

AN EXAMINATION OF RESIDENT SENTIMENTS IN NEVADA

Statewide Results Of The 2025 Resident Sentiment Survey

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Nevada Commission on Tourism

Tuesday, December 9, 2025



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The 2025 Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey



Overview of the Survey

- Opened **December 7, 2024** and closed **March 14, 2025**
- **2,096** Individual Statewide Responses
- **38** Individual Questions
 - ✓ General Community Questions **(8 Questions)**
 - ✓ General Sentiment towards Local Tourism, Hospitality, Arts, and Culture **(13 Questions)**
 - ✓ Personal Engagement and Interaction with Tourism, Hospitality, Arts, and Culture Activities **(7 Questions)**
 - ✓ Personal and Household Demographic Characteristics **(10 Questions)**
- Statewide Results Published **March 2025**
 - ✓ ***Statewide Summary Results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey***, UCED Technical Report 2024/25-11



Why bother with a Resident Sentiment Survey regarding tourism, hospitality, arts, and culture?

“The purpose of a tourism, hospitality, arts, and culture resident sentiment survey is to **gather insights and perspectives** from local residents regarding their experiences and opinions on these sectors, **informing policies** and initiatives to **enhance community well-being** and **sustainable development**.”

*Understanding Resident Perspectives, Informing Policy and Planning,
Promoting Sustainable Tourism, Enhancing Community Engagement*



Survey Questions



Question No. 1

Are you a **resident of the State of Nevada** for **6 or more months** out of the year?

✓ 2,029 respondents, 96.9% **Yes**

Question No. 3

How many years have you lived in Nevada either full-time or part-time?

✓ 1,302 respondents, 62.2%

20 Years or More

✓ 243 respondents, 11.6%

Between 5 Years and less than 10 Years

✓ 206 respondents, 9.8%

Between 1 Year and less than 5 Years

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%



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.

- | | | |
|--|--|--|
| ✓ <i>Outdoor Recreation Activities:</i>
800 respondents, 58.1% | ✓ <i>Pace of Life:</i>
491 respondents, 35.6% | ✓ <i>Job Career/Opportunities:</i>
360 respondents, 26.1% |
| ✓ <i>Availability of and Access to Various Arts and Cultural Experiences:</i>
593 respondents, 43.0% | ✓ <i>Architectural Design/Visual Appeal of City/Town:</i>
453 respondents, 32.9% | ✓ <i>Variety of Shopping, Stores, Retail Options:</i>
332 respondents, 24.1% |
| ✓ <i>Friendly/Welcoming Atmosphere and People:</i>
580 respondents, 42.1% | ✓ <i>Variety of Restaurants and Dining Options:</i>
431 respondents, 31.3% | |



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.

✓ ***Other, Please Specify:***

“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.”



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.

- | | | |
|--|--|---|
| ✓ <i>High Traffic Levels/Congestion on Major Roadways and Transportation Corridors:</i>
625 respondents, 50.1% | ✓ <i>Too Many People/Overcrowding:</i>
501 respondents, 40.1% | ✓ <i>Community is Developing Too Quickly/Too Much Building and/or “Urban-Suburban Sprawl”:</i>
355 respondents, 28.5% |
| ✓ <i>High Cost of Goods and Services:</i>
546 respondents, 43.8% | ✓ <i>Homelessness/Unhoused Population:</i>
450 respondents, 36.1% | ✓ <i>Growing Levels of Illicit and Illegal Drug Use/Addiction:</i>
324 respondents, 26.0% |
| ✓ <i>Affordability and Availability of Housing:</i>
529 respondents, 42.4% | ✓ <i>Public Safety/Growing or High Crime Rate</i>
382 respondents, 30.6% | |



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.

✓ ***Other, Please Specify:***

“...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.”



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:
Statewide Results
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

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



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	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	82	5.8%
Total	1,423	100.0%

More
Resident-
Focused



More
Tourism-
Focused



More
Resident-
Focused



More
Tourism-
Focused

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	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	38	2.7%
Total	1,420	100.0%



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.

- | | | |
|---|---|---|
| ✓ <i>Walking:</i>
1,196 respondents, 89.1% | ✓ <i>Picnicking and Family Gatherings:</i>
864 respondents, 65.1% | ✓ <i>Astronomy/Stargazing:</i>
773 respondents, 57.4% |
| ✓ <i>Hiking:</i>
1,030 respondents, 75.7% | ✓ <i>Wildlife Viewing/Birdwatching:</i>
808 respondents, 60.6% | ✓ <i>Camping:</i>
729 respondents, 54.7% |
| ✓ <i>General Fitness/Exercise:</i>
1,020 respondents, 75.6% | | ✓ <i>Outdoor Photography, Painting, Drawing:</i>
864 respondents, 65.1% |



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

2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey

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%



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?

- | | | |
|--|--|--|
| ✓ <i>Between \$100.00 and \$499.00:</i>
525 respondents, 38.7% | ✓ <i>Between \$1,000.00 and \$1,999.00:</i>
143 respondents, 10.5% | ✓ <i>Between \$5,000.00 and \$9,999.00:</i>
24 respondents, 1.8% |
| ✓ <i>Less than \$100.00:</i>
303 respondents, 22.3% | ✓ <i>Between \$2,000.00 and \$4,999.00:</i>
96 respondents, 7.1% | ✓ <i>\$10,000.00 or More:</i>
9 respondents, 0.7% |
| ✓ <i>Between \$500.00 and \$999.00:</i>
257 respondents, 18.9% | | |



General Conclusions and Observations



- ✓ **Clear differentiation** in resident sentiment regarding 'tourism and hospitality' vs. 'arts and cultural heritage'.
- ✓ For **residents**, outdoor recreation activities on public lands is fairly 'generic'...less experiential and more focused on day-to-day activities.
- ✓ For **residents**, generally low frequency of engagement in and generally low economic impact of tourism, hospitality, arts, and culture 'activity' and 'asset' usage.
- ✓ **State Museums**: Generally low frequency of usage and no definitive plans on visiting.

Opportunities for increased marketing, community engagement, and outreach:

- ✓ Focus on emphasis on arts and cultural heritage
- ✓ 'New' attractions and reasons to visit/use assets
- ✓ Benefits to the community and not necessarily to tourists/visitors from out of state.



Thank You.

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