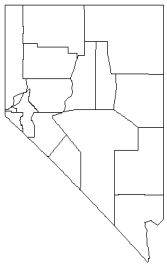
TECHNICAL REPORT
UCED 2024/25-11

STATEWIDE SUMMARY RESULTS OF THE 2025 NEVADA TOURISM, HOSPITALITY, ARTS, AND CULTURE RESIDENT SENTIMENT SURVEY



UNIVERSITY OF NEVADA, RENO

STATEWIDE SUMMARY RESULTS OF THE 2025 NEVADA TOURISM, HOSPITALITY, ARTS, AND CULTURE RESIDENT SENTIMENT SURVEY

By:

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March 2025

This publication, *Statewide Summary Results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey,* was published by the University Center for Economic Development in the College of Business at the University of Nevada, Reno. 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 Nevada Department of Tourism and Cultural Affairs, the University of Nevada, Reno, 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 this document should be sent to:

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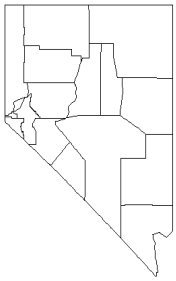

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1.0 Introduction and Overview

Overview

In late 2024, the Nevada Division of Tourism, along with the broader Nevada Department of Tourism and Cultural Affairs, contracted with the University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, to assist in the development, implementation, and analysis of a statewide Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. In 2023, and according to the U.S. Census Bureau, the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector employed an estimated 297,753 total individuals statewide, responsible for approximately 20.2 percent of statewide total employment of approximately 1.5 million individuals currently employed across Nevada throughout various industry sectors. Comparatively, the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector accounted for just 8.8 percent of nationwide total employment across the entire United States.

This University Center for Economic Development presents a comprehensive summary of the statewide results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, opened on December 7, 2024 and closed on March 14 2025. Section 2.0 of this University Center for Economic Development technical reports presents the statewide results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey for each individual section of the survey, including General Community Questions, General Sentiment towards Local Tourism, Hospitality, Arts, and Culture, Personal Engagement and Interaction with Tourism, Hospitality, Arts, and Culture Activities, and Personal and Household Demographic Characteristics. Subsequent analysis of the results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey will utilize geographic segmentation and present corresponding socio-demographic, economic, and housing trends for each region used as part of this future geographic segmentation of the survey results.

2.0 Statewide Summary Results of the 2025 Nevada Resident Sentiment Survey

The 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey was opened on December 7, 2024 and closed on March 14, 2025, collecting a total of 2,096 individual responses, including both online surveys and hardcopy versions of the survey distributed and collected from across the state. The survey itself consisted of 38 individual questions divided into four separate sections:

- ***General Community Questions***, Eight Total Questions
- ***General Sentiment towards Local Tourism, Hospitality, Arts, and Culture***, 13 Total Questions
- ***Personal Engagement and Interaction with Tourism, Hospitality, Arts, and Culture Activities***, Seven Total Questions
- ***Personal and Household Demographic Characteristics***, Ten Total Questions

This section presents a detailed overview of the statewide responses for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey presented in this section are divided into the four separate sections used to develop and administer the survey.

2.1 General Community Questions Results

For Question No. 1, "Are you a resident of the state of Nevada for 6 or more months out of the year?", a significant majority of survey respondents, 2,029 total survey respondents or 96.9 percent of the 2,095 survey respondents that responded to Question No. 1, answered 'Yes' and just 66 total survey respondents, or 3.2 percent, answered 'No'. For Question No. 2, "If you answered 'No' to Question No. 1, indicating that you do not reside in the state of Nevada for 6 or more months out of the year, do you consider yourself a 'Snowbird', defined as someone who migrates from colder parts of North America to warmer southern locations, typically during the winter months?", a significant majority of survey respondents, 412 total survey respondents or 97.9 percent of the 421 survey respondents that responded to Question No. 2, answered 'No' and just nine total survey respondents, or 2.1 percent, answered 'No'.

Table 2.1 presents the results for Question No. 3, "Regardless of your answer to Question No. 1, how many years have you lived in Nevada either full-time or part-time?", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three results selected by survey respondents are highlighted.

Table 2.1 – Question No. 3: Regardless of your answer to Question No. 1, how many years have you lived in Nevada either full-time or part-time? Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Less than 1 Year	22	1.1%
Between 1 Year and less than 5 Years	206	9.8%
Between 5 Years and less than 10 Years	243	11.6%
Between 10 Years and less than 15 Years	177	8.5%
Between 15 Years and less than 20 Years	145	6.9%
20 Years or More	1,302	62.2%
Total	**2,095**	**100.0%**

Survey respondents that responded to Question No. 3 generally indicated that they have lived in the state of Nevada for a significantly long period of time, with 1,302 total survey respondents, or 62.2 percent of the 2,095 survey respondents that responded to Question No. 3, selecting '20 Years or More'. An additional 243 total survey respondents or 11.6 percent selected 'Between 5 Years and less than 10 Years' and an additional 206 total survey respondents or 9.8 percent selected 'Between 1 Year and less than 5 Years' as part of their response to Question No. 3.

Table 2.2 presents the results for Question No. 4, "Please write in your county and community of your primary residence (i.e. where you typically reside for 6 or more months out of the year), and the applicable zip code (for example, Nye County, Tonopah, 89049).", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top five results selected by survey respondents are highlighted.

A total of 687 total survey respondents, or 33.0 percent of the 2,080 survey respondents that responded to Question No. 4, indicated that they currently live in Clark County, Nevada. An additional 489 total survey respondents, or 23.5 percent, indicated that they currently live in Washoe County, Nevada and an additional 283 total survey respondents, or 13.6 percent, indicated that they currently live in Carson City, Nevada. A combined 1,459 total survey respondents, or 70.1 percent, indicated that they live in one of Nevada's three existing metropolitan counties, either Carson City (Carson City Metropolitan Statistical Area), Clark County (Las Vegas Metropolitan Statistical Area), or Washoe County (Reno-Sparks Metropolitan Statistical Area). In 2023, the estimated total population of these three counties, Carson City, Clark County, and Washoe County, according to the U.S. Census Bureau was an estimated 2.89 million total individuals compared to an estimated total population for the entire

state of Nevada of approximately 3.19 million total individuals. The combined total population of Carson City, Clark County, and Washoe County accounted for approximately 90.6 million of the state of Nevada's total population in 2023.

Table 2.2 – Question No. 4: Please write in your county and community of your primary residence (i.e. where you typically reside for 6 or more months out of the year), and the applicable zip code (for example, Nye County, Tonopah, 89049). Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Carson City	283	13.6%
Churchill County	53	2.5%
Clark County	687	33.0%
Douglas County	152	7.3%
Elko County	49	2.4%
Esmeralda County	3	0.1%
Eureka County	18	0.9%
Humboldt County	9	0.4%
Lander County	29	1.4%
Lincoln County	7	0.3%
Lyon County	186	8.9%
Mineral County	17	0.8%
Nye County	51	2.5%
Pershing County	19	0.9%
Storey County	13	0.6%
Washoe County	489	23.5%
White Pine County	11	0.5%
Other/Unknown	4	0.2%
Total	**2,080**	**100.0%**

Based on survey respondent results, an additional 186 total survey respondents, or 8.9 percent, indicated that they currently live in Lyon County, Nevada. In 2023, Lyon County's total residential population was an estimated 62,583 total individuals according to the U.S. Census Bureau, representing Nevada's third largest county in-terms of total population and accounting for approximately 2.0 percent of the statewide total population. An additional 152 total survey respondents, or 7.3 percent, indicated that they currently live in Douglas County, Nevada. In 2023, Douglas County's total residential population was an estimated 49,545 total individuals according to the U.S. Census Bureau, accounting for approximately 1.6 percent of the statewide total population.

Table 2.3 presents the results for Question No. 5, "Please write in the county, community and the applicable zip code of your primary employment (for example, Nye County, Tonopah, 89049).",

for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top five results, excluding 'Other/Unknown', selected by survey respondents are highlighted.

Table 2.3 – Question No. 5: Please write in the county, community and the applicable zip code of your primary employment (for example, Nye County, Tonopah, 89049). Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Carson City	467	26.0%
Churchill County	34	1.9%
Clark County	535	29.8%
Douglas County	55	3.1%
Elko County	45	2.5%
Esmeralda County	4	0.2%
Eureka County	18	1.0%
Humboldt County	7	0.4%
Lander County	22	1.2%
Lincoln County	6	0.3%
Lyon County	52	2.9%
Mineral County	13	0.7%
Nye County	29	1.6%
Pershing County	20	1.1%
Storey County	10	0.6%
Washoe County	325	18.1%
White Pine County	11	0.6%
Other/Unknown	142	7.9%
Total	**1,795**	**100.0%**

Similar to the results for Question No. 4, most survey respondents, 1,327 total survey respondents or 73.9 percent of the 1,795 survey respondents that responded to Question No. 5, indicated that they currently work in either Carson City, Clark County, or Washoe County. A total of 535 total survey respondents or 29.8 percent indicated that they currently work in Clark County, Nevada, 467 total survey respondents or 26.0 percent indicated that they currently work in Carson City, Nevada, and an additional 325 total survey respondents or 18.1 percent indicated that they currently work in Washoe County, Nevada. An additional 55 total survey respondents, or 3.1 percent, indicated that they currently work in Douglas County, Nevada and an additional 52 total survey respondents, or 2.9 percent, indicated that they currently work in Lyon County, Nevada. Of the 142 total survey respondents, or 7.9 percent, that indicated a county, community, or Zip Code not located in Nevada, was unknown, or was some other answer, the majority of these survey respondents either indicated 'N/A', that they work remotely in the same county, community, or Zip Code where they currently live, or that they were retired.

Table 2.4 presents the results for Question No. 6, "How many years have you lived in the town, city, or community that you currently reside in (i.e. the town, city, or community you identified in Question No. 4):", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three results selected by survey respondents are highlighted.

Table 2.4 – Question No. 6: How many years have you lived in the town, city, or community that you currently reside in (i.e. the town, city, or community you identified in Question No. 4):
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total
Less than 1 Year	65	3.1%
Between 1 Year and less than 5 Years	370	17.8%
Between 5 Years and less than 10 Years	353	16.9%
Between 10 Years and less than 15 Years	256	12.3%
Between 15 Years and less than 20 Years	172	8.3%
20 Years or More	868	41.7%
Total	**2,084**	**100.0%**

Similar to the results from Question No. 3, survey respondents that responded to Question No. 6 generally indicated that they have lived in the town, city, or community that they currently reside in based on their answer to Question No. 4 for a significantly long period of time, with 868 total survey respondents, or 41.7 percent of the 2,084 survey respondents that responded to Question No. 6, selecting '20 Years or More'. An additional 370 total survey respondents or 17.8 percent selected 'Between 1 Year and less than 5 Years' and an additional 353 total survey respondents or 16.9 percent selected 'Between 5 Years and less than 10 Years'.

Table 2.5 presents the results for Question No. 7, "What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top eight results selected by survey respondents are highlighted.

A total of 1,261 survey respondents, or 60.5 percent of the 2,084 survey respondents that responded to Question No. 7, selected 'Landscape/Natural Features' and an additional 1,230 total survey respondents, or 59.0 percent, selected 'Outdoor Recreation Activities'. The response 'Pace of life' was selected by 1,137 total survey respondents or by 54.6 percent and 'Overall

Table 2.5 – Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Pace of Life	1,137	54.6%
Local Weather Conditions	986	47.3%
Landscape/Natural Features	1,261	60.5%
Architectural Design/Visual Appeal of City/Town	345	16.6%
Friendly/Welcoming Atmosphere and People	742	35.6%
Job/Career Opportunities	418	20.1%
Outdoor Recreation Activities	1,230	59.0%
Close Proximity to existing Family and Friends	879	42.2%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	333	16.0%
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	649	31.1%
Affordability and Availability of Housing	292	14.0%
Quality of Education (primary, Kindergarten through 12th Grade)	185	8.9%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	116	5.6%
Good Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	547	26.3%
Good Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	71	3.4%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	744	35.7%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	418	20.1%
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	312	15.0%

Table 2.5 Cont'd – Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Variety of Shopping, Stores, and Retail Options	649	31.1%
Variety of Restaurants and Dining Options (away from home)	836	40.1%
Overall Safety of the Community	1,010	48.5%
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	854	41.0%
Close Proximity to a Major Urban Area	568	27.3%
Strong Sense of Community/Multiple Opportunities be Involved in My Community	556	26.7%
Other, Please Specify:	242	11.6%
Total	**2,084**	**100.0%**

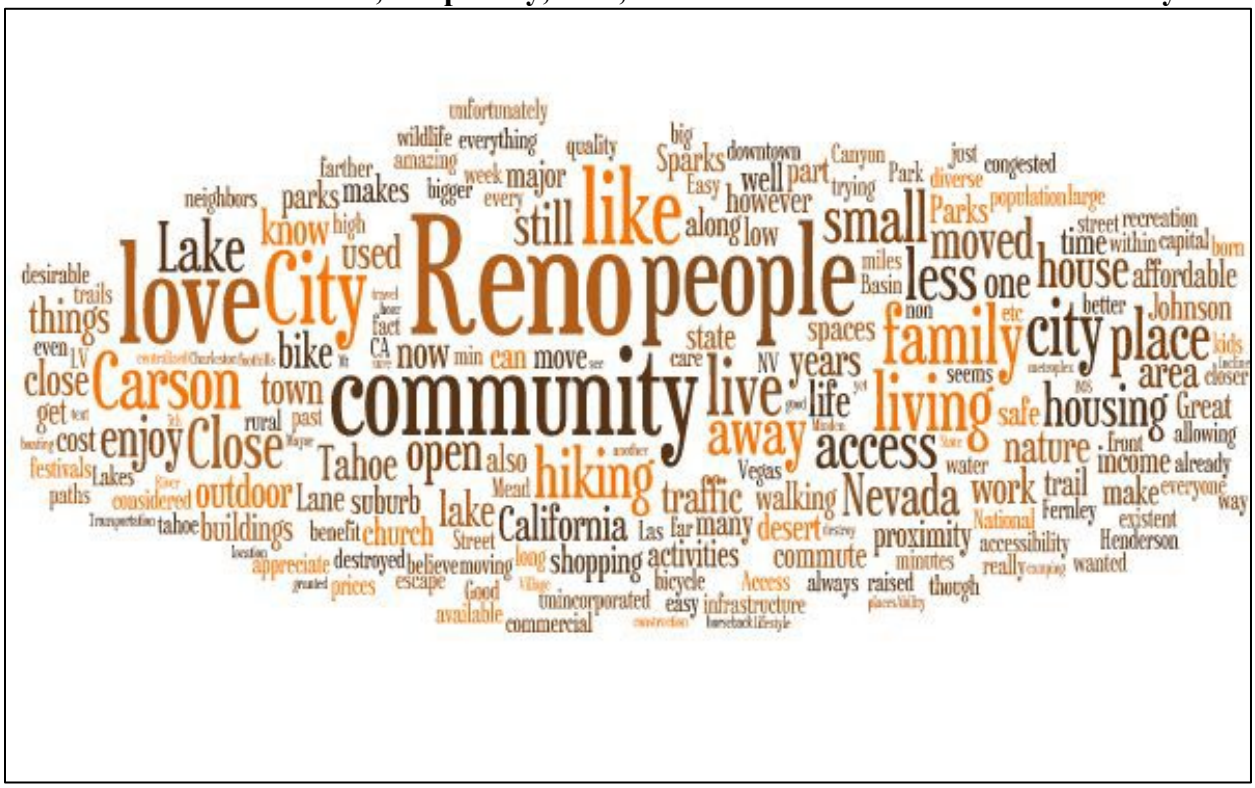
Safety of the Community' was selected by 1,010 total survey respondents or by 48.5 percent. An additional 986 total survey respondents or 47.3 percent selected 'Local Weather Conditions' as part of their response to Question No. 7, 879 total survey respondents or 42.2 percent selected 'Close Proximity to existing Family and Friends', and 854 total survey respondents or 41.0 percent selected 'Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)'. The response 'Variety of Restaurants and Dining Options (away from home)' was selected by 836 total survey respondents or by 40.1 percent of respondents that responded to Question No. 7.

Figure 2.1 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 7, "What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Among the 242 total survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 7, survey respondents overwhelmingly noted that the strong sense of community where they live is a specific attribute that they enjoy about the town, city, or community that they currently live in. Survey respondents highlighted a strong feeling of belonging, shared identity, mutual support among residents, and a belief that the community meets their various needs and wants, either socially, emotionally, or practically. Other survey respondents, in noting that a strong sense of community exists where they currently live, noted a sense among community residents of closeness and warmth, fostering trust and empathy, and a

belief that members of their community have a voice and can positively affect decisions that impact their daily life and the quality of life of their community. For the most part, survey respondents that noted this sense of community also highlighted a general sense of welcoming and an inclusive environment where people feel comfortable interacting with other members of the community.

Figure 2.1 – Results for 'Other, Please Specify:', Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey



Given the nature of this 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, it is not surprising that a significant number of the 242 total survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 7 highlighted direct access to various outdoor recreation activities and assets, among other tourism, hospitality, arts, and culture amenities, as a specific attribute that they enjoy about the town, city, or community that they currently live in. Survey respondents highlighted their close proximity to major outdoor recreation destinations such as Lake Tahoe in northwestern Nevada and to Mount Charleston, Red Rock Canyon, Lake Mead, and Valley of Fire in southern Nevada as part of the reason why they have chosen to live and stay in their current community of residence. Other survey respondents, especially those living in more rural non-metropolitan parts of the state, emphasized their communities more 'rural nature' and existing cultural heritage and identity as part of their decision to live and stay in their current community of residence. 'Peace and quiet', along with open skies, unobstructed views, little to no traffic, and their community's

general level of personal safety, were each noted by several respondents that emphasized the rural non-metropolitan existing cultural heritage and identity of their community.

Table 2.6 presents the results for Question No. 8, "What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top eight results selected by survey respondents are highlighted.

Table 2.6 – Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total
Affordability and Availability of Housing	1,361	66.0%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	1,168	56.6%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	498	24.2%
Homelessness/Unhoused Population	826	40.1%
Public Safety/Growing or High Crime Rate	549	26.6%
Too Many People/Overcrowding	634	30.8%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	943	45.7%
Lack of Public Transportation Options	704	34.1%
Outdated or Unattractive Architecture	349	16.9%
Unfriendly/Unwelcoming Atmosphere	222	10.8%
Rising Mental Health Issues	553	26.8%
Low Quality of Education (primary, Kindergarten through 12th Grade)	746	36.2%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	370	17.9%
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	682	33.1%

Table 2.6 Cont'd – Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	358	17.4%
High Unemployment/Lack of Available Employment Opportunities	229	11.1%
Low, Stagnant, or Declining Wages	495	24.0%
Availability of Water	404	19.6%
Growing Levels of Illicit and Illegal Drug Use/Addiction	548	26.6%
Lack of Outdoor Recreation Opportunities/Public Space	162	7.9%
Lack of Various Arts and Cultural Experiences (music concerts / festivals, art galleries, art museums, history museums, public art, visual / performance literary experiences, etc.)	346	16.8%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	143	6.9%
Too Much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	246	11.9%
Lack of Shopping Availability/Stores and Retail Options	558	27.1%
Lack of Restaurants and Dining Options (away from home)	543	26.3%
Lack of General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	191	9.3%
Lack of Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	311	15.1%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	713	34.6%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	100	4.9%
Growing Political 'Polarization'	623	30.2%
Other, Please Specify:	270	13.1%
Total	**2,062**	**100.0%**

Issues related to the general lack of availability and cost of housing, the relatively high and rising cost of living, and the pressures of continued growth and development were the most common responses selected by survey respondents as part of their response to Question No. 8. 'Affordability and Availability of Housing' was the single largest response selected by survey respondents who responded to Question No. 8, with 1,361 total survey respondents or 66.0 percent of the 2,062 survey respondents that responded to this question selecting this response. An additional 1,168 total survey respondents or 56.6 percent selected 'High Cost of Goods and Services (i.e. gas, groceries, retail services, etc.)' and an additional 943 total survey respondents or 45.7 percent selected 'High Traffic Levels/Congestion on Major Roadways and Transportation Corridors'. 'Homelessness/Unhoused Population' was selected by 826 total survey respondents, or by 40.1 percent, 'Low Quality of Education (primary, Kindergarten through 12th Grade)' was selected by 746 total survey respondents, or by 36.2 percent, and 'Community is Developing Too Quickly/Too Much Building and/or Urban/Suburban Sprawl' was selected by 713 total survey respondents, or by 34.6 percent. An additional 704 total survey respondents or 34.1 percent selected 'Lack of Public Transportation Options' and an additional 682 total survey respondents or 33.1 percent selected 'Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)'.

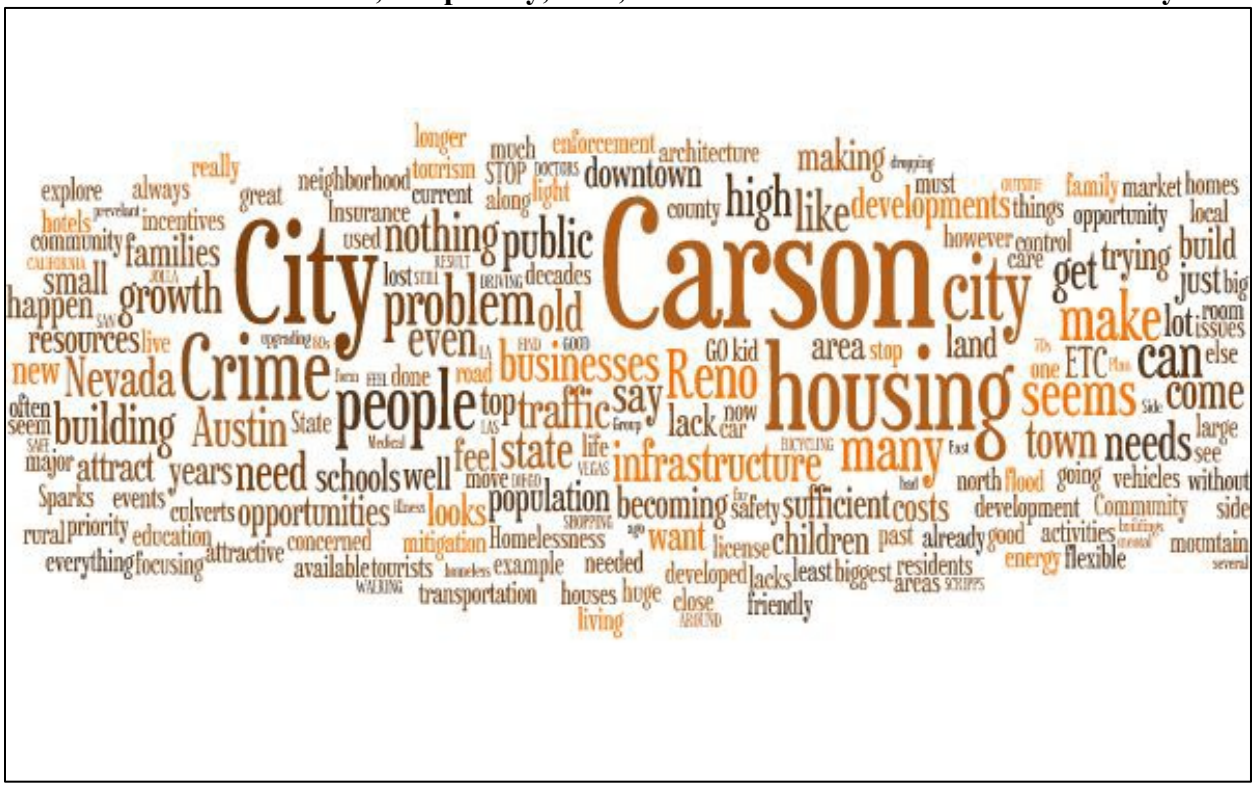
Figure 2.2 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 8, "What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Among the 270 total survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 8, survey respondents reiterated several of the challenges that their town, city, or community currently faces that were selected as prompted responses as part of Question No. 8, again focusing on several different growth pressures. Chief among these individual growth pressures identified by survey respondents was additional concern regarding the high cost and lack of availability of housing as well as the demands that continued community growth is having on critical public infrastructure. Survey respondents noted that it is becoming increasingly difficult to find acceptable quality owner-occupied and renter-occupied housing options in their community, even in the more rural non-metropolitan parts of the state. The continued lack of affordable and quality housing was attributed by many survey respondents to the continued migration of people from outside the state to Nevada and the inability of their local government to ensure that new owner-occupied and renter-occupied housing is built at a rate that would keep prices relatively affordable. Several survey respondents who noted the lack of affordable and quality housing as a primary community challenge also noted that they would like to see higher density in-fill development pursued and encouraged as part of their community's answer to the state's ongoing housing crisis as opposed to continued urban or suburban sprawl. Utilizing underutilized or vacant buildings and parcels in their community's existing built environment for new owner-occupied and renter-occupied housing is preferable by many survey respondents as opposed to continued sprawl.

Survey respondents also noted that their community's existing set of public infrastructure assets are becoming quickly overwhelmed because of continued community growth, including

transportation infrastructure, energy infrastructure, water infrastructure, telecommunications infrastructure, and public safety infrastructure. The failure to adequately improve, expand, and modernize their community's infrastructure has contributed to, in their opinion, a sharp and sudden decrease in their community's existing quality of life. For example, several survey respondents noted that increased traffic on area surface streets, ranging from neighborhood roads to their community's existing highway and Interstate transportation network, has led to dramatic increases in daily commute times, requiring community residents to spend more time driving to and from their destination than spending time at home or work, with family and friends, or in engaging in entertainment and recreation activities. In addition to a noticeable decline in their community's quality of life, several survey respondents noted that continued rapid growth in their community has also led to a decrease in the level of public safety and that local governments and state government agencies have failed to properly increase the level of emergency medical, fire, and police services needed to ensure that emergency response service levels remain sufficient to ensure desired levels of public safety.

Figure 2.2 – Results for 'Other, Please Specify:', Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey



Largely, again, associated with their community's continued growth, several survey respondents noted a general 'lack of' or 'not enough of' concern regarding various community amenities and services beyond housing, infrastructure, and public safety. Survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 8 and wrote in an answer noted

not enough private sector businesses or retail services, a general lack of childcare and education services or generally poor childcare and education services, a lack of various types of healthcare services, and even not enough activities, entertainment options, or special events aimed at families with young children, teenagers, and even young adults as major community-level concerns. Again, this 'lack of' or 'not enough of' concern was largely associated with continued community-wide growth. In some cases, survey respondents attributed to this general 'lack of' or 'not enough of' concern to their community's more rural non-metropolitan characteristic and their community's own geographic isolation and distance from larger more urban and metropolitan communities. While survey respondents living in more rural non-metropolitan communities throughout the state noted that they would like their community to maintain its existing cultural heritage and identity as a rural community, they would like to see more amenities, private sector businesses, retail services, and special events and entertainment options developed in their community as opposed to having to drive long distances to other communities to access these amenities, services, options, and opportunities.

2.2 General Sentiment towards Local Tourism, Hospitality, Arts, and Culture Results

Table 2.7 presents the results for Question No. 9, "Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top eight results selected by survey respondents are highlighted.

Table 2.7 – Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total
Pace of Life	491	35.6%
Architectural Design/Visual Appeal of City/Town	453	32.9%
Friendly/Welcoming Atmosphere and People	580	42.1%
Job/Career Opportunities	360	26.1%
Outdoor Recreation Activities	800	58.1%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	102	7.4%

Table 2.7 Cont'd – Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	207	15.0%
Affordability and Availability of Housing	59	4.3%
Quality of Education (primary, Kindergarten through 12th Grade)	65	4.7%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	162	11.8%
Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	141	10.2%
Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	27	2.0%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	593	43.0%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	331	24.0%
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	291	21.1%
Variety of Shopping, Stores, and Retail Options	332	24.1%
Variety of Restaurants and Dining Options (away from home)	431	31.3%
Overall Safety of the Community	273	19.8%
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	327	23.7%
Close Proximity to a Major Urban Area	229	16.6%
Strong Sense of Community/Multiple Opportunities to be Involved in My Community	271	19.7%
Other, Please Specify:	106	7.7%
Total	**1,378**	**100.0%**

'Outdoor Recreation Activities' was the most frequently selected response by survey respondents that responded to Question No. 9, selected by 800 total survey respondents or by 58.1 percent of the 1,378 survey respondents that responded to Question No. 9. An additional 593 total survey respondents, or 43.0 percent, selected 'Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)' and an additional 580 total survey respondents, or 42.1 percent, selected 'Friendly/Welcoming Atmosphere and People'. 'Pace of Life' was selected by 491 total survey respondents or by 35.6 percent, 'Architectural Design/Visual Appeal of City/Town' was selected by 453 total survey respondents or by 32.9 percent, and 'Variety of Restaurants and Dining Options (away from home)' was selected by 431 total survey respondents or by 31.3 percent. An additional 360 total survey respondents, or 26.1 percent, selected 'Job/Career Opportunities' and an additional 332 total survey respondents, or 24.1 percent, selected 'Variety of Shopping, Stores, and Retail Options' as part of their answer to Question No. 9.

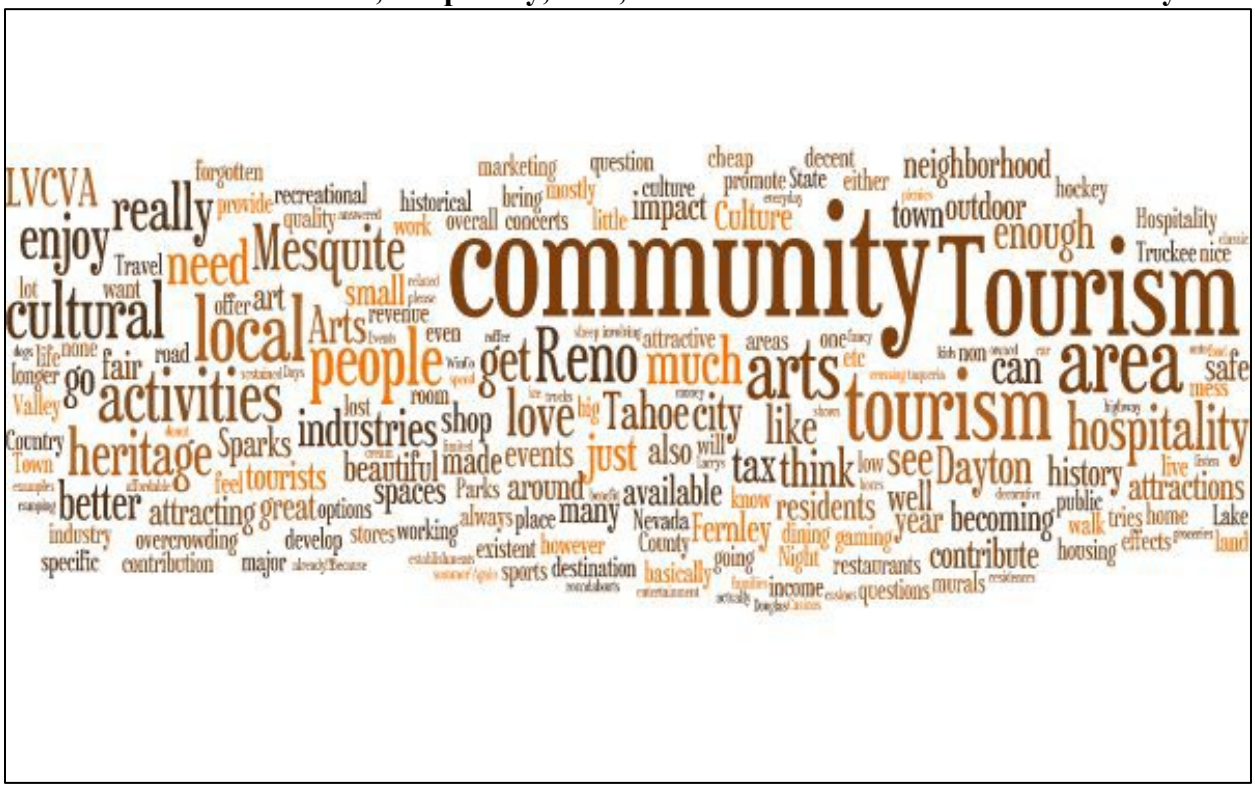
Figure 2.3 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 9, "Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

For the 109 total survey respondents that selected 'Other, Please Specify:' and wrote in an answer as part of their response to Question No. 9, responses on other attributes that they think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to their community were somewhat mixed. A number of these survey respondents that selected 'Other, Please Specify' noted that tourism and hospitality, specifically, have not positively contributed to their community. Several survey respondents noted that increased tourism and hospitality has led to several community-wide challenges, ranging from increased traffic congestion on area roadways to increased costs on various goods and services to frustration over having to deal with periods of peak visitation to their community. These same survey respondents also noted that the tourism and hospitality industry sector in their community often creates only low pay and low skill jobs and does not generate enough meaningful public tax revenue to cover the costs associated with managing large numbers of tourists and visitors to their community. Of the 109 total survey respondents that provided a written answer to Question No. 9 as part of selecting 'Other, Please Specify:', at least 30 total survey respondents indicated that there was no positive impact at all.

Survey respondents who selected 'Other, Please Specify:' and provided a written response were more positive about the perceived impacts that the arts and cultural heritage industries have had on their community. Emphasis on the arts and cultural heritage has, in the opinion of several survey respondents, had a somewhat positive impact on different attributes of their community, ranging from additional special activities and events, new galleries, and increased opportunities to celebrate, preserve, and promote their community's unique cultural heritage and identity. However, these same survey respondents noted that the arts and cultural heritage industries in their community are more oriented to serving existing residents and are often overlooked by

tourists and visitors to the community. The celebration, preservation, and promotion of cultural heritage and identity also extends to the physical space of many communities and survey respondents noted that local public sector agencies and different non-profit community-based organizations have done an effective job at highlighting unique and culturally significant parts of their downtowns, historical main streets, and other outdoor spaces. Despite these efforts, several survey respondents noted that they would like to see more investment in celebrating, preserving, and promoting their community's existing cultural heritage and identity through the arts and culture and less focus on trying to increase tourism and visitation to their community.

Figure 2.3 – Results for 'Other, Please Specify:', Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey



Several of the 109 total survey respondents that wrote in a response as part of their response to Question No. 9 did note that there is not enough of a tourism, hospitality, arts, and cultural heritage industry sector in their community to make a meaningful difference, positively or negatively, on different attributes of their community. Again, these same survey respondents emphasized the desire to see more investment in the arts and cultural heritage industries as opposed to investment in trying to increase the number of tourists and visitors to their community largely because investment in the arts and cultural heritage industries would likely have a more direct positive impact on existing residents than on tourists and visitors. A few survey respondents did indicate that if increased investment directly into tourism and hospitality meaningfully increased local sources of public tax revenue that could be reinvested into the

community and if increased investment directly into the tourism and hospitality resulted in the creation and attraction of new businesses and the retention and expansion of existing businesses that could close important 'gaps' in their community's own economic base, that investment would be merited. However, these same survey respondents noted that increased investment in tourism and hospitality should not overshadow investment in the arts and cultural heritage industries.

Table 2.8 presents the results for Question No. 10, "Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top eight results selected by survey respondents are highlighted.

Table 2.8 – Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total
Affordability and Availability of Housing	529	42.4%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	546	43.8%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	190	15.2%
Homelessness/Unhoused Population	450	36.1%
Public Safety/Growing or High Crime Rate	382	30.6%
Too Many People/Overcrowding	501	40.1%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	625	50.1%
Strain on Public Transportation Services	177	14.2%
Outdated or Unattractive Architecture	147	11.8%
Mental Health Issues	241	19.3%
Low Quality of Education (primary, Kindergarten through 12th Grade)	245	19.6%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	119	9.5%

Table 2.8 Cont'd – Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	173	13.9%
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	106	8.5%
High Unemployment/Lack of Available Employment Opportunities	106	8.5%
Low, Stagnant, or Declining Wages	234	18.8%
Availability of Water	230	18.4%
Growing Levels of Illicit and Illegal Drug Use/Addiction	324	26.0%
Lack of Outdoor Recreation Opportunities/Public Space	81	6.5%
Lack of Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	140	11.2%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	62	5.0%
Too much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	187	15.0%
Lack of Shopping Availability/Stores and Retail Options	133	10.7%
Lack of Restaurants and Dining Options (away from home)	143	11.5%
Lack of or Strain on General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	222	17.8%
Lack of or Strain on Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	196	15.7%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	355	28.5%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	41	3.3%

Table 2.8 Cont'd – Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total**
Growing Political 'Polarization'	266	21.3%
Other, Please Specify:	158	12.7%
Total	**1,248**	**100.0%**

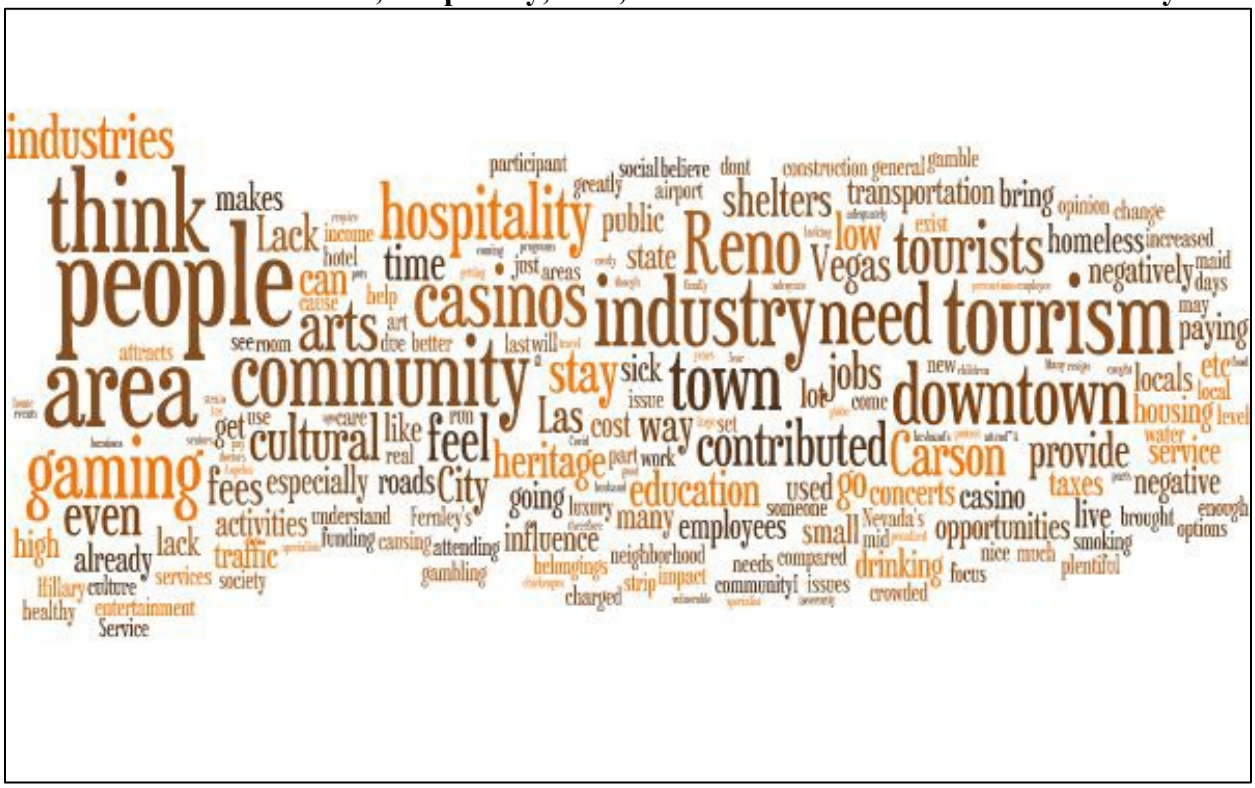
'High Traffic Levels/Congestion on Major Roadways and Transportation Corridors' was the most frequently selected response chosen by survey respondents who responded to Question No. 10, selected by 625 total survey respondents or by 50.1 percent of the 1,248 survey respondents that responded to Question No. 10. An additional 546 total survey respondents or 43.8 percent selected 'High Cost of Goods and Services (i.e. gas, groceries, retail services, etc.) and an additional 529 total survey respondents or 42.4 percent selected 'Affordability and Availability of Housing'. 'Too Many People/Overcrowding' was selected by 501 total survey respondents or by 40.1 percent, 'Homelessness/Unhoused Population' was selected by 450 total survey respondents or by 36.1 percent, and 'Public Safety/Growing or High Crime Rate' was selected by 382 total survey respondents or by 30.6 percent. A total of 355 survey respondents, or 28.5 percent, selected 'Community is Developing Too Quickly/Too Much Building and/or Urban-Suburban Sprawl' and 324 total survey respondents, or 26.0 percent, selected 'Growing Levels of Illicit and Illegal Drug Use/Addiction'.

Figure 2.4 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 10, "Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Of the 158 total survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 10 and wrote in a response, survey respondents indicated a general split in assessing either the positive or negative impacts that the tourism, hospitality, arts, and cultural heritage industries have had on their community. Similar to responses to other questions as part of this statewide Resident Sentiment Survey, several survey respondents noted that the tourism and hospitality industry sector has had a more direct negative impact on their community while the arts and cultural heritage industries have had a more direct positive impact on various attributes of their community. Survey respondents noted that the relatively low pay and low skill employment opportunities found throughout much of the tourism and hospitality industry sector has made it increasingly difficult for individuals working in this sector to secure affordable and quality housing, needed childcare services, and healthcare services, a sentiment not shared

among survey respondents in evaluating just the arts and cultural heritage industries. In evaluating the arts and cultural heritage industries, survey respondents noted that these industries have had a much more positive impact on their community, helping preserve and promote local area cultural heritage and identity and by supporting the development of activities and special events that foster a strong sense of community.

Figure 2.4 – Results for 'Other, Please Specify:', Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey



Several survey respondents indicated that the existing downtown commercial core of their community, where most of their community's tourism and hospitality attractions and amenities are located, have suffered because of the tourism and hospitality industry. Survey respondents noted that their existing downtown commercial core lacks any true 'identity' because of the many and varied entertainment and business activities located in these commercial corridors that cater specifically to the need of transient tourists and visitors while often ignoring the needs and wants of local area residents. A lack of pedestrian oriented amenities and dangerous pedestrian crossings in these entertainment districts, continued decline and dilapidation of surrounding buildings, a higher and growing frequency of homelessness, and a concentration of adult uses has led many to conclude that their existing downtown commercial cores and entertainment districts have become increasingly unsafe. To address these concerns, several survey respondents noted that they would like to see an increased level of investment in new public infrastructure and additional first responder and law enforcement services in their downtown commercial core and

entertainment district, a renewed focus on revitalizing and rejuvenating these areas with targeted in-fill development, adaptative reuse, and general redevelopment efforts, and an emphasis on developing new special events and activities that cater to *both* tourists and visitors to the area and to local area residents.

For Question No. 11, "Have you or anyone in your household been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural heritage industries in your community?", a significant majority of survey respondents, 1,035 total survey respondents or 72.2 percent of the 1,433 survey respondents that responded to Question No. 11, answered 'No' while just 398 total survey respondents, or 27.8 percent, answered 'Yes'.

Figure 2.5 presents a word cloud summarizing the written in responses provided by survey respondents for Question No. 12, "If you answered "Yes" to Question No. 11, please describe the ways in which you or someone in your household has been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural industries in your community using the space provided below." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Figure 2.5 – Results for Question No. 12: If you answered "Yes" to Question No. 11, please describe the ways in which you or someone in your household has been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural industries in your community using the space provided below.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Among the 368 total survey respondents that responded to Question No. 12 and wrote in a response, similar 'negative experiences' with the tourism, hospitality, arts, and cultural heritages industries were reported, aligning with those identified in responses to other questions in the Resident Sentiment Survey. Survey respondents again, as part of their responses to Question No. 12, identified a growing lack of available and attainable housing, increased congestion and traffic on local area surface roadways and transportation networks, and rising concerns over criminal activity and homelessness in their community, mostly associated with the tourism and hospitality industry sector and less associated with the arts and cultural heritage industries. Several survey respondents, regarding their concerns over rising owner-occupied and renter-occupied housing costs and declining availability, shared several personal stories regarding their own difficulties, noting their own personal and household income levels have failed to keep pace with the rising costs of owner-occupied and renter-occupied housing in their communities. Survey respondents further noted that they believe wages and incomes paid by private sector businesses in the tourism and hospitality industry sector specifically are insufficient to ensure that individuals and households can 'keep up' with the growing cost of living and other related inflationary pressures in their community.

Increased traffic congestion on local area surface roadways and transportation networks and a lack of supporting infrastructure, including the availability of parking in predominantly tourist and visitor areas and adequate public transportation alternatives, were also identified by several survey respondents as part of their responses to Question No. 12. Survey respondents noted that surface roadways in their community, ranging from neighborhood surface streets to arterial connectors to major highways and Interstates, have become increasingly congested, especially during 'peak' tourist and visitor seasons. This has led to dramatic increases in overall commute times that area residents face daily, contributing to a noticeable decline in the overall quality of life of area residents. Increased traffic congestion on local area surface roadways and transportation networks has been most notable in and around the existing downtown commercial cores and entertainment districts of the communities of survey respondents. Several survey respondents that live near or close by major outdoor recreation destinations in the state further noted that increased tourist, visitor, and outdoor recreation enthusiast usage of these outdoor recreation destinations have also contributed to major traffic congestion concerns, making it increasingly difficult for local area residents to access and use these assets for personal recreation.

In and around existing downtown commercial cores and entertainment districts, in both the more urban and metropolitan communities and even in more rural non-metropolitan communities across the state, increased tourism and visitor counts have led to a noticeable decrease in the availability of parking, either surface parking or structured parking. Coupled with a lack of effective public transportation alternatives, survey respondents noted that area residents are starting to increasingly avoid visiting businesses and other locations in these existing downtown commercial cores and entertainment districts, having a 'chilling affect' on local area resident patronage of locally owned and operated businesses with locations in these existing downtown commercial cores and entertainment districts and on other key amenities and critically important services that local area residents depend upon. For example, several survey respondents noted that many of the local government offices and services, and even state government and some federal government services, that local area residents depend upon are in these existing

downtown commercial cores and entertainment districts alongside major tourist and visitor attractions including major hotel and casino resort properties. Increased vehicle traffic in these areas has made it difficult for local area residents to travel to government offices in these areas, including city halls, county government office buildings, municipal and county courthouses, post offices, and even various state and federal government offices. Survey respondents also noted that many of their community's arts and cultural heritage amenities and facilities are also co-located in these downtown commercial cores and entertainment districts. Facilities such as public libraries, community centers, museums, and galleries are also becoming increasingly difficult to access due to increased traffic congestion in these areas.

Another common and shared response among survey respondents as part of their overall responses to Question No. 12 was growing concern over perceived increases in criminal activity and homelessness in areas that predominately serve tourist and visitor needs and wants. Again, perceived increases in general levels of criminal activity and homelessness as a personal negative experience that survey respondents have experienced as part of their personal interaction with the tourism, hospitality, arts, and cultural heritage industries seem to mostly be associated with the tourism and hospitality industry sector and less associated with the arts and cultural heritage industries. Without providing too many specific details, survey respondents noted that they had personally been a victim of some type of criminal activity in those parts of their community that are most associated with tourism and hospitality. However, the survey respondents did not qualify whether the perpetrator of these criminal activities was a tourist or visitor or whether the perpetrator was a local area resident. Homelessness and panhandling were additional negative concerns and experiences associated more with tourism and hospitality than with arts and cultural heritage as identified by survey respondents. Several survey respondents noted that they have increasingly avoided those parts of their community most associated with tourism and hospitality, typically their community's own existing downtown commercial core and/or entertainment district, because of increased homelessness and 'aggressive panhandling'. Again, both the perceived increase of criminal activity and increased homelessness and aggressive panhandling in these areas tend to make it increasingly difficult for local area residents to patronage locally owned and operated businesses in these areas, various government offices, and even museums, community centers, public libraries, and art galleries that showcase local artists and performers.

Table 2.9 presents the results for Question No. 13, "On a scale of 1 to 10 with 1 being "Very Poor" and 10 being "Excellent", how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community:", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

For 'Tourism and Hospitality Attractions (hotels, casinos, special events, convention facilities, etc.)', the average score was 6.47 with 220 total survey respondents, or 15.2 percent of the 1,444 that ranked this category, selecting 10 or Excellent, 116 total survey respondents or 8.0 percent selecting 9, and 257 total survey respondents or 17.8 percent selecting 8. The category, 'Outdoor Recreation Opportunities (trails, parks, non-professional sports facilities, etc.)' received an average score of 7.41 with 315 total survey respondents, or 21.8 percent of the 1,448 survey respondents that ranked this category, selecting 10 or Excellent, 226 total survey respondents or 15.6 percent selected 9, and 325 total survey respondents or 22.4 percent selecting 8. For

'Overall Art Community (music concerts/festivals, art galleries, art museums, public art, visual/performance literary experiences, etc.)', the average score was 6.17 with 116 total survey respondents, or 8.1 percent of the 1,432 survey respondents that ranked this category, selecting 10 or Excellent, 129 total survey respondents or 9.0 percent selecting 9, and 297 total survey respondents or 20.7 percent selecting 8.

Table 2.9 – Question No. 13: On a scale of 1 to 10 with 1 being "Very Poor" and 10 being "Excellent", how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community:
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Category	Average Ranking	Total Number of Responses
Tourism and Hospitality Attractions (hotels, casinos, special events, convention facilities, etc.)	6.47	1,444
Outdoor Recreation Opportunities (trails, parks, non-professional sports facilities, etc.)	7.41	1,448
Overall Art Community (music concerts/festivals, art galleries, art museums, public art, visual/performance literary experiences, etc.)	6.17	1,432
Overall History and Heritage Community (including marked historical sites, history museums, etc.)	6.12	1,433
Live Sporting Events (youth sports, collegiate sports, professional sports, etc.)	5.82	1,397

The category, 'Overall History and Heritage Community (including marked historical sites, history museums, etc.)' received an average score of 6.12 with 129 total survey respondents, or 9.0 percent of the 1,433 survey respondents that ranked this category, selecting 10 or Excellent, 97 total survey respondents or 6.8 percent selected 9, and 254 total survey respondents or 17.7 percent selecting 8. For 'Live Sporting Events (youth sports, collegiate sports, professional sports, etc.)', the average score was 5.82 with 141 total survey respondents, or 10.1 percent of the 1,397 survey respondents that ranked this category, selecting 10 or Excellent, 99 total survey respondents or 7.1 percent selecting 9, and 214 total survey respondents or 15.3 percent selecting 8.

Table 2.10 presents the results for Question No. 14, "Tourism, hospitality, arts, and culture can have both positive and negative impacts on a community. These activities can create employment opportunities, result in increased business for directly and indirectly related businesses, and generate additional property, sales, and business license revenue for a community (in 2023, visitors to Nevada generated a total economic impact of $83.7 billion). But, they can also lead to increased traffic, increased noise, negative impacts on natural resources, and require increased spending on public services. With these and other possible impacts in

Table 2.10 – Question No. 14: Tourism, hospitality, arts, and culture can have both positive and negative impacts on a community. These activities can create employment opportunities, result in increased business for directly and indirectly related businesses, and generate additional property, sales, and business license revenue for a community (in 2023, visitors to Nevada generated a total economic impact of $83.7 billion). But, they can also lead to increased traffic, increased noise, negative impacts on natural resources, and require increased spending on public services. With these and other possible impacts in mind, please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree regarding your own personal opinion about the overall tourism, hospitality, arts, and cultural heritage "scene" in your community.
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Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
The positive effects of tourism and hospitality outweigh the negatives.	58	77	90	239	285	442	258
The positive effects of arts and creativity outweigh the potential negative impacts in my community.	42	57	64	245	205	444	391
The positive effects of history and heritage preservation outweigh the potential negative impacts in my community.	29	48	62	213	201	452	443

mind, please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree regarding your own personal opinion about the overall tourism, hospitality, arts, and cultural heritage "scene" in your community.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two rankings selected by survey respondents for each statement are highlighted.

For the statement, 'The positive effects of tourism and hospitality outweigh the negatives.', 258 total survey respondents, or 17.8 percent of the 1,449 survey respondents that evaluated this statement, selected Strongly Agree, 442 total survey respondents or 30.5 percent selected Agree, and 285 total survey respondents or 19.7 percent selected Mildly Agree. An additional 239 total survey respondents or 16.5 percent selected Neutral, 90 total survey respondents or 6.2 percent selected Mildly Disagree, 77 total survey respondents or 5.3 percent selected Disagree, and just 58 total survey respondents or 4.0 percent selected Strongly Disagree. For the statement, 'The positive effects of arts and creativity outweigh the potential negative impacts in my community.' as part of Question No. 14, 391 total survey respondents, or 27.0 percent of the 1,448 survey respondents that evaluated this statement, selected Strongly Agree, 444 total survey respondents or 30.7 percent selected Agree, and 205 total survey respondents or 14.2 percent selected Mildly Agree, while 245 total survey respondents or 16.9 percent selected Neutral. An additional 64 total survey respondents or 4.4 percent selected Mildly Disagree, 57 total survey respondents or 3.9 percent selected Disagree, and just 42 total survey respondents or 2.9 percent selected Strongly Disagree.

A total of 443 survey respondents, or 30.6 percent of the 1,448 survey respondents that evaluated the statement, 'The positive effects of history and heritage preservation outweigh the potential negative impacts in my community.' as part of Question No. 14, selected Strongly Agree, 452 total survey respondents or 31.2 percent selected Agree, and 201 total survey respondents or 13.9 percent selected Mildly Agree, while 213 total survey respondents or 14.7 percent selected Neutral. An additional 62 total survey respondents or 4.3 percent selected Mildly Disagree, 48 total survey respondents or 3.3 percent selected Disagree, and just 29 total survey respondents or 2.0 percent selected Strongly Disagree.

Table 2.11 presents the results for Question No. 15, "Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two rankings selected by survey respondents for each statement are highlighted.

For the statement, 'I am proud to live in Nevada.', the top two responses selected by survey respondents were Strongly Agree, selected by 629 total survey respondents or by 43.7 percent of the 1,439 survey respondents that evaluated this statement, and Agree, selected by 446 total survey respondents or by 31.0 percent. The top two responses selected by survey respondents for the statement, 'The tourism, hospitality, arts, and cultural heritage industry in my local area enhances the community's overall quality of life.', were Agree, selected by 464 total survey respondents or by 32.1 percent of the 1,446 survey respondents that evaluated this statement, and Strongly Agree, selected by 320 total survey respondents or by 22.1 percent. For the statement, 'Tourism creates jobs for people who live in my community.', the top two responses selected by survey respondents were Agree, selected by 469 total survey respondents or by 32.4 percent of

Table 2.11 – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
I am proud to live in Nevada.	24	25	37	111	167	446	629
The tourism, hospitality, arts, and cultural heritage industry in my local area enhances the community's overall quality of life.	43	58	77	207	277	464	320
Tourism creates jobs for people who live in my community.	40	66	80	156	223	469	412
The tourism, hospitality, arts, and cultural heritage industry is essential in shaping, preserving, and promoting the identity of my community.	38	79	68	202	256	434	366

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
I have a meaningful voice in the community decision-making efforts of the tourism and hospitality industry.	233	273	166	404	179	112	74
I have a meaningful voice in the community decision-making efforts regarding the development of my local arts 'scene' (i.e. financial support of local artists, performers, and organizations, attending arts events and experiences, development of galleries, etc.).	214	248	173	428	198	112	71

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
I have a meaningful voice in the community decision-making efforts to preserve, protect, and promote local culture and history (i.e. opening and funding of museums, selection of historical markers, preservation of historical structures and places, etc.).	227	240	171	434	195	103	73
Community culture and heritage sites (parks, museums, historical structures, etc.) are accessible and affordable for locals and visitors alike.	56	60	94	197	303	501	229

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
Developing tourism and hospitality amenities and attractions is an area that my local community should improve upon.	52	67	92	299	306	363	260
Promoting tourism opportunities is an area that my local community should improve upon.	66	81	104	315	311	328	232
I feel that my community is welcoming and safe to visitors.	33	79	118	191	268	479	274
Tourism in my local area provides opportunities for small businesses.	42	88	103	215	304	420	265

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
Tourism reduces the amount of taxes needed from the local residential population to support various public services and improvements.	71	104	127	364	202	328	241
Access to arts and culture experiences and opportunities in my community is important to me.	20	27	47	166	256	414	504
The tourism industry values the stewardship of our natural resources.	127	143	177	346	247	250	146
Tourists and visitors to my community are generally respectful of my community's natural and cultural resources.	131	169	198	315	245	281	94

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	**Strongly Disagree**	**Disagree**	**Mildly Disagree**	**Neutral**	**Mildly Agree**	**Agree**	**Strongly Agree**
I support initiatives that promote environmental sustainability.	18	21	34	179	207	374	601
I support building new tourism and hospitality amenities, attractions, and/or facilities that will attract visitors to my local area.	86	96	121	250	268	319	299
I am proud of my community's culture and heritage and feel that it is worth preserving and sharing.	17	13	32	197	252	450	474
Visitors to our community show respect for our natural spaces by recreating responsibly (staying on trail, not littering, avoiding closed areas, etc.).	193	207	239	270	256	186	82

Table 2.11 Cont'd – Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
I support initiatives that promote Diversity, Equity and Inclusion (DEI).	281	74	40	238	87	184	520

the 1,446 survey respondent that evaluated this statement, and Strongly Agree, selected by 412 total survey respondents or by 28.5 percent. Agree and Strongly Agree were the top two responses selected by survey respondents in evaluating the statement, 'The tourism, hospitality, arts, and cultural heritage industry is essential in shaping, preserving, and promoting the identity of my community.', selected by 434 total survey respondents, or by 30.1 percent of the 1,443 survey respondents that evaluated this statement, and by 366 total survey respondents, or by 25.4 percent, respectively.

The top two responses selected for the statement, 'I have a meaningful voice in the community decision-making efforts of the tourism and hospitality industry.', were Neutral, selected by 404 total survey respondents or by 28.0 percent of the 1,441 survey respondents that evaluated this statement, and Disagree, selected by 273 total survey respondents or by 19.0 percent. Neutral and Disagree were also the top two responses selected by survey respondents for the statement, 'I have a meaningful voice in the community decision-making efforts regarding the development of my local arts 'scene' (i.e. financial support of local artists, performers, and organizations, attending arts events and experiences, development of galleries, etc.).', selected by 428 total survey respondents or by 29.6 percent of the 1,444 survey respondents that evaluated this statement, and by 248 total survey respondents or by 17.2 percent respectively. For the statement, 'I have a meaningful voice in the community decision-making efforts to preserve, protect, and promote local culture and history (i.e. opening and funding of museums, selection of historical markers, preservation of historical structures and places, etc.).', 434 total survey respondents or 30.1 percent of the 1,443 survey respondents that evaluated this statement selected Neutral and 227 total survey respondents or 15.7 percent selected Strongly Disagree.

For the statement, 'Community culture and heritage sites (parks, museums, historical structures, etc.) are accessible and affordable for locals and visitors alike.', 501 total survey respondents or 34.8 percent of the 1,440 survey respondents that evaluated this statement selected Agree and an additional 303 total survey respondents or 21.0 percent selected Neutral. A total of 363 survey respondents, or 25.2 percent of the 1,439 survey respondents that evaluated the statement 'Developing tourism and hospitality amenities and attractions is an area that my local community should improve upon.', selected Agree and an additional 306 total survey respondents or 21.3 percent selected Mildly Agree. The top two answers for the statement, 'Promoting tourism opportunities is an area that my local community should improve upon.', were Agree, selected by 328 total survey respondents or by 22.8 percent of the 1,437 survey respondents that evaluated this statement, and Neutral, selected by 315 total survey respondents or by 21.9 percent. The top two answers for the statement, 'I feel that my community is welcoming and safe to visitors.', were Agree, selected by 479 total survey respondents or by 33.2 percent of the 1,442 survey respondents that evaluated this statement, and Strongly Agree, selected by 274 total survey respondents or by 19.0 percent.

Agree was selected as the top response by survey respondents that evaluated the statement, 'Tourism in my local area provides opportunities for small businesses.', selected by 420 total survey respondents or by 29.2 percent of the 1,437 survey respondents that evaluated by this statement, and Mildly Agree was the second most frequently selected response, selected by 304 total survey respondents or by 21.2 percent. The top two answers for the statement, 'Tourism reduces the amount of taxes needed from the local residential population to support various

public services and improvements.', were Neutral and Agree, selected by 364 total survey respondents, or by 25.3 percent of the 1,437 survey respondents that evaluated this statement, and by 328 total survey respondents or by 22.8 percent respectively. The top two answers for the statement, 'Access to arts and culture experiences and opportunities in my community is important to me.', were Strongly Agree and Agree, selected by 504 total survey respondents, or by 35.2 percent of the 1,434 survey respondents that evaluated this statement, and by 414 total survey respondents or by 28.9 percent respectively. For the statement, 'The tourism industry values the stewardship of our natural resources.', the top two responses were Neutral, selected by 346 total survey respondents or by 24.1 percent of the 1,436 survey respondents that evaluated this statement, and Agree, selected by 250 total survey respondent or by 17.4 percent.

A total of 315 survey respondents, or 22.0 percent of the 1,433 survey respondents that evaluated the statement, 'Tourists and visitors to my community are generally respectful of my community's natural and cultural resources.', selected Neutral as the top response, and 281 total survey respondents or 19.6 percent selected Agree as the second most frequently selected response. For the statement, 'I support initiatives that promote environmental sustainability.', the top response was Strongly Agree, selected by 601 total survey respondents or by 41.9 percent of the 1,434 survey respondents that evaluated this statement, followed by Agree, selected by 374 total survey respondents or by 26.1 percent. For the statement, 'I support building new tourism and hospitality amenities, attractions, and/or facilities that will attract visitors to my local area.', the top response was Agree, selected by 319 total survey respondents or by 22.2 percent of the 1,439 survey respondents that evaluated this statement, followed by Strongly Agree, selected by 299 total survey respondents or by 20.8 percent.

The top two answers for the statement, 'I am proud of my community's culture and heritage and feel that it is worth preserving and sharing.', were Strongly Agree and Agree, selected by 474 total survey respondents, or by 33.0 percent of the 1,435 survey respondents that evaluated this statement, and by 450 total survey respondents, or by 31.4 percent, respectively. A total of 270 survey respondents, or 18.8 percent of the 1,433 survey respondents that evaluated the statement 'Visitors to our community show respect for our natural spaces by recreating responsibly (staying on trail, not littering, avoiding closed areas, etc.).', selected Neutral, and an additional 256 total survey respondents, or 17.9 percent, selected Mildly Agree. The top two responses for the statement, 'I support initiatives that promote Diversity, Equity and Inclusion (DEI).', were Strongly Agree, selected by 520 total survey respondents or by 36.5 percent of the 1,424 survey respondents that evaluated this statement, and Strongly Disagree, selected by 281 total survey respondents or by 19.7 percent.

Table 2.12 presents the results for Question No. 16, "Using the scale provided, please rate your perception of how balanced your community is in terms of being 'resident-focused' or 'tourism-focused' in the present moment (at the time of you completing this survey).", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. Survey respondents were asked to evaluate the level of balance presented using a scale from -5, Fully Resident Focused, to 5, Fully Tourism-Focused. The top three responses selected by survey respondents are highlighted.

Table 2.12 – Question No. 16: Using the scale provided, please rate your perception of how balanced your community is in terms of being 'resident-focused' or 'tourism-focused' in the present moment (at the time of you completing this survey). Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Scale	**Total Number of Responses**	**Percent of Total Responses**
-5, More Resident Focused	76	5.3%
-4	65	4.6%
-3	88	6.2%
-2	137	9.6%
-1	122	8.6%
0	333	23.4%
1	106	7.4%
2	180	12.6%
3	149	10.5%
4	85	6.0%
5, More Tourism Focused	82	5.8%
Total	**1,423**	**100.0%**

The average score for the ranking provided by survey respondents for Question No. 16 was an estimated 0.26, indicating a strong balance between their community being 'resident-focused' and their community being 'tourism-focused' with a slight skew toward being more 'tourism-focused' in the present. The largest number of survey respondents, 333 total survey respondents or 23.4 percent of the 1,423 survey respondents that responded to Question No. 16, selected '0' as part of their response. An additional 180 total survey respondents, or 12.6 percent, selected '2' and an additional 149 total survey respondents, or 10.5 percent, selected '3', again indicating a fairly strong balance with a slight skew toward the survey respondent's community being a bit more 'tourism-focused' than 'resident-focused' in the present.

Table 2.13 presents the results for Question No. 17, "Using the scale provided, please rate your perception of how you would like your community to balance being 'resident-focused' or 'tourism-focused' in the future (over the next five years).", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. Survey respondents were asked to evaluate the level of balance presented using a scale from -5, Fully Resident Focused, to 5, Fully Tourism-Focused. The top three responses selected by survey respondents are highlighted.

Unlike the results for Question No. 16, the results for Question No. 17 indicate a stronger skew toward the survey respondent's community becoming more 'resident-focused' in the future over the next five years than 'tourism-focused'. While the average score for the ranking provided by survey respondents for Question No. 17 was an estimated -0.51, indicating somewhat of a balance between their community becoming more 'resident-focused' and their community becoming more 'tourism-focused' over the next five-years, there is a somewhat stronger skew

toward the survey respondent believing that their community will become more 'resident-focused' over the next five years.

Table 2.13 – Question No. 17: Using the scale provided, please rate your perception of how you would like your community to balance being 'resident-focused' or 'tourism-focused' in the future (over the next five years). Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Scale	**Total Number of Responses**	**Percent of Total Responses**
-5, More Resident Focused	72	5.1%
-4	56	3.9%
-3	96	6.7%
-2	173	12.2%
-1	178	12.5%
0	565	39.7%
1	88	6.2%
2	85	6.0%
3	53	3.7%
4	16	1.1%
5, More Tourism Focused	38	2.7%
Total	**1,420**	**100.0%**

Like the results to Question No. 16, the largest number of survey respondents who responded to Question No. 17, 565 total survey respondents or 39.7 percent of the 1,420 survey respondents that responded to this question, selected '0' as part of their response. An additional 178 total survey respondents, or 12.5 percent, selected '-1' and an additional 173 total survey respondents, or 12.2 percent, selected '-2', again indicating a fairly strong balance with a slight skew toward the survey respondent believing that their community will become more 'resident-focused' over the next five years.

Table 2.14 presents the results for Question No. 18, "Public Lands are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two rankings selected by survey respondents for each statement are highlighted.

Table 2.14 – Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.
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Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
It is important to protect public lands in Nevada from additional private development.	23	25	58	99	165	307	762
It is important to protect public access to public lands in Nevada.	11	21	27	72	131	387	791
Steps should be taken to limit the amount of access to public lands in Nevada.	266	254	214	255	174	152	121

Table 2.14 Cont'd – Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.

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Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
I support the transfer (or disposal) of public lands in Nevada to the state government, local governments within the state, or private interests to support future economic development and growth.	408	205	209	208	174	143	93

Table 2.14 Cont'd – Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.
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Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on sensitive environmental habitats and species.	28	26	38	144	174	314	711

Table 2.14 Cont'd – Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.
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Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on areas of cultural significance, including land that has been the historical homelands of Native American and Indigenous populations that have sacred cultural significance.	19	21	30	139	152	298	769

The top two responses for the statement, 'It is important to protect public lands in Nevada from additional private development.', selected by survey respondents were Strongly Agree, selected by 762 total survey respondents or by 53.0 percent of the 1,439 survey respondents that evaluated this statement, and Agree, selected by 307 total survey respondents or by 21.3 percent. For the statement, 'It is important to protect public access to public lands in Nevada.', the top two responses were Strongly Agree, selected by 791 total survey respondents or by 54.9 percent of the 1,440 survey respondents that evaluated this statement, and Agree, selected by 387 total survey respondents or by 26.9 percent. The top two responses for the statement, 'Steps should be taken to limit the amount of access to public lands in Nevada.', selected by survey respondents were Strongly Disagree, selected by 266 total survey respondents or by 18.5 percent of the 1,436 survey respondents that evaluated this statement, and Neutral, selected by 255 total survey respondents or by 17.8 percent.

For the statement, 'I support the transfer (or disposal) of public lands in Nevada to the state government, local governments within the state, or private interests to support future economic development and growth.', the top two responses were Strongly Disagree, selected by 408 total survey respondent or by 28.3 percent of the 1,440 survey respondents that evaluated this statement, and Mildly Disagree, selected by 209 total survey respondents or by 14.5 percent. The top two responses for the statement, 'When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on sensitive environmental habitats and species.', were Strongly Agree, selected by 711 total survey respondents or by 49.6 percent of the 1,435 survey respondents that evaluated this statement, and Agree, selected by 314 total survey respondents or by 21.9 percent. Strongly Agree and Agree were the top two responses for the statement, 'When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on areas of cultural significance, including land that has been the historical homelands of Native American and Indigenous populations that have sacred cultural significance.', selected by 769 total survey respondents, or by 53.9 percent of the 1,428 survey respondents that evaluated this statement, and by 298 total survey respondents, or by 20.9 percent, respectively.

Table 2.15 presents the results for the first part of Question No. 19, "Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top eight activities that survey respondents answered 'Yes' to are highlighted.

'Walking' was the most frequently selected activity as part of the responses provided by survey respondents who responded to Question No. 19, selected by 1,196 total survey respondents or by 89.1 percent. 'Hiking' was selected by 1,030 total survey respondents or by 75.7 percent, 'General Fitness/Exercise' was selected by 1,020 total survey respondents or by 75.6 percent, and Picnicking and Family Gatherings' was selected by 864 total survey respondents or by 65.1 percent. An additional 808 total survey respondents or 60.6 percent selected 'Wildlife Viewing/Birdwatching', 773 total survey respondents or 57.4 percent selected 'Astronomy, Stargazing', and 729 total survey respondents or 54.7 percent selected 'Camping'. The eighth most frequently selected activity as part of the responses provided by survey respondents who

responded to Question No. 19 and answered 'Yes' to a specific activity was 'Outdoor Photography, Painting, Drawing', selected by 683 total survey respondents or by 51.7 percent.

Table 2.15 – Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Astronomy, Stargazing	573	42.6%	773	57.4%	**1,346**
Bicycling, Mountain Biking	983	74.4%	339	25.6%	**1,322**
Bicycling, Road Cycling	938	72.0%	364	28.0%	**1,302**
Bicycling, Gravel Biking	1,065	82.8%	222	17.3%	**1,287**
Boating	925	70.9%	380	29.1%	**1,305**
Camping	605	45.4%	729	54.7%	**1,334**
Fishing	879	66.6%	440	33.4%	**1,319**
General Fitness/Exercise	330	24.4%	1,020	75.6%	**1,350**
Ghost Town Exploring	663	50.2%	658	49.8%	**1,321**
Hiking	331	24.3%	1,030	75.7%	**1,361**
Horseback Riding	1,168	90.8%	118	9.2%	**1,286**
Hot Springing	936	71.7%	369	28.3%	**1,305**
Hunting	1,094	85.2%	190	14.8%	**1,284**
Jogging/Running	968	76.4%	299	23.6%	**1,267**
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	822	62.3%	497	37.7%	**1,319**
Outdoor Photography, Painting, Drawing	638	48.3%	683	51.7%	**1,321**
Paddle Sports (Canoe, Kayak, Paddleboard)	898	68.5%	413	31.5%	**1,311**
Picnicking and Family Gatherings	464	34.9%	864	65.1%	**1,328**
Rock Climbing, Bouldering, Mountaineering	1,157	89.9%	130	10.1%	**1,287**

Table 2.15 Cont'd – Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Rock Hounding	964	74.2%	335	25.8%	**1,299**
Organized Sports	996	77.8%	284	22.2%	**1,280**
Swimming	785	60.9%	504	39.1%	**1,289**
Walking	146	10.9%	1,196	89.1%	**1,342**
Water Sports (kayaking, wakeboarding, etc.)	964	74.5%	330	25.5%	**1,294**
Wildlife Viewing/Birdwatching	526	39.4%	808	60.6%	**1,334**
Other Winter Snow Sports (Sledding, Snowmobiling, etc.)	969	75.1%	322	24.9%	**1,291**
Snow Shoeing, etc.)	1,043	81.8%	232	18.2%	**1,275**
Other, Please Specify:	-	-	-	-	**124**

The eight least popular activities selected by survey respondents, indicated by the most frequent 'No' responses collected for each individual activity listed as part of Question No. 19, were 'Horseback Riding', selected by 1,168 total survey respondents or by 90.8 percent, 'Rock Climbing, Bouldering, Mountaineering', selected by 1,157 total survey respondents or by 89.9 percent, and 'Hunting', selected by 1,094 total survey respondents or by 85.2 percent. An additional 1,065 total survey respondents or 82.8 percent selected 'Bicycling, Gravel Biking', 1,043 total survey respondents or 81.8 percent selected 'Snow Shoeing, etc.', 996 total survey respondents or 77.8 percent selected 'Organized Sports', and 983 total survey respondents or 74.4 percent selected 'Bicycling, Mountain Biking'. The eighth least popular activity selected by survey respondents as part of their response to Question No. 19 was 'Other Winter Snow Sports (Sledding, Snowmobiling, etc.), selected by 969 total survey respondents or by 75.1 percent.

Table 2.16 presents the results for the second part of Question No. 19, "Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two frequencies of activity per year for each activity are highlighted.

Table 2.16 – Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.
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Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year
Astronomy, Stargazing	96	290	104	60	38	30	108
Bicycling, Mountain Biking	43	84	59	39	14	22	73
Bicycling, Road Cycling	19	86	57	44	26	32	78
Bicycling, Gravel Biking	25	62	33	38	11	19	35
Boating	63	153	40	39	15	13	17
Camping	75	286	121	83	34	24	34
Fishing	46	148	75	46	24	26	31
General Fitness/Exercise	5	65	82	99	57	73	539
Ghost Town Exploring	131	273	83	47	24	12	24
Hiking	20	211	149	132	76	68	269
Horseback Riding	30	24	9	11	8	2	25
Hot Springing	79	134	53	24	12	8	15
Hunting	29	63	19	12	7	7	26
Jogging/Running	8	37	30	30	25	14	130

Table 2.16 Cont'd – Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	38	123	85	61	33	23	81
Outdoor Photography, Painting, Drawing	16	159	95	89	60	40	150
Paddle Sports (Canoe, Kayak, Paddleboard)	48	170	65	33	21	12	27
Picnicking and Family Gatherings	50	322	168	88	51	33	62
Rock Climbing, Bouldering, Mountaineering	16	51	17	11	8	4	10
Rock Hounding	31	90	43	48	27	17	43
Organized Sports	11	61	37	41	11	20	65
Swimming	14	146	96	62	29	22	76
Walking	4	83	89	96	60	87	642
Water Sports (kayaking, wakeboarding, etc.)	29	119	60	33	13	13	30
Wildlife Viewing/Birdwatching	32	166	104	82	60	45	232
Other Winter Snow Sports (Sledding, Snowmobiling,	41	125	45	31	12	9	32
Snow Shoeing, etc.)	41	98	37	14	4	2	11

Of the 27 separate individual activities listed as part of Question No. 19, '2 to 4 Times Per Year' was the most frequent response selected by most survey respondents. Survey respondents selected '2 to 4 Times Per Year' for 25 of the 27 individual activities listed as part of Question No. 19, indicating fairly frequent engagement in a wide variety of outdoor recreation activities on public lands located throughout the state of Nevada. A total of ten additional individual activities listed as part of Question No. 19 had '5 to 7 Times Per Year' selected as a top response by survey respondents with an additional ten additional activities listed had '21 or More Times Per Year' selected by survey respondents. The individual activities evaluated by survey respondents where '21 or More Times Per Year' was selected as either the most or second most frequently engaged in activity on public lands located throughout the state of Nevada included Astronomy, Stargazing (108 total survey respondents indicated that they engaged in this activity 21 or More Times Per Year in the past year), Bicycling, Mountain Biking (73 total survey respondents), Bicycling, Road Cycling (78 total survey respondents), General Fitness/Exercise (539 total survey respondents), Hiking (269 total survey respondents), Jogging/Running (130 total survey respondents), Outdoor Photography, Painting, Drawing (150 total survey respondents), Organized Sports (65 total survey respondents), Walking (642 total survey respondents), and Wildlife Viewing/Birdwatching (232 total survey respondents).

Figure 2.6 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 19, "Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

As part of Question No. 19, survey respondents were asked to indicate what other outdoor recreation activities that they have engaged in over the past year on public lands in Nevada. Of the 124 total survey respondents that wrote in a different type of outdoor recreation activity, most of these survey respondents listed similar activities to what was provided as part of Question No. 19 with some notable additions including golf, geocaching, wildlife viewing, wild flower and other plant viewing and discovery, target shooting, backcountry downhill land cross country skiing, and visiting sites located on public lands throughout the state of Nevada with unique and important cultural and/or historic meaning and history. Survey respondents also highlighted their use of various official state and national parks. Several survey respondents noted that they appreciate living relatively close to an official state and/or national park and noted their personal support for increased investment in these parks in-terms of improving overall accessibility, developing additional supportive infrastructure, and developing additional amenities that would increase the overall usage of these state and/or national parks. While improved accessibility to various state and/or national parks was noted by several survey respondents, survey respondents were also quick to note that increased accessibility must be balanced with ensuring that these various state and/or national parks are protected from over usage and deterioration.

Survey respondents also noted the need for more 'organized' activities on public lands, again balancing the need and desire to see more organized activities with preservation and conservation of these public lands. Of those survey respondents that wrote in a response to Question No. 19, several indicated that they would like to see the development of additional

campgrounds, better marked and better maintained hiking and biking trails, separated off-highway vehicle (OHV) trails, and additional public facilities including the development of additional and new visitor centers, picnic areas, boat ramps and docks, and interpretative centers and programs that provide guided tours, talks, and other educational activities. Survey respondents also indicated that they already frequently use but would like to see additional improvements made to existing historical sites, archaeological sites, and other cultural resources that are open to the public for longer periods of time over the course of the year. Increased opportunities for additional geocaching and rockhounding along with increased opportunities for hunting, fishing, and even recreational shooting were all identified by several survey respondents in-terms of improvements that they would like to see made to Nevada's state or federally owned and managed public lands.

Figure 2.6 – Results for 'Other, Please Specify:', Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.
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Figure 2.7 presents a word cloud summarizing the written in responses provided by survey respondents for Question No. 20, "Using the space provided below, please indicate any specific tourism, hospitality, arts, and culture projects, programs, and/or initiatives that you would like to see developed in your community." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Like other answers provided by survey respondents to other questions part of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, a significant number of the 656 total survey respondents that responded to Question No. 20 emphasized their desire to see more programs, resources, services, and facilities developed that serve community needs and wants and not, necessarily, the needs and wants of tourists and visitors to their community. Community amphitheaters and theaters, centers, art spaces and galleries, museums that celebrate, preserve, and teach local and regional culture, heritage, and history, trail systems and trailheads, arboretums and gardens, parks and organized sports fields and facilities, and public gathering spaces were a few of the many community-oriented programs, resources, services, and facilities that many survey respondents wrote in as part of their response to Question No. 20.

Figure 2.7 – Results for Question No. 20: Using the space provided below, please indicate any specific tourism, hospitality, arts, and culture projects, programs, and/or initiatives that you would like to see developed in your community.
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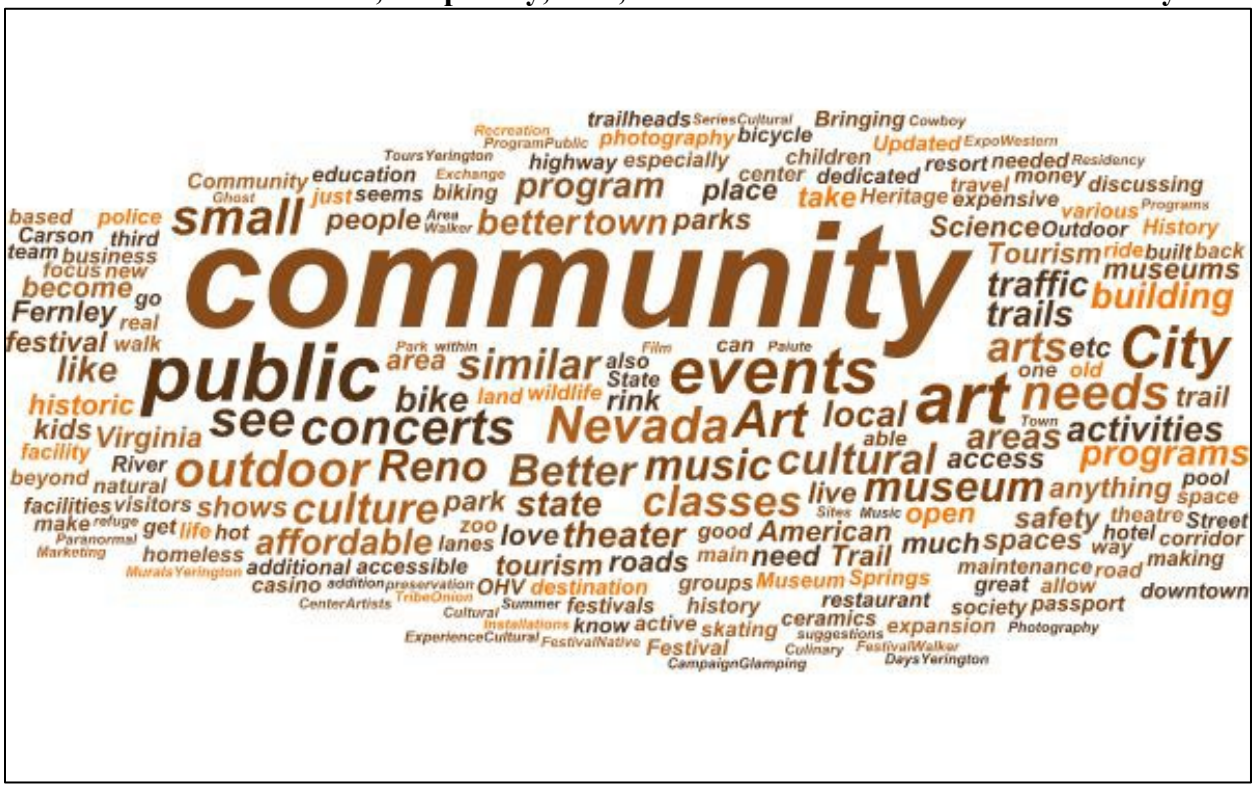

Again, several survey respondents noted that more community-oriented projects, programs, and/or initiatives should be pursued over efforts to attract additional tourists, visitors, and even outdoor recreational enthusiasts to their community or region. Several survey respondents even indicated that their existing downtown commercial core, entertainment district, and/or main street area has become overly focused on attracting additional tourists, visitors, and even outdoor recreational enthusiasts who do not currently live in the local community or region at the expense of local area and regional residents. Survey respondents noted that new arts and cultural heritage programs, projects, and/or initiatives should also be oriented to retaining existing

residents and serve a broader demographic range including families with young children, teenagers, and even young adults. This desire extended beyond the development of and investment in new facilities and included the development of new activities and special events that are oriented toward local area and regional residents. Multi-cultural art and food festivals that celebrate local artists and cuisine, concerts that provide local performers with a venue to perform, and other special activities and special events were suggested by several survey respondents as part of their responses to Question No. 20.

One specific area that survey respondents highlighted as part of their answers to Question No. 20 included additional investment in celebrating, highlighting, preserving, and promoting local and regional Nevada Native American, Tribal, and Indigenous communities and their unique culture, heritage, and history. Additional Native American cultural centers, museums, art galleries, and interpretative and language centers, adventures, excursions, and tours, and Native American oriented activities, special events, dancing, art, food, and teachings were also highlighted by several survey respondents as a specific area where additional investment in new programs, projects, and initiatives should be made by local area and regional Tribal governments, local municipal and county governments, and by different state and federal government agencies. Investment in and development of these types of programs, projects, and initiatives will have to be balanced with the need to preserve and protect Native American communities and colony, reservation, and trust lands from over development and the threat that too much increased tourism and visitation to Indigenous and Tribal lands within the state could pose. Again, orienting these efforts toward serving existing local area and regional resident needs and wants, which includes existing residents of these Indigenous and Tribal lands within the state, could ensure the preservation ad protection of the natural lands and these communities located within existing Nevada Native American and federally recognized Indigenous and Tribal colonies, reservations, and trust land.

Figure 2.8 presents a word cloud summarizing the written in responses provided by survey respondents for Question No. 21, “Using the space provided below, please provide any additional comments, concerns, or suggestions that you have regarding the broader Tourism and Hospitality industry sector in Nevada or in your local community.” for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Again, like other responses provided by survey respondents to other questions part of this 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, a significant number of the 460 total survey respondents that answered Question No. 21 expressed their concern that continued focus on expanding the broader tourism and hospitality industry sector in their community and region has created significant public safety concerns and has been pursued at the expense of existing local area and regional residents. Survey respondents echoed several concerns regarding increased tourism and visitation in their communities, including increased traffic congestion on area surface streets and local and regional highways and Interstates, the need for additional emergency medical, police, and fire protection services, increased frequency of homelessness and aggressive panhandling in these existing downtown commercial cores and entertainment districts, and a growing lack of public parking in these areas that can be used by local area and regional residents. Several survey respondents went as far to suggest that efforts to increase tourism and visitation to their community and region, including usage of various

outdoor recreation assets and spaces, be limited in favor of new programs, projects, and initiatives that are designed to serve community and regional resident needs and wants, especially for certain underserved demographic groups such as families with young children, teenagers, and young adults.

Figure 2.8 – Results for Question No. 21: Using the space provided below, please provide any additional comments, concerns, or suggestions that you have regarding the broader Tourism and Hospitality industry sector in Nevada or in your local community.
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Several survey respondents did note that the tourism and hospitality industry sector is a vital driver of local economic activity and that the industry generates needed public tax revenues, creates employment opportunities for local area and regional residents, and, to a degree, does support small to medium-sized businesses, especially those small to medium-sized businesses that are co-located with major tourism and hospitality oriented operations in existing downtown cores, entertainment districts, and main street corridors. While survey respondents generally did indicate that tourism and hospitality, including continued advertisement and promotion of outdoor recreation assets, activities, and opportunities, is vitally important to the their community's and region's overall economic growth and health, several survey respondents noted a desire to see more focus on diversification of the tourism and hospitality industry sector in ways that better balance meeting the needs and wants of tourists and visitors with the needs and wants of local area and regional residents. Part of this effort should include increased investment, by both the public sector and by the private sector, in critical public infrastructure and public services that mitigate the potential negative impacts of increased tourist and visitor

traffic and part of this effort should also include the development, implementation, and completion of new programs, projects, and initiatives, including new special events and activities, that appeal to both tourists and visitors and to local area and regional residents.

2.3 Personal Engagement and Interaction with Tourism, Hospitality, Arts, and Culture Activities Results

Table 2.17 presents the results for Question No. 22, "How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two responses selected by survey respondents are highlighted.

Table 2.17 – Question No. 22: How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.
Statewide Results
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Response	Total Number of Responses	Percent of Total Responses
At least once per week.	72	5.3%
At least once per month.	372	27.3%
At least once per quarter (every three months).	476	34.9%
At least once per year.	319	23.4%
I generally do not attend various arts and/or cultural activities, amenities, or experiences.	126	9.2%
Total	**1,365**	**100.0%**

Of the 1,365 total survey respondents that responded to Question No. 22, 476 total survey respondents or 34.9 percent selected 'At least once per quarter (every three months)' in-terms of how often they regularly attend various arts and/or cultural activities, amenities, or experiences in their local community. An additional 372 total survey respondents or 27.3 percent selected 'At least once per month' and an additional 319 total survey respondents or 23.4 percent selected 'At least once per year'. A total of 126 total survey respondents or 9.2 percent selected 'I generally do not attend various arts and/or cultural activities, amenities, or experiences' as part of

their response to Question No. 22 and just 72 total survey respondents or 5.3 percent selected 'At least once per week'.

Table 2.18 presents the results for Question No. 23, "Within the past year, approximately how much money have you spent on attending various arts and/or cultural activities, amenities, or experiences in your local community (including ticket prices for admission, merchandise, food and beverage expenses directly related to the experience, childcare, clothing, hotel/lodging if applicable etc.)?", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two responses selected by survey respondents are highlighted.

Table 2.18 – Question No. 23: Within the past year, approximately how much money have you spent on attending various arts and/or cultural activities, amenities, or experiences in your local community (including ticket prices for admission, merchandise, food and beverage expenses directly related to the experience, childcare, clothing, hotel/lodging if applicable etc.)?
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
Less than $100.00	303	22.3%
Between $100.00 and $499.00	525	38.7%
Between $500.00 and $999.00	257	18.9%
Between $1,000.00 and $1,999.00	143	10.5%
Between $2,000.00 and $4,999.00	96	7.1%
Between $5,000.00 and $9,999.00	24	1.8%
$10,000.00 or More	9	0.7%
Total	**1,357**	**100.0%**

Respondents to Question No. 23 indicated generally low levels of annual spending on attending various arts and/or cultural activities, amenities, or experiences in their local community over the past year. A total of 525 survey respondents, or 38.7 percent of the 1,357 survey respondents that responded to Question No. 23, selected 'Between $100.00 and $499.00' as part of their answer to this question and 303 total survey respondents, or 22.3 percent, selected 'Less than $100.00'. An additional 257 total survey respondents or 18.9 percent selected 'Between $500.00 and $999.00', 143 total survey respondents or 10.5 percent selected 'Between $1,000.00 and $1,999.00', and 96 total survey respondents or 7.1 percent selected 'Between $2,000.00 and $4,999.00'. Just 24 total survey respondents or 1.8 percent of the 1,357 survey respondents that

responded to Question No. 23 selected 'Between $5,000.00 and $9,999.00' and even fewer survey respondents, just nine total survey respondents or 0.7 percent, selected '$10,000.00 or More'.

Table 2.19 presents the results for the first part of Question No. 24, "The state of Nevada has seven official Nevada State Museums (https://nvmuseums.org/), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Table 2.19 – Part 1, Question No. 24: The state of Nevada has seven official Nevada State Museums (https://nvmuseums.org/), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.
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Facility/Location	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Nevada State Museum (Carson City) 600 N Carson Street, Carson City, NV 89701	869	67.1%	427	33.0%	**1,296**
Nevada State Museum (Las Vegas) 309 S Valley View Boulevard, Las Vegas, NV 89107	1,093	85.3%	188	14.7%	**1,281**
Nevada State Railroad Museum (Carson City) 2180 S Carson Street, Carson City, NV 89701	901	70.2%	383	29.8%	**1,284**
Nevada State Railroad Museum (Boulder City) 601 Yucca Street, Boulder City, NV 89005	1,109	87.0%	166	13.0%	**1,275**
East Ely Railroad Depot Museum (Ely) 1100 Avenue A, Ely, NV 89301	1,101	86.3%	175	13.7%	**1,276**
Lost City Museum (Overton) 721 S Moapa Valley Boulevard, Overton, NV 89040	1,175	92.7%	92	7.3%	**1,267**
Nevada Historical Society (Reno) 1650 N Virginia Street, Reno, NV 89503	1,098	86.6%	170	13.4%	**1,268**

For the Nevada State Museum (Carson City), a majority of the 1,296 survey respondents that responded to this question and to this specific facility and location, 869 total survey respondents

or 67.1 percent, answered 'No', indicating that they had not visited this facility and/or location within the past year while 427 total survey respondents or 33.0 percent answered 'Yes', indicating that they had visited this facility and/or location within the past year. A total of 1,093 total survey respondents, or 85.3 percent of the 1,281 survey respondents that responded to this facility and/or location, answered 'No' for the Nevada State Museum (Las Vegas) while just 188 total survey respondents, or 14.7 percent, answered 'Yes'.

For the Nevada State Railroad Museum (Carson City), 901 total survey respondents or 85.3 percent of 1,284 survey respondents answered 'No' while 383 total survey respondents or 29.8 percent answered Yes and, for the Nevada State Railroad Museum (Boulder City), 1,109 total survey respondents or 87.0 percent of 1,275 survey respondents answered 'No' while just 166 total survey respondents or 13.0 percent answered 'Yes'. An additional 1,101 total survey respondents, or 86.3 percent of 1,276 survey respondents, answered 'No' for the East Ely Railroad Depot Museum (Ely) while 175 total survey respondents, or 13.7 percent, answered 'Yes'. For the Lost City Museum (Overton), 1,175 total survey respondents, or 92.7 percent of 1,267 survey respondents, answered 'No' with just 92 total survey respondents, or 7.3 percent, answering 'Yes'. Finally, for the Nevada Historical Society (Reno), 1,098 total survey respondents, or 86.6 percent of 1,268 survey respondents, answered 'No' while 170 total survey respondents, or 13.4 percent, answered 'Yes'.

Table 2.20 presents the results for the second part of Question No. 24, "The state of Nevada has seven official Nevada State Museums (https://nvmuseums.org/), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two frequencies of activity per year for each facility and/or location are highlighted.

For each of the seven individual facilities and/or locations listed as part of Question No. 24, survey respondents overwhelmingly indicated fairly low frequency usage and visitation to each of these facilities and/or locations over the course of the past year. For the Nevada State Museum (Carson City), most survey respondents selected either '1 Time' or '2 to 4 Times', selected by 260 total survey respondents or by 64.7 percent and by 116 total survey respondents or by 28.9 percent respectively. '1 Time' and '2 to 4 Times' were also selected by a majority of survey respondents for the Nevada State Museum (Las Vegas), selected by 101 total survey respondents or by 64.3 percent and by 45 total survey respondents or by 28.7 percent respectively while an additional 220 total survey respondents, or 63.2 percent, selected '1 Time' and 99 total survey respondents, or 28.5 percent, selected '2 to 4 Times' for the Nevada State Railroad Museum (Carson City).

For the Nevada State Railroad Museum (Boulder City), a majority of survey respondents, 98 total survey respondents or 70.0 percent, selected '1 Time', and 31 total survey respondents or 22.1 percent selected '2 to 4 Times'. An additional 123 total survey respondents, or 82.0 percent, selected '1 Time' for the East Ely Railroad Depot Museum (Ely) and just 23 total survey respondents, or 15.3 percent, selected '2 to 4 Times' and, for the Lost City Museum (Overton), a majority of survey respondents, 58 total survey respondents or 72.5 percent, selected '1 Time' while 21 total survey respondents or 26.3 percent selected '2 to 4 Times'. Finally, for the

Table 2.20 – Part 2, Question No. 24: The state of Nevada has seven official Nevada State Museums (https://nvmuseums.org/), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Facility/Location	**1 Time Per Year**	**2 to 4 Times Per Year**	**5 to 7 Times Per Year**	**8 to 10 Times Per Year**	**11 to 15 Times Per Year**	**16 to 20 Times Per Year**	**21 or More Times Per Year**
Nevada State Museum (Carson City) 600 N Carson Street, Carson City, NV 89701	260	116	15	5	3	1	2
Nevada State Museum (Las Vegas) 309 S Valley View Boulevard, Las Vegas, NV 89107	101	45	6	3	1	1	0
Nevada State Railroad Museum (Carson City) 2180 S Carson Street, Carson City, NV 89701	220	99	11	3	4	1	10
Nevada State Railroad Museum (Boulder City) 601 Yucca Street, Boulder City, NV 89005	98	31	6	1	1	1	2

Table 2.20 Cont'd – Part 2, Question No. 24: The state of Nevada has seven official Nevada State Museums (https://nvmuseums.org/), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Facility/Location	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year
East Ely Railroad Depot Museum (Ely) 1100 Avenue A, Ely, NV 89301	123	23	2	1	0	0	1
Lost City Museum (Overton) 721 S Moapa Valley Boulevard, Overton, NV 89040	58	21	0	0	0	0	1
Nevada Historical Society (Reno) 1650 N Virginia Street, Reno, NV 89503	90	52	6	4	0	1	4

Nevada Historical Society (Reno), 90 total survey respondents or 57.3 percent selected '1 Time' and an additional 52 total survey respondents or 33.1 percent selected '2 to 4 Times' as part of their response to Question No. 24.

Table 2.21 presents the results for Question No. 25, "Do you plan on visiting any of the Nevada State Museums within the next year?", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Table 2.21 – Question No. 25: Do you plan on visiting any of the Nevada State Museums within the next year?
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Facility/Location	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Nevada State Museum (Carson City) 600 N Carson Street, Carson City, NV 89701	705	55.0%	576	45.0%	**1,281**
Nevada State Museum (Las Vegas) 309 S Valley View Boulevard, Las Vegas, NV 89107	928	74.2%	322	25.8%	**1,250**
Nevada State Railroad Museum (Carson City) 2180 S Carson Street, Carson City, NV 89701	742	58.7%	522	41.3%	**1,264**
Nevada State Railroad Museum (Boulder City) 601 Yucca Street, Boulder City, NV 89005	978	78.3%	271	21.7%	**1,249**
East Ely Railroad Depot Museum (Ely) 1100 Avenue A, Ely, NV 89301	1,012	81.2%	235	18.9%	**1,247**
Lost City Museum (Overton) 721 S Moapa Valley Boulevard, Overton, NV 89040	1,028	82.4%	220	17.6%	**1,248**
Nevada Historical Society (Reno) 1650 N Virginia Street, Reno, NV 89503	862	67.9%	407	32.1%	**1,269**

The majority of all survey respondents that responded to Question No. 25 all indicated that they do not plan on visiting any of the seven individual facilities and/or locations listed as part of this question. For the Nevada State Museum (Carson City), a majority of survey respondents, 705 total survey respondents or 55.0 percent, selected 'No' while 576 total survey respondents or 45.0 percent selected 'Yes', indicating that they do plan on visiting this facility and/or location within the next year. For the Nevada State Museum (Las Vegas), 928 total survey respondents

or 74.2 percent selected 'No' while just 322 total survey respondents or 25.8 percent selected 'Yes' and, for the Nevada State Railroad Museum (Carson City), 742 total survey respondents or 58.7 percent selected 'No' while 522 total survey respondents or 41.3 percent selected 'Yes'.

For the Nevada State Railroad Museum (Boulder City), 978 total survey respondents, or 78.3 percent, selected 'No' while 271 total survey respondents, or 21.7 percent, selected 'Yes' and, for the East Ely Railroad Depot Museum (Ely), 1,012 total survey respondents, or 81.2 percent, selected 'No' while just 235 total survey respondents, or 18.9 percent, selected 'Yes'. An additional 1,028 total survey respondents, or 82.4 percent, selected 'No' for the Lost City Museum (Overton), indicating that they do not plan on visiting this facility and/or location within the next year, while just 220 total survey respondents, or 17.6 percent, selected 'Yes', indicating that they do plan on visiting the Lost City Museum (Overton) within the next year. Finally, for the Nevada Historical Society (Reno), 862 total survey respondents or 67.9 percent selected 'No' and 407 total survey respondents or 32.1 percent selected 'Yes'.

Table 2.22 presents the results for Question No. 26, "If you answered "No" for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two responses selected by survey respondents are highlighted.

Table 2.22 – Question No. 26: If you answered "No" for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
I have already visited one of the Nevada State Museums.	325	25.0%
I do not think that there is anything new to see in these museums.	162	12.4%
I am not interested in visiting museums.	105	8.1%
Not located near me.	953	73.2%
I do not have the time to visit a museum.	112	8.6%
The cost of admission is too high.	50	3.8%
I was not aware of these Nevada State Museums.	188	14.4%
Other, Please Specify:	162	12.4%
Total	**1,302**	**100.0%**

'Not located near me.' was the most common reason selected by survey respondents as to why they do not plan on visiting any of the state's museums over the next year, selected by 953 total survey respondents or by 73.2 percent of the 1,302 survey respondents that responded to Question No. 26 while 'I have already visited one of the Nevada State Museums.' was selected by 325 total survey respondents or by 25.0 percent. 'I was not aware of these Nevada State Museums.' was selected by 188 total survey respondents or by 14.4 percent and 'I do not think that there is anything new to see in these museums.' was selected by 162 total survey respondents or by 12.4 percent. An additional 112 total survey respondents, or 8.6 percent, selected 'I do not have the time to visit a museum.' and 105 total survey respondents, or 8.1 percent, selected 'I am not interested in visiting museums.' as part of their response to Question No. 26. Just 50 total survey respondents, or 3.8 percent, selected 'The cost of admission is too high.' while 162 additional total survey respondents, or 12.4 percent, selected 'Other, Please Specify:' and provided a separate written answer.

Figure 2.9 presents a word cloud summarizing the written in responses provided by survey respondents for 'Other, Please Specify:' for Question No. 26, "If you answered "No" for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply." for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

A significant number of the 162 total survey respondents that selected 'Other, Please Specify:' as part of their response to Question No. 26 and provided a written reasons as to why they do not plan on visiting any of the seven state museums over the next year indicated that the cost associated with travel to these museums, in-terms of fuel, lodging, food and beverage purchased during the trip, and other related expenses is simply too high at this current time. As an alternative to visiting any of the seven state museums located throughout the state of Nevada, these survey respondents did indicate that they are more likely to visit other museums and cultural centers closer to where they live, especially those survey respondents living outside one of Nevada's three metropolitan statistical areas and throughout the state's more rural non-metropolitan areas. Survey respondents highlighted recent and planned visits to facilities such as the Churchill County Museum located in Fallon, Nevada, the Stewart Cultural Center located in Carson City, Nevada, the Hawthorne Ordnance Museum in Hawthorne, Nevada, or the Tonopah Historic Mining Park located in Tonopah, Nevada as alternatives to the state museums that are closer to where they currently live as viable alternatives. For those survey respondents living in the state's more urban and metropolitan communities, survey respondents indicated that they have plans to visit other arts and cultural heritage facilities and locations in their community such as the Nevada Museum of Art in Reno, Nevada or The Mob Museum in Las Vegas, Nevada.

Other survey respondents who provided a written reason as to why they do not plan on visiting any of the seven state museums within the next year indicated that they are more interested in attending or visiting other arts and cultural heritage locations or plan on visiting one of Nevada's various state parks. Attending and participating in different special events, concerts, theater and dance performances, and other live performances and activities were also identified by several survey respondents as to why they do not plan on visiting any of the seven listed state museums within the next year. Related to the cost associated with travel to and visitation of these

museums, several of these same survey respondents that noted other attractions or activities as reasons as to why they do not plan on visiting any of the seven listed state museums within the next year noted that continued inflationary pressures and the continued increase in cost of living have forced them to choose between different entertainment and recreational options. Survey respondents who wrote in an answer as part of their response to Question No. 26 did not indicate that they were opposed to visiting any of these state museums for any specific reason other than they have other interests or that they feel that their limited household budget does not currently enable them to pursue other interests and visit these state museums simultaneously within the next year.

Figure 2.9 – Results for 'Other, Please Specify:', Question No. 26: If you answered "No" for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

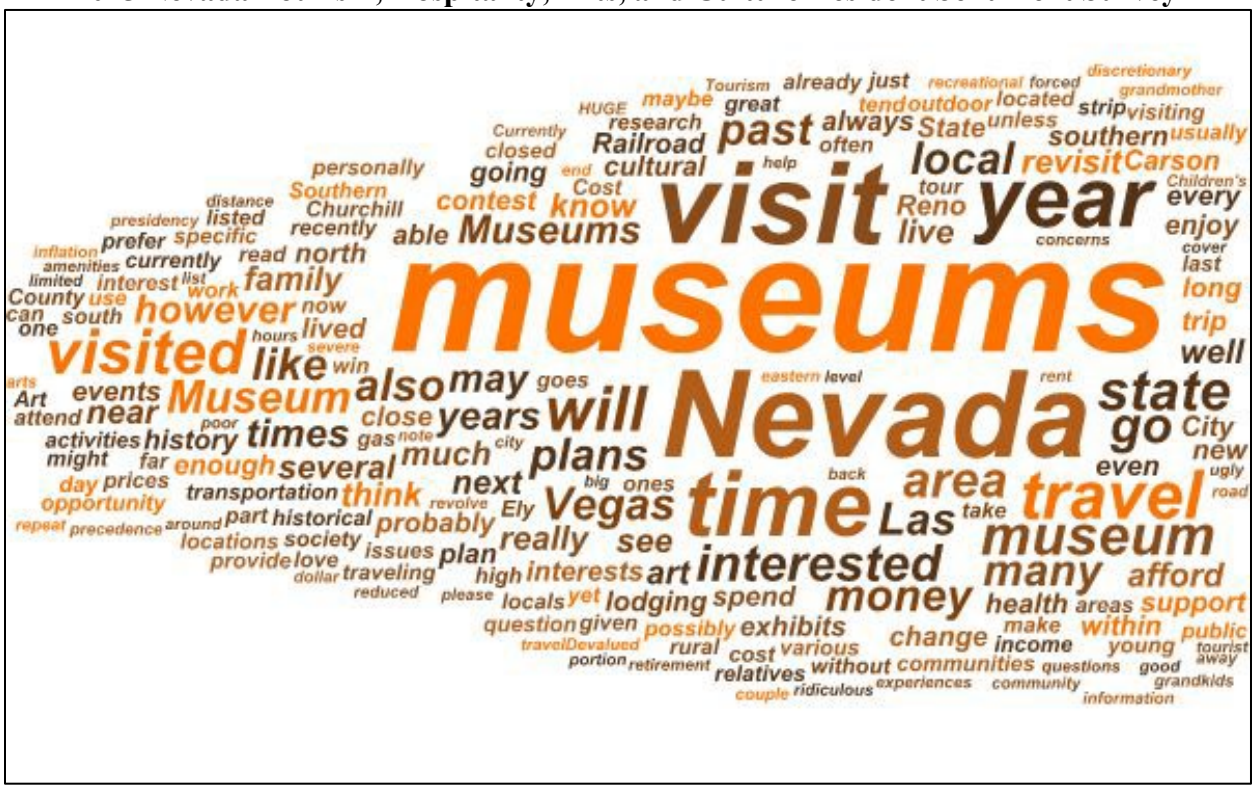

Table 2.23 presents the results for Question No. 27, "The state of Nevada Department of Tourism and Cultural Affairs consists of the Nevada Division of Tourism (Travel Nevada), the Nevada Arts Council, and the Nevada Division of Museums and History. In Fiscal Year 2024, including only money from the room tax and from state General Fund allocations, the Division of Tourism's budget was approximately $24.0 million, the Division of Museums and History budget was approximately $6.5 million, and the Nevada Arts Council budget was just over $2.0 million. In Fiscal Year 2024, the (adjusted) legislatively approved General Fund budget for the state of Nevada amounted to about $5.4 billion. This means that the Division of Tourism's budget amounted to about 0.4% of the state's General Fund, the Division of Museums and

Table 2.23 – Question No. 27: The state of Nevada Department of Tourism and Cultural Affairs consists of the Nevada Division of Tourism (Travel Nevada), the Nevada Arts Council, and the Nevada Division of Museums and History. In Fiscal Year 2024, including only money from the room tax and from state General Fund allocations, the Division of Tourism's budget was approximately $24.0 million, the Division of Museums and History budget was approximately $6.5 million, and the Nevada Arts Council budget was just over $2.0 million. In Fiscal Year 2024, the (adjusted) legislatively approved General Fund budget for the state of Nevada amounted to about $5.4 billion. This means that the Division of Tourism's budget amounted to about 0.4% of the state's General Fund, the Division of Museums and History's budget amounted to about 0.1% of the state's General Fund, and the Nevada Arts Council's budget amounted to less than 0.1% of the state's General Fund. With this information, using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
Additional funding should be allocated to the Nevada Division of Tourism (Travel Nevada).	63	70	60	336	284	320	211
Additional funding should be allocated to the Nevada Division of Museums and History.	40	41	46	298	286	344	289
Additional funding should be allocated to the Nevada Arts Council.	53	38	52	339	266	309	285

History's budget amounted to about 0.1% of the state's General Fund, and the Nevada Arts Council's budget amounted to less than 0.1% of the state's General Fund. With this information, using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top two responses selected by survey respondents for each statement are highlighted.

Survey respondents were either neutral or generally agreed with each of the three statements presented as part of Question No. 27. For the statement, 'Additional funding should be allocated to the Nevada Division of Tourism (Travel Nevada).', 336 total survey respondents or 25.0 percent of the 1,344 survey respondents that evaluated this statement selected 'Neutral' and 320 total survey respondents or 23.8 percent selected 'Agree'. 'Mildly Agree' was selected by 284 total survey respondents or by 21.1 percent, 'Strongly Agree' was selected by 211 total survey respondents or by 15.7 percent, and 70 total survey respondents or 5.2 percent selected 'Disagree'. Just 63 total survey respondents, or 4.7 percent, selected 'Strongly Agree' while just 60 total survey respondents, or 4.5 percent, selected 'Mildly Disagree'.

For the statement, 'Additional funding should be allocated to the Nevada Division of Museums and History.' 344 total survey respondents or 25.6 percent of the 1,344 survey respondents that evaluated this statement selected 'Agree' and 298 total survey respondents or 22.2 percent selected 'Neutral'. An additional 289 total survey respondents or 21.5 percent selected 'Strongly Agree', 286 total survey respondents or 21.3 percent selected 'Mildly Agree', while 46 total survey respondents or 3.4 percent selected 'Mildly Disagree'. An even smaller number of survey respondents, 41 total survey respondents or 3.1 percent, selected 'Disagree' while just 40 total survey respondents, or 3.0 percent, selected 'Strongly Disagree' as part of their evaluation of this statement. A total of 339 survey respondents, or 25.3 percent of the 1,342 survey respondents that evaluated the statement 'Additional funding should be allocated to the Nevada Arts Council.', selected 'Neutral' while 309 total survey respondents or 23.0 percent selected 'Agree'. 'Strongly Agree' was selected by 285 total survey respondents or by 21.2 percent that evaluated this statement, 'Mildly Agree' was selected by 266 total survey respondents or by 19.8 percent, and 'Strongly Disagree' was selected by 53 total survey respondents or by 4.0 percent. An additional 52 total survey respondents or 3.9 percent selected 'Mildly Disagree' while just 38 total survey respondents or 2.8 percent selected 'Disagree'.

Table 2.24 presents the results for Question No. 28, "Prior to this survey, were you aware of the existence of any the state divisions within the Nevada Department of Tourism and Cultural Affairs?", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top response for each division of the Nevada Department of Tourism and Cultural Affairs is highlighted.

Most survey respondents that responded to Question No. 28 indicated that they are aware of the existence of each of the Nevada Department of Tourism and Cultural Affairs' three divisions, including the Nevada Division of Tourism (Travel Nevada), the Nevada Arts Council, and the Nevada Division of Museums and History. A significant majority of survey respondents, 1,108 total survey respondents or 83.1 percent, selected 'Yes' for the Nevada Division of Tourism (Travel Nevada) while just 225 total survey respondents or 16.9 percent selected 'No'. A

smaller majority of survey respondents, 822 total survey respondents or 61.8 percent, selected 'Yes' for the Nevada Arts Council while 508 total survey respondents or 38.2 percent selected 'No' as part of their response for this division.

Table 2.24 – Question No. 28: Prior to this survey, were you aware of the existence of any the state divisions within the Nevada Department of Tourism and Cultural Affairs?
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Division	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Nevada Division of Tourism (Travel Nevada) https://travelnevada.com/	225	16.9%	1,108	83.1%	**1,333**
Nevada Arts Council https://www.nvartscouncil.org/	508	38.2%	822	61.8%	**1,330**
Nevada Division of Museums and History https://nvmuseums.org/	461	34.6%	870	65.4%	**1,331**

For the Nevada Division of Museums and History, most survey respondents, 870 total survey respondents or 65.4 percent, selected 'Yes', indicating that they are aware of the Nevada Division of Museums and History. Just 461 total survey respondents, or 34.6 percent, selected 'No', indicating that they were not aware of the Nevada Division of Museums and History.

2.4 Personal and Household Demographic Characteristics Results

Table 2.25 presents the results for Question No. 29, "Please indicate your gender. Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Table 2.25 – Question No. 29: Please indicate your gender. Select only one answer.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
Prefer Not to Answer	52	3.8%
Female	851	62.3%
Male	446	32.7%
Other, Please Specify:	16	1.2%
Total	**1,365**	**100.0%**

Of the 1,365 survey respondents that responded to Question No. 29, most survey respondents, 851 total survey respondents or 62.3 percent, selected 'Female' while 446 total survey respondents or 32.7 percent selected 'Male'. An additional 52 total survey respondents, or 3.8 percent, selected 'Prefer Not to Answer' and 16 total survey respondents, or 1.2 percent, selected 'Other, Please Specify:'. Comparatively, and according to the U.S. Census Bureau, approximately 50.4 percent of the state of Nevada's total population in 2023, an estimated 1.58 million total individuals, were Male and approximately 49.6 percent of the state of Nevada's total population, an estimated 1.56 million total individuals, were Female.

For Question No. 30, "Do you identify as part of the LGBTQ+ community?", 1,169 total survey respondents, or 86.2 percent of the 1,357 survey respondents that responded to this question, selected 'No'. Just 107 total survey respondents, or 7.9 percent, selected 'Yes' while 81 total survey respondents, or 6.0 percent, selected 'Prefer Not to Answer'.

Table 2.26 presents the results for Question No. 31, "Please indicate your current age group. Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The five largest age groups are highlighted.

Table 2.26 – Question No. 31: Please indicate your current age group. Select only one answer.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
19 Years of Age or Younger	0	0.0%
Between 20 to 24 Years of Age	23	1.7%
Between 25 to 29 Years of Age	61	4.5%
Between 30 to 34 Years of Age	69	5.1%
Between 35 to 39 Years of Age	80	5.9%
Between 40 to 44 Years of Age	139	10.3%
Between 45 to 49 Years of Age	120	8.9%
Between 50 to 54 Years of Age	155	11.5%
Between 55 to 59 Years of Age	162	12.0%
Between 60 to 64 Years of Age	171	12.6%
Between 65 to 69 Years of Age	145	10.7%
Between 70 to 74 Years of Age	124	9.2%
Between 75 to 79 Years of Age	66	4.9%
Between 80 to 84 Years of Age	31	2.3%
85 Years of Age or Older	8	0.6%
Total	**1,354**	**100.0%**

The single largest age group selected by survey respondents was 'Between 60 to 64 Years of Age', selected by 171 total survey respondents or by 12.6 percent of the 1,354 survey respondents that responded to Question No. 31. 'Between 55 to 59 Years of Age' was selected by 162 total survey respondents or by 12.0 percent, 'Between 50 to 54 Years of Age' was selected by 155 total survey respondents or by 11.5 percent, and 'Between 65 to 69 Years of Age' was selected by 145 total survey respondents or by 10.7 percent. An additional 139 total survey respondents, or 10.3 percent, selected 'Between 40 to 44 Years of Age'.

Comparatively, in 2023 and according to the U.S. Census Bureau, the annual median age for the entire state of Nevada was an estimated 38.9 years of age. The largest population groups by age for the entire state of Nevada in 2023 were '25 to 34 years', with an estimated 452,901 total individuals or accounting for approximately 14.4 percent of the statewide total population, '35 to 44 years', with an estimated 430,660 total individuals or accounting for approximately 13.7 percent, and '45 to 54 years', with an estimated 397,939 total individuals or accounting for approximately 12.7 percent of the statewide total population. The next largest population group for the entire state of Nevada by age in 2023 was '65 to 74 years', with an estimated 320,868 total individuals or accounting for approximately 10.2 percent, and '10 to 14 years', with an estimated 204,608 total individuals or accounting for approximately 6.5 percent of Nevada's total statewide population.

Table 2.27 presents the results for Question No. 32, "Including yourself, please indicate the number of people living in your household in the following age ranges:", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. Table 2.27 also presents the estimated average number of individuals living in each household for each age range presented as part of Question No. 32.

Among the 1,235 total survey respondents that responded to Question No. 32, survey respondents indicated that, on average, there are 0.38 people aged 6 Years of Age or Younger living in their household, 0.47 people aged Between 7 and 12 Years of Age living in their household, and 0.47 people aged Between 13 and 17 Years of Age living in their household. Based on the results to Question No. 32 as part of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, an estimated 0.47 people aged Between 13 and 17 Years of Age are living in their household, 0.53 people aged Between 18 and 24 Years of Age are living in their household, and 0.66 people aged Between 25 and 34 Years of Age living in their household. Additionally, survey respondents indicated that 0.75 people aged Between 35 and 44 years of age are living in their household, 0.79 people aged Between 45 and 54 Years of Age are living in their household, and 0.93 people aged Between 65 and 74 Years of Age are living in their household. Finally, the survey respondents who responded to Question No. 32 indicated that 0.84 people aged Between 65 and 74 Years of Age are living in their household and an estimated 0.59 people aged 75 Years or Older are living in their household. The results of Question No. 32 tend to confirm the results of Question No. 31 that a relatively older demographic group answered the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey, especially when compared to the estimates of median age and total population by age group for the entire state of Nevada.

Table 2.27 – Question No. 32: Including yourself, please indicate the number of people living in your household in the following age ranges: Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey			
Response	**Total Number of Responses**	**Percent of Total Responses**	**Average Number per Household**
6 Year of Age or Younger:	354	28.7%	0.38
Between 7 and 12 Years of Age:	376	30.5%	0.47
Between 13 and 17 Years of Age:	384	31.1%	0.47
Between 18 and 24 Years of Age:	384	31.1%	0.53
Between 25 and 34 Years of Age:	414	33.5%	0.66
Between 35 and 44 years of Age:	478	38.7%	0.75
Between 45 and 54 Years of Age:	497	40.2%	0.79
Between 55 and 64 Years of Age:	515	41.7%	0.93
Between 65 and 74 Years of Age:	495	40.1%	0.84
75 Years or Older:	379	30.7%	0.59
Total	**1,235**	**100.0%**	**-**

Table 2.28 presents the results for Question No. 33, "What is your current employment status? Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three responses selected by survey respondents are highlighted.

Most survey respondents, 836 total survey respondents or 61.7 percent of the 1,355 survey respondents that answered Question No. 33, selected 'Employed, full-time (36 hours a week or more)', indicating the majority of survey respondents are employed full-time. An additional 336 total survey respondents or 24.8 percent selected 'Retired', 69 total survey respondents, or 5.1 percent, selected 'Self-employed, full-time (36 hours a week or more)', and 59 total survey respondents, or 4.4 percent, selected 'Employed, part-time (less than 36 hours a week)'. A total of 36 survey respondents or 2.7 percent selected 'Self-employed, part-time (less than 36 hours a week)' as part of their response to Question No. 33 while just 13 total survey respondents or 1.0 percent selected 'Unemployed, not seeking employment' and just six total survey respondents or 0.4 percent selected 'Unemployed, seeking employment'. The results of Question No. 33 suggest that only a small fraction of respondents to the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey are unemployed. Comparatively, and according to the

U.S. Census Bureau, the statewide civilian unemployment rate for the entire state of Nevada in 2023 was an estimated 6.8 percent, significantly higher than the nationwide civilian unemployment in 2023 of approximately 5.2 percent, and apparently significantly higher than the estimated unemployment rate of survey respondents.

Table 2.28 – Question No. 33: What is your current employment status? Select only one answer. Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total Responses**
Self-employed, full-time (36 hours a week or more)	69	5.1%
Self-employed, part-time (less than 36 hours a week)	36	2.7%
Employed, full-time (36 hours a week or more)	836	61.7%
Employed, part-time (less than 36 hours a week)	59	4.4%
Unemployed, seeking employment	6	0.4%
Unemployed, not seeking employment	13	1.0%
Retired	336	24.8%
Total	**1,355**	**100.0%**

Table 2.29 presents the results for Question No. 34, "What is your household's total annual income before taxes?", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three responses selected by survey respondents are highlighted.

The three largest responses selected by survey respondents for Question No. 34 included, '$100,000 to $149,999', selected by 353 total survey respondents or by 28.5 percent of the 1,237 survey respondents that responded to this question, '$50,000 to $74,999', selected by 214 total survey respondents or by 17.3 percent, and '$150,000 to $199,999', selected by 194 total survey respondents or by 15.7 percent. An additional 183 total survey respondents or 14.8 percent selected '$75,000 to $99,999' as part of their response to Question No. 34, 144 total survey respondents or 11.6 percent selected '$200,000 or More', and 113 total survey respondents or 9.1 percent selected '$25,000 to $49,999'. Just 29 total survey respondents, or 2.3 percent, selected '$10,000 to $24,999' while only seven total survey respondents, or 0.6 percent, selected 'Less than $10,000'. Based on these results, most of the survey respondents that responded to Question No. 34 and generally answered questions part of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey had generally higher levels of household income when compared actual estimates of total household income for the entire state

of Nevada. According to the U.S. Census Bureau, the estimated median household income for the entire state of Nevada in 2023 was an estimated $75,561. Comparatively, the estimated median household income for the entire United States in 2023 was an estimated $78,538, only marginally greater than the estimate of median household income for the entire state of Nevada but still less than estimates of total household annual income for survey respondents.

Table 2.29 – Question No. 34: What is your household's total annual income before taxes? Statewide Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey		
Response	**Total Number of Responses**	**Percent of Total Responses**
Less than $10,000	7	0.6%
$10,000 to $24,999	29	2.3%
$25,000 to $49,999	113	9.1%
$50,000 to $74,999	214	17.3%
$75,000 to $99,999	183	14.8%
$100,000 to $149,999	353	28.5%
$150,000 to $199,999	194	15.7%
$200,000 or More	144	11.6%
Total	**1,237**	**100.0%**

For Question No. 35, “Do you or anyone in your household currently work in the Tourism and Hospitality industry sector or rely on income generated from tourists and visitors to your community?”, a significant majority of survey respondents, 1,162 total survey respondents or 86.0 percent of the 1,352 survey respondents that answered this question, selected ‘No’. A measurable minority of survey respondents, 190 total survey respondents or 14.1 percent, selected ‘Yes’, indicating that they or someone in their household currently works in the tourism and hospitality industry sector or relies on income generated from tourists and visitors to their community. Comparatively, and according to the U.S. Census Bureau, an estimated 297,753 total individuals, or 20.2 percent of individuals currently employed statewide throughout the entire state of Nevada, were employed in the Arts, Entertainment, and Recreation, and Accommodation and Food Services industry sector in 2023. Nationwide, an estimated 14.0 million total individuals, or approximately 8.8 percent of the nationwide civilian workforce currently employed, were employed in the Arts, Entertainment, and Recreation, and Accommodation and Food Services industry sector.

Table 2.30 presents the results for Question No. 36, "What is the highest level of education that you have completed? Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three responses selected by survey respondents are highlighted.

Table 2.30 – Question No. 36: What is the highest level of education that you have completed? Select only one answer.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
Less than High School	1	0.1%
High School Diploma or GED	73	5.5%
Some College, No Degree	265	19.8%
Vocational Certificate	43	3.2%
Associates Degree, Graduated	141	10.5%
Bachelor's Degree, Graduated	458	34.2%
Master's Degree, Graduated	275	20.5%
PhD, Doctorate, or Equivalent, Graduated	59	4.4%
Post-Graduate Degree, Graduated/Completed	24	1.8%
Total	**1,339**	**100.0%**

The largest number of survey respondents, 458 total survey respondents or 34.2 percent of the 1,339 survey respondents that answered Question No. 36, selected 'Bachelor's Degree, Graduated', followed by 'Master's Degree, Graduated', selected by 275 total survey respondents or by 20.5 percent, and then by 'Some College, No Degree', selected by 265 total survey respondents or by 19.8 percent. An additional 141 total survey respondents or 10.5 percent selected 'Associates Degree, Graduated', 'High School Diploma or GED' was selected by 73 total survey respondents or by 5.5 percent, and 'PhD, Doctorate, or Equivalent, Graduated' was selected by 59 total survey respondents or by 4.4 percent. Just 24 total survey respondents, or 1.8 percent, selected 'Post-Graduate Degree, Graduated/Completed' and only one survey respondent, or 0.1 percent of survey respondents that responded to Question No. 36, selected 'Less than High School'.

Comparatively, and according to the U.S. Census Bureau, an estimated 26.2 percent of the state of Nevada's total population aged 25 years of age or older attained High School Graduate (includes equivalency) in 2023, followed by 21.3 percent of the state's total population aged 25 years of age or older who attained a Bachelor's Degree, and 19.4 percent of the state's total population aged 25 years of age or older with Some College, No Degree. In 2023, an additional 13.7 percent of Nevada's total population aged 25 years of age or older had a Graduate or Professional Degree, 8.8 percent had an Associate's Degree, followed by 5.9 percent with some 9th to 12th Grade Education with No Diploma, and 4.7 percent with Less than 9th Grade Education.

Table 2.31 presents the results for Question No. 37, "Which of the following groups describes your ethnic background? Select all that apply.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three responses selected by survey respondents are highlighted.

Table 2.31 – Question No. 37: Which of the following groups describes your ethnic background? Select all that apply.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
White/Caucasian Alone	1,075	82.3%
Black/African American	33	2.5%
Asian or Pacific Islander	66	5.1%
Hispanic/Latino	140	10.7%
American Indian, Alaskan Native/Aleut Eskimo	48	3.7%
Other, Please Specify:	61	4.7%
Total	**1,307**	**100.0%**

Of the 1,307 survey respondents that answered Question No. 37, a significant majority, 1,075 total survey respondents or 82.3 percent, selected 'White/Caucasian Alone', followed by 'Hispanic/Latino', selected by 140 total survey respondents or by 10.7 percent, and by 'Asian or Pacific Islander', selected by 66 total survey respondents or by 5.1 percent. An additional 48 total survey respondents, or 3.7 percent, selected 'American Indian, Alaskan Native/Aleut Eskimo' and an additional 33 total survey respondents, or 2.5 percent, selected 'Black/African American'. A total of 61 survey respondents, or 4.7 percent of those survey respondents that answered Question No. 37, selected 'Other, Please Specify:'. In 2023, and according to the U.S. Census Bureau, approximately 46.0 percent of the state of Nevada's total population was White,

followed by Hispanic or Latino accounting for 29.2 percent of the statewide total population, Black or African American Alone accounting for 9.1 percent, and Asian Alone accounting for 8.5 percent. Two or More Races accounted for approximately 5.4 percent of the state of Nevada's statewide total population in 2023, followed by Native American and Other Pacific Islander Alone accounting for 0.7 percent, American Indian and Alaska Native Alone accounting for 0.6 percent, and Some Other Race Alone accounting for 0.5 percent.

Table 2.32 presents the results for Question No. 38, "What best describes your political affiliation? Select only one answer.", for the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. The top three responses selected by survey respondents are highlighted.

Table 2.32 – Question No. 38: What best describes your political affiliation? Select only one answer.
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

Response	Total Number of Responses	Percent of Total Responses
Democrat	385	30.0%
Republican	379	29.5%
Independent	345	26.9%
Not Enrolled	41	3.2%
Not Sure	36	2.8%
Other, Please Specify:	99	7.7%
Total	**1,285**	**100.0%**

Survey respondents were largely evenly divided into Democrat, Republican, and Independent based on the results for Question No. 38. Of the 1,285 survey respondents that answered Question No. 38, 385 total survey respondents or 30.0 percent selected 'Democrat', 379 total survey respondents or 29.5 percent selected 'Republican', and 345 total survey respondents or 26.9 percent selected 'Independent'. An additional 41 total survey respondents or 3.2 percent selected 'Not Enrolled', followed by 36 total survey respondents or 2.8 percent that selected 'Not Sure'. An additional 99 total survey respondents, or 7.7 percent, selected 'Other, Please Specify:'.