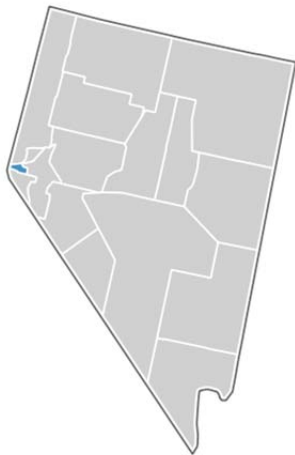


## Carson City



















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Population (2012)	55,574
Jobs (2012)	38,344
Average Earnings (2012)	\$49,513
Unemployed (11/2012)	2,802
Completions (2011)	545
GRP (2012)	\$3,087,704,962
Exports (2012)	\$6,847,172,167
Imports (2012)	\$5,100,002,089

## Carson City | Population

<b>55,574</b> <b>2012 Population</b> 2.0% of State	<b>0.5%</b> <b>Population Growth for the Last 5 Years</b> State Growth 6.5%
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Age Group	2012 Population	% of Population	
Under 5 years	3,282	5.9%	
5 to 9 years	3,131	5.6%	
10 to 14 years	3,357	6.0%	
15 to 19 years	3,204	5.8%	
20 to 24 years	3,479	6.3%	
25 to 29 years	3,367	6.1%	
30 to 34 years	3,347	6.0%	
35 to 39 years	3,080	5.5%	
40 to 44 years	3,615	6.5%	
45 to 49 years	3,968	7.1%	
50 to 54 years	4,277	7.7%	
55 to 59 years	3,965	7.1%	
60 to 64 years	3,771	6.8%	
65 to 69 years	3,060	5.5%	
70 to 74 years	2,237	4.0%	
75 to 79 years	1,717	3.1%	
80 to 84 years	1,333	2.4%	
85 years and over	1,382	2.5%	






















## Carson City | Jobs by Industry

<b>38,344</b> Total Jobs (2012)	<b>51.7%</b> Male (National: 52.2%)	<b>48.3%</b> Female (National: 47.8%)
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NAICS	Industry	2012 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	75	
21	Mining, Quarrying, and Oil and Gas Extraction	225	
22	Utilities	142	
23	Construction	862	■
31-33	Manufacturing	2,589	■
42	Wholesale Trade	645	■
44-45	Retail Trade	3,326	■
48-49	Transportation and Warehousing	364	
51	Information	551	■
52	Finance and Insurance	3,688	■
53	Real Estate and Rental and Leasing	3,194	■
54	Professional, Scientific, and Technical Services	1,843	■
55	Management of Companies and Enterprises	230	
56	Administrative and Support and Waste Management and Remediation Services	1,391	■
61	Educational Services (Private)	153	
62	Health Care and Social Assistance	4,195	■
71	Arts, Entertainment, and Recreation	1,397	■
72	Accommodation and Food Services	2,298	■
81	Other Services (except Public Administration)	1,483	■
90	Government	9,671	■
99	Unclassified Industry	22	

## Carson City | Average Earnings by Industry


















<b>\$49,513</b> Avg. Earnings (2012) 97% of Nation Avg.	<b>\$56,672</b> Male Avg. Earnings (2012) 92% of Nation Avg.	<b>\$41,844</b> Female Avg. Earnings (2012) 105% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$25,960	
21	Mining, Quarrying, and Oil and Gas Extraction	\$23,429	
22	Utilities	\$103,638	
23	Construction	\$41,933	
31-33	Manufacturing	\$63,148	
42	Wholesale Trade	\$59,420	
44-45	Retail Trade	\$34,541	
48-49	Transportation and Warehousing	\$47,001	
51	Information	\$70,103	
52	Finance and Insurance	\$45,895	
53	Real Estate and Rental and Leasing	\$23,215	
54	Professional, Scientific, and Technical Services	\$60,332	
55	Management of Companies and Enterprises	\$66,337	
56	Administrative and Support and Waste Management and Remediation Services	\$32,583	
61	Educational Services (Private)	\$26,414	
62	Health Care and Social Assistance	\$64,294	
71	Arts, Entertainment, and Recreation	\$31,674	
72	Accommodation and Food Services	\$19,081	
81	Other Services (except Public Administration)	\$26,237	
90	Government	\$67,255	
99	Unclassified Industry	\$72,906	


## Carson City | Unemployment by Industry

**2,802**

**Total Unemployment (11/2012)**

NAICS	Industry	Unemployed (11/2012)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	1	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	0	0%	
22	Utilities	16	1%	
23	Construction	140	5%	
31-33	Manufacturing	322	12%	
42	Wholesale Trade	27	1%	
44-45	Retail Trade	340	12%	
48-49	Transportation and Warehousing	19	1%	
51	Information	15	1%	
52	Finance and Insurance	63	2%	
53	Real Estate and Rental and Leasing	47	2%	
54	Professional, Scientific, and Technical Services	54	2%	
55	Management of Companies and Enterprises	4	0%	
56	Administrative and Support and Waste Management and Remediation Services	115	4%	
61	Educational Services (Private)	8	0%	
62	Health Care and Social Assistance	248	9%	
71	Arts, Entertainment, and Recreation	176	6%	
72	Accommodation and Food Services	261	9%	
81	Other Services (except Public Administration)	99	4%	
90	Government	438	16%	
99	No Previous Work Experience/Unspecified	410	15%	

## Carson City | Top Program Completions

CIP	Program	Completions (2011)	
24	Liberal arts and sciences, general studies and humanities	242	
51	Health professions and related programs	55	
52	Business, management, marketing, and related support services	50	
12	Personal and culinary services	46	
43	Homeland security, law enforcement, firefighting and related protective services	30	
11	Computer and information sciences and support services	19	
46	Construction trades	17	
27	Mathematics and statistics	13	
50	Visual and performing arts	13	
19	Family and consumer sciences/human sciences	10	

## Largest Openings/Completions Gaps

Occupation	Related Completions (2011)	Annual Openings (2012)
Personal Financial Advisors (13-2052)	0	98
Securities, Commodities, and Financial Services Sales Agents (41-3031)	0	73
Registered Nurses (29-1111)	37	61
Financial Managers (11-3031)	0	17
Financial Analysts (13-2051)	0	11

## Carson City | Gross Regional Product (GRP)

<b>\$1,910,762,931</b>	<b>\$1,020,921,143</b>	<b>\$180,370,645</b>	<b>\$3,085,420,060</b>
Earnings (2011)	Property Income (2011)	Taxes on Production (2011)	Total GRP (2011)

NAICS	Industry	GRP (2011)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$2,816,717	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$17,402,642	1%	■
22	Utilities	\$80,033,586	3%	■
23	Construction	\$48,508,161	2%	■
31-33	Manufacturing	\$297,809,712	10%	■
42	Wholesale Trade	\$75,493,078	2%	■
44-45	Retail Trade	\$196,156,865	6%	■
48-49	Transportation and Warehousing	\$25,260,074	1%	■
51	Information	\$102,618,568	3%	■
52	Finance and Insurance	\$238,376,340	8%	■
53	Real Estate and Rental and Leasing	\$416,045,811	13%	■
54	Professional, Scientific, and Technical Services	\$155,797,881	5%	■
55	Management of Companies and Enterprises	\$19,516,443	1%	■
56	Administrative and Support and Waste Management and Remediation Services	\$61,565,443	2%	■
61	Educational Services (Private)	\$5,366,941	0%	
62	Health Care and Social Assistance	\$287,363,451	9%	■
71	Arts, Entertainment, and Recreation	\$84,262,592	3%	■
72	Accommodation and Food Services	\$75,950,263	2%	■
81	Other Services (except Public Administration)	\$46,696,264	2%	■
90	Government	\$848,379,230	27%	■

## Carson City | Region Exports

**\$6,847,637,164**

Exports (2011)

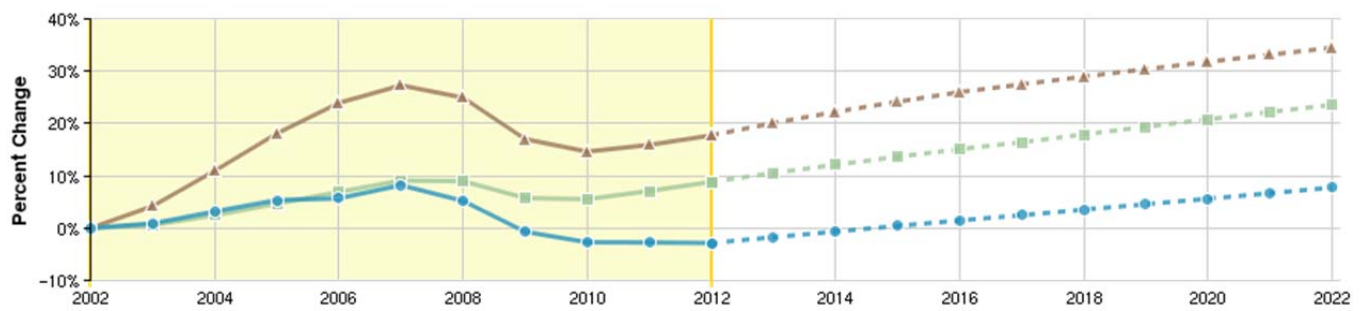
76% of Supply

NAICS	Industry	Exports (2011)	
11	Agriculture, Forestry, Fishing and Hunting	\$5,842,304	
21	Mining, Quarrying, and Oil and Gas Extraction	\$23,454,949	
22	Utilities	\$56,107,474	
23	Construction	\$7,103,199	
31-33	Manufacturing	\$681,578,959	
42	Wholesale Trade	\$56,526,727	
44-45	Retail Trade	\$126,977,202	
48-49	Transportation and Warehousing	\$21,975,606	
51	Information	\$58,018,181	
52	Finance and Insurance	\$230,346,918	
53	Real Estate and Rental and Leasing	\$239,360,388	
54	Professional, Scientific, and Technical Services	\$44,955,915	
55	Management of Companies and Enterprises	\$15,293,430	
56	Administrative and Support and Waste Management and Remediation Services	\$16,399,662	
61	Educational Services (Private)	\$770,838	
62	Health Care and Social Assistance	\$203,739,664	
71	Arts, Entertainment, and Recreation	\$90,996,577	
72	Accommodation and Food Services	\$41,439,483	
81	Other Services (except Public Administration)	\$22,321,292	
90	Government	\$4,904,428,399	

## Carson City | Region Imports

<b>\$5,117,533,367</b> <b>Imports (2011)</b> 70% of Demand		<b>\$2,167,620,982</b> <b>Locally Produced &amp; Consumed (2011)</b> 30% of Demand	
NAICS	Industry	Imports (2011)	
11	Agriculture, Forestry, Fishing and Hunting	\$21,805,208	<div></div>
21	Mining, Quarrying, and Oil and Gas Extraction	\$50,372,916	<div></div>
22	Utilities	\$30,738,145	<div></div>
23	Construction	\$246,099,034	<div></div>
31-33	Manufacturing	\$739,725,556	<div></div>
42	Wholesale Trade	\$154,243,808	<div></div>
44-45	Retail Trade	\$75,475,875	<div></div>
48-49	Transportation and Warehousing	\$100,635,837	<div></div>
51	Information	\$124,251,134	<div></div>
52	Finance and Insurance	\$236,650,515	<div></div>
53	Real Estate and Rental and Leasing	\$50,108,403	<div></div>
54	Professional, Scientific, and Technical Services	\$147,392,315	<div></div>
55	Management of Companies and Enterprises	\$55,119,543	<div></div>
56	Administrative and Support and Waste Management and Remediation Services	\$87,419,959	<div></div>
61	Educational Services (Private)	\$41,171,571	<div></div>
62	Health Care and Social Assistance	\$61,349,668	<div></div>
71	Arts, Entertainment, and Recreation	\$18,631,287	<div></div>
72	Accommodation and Food Services	\$57,184,935	<div></div>
81	Other Services (except Public Administration)	\$40,188,355	<div></div>
90	Government	\$2,778,969,300	<div></div>

## Regional Trends



	Region	2002 Jobs	2012 Jobs	% Change
●	Carson City	39,468	38,344	-2.8%
●	Nation	164,611,676	179,159,830	8.8%
●	Default Region	1,295,425	1,525,076	17.7%

## Growing/Declining Occupations

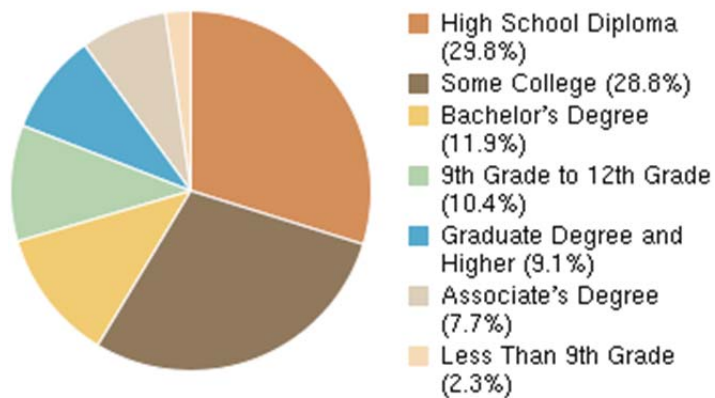
Occupation	Change in Jobs (2002-2012)
Personal Financial Advisors (13-2052)	603
Real Estate Sales Agents (41-9022)	429
Securities, Commodities, and Financial Services Sales Agents (41-3031)	367
Cashiers (41-2011)	-162
Retail Salespersons (41-2031)	-164
Carpenters (47-2031)	-219

## Growing/Declining Industries

Industry	Change in Jobs (2002-2012)
General Medical and Surgical Hospitals (Private) (622110)	1,153
Miscellaneous Intermediation (523910)	647
Portfolio Management (523920)	399
New Single-Family Housing Construction (except Operative Builders) (236115)	-336
State Government, Excluding Education and Hospitals (902999)	-459
Hospitals (Local Government) (903622)	-865

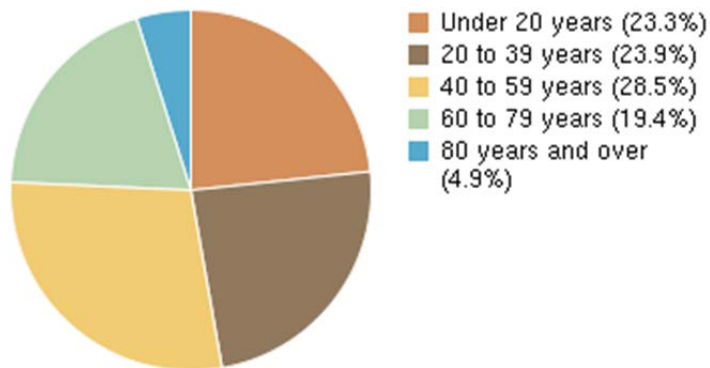
## Educational Attainment

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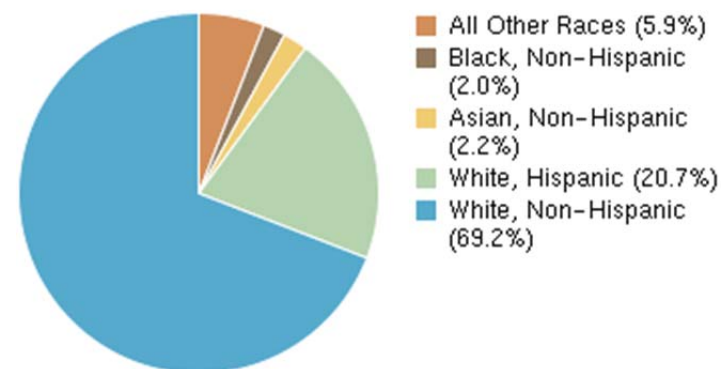
## Age Demographics

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## Race Demographics

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## Data Sources and Calculations

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### Input-Output Data

The input-output model in this report is created using the national Input-Output matrix provided by the federal Bureau of Economic Analysis. This is combined with the national Total Gross Output, the regional Total Gross Output, the land area of the subject region, regional DIRT data and regional in/out commuter patterns in order to calculate regional requirements, imports and exports. After using matrix algebra to calculate the regional multiplier, the resulting matrix is multiplied by the sales vector and converted back to jobs or earnings. Specifically, this data comes from the U.S. Department of Commerce, Bureau of Economic Analysis, Industry Economic Accounts: Benchmark & Annual Input-Output (I-O) Accounts.

### Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

### Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

### Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include US Census Bureau annual estimates, birth and mortality rates from the US Health Department, and projected regional job growth.

### Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

### State Data Sources

This report uses state data from the following agencies: Nevada Department of Employment, Training and Rehabilitation, Information Development and Processing Division, Research and Analysis Bureau

### Educational Attainment Data

EMSI's educational attainment numbers are based on Census 1990, Census 2000, the Current Population Survey, and EMSI's demographic data. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.