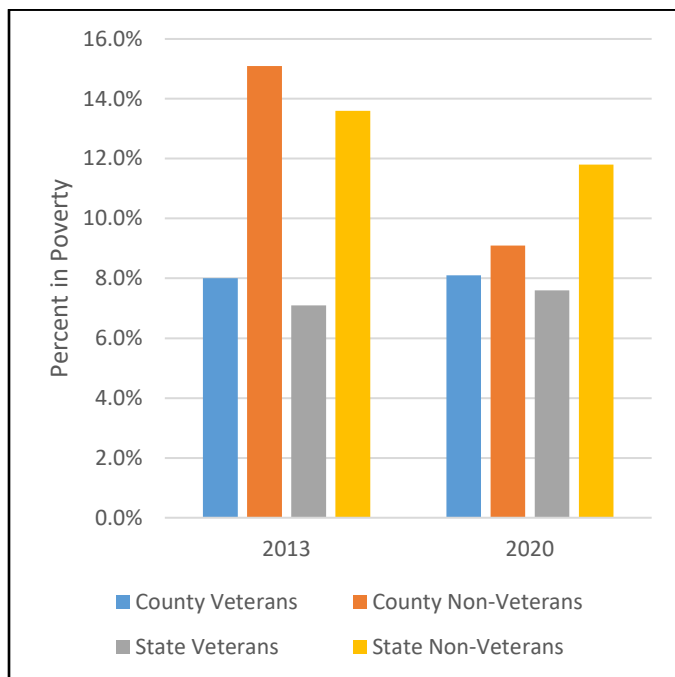
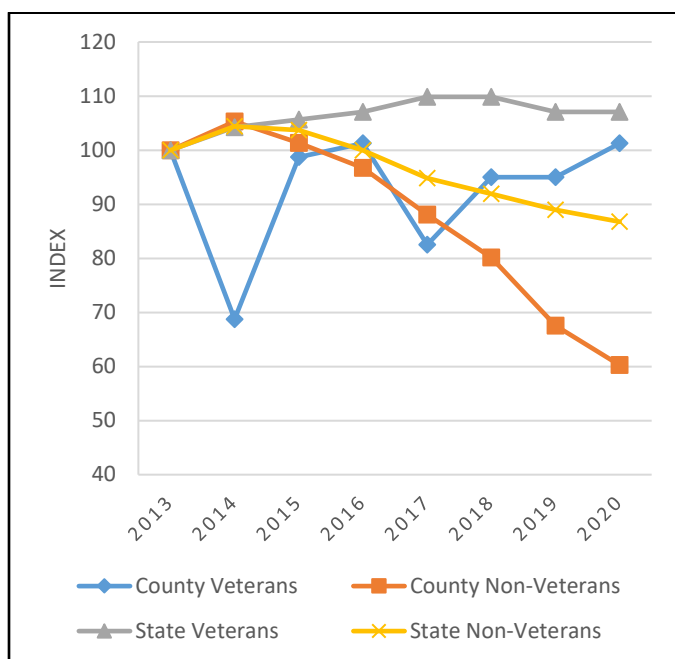


Figure 24. Carson City vs State Comparison, Veteran and Non-Veteran Populations in Poverty, 2013 to 2020, Index 2013 = 100



### 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 Carson City Condensed Poverty Levels, 2013 to 2020

Year	Carson City Veterans	Carson City Non-Veterans	Nevada Veterans	Nevada Non-Veterans
2013	8.0%	15.1%	7.1%	13.6%
2014	5.5%	15.9%	7.4%	14.2%
2015	7.9%	15.3%	7.5%	14.1%
2016	8.1%	14.6%	7.6%	13.6%
2017	6.6%	13.3%	7.8%	12.9%
2018	7.6%	12.1%	7.8%	12.5%
2019	7.6%	10.2%	7.6%	12.1%
2020	8.1%	9.1%	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

Carson City veteran poverty increased by 0.1 percentage points from 2013-2020. In all years of this 8-year span, veteran poverty rates were lower than non-veterans within the city. While the state has seen increases year-to-year in veteran poverty from 2013-2020, Carson has no clear trend line.

## School District Population

### Definition

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

### Why is it important?

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

Table 25. Carson City School District Enrollment, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson City	Nevada
2010-2011	7,529	437,057
2012-2013	7,545	445,381
2014-2015	7,526	459,095
2016-2017	7,815	473,647
2018-2019	7,850	492,638
2020-2021	7,500	482,364

Source: NevadaReportCard.com

Figure 25. Carson City vs State Comparison, School District Enrollment, 2010 to 2021 Accountability Years, Index 2010 = 100

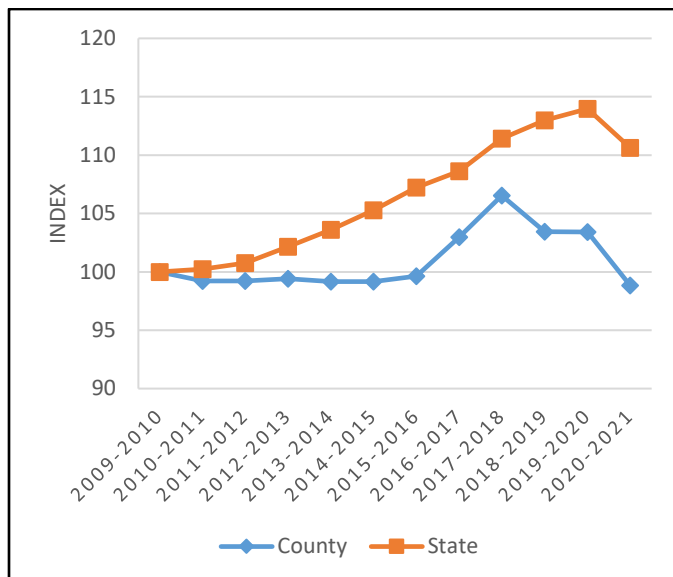
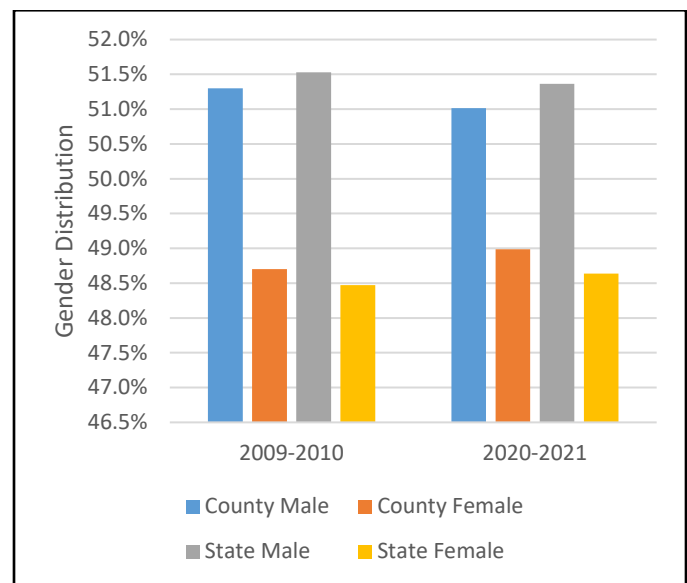


Table 26. Carson City School District Gender Distribution, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson City Male	Carson City Female	Nevada Male	Nevada Female
2010-2011	51.1%	48.9%	51.5%	48.5%
2012-2013	50.5%	49.5%	51.4%	48.6%
2014-2015	51.4%	48.6%	51.6%	48.4%
2016-2017	51.4%	48.6%	51.6%	48.4%
2018-2019	51.2%	48.8%	51.5%	48.5%
2020-2021	51.0%	49.0%	51.4%	48.6%

Source: NevadaReportCard.com

Figure 26 Carson City vs State Comparison, School District Distribution by Gender, 2010 to 2021 Accountability Years



### County Breakdown

From 2010-2021 Carson City school enrollment increased year-to-year until 2021 which is the most recent year we have data from. The state of Nevada has seen a gradual increase in enrollment every year, seeing their peak in 2021. Males and female distribution are fairly even with males having slightly higher population in each year data was collected. The state of Nevada followed almost the same trend with the high for males in Nevada being 51.6% in 2017 and 2019.



## School District Race and Ethnicity

### Definition

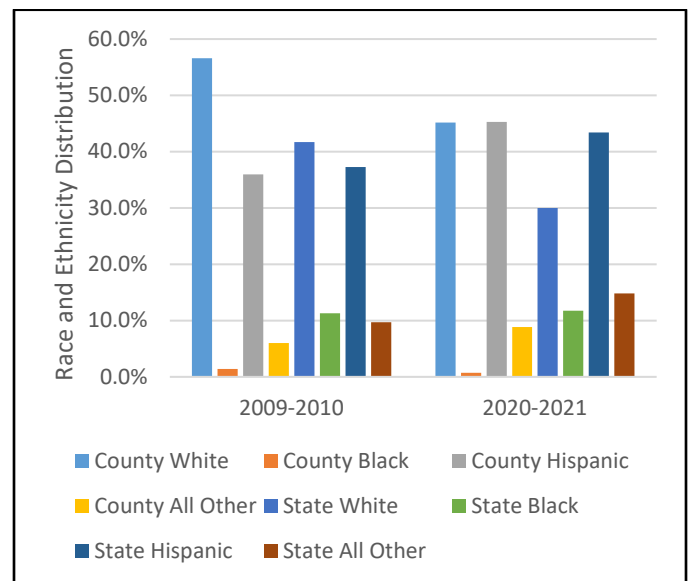
This data is a measure of the race and ethnicity of each student in the county's school district. For the definition of race and ethnicity, please see the demographic characteristics section.

### Why is it important?

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



Figure 27 Carson City vs State Comparison, School District Distribution by Race and Ethnicity, 2011 to 2021 Accountability Years



### County Breakdown

White (45.2%) and Hispanic (45.3%) students made up the largest majority of Carson City students in 2021. While the Hispanic population has grown by 5.5 percentage points from 2010-2021, the White student population has decreased by 6.9 percentage points. The All Other and Black student populations in Carson City also increased from 2010-2021.

Table 27. Carson City School District Race and Ethnicity, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson City				Nevada			
	White	Black	Hispanic	All Other	White	Black	Hispanic	All Other
2010-2011	52.1%	0.5%	39.8%	7.6%	38.7%	9.9%	38.8%	12.7%
2012-2013	51.2%	0.6%	40.8%	7.4%	36.8%	9.7%	40.0%	13.5%
2014-2015	49.2%	0.6%	42.5%	7.7%	35.1%	10.2%	41.1%	13.7%
2016-2017	48.5%	0.7%	42.8%	8.0%	33.2%	10.8%	42.1%	13.9%
2018-2019	46.9%	0.6%	43.5%	9.0%	31.9%	11.3%	42.5%	14.4%
2020-2021	45.2%	0.7%	45.3%	8.8%	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 Carson City School District Individual Education Program Population, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson IEP	Nevada IEP
2010-2011	10.3%	10.8%
2012-2013	12.0%	11.0%
2014-2015	12.6%	11.8%
2016-2017	14.1%	12.2%
2018-2019	14.4%	12.2%
2020-2021	14.5%	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. Carson City vs State Comparison, School District Individual Education Program Distribution, 2010 to 2021 Accountability Years

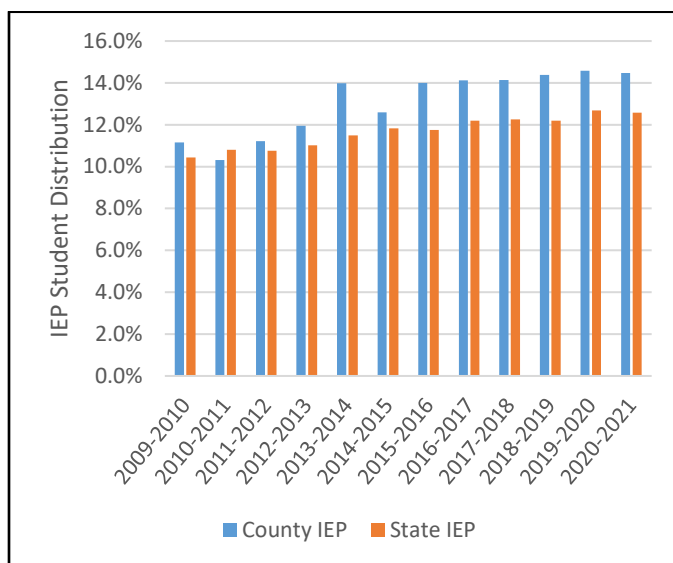


Table 29 Carson City School District English Language Learner Population, 2011 to 2021 Selected Accountability Years

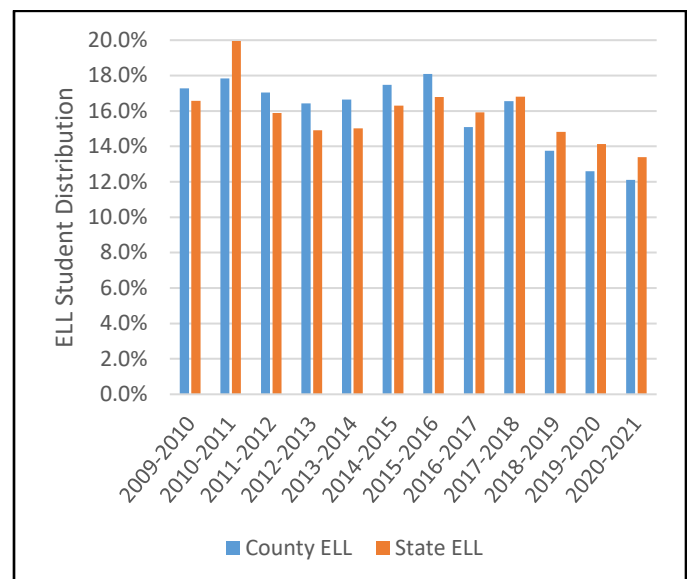
Accountability Year	Carson ELL	Nevada ELL
2010-2011	17.8%	20.0%
2012-2013	16.4%	14.9%
2014-2015	17.5%	16.3%
2016-2017	15.1%	15.9%
2018-2019	13.8%	14.8%
2020-2021	12.1%	13.4%

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 Carson City vs State Comparison, School District English Language Learner Population Distribution, 2010 to 2021 Accountability Years



### County Breakdown

The percentage of students in English Language Learner (ELL) programs in Carson City decreased by 5.7% from 2010-2021. The percentage of students with Individual Education Programs (IEPs) increased by 4.2 percentage points during this same span. Carson City students with IEPs is slightly higher than the state percentage, but both have increased from 2012-2019.

## Free and Reduced Lunch Population

### Definition

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

### Why is it important?

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

Table 30. Carson City School District Free and Reduced Lunch Eligible Students, 2011 to 2021 Selected Accountability Years

Accountability Year	FRL Eligible	Nevada FRL Eligible
2010-2011	43.8%	47.9%
2012-2013	54.1%	49.9%
2014-2015	50.3%	53.2%
2016-2017	51.8%	60.7%
2018-2019	60.1%	61.2%
2020-2021	61.4%	73.2%

Source: NevadaReportCard.com

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

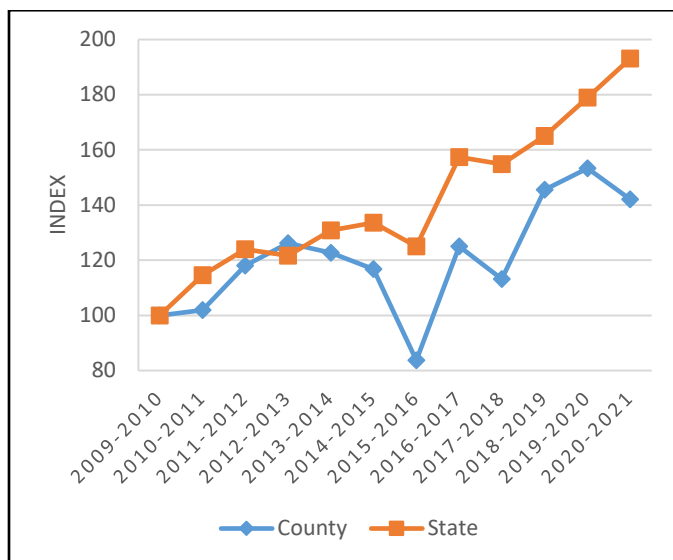


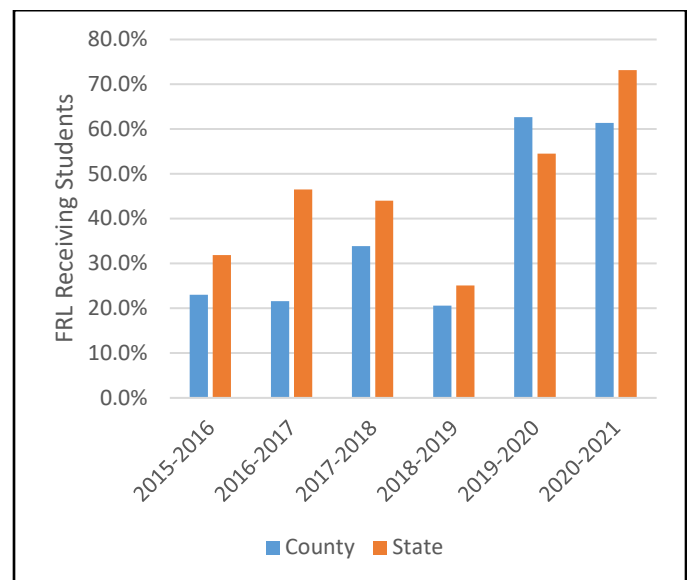
Table 31. Carson City School District Percent of Eligible Students who Received Free and Reduced Lunch, 2016 to 2021 Accountability Years

Accountability Year	FRL Receiving	Nevada FRL Receiving
2015-2016	23.0%	31.9%
2016-2017	21.6%	46.5%
2017-2018	33.9%	44.0%
2018-2019	20.6%	25.1%
2019-2020	62.7%	54.5%
2020-2021	61.4%	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. Carson City vs State Comparison, School District Free and Reduced Lunch Receiving Students, 2016 to 2021



### County Breakdown

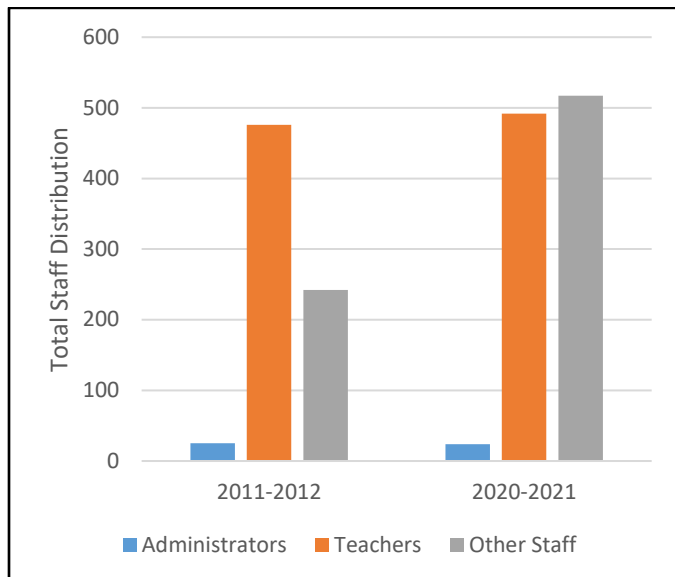
Carson City Free and Reduced Lunch eligibility is roughly equal to Nevada's from 2010-2021 except for in 2015-2016 where there was a large discrepancy. Carson City also displays a lower rate of receiving free and reduced lunch compared to Nevada as a whole.

## School District Staffing

Table 32. Carson City School District Staffing, 2012 to 2021 Accountability Years

Accountability Year	Administrators	Teachers	Other Staff
2011-2012	25	476	242
2012-2013	45	587	235
2013-2014	24	472	396
2014-2015	25	461	408
2015-2016	23	456	417
2016-2017	22	460	426
2017-2018	23	461	476
2018-2019	23	463	469
2019-2020	24	493	530
2020-2021	24	492	517

Figure 32. Carson City School District Staffing, 2012 to 2021 Accountability Years



### Definition

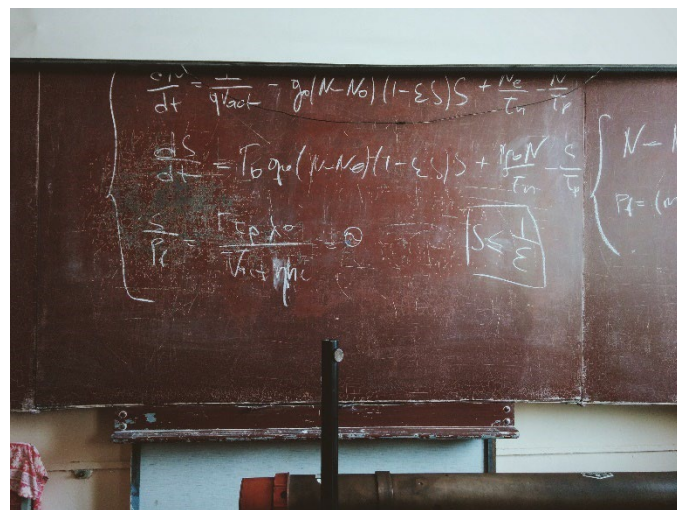
School District staffing is the number of administrators, teachers, and other staff in the entire school district.

### 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

From 2014-2021 Carson City has seen little movement in school district staffing numbers outside of the support staff category. The “other staff” group have more than doubled, while teachers have increased by 20 individuals, and administrators have stayed the same during this timeframe.





## Student Teacher Ratios

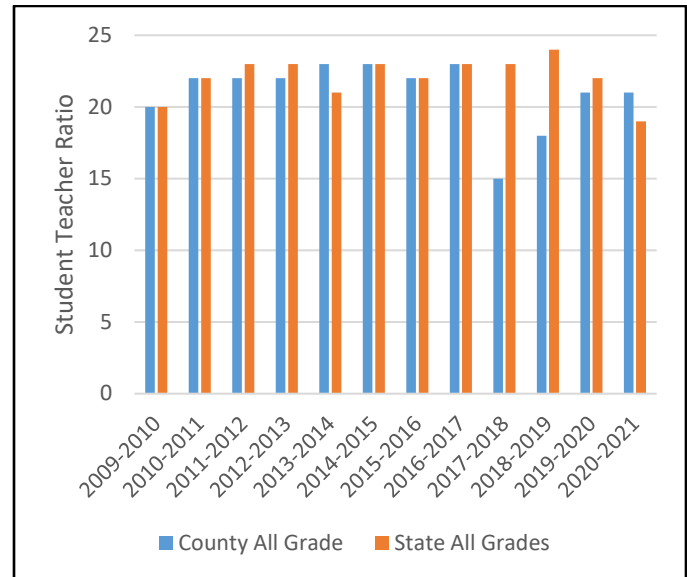
### Definition

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

### Why is it important?

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

Figure 33. Carson City vs State Comparison, Student Teacher Ratio, 2010 to 2021 Accountability Years



### County Breakdown

Carson City student teacher ratios were very consistent from 2011-2021. The most notable changes came in 1<sup>st</sup> and 2<sup>nd</sup> grade classes, where the ratio increased by 5 students in certain years.

Table 33 Carson City Student Teacher Ratio, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson City								Nevada							
	All	K	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	All	K	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
2010-2011	22	22	16	17	20	24	24	27	22	24	18	19	21	26	26	25
2012-2013	22	23	17	17	21	24	20	28	23	25	20	21	22	27	27	26
2014-2015	23	23	22	22	19	24	24	23	23	21	21	21	23	28	28	21
2016-2017	23	21	21	20	22	23	25	25	23	21	19	19	22	27	28	20
2018-2019	18	21	20	20	21	22	24	23	24	23	20	20	22	27	28	22
2020-2021	21	22	19	20	21	21	23	21	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.) 6<sup>th</sup> 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 in Carson City middle and high schools decreased by 3 students per class in Science, 4 students per class in English and Social Study's and by 5 in Math. The state saw class size decrease at a slightly smaller rate than the county with their biggest change coming from Social study's decreasing by 2 from 2011-2021.

Figure 34. Carson City vs State Comparison, Average Class Size, 2010 to 2021 Accountability Years

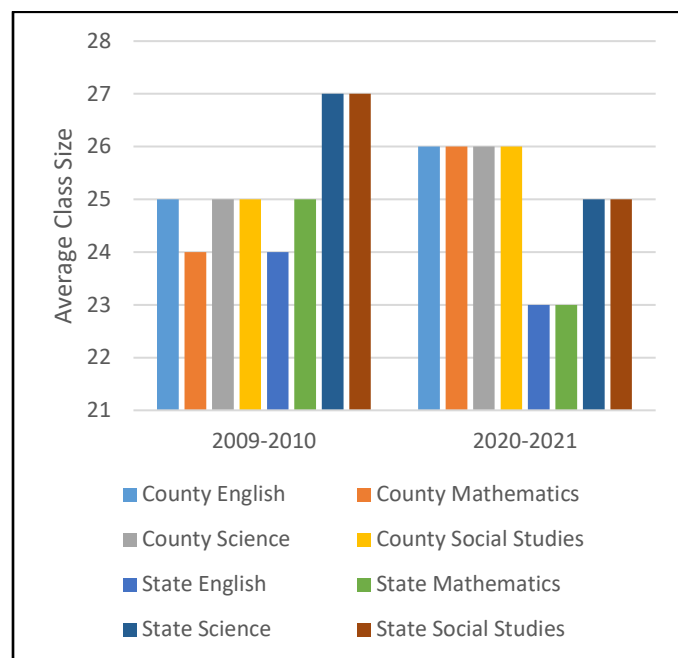


Table 34. Carson City Average Class Size by Subject Area, 2011 to 2021 Selected Accountability Years

Accountability Year	Carson City				Nevada			
	English	Math	Science	Social Studies	English	Math	Science	Social Studies
2010-2011	26	26	26	26	23	23	25	25
2012-2013	24	24	23	13	24	24	26	26
2014-2015	23	24	24	24	22	23	25	25
2016-2017	25	23	24	24	28	27	27	28
2018-2019	24	22	23	24	19	20	21	18
2020-2021	22	21	23	22	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

Carson City graduation rates have increased year-to-year from 2015-2018. There was also a slight decrease year-over-year from 2020-2022. The student population also increased during this period.



Figure 35 Carson City vs State Comparison, Cohort Graduation Rates, 2016 to 2022 Accountability Years

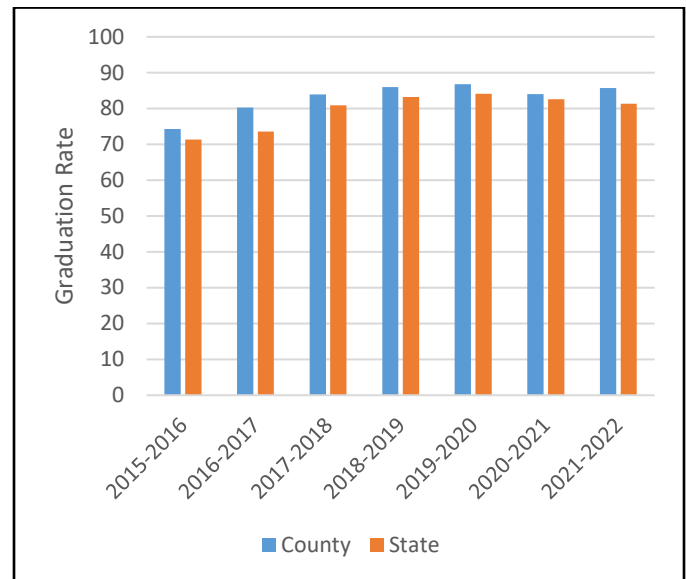


Table 35. Carson City Graduation, 2016 to 2022 Accountability Years

Accountability Year	Graduating Class of	Total Students	Carson City Total Graduates	Graduation Rate	Nevada Graduation Rate
2015-2016	2014-2015	568	422	74.3%	71.3%
2016-2017	2015-2016	589	473	80.3%	73.6%
2017-2018	2016-2017	641	538	83.9%	80.9%
2018-2019	2017-2018	599	515	86%	83.2%
2019-2020	2018-2019	636	552	86.8%	84.1%
2020-2021	2019-2020	639	537	84%	82.6%
2021-2022	2020-2021	616	528	85.7%	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 Carson City vs State Comparison, Per Pupil Total Expenditures, 2010 to 2019 Accountability Years

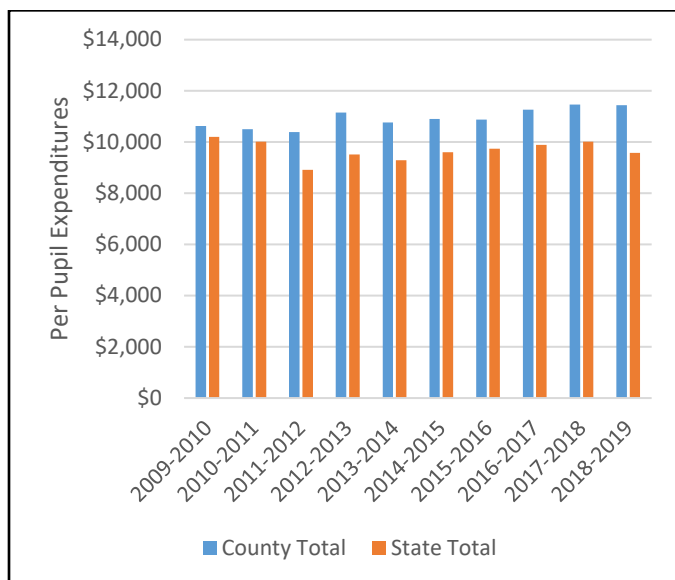
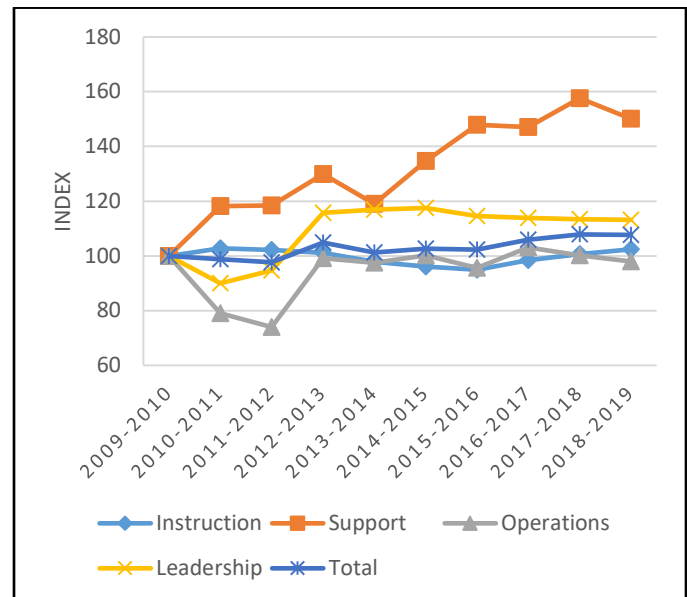


Figure 37 Carson City Per Pupil Expenditures, 2010 to 2019 Accountability Years, Index 2010 = 100



### County Breakdown

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

Table 36 Carson City Per Pupil Expenditures, 2011 to 2019 Selected Accountability Years

Accountability Year	Carson City					Nevada Total Expenditure
	Instruction	Support	Operations	Leadership	Total Expenditure	
2010-2011	\$6,735	\$1,471	\$1,809	\$491	\$10,505	\$10,020
2012-2013	\$6,628	\$1,617	\$2,269	\$631	\$11,147	\$9,521
2014-2015	\$6,294	\$1,677	\$2,296	\$641	\$10,908	\$9,608
2016-2017	\$6,449	\$1,831	\$2,361	\$621	\$11,261	\$9,890
2018-2019	\$6,714	\$1,869	\$2,244	\$617	\$11,443	\$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
  - American Fact Finder
  - OnTheMap

### This Section Contains:

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## County Breakdown

### Household and Family Income:

In Carson City median household income decreased (2,256) and mean increased (1,618) from 2010-2020. The largest portion of the decrease in mean came between 2012-2014.

Similar to household income, family income decreased in Carson City from 2010-2020. The median family income decreased by \$6,465, while the mean family income decreased by \$5,026. The largest portion of these decreases came between 2012-2014.

### Unemployment and Labor Force:

Unemployment in Carson City decreased by 5.3 percentage points from 2010-2020. Each year during this span saw a decrease in unemployment, and numbers nearly mirrored the state percentage in the same category.

In the years between 2010-2016 Carson city experienced a steady decrease in labor force, followed by an increase for the next three years.

### Industry:

The Health Care and Social Assistance industry saw the largest growth in Carson from 2010-2021 (+2,225). Other notable industries that grew were Construction (+594), and Accommodation, Food Services (+183).

Average earning per worker in Carson City decreased by 3.1% from 2010-2021. Some industries standout in terms of average earnings per worker in comparison to others in the state.

### Occupation:

The Healthcare Practitioners and Tech occupation saw the largest growth in Carson from 2014-2020 (+469). On the other hand, the largest decline came from the Office and Administrative Support occupation (-310).

### Commuter Inflow/Outflow:

Inbound commuters outnumber the amount of outbound commuters in every year from 2010-2021. The totals for each inbound and outbound commuter have gradually increased over the 12-year window where data was collected.

### Per Capita and Personal Income:

Carson City per capita income increased by \$829 from 2010-2020. The average per capita income for the state followed a similar trend as Carson during this 7-year span.

### Gross Regional Product:

The largest contributor to Carson City GRP in 2021 was the Government and Public Administration industry (\$1.2 billion). Other leading industries were Manufacturing, Health Care and Social Assistance, and Retail Trade.

## 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

In Carson City median household income decreased (2,256) and mean increased (1,618) from 2010-2020. The largest portion of the decrease in mean came between 2012-2014. Those making \$75,000-99,999 decreased by 0.2 percentage points from 2010-2020, while those making between \$25,000-34,999 decreased by 0.9 percentage points.

Table 37. Carson City Median and Mean Household Income, 2010 to 2020

Year	Carson Median	Carson Mean	Nevada Median	Nevada Mean
2010	\$62,821	\$81,026	\$67,235	\$87,006
2012	\$62,366	\$77,056	\$62,477	\$81,760
2014	\$56,262	\$72,264	\$58,616	\$77,868
2016	\$53,185	\$70,799	\$58,893	\$78,593
2018	\$55,495	\$75,593	\$61,429	\$82,462
2020	\$60,565	\$82,644	\$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 Carson City vs State Comparison, Median and Mean Household Income, 2010 to 2020

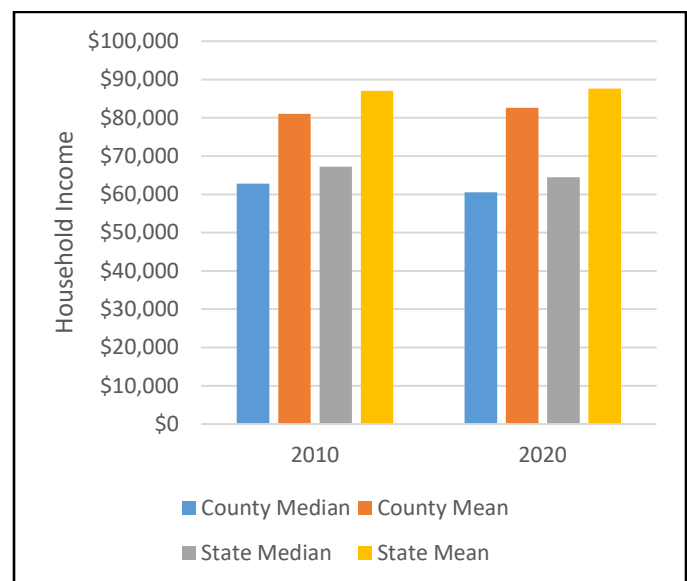


Table 38. Carson City Household Income Distribution, 2010 to 2020

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	6.1%	5.8%	11.1%	10.2%	15.4%	19.2%	13.2%	12.5%	6.5%
2012	6.2%	6.0%	10.1%	9.6%	14.5%	20.2%	15.7%	11.7%	6.1%
2014	6.6%	5.8%	11.7%	10.7%	15.1%	19.6%	13.7%	10.6%	6.2%
2016	6.2%	7.3%	11.2%	12.4%	14.3%	19.2%	12.2%	10.8%	6.4%
2018	5.0%	6.0%	10.0%	12.4%	14.5%	19.3%	12.4%	12.6%	7.9%
2020	4.1%	4.7%	9.9%	9.3%	13.8%	21.2%	13.0%	13.5%	10.4%

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

Similar to household income, family income decreased in Carson City from 2010-2020. The median family income decreased by \$6,465, while the mean family income decreased by \$5,026. The largest portion of these decreases came between 2012-2014.

Table 39. Carson City Median/Mean Family Income, 2010 to 2020

Year	Carson Median	Carson Mean	Nevada Median	Nevada Mean
2010	\$78,894	\$97,184	\$77,723	\$97,596
2012	\$75,434	\$91,122	\$72,534	\$91,881
2014	\$69,363	\$84,431	\$68,582	\$87,917
2016	\$68,340	\$84,577	\$69,357	\$89,482
2018	\$71,354	\$90,846	\$73,270	\$94,682
2020	\$72,429	\$92,158	\$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. Carson City vs State Comparison, Family Median and Mean Income, 2010 to 2020, Index 2010 = 100

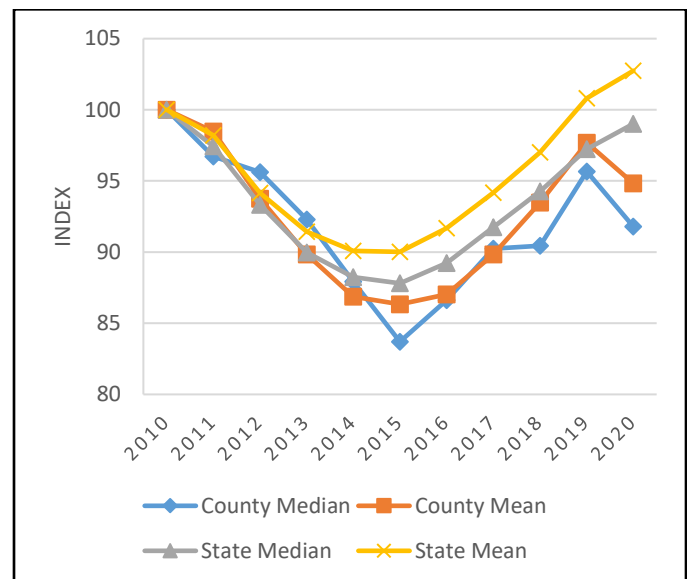


Table 40. Carson City Family Income Distribution, 2010 to 2020

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	4.4%	2.8%	8.5%	8.1%	13.7%	19.4%	17.2%	17.1%	8.7%
2012	4.2%	2.4%	6.8%	9.4%	13.3%	21.7%	19.0%	14.9%	8.4%
2014	6.0%	2.2%	9.1%	8.9%	13.8%	21.7%	16.0%	13.7%	8.6%
2016	5.6%	3.0%	8.5%	10.4%	13.0%	20.6%	16.8%	13.2%	8.9%
2018	4.9%	3.3%	5.9%	10.5%	12.0%	19.5%	15.6%	17.1%	11.1%
2020	1.6%	2.1%	6.3%	8.0%	15.4%	20.6%	15.4%	18.4%	12.2%

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. Carson City Unemployment, 2010 to 2020

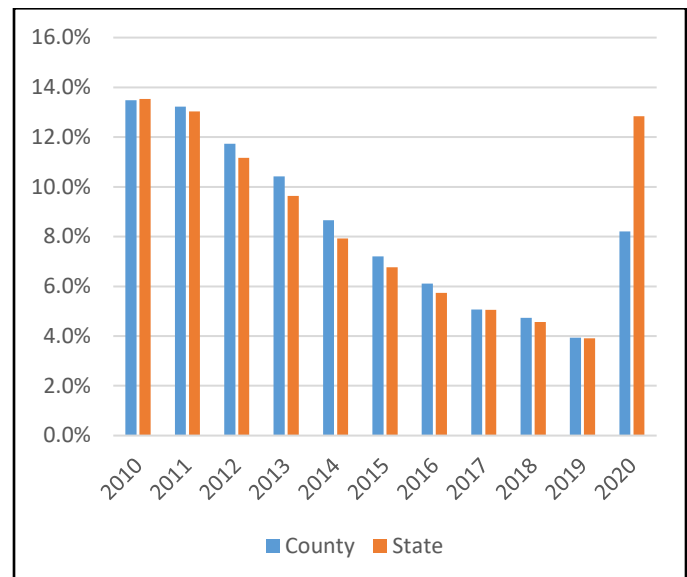
Year	Carson City Unemployment	Nevada Unemployment
2010	13.5%	13.5%
2011	13.2%	13.0%
2012	11.7%	11.2%
2013	10.4%	9.6%
2014	8.7%	7.9%
2015	7.2%	6.8%
2016	6.1%	5.7%
2017	5.1%	5.1%
2018	4.7%	4.6%
2019	3.9%	3.9%
2020	8.2%	12.8%

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

### County Breakdown

Unemployment in Carson City decreased by 5.3 percentage points from 2010-2020. Each year during this span saw a decrease in unemployment, and numbers nearly mirrored the state percentage in the same category.

Figure 40. Carson City 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

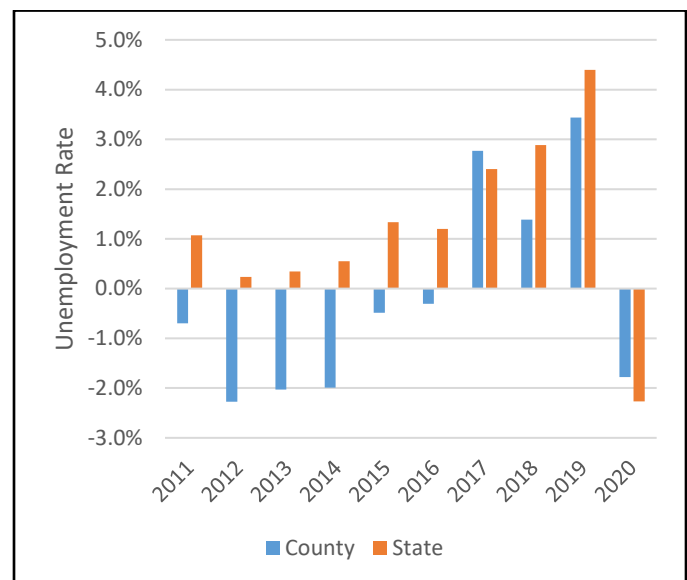
In the years between 2010-2016 Carson city experienced a steady decrease in labor force, followed by an increase for the next three years. The biggest annual change occurred in 2019 where the Carson labor force increased by 3.4%.

Table 42. Carson City Labor Force, 2010 to 2020

Year	Carson Labor Force	Nevada Labor Force	Annual Change	Nevada Annual Change
2010	26,700	1,358,580		
2011	26,513	1,373,117	-0.7%	1.1%
2012	25,911	1,376,384	-2.3%	0.2%
2013	25,386	1,381,160	-2.0%	0.3%
2014	24,881	1,388,771	-2.0%	0.6%
2015	24,760	1,407,273	-0.5%	1.3%
2016	24,684	1,424,145	-0.3%	1.2%
2017	25,367	1,458,347	2.8%	2.4%
2018	25,718	1,500,379	1.4%	2.9%
2019	26,603	1,566,381	3.4%	4.4%
2020	26,130	1,530,873	-1.8%	-2.3%

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

Figure 41. Carson City 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 where they can spend their money. While total jobs is a necessary reference point, jobs by industry, jobs by occupation, average earnings, and employment inflow/outflow should all be consulted in order to get an accurate picture for any type of development or future projects.

### County Breakdown

Total jobs in Carson City increased by 2,185 from 2010-2021. From 2010-2013 total jobs within the city decreased year-to-year, and from 2014-2018 total jobs increased year-to-year. Between 2016-2017 total jobs saw its largest year of growth (+1,334).



Figure 42. Carson City Total Jobs, 2010 to 2021

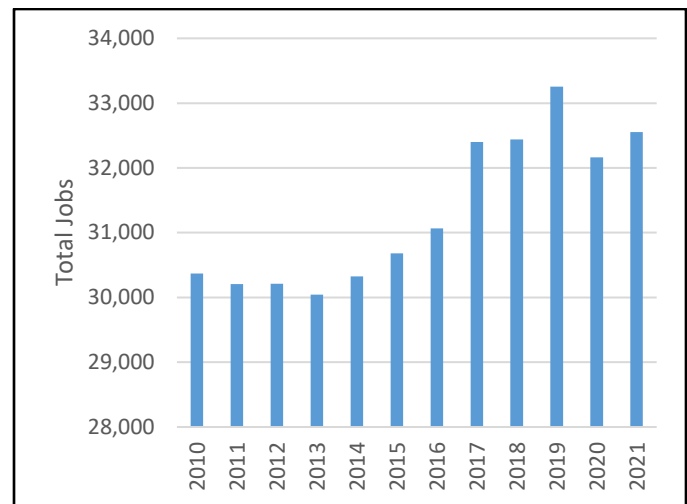
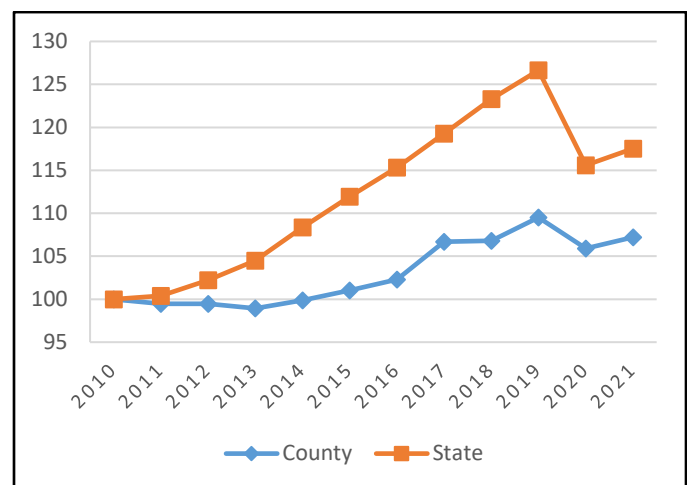


Table 43 Carson City Total Jobs, 2010 to 2021

Year	Total Jobs	Nevada Total Jobs
2010	30,368	1,228,521
2011	30,206	1,233,316
2012	30,210	1,255,940
2013	30,043	1,283,927
2014	30,326	1,331,350
2015	30,680	1,375,190
2016	31,066	1,416,815
2017	32,400	1,465,501
2018	32,438	1,514,988
2019	33,256	1,555,766
2020	32,164	1,420,265
2021	32,553	1,443,840

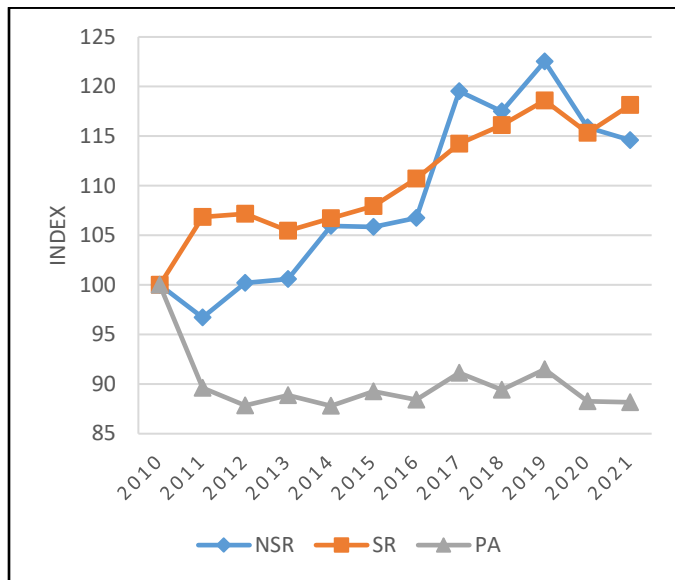
Source: Emsi Burning Glass 2022.1 For those industries where job data was suppressed, '<10' shows instead of a specific amount.

Figure 43. Carson City vs State, Total Jobs, 2010 to 2021, Index 2010 = 100



## Jobs by Industry

Figure 44 Carson City 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

The Health Care and Social Assistance industry saw the largest growth in Carson from 2010-2021 (+2,225). Other notable industries that grew were Construction (+594), and Accommodation, Food Services (+183). The Government, Public Admin industry saw the largest decline from 2010-2018 (-1,277). Other notable industries with declines were Arts, Entertainment, and Recreation (-305) and Real Estate and Rental and Leasing (-59).

Table 44. Carson City Jobs by Industry, 2010 and 2021

NAICS 2-Digit Code	Type*	Carson City		Nevada	
		2010	2021	2010	2021
11: Ag, Forestry, Fishing and Hunting	NSR	45	136	4,276	6,906
21: Mining, Quarry, Oil/Gas Extraction	NSR	18	11	12,338	15,021
22: Utilities	SR	177	132	4,323	4,064
23: Construction	NSR	1,081	1,675	69,573	106,313
31: Manufacturing	NSR	2,678	2,557	39,633	60,079
42: Wholesale Trade	SR	543	702	34,155	37,396
44: Retail Trade	SR	3,041	3,587	133,044	152,036
48: Transportation, Warehousing	SR	261	207	47,811	88,362
51: Information	SR	302	243	13,764	15,535
52: Finance and Insurance	SR	939	885	35,387	42,833
53: Real Estate and Rental and Leasing	SR	583	524	27,212	32,698
54: Professional, Scientific, Tech Services	SR	1,138	1,052	56,604	75,483
55: Mgmt. of Companies/Enterprises	SR	192	468	18,290	23,851
56: Administrative and Support	SR	1,136	1,268	79,298	99,981
61: Educational Services	SR	103	119	12,333	16,677
62: Health Care and Social Assistance	SR	2,662	4,887	98,934	139,109
71: Arts, Entertainment, and Recreation	SR	1,358	1,053	30,960	34,167
72: Accommodation, Food Services	SR	2,114	2,297	286,042	234,078
81: Other Services (except Public Admin)	SR	1,186	1,168	52,833	63,106
90: Government, Public Admin	PA	10,794	9,517	171,021	179,845
99: Unclassified Industry	-	16	65	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 Carson City Average Earnings per Worker by 2-Digit NAICS, 2021

2021	Carson	Nevada
<b>11: Ag, Forestry, Fish, Hunting</b>	\$43,754	\$46,913
<b>21: Mining, Quarry, Oil/Gas</b>	\$78,540	\$121,597
<b>22: Utilities</b>	\$161,472	\$168,561
<b>23: Construction</b>	\$64,204	\$77,575
<b>31: Manufacturing</b>	\$75,265	\$86,496
<b>42: Wholesale Trade</b>	\$75,390	\$97,417
<b>44: Retail Trade</b>	\$50,981	\$44,583
<b>48: Transportation, Warehouses</b>	\$57,427	\$60,034
<b>51: Information</b>	\$89,556	\$126,074
<b>52: Finance and Insurance</b>	\$88,579	\$115,026
<b>53: Real Estate, Rental, Leasing</b>	\$58,668	\$66,003
<b>54: Professional, Scientific, Tech</b>	\$84,406	\$94,189
<b>55: Management of Companies</b>	\$109,646	\$172,769
<b>56: Administrative and Support</b>	\$47,594	\$46,719
<b>61: Educational Services</b>	\$27,530	\$49,717
<b>62: Health Care, Social Assist.</b>	\$74,509	\$72,018
<b>71: Arts, Entertainment, Rec.</b>	\$35,858	\$53,584
<b>72: Accommodation, Food Svcs.</b>	\$26,453	\$38,971
<b>81: Other Services</b>	\$38,752	\$37,234
<b>90: Government, Public Admin</b>	\$95,907	\$86,683
<b>99: Unclassified Industry</b>	\$104,651	\$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 Carson City Average Earnings per Worker, 2010 to 2021

Year	Carson Average Earnings per Worker	Nevada Average Earnings per Worker
<b>2010</b>	\$69,679	\$62,329
<b>2011</b>	\$68,641	\$60,733
<b>2012</b>	\$67,620	\$60,517
<b>2013</b>	\$67,504	\$59,922
<b>2014</b>	\$67,703	\$60,803
<b>2015</b>	\$70,577	\$61,963
<b>2016</b>	\$69,904	\$62,957
<b>2017</b>	\$70,921	\$62,976
<b>2018</b>	\$70,167	\$63,604
<b>2019</b>	\$71,559	\$64,662
<b>2020</b>	\$74,047	\$69,292
<b>2021</b>	\$71,818	\$68,050

Source: Emsi Burning Glass 2022.1

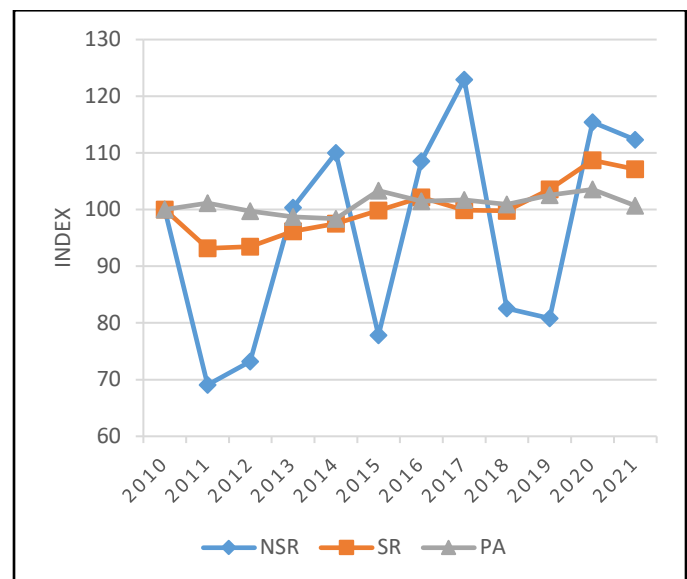
For those industries where data was suppressed, ‘-’ shows instead of a dollar amount.

Data is shown in 2021 dollars

### County Breakdown

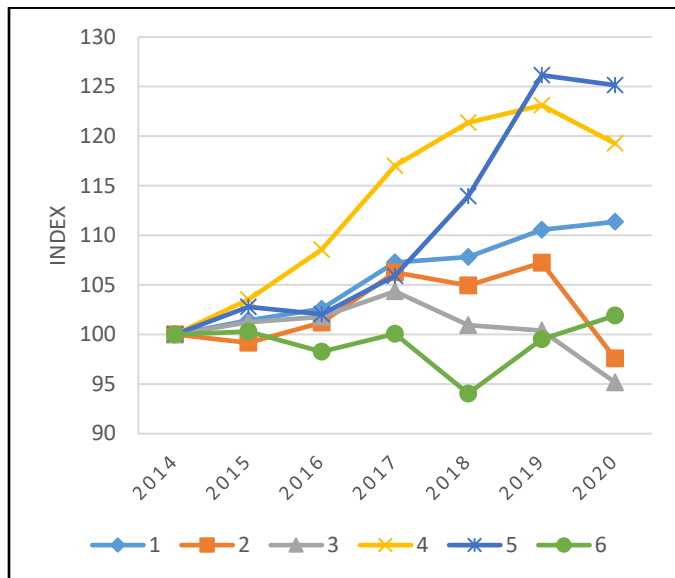
Average earning per worker in Carson City decreased by 3.1% from 2010-2021. Some industries stand out in terms of average earnings per worker in comparison to others in the state. Those working in the Government, Public Admin industry earn more than their counterparts around the state. Those working in the Management of Companies industry make well below their counterparts on average around the state.

Figure 45. Carson City Average Earnings per Worker by Major Industry Type, 2010 to 2021, Index 2010 = 100



## Jobs by Occupation

Figure 46 Carson City 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

The Healthcare Practitioners and Tech occupation saw the largest growth in Carson from 2014-2020 (+469). On the other hand, the largest decline came from the Office and Administrative Support occupation (-310).

Table 47. Carson City Jobs by Occupation Code, 2014 to 2020

SOC 2-Digit Code	Type*	Carson City		Nevada	
		2014	2020	2014	2020
11-Management	1	1,716	1,974	66,542	81,891
13-Business and Financial Operations	1	2,060	2,272	47,443	63,998
15-Computer and Mathematical	1	820	958	18,867	24,741
17-Architecture and Engineering	1	710	701	12,435	16,735
19-Life, Physical, and Social Science	1	531	559	9,465	10,996
21-Community and Social Service	1	466	724	12,775	16,332
23-Legal	1	441	367	9,254	9,793
25-Education, Training, and Library	1	1,353	1,202	53,580	56,200
27-Arts, Design, Entertain, Sports, Media	1	370	410	25,529	26,462
29-Healthcare Practitioners and Tech	1	1,808	2,277	52,244	73,133
31-Healthcare Support	2	1,315	1,522	39,998	47,579
33-Protective Service	2	977	982	40,850	40,985
35-Food Preparation and Serving Related	2	2,542	2,328	169,329	147,370
37-Building/Grounds Cleaning, Maint.	2	967	916	81,492	66,739
39-Personal Care and Service	2	905	795	73,370	65,585
41-Sales and Related	3	2,956	2,884	144,930	146,028
43-Office and Administrative Support	3	4,971	4,661	180,890	183,115
45-Farming, Fishing, and Forestry	4	50	96	2,592	4,678
47-Construction and Extraction	4	973	1,424	64,644	90,242
49-Installation, Maintenance, and Repair	4	1,189	1,117	52,440	56,044
51-Production	5	1,857	2,156	50,038	52,106
53-Transportation and Material Moving	5	1,277	1,766	113,340	129,189
55-Military	6	71	73	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

Many occupations in Carson City have average hourly earnings that are similar to the state average in 2020. Some occupations that stand out are Arts, Design, Entertainment, Sports, Media and Sales Related. Overall Carson City averaged a higher earnings per worker through all occupations than the state.

Table 48. Carson City Avg. Hourly Earnings by Occupation, 2020

	Carson	Nevada
<b>11-Management</b>	\$51.63	\$51.25
<b>13-Business/Financial Operations</b>	\$34.22	\$35.15
<b>15-Computer and Mathematical</b>	\$37.98	\$39.78
<b>17-Architecture and Engineering</b>	\$34.93	\$39.99
<b>19-Life, Physical, Social Science</b>	\$28.55	\$34.51
<b>21-Community and Social Service</b>	\$27.28	\$27.71
<b>23-Legal</b>	\$56.07	\$53.31
<b>25-Education, Training, Library</b>	\$26.94	\$25.85
<b>27-Arts, Design, Entertainment, Sports, Media</b>	\$29.90	\$29.80
<b>29-Healthcare Practitioners Tech</b>	\$48.66	\$45.71
<b>31-Healthcare Support</b>	\$14.93	\$15.80
<b>33-Protective Service</b>	\$28.92	\$23.48
<b>35-Food Preparation and Serving</b>	\$11.94	\$13.31
<b>37-Building/Grounds Cleaning, Maint.</b>	\$16.17	\$16.17
<b>39-Personal Care and Service</b>	\$14.43	\$14.94
<b>41-Sales and Related</b>	\$23.43	\$20.75
<b>43-Office and Admin. Support</b>	\$19.94	\$18.95
<b>45-Farming, Fishing, Forestry</b>	\$16.19	\$15.80
<b>47-Construction and Extraction</b>	\$26.34	\$26.32
<b>49-Installation, Maint., Repair</b>	\$22.73	\$25.70
<b>51-Production</b>	\$19.83	\$19.30
<b>53-Transport., Material Moving</b>	\$16.14	\$19.94
<b>55-Military</b>	\$26.82	\$26.82
<b>99-Unclassified</b>	\$0.00	\$0.00
<b>Average Through all Occupations</b>	\$26.60	\$24.66

Source: Emsi Burning Glass 2022.1

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

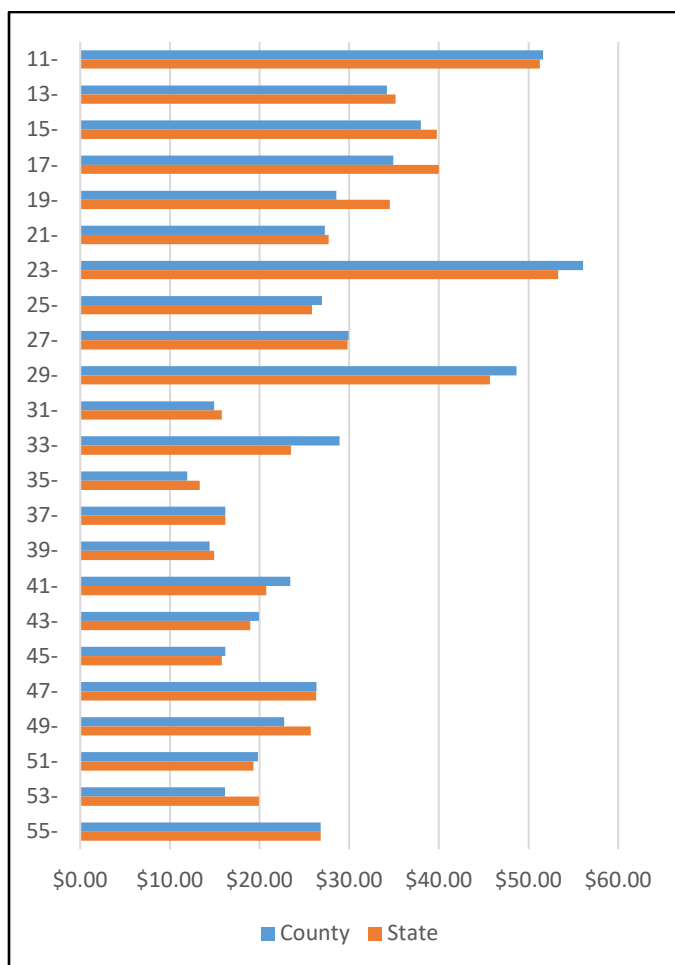
### Definition

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.

Figure 47 Carson City vs State Comparison, Average Hourly Earnings, 2020



## 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.

Table 49. Carson City Commuter Inflow and Outflow, 2010 to 2021

Year	Inbound Commuters	Outbound Commuters	Net Commuters
2010	14,180	9,862	4,318
2011	14,571	9,579	4,992
2012	14,398	9,603	4,795
2013	14,332	10,445	3,886
2014	14,441	10,941	3,500
2015	14,132	10,956	3,177
2016	14,782	11,073	3,710
2017	15,515	11,916	3,599
2018	15,654	12,671	2,984
2019	16,090	12,889	3,201
2020	15,508	12,169	3,339
2021	15,696	12,432	3,264

Source: Emsi Burning Glass 2022.1

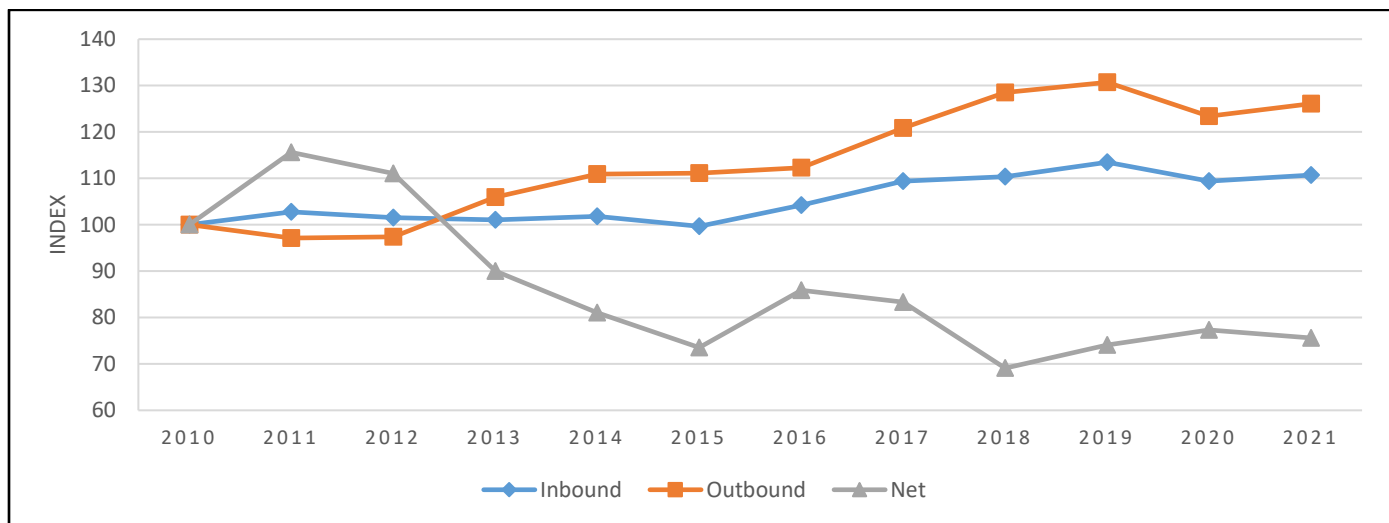
### Why is it important?

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.

### County Breakdown

Inbound commuters outnumber the amount of outbound commuters in every year from 2010-2021. The totals for each inbound and outbound commuter have gradually increased over the 12-year window where data was collected. However, net commuters have gradually decreased by 1,054 over the same time period.

Figure 48. Carson City 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.

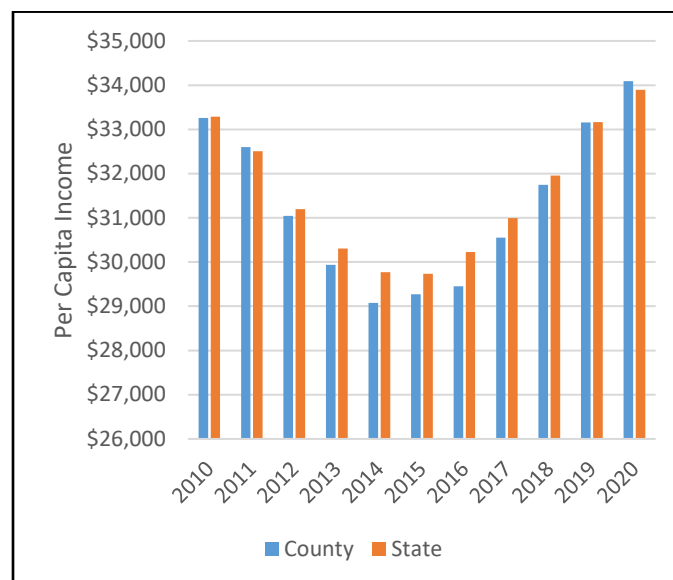
Table 50. Carson City Per Capita Income, 2010 to 2020

Year	Carson Per Capita Income	Nevada Per Capita Income
2010	\$33,262	\$33,287
2012	\$31,045	\$31,194
2014	\$29,073	\$29,771
2016	\$29,453	\$30,229
2018	\$31,747	\$31,954
2020	\$34,091	\$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.



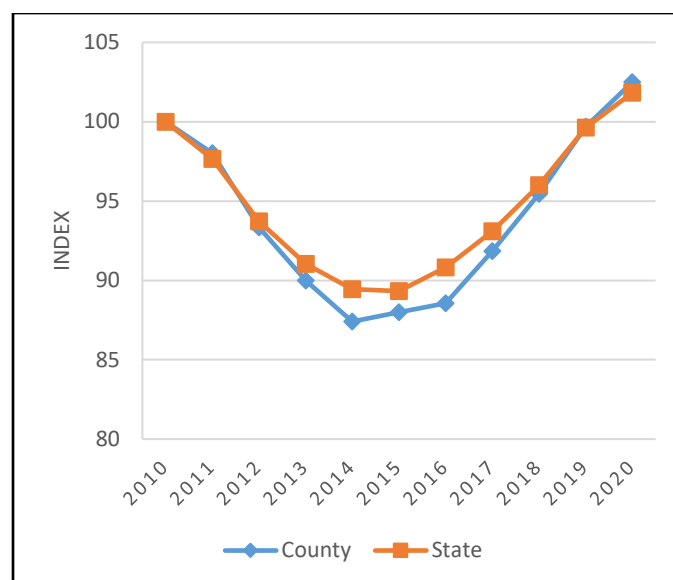
Figure 49. Carson City vs State Comparison, Per Capita Income, 2010 to 2020



### County Breakdown

Carson City per capita income increased by \$829 from 2010-2020. The average per capita income for the state followed a similar trend as Carson during this 7-year span. Year-to-year decreases occurred from 2010-2014, met by increases in both 2016 and 2018.

Figure 50. Carson City 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

Carson City personal income increased from 2010-2020. While personal income increased, earnings by place of work decreased over this same span. Increases occurred in the dividends, interest, and rent category, along with the personal current transfer receipts category.



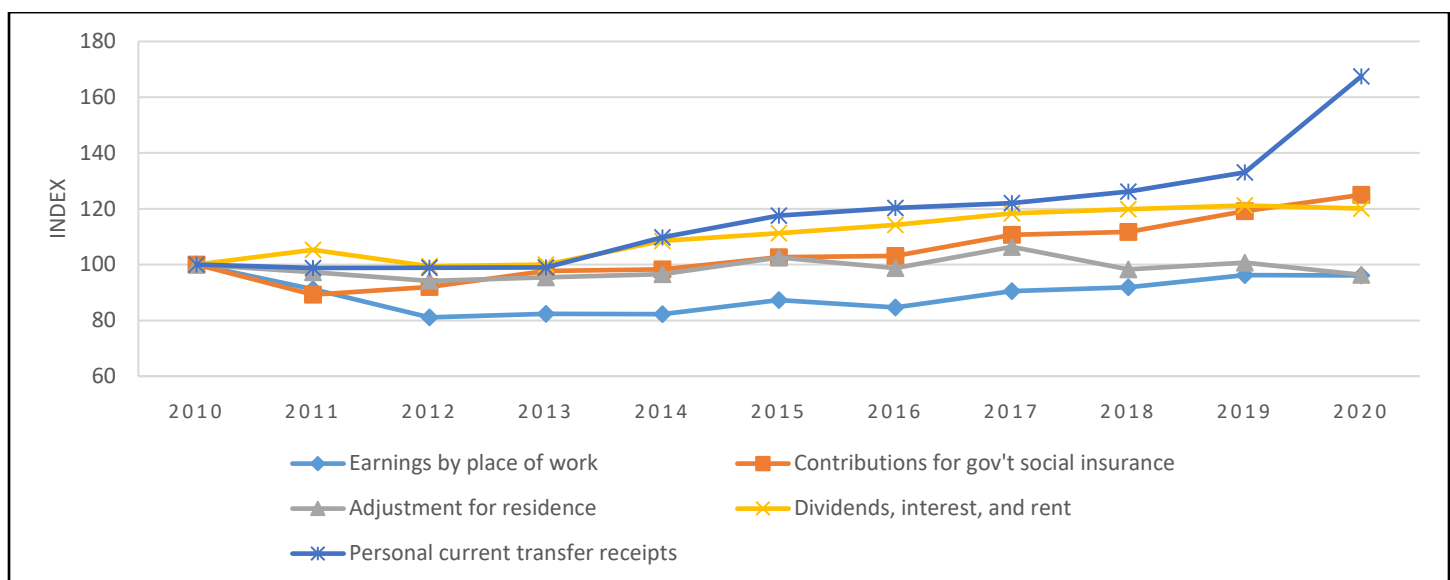
Table 51. Carson City Personal Income, 2010 and 2020

	2010	2020
<b>Personal Income*</b>	\$2,971,186	\$3,289,186
<b>Earnings by place of work*</b>	\$2,776,977	\$2,668,780
<b>Contributions for gov't social insurance*</b>	\$199,885	\$249,869
<b>Employee/self-employed contributions*</b>	\$115,400	\$142,051
<b>Employer contributions*</b>	\$84,484	\$107,818
<b>Adjustment for residence*</b>	-\$643,927	-\$620,398
<b>Net earnings by place of residence</b>	\$1,933,165	\$1,798,513
<b>Dividends, interest, and rent*</b>	\$522,830	\$627,608
<b>Personal current transfer receipts*</b>	\$515,191	\$863,065

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. Carson City Personal Income, 2010 to 2020. Index: 2010 = 100





## Personal Income – Earnings Breakdown

Table 52. Carson City Personal Income, 2010 and 2020

	2010	2020
<b>Earnings by Place of Work</b>	\$2,776,977	\$2,668,780
<b>Wages and salaries</b>	\$1,511,824	\$1,744,803
<b>Supplements to wages and salaries</b>	\$530,759	\$525,213
<b>Employer contributions for employee pension and insurance funds</b>	\$446,275	\$417,395
<b>Employer contributions for government social insurance</b>	\$84,484	\$107,818
<b>Proprietors' income</b>	\$734,394	\$398,764
<b>Farm proprietors' income</b>	\$1,895	\$270
<b>Nonfarm proprietors' income</b>	\$732,498	\$398,494

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?

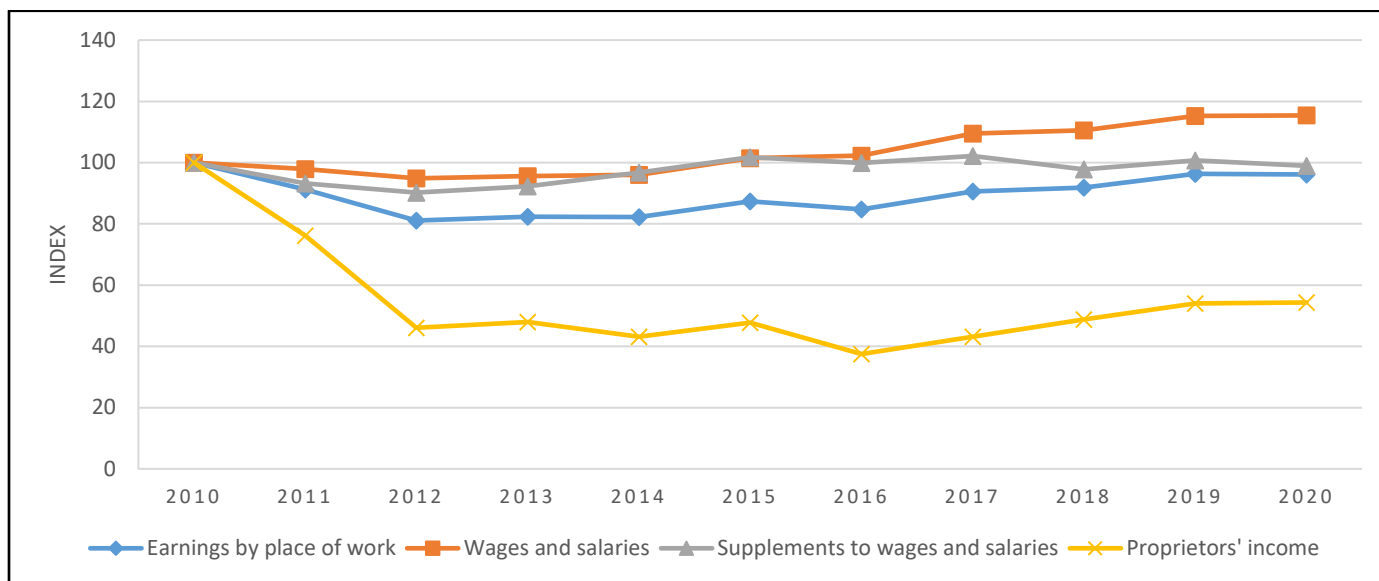
Earnings breakdown data can be used to identify the different parts of payments through places of employment. This data is useful for identifying possible mandates, reforms, and overall increases or decreases in benefits such employer contributions. An outlook on the overall economic wellbeing of the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

### County Breakdown

While earnings by place of work for Carson City decreased from 2010-2020, wages and salaries increased. Nonfarm proprietors operating within Carson saw income decrease by almost 50% from 2010-2020.



Figure 52. Carson City 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. Carson City GRP by Industry, 2021

NAICS	2021
<b>11: Agriculture, Forestry, Fishing, Hunting</b>	\$8,958,342
<b>21: Mining, Quarrying, Oil/Gas Extraction</b>	\$4,074,763
<b>22: Utilities</b>	\$70,169,233
<b>23: Construction</b>	\$149,640,607
<b>31: Manufacturing</b>	\$379,761,796
<b>42: Wholesale Trade</b>	\$145,583,762
<b>44: Retail Trade</b>	\$337,523,243
<b>48: Transportation and Warehousing</b>	\$23,449,816
<b>51: Information</b>	\$68,658,509
<b>52: Finance and Insurance</b>	\$270,501,182
<b>53: Real Estate and Rental and Leasing</b>	\$171,312,746
<b>54: Professional, Scientific, Tech Services</b>	\$137,977,337
<b>55: Management of Companies/Enterprises</b>	\$60,506,470
<b>56: Administrative and Support</b>	\$88,571,487
<b>61: Educational Services</b>	\$4,002,737
<b>62: Health Care and Social Assistance</b>	\$421,153,071
<b>71: Arts, Entertainment, and Recreation</b>	\$95,443,233
<b>72: Accommodation and Food Services</b>	\$107,254,680
<b>81: Other Services</b>	\$63,756,906
<b>90: Government and Public Administration</b>	\$1,170,661,715
<b>99: Unclassified Industry</b>	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

The largest contributor to Carson City GRP in 2021 was the Government and Public Administration industry (\$1.2 billion). Other leading industries were Manufacturing, Health Care and Social Assistance, and Retail Trade. Exported sales outpaced imports by \$3.3 billion in 2021.

Table 54. Carson City Total GRP, Exports, and Imports, 2021

	Carson
<b>Total GRP</b>	\$4,106,285,716
<b>Exports</b>	\$10,468,559,353
<b>Imports</b>	\$7,163,351,113

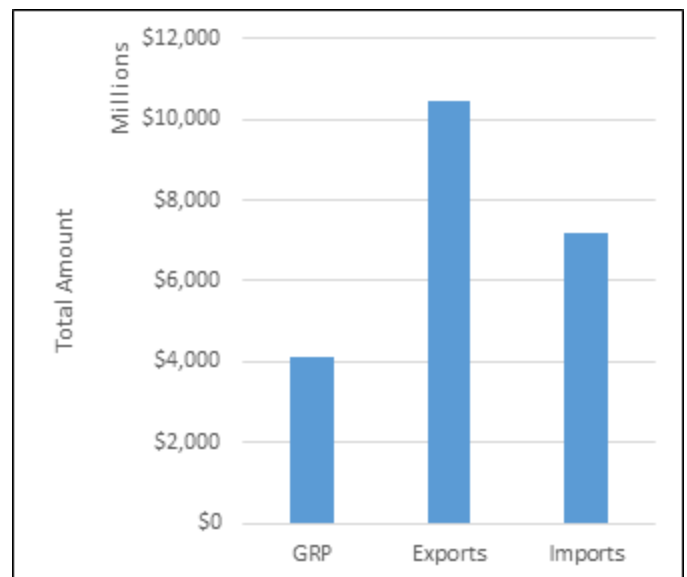
Source: Emsi Burning Glass 2022.1

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. Carson City Total GRP, Exports, and Imports, 2021



# 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:

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

### Breaking Down NAICS Sectors

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

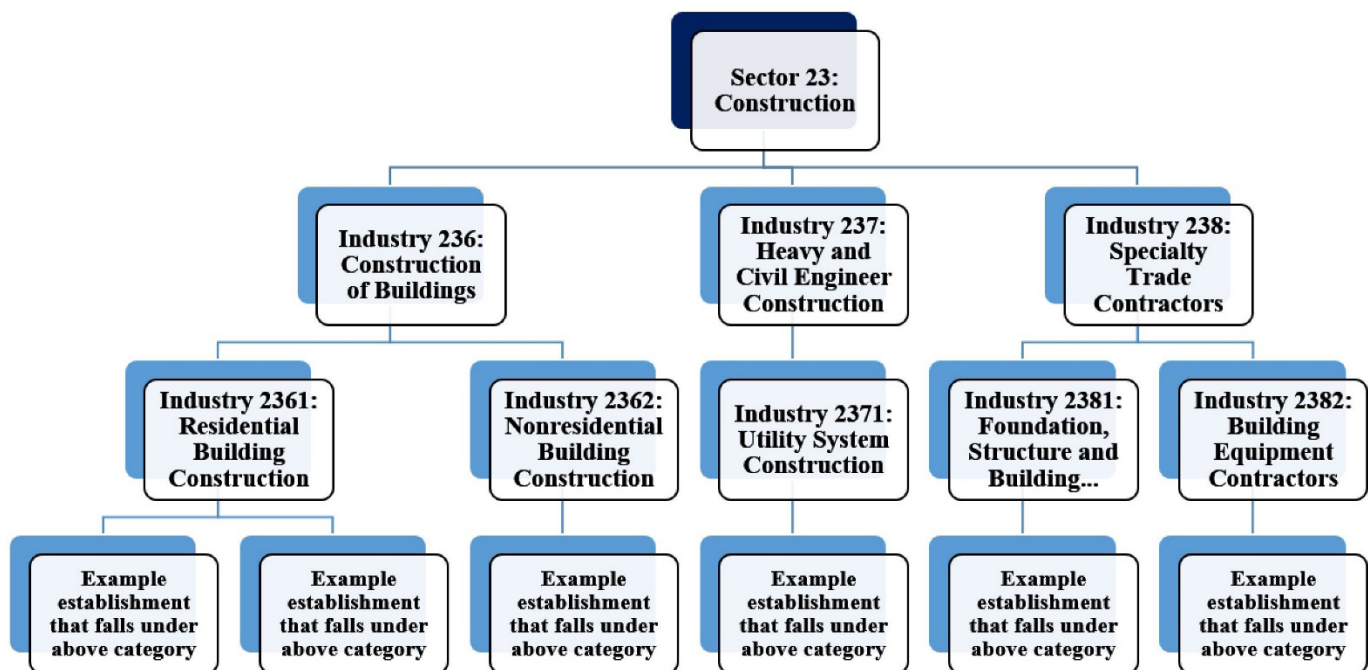
- NAICS Sector 11: Agriculture, Forestry, Fishing, and Hunting
- NAICS Sector 21: Mining, Quarrying, and Oil and Gas Extraction
- NAICS Sector 22: Utilities

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

Table 55. Carson City 3-Digit NAICS Top 15 Performers, Jobs, 2021

Rank	NAICS	Jobs
1	902: State Government	6,705
2	903: Local Government	2,089
3	722: Food Services and Drinking Places	1,929
4	621: Ambulatory Health Care Services	1,777
5	622: Hospitals	1,645
6	561: Administrative and Support Services	1,218
7	238: Specialty Trade Contractors	1,171
8	541: Professional, Scientific, and Technical Services	1,052
9	713: Amusement, Gambling, and Recreation Industries	970
10	441: Motor Vehicle and Parts Dealers	902
11	623: Nursing and Residential Care Facilities	813
12	452: General Merchandise Stores	799
13	901: Federal Government	723
14	332: Fabricated Metal Product Manufacturing	660
15	624: Social Assistance	653

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:

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

The Sourcing for each of these tables is as follows:

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 Carson City 3-Digit NAICS Top 15 Performers, Average Earnings per Job, 2021

Rank	NAICS	Average Earnings per Job
1	518: Data Processing, Hosting, and Related Services	\$195,259
2	221: Utilities	\$161,472
3	523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	\$116,383
4	325: Chemical Manufacturing	\$114,685
5	335: Electrical Equipment, Appliance, and Component Manufacturing	\$113,521
6	551: Management of Companies and Enterprises	\$109,646
7	999: Unclassified Industry	\$104,651
8	519: Other Information Services	\$103,307
9	621: Ambulatory Health Care Services	\$102,099
10	901: Federal Government	\$97,219
11	902: State Government	\$97,163
12	522: Credit Intermediation and Related Activities	\$91,809
13	903: Local Government	\$91,424
14	511: Publishing Industries (except Internet)	\$88,619
15	541: Professional, Scientific, and Technical Services	\$84,406

Table 57 Carson City 3-Digit NAICS Top 15 Performers, Total Sales, 2021

Rank	NAICS	Total Sales
1	902: State Government	\$6,938,634,408
2	901: Federal Government	\$1,120,559,682
3	903: Local Government	\$459,242,416
4	621: Ambulatory Health Care Services	\$305,714,660
5	531: Real Estate	\$298,539,482
6	622: Hospitals	\$276,682,893
7	332: Fabricated Metal Product Manufacturing	\$251,426,845
8	541: Professional, Scientific, and Technical Services	\$200,876,827
9	522: Credit Intermediation and Related Activities	\$191,330,877
10	238: Specialty Trade Contractors	\$186,913,022
11	441: Motor Vehicle and Parts Dealers	\$186,556,457
12	722: Food Services and Drinking Places	\$155,876,511
13	561: Administrative and Support Services	\$151,302,248
14	423: Merchant Wholesalers, Durable Goods	\$149,507,617
15	523: Securities, Commodity Contracts, and Other Investments	\$146,555,301



## 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. Carson City 3-Digit NAICS Top 15 Performers, Total Imports, 2021

Rank	NAICS	Imports
1	903: Local Government	\$1,894,956,928
2	901: Federal Government	\$1,037,923,147
3	902: State Government	\$995,454,977
4	541: Professional, Scientific, and Technical Services	\$274,598,186
5	238: Specialty Trade Contractors	\$199,126,722
6	524: Insurance Carriers and Related Activities	\$144,000,335
7	423: Merchant Wholesalers, Durable Goods	\$143,335,263
8	424: Merchant Wholesalers, Nondurable Goods	\$110,650,425
9	311: Food Manufacturing	\$109,782,665
10	517: Telecommunications	\$109,198,152
11	336: Transportation Equipment Manufacturing	\$106,701,855
12	522: Credit Intermediation and Related Activities	\$100,448,047
13	325: Chemical Manufacturing	\$98,727,903
14	561: Admin and Support Services	\$96,268,034
15	523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	\$89,594,167

Table 59 Carson City 3-Digit NAICS Top 15 Performers, Exported Sales, 2021

Rank	NAICS	Exports
1	902: State Government	\$6,935,579,180
2	901: Federal Government	\$1,111,327,844
3	332: Fabricated Metal Product Manufacturing	\$225,041,541
4	621: Ambulatory Health Care Services	\$131,104,015
5	441: Motor Vehicle and Parts Dealers	\$127,813,724
6	713: Amusement, Gambling, and Recreation Industries	\$126,411,363
7	336: Transportation Equipment Manufacturing	\$123,500,630
8	622: Hospitals	\$117,373,578
9	423: Merchant Wholesalers, Durable Goods	\$115,039,999
10	522: Credit Intermediation and Related Activities	\$114,739,155
11	525: Funds, Trusts, and Other Financial Vehicles	\$98,073,164
12	531: Real Estate	\$88,270,112
13	325: Chemical Manufacturing	\$82,251,066
14	333: Machinery Manufacturing	\$81,395,541
15	221: Utilities	\$73,895,582

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

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

### **111: Crop Production:**

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

### **112: Animal Production and Aquaculture:**

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

### **113: Forestry and Logging:**

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

### **114: Fishing, Hunting and Trapping:**

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

### **115: Support Activities for Agriculture and Forestry:**

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

### **County Breakdown**

Agriculture, Forestry, Fishing, and Hunting (Sector 11) total jobs increased from 2011-2021. The increase in total jobs most notably occurred in the Crop Production subsector.

Total sales for Sector 11 were \$22.3 million in 2021, with \$8.8 million of this falling into the in-region sales category. Imports for this sector were \$31.5 million this same year. With imports outpacing exported sales, there is an opportunity to grow businesses within the city.

Table 60 Carson City NAICS Sector 11, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>111: Crop Production</b>	41	116	5	\$47,074	\$5,471,934
<b>112: Animal Production and Aquaculture</b>	0	0	0	\$0	\$0
<b>113: Forestry and Logging</b>	0	0	0	\$0	\$6,726
<b>114: Fishing, Hunting and Trapping</b>	<10	0	0	\$0	\$131,655
<b>115: Support Activities for Agriculture and Forestry</b>	14	20	0	\$24,699	\$533,894

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 61. Carson City NAICS Sector 11, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>111</b>	\$21,373,255	\$8,004,168	\$13,369,087	\$10,954,581	\$481,362
<b>112</b>	\$0	\$0	\$0	\$15,465,257	\$0
<b>113</b>	\$15,310	\$15,037	\$273	\$581,990	\$578
<b>114</b>	\$296,477	\$285,166	\$11,311	\$569,171	\$40,689
<b>115</b>	\$631,551	\$538,262	\$93,289	\$3,967,451	\$13,042

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 55. Carson City NAICS Sector 11 Total Jobs by 3-Digit Sector, 2011 to 2021

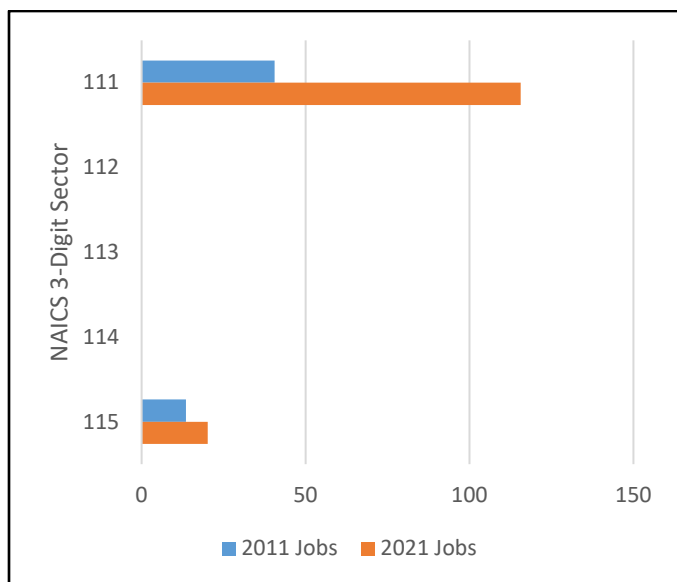
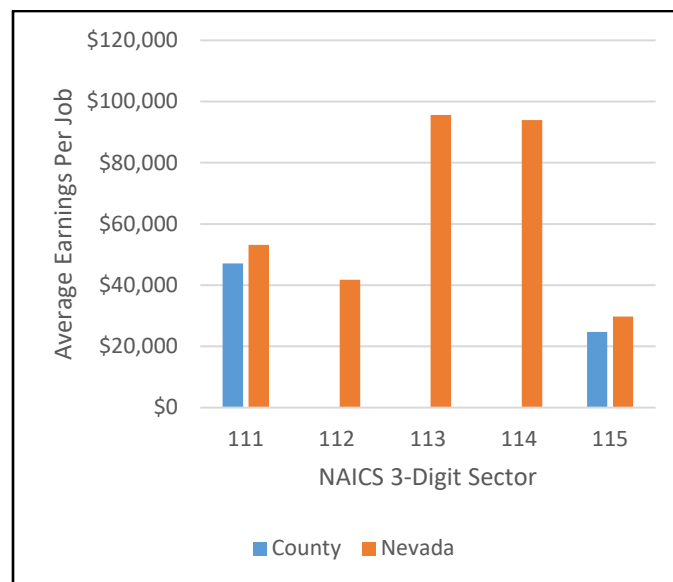


Figure 56 Carson City vs State Comparison, NAICS Sector 11, Average Earnings per Job by 3-Digit Sector, 2021



## **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.

#### **County Breakdown**

Mining, Quarrying, and Oil and Gas Extraction (Sector 21) had less than ten total jobs as of 2021. There are two payroll business operating within the city.

Total sales for Sector 21 were \$10.5 million in 2021, with \$6.8 million of this falling into the in-region sales category. Imports for this sector were \$33.4 million this same year. There is an opportunity to continue to grow businesses operating in this sector as imports outpace exported sales.

### **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.

Table 62. Carson City NAICS Sector 21, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>211: Oil and Gas Extraction</b>	0	0	0	\$0	\$893,590
<b>212: Mining (except Oil and Gas)</b>	<10	<10	1	Insf. Data	\$630,337
<b>213: Support Activities for Mining</b>	<10	<10	1	Insf. Data	\$874,232

Source: Emsi Burning Glass 2022.1

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

Table 63. Carson City NAICS Sector 21, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>211</b>	\$6,076,892	\$3,858,866	\$2,218,027	\$10,448,589	\$1,075,136
<b>212</b>	\$2,524,426	\$1,981,407	\$543,019	\$13,432,472	\$165,116
<b>213</b>	\$1,912,940	\$1,005,588	\$907,353	\$9,565,926	\$103,338

Source: Emsi Burning Glass 2022.1

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

Figure 57. Carson City NAICS Sector 21 Total Jobs by 3-Digit Sector, 2011 to 2021

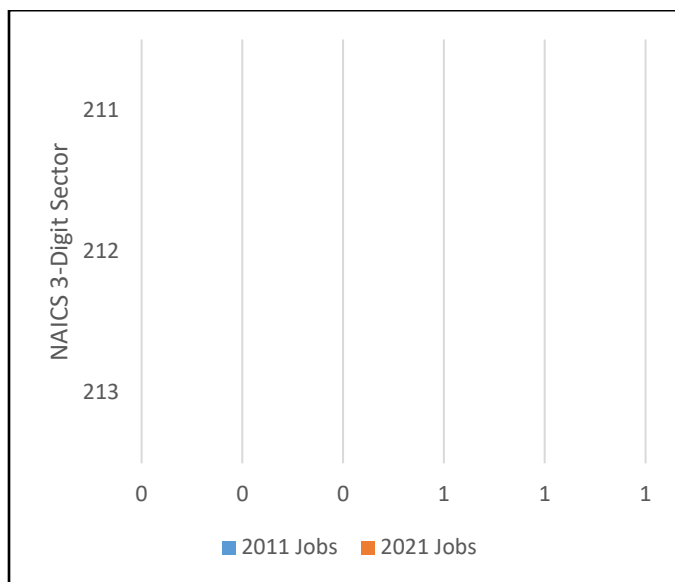
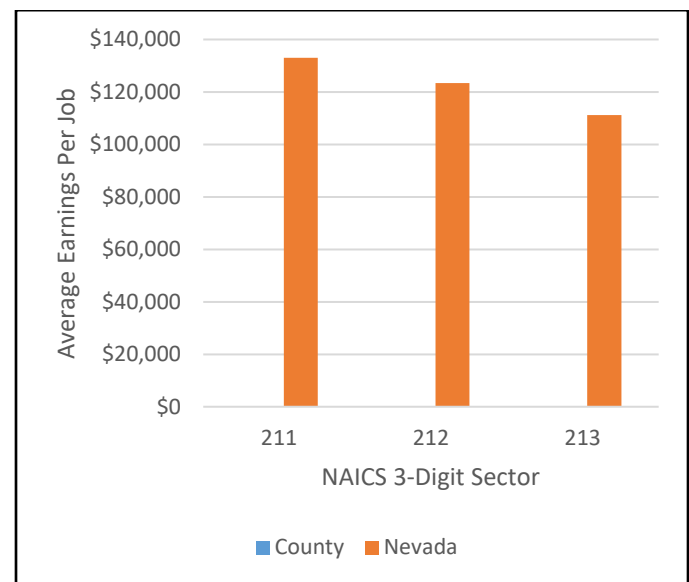


Figure 58. Carson City vs State Comparison, NAICS Sector 21, Average Earnings per Job by 3-Digit Sector, 2021





## **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**

Utilities (Sector 22) total jobs decreased by 43 positions from 2011-2021. Two payroll businesses operated within the city in 2021.

Total sales for Sector 22 were \$98.5 million in 2021, with an even split between in-region and exported sales. Imports for this sector were \$78.3 million, showing room to grow businesses operating within this sector in Carson.

Table 64. Carson City NAICS Sector 22, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>221: Utilities</b>	175	132	2	\$161,472	\$21,478,828

Source: Emsi Burning Glass 2022.1

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

Table 65. Carson City NAICS Sector 22, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>221</b>	\$98,503,867	\$24,608,285	\$73,895,582	\$78,253,829	\$11,836,156

Source: Emsi Burning Glass 2022.1

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

Figure 59. Carson City NAICS Sector 22 Total Jobs by 3-Digit Sector, 2011 to 2021

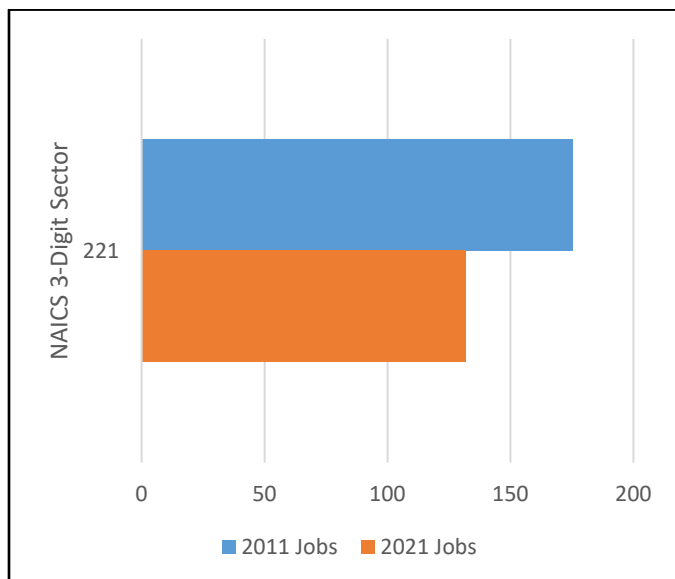
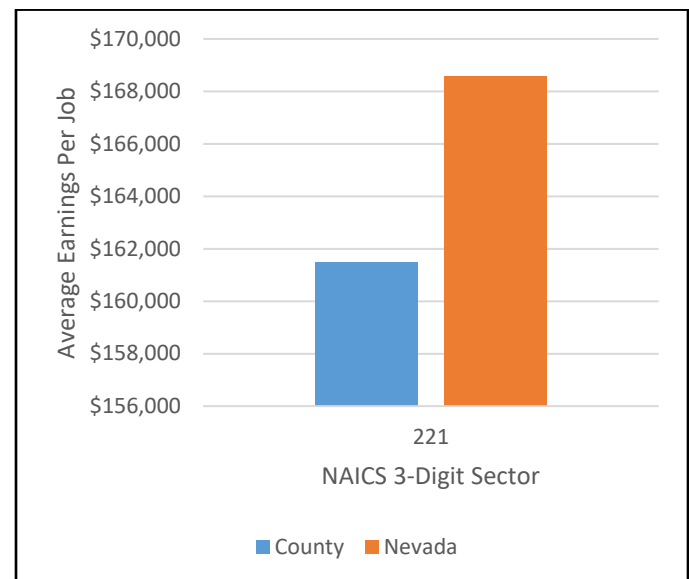


Figure 60. Carson City vs State Comparison, NAICS Sector 22, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Construction (Sector 23) total jobs increased by 733 positions from 2011-2021. All subsectors grew in terms of total jobs, most notably the Specialty Trade Contractors subsector.

Total sales for Sector 23 were \$294.2 million in 2021, with \$251.8 falling into in-region sales. Imports this same year were \$346.6 million, which fell heavily into the Specialty Trade Contractor subsector. The large total in the imports category shows room to continue to grow Construction businesses operating within Carson.

Table 66. Carson City NAICS Sector 23, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>236: Construction of Buildings</b>	220	353	50	\$72,737	\$26,592,905
<b>237: Heavy and Civil Engineering Construction</b>	57	151	8	\$72,424	\$15,332,659
<b>238: Specialty Trade Contractors</b>	665	1,171	114	\$60,575	\$73,304,492

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 67. Carson City NAICS Sector 23, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>236</b>	\$67,799,164	\$66,156,831	\$1,642,333	\$76,427,589	\$508,916
<b>237</b>	\$39,459,717	\$14,076,552	\$25,383,165	\$71,027,244	\$316,988
<b>238</b>	\$186,913,022	\$171,533,985	\$15,379,038	\$199,126,722	\$1,406,923

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 61. Carson City NAICS Sector 23 Total Jobs by 3-Digit Sector, 2011 to 2021

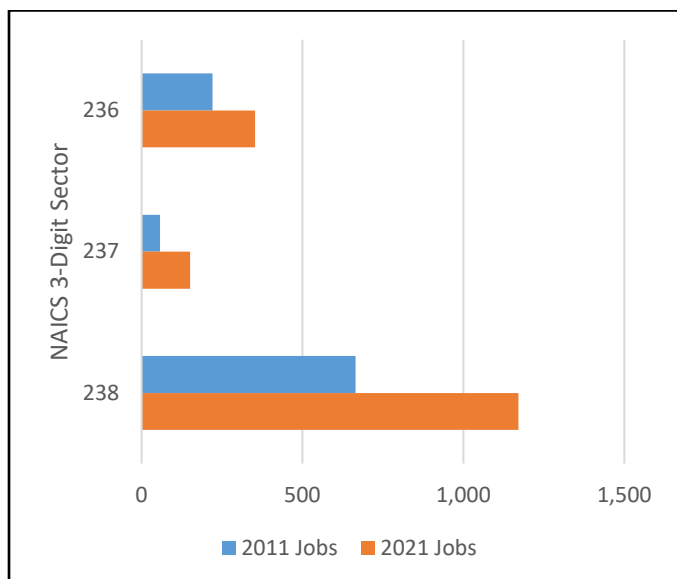
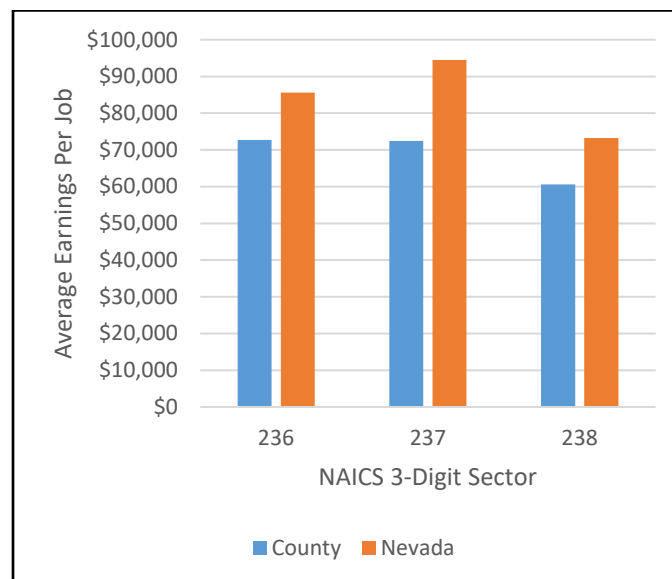


Figure 62. Carson City vs State Comparison, NAICS Sector 23, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Manufacturing (Sector 31) total jobs have increased from 2011-2021, most notably in the Food Manufacturing subsector. Total sales for Sector 31 were \$63.4 million in 2021, with \$44.1 million of this falling into the exported sales category. Imports this same year were \$149.1 million, showing room to grow Sector 31 within Carson.



Table 68. Carson City NAICS Sector 31, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>311: Food Manufacturing</b>	126	218	7	\$44,939	\$10,418,176
<b>312: Beverage and Tobacco Product Manufacturing</b>	<10	0	0	\$0	\$10,121
<b>313: Textile Mills</b>	<10	0	0	\$0	\$0
<b>314: Textile Product Mills</b>	<10	<10	1	Insf. Data	\$77,107
<b>315: Apparel Manufacturing</b>	0	<10	0	Insf. Data	\$160,338
<b>316: Leather and Allied Product Manufacturing</b>	<10	0	0	\$0	\$50,238

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 69. Carson City NAICS Sector 31, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>311</b>	\$62,537,498	\$18,818,372	\$43,719,126	\$109,782,665	\$668,811
<b>312</b>	\$95,692	\$90,649	\$5,043	\$29,060,385	\$10,884
<b>313</b>	\$0	\$0	\$0	\$3,160,380	\$0
<b>314</b>	\$236,421	\$115,181	\$121,240	\$4,509,698	\$4,120
<b>315</b>	\$306,272	\$147,515	\$158,757	\$1,728,216	\$5,483
<b>316</b>	\$219,485	\$96,222	\$123,263	\$906,673	\$4,784

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 63. Carson City NAICS Sector 31 Total Jobs by 3-Digit Sector, 2011 to 2021

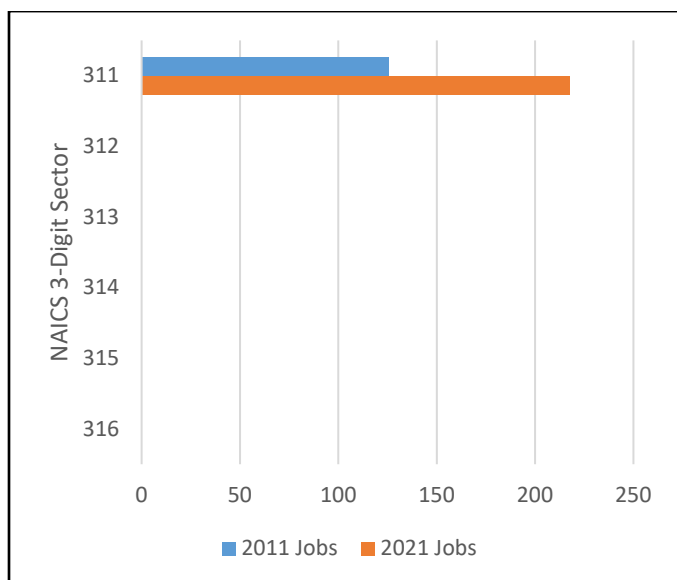
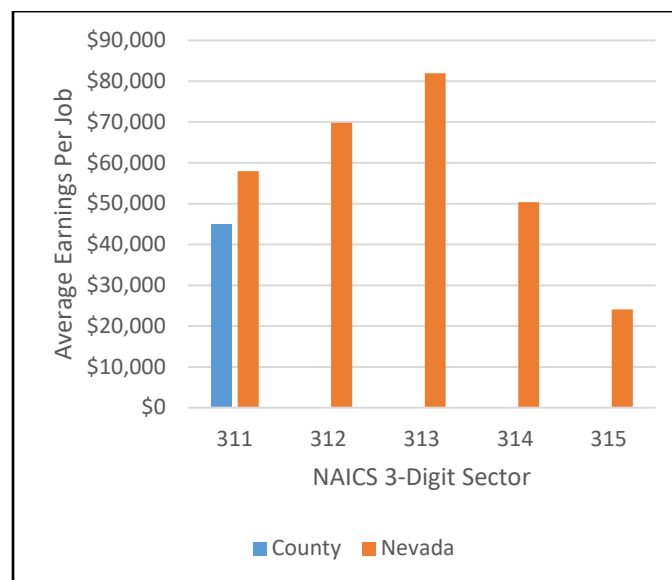


Figure 64. Carson City vs State Comparison, NAICS Sector 31, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Manufacturing (Sector 32) total jobs decreased by 43 jobs from 2011-2021. The subsector with the largest growth was the Wood Product Manufacturing.

Total sales for Sector 32 were \$189.5 million in the year 2021, with \$158.5 million of this total falling into the exported sales category. Imports for this sector reached over \$286.5 million in 2021. With imports far outpacing exported sales, there is an opportunity to grow businesses within Carson.

Table 70. Carson City NAICS Sector 32, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>321: Wood Product Manufacturing</b>	91	94	3	\$73,834	\$6,980,852
<b>322: Paper Manufacturing</b>	0	0	0	\$0	\$0
<b>323: Printing and Related Support Activities</b>	23	39	6	\$47,957	\$2,183,260
<b>324: Petroleum and Coal Products Manufacturing</b>	0	0	0	\$0	\$318,517
<b>325: Chemical Manufacturing</b>	129	75	5	\$114,685	\$12,823,451
<b>326: Plastics and Rubber Products Manufacturing</b>	129	111	7	\$57,296	\$6,412,234
<b>327: Nonmetallic Mineral Product Manufacturing</b>	66	76	4	\$81,412	\$6,273,787

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 71. Carson City NAICS Sector 32, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>321</b>	\$29,948,803	\$5,227,510	\$24,721,293	\$17,635,114	\$282,655
<b>322</b>	\$0	\$0	\$0	\$27,433,702	\$0
<b>323</b>	\$6,351,752	\$1,645,941	\$4,705,811	\$15,793,253	\$104,137
<b>324</b>	\$1,367,547	\$1,140,420	\$227,127	\$75,585,977	\$17,924
<b>325</b>	\$96,661,949	\$14,410,883	\$82,251,066	\$98,727,903	\$2,561,518
<b>326</b>	\$30,906,926	\$4,957,296	\$25,949,630	\$35,113,809	\$315,721
<b>327</b>	\$24,244,243	\$3,645,747	\$20,598,495	\$16,244,238	\$382,864

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 65. Carson City NAICS Sector 32 Total Jobs by 3-Digit Sector, 2011 to 2021

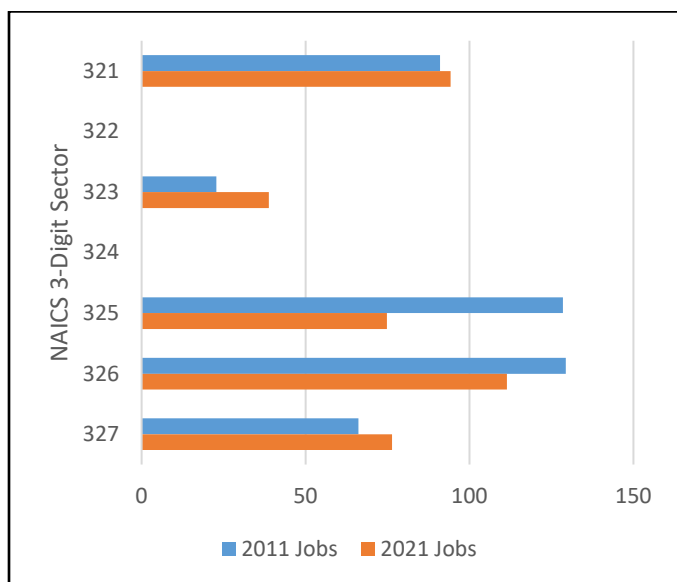
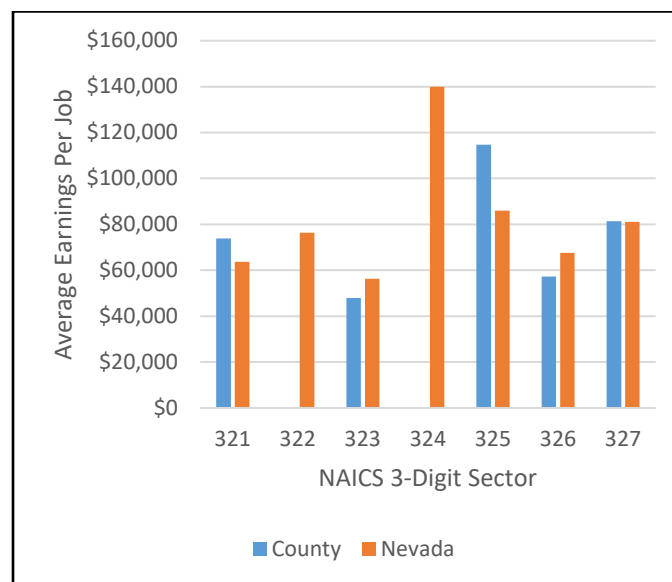


Figure 66. Carson City vs State Comparison, NAICS Sector 32, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Manufacturing (Sector 33) total jobs decreased slightly from 2011-2021. Total sales for Sector 33 were \$627.5 million in 2021, with \$549.4 million falling into the exported sales category. Imports for this sector this same year were \$367.8 million.

### **335: Electrical Equipment, Appliance, and Component Manufacturing**

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

### **336: Transportation Equipment Manufacturing**

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

### **337: Furniture and Related Product Manufacturing**

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

### **339: Miscellaneous Manufacturing**

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

Table 72. Carson City NAICS Sector 33, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>331: Primary Metal Manufacturing</b>	311	162	3	\$69,319	\$11,262,350
<b>332: Fabricated Metal Product Manufacturing</b>	551	660	26	\$81,993	\$54,500,837
<b>333: Machinery Manufacturing</b>	201	302	14	\$83,705	\$26,306,026
<b>334: Computer and Electronic Product Manufacturing</b>	219	193	11	\$70,934	\$13,969,411
<b>335: Electrical Equipment, Appliance, and Component Manufacturing</b>	60	93	2	\$113,521	\$11,084,248
<b>336: Transportation Equipment Manufacturing</b>	680	408	14	\$76,554	\$31,316,666
<b>337: Furniture and Related Product Manufacturing</b>	20	34	4	\$62,574	\$2,245,488
<b>339: Miscellaneous Manufacturing</b>	80	87	13	\$50,075	\$4,624,633

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 73. Carson City NAICS Sector 33, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>331</b>	\$47,484,152	\$3,504,471	\$43,979,681	\$56,695,639	\$726,666
<b>332</b>	\$251,426,845	\$26,385,304	\$225,041,541	\$49,168,762	\$2,721,426
<b>333</b>	\$91,134,228	\$9,738,687	\$81,395,541	\$51,161,531	\$1,095,799
<b>334</b>	\$29,071,979	\$5,147,633	\$23,924,347	\$45,319,429	\$970,442
<b>335</b>	\$43,359,603	\$8,995,671	\$34,363,932	\$17,080,670	\$156,360
<b>336</b>	\$143,872,631	\$20,372,001	\$123,500,630	\$106,701,855	\$1,722,661
<b>337</b>	\$8,863,562	\$1,081,437	\$7,782,125	\$10,599,665	\$61,632
<b>339</b>	\$12,264,414	\$2,901,646	\$9,362,769	\$31,058,112	\$136,141

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 67 Carson City NAICS Sector 33 Total Jobs by 3-Digit Sector, 2011 to 2021

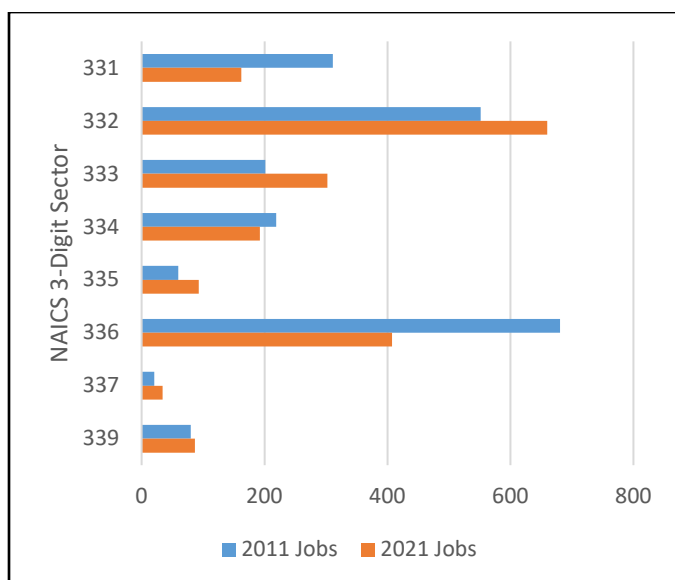
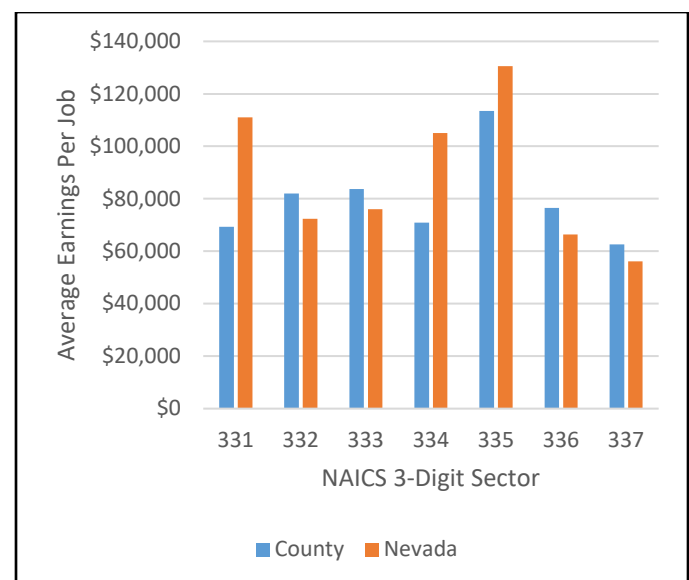


Figure 68. Carson City vs State Comparison, NAICS Sector 33, Average Earnings per Job by 3-Digit Sector, 2021





## **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**

Wholesale Trade (Sector 42) total jobs increased slightly from 2011-2021, most notably in the Merchant Wholesalers subsectors. Total sales for Sector 42 were \$245.7 million in 2021, with \$163.9 million of this total falling into the exported sales category. Imports for this sector, in the same year, were \$264.2 million. The largest portion of these imports fall in the Merchant Wholesalers subsectors, showing an opportunity to grow these businesses within Carson.

Table 74. Carson City NAICS Sector 42, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>423: Merchant Wholesalers, Durable Goods</b>	353	484	51	\$76,687	\$41,598,602
<b>424: Merchant Wholesalers, Nondurable Goods</b>	129	192	19	\$72,692	\$18,513,835
<b>425: Wholesale Electronic Markets and Agents and Brokers</b>	58	25	14	\$71,058	\$3,464,077

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 75. Carson City NAICS Sector 42, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>423</b>	\$149,507,617	\$34,467,618	\$115,039,999	\$143,335,263	\$9,398,167
<b>424</b>	\$92,186,139	\$44,764,875	\$47,421,264	\$110,650,425	\$18,762,481
<b>425</b>	\$4,045,049	\$2,606,397	\$1,438,652	\$10,235,720	\$23,666

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 69. Carson City NAICS Sector 42 Total Jobs by 3-Digit Sector, 2011 to 2021

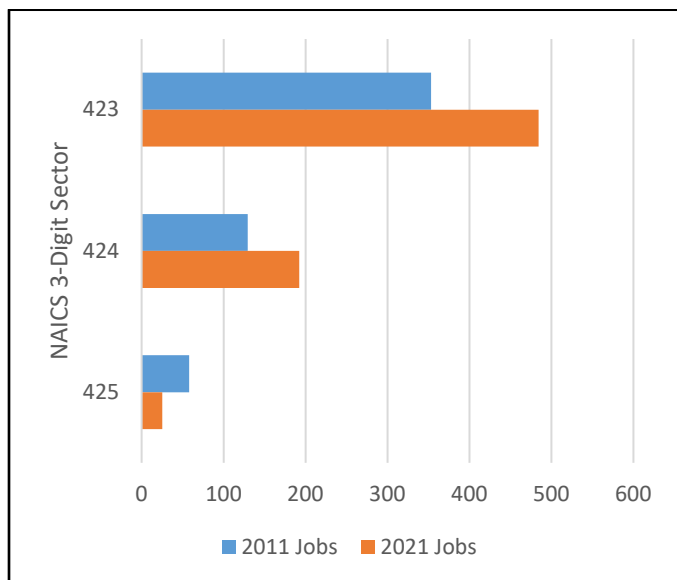
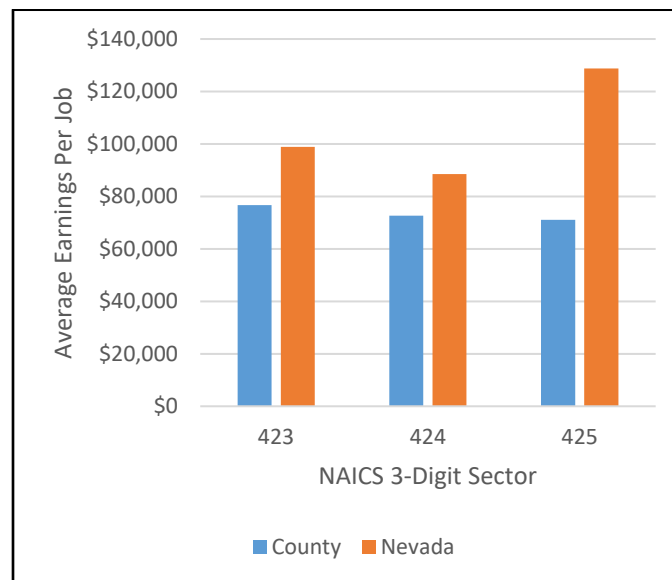


Figure 70. Carson City vs State Comparison, NAICS Sector 42, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Retail Trade (Sector 44) total jobs increased by 513 positions from 2011-2021.

Total sales for Sector 44 were \$370.2 million in 2021, with \$237.9 million falling into the exported sales category. Imports this same year were \$106.3 million in Carson City.

Table 76. Carson City NAICS Sector 44, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>441: Motor Vehicle and Parts Dealers</b>	576	902	38	\$79,575	\$72,625,129
<b>442: Furniture and Home Furnishings Stores</b>	72	98	10	\$61,054	\$6,013,040
<b>443: Electronics and Appliance Stores</b>	58	34	6	\$59,191	\$2,242,187
<b>444: Building Material and Garden Equipment and Supplies Dealers</b>	397	466	18	\$43,947	\$20,659,424
<b>445: Food and Beverage Stores</b>	440	495	22	\$40,326	\$21,164,185
<b>446: Health and Personal Care Stores</b>	133	110	17	\$51,446	\$6,682,486
<b>447: Gasoline Stations</b>	123	155	20	\$29,921	\$4,932,828
<b>448: Clothing and Clothing Accessories Stores</b>	19	71	6	\$26,715	\$2,322,953

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 77. Carson City NAICS Sector 44, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>441</b>	\$186,556,457	\$58,742,734	\$127,813,724	\$10,135,085	\$28,147,402
<b>442</b>	\$14,605,933	\$4,975,640	\$9,630,293	\$5,263,935	\$1,959,724
<b>443</b>	\$5,423,182	\$2,355,135	\$3,068,048	\$9,933,690	\$716,459
<b>444</b>	\$61,601,125	\$16,993,102	\$44,608,023	\$16,515,944	\$11,477,821
<b>445</b>	\$53,891,940	\$17,950,512	\$35,941,429	\$29,575,590	\$6,571,829
<b>446</b>	\$14,971,205	\$9,329,236	\$5,641,969	\$11,377,008	\$1,183,149
<b>447</b>	\$24,230,752	\$16,340,621	\$7,890,131	\$6,020,477	\$4,035,361
<b>448</b>	\$8,941,068	\$5,628,318	\$3,312,750	\$17,526,099	\$1,121,520

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 71. Carson City NAICS Sector 44 Total Jobs by 3-Digit Sector, 2011 to 2021

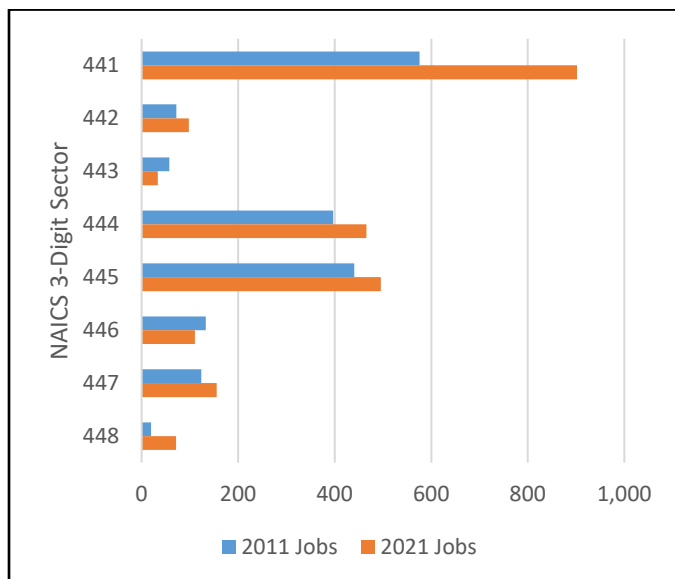
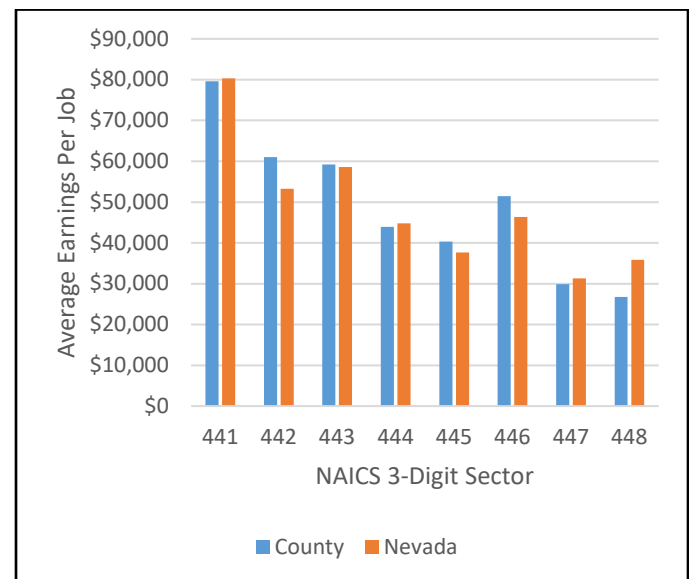


Figure 72. Carson City vs State Comparison, NAICS Sector 44, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Retail Trade (Sector 45) total jobs has increased from 2011-2021, most notably in the Miscellaneous Store Retailers subsector.

Total sales for Sector 45 were \$160.5 million in 2021, with \$59.7 million falling into the in-region sales category. Imports this same year for Sector 45, were \$72.2 million. With exported sales outpacing imports, businesses operating within this sector show stability and sustainability in Carson.



Table 78. Carson City NAICS Sector 45, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>451: Sporting Goods, Hobby, Musical Instrument, and Book Stores</b>	98	119	13	\$22,988	\$2,825,354
<b>452: General Merchandise Stores</b>	815	799	11	\$43,373	\$35,071,317
<b>453: Miscellaneous Store Retailers</b>	166	251	22	\$35,852	\$11,052,392
<b>454: Nonstore Retailers</b>	110	87	13	\$47,026	\$6,400,169

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 79. Carson City NAICS Sector 45, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>451</b>	\$6,892,928	\$2,607,985	\$4,284,943	\$5,080,745	\$935,052
<b>452</b>	\$98,767,846	\$34,917,855	\$63,849,991	\$12,361,227	\$20,776,656
<b>453</b>	\$26,833,046	\$9,117,995	\$17,715,050	\$9,879,059	\$3,591,992
<b>454</b>	\$27,974,852	\$13,022,815	\$14,952,037	\$44,883,517	\$1,859,892

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 73. Carson City NAICS Sector 45 Total Jobs by 3-Digit Sector, 2011 to 2021

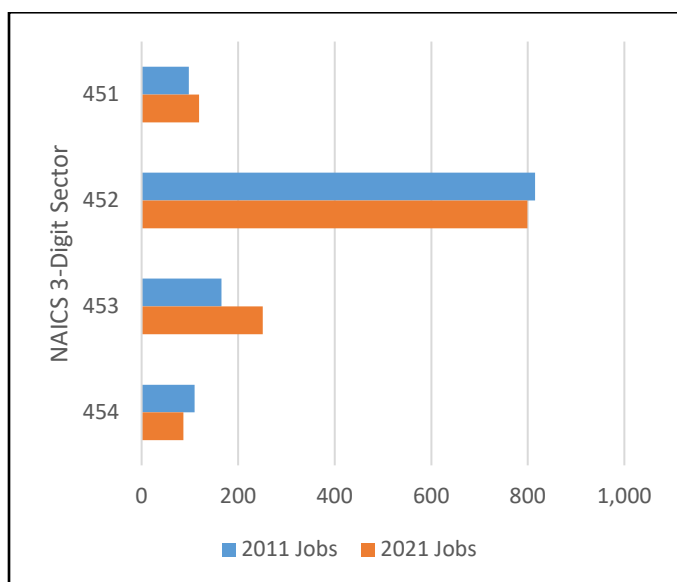
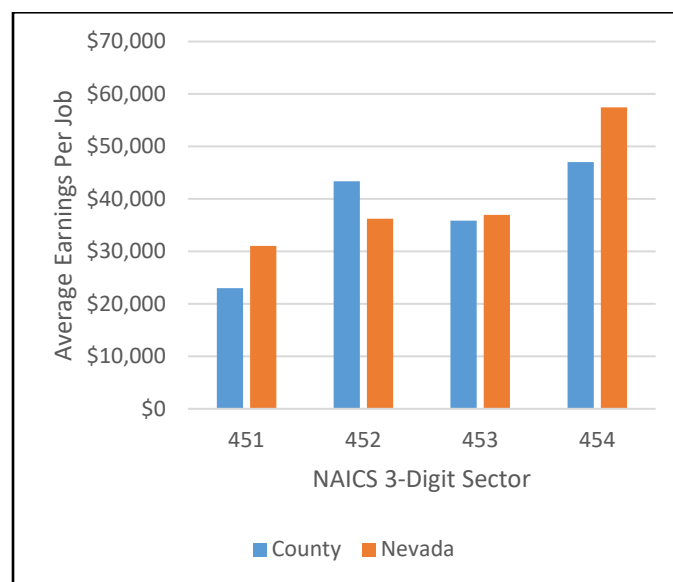


Figure 74. Carson City vs State Comparison, NAICS Sector 45, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Transportation and Warehousing (Sector 48) total jobs decreased slightly from 2011-2021, the largest contributor to the job increase was the Support Activities for Transportation subsector.

Total sales for Sector 48 were \$35.3 million in 2021, with \$27.4 million of this total falling into the in-region sales category. Imports for this sector were \$116.7 million this same year. With imports far outpacing exported sales, there is room to grow businesses within Carson.

Table 80 Carson City NAICS Sector 48, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>481: Air Transportation</b>	17	<10	3	Insf. Data	\$1,553,015
<b>482: Rail Transportation</b>	<10	<10	0	Insf. Data	\$681,299
<b>483: Water Transportation</b>	0	0	0	\$0	\$39,435
<b>484: Truck Transportation</b>	83	58	7	\$66,929	\$4,741,199
<b>485: Transit and Ground Passenger Transportation</b>	20	31	3	\$41,901	\$5,440,656
<b>486: Pipeline Transportation</b>	0	0	0	\$0	\$0
<b>487: Scenic and Sightseeing Transportation</b>	0	0	0	\$0	\$9,922
<b>488: Support Activities for Transportation</b>	70	40	9	\$48,426	\$2,405,213

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 81. Carson City NAICS Sector 48, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>481</b>	\$4,313,647	\$3,177,551	\$1,136,096	\$17,808,464	\$470,805
<b>482</b>	\$2,307,298	\$1,597,614	\$709,683	\$8,458,143	\$79,526
<b>483</b>	\$198,280	\$113,514	\$84,767	\$4,487,035	\$7,398
<b>484</b>	\$12,425,187	\$9,044,154	\$3,381,033	\$49,104,771	\$193,918
<b>485</b>	\$9,874,849	\$9,461,054	\$413,795	\$16,917,528	\$306,051
<b>486</b>	\$0	\$0	\$0	\$7,465,845	\$0
<b>487</b>	\$25,265	\$23,935	\$1,330	\$280,315	\$274
<b>488</b>	\$6,122,765	\$4,000,021	\$2,122,744	\$12,196,927	\$68,027

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 75 Carson City NAICS Sector 48 Total Jobs by 3-Digit Sector, 2011 to 2021

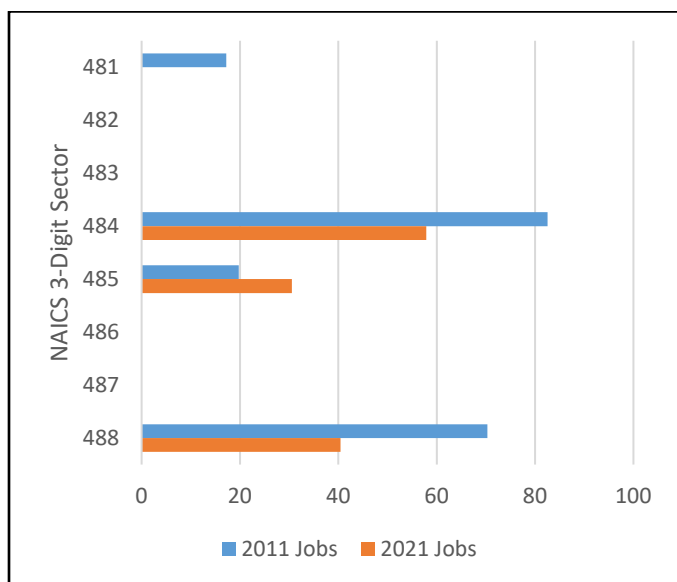
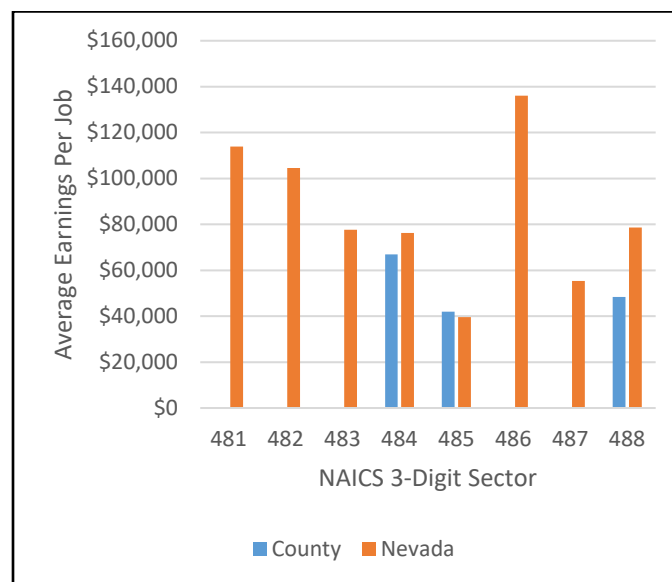


Figure 76. Carson City vs State Comparison, NAICS Sector 48, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Transportation and Warehousing (Sector 49) total jobs increased by 39 positions from 2011-2021.

Total sales for Sector 49 were \$10.8 million in 2021, with \$8.9 million of this total falling into the in-region sales category. Imports this same year were \$34.7 million, showing room to grow businesses operating in this sector within Carson.

Table 82. Carson City NAICS Sector 49, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>491: Postal Service</b>	0	0	0	\$0	\$0
<b>492: Couriers and Messengers</b>	15	41	2	\$51,288	\$3,533,110
<b>493: Warehousing and Storage</b>	11	24	3	\$49,939	\$1,659,724

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 83 Carson City NAICS Sector 49, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>491</b>	\$0	\$0	\$0	\$17,479	\$0
<b>492</b>	\$7,517,821	\$6,089,945	\$1,427,877	\$8,879,595	\$104,708
<b>493</b>	\$3,366,465	\$2,794,854	\$571,611	\$25,786,138	\$27,671

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 77. Carson City NAICS Sector 49 Total Jobs by 3-Digit Sector, 2011 to 2021

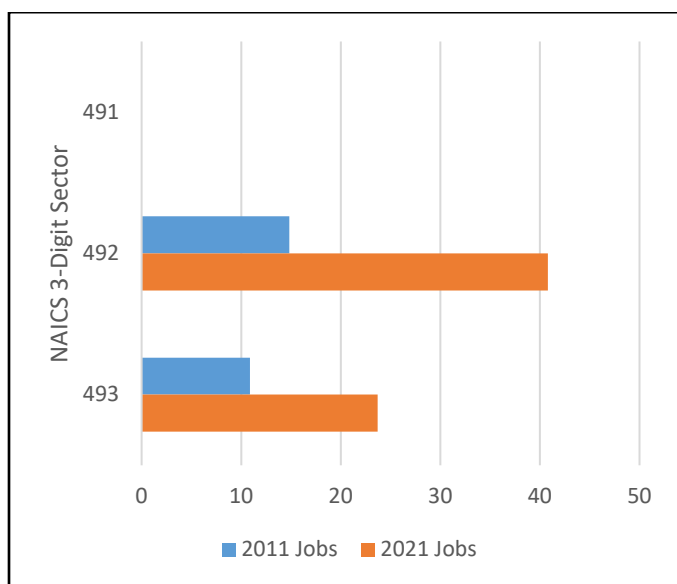
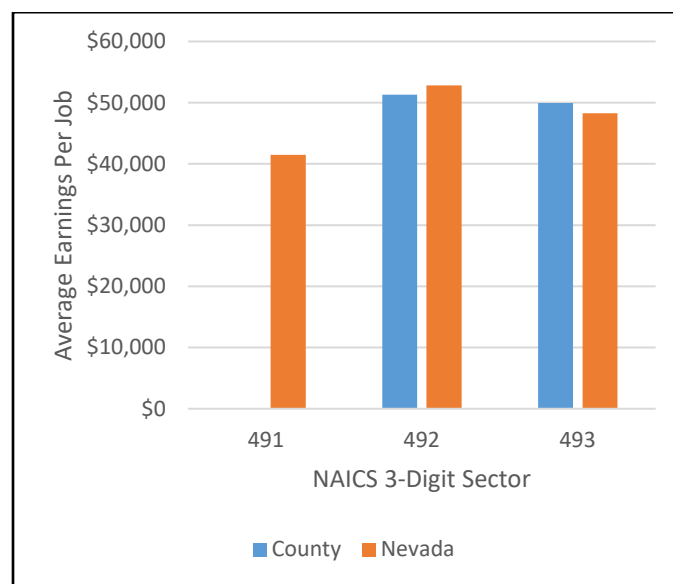


Figure 78. Carson City vs State Comparison, NAICS Sector 49, Average Earnings per Job by 3-Digit Sector, 2021





## **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**

Information (Sector 51) total jobs decreased by 65 positions from 2011-2021, most notably in the Broadcasting (except Internet) subsector.

Total sales for Sector 51 were \$112.4 million in 2021, with \$82.9 million of this total falling into the in-region sale category. Imports this same year were \$288.4 million, showing room to grow businesses operating in this sector, most notably the Telecommunications subsector.

Table 84. Carson City NAICS Sector 51, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>511: Publishing Industries (except Internet)</b>	117	105	12	\$88,619	\$11,132,148
<b>512: Motion Picture and Sound Recording Industries</b>	91	37	5	\$44,561	\$2,127,441
<b>515: Broadcasting (except Internet)</b>	<10	12	2	\$41,366	\$1,593,706
<b>517: Telecommunications</b>	59	37	3	\$62,037	\$3,231,200
<b>518: Data Processing, Hosting, and Related Services</b>	19	29	4	\$195,259	\$6,051,789
<b>519: Other Information Services</b>	11	22	2	\$103,307	\$2,842,886

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 85 Carson City NAICS Sector 51, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>511</b>	\$37,561,876	\$21,353,241	\$16,208,636	\$56,414,990	\$622,597
<b>512</b>	\$7,524,486	\$5,499,231	\$2,025,255	\$11,982,924	\$418,514
<b>515</b>	\$10,206,632	\$7,449,356	\$2,757,277	\$25,366,794	\$128,190
<b>517</b>	\$22,795,360	\$15,897,776	\$6,897,584	\$109,198,152	\$1,488,295
<b>518</b>	\$23,293,608	\$22,571,415	\$722,194	\$28,935,613	\$347,240
<b>519</b>	\$11,019,718	\$10,118,547	\$901,172	\$56,502,361	\$115,402

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 79. Carson City NAICS Sector 51 Total Jobs by 3-Digit Sector, 2011 to 2021

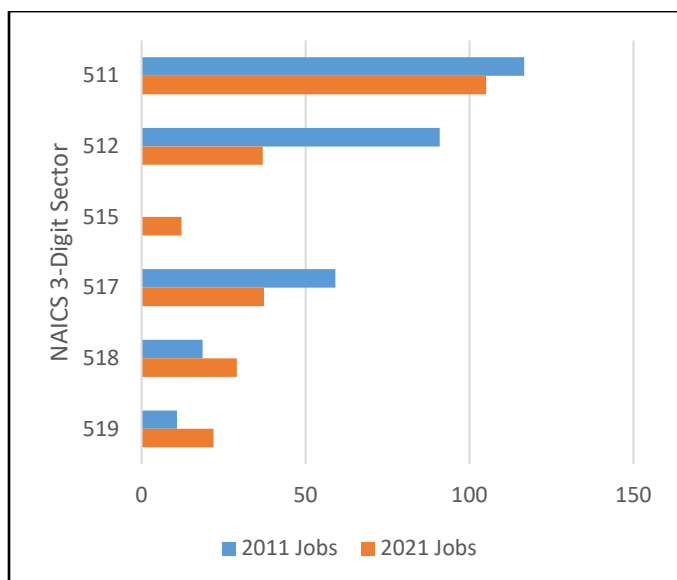
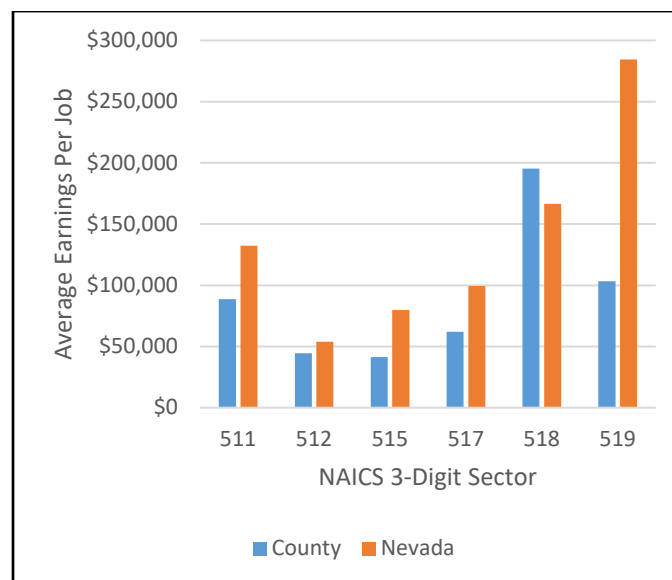


Figure 80. Carson City vs State Comparison, NAICS Sector 51, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Finance and Insurance (Sector 52) total jobs increased by 4 positions from 2011-2021.

Total sales for Sector 52 were \$511.3 million in 2021, with \$273.8 million of this total falling into the exported sales category. Imports this same year were \$361.2 million, showing room to grow businesses operating within this sector in Carson. Most notably, the Insurance Carriers and Related Activities subsector.

Table 86. Carson City NAICS Sector 52, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>521: Monetary Authorities-Central Bank</b>	0	0	0	\$0	\$0
<b>522: Credit Intermediation and Related Activities</b>	549	554	48	\$91,809	\$61,072,247
<b>523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities</b>	100	106	18	\$116,383	\$63,463,218
<b>524: Insurance Carriers and Related Activities</b>	194	206	43	\$66,718	\$16,740,387
<b>525: Funds, Trusts, and Other Financial Vehicles</b>	39	20	2	\$75,869	\$32,499,530

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 87. Carson City NAICS Sector 52, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>521</b>	\$0	\$0	\$0	\$1,762,654	\$0
<b>522</b>	\$191,330,877	\$76,591,723	\$114,739,155	\$100,448,047	\$5,164,546
<b>523</b>	\$146,555,301	\$95,413,384	\$51,141,917	\$89,594,167	\$1,650,271
<b>524</b>	\$60,384,849	\$50,490,108	\$9,894,742	\$144,000,335	\$1,100,319
<b>525</b>	\$113,012,193	\$14,939,029	\$98,073,164	\$25,345,760	\$445,435

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 81 Carson City NAICS Sector 52 Total Jobs by 3-Digit Sector, 2011 to 2021

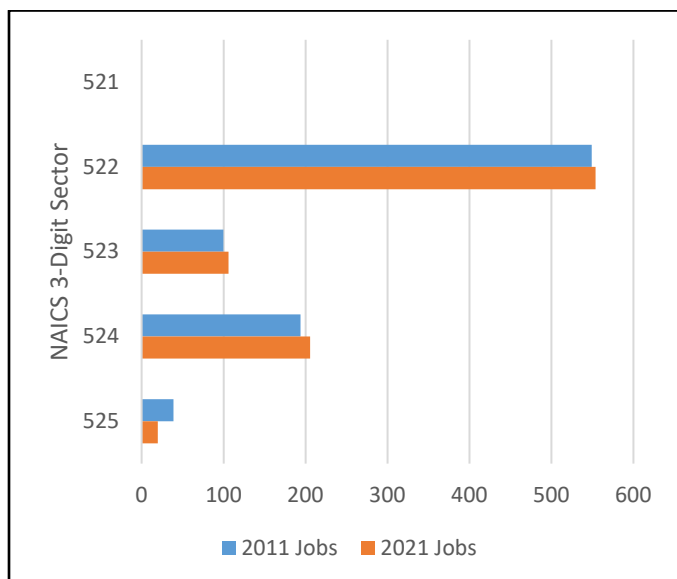
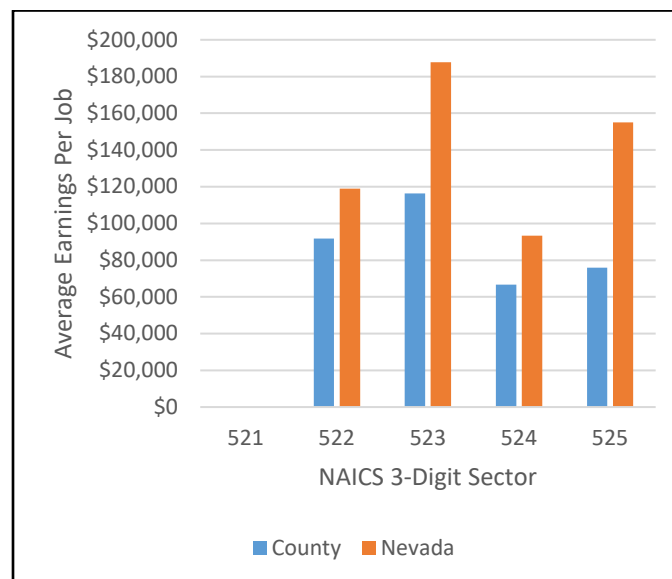


Figure 82. Carson City vs State Comparison, NAICS Sector 52, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Real Estate and Rental and Leasing (Sector 53) total jobs decreased by 55 positions from 2011-2021.

Total sales for Sector 53 were \$373.5 million in 2021, with \$248.5 million of this total falling into the in-region sales category. Imports this same year were \$62.6 million for this sector. With exported sales outpacing imports, the sector shows stability within Carson



Table 88. Carson City NAICS Sector 53, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>531: Real Estate</b>	509	454	91	\$58,244	\$88,502,912
<b>532: Rental and Leasing Services</b>	70	70	10	\$61,401	\$7,345,293
<b>533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)</b>	0	0	0	\$0	\$751,772

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 89 Carson City NAICS Sector 53, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>531</b>	\$298,539,482	\$210,269,370	\$88,270,112	\$52,622,961	\$13,073,779
<b>532</b>	\$32,824,871	\$19,415,412	\$13,409,459	\$9,850,326	\$3,723,265
<b>533</b>	\$42,204,433	\$18,828,661	\$23,375,772	\$117,717	\$1,047,922

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 83. Carson City NAICS Sector 53 Total Jobs by 3-Digit Sector, 2011 to 2021

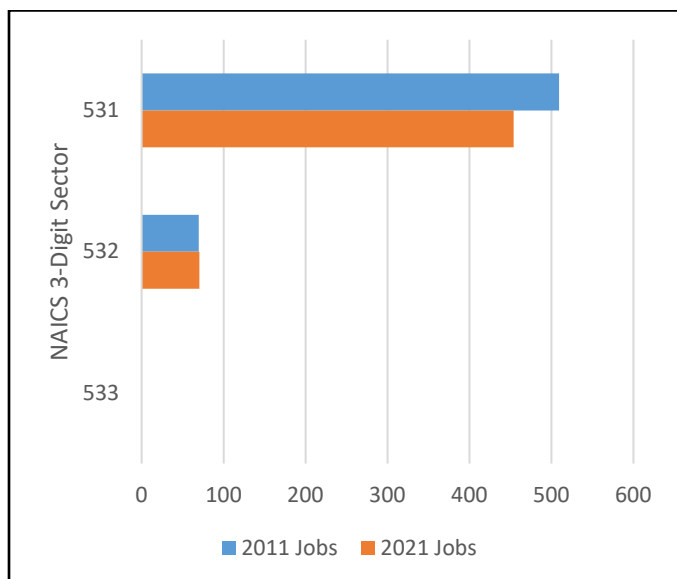
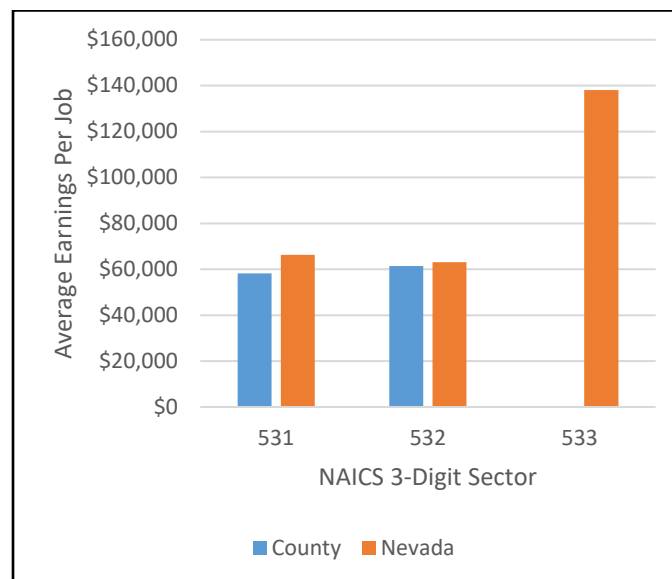


Figure 84. Carson City vs State Comparison, NAICS Sector 53, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Professional, Scientific, and Technical Services (Sector 54) total jobs decreased by 73 positions from 2011-2021. There were 218 payroll businesses operating in this sector within Carson City as of 2021.

Total sales for Sector 54 were \$200.9 million in 2021, with \$165.5 million of this total falling into the in-region sales category. Imports this same year were \$274.6 million. With imports far outpacing exported sales there is an opportunity to grow businesses within Carson.

Table 90. Carson City NAICS Sector 54, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>541: Professional, Scientific, and Technical Services</b>	1,125	1,052	218	\$84,406	\$111,362,806

Source: Emsi Burning Glass 2022.1

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

Table 91. Carson City NAICS Sector 54, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>541</b>	\$200,876,827	\$165,536,869	\$35,339,958	\$274,598,186	\$4,888,811

Source: Emsi Burning Glass 2022.1

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

Figure 85. Carson City NAICS Sector 54 Total Jobs by 3-Digit Sector, 2011 to 2021

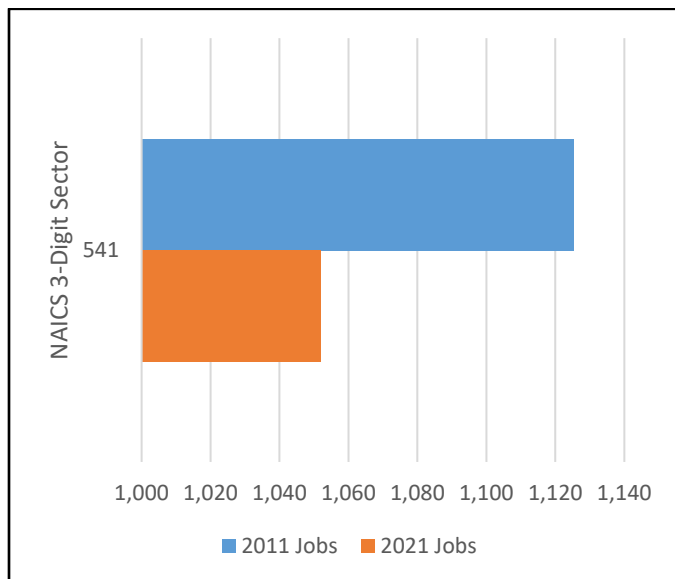
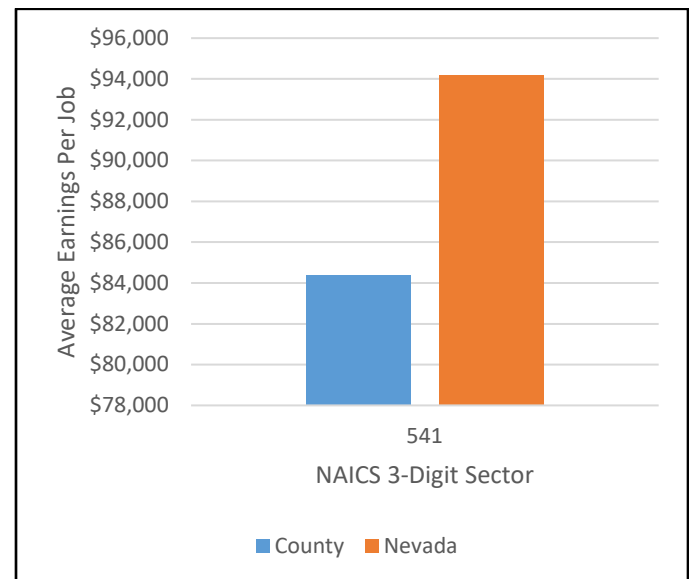


Figure 86. Carson City vs State Comparison, NAICS Sector 54, Average Earnings per Job by 3-Digit Sector, 2021



## **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.

Management of Companies and Enterprises (Sector 55) total jobs grew by 261 positions from 2011-2021. Average earnings per job in this sector are the third highest in the city.

Total sales for Sector 55 were \$100.1 million in 2021, with \$26.5 million of this total falling into the exported sales category. Imports this same year were \$39.2 million. With imports that outpace exported sales there shows room to grow businesses within this sector in Carson.

Table 92. Carson City NAICS Sector 55, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>551: Management of Companies and Enterprises</b>	207	468	36	\$109,646	\$55,616,013

Source: Emsi Burning Glass 2022.1

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

Table 93 Carson City NAICS Sector 55, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>551</b>	\$100,069,737	\$73,568,825	\$26,500,912	\$39,170,027	\$1,771,381

Source: Emsi Burning Glass 2022.1

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

Figure 87. Carson City NAICS Sector 55 Total Jobs by 3-Digit Sector, 2011 to 2021

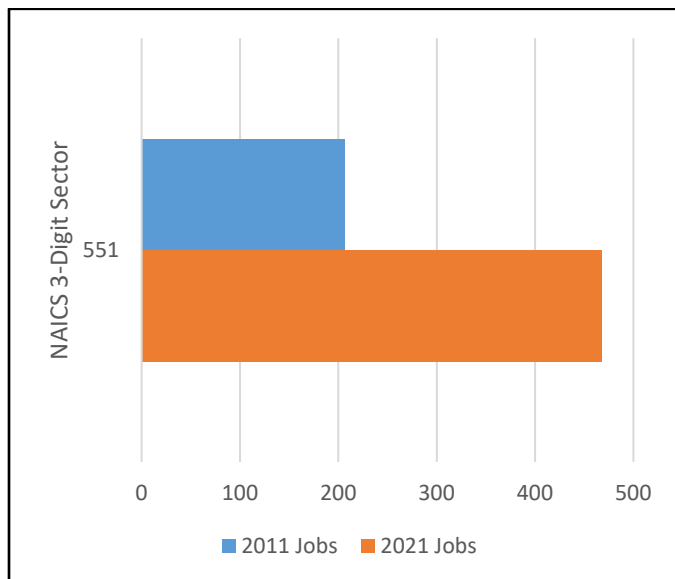
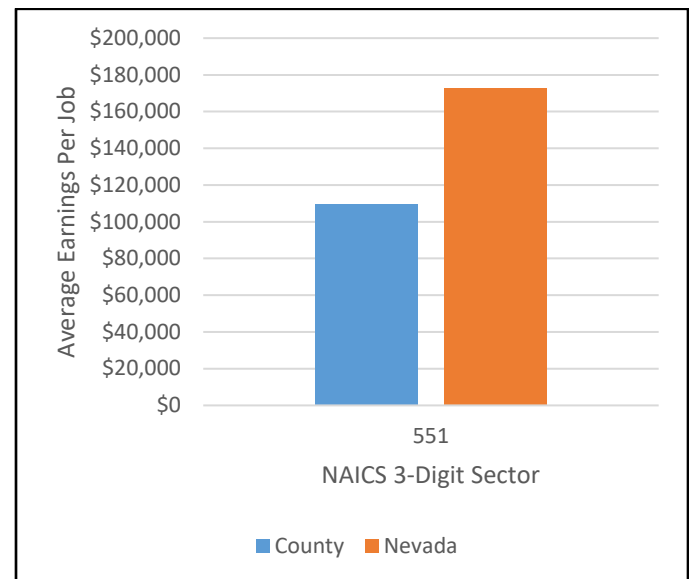


Figure 88. Carson City vs State Comparison, NAICS Sector 55, Average Earnings per Job by 3-Digit Sector, 2021





## **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.

Administrative, Support, Waste Management, Remediation Services (Sector 56) total jobs increased by 133 positions from 2011-2021.

Total sales for Sector 56 were \$164.9 million in 2021, with \$109.3 million of this total falling into the in-region sales category. Imports this same year were \$122.7 million. With imports, that far outpace exported sales, there is an opportunity to grow businesses operating in this sector within Carson.

Table 94. Carson City NAICS Sector 56, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>561: Administrative and Support Services</b>	1,077	1,218	148	\$46,170	\$67,105,150
<b>562: Waste Management and Remediation Services</b>	46	50	2	\$82,338	\$4,255,389

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 95 Carson City NAICS Sector 56, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>561</b>	\$151,302,248	\$104,466,039	\$46,836,209	\$96,268,034	\$1,892,312
<b>562</b>	\$13,629,736	\$4,945,234	\$8,684,503	\$26,503,315	\$575,905

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 89. Carson City NAICS Sector 56 Total Jobs by 3-Digit Sector, 2011 to 2021

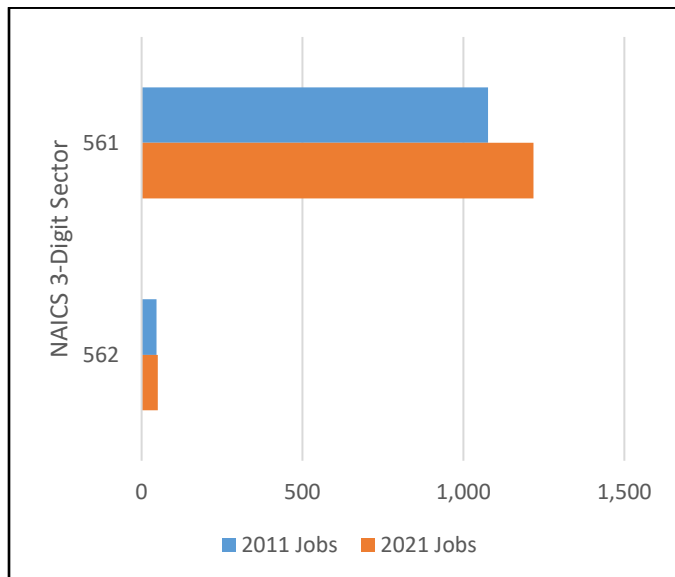
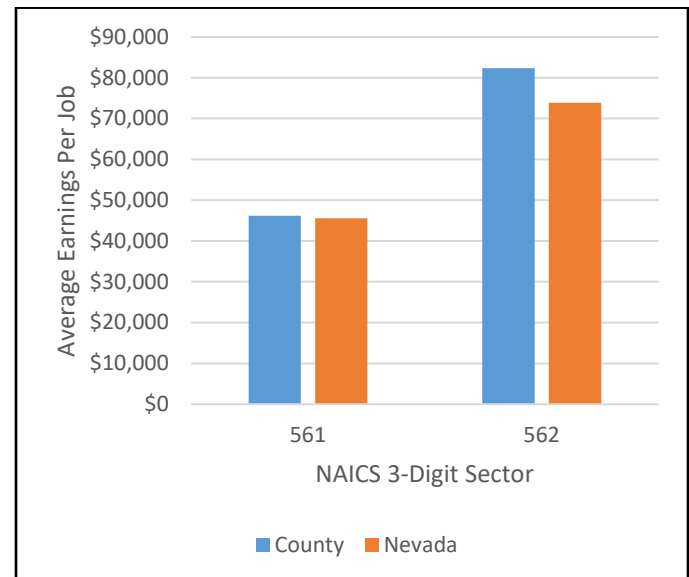


Figure 90. Carson City vs State Comparison, NAICS Sector 56, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Educational Services (Sector 61) total jobs increased by a total of 10 positions from 2011-2021. Average earnings per worker are among the lowest of any sector within Carson.

Total sales for Sector 61 were \$6.3 million in 2021, with \$5.9 million of this total falling into the in-region sales category. Imports this same year totaled over \$59.9 million. Imports far outpaced exported sales, showing an opportunity to grow businesses operating in this sector within Carson.

Table 96. Carson City NAICS Sector 61, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>611: Educational Services</b>	109	119	18	\$27,530	\$3,919,162

Source: Emsi Burning Glass 2022.1

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

Table 97. Carson City NAICS Sector 61, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>611</b>	\$6,344,035	\$5,873,935	\$470,100	\$59,940,050	\$195,325

Source: Emsi Burning Glass 2022.1

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

Figure 91. Carson City NAICS Sector 61 Total Jobs by 3-Digit Sector, 2011 to 2021

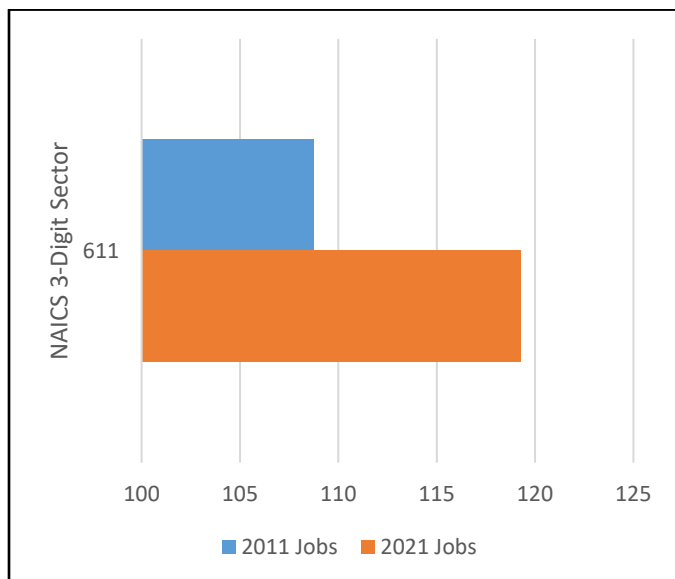
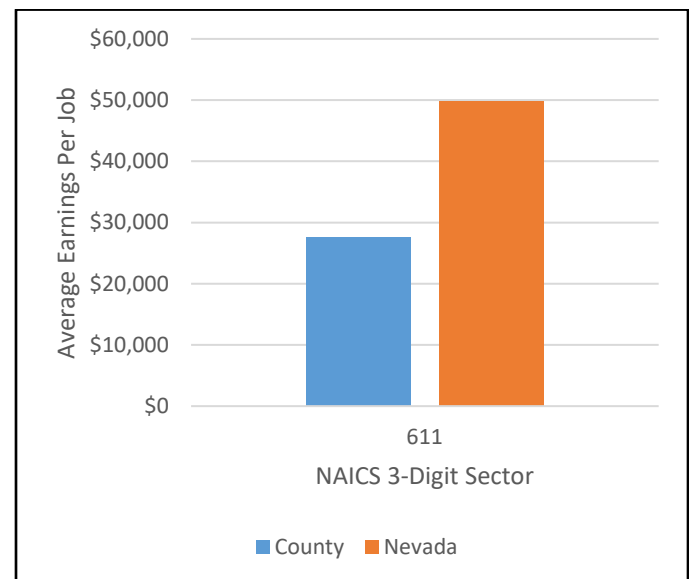


Figure 92. Carson City vs State Comparison, NAICS Sector 61, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Health Care and Social Assistance (Sector 62) total jobs increased by 1001 jobs from 2011-2021, most notably in the Ambulatory Health Care Services.

Total sales for Sector 62 were \$687.7 million in 2021, with \$400.5 million falling into the in-region sales category. Imports this same year were \$62.1 million. With sales that outpaced imports, businesses within this sector show stability in Carson.



Table 98. Carson City NAICS Sector 62, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>621: Ambulatory Health Care Services</b>	1,327	1,777	157	\$102,099	\$190,122,715
<b>622: Hospitals</b>	1,339	1,645	3	\$75,825	\$125,106,973
<b>623: Nursing and Residential Care Facilities</b>	656	813	28	\$45,519	\$37,613,718
<b>624: Social Assistance</b>	565	653	44	\$32,201	\$22,193,572

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 99. Carson City NAICS Sector 62, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>621</b>	\$305,714,660	\$174,610,645	\$131,104,015	\$34,354,844	\$3,320,537
<b>622</b>	\$276,682,893	\$159,309,314	\$117,373,578	\$2,960,273	\$5,373,470
<b>623</b>	\$67,630,767	\$35,246,962	\$32,383,805	\$9,270,996	\$2,060,573
<b>624</b>	\$37,669,209	\$31,298,542	\$6,370,667	\$15,426,650	\$394,145

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 93. Carson City NAICS Sector 62 Total Jobs by 3-Digit Sector, 2011 to 2021

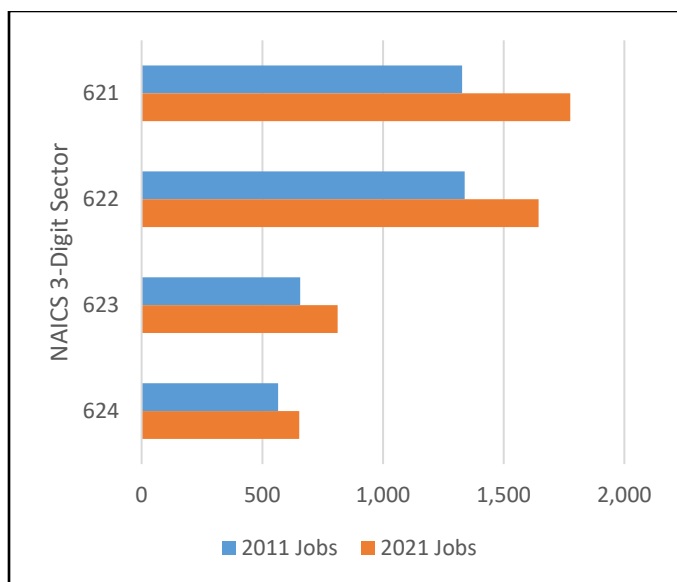
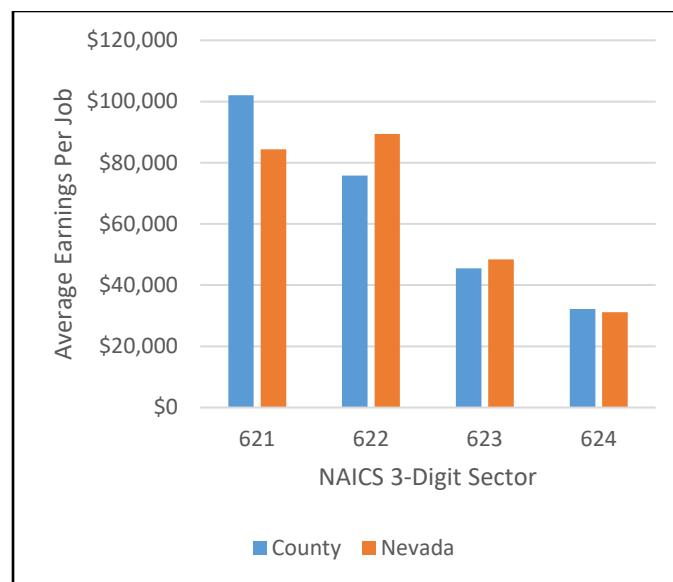


Figure 94. Carson City vs State Comparison, NAICS Sector 62, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Arts, Entertainment, and Recreation (Sector 71) total jobs decreased by 254 jobs from 2011-2021.

Total sales for Sector 71 were \$153.9 million in 2021, with \$126.9 million of this falling into the exported sales category. Imports this same year were \$15.9 million. Exported sales far outpaced imports for this sector, showing the stability of these businesses in Carson.

Table 100 Carson City NAICS Sector 71, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>711: Performing Arts, Spectator Sports, and Related Industries</b>	94	82	6	\$35,129	\$4,455,719
<b>712: Museums, Historical Sites, and Similar Institutions</b>	0	0	0	\$0	\$0
<b>713: Amusement, Gambling, and Recreation Industries</b>	1,212	970	37	\$35,920	\$34,958,248

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 101 Carson City NAICS Sector 71, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>711</b>	\$8,034,420	\$7,496,579	\$537,840	\$9,167,612	\$700,180
<b>712</b>	\$0	\$0	\$0	\$2,461,407	\$0
<b>713</b>	\$145,884,952	\$19,473,589	\$126,411,363	\$4,250,709	\$18,088,400

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 95 Carson City NAICS Sector 71 Total Jobs by 3-Digit Sector, 2011 to 2021

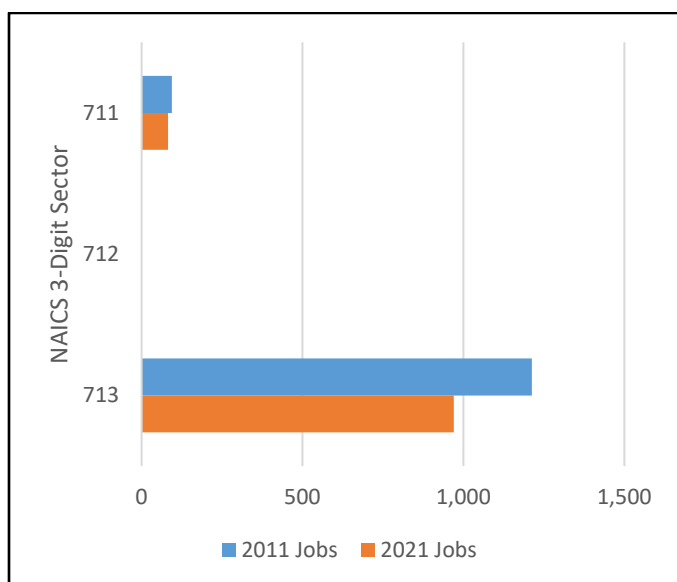
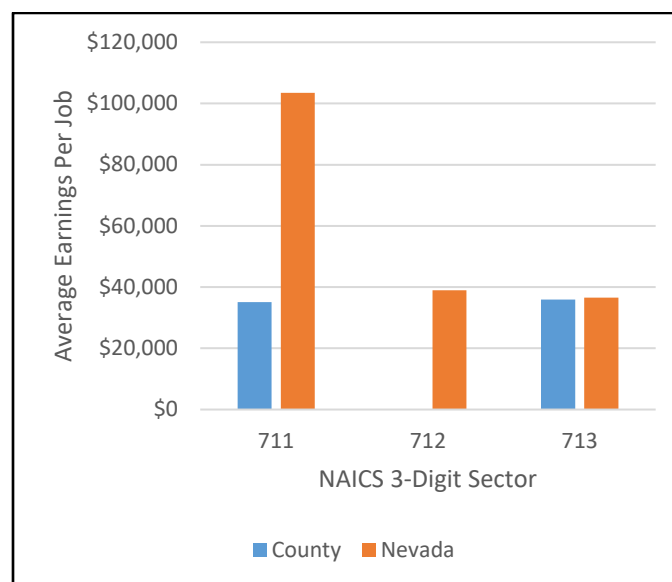


Figure 96 Carson City vs State Comparison, NAICS Sector 71, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Accommodation and Food Services (Sector 72) total jobs increased by 173 jobs from 2011-2021. All of this increase is attributed to the Food Services and Drinking Places subsector, as there was a decrease in Accommodation jobs during this span.

Total sales for Sector 72 were \$194.9 million, with \$157.2 million of this total falling into the in-region sales category. Imports this same year were \$16 million. Exported sales doubled imported sales for the in 2021.

Table 102. Carson City NAICS Sector 72, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>721: Accommodation</b>	532	368	26	\$36,047	\$14,513,765
<b>722: Food Services and Drinking Places</b>	1,592	1,929	130	\$24,625	\$49,307,337

Source: Emsi Burning Glass 2022.1

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

Table 103 Carson City NAICS Sector 72, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>721</b>	\$39,117,632	\$22,211,252	\$16,906,380	\$8,358,069	\$8,139,623
<b>722</b>	\$155,876,511	\$135,029,126	\$20,847,384	\$7,665,741	\$14,680,991

Source: Emsi Burning Glass 2022.1

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

Figure 97. Carson City NAICS Sector 72 Total Jobs by 3-Digit Sector, 2011 to 2021

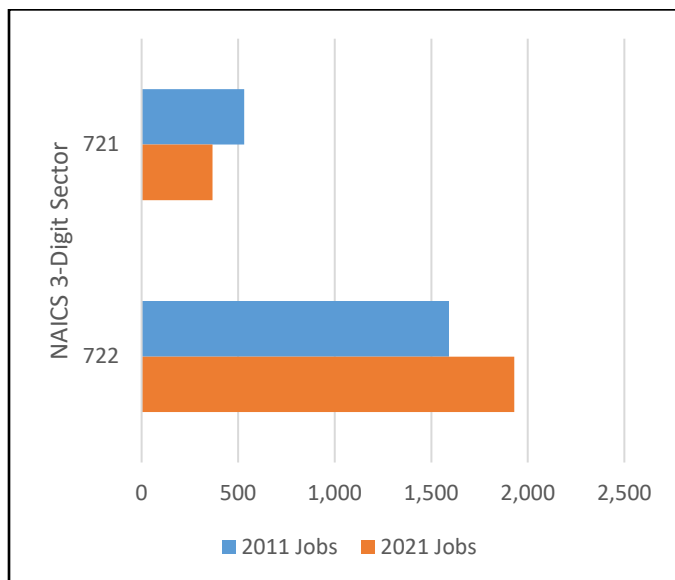
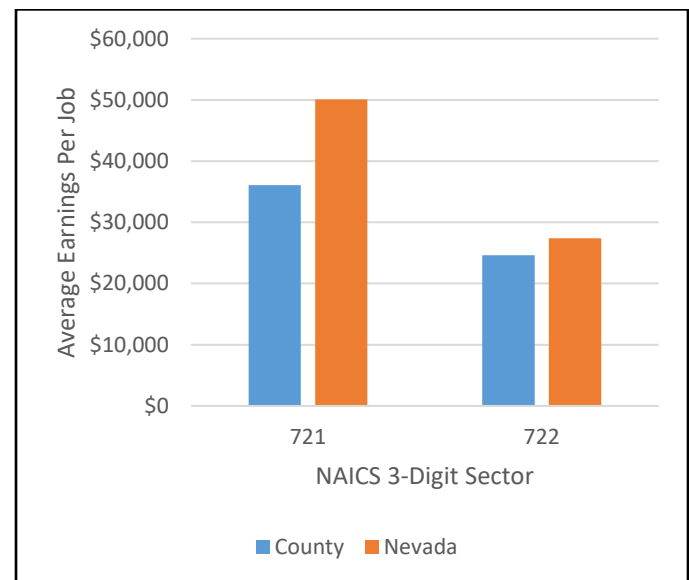


Figure 98. Carson City vs State Comparison, NAICS Sector 72, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Other Services (Except Public Admin.) (Sector 81) total jobs decreased by 56 jobs from 2011-2021. The Repair and Maintenance subsector saw the largest growth during this timeframe while private households is the only sector to result in a decrease.

Total sales for Sector 81 were \$109.4 million in 2021, with \$83.7 million of this total falling into the in-region sales category. Imports this same year were \$45 million, with imports outpacing exported sales there is room to grow businesses operating in this sector within Carson



Table 104. Carson City NAICS Sector 81, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>811: Repair and Maintenance</b>	328	413	55	\$49,018	\$24,175,417
<b>812: Personal and Laundry Services</b>	346	356	38	\$33,935	\$19,010,166
<b>813: Religious, Grantmaking, Civic, Professional, and Similar Organizations</b>	234	282	25	\$41,191	\$11,910,308
<b>814: Private Households</b>	316	117	6	\$11,339	\$1,330,878

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Table 105. Carson City NAICS Sector 81, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>811</b>	\$48,501,683	\$31,925,624	\$16,576,059	\$10,415,301	\$4,427,065
<b>812</b>	\$33,570,857	\$28,566,399	\$5,004,458	\$11,276,236	\$1,662,649
<b>813</b>	\$25,952,584	\$21,898,069	\$4,054,514	\$19,900,358	\$469,941
<b>814</b>	\$1,330,878	\$1,327,862	\$3,016	\$3,420,931	\$0

Source: Emsi Burning Glass 2022.1

For those industries where data was suppressed, 'Insf. Data' or '&lt;10' show

Figure 99. Carson City NAICS Sector 81 Total Jobs by 3-Digit Sector, 2011 to 2021

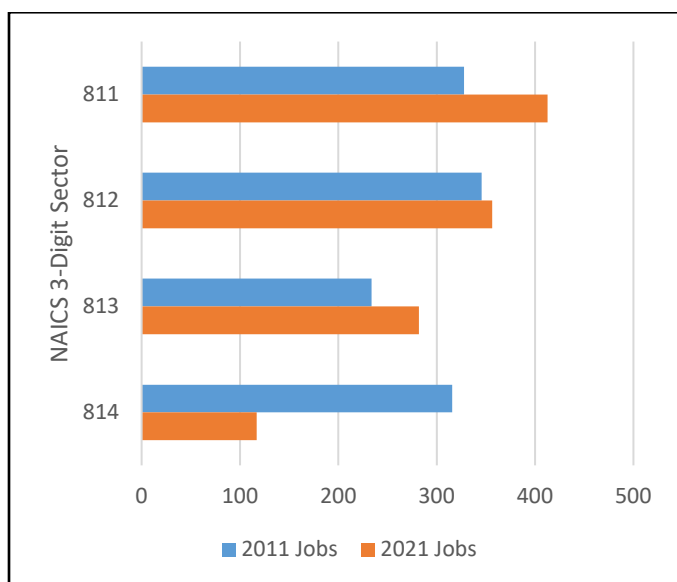
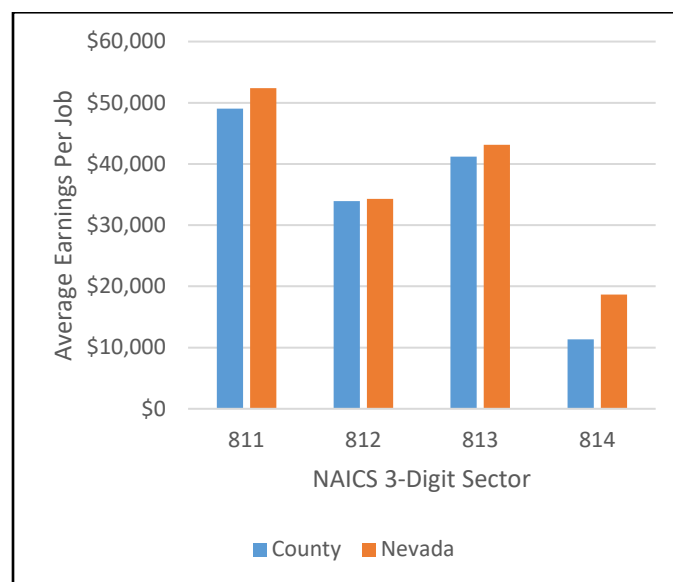


Figure 100. Carson City vs State Comparison, NAICS Sector 81, Average Earnings per Job by 3-Digit Sector, 2021



## **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-ems-naics-differ-from-standard-naics/>

### **901: Federal Government**

This industry comprises all federal government entities.

### **902: State Government**

This industry group comprises state-level establishments.

### **903: Local Government**

This industry group comprises local-level government agencies.

#### **County Breakdown**

Public Administration total jobs decreased by 154 jobs from 2011-2021. State Government saw the largest decrease for this sector during this timeframe.

Total sales for Sector 90 were \$8.5 billion in 2021, with nearly all of this total falling into the exported sales category. Imports this same year were \$3.9 billion, with over \$1.8 billion of these imports coming from Local Government.

Table 106. Carson City NAICS Sector 90, 3-Digit Snapshot: Jobs and Earnings, 2021

NAICS	2011 Jobs	2021 Jobs	Payroll Businesses	Average Earnings/Job	Total Industry Earnings
<b>901: Federal Government</b>	684	723	18	\$97,219	\$73,702,422
<b>902: State Government</b>	6,828	6,705	153	\$97,163	\$653,740,193
<b>903: Local Government</b>	2,159	2,089	10	\$91,424	\$191,611,599

Source: Emsi Burning Glass 2022.1

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

Table 107. Carson City NAICS Sector 90, 3-Digit Snapshot: Sales, Imports, and Taxes, 2021

NAICS	Total Sales	In-Region Sales	Exported Sales	Imports	Taxes Paid
<b>901</b>	\$1,120,559,682	\$9,231,838	\$1,111,327,844	\$1,037,923,147	\$0
<b>902</b>	\$6,938,634,408	\$3,055,228	\$6,935,579,180	\$995,454,977	\$0
<b>903</b>	\$459,242,416	\$459,242,416	\$0	\$1,894,956,928	\$0

Source: Emsi Burning Glass 2022.1

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

Figure 101. Carson City NAICS Sector 90 Total Jobs by 3-Digit Sector, 2011 to 2021

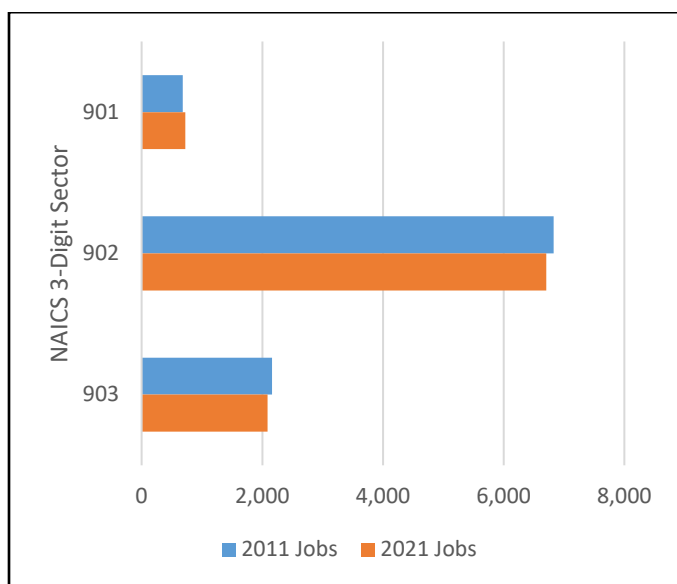
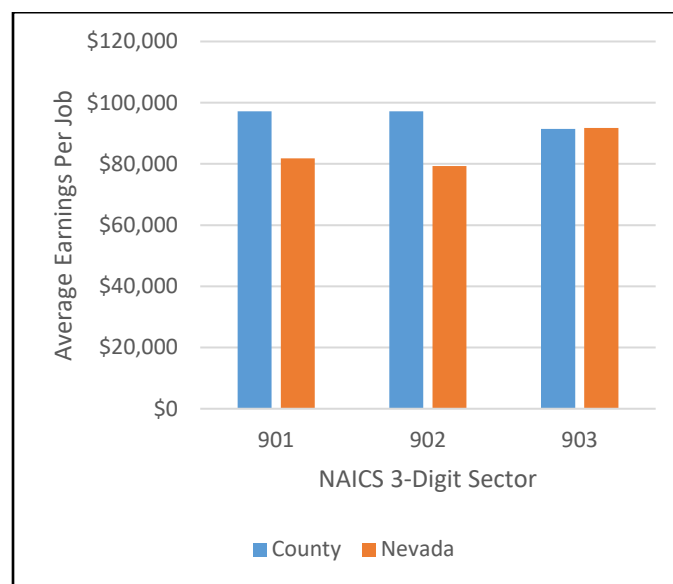


Figure 102. Carson City vs State Comparison, NAICS Sector 90, Average Earnings per Job by 3-Digit Sector, 2021



## **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**

Data for this industry reports zero activity for Elko County. As of 2021, there are no unclassified industries in this region

Table 108 Carson City 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 Carson City 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. Carson City NAICS Sector 99 Total Jobs by 3-Digit Sector, 2011 to 2021

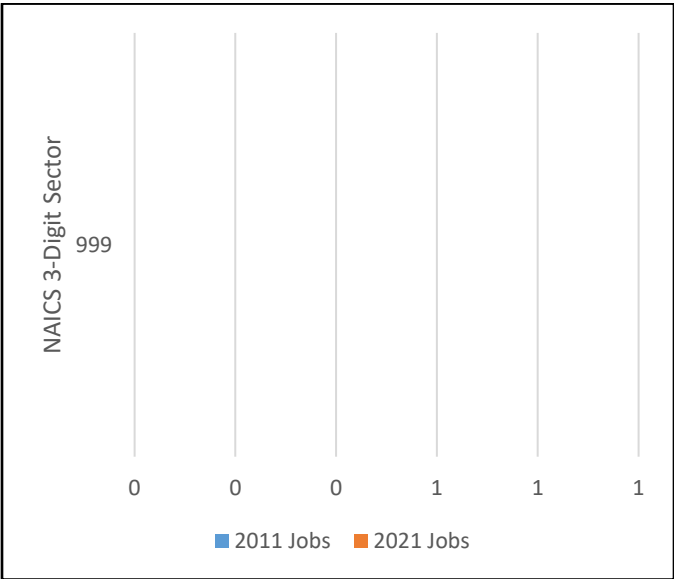
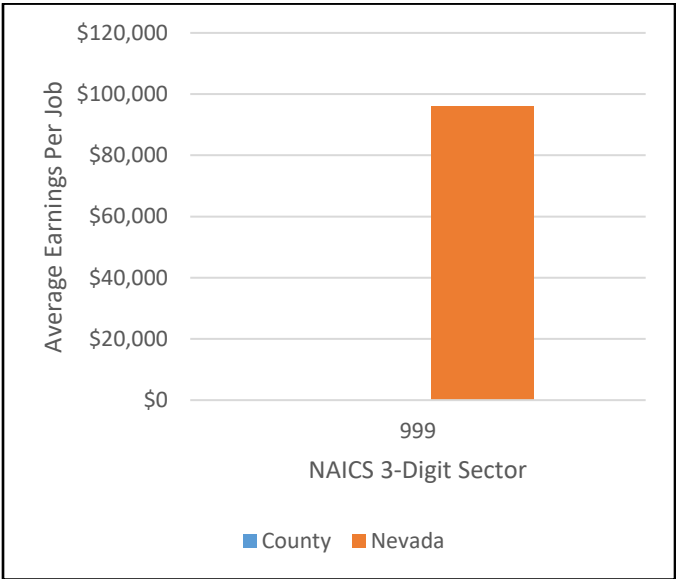


Figure 104. Carson City vs State Comparison, NAICS Sector 99, Average Earnings per Job by 3-Digit Sector, 2021







# 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

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## County Breakdown

### Land Management and Coverage:

The majority of acres being managed in Carson City is in the City/County/Other/Private (41.1%) and BLM (35.7%) in 2021.

Carson City has one of the more unique land coverage distributions in the state. Although the majority of land falls into the Shrubland category (52%), nearly all land coverage categories are represented in Carson.

### Federal Land Payments:

From 2003-2019 federal land payments in Carson fell heavily into the PILT category, with small contributions from the Forest Service and BLM.

### Taxation:

The total Consolidated tax Distribution is made up mostly of SCCRT (28.9M) and BCCRT (7.8M) in 2021. Other contributions to Consolidated tax Distributions come from GST (3.4M), RPTT (895k), and Cigarette (162k). Consolidated Tax Distributions totaled 41.3M In 2021.

2006 saw taxable sales reach its highest total during the years 2006-2021 (\$1.3 billion). From 2006-2010, taxable sales decreased year-to-year in Carson City.

### Gaming:

Gaming win decreased year-over-year from 2010-2014 with the highest recorded gaming win being in 2010(90.5M). The most recent year where data was collected was 2021 and resulted in 84.8M in gaming win.

Gaming Taxes have decreased between the years 2010-2016 and hit its lowest point in 2020(2.9M). The peak for gaming taxes was in 2021 where 6.5M in gaming taxes was reported.

Live Entertainment taxes have decreased year-over-year from 2010-2021. The lowest Live entertainment taxes collected occurred in 2021 with \$212 and the peak was in 2010 at 15.6k.

## 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. Carson City Land Management, 2021

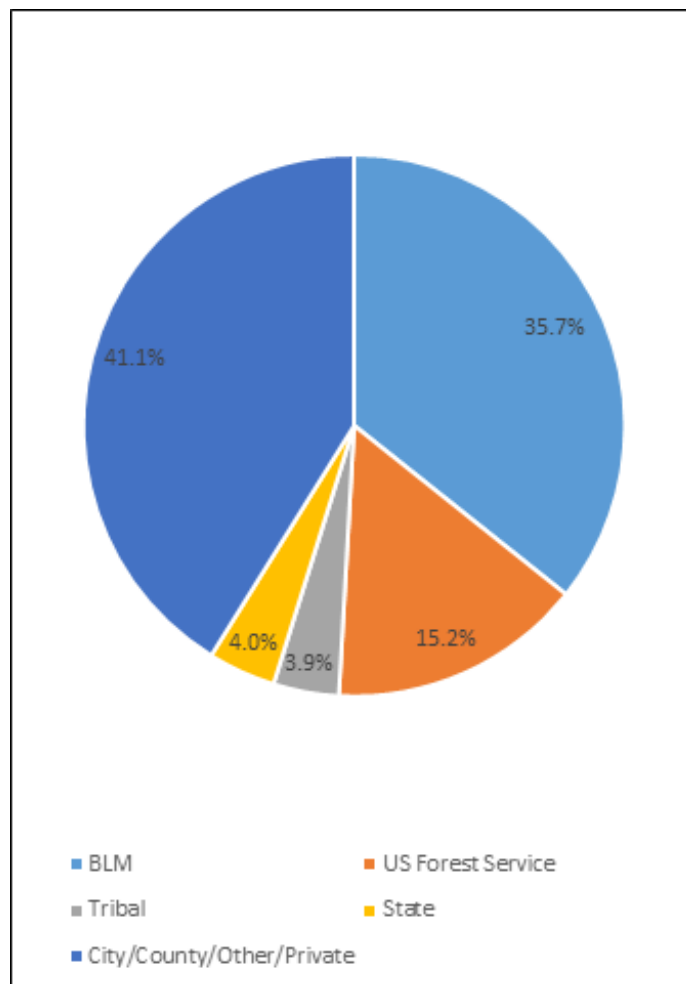
Land Manager	Acres	Percentage
<b>BLM</b>	35,932	35.7%
<b>Department of Defense</b>	0	0.0%
<b>US Forest Service</b>	15,294	15.2%
<b>US Fish and Wildlife</b>	0	0.0%
<b>National Park Service</b>	0	0.0%
<b>Other Federal</b>	0	0.0%
<b>Tribal</b>	3,943	3.9%
<b>State</b>	4,062	4.0%
<b>City/County/Other/Private</b>	41,404	41.1%
<b>Total Acreage</b>	100,635	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 majority of acres being managed in Carson City is in the City/County/Other/Private (41.1%) and BLM (35.7%) in 2021. The other sectors managing land are US Forest Service (15.2%), State (4.0%) and Tribal (3.9%) which results in a total of 100,635 acres.

Figure 105. Carson City Percent Distribution of Land Management, 2021





## 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. Carson City Type of Land Coverage, 2006

	2006
<b>Total Area (Acres)</b>	100,635
<b>Forest</b>	11.0%
<b>Grassland</b>	13.0%
<b>Shrubland</b>	52.0%
<b>Mixed Cropland</b>	0.0%
<b>Water</b>	6.0%
<b>Urban</b>	11.0%
<b>Other</b>	3.0%

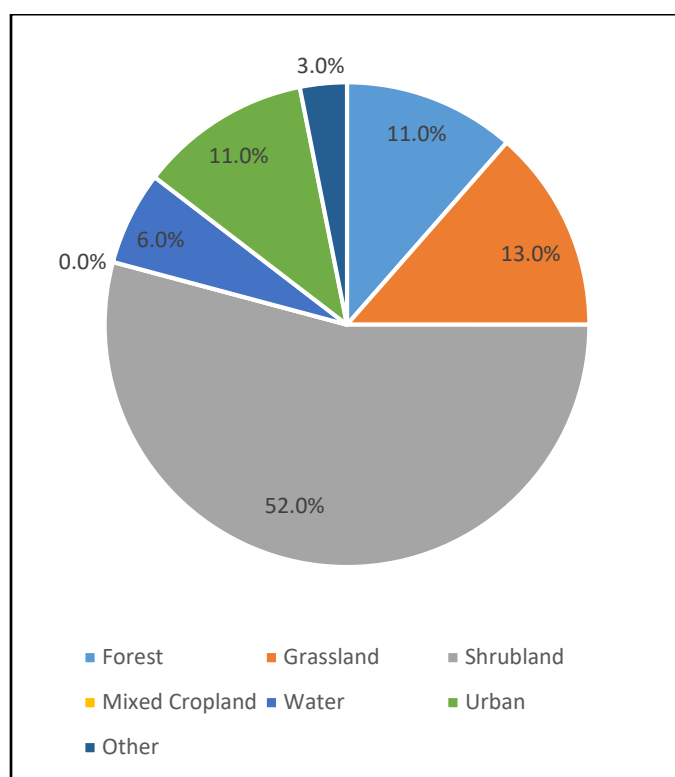
Source: NASA MODIS Land Cover Type Yearly L3 Global 1km MOD12Q1, 2006, as reported by Headwaters Economics' Economic Profile System ([headwaterseconomics.org/eps](http://headwaterseconomics.org/eps))



### County Breakdown

Carson City has one of the more unique land coverage distributions in the state. Although the majority of land falls into the Shrubland category (52%), nearly all land coverage categories are represented in Carson. The Forest (11%), Grassland (13%), and Urban (11%) categories make up much of the remaining lands in the city.

Figure 106. Carson City Distribution of Land Coverage, 2006



## Federal Land Payments

### Definition

Federal payments are payments that compensate state and local governments for non-taxable federal lands within their borders. Payments are funded by federal appropriations (e.g., PILT) and from receipts received by federal agencies from activities on federal public lands (e.g., timber, grazing, and minerals). For a further definition on fish and wildlife, forest service, mineral royalties, or PILT, please see Appendix A: Glossary.

### Why is it important?

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

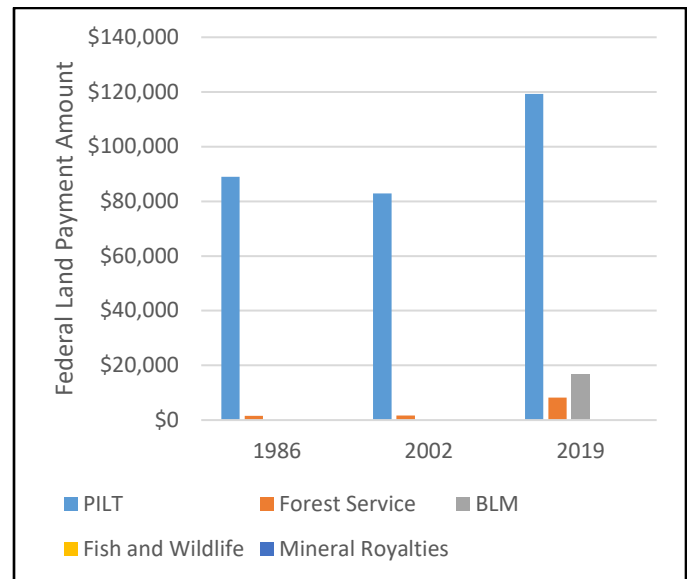
Table 112. Carson City Total Federal Land Payment and Distribution by Origin, 2019

2019	
<b>Total Federal Land Payments</b>	<b>\$144,015</b>
<b>PILT</b>	<b>82.9%</b>
<b>Forest Service Payments</b>	<b>5.7%</b>
<b>BLM Payments</b>	<b>11.5%</b>
<b>USFWS Refuge Payments</b>	<b>0.0%</b>
<b>Federal Mineral Royalties</b>	<b>0.0%</b>

Sources: See below table.

All amounts shown in 2021 dollars

Figure 107. Carson City Distribution of Federal Land Payments by Origin, 1986 to 2019



### County Breakdown

From 2003-2019 federal land payments in Carson fell heavily into the PILT category, with small contributions from the Forest Service and BLM. The year 2016 brought a decrease from 133k to 119k in PILT but total federal Payments still increased overall by about 5k.

Table 113. Carson City Federal Land Payments by Origin of Payment, 2003 to 2019

Year	PILT	Forest Service	BLM	Fish and Wildlife	Mineral Royalties	Total Federal Payment
2003	\$92,638	\$1,655	\$0	\$0	\$0	\$94,293
2004	\$92,831	\$1,638	\$275	\$0	\$0	\$94,744
2005	\$91,942	\$1,623	\$353	\$0	\$0	\$93,918
2006	\$93,382	\$1,582	\$6,242	\$0	\$0	\$101,206
2007	\$90,607	\$1,541	\$8,743	\$0	\$0	\$100,891
2008	\$140,067	\$12,185	\$91	\$0	\$0	\$152,343
2009	\$143,764	\$12,076	\$4,283	\$0	\$0	\$160,123
2010	\$139,688	\$11,653	\$10,417	\$0	\$0	\$161,758
2011	\$137,394	\$11,208	\$14,621	\$0	\$0	\$163,223
2012	\$138,882	\$11,414	\$20,627	\$0	\$0	\$170,923
2013	\$133,326	\$11,162	\$11,886	\$0	\$0	\$156,374
2014	\$135,498	\$10,365	\$15,792	\$0	\$0	\$161,655
2015	\$133,661	\$11,546	\$17,491	\$0	\$0	\$162,698
2016	\$119,597	\$1,445	\$46,286	\$0	\$0	\$167,328
2017	\$119,186	\$11,137	\$174,734	\$0	\$0	\$305,057
2018	\$123,619	\$8,616	\$2,282	\$0	\$0	\$134,517
2019	\$119,321	\$8,181	\$16,513	\$0	\$0	\$144,015

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.

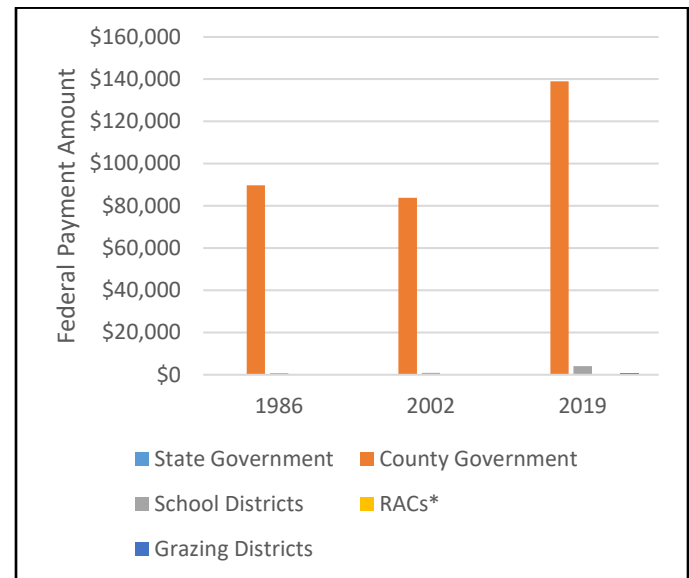
Table 114. Carson City Total Federal Land Payment and Distribution by Receiving Entity, 2019

2019	
<b>Total Federal Land Payments</b>	\$144,015
<b>State Government</b>	0.0%
<b>County Government</b>	96.5%
<b>Local School Districts</b>	2.8%
<b>RACs</b>	0.0%
<b>Grazing Districts</b>	0.6%

Sources: See below table.

All amounts shown in 2021 dollars

Figure 108. Carson City Distribution of Federal Land Payments by Local Entity, 1986 to 2019



### County Breakdown

In all years from 2003-2019 the city government was the largest recipient of federal land payments. As federal land payments increased during this span, so did contributions to the city government.

Table 115. Carson City 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	\$93,465	\$827	\$0	\$0	\$94,292
2004	\$0	\$93,851	\$820	\$0	\$74	\$94,745
2005	\$0	\$92,990	\$812	\$0	\$114	\$93,916
2006	\$0	\$100,310	\$791	\$0	\$104	\$101,205
2007	\$0	\$99,976	\$771	\$0	\$145	\$100,892
2008	\$0	\$146,159	\$6,092	\$0	\$91	\$152,342
2009	\$0	\$152,987	\$6,038	\$0	\$1,099	\$160,124
2010	\$0	\$154,852	\$5,827	\$0	\$1,080	\$161,759
2011	\$0	\$156,705	\$5,603	\$0	\$913	\$163,221
2012	\$15,153	\$149,034	\$5,708	\$0	\$1,028	\$170,923
2013	\$0	\$150,535	\$5,580	\$0	\$259	\$156,374
2014	\$0	\$144,413	\$5,183	\$0	\$236	\$149,832
2015	\$0	\$156,737	\$5,773	\$0	\$188	\$162,698
2016	\$0	\$166,607	\$723	\$0	\$0	\$167,330
2017	\$0	\$298,310	\$5,568	\$0	\$1,177	\$305,055
2018	\$0	\$129,981	\$4,307	\$0	\$228	\$134,516
2019	\$0	\$139,001	\$4,090	\$0	\$923	\$144,014

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](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/](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](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 Transfer 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 lesser 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 Carson City

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

#### Local Governments:

- Carson City

#### Enterprise and Special Districts:

- Carson-Truckee Water Conservancy
- Sierra Forest Fire Protection

## 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 total Consolidated tax Distribution is made up mostly of SCCRT (28.9M) and BCCRT (7.8M) in 2021. Other contributions to Consolidated tax Distributions come from GST (3.4M), RPTT (895k), and Cigarette (162k). Consolidated Tax Distributions totaled 41.3M In 2021.

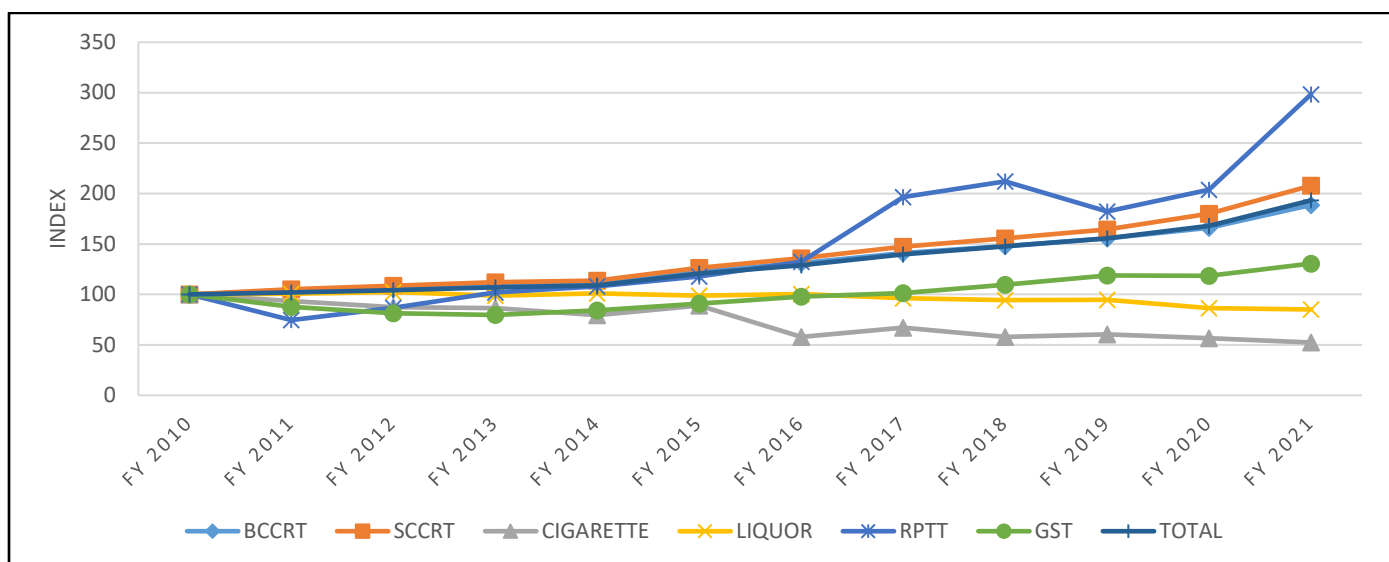
Table 116. Carson City Consolidated Tax Breakdown, Fiscal Year 2010 to 2021

Fiscal Year	BCCRT	SCCRT	CIGARETTE	LIQUOR	RPTT	GST	TOTAL
FY 2010	\$4,156,384	\$13,941,500	\$309,601	\$80,658	\$299,962	\$2,601,922	\$21,390,027
FY 2011	\$4,303,739	\$14,655,729	\$289,474	\$81,138	\$223,646	\$2,281,767	\$21,835,492
FY 2012	\$4,394,170	\$15,162,432	\$270,064	\$82,600	\$260,014	\$2,114,123	\$22,283,402
FY 2013	\$4,543,216	\$15,653,630	\$267,654	\$79,693	\$305,669	\$2,071,697	\$22,921,560
FY 2014	\$4,617,803	\$15,850,912	\$245,964	\$81,399	\$323,635	\$2,190,506	\$23,310,219
FY 2015	\$5,094,441	\$17,625,444	\$275,664	\$79,588	\$353,439	\$2,364,780	\$25,793,357
FY 2016	\$5,446,189	\$18,949,114	\$178,925	\$80,940	\$396,850	\$2,543,865	\$27,595,883
FY 2017	\$5,854,188	\$20,550,023	\$207,678	\$77,694	\$589,596	\$2,635,108	\$29,914,286
FY 2018	\$6,148,633	\$21,702,821	\$179,082	\$76,072	\$635,748	\$2,853,869	\$31,596,225
FY 2019	\$6,470,208	\$22,920,164	\$187,270	\$76,349	\$546,985	\$3,092,424	\$33,293,400
FY 2020	\$6,905,420	\$25,115,349	\$175,538	\$69,615	\$611,050	\$3,080,294	\$35,957,266
FY 2021	\$7,839,918	\$28,976,159	\$162,027	\$68,621	\$895,088	\$3,398,755	\$41,340,567

Source: Nevada Department of Taxation

\*All amounts shown in 2021 dollars

Figure 109 Carson City 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

2006 saw taxable sales reach its highest total during the years 2006-2021 (\$1.3 billion). From 2006-2010, taxable sales decreased year-to-year in Carson City. From 2010-2017 taxable sales increased year-to-year.

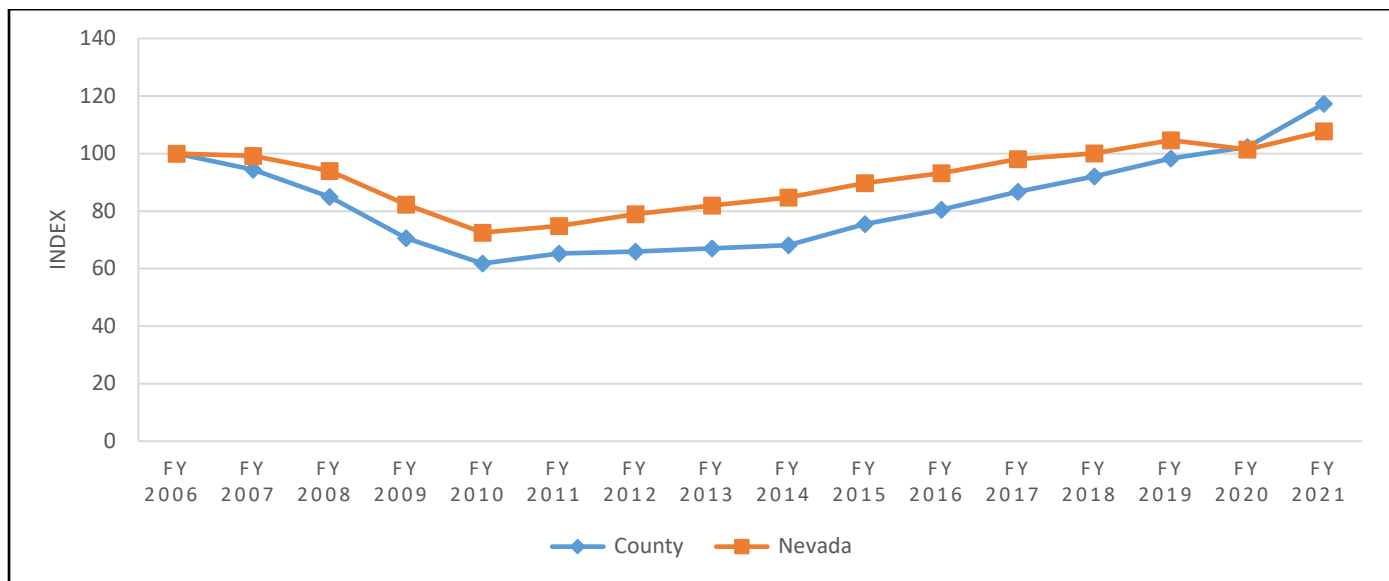
Table 117. Carson City Taxable Sales, Fiscal Year 2006 to 2021

Year	Taxable Sales*
<b>FY 2006</b>	\$1,325,294,854
<b>FY 2007</b>	\$1,250,763,806
<b>FY 2008</b>	\$1,125,817,015
<b>FY 2009</b>	\$935,066,274
<b>FY 2010</b>	\$818,786,951
<b>FY 2011</b>	\$865,099,278
<b>FY 2012</b>	\$873,424,933
<b>FY 2013</b>	\$888,227,622
<b>FY 2014</b>	\$903,153,273
<b>FY 2015</b>	\$999,909,028
<b>FY 2016</b>	\$1,066,751,414
<b>FY 2017</b>	\$1,149,329,828
<b>FY 2018</b>	\$1,220,497,309
<b>FY 2019</b>	\$1,303,316,553
<b>FY 2020</b>	\$1,355,461,892
<b>FY 2021</b>	\$1,554,371,827

Source: Nevada Department of Taxation

\*All amounts shown in 2021 dollars

Figure 110. Carson City 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 in Carson City decreased steadily from 2010-2014. Following the year 2014, Ad Valorem increased year-to-year until 2021.. Net proceeds from mines contributed \$0 in all years from 2000-2017.

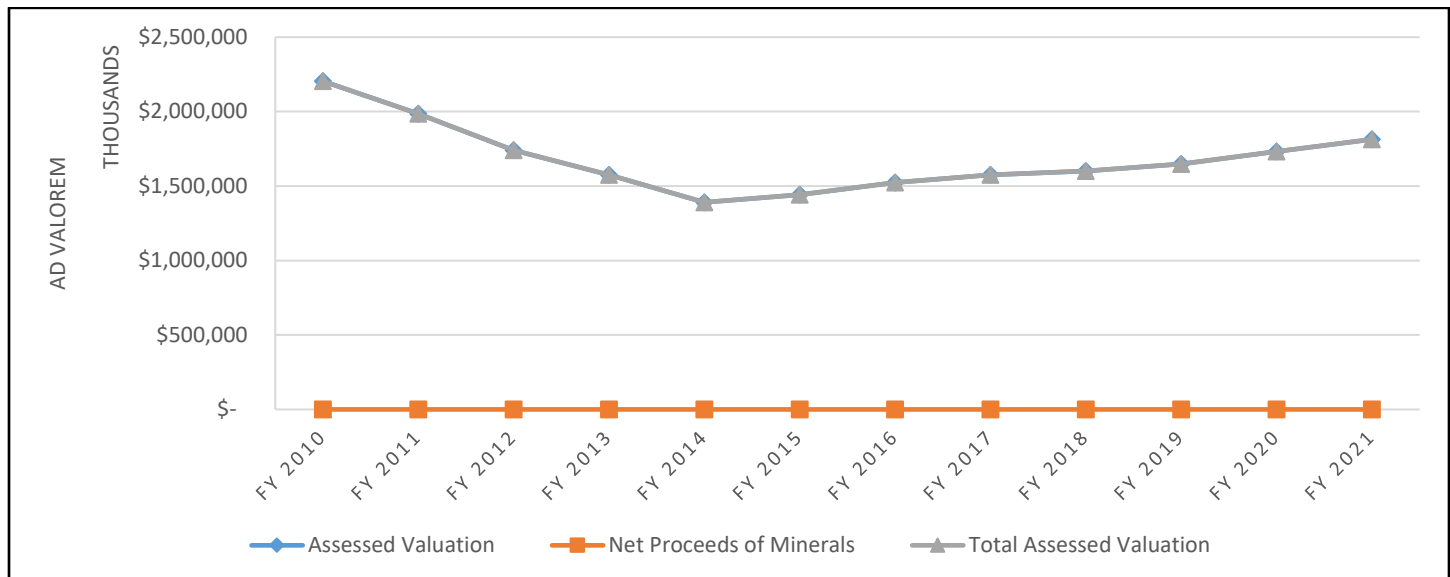
Table 118. Carson City Ad Valorem, FY 2010 to FY 2021

Fiscal Year	Assessed Valuation*	Net Proceeds: Mines*	Total Assessed Valuation*
FY 10	\$2,204,430	\$-	\$2,204,430
FY 11	\$1,986,519	\$-	\$1,986,519
FY 12	\$1,740,167	\$-	\$1,740,167
FY 13	\$1,574,965	\$-	\$1,574,965
FY 14	\$1,390,888	\$-	\$1,390,888
FY 15	\$1,441,715	\$-	\$1,441,715
FY 16	\$1,523,406	\$-	\$1,523,406
FY 17	\$1,574,234	\$-	\$1,574,234
FY 18	\$1,601,959	\$-	\$1,601,959
FY 19	\$1,648,410	\$-	\$1,648,410
FY 20	\$1,731,136	\$-	\$1,731,136
FY 21	\$1,814,812	\$-	\$1,814,812

Source: Nevada Department of Taxation

\*Shown in thousands of 2021 dollars.

Figure 111. Carson City Ad Valorem, FY 2010 to FY 2021





## Cannabis Taxable Sales

Table 119. Carson City 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

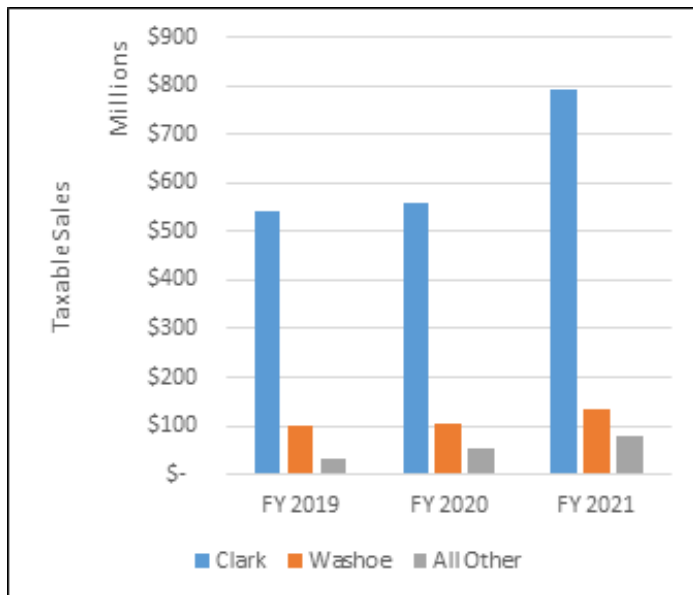
Source: Nevada Department of Taxation

\*Shown in thousands of 2021 dollars.

### County Breakdown

Majority of Cannabis Taxable Sales come from Clark County (791k) and Washoe County (135k) in 2021. The remaining cannabis taxable sales come from the All Other (77k) and is where Carson City is located in.

Figure 112. Carson City 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 followed the same trend as cannabis taxable sales, with Clark County being the major contributor with 72.8k of cannabis retail taxes collected. Washoe county and All Other are the other contributors to cannabis taxation.

Table 120. Carson City 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

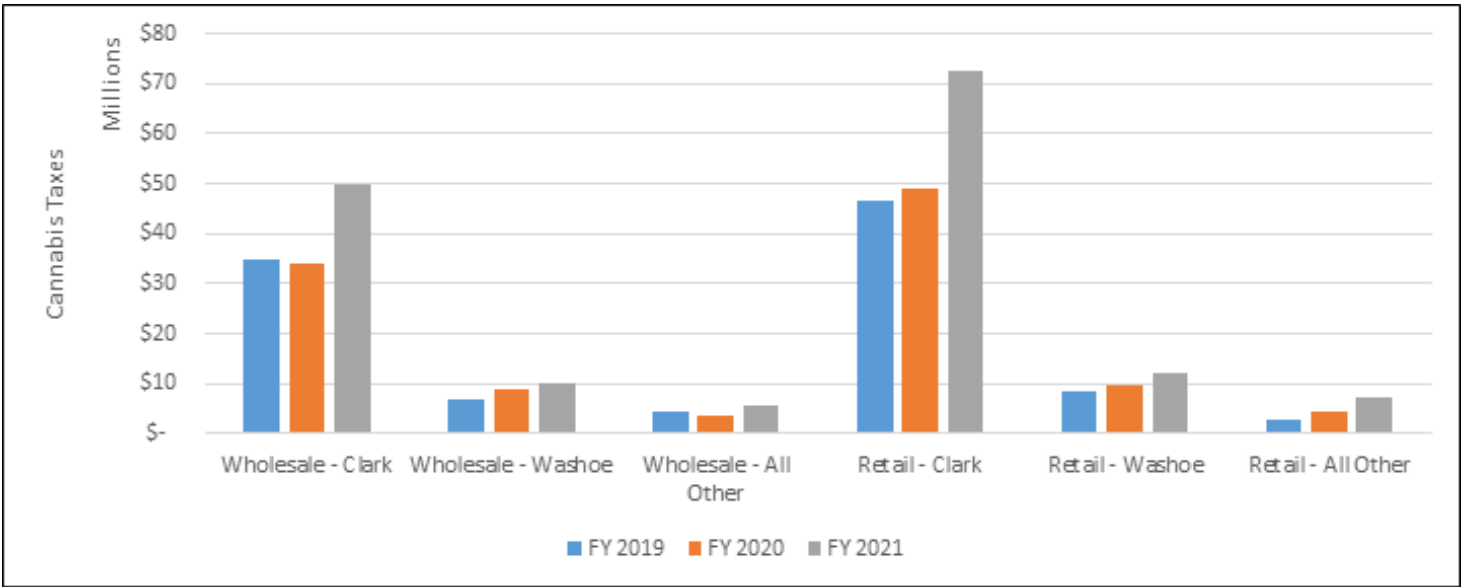
Source: Nevada Department of Taxation  
\*Shown in thousands of 2021 dollars.

Table 121. Carson City 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. Carson City 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 decreased year-over-year from 2010-2014 with the highest recorded gaming win being in 2010(90.5M). The most recent year where data was collected was 2021 and resulted in 84.8M in gaming win.

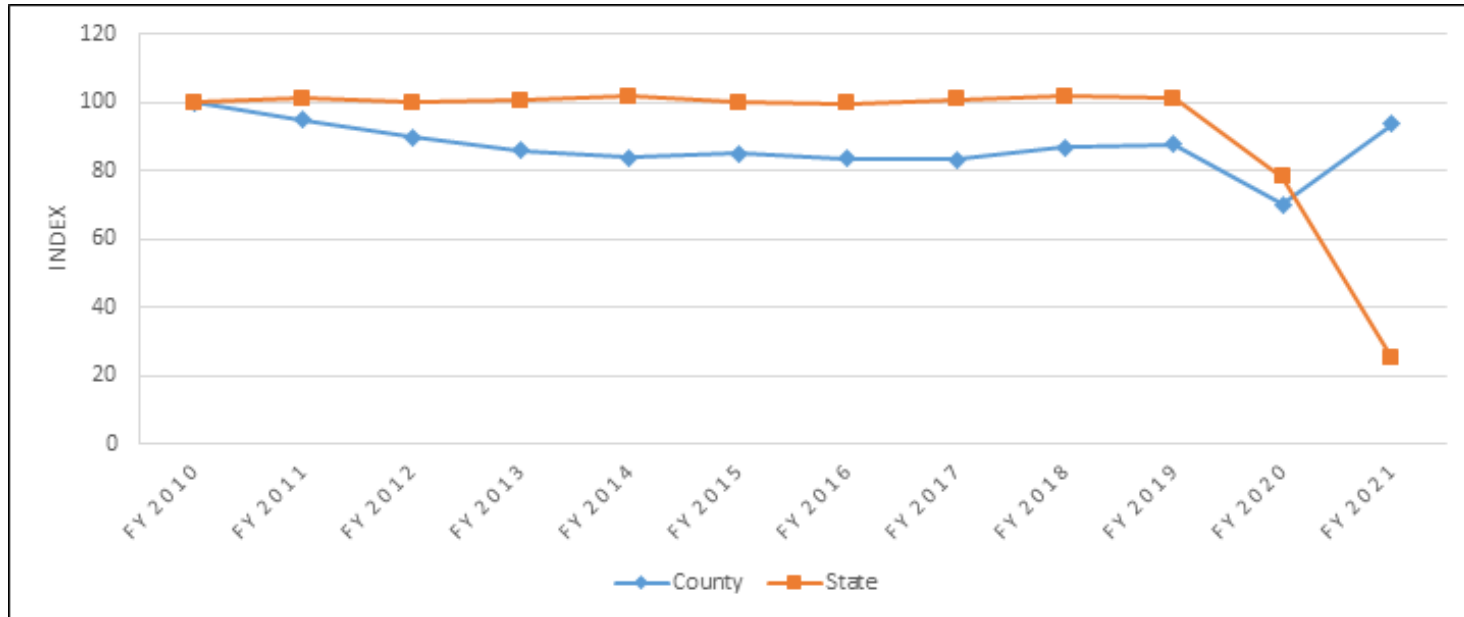
Table 122 Carson City Gaming Win Collected, FY 2010 to FY 2021

Fiscal Year	Gaming Win
FY 10	\$90,548,257
FY 11	\$85,873,628
FY 12	\$81,310,298
FY 13	\$77,747,337
FY 14	\$75,816,022
FY 15	\$76,996,568
FY 16	\$75,710,726
FY 17	\$75,324,573
FY 18	\$78,668,747
FY 19	\$79,423,702
FY 20	\$63,552,335
FY 21	\$84,814,987

Source: Nevada Gaming Control Board

\*Shown in 2021 dollars.

Figure 114. Carson City 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. Carson City Percentage Fee Collections, FY 2010 to FY 2021

Fiscal Year	Percentage Fee Collections
FY 10	\$5,484,019
FY 11	\$5,155,539
FY 12	\$4,776,264
FY 13	\$4,653,690
FY 14	\$4,488,043
FY 15	\$4,600,281
FY 16	\$4,522,512
FY 17	\$4,579,287
FY 18	\$4,777,449
FY 19	\$4,737,409
FY 20	\$2,847,284
FY 21	\$6,492,090

Source: Nevada Gaming Control Board

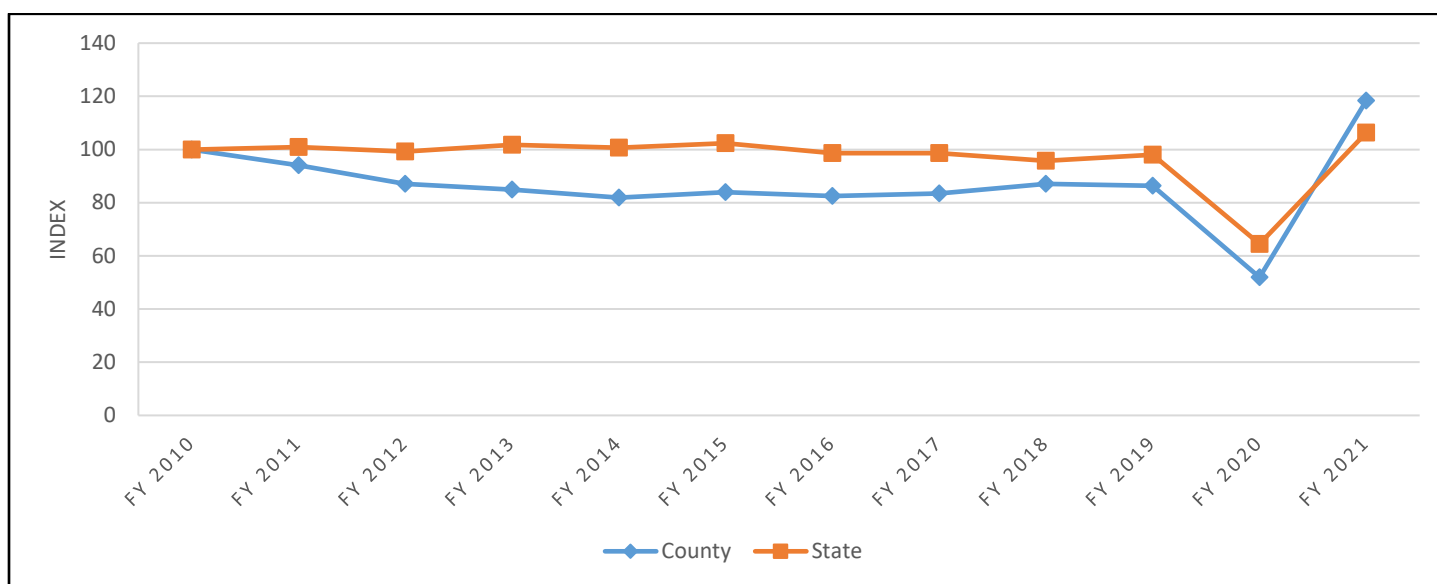
\*Shown in 2021 dollars.

### County Breakdown

Gaming Taxes have decreased between the years 2010-2016 and hit its lowest point in 2020(2.9M). The peak for gaming taxes was in 2021 where 6.5M in gaming taxes was reported.



Figure 115. Carson City 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. Carson City Live Entertainment Taxes in Gaming Establishments, FY 2010 to FY 2021

Fiscal Year	Live Entertainment Taxes
<b>FY 10</b>	\$15,567
<b>FY 11</b>	\$8,350
<b>FY 12</b>	\$7,346
<b>FY 13</b>	\$8,310
<b>FY 14</b>	\$9,233
<b>FY 15</b>	\$9,080
<b>FY 16</b>	\$3,469
<b>FY 17</b>	\$2,955
<b>FY 18</b>	\$3,569
<b>FY 19</b>	\$2,811
<b>FY 20</b>	\$1,065
<b>FY 21</b>	\$212

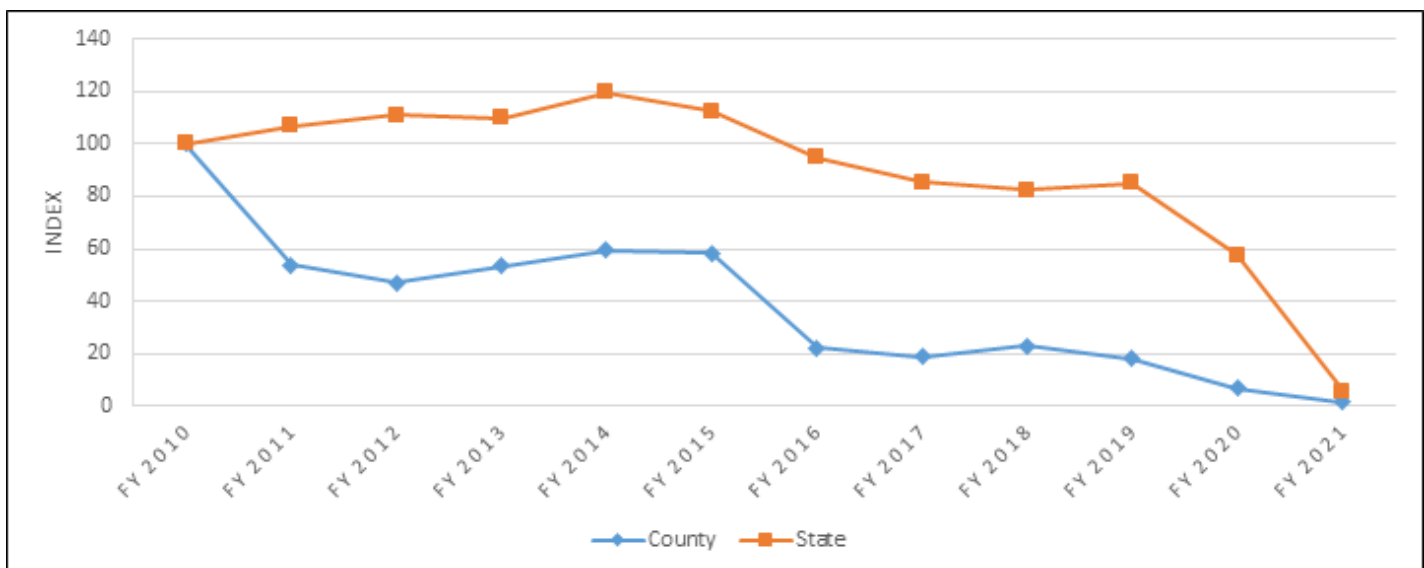
Source: Nevada Gaming Control Board

\*Shown in 2021 dollars.

### County Breakdown

Live Entertainment taxes have decreased year-over-year from 2010-2021. The lowest Live entertainment taxes collected occurred in 2021 with \$212 and the peak was in 2010 at 15.6k.

Figure 116. Carson City 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<sup>1</sup>)

### **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<sup>2</sup>: 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<sup>3</sup>).

### **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.

<sup>1</sup> Mattessich, P. and Monsey, M. (2004). *Community Building: What Makes It Work*, St Paul, MN: Wilder Foundation.

<sup>2</sup> Flora, C., Flora, J., & Fey, S. (2004). *Rural Communities: Legacy and Change*, 2<sup>nd</sup> Edition. Boulder, CO: Westview Press.

<sup>3</sup> Flora, C., Flora, J., and Gasteyer, S. (2015) *Rural Communities: Legacy + Change*, 5<sup>th</sup> 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<sup>4</sup>).

### **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<sup>5</sup>).

### **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.

<sup>4</sup> Denzin, N. & Lincoln, Y. (Eds). (1994) Handbook of qualitative research. Sage Publications, Inc.

<sup>5</sup> 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 of 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](http://downloads.esri.com/esri_content_doc/dbl/us/G164052_US-DataFactSheet_WEB.pdf)

## Federal Reserve Economic Data (FRED)

FRED is a database maintained by the Research division of the Federal Reserve Bank of St. Louis, Research Division. They have over 500,000 time-series from 87 different sources for the public to use. Per the St. Louis Fed website:

*“The Federal Reserve Bank of St. Louis is the center of the Eighth District of the Federal Reserve System. This District includes Arkansas, eastern Missouri, southern Illinois and Indiana, western Kentucky and Tennessee, and northern Mississippi.*

*The Research Division of the Federal Reserve Bank of St. Louis is responsible for advising the Bank president on matters of economic policy. The Division monitors the economic and financial literature and produces research in the areas of money and banking, macroeconomics, and international and regional economics.*

*A diverse group of Bank publications allows the Research Division to address quickly changing economic trends, explore the relevance of historical and current data for economic policy, and expand the understanding of issues relevant to the Eighth District and beyond.*

*The Research Division also furnishes its working papers to provide insight into current Bank interests and developing theories and to stimulate discussion.*

*This site offers a wealth of economic data and information to promote economic education and enhance economic research. The widely used database FRED is updated regularly and allows 24/7 access to regional and national financial and economic data.”*

The biggest use of the FRED in this report is their measuring of change in the Consumer Price Index (CPI). Their CPI and inflation formulae are used throughout this report to calculate inflated dollar figures in most, if not all, sections.

<https://research.stlouisfed.org/>

## Headwaters Economics' Economic Profile System

Headwaters Economics is an independent, nonprofit research group that works to improve community development and land management decisions. Per Headwaters Economics' website:

*“Headwaters Economics provides original and effective research to help people and organizations develop solutions to some of the most urgent and important issues that communities face. ... Headwaters Economics works with community leaders, landowners, public land managers, elected officials, and business owners. Our goal is to give these partners credible information to help them identify, understand, and solve problems.”*

In this report Headwaters Economics' Economic Profile System (EPS) is used. The EPS pulls data from the Bureau of Economic Analysis, Bureau of Labor Statistics, the Census Bureau, and many other sources and puts it in easy to read and use reports.

The sourcing below each table referencing Headwaters Economics data in this report also shows the sourcing of where the EPS obtained the data from. This can often be a mouthful, such as with the following example from the 'Land Cover' table previously found in this report:

*Source: U.S. Geological Survey, Gap Analysis Program. 2016. Protected Areas Database of the United States (PADUS) version 1.4, as reported by Headwaters Economics' Economic Profile System (headwaterseconomics.org/eps)*

This states that Headwaters Economics reported this data via their Economic Profile System, with original sourcing from the U.S. Geological Survey, Gap Analysis Program PADUS version 1.4.

EPS data is most often used in the Land Use and Fiscal Characteristics section of this report.

<https://headwaterseconomics.org/about/>

<https://headwaterseconomics.org/tools/economic-profile-system/about/>

## United States Bureau of Economic Analysis (BEA)

The BEA is an agency of the Department of Commerce of the United States federal government. Per the BEA website:

### Mission

*The Bureau of Economic Analysis (BEA) promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.*

### Vision

*To be the world's most respected producer of economic accounts.*

### Core Values of BEA

- *Integrity: Maintaining the sterling reputation of BEA and its statistics.*
- *Quality: Producing timely, relevant, and accurate statistics.*
- *Excellence: Fostering staff excellence and recognizing and rewarding employee contributions.*
- *Responsiveness: Providing customers with the programs and services they need.*
- *Innovation: Using technology and new methodologies to meet measurement challenges."*

The BEA is part of the Department's Economics and Statistics Administration and provides a comprehensive, up-to-date picture of the U.S. economy.

In this report we use the BEA's interactive data portal to find regional data, especially for Personal Income. You can find this data in the Economic Characteristics section of the report.

<https://www.bea.gov/index.htm>

## United States Census Bureau

The first census was taken in 1790 and, as required by the U.S. Constitution, has taken place every ten years thereafter. In 1902 the Census Office was placed within the Department of the Interior and in 1903 officially came known as the Bureau of the Census.

The Census Bureau is the federal government's largest statistical agency. Per the Census Bureau, their mission:

*"The Census Bureau's mission is to serve as the nation's leading provider of quality data about its people and economy.*

*We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.*

*We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers."*

The Census Bureau provides three separate censuses:

- Decennial Census – Population and housing count every 10 years
- Economic Census – Measure of the nation's economy every 5 years
- Census of Governments – Data on the 90,000 state/local governments every 5 years

The Census Bureau also surveys the population on an ongoing basis, with the most well-known example being the American Community Survey (ACS).

These censuses and surveys are used to create hundreds of reports and the data is also accessible through the Census Bureau's data tools and apps.

<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

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

**Photo on this page courtesy of Rachael Schneider**

**Photos on the following pages courtesy of Rachael**

**Schneider:** Demographics Characteristics, Housing Age, Unemployment, Total Jobs, Land Coverage

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