

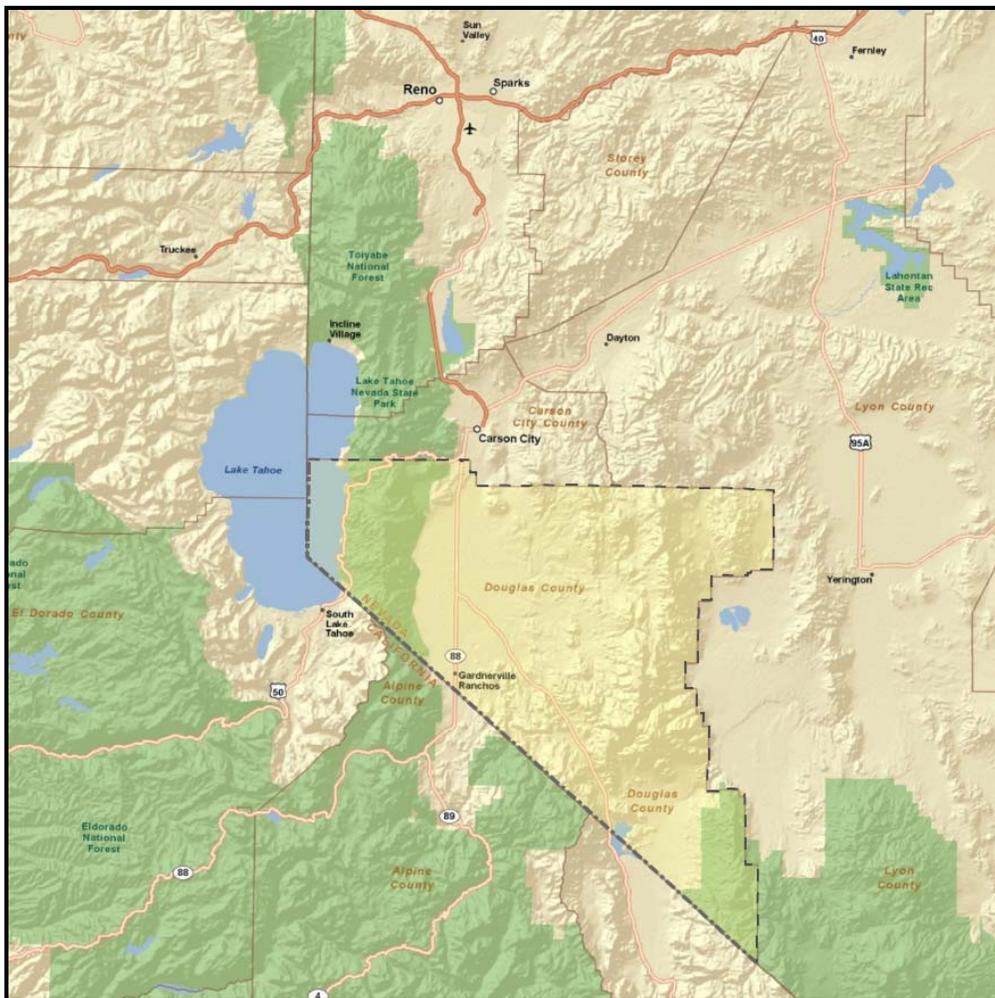
## Chapter 1 County Profile

The County Profile provides a brief introduction to Douglas County and includes information related to population, housing, and the economy. More detailed information on population and housing may be viewed in Chapters 2 and 4, respectively.

### Location

Douglas County is located in Northern Nevada and contains a total area of 737.7 square miles, or 472,133 acres. The County is bordered by Carson City, the State Capital, to the north, Lyon County to the south and east, and the State of California to the southwest. Douglas County includes a portion of Lake Tahoe. Map 1.1 depicts the location of the County in relation to adjacent jurisdictions in Northern Nevada.

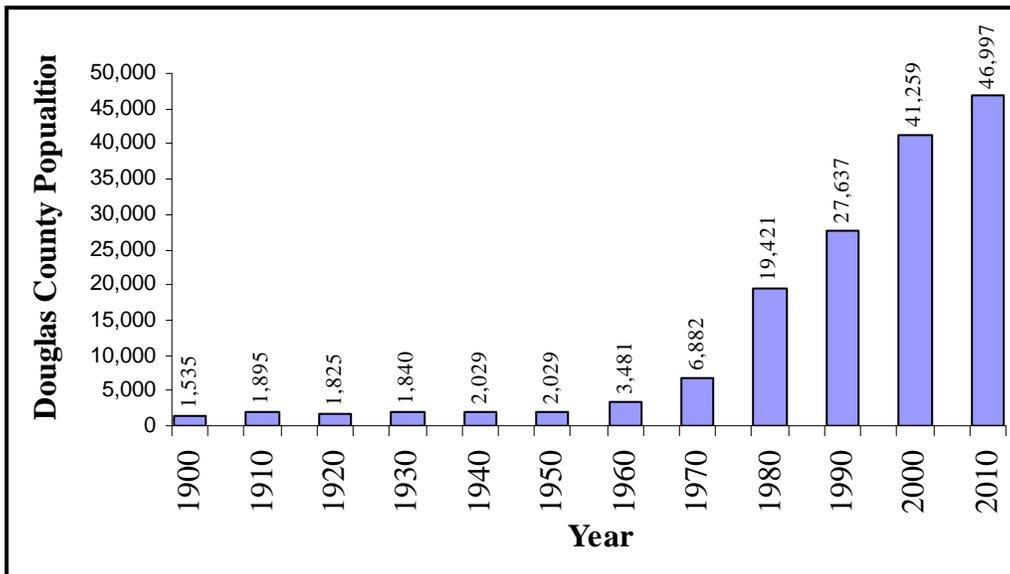
**Map 1.1  
Douglas County and Surrounding Jurisdictions**



Population

Since the 1960's, Douglas County has grown from a small predominantly agricultural community to a mid size community comprised of both urban and rural areas. The population boom began in the 1960's with the greatest growth rate between 1970 and 1980. As shown in Figure 1.1, the population increased from 6,882 in 1970 to 19,421 in 1980. As of the 2010 Census, the population of Douglas County has reached 46,997.

**Figure 1.1  
 Douglas County Population 1900 to Present**



Source: 2010 Census

Compared to previous decades, for the years between 2000 and 2010, the growth rate of the County began to decline. Figure 1.2 displays the change in population for each decennial census. For the 2000-2010 period, Douglas County increased by only 14 percent, the lowest growth rate since 1940.

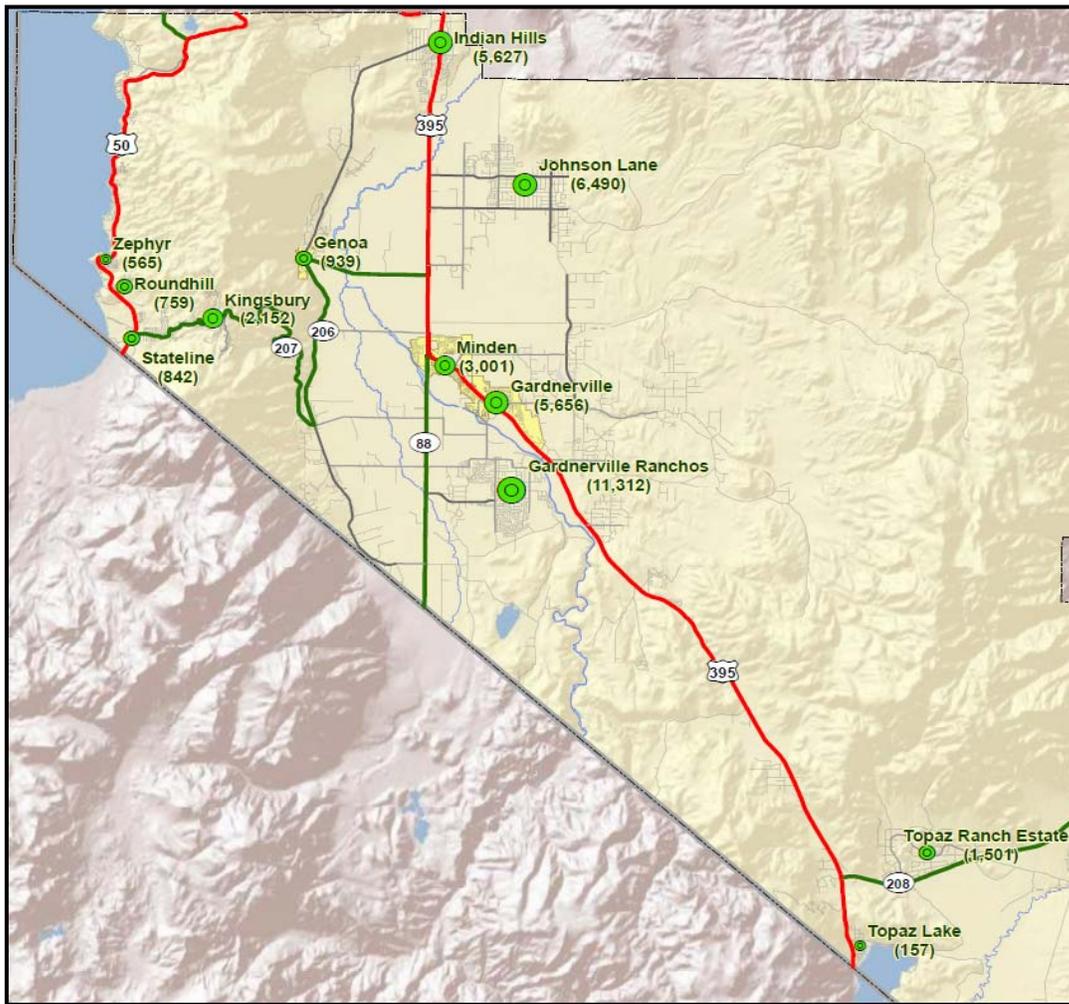
**Figure 1.2  
 Population Growth by Decade**

Decade	Population Change	Percentage Change
1950 to 1960	1,452	72%
1960 to 1970	3,401	98%
1970 to 1980	12,539	182%
1980 to 1990	8,216	42%
1990 to 2000	13,622	49%
2000 to 2010	5,738	14%

Source: 2010 Census

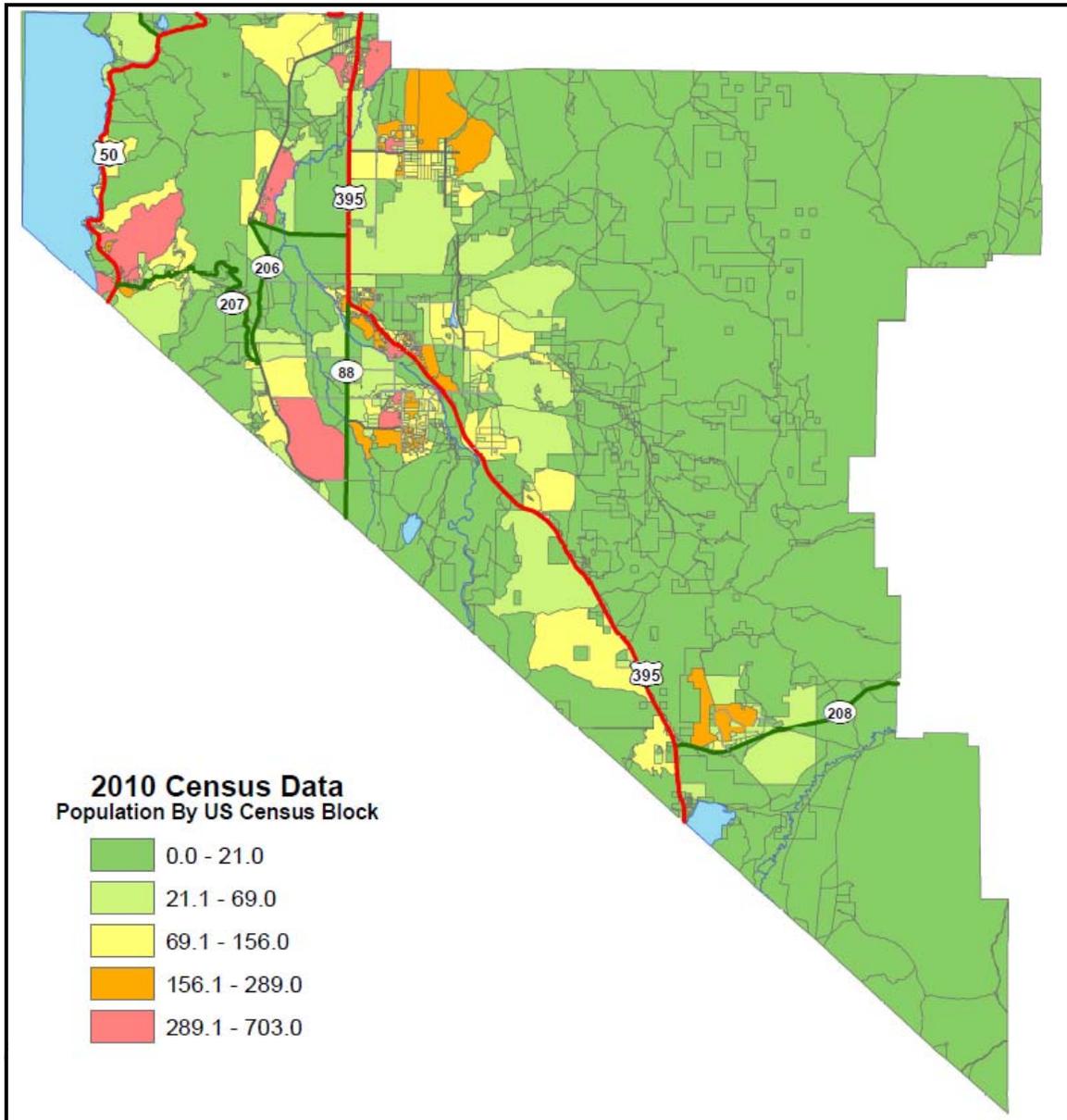
Douglas County's development pattern has largely been dictated by natural geography. Formed by the Sierra Nevada and Pinenut mountain ranges, Lake Tahoe, Topaz Lake, and the Carson and Walker Rivers, the geological features have carved the County into three primary geographical areas. The three geographical areas include the Lake Tahoe Basin, the Carson Valley, and the Topaz Lake area. The bulk of the population is located in the Carson Valley, which contains three unincorporated towns, Gardnerville, Genoa, and Minden, and two general improvement districts, Gardnerville Ranchos and Indian Hills General Improvement Districts. The Lake Tahoe Basin portion of Douglas County contains 13 general improvement districts. The Topaz Lake/Topaz Ranch Estates area is located approximately fifteen miles south of Gardnerville and is the least populated of the three areas. Map 1.2 depicts the Census Designated Places (CDP) in Douglas County and the 2010 Census Population for each CDP.

**Map 1.2**  
**2010 Population of Census Designated Places in Douglas County**



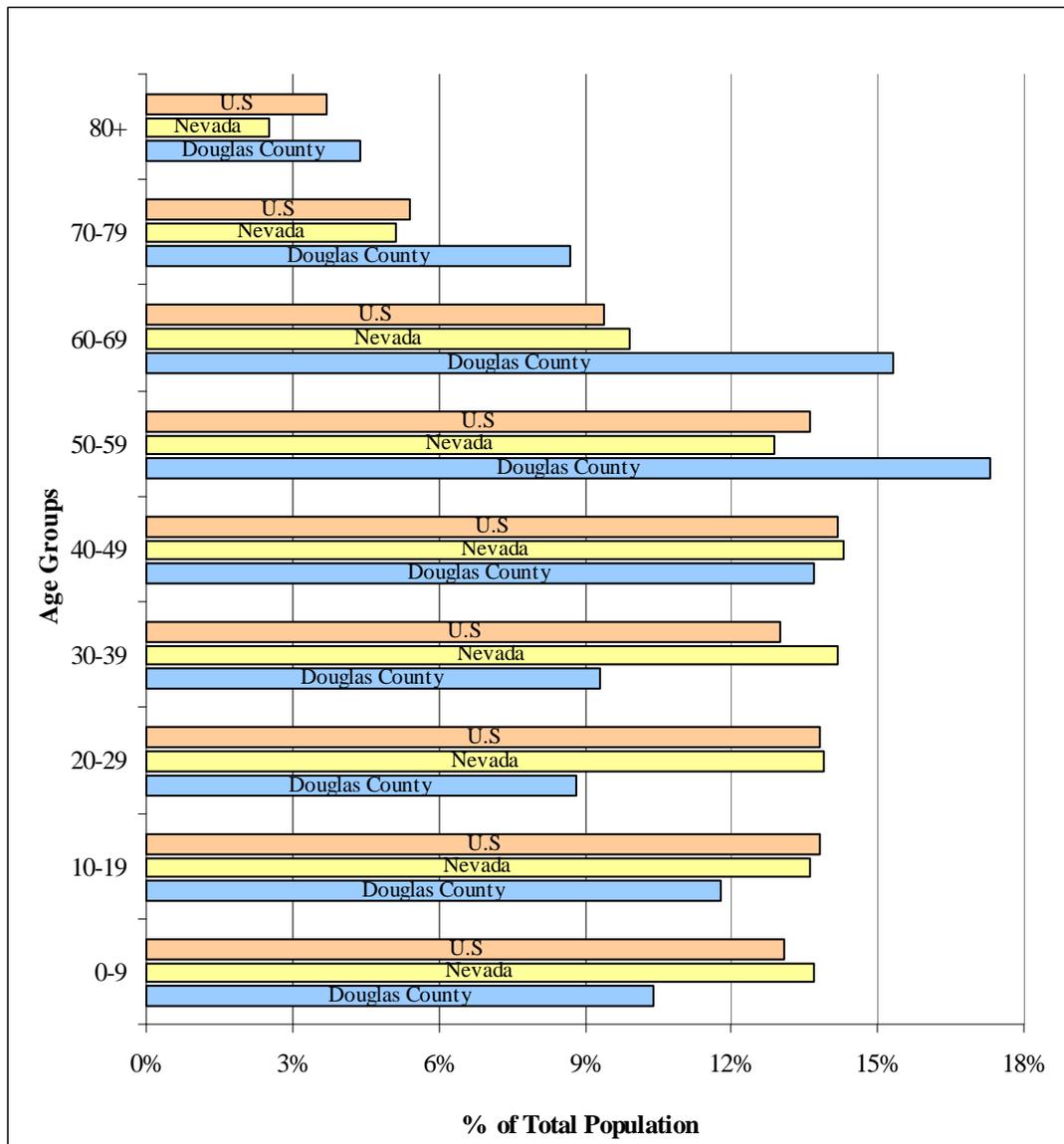
Population concentrations are depicted on Map 1.3, which shows population ranges by census block (2010 Census). The vast majority of the County's land area is very sparsely populated.

**Map 1.3**  
**Population by the 2010 Census Blocks**



The age composition chart, as shown in Figure 1.3 below, compares Douglas County to the United States and the State of Nevada. The 2010 Census shows Douglas County as having a higher percentage than the Country and State of Nevada for any age group over 50 years old. Conversely, the age groups below the age of 50 in Douglas County make up a smaller percentage of the population than usual when compared to the Country and State of Nevada.

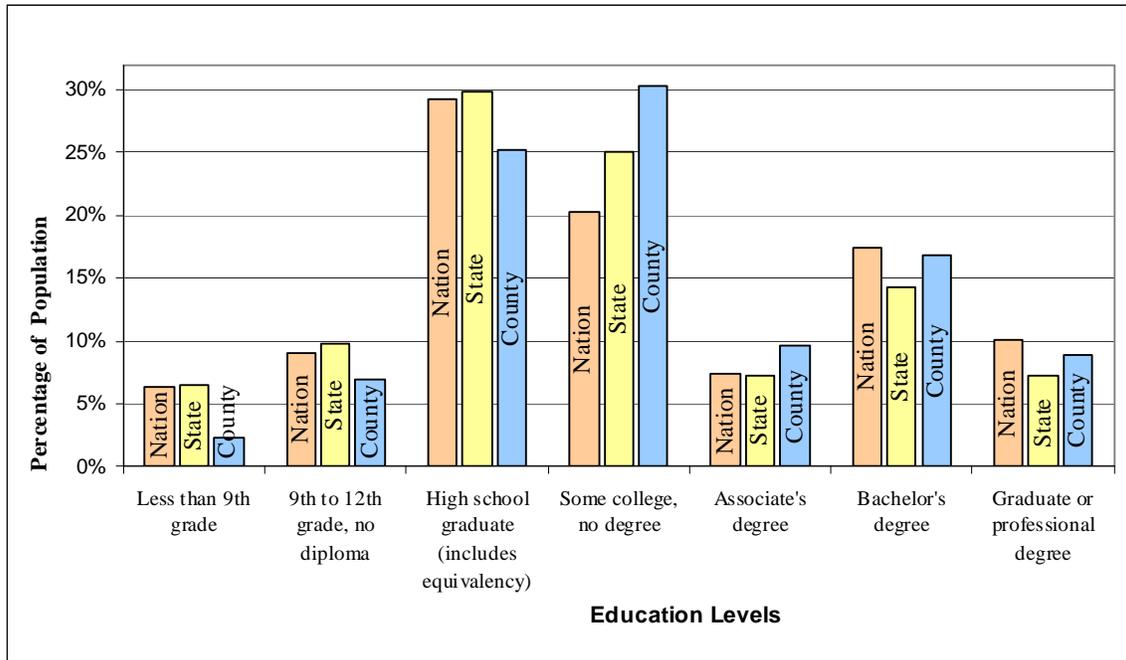
**Figure 1.3**  
**2010 Age Compositions**



Source: Nevada Department of Employment, Training, and Rehabilitation

The education attainment chart as shown in Figure 1.4 below compares Douglas County with the State of Nevada and the United States. Douglas County exceeds the State of Nevada for percentage of population with some college education or other higher level educational attainment.

**Figure 1.4**  
**2010 Education Attainment**



Source: Nevada Department of Employment, Training, and Rehabilitation

Housing

The total number of housing units in Douglas County increased from 22,657 units in 2005 to 24,095 units in 2010, according to the Douglas County Assessor’s Office. The housing inventory remains dominated by single-family detached units accounting for 73.6 percent of the total units. Manufactured Homes have decreased from 11.4 percent of the housing inventory in 2005 to 7.6 percent of the total in 2010. Figure 1.5 depicts the 2010 housing inventory in Douglas County, by type of housing. It should be noted that many of the multi-family and single-family attached units include condominiums and second homes in the Tahoe Regional Plan area. Of the 1,448 multi-family dwelling units in Douglas County, 446 of these units, or 30.8 percent, are located in Lake Tahoe. The same is true with single-family attached units. Of the 3,062 single-family attached units in the County, 2,056 units are located at Lake Tahoe, or 67.1 percent of the total single-family attached units in the County.

**Figure 1.5  
 Douglas County Housing Inventory, 2010**

<b>Housing Type</b>	<b>Number of Units</b>	<b>Percentage of Total</b>
Single-Family Detached	17,744	73.6%
Single-Family Attached	3,062	12.7%
Manufactured Home	1,841	7.6%
Multi-Family	1,448	6.0%
<b>Total</b>	<b>24,095</b>	<b>100.0%</b>

Based on the 2010 Census, 71.8 percent of the occupied units in the County are owner-occupied while 28.2 percent are renter-occupied. Figure 1.6 compares household tenure in Douglas County with Carson City and the State of Nevada. Carson City and the State of Nevada both have a higher percentage of renter-occupied housing units than Douglas County.

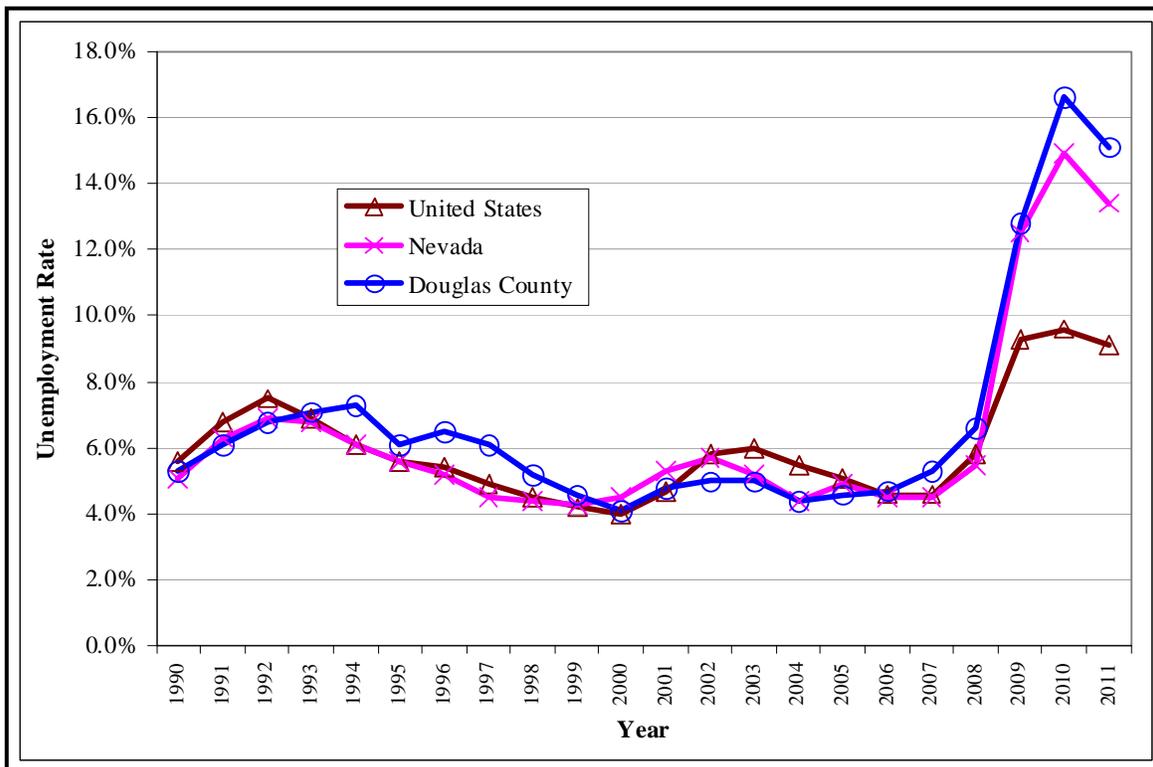
**Figure 1.6  
 Households Tenure in Douglas County and Surrounding Jurisdictions, 2010**

<b>Jurisdiction</b>	<b>Owner-Occupied Units</b>	<b>Percentage</b>	<b>Renter-Occupied Units</b>	<b>Percentage</b>
Douglas County	14,105	71.8%	5,533	28.2%
Carson City	12,728	59.4%	8,699	40.6%
Nevada	591,480	58.8%	414,770	41.2%

Economy

Since 1990, the unemployment rates for the United States, the State of Nevada, and Douglas County have been similar. As shown in Figure 1.7, this similarity ended after 2009 as the unemployment rate in Douglas County and Nevada increased significantly. While unemployment in the United States has stayed under 10 percent, Douglas County's unemployment rate reached a peak of 16.04 percent in 2010.

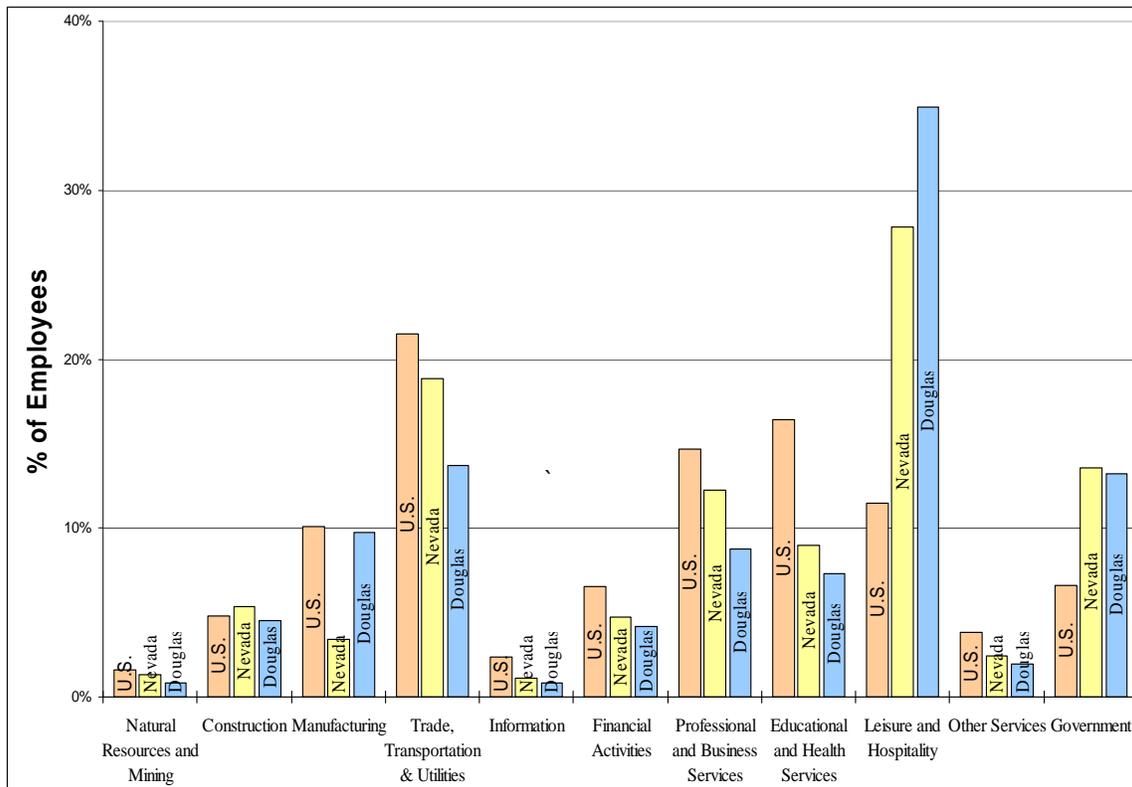
**Figure 1.7**  
**Unemployment Rate in Douglas County, Nevada, and United States**



Source: Nevada Department of Employment, Training, and Rehabilitation; Not Adjusted

Figure 1.8 compares the percentage of employees employed in a particular industry in Douglas County to the State of Nevada and the United States. Comparing Douglas County's economy to the United States, the industries which have the greatest disparity are the Leisure and Hospitality industry, with a 23 point disparity, the Educational and Health Services industry, with a 9 point disparity, and the Trade, Transportation, and Utilities industry, with an 8 point disparity.

**Figure 1.8**  
**Percentage of Employees by Industry**

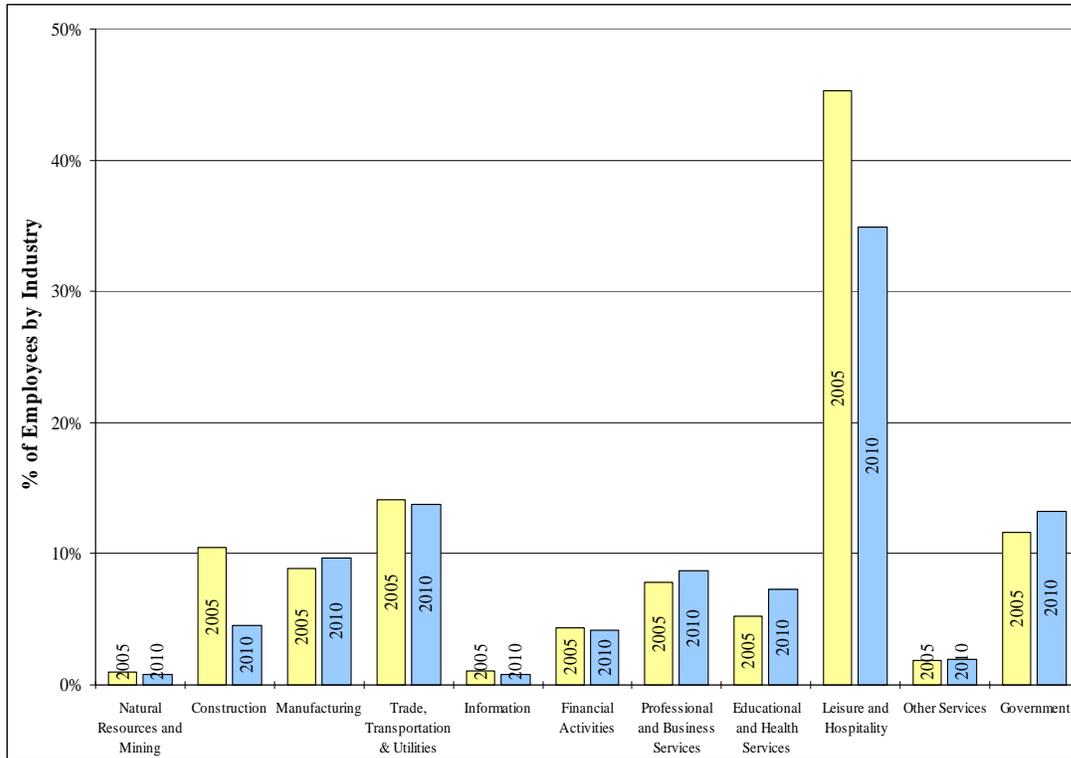


Source: Nevada Department of Employment, Training, and Rehabilitation

In 2010, the leading employment sector for Douglas County was the Leisure and Hospitality industry.

Figure 1.9 compares the 2005 and 2010 percentage of employment by industry for Douglas County. The Leisure and Hospitality industry and the Construction industry have experienced the greatest shrinkage among all the industries. The manufacturing, trade, transportation, and utilities, professional and business services, education and health services, and government have shown marginal growth between 2005 and 2010.

**Figure 1.9**  
**2005-2010 Employment by Industry**



Source: Nevada Department of Employment, Training, and Rehabilitation

Figure 1.10 shows regional commuting patterns. In 2009, there were 5,456 people commuting into Douglas County for employment and 9,963 people commuting from Douglas County into nearby counties for employment.

**Figure 1.10**  
**2009 Commuting Patterns**

Place of Residence	Place of Employment				
	Douglas County	Carson City	El Dorado County	Lyon County	Washoe County
Douglas County	9,215	3,532	2,884	336	3,211
Carson City	1,977	11,951	181	859	5,301
El Dorado County	966	132	26,837	11	291
Lyon County	732	3,513	56	10,227	6,001
Washoe County	1,781	5,173	321	1,597	189,017

Source: <http://lehmap.did.census.gov/2009>

Figure 1.11 identifies the largest employers in Douglas County. Of the top five largest employers, three are within the Leisure and Hospitality industry.

**Figure 1.11  
 Largest Employers in Douglas County 2010**

Ownership	Industry	# of Employees	Trade Name	City
Private	Casino Hotels	1000 to 1499 employees	HARRAH'S STATELINE	STATELINE
Local Government	Elementary and Secondary Schools	900 to 999 employees	DOUGLAS COUNTY SCHOOL DISTRICT	MINDEN
Private	Casino Hotels	600 to 699 employees	HARVEY'S RESORT HOTEL CASINO	STATELINE
Private	Casino Hotels	600 to 699 employees	MONTBLEU RESORT CASINO AND SPA	STATELINE
Local Government	Executive & Legislative Offices Combined	600 to 699 employees	DOUGLAS COUNTY	MINDEN
Private	Industrial Process Variable Instruments	600 to 699 employees	BENTLY NEVADA	MINDEN
Private	Warehouse Clubs and Supercenters	400 to 499 employees	WAL-MART SUPERCENTER	CARSON CITY
Private	Casino Hotels	300 to 399 employees	CARSON VALLEY INN	MINDEN
Private	Casino Hotels	200 to 299 employees	LAKESIDE INN & CASINO	STATELINE
Private	General Medical and Surgical Hospitals	200 to 299 employees	CARSON VALLEY MEDICAL CENTER	GARDNERVILLE
Private	Skiing Facilities	200 to 299 employees	HEAVENLY VALLEY LTD PTRSHIP	STATELINE
Private	Hotels (except Casino Hotels) and Motels	200 to 299 employees	RIDGE RESORTS / RESORTS WEST	STATELINE
Private	Coffee and Tea Manufacturing	100 to 199 employees	STARBUCKS COFFEE	CARSON CITY
Private	Janitorial Services	100 to 199 employees	FULL SERVICE SYSTEMS CORP	STATELINE
Private	Home Centers	100 to 199 employees	THE HOME DEPOT	CARSON CITY
Local Government	Tribal Governments	100 to 199 employees	WASHOE TRIBE OF NV & CALIF	GARDNERVILLE
Private	Casino Hotels	100 to 199 employees	TAHOE HORIZON	STATELINE
Private	Food Service Contractors	100 to 199 employees	TRAVEL SYSTEMS LIMITED	ZEPHYR COVE
Private	Radio, TV & Other Electronics Stores	100 to 199 employees	BEST BUY STORES L.P.	CARSON CITY
Private	Full-Service Restaurants	100 to 199 employees	HARD ROCK CAFE #1167	STATELINE

Source: Nevada Department of Employment, Training, and Rehabilitation

Figure 1.12 provides information on employers within Douglas County by size of the business. In Douglas County, there are four businesses that have between 600 and 699 employees. These businesses have a total of 2,566 employees and make up 15.21 percent of the total number of employees. The second largest category is businesses between 10 and 19 employees. These businesses employ 2,458 employees, or 14.57 percent of the total number of employees.

**Figure 1.12**  
**Number of Douglas County Employers Ranked by Size**

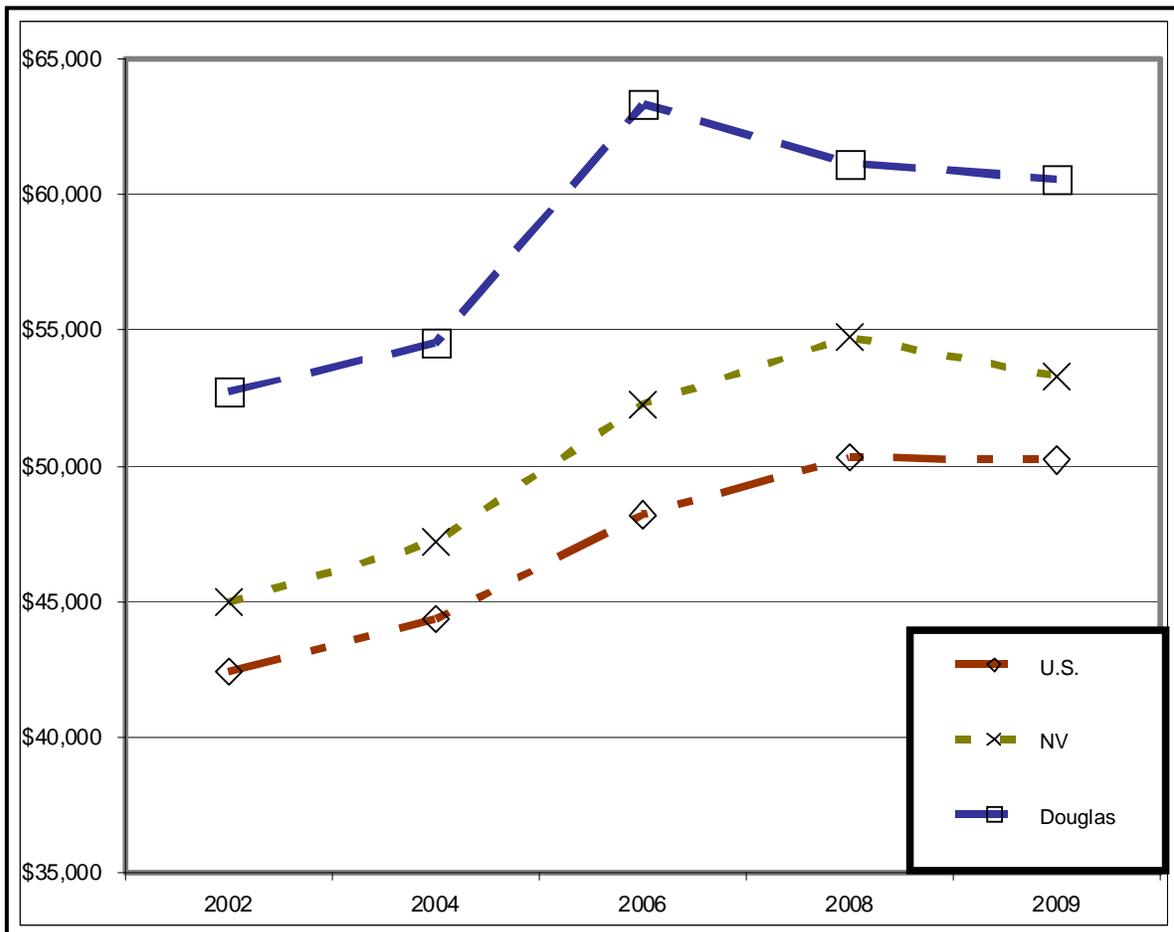
Size of Businesses	# of Firms	Total # of Employees
1000 to 1499 employees	1	1,335
900 to 999 employees	1	998
600 to 699 employees	4	2,566
400 to 499 employees	1	421
300 to 399 employees	1	341
200 to 299 employees	4	1,041
100 to 199 employees	9	1,181
80 to 89 employees	4	338
70 to 79 employees	3	222
60 to 69 employees	8	505
50 to 59 employees	6	318
40 to 49 employees	8	358
30 to 39 employees	13	448
20 to 29 employees	39	950
10 to 19 employees	181	2,458
5 to 9 employees	258	1,703
1 to 4 employees	899	1,692
zero; no employment	309	0
<b>Total</b>	<b>1,749</b>	<b>16,875</b>

Source: Nevada Department of Employment, Training, and Rehabilitation

Firms with zero employment may result for several reasons. Sometimes a company ends its business and stops reporting employment, or they report zero employment. It can take a few quarters of non-reporting for the employer to be removed from the books. It also may be a seasonal employer, who operates at certain times of the year and reports zero employment in non-operating quarters.

Figure 1.13 compares the median household income for Douglas County, the State of Nevada, and the United States for the past seven years, 2002 through 2009. Since 2006, the median household income in Douglas County declined by 4.51 percent. Despite this decrease, Douglas County's median household income is still significantly higher than the State of Nevada and the United States.

**Figure 1.13**  
**Median Household Income Trend 2002-2009**



Source: 2010 Census