

**AN ECONOMIC IMPACT ASSESSMENT OF THE 2023 NIGHT
IN THE COUNTRY EVENT**



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1.0 Introduction

Overview and Executive Summary

In early 2023, representatives from Night in the Country, managed by the Boys & Girls Club of Mason Valley, contracted with the University Center for Economic Development to complete a comprehensive economic impact assessment of the 2023 Night in the Country event held on July 19, 2023 through July 22, 2023 in Yerington, Nevada. The last comprehensive economic assessment of the Night in the Country event was completed in 2016, also by the University Center for Economic Development.

The 2023 Night in the Country event economic impact assessment included the development and execution of an on-site 12-question event attendee survey and a 44-question follow-up online post-event attendee survey. Both surveys were designed to collect a variety of basic demographic, spending, and experience data from event attendees. Based on the results of both the on-site event attendee survey and the follow-up online post-event attendee survey, estimated economic impacts, including direct impacts, indirect impacts, and induced impacts, were constructed. This revised 2023 economic impact assessment of the Night in the Country event also includes a comprehensive socio-demographic and economic assessment of the counties and states that 2023 event attendees originated from (excluding foreign based attendees). Section 2.0 of this University Center for Economic Development technical report presents a detailed summary of the results of the Input/Output (I/O) model developed as part of the overall economic assessment of the 2023 Night in the Country event. Section 3.0 of this University Center for Economic Development technical report presents an overview of the results of both the on-site attendee survey and the follow-up online post-event survey and Section 4.0 presents a detailed summary of the socio-demographic and economic profile of attendee counties and states of origin based on online ticket sales.

The analysis in Section 4.0 is limited to socio-demographic and economic profiles of the eight-county northwestern Nevada region and for counties in California, Colorado, Florida, and Arizona where there was at least one recorded online 2023 Night in the Country ticket purchase. Total online ticket purchases, including United States domestically purchased tickets as well as foreign-based online ticket purchases for the 2023 Night in the Country event totaled 17,934 online ticket purchases. However, 17,916 online ticket purchases were made domestically across 27 U.S. states, accounting for 99.9 percent of all online 2023 Night in the Country ticket purchases. Online ticket sales for the 2023 Night in the Country event that originated in Nevada, California, Colorado, Florida, and Arizona accounted for an estimated 97.9 percent of all online ticket purchases made across the entire United States. The remaining 22 U.S. states with at least one recorded online ticket purchase accounted for just 2.1 percent of remaining online ticket purchases made across the entire United States. Based on the relatively small overall impact that these 22 other U.S. states had on overall ticket purchases and overall economic impact, the

decision was made to summarize the socio-demographic and economic profiles of the remaining 22 U.S. states in Appendix A through Appendix V.

Based on the results of the follow-up online post-event attendee survey and the results of the analysis of online ticket purchasing data provided by event organizers, an estimated \$37.2 million in total attendee spending was estimated as part of this economic impact assessment of the 2023 Night in the Country event. This estimate is also based on an estimated \$2,074.36 spent per attendee, on average, across nine separate spending categories and among a total of 17,934 estimated attendees based on online domestic and foreign ticket purchases.

- **Lodging:** \$4,091,104.08 (based on an estimated total amount spent of \$228.12 per attendee)
- **Gaming:** \$170,731.68 (based on an estimated total amount spent of \$9.52 per attendee)
- **Event Fees:** \$17,986,367.28 (based on an estimated total amount spent of \$1,002.92 per attendee)
- **Food and Beverage at Night in the Country:** \$2,989,049.78 (based on an estimated total amount spent of \$166.67 per attendee)
- **Food and Beverage not at Night in the Country:** \$5,008,528.18 (based on an estimated total amount spent of \$279.27 per attendee)
- **Retail Shopping at Night in the Country:** \$2,301,470.22 (based on an estimated total amount spent of \$128.33 per attendee)
- **Retail Shopping not at Night in the Country:** \$640,423.14 (based on an estimated total amount of \$35.71 per attendee)
- **Entertainment not at Night in the Country:** \$448,350.00 (based on an estimated total amount of \$25.00 per attendee)
- **Fuel and Transportation:** \$3,565,637.88 (based on an estimated total amount of \$198.82 per attendee)

Based on the resulting IMPLAN economic, employment, and tax revenue generated models produced using event attendee spending levels estimated for the 2023 Night in the Country event held July 19, 2023 through July 22, 2023 in Lyon County, Nevada, the following overall impacts were estimated:

- **Total Overall Economic Impact:** \$25,292,561.63
 - Total Direct Economic Impact: \$17,272,269.42

-
- Total Indirect Economic Impact: \$2,657,881.67
 - Total Induced Economic Impact: \$5,362,410.52
 - **Total Overall Employment Impact:** 234.06 total jobs created
 - Total Direct Employment Impact: 202.21 total jobs created
 - Total Indirect Employment Impact: 16.17 total jobs created
 - Total Induced Employment Impact: 15.66 total jobs created
 - **Total Overall Tax Revenue Generated Impact:** \$6,213,973.02
 - Total Sub-County General Tax Revenue Impact: \$142,049.81
 - Total Sub-County Special District Tax Revenue Impact: \$243,850.50
 - Total County Tax Revenue Impact: \$451,728.70
 - Total State Tax Revenue Impact: \$1,667,592.31
 - Total Federal Tax Revenue Impact: \$3,708,751.70

2.0 Estimation of the Economic Impact of the 2023 Night in the County Event

An industrial Input/Output model is used to measure the changes in a region's economy by calculating both economic and employment impacts resulting from expenditure events. For the 2023 Night in the Country event, economic impacts are a result of various expenditures made by event attendees and participants on commercial lodging, gaming, entertainment, food and drink purchases, and retail shopping during the attendee's stay. The following definitions explain the specific resulting economic impact values estimated by the Input/Output model:

- **Direct Impacts:** The expenditure and employment amounts that directly impact the economy because of an event.
- **Indirect Impacts:** The economic effects of inter-industry (or business-to-business) purchases as individual firms within a broader value network respond to the new demands of the directly affected industries. This is known as a 'ripple effect'.
- **Induced Impacts:** The spending of additional or new household income resulting from the direct and indirect impacts as workers within the region spend wage income earned during the event.
- **Multipliers:** The mathematical equations that measure the total impacts (direct, indirect, and induced) based on every dollar spent or employee supported because of the event.

This section of this University Center for Economic Development technical presents the results of an Input/Output model developed for the 2023 Night in the Country event and based on attendee spending patterns calculated using IMPLAN. The resulting Input/Output presented in this section applies estimated per attendee and overall total expenditure data collected as part of a follow-up online post-event attendee survey sent to selected attendees of the 2023 Night in the Country event to several industry types.

2.1 Estimated Visitor Spending During the 2023 Night in the Country Event

The first step in estimating the total economic impact of the 2023 Night in the Country event is determining the total number of 'unique' attendees that attended the event, determining the total number of non-local attendees or attendees that do not permanently reside in Lyon County, Nevada, determining the total number of attendees whose primary reason for visiting Lyon County, Nevada between July 19, 2023 and July 22, 2023 was to attend the 2023 Night in the Country event, and the average length of stay in Lyon County, Nevada of each unique non-local attendee. Table 2.1 presents a summary of the total number of unique attendees, the total number of non-local attendees, the total number of attendees whose primary reason for being in

Lyon County, Nevada was the 2023 Night in the Country event, and the average length of stay of ‘primary’ unique and non-local attendees.

Table 2.1 – Total Number of Unique Attendees, Non-Local Attendees, and Attendees Whose Primary Reason was to Attend Night in the Country 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Category	Estimate	Percent of Total
Total Unique Attendees	17,934	100.0%
Non-Local Attendees	15,305	85.3%
Primary Reason Attendees	9,367	52.2%
Average Length of Stay	3.42 Days	-

Based on the total number of online ticket sales made by 2023 Night in the Country event attendees, provided by representatives from Night in the Country, an estimated 17,934 total individuals attended the 2023 Night in the Country event held between July 19, 2023 and July 22, 2023 in Yerington, Nevada. The total number of non-local attendees of the 2023 Night in the Country event was an estimated 15,305 total individuals, or 85.3 percent of the 17,934 total individuals estimated to have attended the 2023 Night in the Country event and based upon online ticket sales. The estimate of 15,305 total individuals was calculated by subtracting the total number of online ticket sales made by event attendees located in Lyon County, Nevada, an estimated 2,629 unique online ticket sales, from the total number of unique online ticket sales, an estimated 17,934 unique online ticket sales. These estimates are provided in Table 4.1 in Section 4.0 of this University Center for Economic Development technical report.

Question No. 4 of the follow-up online post-event survey, the results of which are presented in Table 3.4 in Section 3.0 of this University Center for Economic Development technical report, asked the survey respondent to indicate whether or not their recent stay in Lyon County, Nevada was primarily because of their attendance of the 2023 Night in the Country event. Based on the responses provided by survey respondents and an analysis of online ticket sales, 9,367 total event attendees, or 52.2 percent of the estimated 17,934 total unique attendees, were in Lyon County, Nevada between July 19, 2023 and July 22, 2023 primarily to attend the 2023 Night in the Country event. Question No. 26 of the follow-up online post-event survey, the results of which are presented in Table 3.33 in Section 3.0 of this University Center for Economic Development technical report, asked the survey respondent to indicate their average length of stay during their recent visit to Lyon County, Nevada between July 19, 2023 and July 22, 2023. Based on the reported results of survey respondents, the average length of stay of primary visitors was an estimated 3.42 total days.

The second step in estimating the total economic impact of the 2023 Night in the Country event is estimating both the average per attendee and total amount of individual and unique expenditures made by each individual unique attendee during the 2023 Night in the Country event. Question No. 34 of the follow-up online post-event survey, the results of which are presented in Table 3.34 in Section 3.0 of this University Center for Economic Development technical report, asked the survey respondent to indicate the total amount that the survey respondent spent in nine separate spending categories between July 19, 2023 and July 22, 2023 and during their recent stay in Lyon County, Nevada during the 2023 Night in the Country event. Table 2.2 presents the results for Question No. 34 of the follow-up online post-event survey as well as the total amount spent by all total event attendees (the results of multiplying the average amount spent per spending category by the estimated 17,934 total number of all attendees based on online ticket sales).

Table 2.2 – Estimated Total Amount Spent by All Event Attendees 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Spending Category	Average Expenditure Per Attendee	Total Expenditures for All Attendees
Lodging	\$228.12	\$4,091,104.08
Gaming	\$9.52	\$170,731.68
Event Fees	\$1,002.92	\$17,986,367.28
Food and Beverage at Night in the Country	\$166.67	\$2,989,059.78
Food and Beverage not at Night in the Country	\$279.27	\$5,008,428.18
Retail Shopping at Night in the Country	\$128.33	\$2,301,470.22
Retail Shopping not at Night in the Country	\$35.71	\$640,423.14
Entertainment not at Night in the Country	\$25.00	\$448,350.00
Fuel and Transportation	\$198.82	\$3,565,637.88
Total	\$2,074.36	\$37,201,572.24

Based on the results of the follow-up online post-event survey, the estimated average expenditure per attendee across all nine suggested spending categories was an estimated \$2,074.36, resulting in a total amount of generated expenditures of \$37,201,572.24 across all 17,934 estimated total attendees of the 2023 Night in the Country event. Event Fees was the single largest expenditure category based on the reported answers provided by survey respondents, accounting for an

estimated \$1,002.92 in average expenditure per attendee and a total overall expenditure of \$17,986,367.28. Food and Beverage at Night *not* at Night in the Country was the second largest expenditure category, accounting for an estimated \$279.27 in average expenditure per attendee and a total overall expenditure of \$5,008,428.18. Lodging (which would include off-site hotels, motels, and other campgrounds as well as onsite camping) was the third largest expenditure category, accounting for an estimated \$228.12 in average expenditure per attendee and a total overall expenditure of \$4,091,104.08. Fuel and Transportation was the fourth largest expenditure category based on the reported answers provided by survey respondents, accounting for an estimated \$198.82 in average expenditure per attendee and a total overall expenditure of \$3,565,637.88.

Table 2.3 – Estimated Total Amount Spent by Unique Attendees Whose Primary Reason in Visiting Lyon County was to Attend the Night in the Country Event 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Spending Category	Average Expenditure Per Attendee	Total Expenditures for All Attendees
Lodging	\$228.12	\$2,136,800.04
Gaming	\$9.52	\$89,173.84
Event Fees	\$1,002.92	\$9,394,351.64
Food and Beverage at Night in the Country	\$166.67	\$1,561,197.89
Food and Beverage not at Night in the Country	\$279.27	\$2,615,922.09
Retail Shopping at Night in the Country	\$128.33	\$1,202,067.11
Retail Shopping not at Night in the Country	\$35.71	\$334,495.57
Entertainment not at Night in the Country	\$25.00	\$234,175.00
Fuel and Transportation	\$198.82	\$1,862,346.94
Total	\$2,074.36	\$19,430,530.12

The third step in estimating the total economic impact of the 2023 Night in the Country event is ‘discounting’ the total overall expenditures of attendees of the 2023 Night in the Country event (estimated in Table 2.2) by the total number of unique attendees whose primary reasons for visiting Lyon County, Nevada between July 19, 2023 and July 22, 2023 was attending the Night in the County event (estimated in Table 2.1). Table 2.3 presents the results of this ‘discounting’ by multiplying the estimated average expenditure per attendee for all nine suggested spending

categories presented in Table 2.2 by 9,367 total attendees, or the total number of unique attendees whose primary reason for visiting Lyon County, Nevada between July 19, 2023 and July 22, 2023 was to attend the 2023 Night in the County event.

The resulting ‘discount’ on total expenditures for all attendees based on the estimated number of total attendees whose primary reason for visiting Lyon County, Nevada between July 19, 2023 and July 22, 2023 was to attend the 2023 Night in the Country event reduces the total amount spent by all unique visitors across all nine spending categories to an estimated \$19,430,530.12. Based on this ‘discount’, the individual total expenditures for all unique attendees are also reduced for each individual spending category. For Lodging, the total amount spent by the 9,367 total unique attendees whose primary reason for visiting Lyon County, Nevada was the 2023 Night in the Country event is reduced to \$2,136,800.04 and the total amount spent on Gaming by this group was an estimated \$89,173.84. Unique attendees whose primary reason for visiting Lyon County, Nevada was the 2023 Night in the Country event spent a combined total of \$9,394,351.64 on Event Fees, an estimated \$1,561,197.89 on Food and Beverage at Night in the Country, an estimated \$2,615,922.09 on Food and Beverage *not* at Night in the Country, and an estimated \$1,202,067.11 on Retail Shopping at Night in the Country. Unique attendees also spent an estimated \$334,495.57 on Retail Shopping *not* at Night in the Country, an estimated \$234,175.00 on Entertainment *not* at Night in the Country, and an estimated \$1,862,346.94 on Fuel and Transportation.

The fourth step in estimating the total economic impact of the 2023 Night in the Country event is converting the spending categories, and the accompanying total amount spent by event attendees, listed in Table 2.2 and Table 2.3 into specific industry sector categories that can be used in IMPLAN, a subscription-based economic impact and Input/Output analytical tool, to estimate direct, indirect, and induced economic impacts, employment impacts, and publicly collected tax revenue impacts. The spending categories presented in Table 2.2 and Table 2.3 and based on Question No. 27 from the follow-up online post-event survey were, in some cases, combined and then renamed based on the available IMPLAN specific industry categories in the following way:

- ***Other Amusement and Recreation Industries:*** Combined *Event Fees* and *Entertainment not at Night in the Country*.
- ***Full-Service Restaurant:*** *Food and Beverage not at Night in the Country*
- ***All Other Food and Drinking Places:*** *Food and Beverage at Night in the Country*
- ***Retail – Clothing and Clothing Accessories:*** *Retail Shopping not at Night in the Country*
- ***Retail – Nonstore Retailers:*** *Retail Shopping at Night in the Country*
- ***Hotels and Motels, Including Casino Hotels:*** Combined *Lodging* and *Gaming*
- ***Retail – Gasoline Stores:*** *Fuel and Transportation*

Table 2.4 presents total 2023 Night in the Country ‘discounted’ spending of unique attendees whose primary reason for their visit to Lyon County, Nevada was to attend the 2023 Night in the Country event by IMPLAN industry category.

Table 2.4 – Estimated Total Amount Spent by Unique Attendees Whose Primary Reason in Visiting Lyon County was to Attend the Night in the Country Event by IMPLAN Industry Category 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023		
IMPLAN Industry Category	Average Expenditure Per Attendee	Total Expenditures for All Attendees
Other Amusement and Recreation Industries	\$1,027.92	\$9,628,526.64
Full-Service Restaurant	\$279.27	\$2,615,922.09
All Other Food and Drinking Places	\$166.67	\$1,561,197.89
Retail - Clothing and Clothing Accessories	\$35.71	\$334,495.57
Retail - Nonstore Retailers	\$128.33	\$1,202,067.11
Hotels and Motels, Including Casino Hotels	\$237.64	\$2,225,973.88
Retail - Gasoline Stores	\$198.82	\$1,862,346.94
Total	\$2,074.36	\$19,430,530.12

Using the IMPLAN industry categories to categorize estimated expenditures of unique attendees whose primary reason for visiting Lyon County, Nevada between July 19, 2023 and July 22, 2023 was to attend the 2023 Night in the County event, Other Amusement and Recreation Industries had the highest amount of expenditures with an estimated average expenditure per attendee of \$1,027.92 and a total expenditure for all selected attendees of \$9,628,526.64. Full-Service Restaurant had the second highest amount of expenditures with an estimated average expenditure of \$279.27 per attendee and a total expenditure for all selected attendees of \$2,615,922.09 and Hotels and Motels, Including Casino Hotels had the third highest amount of expenditures with an estimated average expenditure of \$237.64 per attendee and a total expenditure of \$2,225,973.88.

2.2 The Estimated Economic, Employment, and Tax Revenue Impacts of the 2023 Night in the Country Event

The fifth and final step in estimating the total economic impact of the 2023 Night in the Country event is developing the completed economic, employment, and tax revenue impact models using IMPLAN based on the IMPLAN industry spending categories estimated in Table 2.4.

2.2.a Total Economic Impacts

Table 2.5 presents the top 25 IMPLAN industry categories in terms of total economic impact. Total economic impact is estimated by adding the direct impact to the indirect impact to the induced impact and summing the total economic impact for each individual industry category.

Table 2.5 – Final Estimated Economic Impacts by Industry Category, 2023 U.S. Dollars				
Top 25 Industry Categories Presented				
2023 Night in the Country Event				
Wednesday, July 19, 2023 through Saturday, July 22, 2023				
Industry Category	Direct Impact	Indirect Impact	Induced Impact	Total Impact
Other amusement and recreation industries	\$9,710,758.20	\$1,937.71	\$15,728.74	\$9,728,424.66
Full-service restaurants	\$2,628,917.72	\$43,738.87	\$253,761.59	\$2,926,418.18
Hotels and motels, including casino hotels	\$2,207,996.95	\$2,515.95	\$20,894.94	\$2,231,407.83
All other food and drinking places	\$1,568,953.76	\$102,770.25	\$108,508.24	\$1,780,232.25
Other real estate	\$0.00	\$993,179.04	\$357,818.67	\$1,350,997.71
Owner-occupied dwellings	\$0.00	\$0.00	\$1,235,276.68	\$1,235,276.68
Retail - Nonstore retailers	\$514,512.00	\$15,593.14	\$289,518.12	\$819,623.26
Management of companies and enterprises	\$0.00	\$450,534.32	\$153,715.50	\$604,249.82
Retail - Gasoline stores	\$457,031.25	\$3,404.18	\$75,168.74	\$535,604.17
Hospitals	\$0.00	\$0.00	\$445,575.44	\$445,575.44
Monetary authorities and depository credit intermediation	\$0.00	\$84,910.14	\$258,424.74	\$343,334.88
Insurance carriers, except direct life	\$0.00	\$129,082.02	\$213,266.52	\$342,348.54
Offices of physicians	\$0.00	\$0.00	\$292,526.17	\$292,526.17
Limited-service restaurants	\$0.00	\$15,806.58	\$265,948.22	\$281,754.81
Retail - Clothing and clothing accessories stores	\$184,099.54	\$153.18	\$91,374.18	\$275,626.91
Tenant-occupied housing	\$0.00	\$0.00	\$274,353.87	\$274,353.87
Employment services	\$0.00	\$159,730.28	\$106,186.24	\$265,916.51
Electric power transmission and distribution	\$0.00	\$162,436.69	\$92,720.74	\$255,157.43
Legal services	\$0.00	\$88,851.98	\$119,199.69	\$208,051.67
Other financial investment activities	\$0.00	\$13,851.21	\$185,364.13	\$199,215.35
Insurance agencies, brokerages, and related activities	\$0.00	\$67,613.67	\$123,660.14	\$191,273.81
Truck transportation	\$0.00	\$86,003.47	\$101,827.92	\$187,831.40
Data processing, hosting, and related services	\$0.00	\$60,301.28	\$118,534.31	\$178,835.59
Wholesale - Other nondurable goods merchant wholesalers	\$0.00	\$79,898.87	\$93,906.68	\$173,805.55
Warehousing and storage	\$0.00	\$95,568.84	\$69,150.31	\$164,719.14
Multipliers	0.683	0.105	0.212	-
Total	\$17,272,269.42	\$2,657,881.67	\$5,362,410.52	\$25,292,561.63

Source: IMPLAN 2023 Night in the Country Economic Impact Model Results

The estimated total overall economic impact, or the combined overall economic impact when direct impacts, indirect impacts, and induced impacts are combined, of the 2023 Night in the Country event based on unique attendee total expenditures of \$19,430,350.12, was an estimated

\$25,292,561.63. Total direct economic impacts, or the expenditure amounts of event attendees that directly impacted the local economy because of the event, of the 2023 Night in the Country event was an estimated \$17,272,269.42. Total indirect economic impacts, or the economic effects of inter-industry or business-to-business purchases as individual firms within a broader value network respond to the new demands of the directly affected industries, of the 2023 Night in the Country event was an estimated \$2,657,881.67 and total induced economic impacts, or spending of additional or new household income resulting from the direct and indirect impacts as workers with in the region spend wage income earned during the event, of the 2023 Night in the Country event was an estimated \$5,362,410.52.

In-terms of individual industry categories, or sectors, with the largest overall economic impact, Other Amusement and Recreation Industries had the largest overall economic impact, with an estimated \$9,728,424.66 with a total direct economic impact of \$9,710,758.20, a total indirect economic impact of \$1,937.71, and a total induced economic impact of \$15,728.74. Full-Service Restaurants had the second largest overall economic impact because of the 2023 Night in the Country event, with an estimated \$2,926,418.18 with a total direct economic impact of \$2,628,917.72, a total indirect economic impact of \$43,738.87, and a total induced economic impact of \$253,761.59.

Hotels and Motels, including Casino Hotels had the third largest overall economic impact, with an estimated \$2,231,407.83 with a total direct economic impact of \$2,207,996.95, a total indirect economic impact of \$2,515.95, and a total induced economic impact of \$20,894.94. The industry sector with the fourth largest overall economic impact was All Other Food and Drinking Places, with an estimated \$1,780,232.25. Total direct economic impact for All Other Food and Drinking Places was an estimated \$1,568,953.76, total indirect economic impact was an estimated \$102,770.25, and total induced economic impact was an estimated \$108,508.24. Other Real Estate had the fifth largest overall economic impact because of the 2023 Night in the Country event, with an estimated \$1,350,997.71. Other Real Estate had a total direct economic impact of \$0.00 but a total indirect economic impact of \$993,179.04 and a total induced economic impact of \$357,818.67.

2.2.b Total Employment Impacts

Table 2.6 presents the top 25 IMPLAN industry categories in terms of total employment impact. The total employment impact is an estimate of the total number of jobs created, either directly, indirectly, or induced, because of the 2023 Night in the Country event. Total employment impact is estimated by adding the direct impact to the indirect impact to the induced impact and summing the total employment impact for each individual industry category.

The estimated total overall employment impact, or the combined overall employment impact when direct impacts, indirect impacts, and induced impacts are combined, of the 2023 Night in the Country event was an estimated **234.06** total jobs created. Total direct employment impacts, or the total number of jobs directly created because of event attendee spending, of the 2023 Night in the Country event was an estimated 202.21 total jobs created. Total indirect employment impacts, or the total number of jobs created as a result of increased business-to-business purchases made by individual firms as a result of event attendee spending, of the 2023

Night in the Country event was an estimated 16.17 total jobs created and total induced employment impacts, or the total number of jobs created as a result of wages spent by employees employed as a direct result of the event, of the 2023 Night in the Country event was an estimated 15.66 total jobs created.

Table 2.6 – Final Estimated Employment Impacts by Industry Category Top 25 Industry Categories Presented 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023				
Industry Category	Direct Impact	Indirect Impact	Induced Impact	Total Impact
Other amusement and recreation industries	146.92	0.03	0.24	147.19
Full-service restaurants	23.39	0.39	2.26	26.04
Hotels and motels, including casino hotels	14.12	0.02	0.13	14.27
All other food and drinking places	12.09	0.79	0.84	13.72
Retail - Nonstore retailers	2.35	0.07	1.32	3.74
Retail - Gasoline stores	2.08	0.02	0.34	2.44
Retail - Clothing and clothing accessories stores	1.26	0	0.63	1.89
Other real estate	0	4.86	1.75	6.61
Management of companies and enterprises	0	1.67	0.57	2.24
Employment services	0	1.44	0.96	2.4
Services to buildings	0	0.98	0.37	1.36
Warehousing and storage	0	0.89	0.64	1.53
Accounting, tax preparation, bookkeeping, and payroll services	0	0.59	0.35	0.94
Couriers and messengers	0	0.52	0.67	1.19
Legal services	0	0.49	0.65	1.14
Landscape and horticultural services	0	0.47	0.25	0.72
Truck transportation	0	0.38	0.45	0.83
Advertising, public relations, and related services	0	0.37	0.18	0.55
Securities and commodity contracts intermediation and brokerage	0	0.36	0.87	1.23
Investigation and security services	0	0.32	0.32	0.64
Commercial and industrial machinery and equipment repair and maintenance	0	0.31	0.12	0.43
Business support services	0	0.31	0.29	0.6
Management consulting services	0	0.3	0.26	0.57
Automotive repair and maintenance, except car washes	0	0.3	0.93	1.23
Scenic and sightseeing transportation and support activities for transportation	0	0.29	0.27	0.56
Multipliers	0.864	0.069	0.067	-
Total	202.21	16.17	15.66	234.06

Source: IMPLAN 2023 Night in the Country Employment Impact Model Results

In-terms of individual industry sectors with the largest overall employment impact, Other Amusement and Recreation Industries had the largest overall employment impacts, with an estimated 147.19 total jobs created. Total direct employment impacts in the Amusement and Recreation Industries sector as a result of the 2023 Night in the Country event was an estimated 146.92 total jobs created, total indirect employment impacts was an estimated 0.03 total jobs created, and total induced employment impacts was an estimated 0.24 total jobs created. Full-

Service Restaurants had the second largest overall employment impact, with an estimated 26.04 total jobs created. Total direct employment impacts in the Full-Service Restaurants sector was an estimated 23.39 jobs created, total indirect employment impacts was an estimated 0.39 total jobs created, and total induced employment impacts was an estimated 2.26 total jobs created.

The Hotels and Motels, including Casino Hotels sector had the third largest overall employment impact, with an estimated 14.27 total jobs created, including a total direct employment impact of 14.12 total jobs created, a total indirect employment impact of 0.02 total jobs created, and a total induced employment impact of 0.13 total jobs created. All Other Food and Drinking Places had the fourth largest overall employment impact because of the 2023 Night in the Country event, with a total overall employment impact of 13.72 total jobs created. Total direct employment impacts in the All Other Food and Drinking Places sector was an estimated 12.09 total jobs created, total indirect employment impacts was an estimated 0.79 total jobs created, and total induced employment impacts was an estimated 0.84 total jobs created. Retail – Nonstore Retailers had the fifth highest overall employment impact, with an estimated 3.74 total jobs created, including a total direct employment impact of 2.35 total jobs created, a total indirect employment impact of 0.07 total jobs created, and a total indirect employment impact of 1.32 total jobs created.

2.2.c Total Publicly Collected Tax Revenue Impacts

Table 2.7 presents the results of the overall tax revenue impact model generated by IMPLAN for the 2023 Night in the Country event. This includes direct, indirect, and induced tax revenue impacts for ‘Sub-County General’ taxing entities (typically a municipality), ‘Sub-County Special Districts’ taxing entities (such as a fire protection district or other special tax district), and for the ‘County’ (primarily Lyon County, primarily sales and use tax revenue), ‘State’ (State of Nevada, primarily sales and use tax revenue), and ‘Federal’ (United States Federal Government, primarily income taxes paid by individual workers or by individual firms).

Table 2.7 – Final Tax Revenue Impacts by Industry Category, 2023 U.S. Dollars Sub-County General, Sub-County Special Districts, County, State, and Federal 2023 Night in the Country Event Wednesday, July 19, 2023 through Saturday, July 22, 2023						
Impact	Sub-County General	Sub-County Special Districts	County	State	Federal	Total
Direct	\$100,166.01	\$171,983.73	\$318,517.50	\$1,175,864.63	\$2,551,366.98	\$4,317,898.85
Indirect	\$9,386.51	\$16,177.23	\$29,818.91	\$110,136.70	\$371,702.21	\$537,221.56
Induced	\$32,497.30	\$55,689.54	\$103,392.29	\$381,590.98	\$785,682.51	\$1,358,852.61
Total	\$142,049.81	\$243,850.50	\$451,728.70	\$1,667,592.31	\$3,708,751.70	\$6,213,973.02

Source: IMPLAN 2023 Night in the Country Tax Revenue Impact Model Results

The estimated total tax revenue impact, or the combined overall tax revenue collected by various taxing entities including sub-county general taxing entities, sub-county special district taxing entities, and county, state, and federal taxing entities, of the 2023 Night in the Country event was an estimated **\$6,213,973.02**. Total sub-county general tax revenues generated because of the

2023 Night in the Country event was an estimated \$142,049.81, including \$100,166.01 in direct tax revenue impacts, \$9,386.51 of indirect tax revenue impacts, and \$32,497.30 in induced tax revenue impacts. Total sub-county special district tax revenues generated because of the 2023 Night in the Country event was an estimated \$243,850.50, including \$171,983.73 in direct tax revenue impacts, \$16,177.23 in indirect tax revenue impacts, and \$55,689.54 in induced tax revenue impacts.

Total county (primarily Lyon County) tax revenue impacts because of the 2023 Night in the Country event was an estimated \$451,728.70, including \$318,517.50 in total direct tax revenue impacts, \$29,818.91 in total indirect tax revenue impacts, and \$103,392.29 in total induced tax revenue impacts. Total state (primarily State of Nevada) tax revenue impacts generated because of 2023 Night in the Country attendee spending and other related taxable economic activity was an estimated \$1,667,592.31, including \$1,175,864.63 in total direct tax revenue impacts, \$110,136.70 in total indirect tax revenue impacts, and \$381,590.98 in total induced tax revenue impacts. Based on the IMPLAN tax revenue model results and on attendee spending, income earned by individual private sector firms, and other related taxable economic activity, the estimated total federal (United States federal government) tax revenue impacts of the 2023 Night in the Country event was an estimated \$3,708,751.70, including \$2,551,366.98 in total direct tax revenue impacts, \$371,702.21 in total indirect tax revenue impacts, and \$785,682.51 in total induced tax revenue impacts.

3.0 Results of the Onsite and Follow-Up Online Post-Event Survey of Event Attendees

As part of the economic impact assessment of the 2023 Night in the Country event, University Center for Economic Development faculty developed and implemented two event attendee surveys. The first, a 12-question event attendee survey, was completed on-site during the 2023 Night in the Country event and the second, a 44-question post-event attendee survey, was completed by event attendees online after the event. This section presents a comprehensive summary of the results of both surveys.

3.1 Results of the 2023 Night in the County In-Person Event Attendee Survey

The in-person event survey consisted of 12 separate questions focused on collecting general demographic information of event attendees, general information about the details of each survey respondent's stay in Lyon County and participation in the 2023 Night in the County event, and additional contact information of the survey respondent used as part of the effort to solicit responses to the larger and more detailed follow-up online event attendee survey. Faculty and staff from the University Center for Economic Development were on hand in Lyon County onsite to solicit responses by event attendees each day between Wednesday, July 19, 2023 through Saturday, July 22, 2023. Solicitation of the onsite attendee survey included a central survey distribution and collection location near the main stage and performance area as well as on-foot solicitation throughout the surrounding camping areas. Respondents of the onsite event attendee survey were offered an opportunity to win a \$100.00 gift card for completing the onsite survey.

Between Wednesday, July 19, 2023 and Saturday, July 22, 2023, University Center for Economic Development faculty and staff initiated 1,463 unique interactions with event attendees resulting in 470 completed surveys for an interaction-completion rate of 32.1 percent. Comparatively, as part of the economic impact assessment of the 2016 Night in the Country event, University Center for Economic Development faculty and staff initiated 1,012 total interactions with event attendees resulting in 828 completed surveys for an interaction-completion rate of 81.8 percent.

Table 3.1 presents the results to Question No. 1, *What is your age?*, for the 2023 Night in the Country onsite attendee survey. The four largest age categories as indicated by survey respondents are highlighted.

Of the 450 event attendees who completed the onsite attendee survey and answered Question No. 1, 110 total survey respondents, or 24.4 percent of all survey respondents who answered Question No. 1, indicated that their age was between 35 years of age and 44 years of age. An additional 94 total survey respondents, or 20.9 percent, indicated that their age was between 25

years of age and 34 years of age while 90 total survey respondents, or 20.0 percent, indicated that their age was between 20 years of age and 24 years of age. An additional 81 total survey respondents, or 18.0 percent, indicated that their age was between 45 years of age and 54 years age. Across all 450 event attendees that answered Question No. 1, the estimated average age was an estimated 36.9 years of age.

Table 3.1 – Question No. 1: What is your age? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Age Category	Total Number of Respondents	Percent of Total
Under 5 years	0	0.0%
5 to 9 years	0	0.0%
10 to 14 years	2	0.4%
15 to 19 years	21	4.7%
20 to 24 years	90	20.0%
25 to 34 years	94	20.9%
35 to 44 years	110	24.4%
45 to 54 years	81	18.0%
55 to 59 years	18	4.0%
60 to 64 years	22	4.9%
65 to 74 years	12	2.7%
75 to 84 years	0	0.0%
85 years and over	0	0.0%
Total	450	100.0%

Table 3.2 presents the results of Question No. 2, *What is your gender?*, for the 2023 Night in the Country onsite attendee survey. The largest gender category as indicated by survey respondents is highlighted.

Table 3.2 – Question No. 2: What is your gender? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
Female	264	56.4%
Male	197	42.1%
Non-Binary	2	0.4%
Other	1	0.2%
No Answer	4	0.9%
Total	468	100.0%

Event attendees who completed the onsite event attendee survey and answered Question No. 2 were largely female, with 264 total survey respondents, or 56.4 percent of survey respondents who answered Question No. 2, indicated that they were female. An additional 197 survey respondents, or 42.1 percent, indicated that they were male. Four survey respondents, or 0.9 percent, provided no answer to Question No. 2, two survey respondents, or 0.4 percent, identified their gender as non-binary, and one additional survey respondent, or 0.2 percent, selected ‘other’ as their answer.

Table 3.3 presents the results of Question No. 3, *Are you local/from the area?*, for the 2023 Night in the Country onsite attendee survey. The most frequently selected answer provided by survey respondents is highlighted.

Table 3.3 – Question No. 3: Are you local/from the area? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
No	187	40.0%
Yes	281	60.0%
Total	468	100.0%

A significant majority of survey respondents, 281 total survey respondents or 60.0 percent of survey respondents who answered Question No. 3, answered ‘yes’, indicating that a significant number of survey respondents are local and from the wider northern Nevada region. Just 187 total survey respondents, or 40.0 percent of survey respondents, answered ‘no’, indicating that they are not local and not from the immediate northern Nevada region.

If the survey respondent answered ‘no’ to Question No. 3, the survey respondent was asked to indicate whether or not attending the 2023 Night in the County event was the primary reason for their visit to the Lyon County area. Table 3.4 presents the results of Question No. 4, *If you answered “No” to Question No. 3, is attending the Night in the County the primary reason for your visit to the Lyon County area?*, for the 2023 Night in the Country onsite attendee survey. The most frequently selected answer provided by survey respondents is highlighted.

Table 3.4 – Question No. 4: If you answered “No” to Question No. 3, is attending the Night in the Country the primary reason for your visit to the Lyon County area? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
No	141	38.4%
Yes	222	61.2%
Total	363	100.0%

Of the 363 survey respondents who answered Question No. 4, a significant majority of survey respondents, 222 total survey respondents or 61.2 percent of the survey respondents that responded to Question No. 4, indicated that the Night in the County event was the primary purpose for their visit to the Lyon County area. Only 141 total survey respondents, or 38.4 percent, indicated that the Night in the County event was not the primary purpose for their visit to the Lyon County area.

Table 3.5 presents the results of Question No. 5, *If you answered “No” to Question No. 3, what is the primary purpose for visiting the Lyon County Area?*, for the 2023 Night in the Country onsite attendee survey. The three most frequently selected answers provided by survey respondents are highlighted.

Table 3.5 – Question No. 5: If you answered “No” to Question No. 3, what is your primary purpose for visiting the Lyon County area? Select One Answer 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
Visiting Friends or Family	47	15.3%
Business	11	3.6%
Vacation – Reno/Sparks	41	13.3%
Vacation – Lake Tahoe	6	2.0%
Vacation – Other than Reno/Sparks or Lake Tahoe	10	3.3%
Other Reason	209	67.9%
Total	308	100.0%

A total of 209 survey respondents, or 67.9 percent of the 308 total survey respondents that answered Question No. 5, selected “Other Reason” as their primary purpose for visiting the Lyon County area during the 2023 Night in the County event. Only a small number of survey respondents that selected “Other Reason” as their response to Question No. 5 chose to write-in a specific reason for their visit to the Lyon County area. Examples of specific other reasons provided by survey respondents included visiting family and friends in the area, attending another major event that coincided with the 2023 Night in the County event, and taking an extended multi-state vacation. An additional 47 total survey respondents, or 15.3 percent, selected “Visiting Friends or Family” as the primary purpose for visiting the Lyon County area during the 2023 Night in the County event and an additional 41 total survey respondents, or 13.3 percent, selected “Vacation – Reno/Sparks” as the primary purpose for their recent visit to the Lyon County area.

Table 3.6 presents the results of Question No. 6, *If you answered “No” to Question No. 3, how many total days will you stay in the Lyon County Area during this visit?*, for the 2023 Night in the Country onsite attendee survey. The three most frequently selected answers provided by survey respondents are highlighted.

Table 3.6 – Question No. 6: If you answered “No” to Question No. 3, how many total days will you stay in the Lyon County Area during this visit? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
1 or Fewer Days	4	2.2%
Between 2 and 4 Days	124	67.8%
Between 5 and 7 Days	51	27.9%
Between 8 and 10 Days	2	1.1%
11 or More Days	2	1.1%
Total	183	100.0%

Of the 183 total survey respondents that answered Question No. 6, a significant majority of survey respondents, 124 total survey respondents or 67.8 percent of the 183 total survey respondents that answered Question No. 6, indicated that their current stay in the Lyon County area will range between two and four total days. An additional 51 total survey respondents, or 27.9 percent, indicated that their current stay in the Lyon County area will range between five and seven days and an additional four survey respondents, or 2.2 percent, indicated that their current stay in the Lyon County area consisted of one or fewer days. On average, survey respondents that answered Question No. 6 indicated that their current stay in the Lyon County area averaged an estimated 4.3 total days.

Table 3.7 presents the results of Question No. 7, *What is your residential zip code?*, for the 2023 Night in the Country onsite attendee survey. The 22 most frequently identified zip codes, along with their accompanying county and state, provided by survey respondents are highlighted.

Survey respondents identified 133 unique zip codes. Of the 449 total survey respondents that answered Question No. 7, a significant majority, 343 total survey respondents or 76.4 percent of survey respondents, indicated that they live in Nevada. A total of 187 total survey respondents, or 41.6 percent of survey respondents that answered Question No. 7, indicated that they were from Washoe County, Nevada, the single largest county with the largest number of individual survey respondents. An additional 42 total survey respondents indicated that they live in Lyon County, Nevada, 28 total survey respondents indicated that they live in Clark County, Nevada, 21 total survey respondents indicated that they live in Carson City, Nevada, and 19 total survey respondents indicated that they live in Douglas County, Nevada. An additional 12 total survey respondents indicated that they live in Lander County, Nevada, ten total survey respondents

**Table 3.7 – Question No. 7: What is your residential zip code?
2023 Night in the Country
Wednesday, July 19, 2023 through Saturday, July 22, 2023**

Zip Code	Associated County and State	Total Number of Respondents	Percent of Total
32542	Okaloosa, FL	2	0.4%
43124	Madison, OH	1	0.2%
46176	Shelby, IN	1	0.2%
76052	Tarrant, TX	1	0.2%
79701	Midland, TX	1	0.2%
83644	Canyon, ID	1	0.2%
83706	Ada, ID	1	0.2%
84447	Grand, CO	1	0.2%
84761	Iron, UT	1	0.2%
85356	Yuma, AZ	1	0.2%
87501	Santa Fe, NM	1	0.2%
89005	Clark, NV	3	0.7%
89031	Clark, NV	1	0.2%
89032	Clark, NV	1	0.2%
89045	Nye, NV	1	0.2%
89052	Clark, NV	1	0.2%
89102	Clark, NV	1	0.2%
89115	Clark, NV	1	0.2%
89131	Clark, NV	1	0.2%
89143	Clark, NV	3	0.7%
89149	Pershing, NV	1	0.2%
89152	Clark, NV	1	0.2%
89183	Clark, NV	1	0.2%
89201	Clark, NV	1	0.2%
89316	Eureka, NV	1	0.2%
89403	Lyon, NV	19	4.2%
89405	Washoe, NV	1	0.2%
89406	Churchill, NV	9	2.0%
89408	Lyon, NV	14	3.1%
89409	Nye, NV	1	0.2%
89410	Douglas, NV	5	1.1%
89411	Douglas, NV	2	0.4%
89415	Mineral, NV	2	0.4%
89423	Douglas, NV	3	0.7%
89429	Lyon, NV	7	1.6%
89430	Lyon, NV	2	0.4%
89431	Washoe, NV	10	2.2%
89433	Washoe, NV	6	1.3%
89434	Washoe, NV	10	2.2%
89436	Washoe, NV	32	7.1%
89439	Washoe, NV	3	0.7%
89440	Storey, NV	1	0.2%
89441	Washoe, NV	21	4.7%
89444	Douglas, NV	3	0.7%
89445	Humboldt, NV	10	2.2%
89447	Clark, NV	12	2.7%

**Table 3.7 Cont'd – Question No. 7: What is your residential zip code?
2023 Night in the Country
Wednesday, July 19, 2023 through Saturday, July 22, 2023**

89457	Washoe, NV	1	0.2%
89460	Douglas, NV	5	1.1%
89502	Washoe, NV	4	0.9%
89503	Washoe, NV	12	2.7%
89506	Washoe, NV	16	3.6%
89507	Washoe, NV	1	0.2%
89508	Washoe, NV	7	1.6%
89509	Washoe, NV	7	1.6%
89510	Washoe, NV	2	0.4%
89511	Washoe, NV	8	1.8%
89512	Washoe, NV	3	0.7%
89521	Washoe, NV	20	4.5%
89523	Washoe, NV	19	4.2%
89571	Washoe, NV	1	0.2%
89596	Washoe, NV	1	0.2%
89701	Carson City, NV	9	2.0%
89702	Carson City, NV	1	0.2%
89703	Carson City, NV	1	0.2%
89704	Washoe, NV	2	0.4%
89705	Douglas, NV	1	0.2%
89706	Carson City, NV	8	1.8%
89713	Carson City, NV	1	0.2%
89747	Carson City, NV	1	0.2%
89815	Elko, NV	9	2.0%
89820	Lander, NV	12	2.7%
89835	Elko, NV	1	0.2%
89915	Clark, NV	1	0.2%
90805	Los Angeles, CA	2	0.4%
91390	Los Angeles, CA	1	0.2%
91942	San Diego, CA	1	0.2%
92058	San Diego, CA	1	0.2%
92122	San Diego, CA	1	0.2%
92545	Riverside, CA	1	0.2%
93534	Los Angeles, CA	1	0.2%
93536	Los Angeles, CA	1	0.2%
93610	Madera, CA	1	0.2%
93933	Monterey, CA	1	0.2%
94044	San Mateo, CA	1	0.2%
94533	Solano, CA	1	0.2%
94535	Solano, CA	1	0.2%
94541	Alameda, CA	1	0.2%
94544	Alameda, CA	1	0.2%
94550	Alameda, CA	1	0.2%
94566	Alameda, CA	1	0.2%
94568	Alameda, CA	10	2.2%
95112	Santa Clara, CA	1	0.2%
95125	Santa Clara, CA	1	0.2%
95237	San Joaquin, CA	2	0.4%

Table 3.7 Cont'd – Question No. 7: What is your residential zip code? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023			
95242	San Joaquin, CA	1	0.2%
95367	Stanislaus, CA	1	0.2%
95377	San Joaquin, CA	1	0.2%
95422	Lake, CA	1	0.2%
95467	Lake, CA	1	0.2%
95524	Humboldt, CA	1	0.2%
95610	Sacramento, CA	1	0.2%
95618	Yolo, CA	1	0.2%
95620	Solano, CA	1	0.2%
95624	Sacramento, CA	1	0.2%
95632	Sacramento, CA	4	0.9%
95658	Placer, CA	2	0.4%
95667	El Dorado, CA	1	0.2%
95678	Placer, CA	1	0.2%
95687	Solano, CA	3	0.7%
95688	Solano, CA	4	0.9%
95691	Yolo, CA	1	0.2%
95746	Placer, CA	1	0.2%
95768	Placer, CA	1	0.2%
95815	Sacramento, CA	1	0.2%
95843	Sacramento, CA	2	0.4%
95887	Sacramento, CA	2	0.4%
95901	Yuba, CA	1	0.2%
95949	Nevada, CA	1	0.2%
95969	Butte, CA	4	0.9%
95971	Plumas, CA	1	0.2%
95973	Butte, CA	2	0.4%
95975	Nevada, CA	1	0.2%
96003	Shasta, CA	3	0.7%
96028	Shasta, CA	1	0.2%
96114	Lassen, CA	1	0.2%
96130	Lassen, CA	1	0.2%
96145	Placer, CA	2	0.4%
96150	El Dorado, CA	1	0.2%
96151	El Dorado, CA	1	0.2%
96161	Nevada, CA	4	0.9%
97504	Jackson, OR	1	0.2%
97610	Klamath, OR	1	0.2%
98642	Clark, WA	1	0.2%
Total	-	449	100.0%

indicated that they live in Elko County, Nevada and an additional ten total survey respondents indicated that they live in Humboldt County, Nevada. Two total survey respondents indicated that they live in Mineral County, Nevada and an additional two survey respondents indicated that they live in Nye County, Nevada and one survey respondent indicated that they live in Eureka County, Nevada.

Table 3.8 presents the results of Question No. 8, *Which days will you attend the Night in the Country event?*, for the 2023 Night in the Country onsite attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.8 – Question No. 8: Which days will you attend the Night in the Country event? 2023 Night in the Country Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
Wednesday, July 19, 2023	7	1.5%
Thursday, July 20, 2023	90	19.4%
Friday, July 21, 2023	99	21.3%
Saturday, July 22, 2023	97	20.9%
All Days	351	75.5%
Total	465	100.0%

The overwhelming majority of survey respondents, 351 total survey respondents or 75.5 percent of the 465 survey respondents that answered Question No. 8, indicated that had planned on attending all four days of the 2023 Night in the Country event. A total of 99 survey respondents, or 21.3 percent, indicated that they planned on attending on Friday, July 21, 2023, 97 total survey respondents or 20.9 percent indicated that they planned on attending on Saturday, July 22, 2023, and 90 total survey respondents or 19.4 percent indicated that they planned on attending on Thursday, July 20, 2023. Just seven total survey respondents, or 1.5 percent, indicated that they planned on attending on Wednesday, July 19, 2023.

Table 3.9 presents the results of Question No. 9, *How many years have you attended the Night in the Country event?*, for the 2023 Night in the Country onsite attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.9 – Question No. 9: How many years have you attended the Night in the Country event? Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
1 or Fewer Years	141	30.3%
Between 2 and 4 Years	182	39.1%
Between 5 and 7 Years	70	15.1%
Between 8 and 10 Years	39	8.4%
11 or More Years	33	7.1%
Total	465	100.0%

Of the 465 total survey respondent that answered Question No. 9, 182 total survey respondents, or 39.1 percent, indicated that they had been attending the Night in the Country event for

between two and four years. An additional 141 total survey respondents, or 30.3 percent, selected one or fewer years as their answer for Question No. 9, indicating that 2023 was their first year attending the Night in the Country event. A total of 70 survey respondents, or 15.1 percent, indicated that they had been attending the Night in the Country event for between five and seven years, 39 total survey respondents or 8.4 percent indicated that they had been attending this event for between eight and ten years, and 33 total survey respondents or 7.1 percent indicated that they had been attending the Night in the County event for eleven or more years. On average, survey respondents indicated that they had been attending the Night in the Country event for the past 3.99 years.

Table 3.10 presents the results for the first part of Question No. 10, *Including yourself, how many people traveled with you to this event? Total Number of Individuals 21 Years of Age or Older.*, for the 2023 Night in the Country onsite attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.10 – Question No. 10 Part A: Including yourself, how many people traveled with you to this event?		
Total Number of Individuals 21 Years of Age or Older Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
1 or Fewer People	26	5.8%
Between 2 and 4 People	180	40.4%
Between 5 and 7 People	98	22.0%
Between 8 and 10 People	59	13.2%
11 or More People	83	18.6%
Total	446	100.0%

Of the 446 total survey respondents that answered the first part of Question No. 10, 180 total survey respondents or 40.4 percent indicated that between two and four people aged 21 years of age or older traveled with the survey respondent as part of their attendance of the 2023 Night in the Country event. An additional 98 total survey respondents, or 22.0 percent, indicated that between five and seven people aged 21 years of age or older traveled with the survey respondent to the event, 83 total survey respondents or 18.6 percent indicated that eleven or more people aged 21 years of age or older traveled with the survey respondent to the event, and 59 total survey respondents or 13.2 percent indicated that between eight and ten people aged 21 years of age or older traveled with the survey respondent to the event. A total of 26 survey respondents, or 5.8 percent, indicated that they were the only adult in their group attending the 2023 Night in the Country event by selecting one or fewer people aged 21 years of age or older as part of their answer to Question No. 10. On average, a total of 7.89 people aged 21 years of age or older traveled with the average survey respondent to the 2023 Night in the County event held between Wednesday, July 19, 2023 and Saturday, July 22, 2023.

Table 3.11 presents the results for the second part of Question No. 11, *Including yourself, how many people traveled with you to this event? Total Number of Individuals 20 Years of Age or*

Younger., for the 2023 Night in the Country onsite attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.11 – Question No. 10 Part B: Including yourself, how many people traveled with you to this event? Total Number of Individuals 20 Years of Age or Younger Wednesday, July 19, 2023 through Saturday, July 22, 2023		
Answer	Total Number of Respondents	Percent of Total
1 or Fewer People	37	8.3%
Between 2 and 4 People	205	45.9%
Between 5 and 7 People	83	18.6%
Between 8 and 10 People	55	12.3%
11 or More People	67	15.0%
Total	447	100.0%

Of the 447 total survey respondents that answered the second part of Question No. 10, 205 total survey respondents, or 45.9 percent, indicated that between two and four people aged 20 years of age or younger traveled with the survey respondent as part of their attendance of the 2023 Night in the Country event. An additional 83 total survey respondents, or 18.6 percent, indicated that between five and seven people aged 20 years of age or younger traveled with them to the event, 67 total survey respondents or 15.0 percent indicated that eleven or more people aged 20 years of age or younger traveled with them to the event, and 55 total survey respondents or 12.3 percent indicated that between eight and ten people aged 20 years of age or younger traveled with them to the 2023 Night in the County event. A total of 37 survey respondents, or 8.3 percent, indicated that one or fewer people aged 20 years of age or younger attended the 2023 Night in the County event with the survey respondent. On average, a total of 6.83 people aged 20 years of age or younger traveled with the average survey respondent to the 2023 Night in the County event held between Wednesday, July 19, 2023 and Saturday, July 22, 2023.

3.2 Results of the 2023 Night in the County Follow-Up Online Post-Event Attendee Survey

The follow-up online post-event 2023 Night in the County attendee survey consisted of 44 total questions divided into

- *Basic Demographic and General Information* (12 Questions)
- *General Information and Background* (10 Questions)
- *Personal Spending and Travel Patterns* (7 Questions)

- **Information Pertaining to your Experience at the 2023 Night in the Country Event** (15 Questions)

Perspective respondents for the follow-up online post-event survey were selected from the respondents of the onsite survey conducted during the 2023 Night in the County event between Wednesday, July 19, 2023 and Saturday, July 22, 2023. As part of the onsite survey conducted during the 2023 Night in the County event, survey respondents were asked a final question if they would be willing to complete a follow-up online post-event survey and, if the survey respondent answered ‘yes’, they were asked to provide a current and valid email address so that the online survey could be emailed to them after the event. Of the 470 total respondents who completed an onsite survey, 372 total survey respondents indicated that they would be willing to complete a follow-up online post-event survey. Of the 372 total onsite survey respondents that provided a current email address, only 322 provided a valid email address, reducing the total number of potential follow-up online post-event survey respondents by 50 total respondents. Respondents of the follow-up online post-event 2023 Night in the County event survey were offered an opportunity to win a \$500.00 gift card for completing the follow-up online post-event survey.

3.2.a Basic Demographic and General Information

Table 3.12 presents the results for Question No. 1, *Do you currently live in Lyon County, Nevada?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.12 – Question No. 1: Do you currently live in Lyon County, Nevada? Select only one answer.		
2023 Night in the Country Follow-Up Online Survey		
July 19, 2023 through July 22, 2023		
Answer	Number of Responses	Percentage of Total
No	40	75.5%
Yes	13	24.5%
Total	53	100.0%

The majority of survey respondents, 40 total survey respondents or 75.5 percent of respondents that answered Question No. 1, indicated that they do not live in Lyon County, Nevada. Only 13 total survey respondents, or 24.5 percent, indicated that they do live in Lyon County, Nevada.

Table 3.13 presents the results for Question No. 2, *Please write the Zip Code of where you currently live.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top seven zip codes provided by survey respondents are highlighted. Table 3.13 also includes the accompanying county and state for each zip code provided by each survey respondent who responded to Question No. 2.

Table 3.13 – Question No. 2: Please write the Zip Code of where you currently live. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023				
Answer	County	State	Total Number of Responses	Percentage of Total
89183	Clark	Nevada	1	1.9%
89403	Lyon	Nevada	3	5.8%
89406	Churchill	Nevada	3	5.8%
89408	Lyon	Nevada	3	5.8%
89410	Douglas	Nevada	1	1.9%
89429	Lyon	Nevada	1	1.9%
89430	Lyon	Nevada	1	1.9%
89431	Washoe	Nevada	1	1.9%
89433	Washoe	Nevada	1	1.9%
89436	Washoe	Nevada	2	3.8%
89441	Washoe	Nevada	2	3.8%
89445	Humboldt	Nevada	3	5.8%
89447	Lyon	Nevada	4	7.7%
89460	Douglas	Nevada	1	1.9%
89506	Washoe	Nevada	1	1.9%
89509	Washoe	Nevada	1	1.9%
89511	Washoe	Nevada	2	3.8%
89521	Storey	Nevada	3	5.8%
89523	Washoe	Nevada	3	5.8%
89701	Carson City	Nevada	1	1.9%
89703	Carson City	Nevada	1	1.9%
89704	Washoe	Nevada	1	1.9%
89706	Carson City	Nevada	1	1.9%
89815	Elko	Nevada	2	3.8%
89820	Lander	Nevada	2	3.8%
94541	Alameda	California	1	1.9%
95620	Solano	California	1	1.9%
95632	Sacramento	California	1	1.9%
95648	Placer	California	1	1.9%
95687	Solano	California	1	1.9%
97504	Jackson	Oregon	1	1.9%
98642	Clark	Washington	1	1.9%
Total	-	-	52	100.0%

A total of 25 survey respondents, or 48.1 percent of respondents that answered Question No. 2, indicated that they currently live somewhere in Nevada. Of the 52 total survey respondents that responded to Question No. 2, 14 total survey respondents indicated that they currently live in Washoe County, Nevada, 12 total survey respondents indicated that they currently live in Lyon

County, Nevada, with three total survey respondents indicating that they currently live in Carson City, Nevada, Humboldt County, Nevada, and Storey County, Nevada respectively. Two total respondents indicated that they currently live in Douglas County, Nevada with two additional survey respondents indicating that they currently live in Elko County, Nevada and two additional survey respondents indicating that they currently live in Lander County, Nevada. One survey respondent indicated that they currently live in Churchill County, Nevada and one additional survey respondent indicated that they currently live in Clark County, Nevada.

Table 3.14 presents the results for Question No. 3, *What is your current employment status?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top three responses selected by survey respondents are highlighted.

Table 3.14 – Question No. 3: What is your current employment status? Select only one answer.		
2023 Night in the Country Follow-Up Online Survey		
July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Self-employed, full-time (36 hours a week or more)	6	11.3%
Self-employed, part-time (less than 36 hours a week)	1	1.9%
Employed, full-time (36 hours a week or more)	32	60.4%
Employed, part-time (less than 36 hours a week)	5	9.4%
Unemployed, seeking employment	0	0.0%
Unemployed, not seeking employment	4	7.6%
Total	53	100.0%

A total of 32 survey respondents, or 60.4 percent of the 53 survey respondents that answered Question No. 3, indicated that they are currently employed full-time at 36 hours a week or more. An additional six total survey respondents, or 11.3 percent, indicated that they are currently self-employed full-time at 36 hours a week or more and five total survey respondents, or 9.4 percent, indicated that they are currently employed part-time at less than 36 hours a week. Just four survey respondents, or 7.6 percent, indicated that they are currently unemployed and not seeking employment, one survey respondent or 1.9 percent indicated that they are currently unemployed but seeking employment, and no survey respondent indicated that they are currently self-employed part-time working less than 36 hours a week.

Table 3.15 presents the results for Question No. 4, *If you are either self-employed or employed, what is the Zip Code of where you work and/or your primary place of employment.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top nine zip codes provided by survey respondents are highlighted. Table 3.15 also includes the accompanying county and state for each zip code provided by each survey respondent who responded to Question No. 4.

Table 3.15 – Question No. 4: If you are either self-employed or employed, what is the Zip Code of where you work and/or your primary place of employment? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023				
Answer	County	State	Total Number of Responses	Percentage of Total
80511	Larimer	Colorado	1	2.4%
89183	Clark	Nevada	1	2.4%
89403	Lyon	Nevada	1	2.4%
89406	Churchill	Nevada	3	7.1%
89410	Douglas	Nevada	1	2.4%
89431	Douglas	Nevada	2	4.8%
89434	Washoe	Nevada	1	2.4%
89444	Douglas	Nevada	1	2.4%
89445	Humboldt	Nevada	3	7.1%
89447	Lyon	Nevada	3	7.1%
89451	Washoe	Nevada	1	2.4%
89501	Washoe	Nevada	1	2.4%
89502	Washoe	Nevada	2	4.8%
89506	Washoe	Nevada	2	4.8%
89509	Washoe	Nevada	3	7.1%
89511	Washoe	Nevada	2	4.8%
89512	Washoe	Nevada	1	2.4%
89521	Washoe	Nevada	1	2.4%
89523	Washoe	Nevada	1	2.4%
89701	Carson City	Nevada	2	4.8%
89712	Carson City	Nevada	1	2.4%
89820	Lander	Nevada	1	2.4%
89830	Elko	Nevada	1	2.4%
94545	Alameda	California	1	2.4%
95648	Placer	California	1	2.4%
95688	Solano	California	1	2.4%
95757	Sacramento	California	1	2.4%
97504	Jackson	Oregon	1	2.4%
98642	Clark	Washington	1	2.4%
Total	-	-	42	100.0%

A total of 35 survey respondents, or 83.3 percent of respondents that answered Question No. 4, indicated that they currently work somewhere in Nevada. Of the 42 total survey respondents that responded to Question No. 4, ten total survey respondents indicated that they currently work in Washoe County, Nevada, four survey respondents indicated that they currently work in Douglas County, Nevada, and four survey respondents indicated that they currently work in Lyon County, Nevada. An additional three survey respondents indicated that they currently work in Carson

City, Nevada, three survey respondents indicated that they currently work in Churchill County, Nevada, and three survey respondents indicated that they currently work in Humboldt County, Nevada. One survey respondent indicated that they currently work in Clark County, Nevada, one survey respondent indicated that they currently work in Elko County, Nevada, and one additional survey respondent indicated that they currently work in Lander County, Nevada.

Table 3.16 presents the results for Question No. 5, *In years, how old are you?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The three age categories selected by survey respondents are highlighted.

Table 3.16 – Question No. 5: In years, how old are you? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Age Category	Number of Responses	Percent of Total
Under 5 years	0	0.0%
5 to 9 years	0	0.0%
10 to 14 years	0	0.0%
15 to 19 years	0	0.0%
20 to 24 years	9	17.0%
25 to 34 years	13	24.5%
35 to 44 years	5	9.4%
45 to 54 years	17	32.1%
55 to 59 years	4	7.5%
60 to 64 years	3	5.7%
65 to 74 years	2	3.8%
75 to 84 years	0	0.0%
85 years and over	0	0.0%
Average Age	40.8	-
Total	53	100.0%

Of the 53 survey respondents that answered Question No. 5, 17 total survey respondents, or 32.1 percent of survey respondents, indicated that they were between the age of 45 years of age to 54 years of age. An additional 13 total survey respondents, or 24.5 percent, indicated that they were between the age of 25 years of age and 34 years of age and an additional nine total survey respondents, or 17.0 percent, indicated that they were between the age of 20 years of age and 24 years of age. The average age of all 53 total survey respondents that answered Question No. 5 was an estimated 40.8 years of age.

For Question No. 6, *What is your gender?*, 30 total survey respondents, or 56.6 percent of survey respondents that answered Question No. 6, indicated that their gender is female and 22 total survey respondents, or 41.5 percent of survey respondents, indicated that their gender is male.

Only one survey respondent, or 1.9 percent, chose not to answer Question No. 6 and no survey respondent selected “Non-Binary, Non-Conforming” as their response.

Table 3.17 presents the results for Question No. 7, *Including yourself, how many people in each age group currently live in your household?*, for the 2023 Night in the Country follow-up online post-event attendee survey.

Table 3.17 – Question No. 7: Including yourself, how many people in each age group currently live in your household? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023	
Age Group	Average Number of Individuals Per Household
17 Years of Age or Younger	1.09
18 to 24 Years of Age	1.10
25 to 64 Years of Age	1.90
65 Years of Age or Older	0.30
Average Total Number of Individuals per Household	1.44

Based on the results of the follow-up online post-event attendee survey of attendees of the 2023 Night in the Country event, the overall average total number of individuals per survey respondent’s household is an estimated 1.44 people per household. Survey respondents indicated that 1.09 people per household were 17 years of age or younger and indicated that 1.10 people per household were between the age of 18 years of age and 24 years of age. Survey respondents who attended the 2023 Night in the Country event that completed the follow-up online post-event survey also indicated that 1.90 people per household were between the age of 25 years of age and 64 years of age and indicated that 0.30 people per household were 65 years of age or older.

Table 3.18 presents the results for Question No. 8, *What is your combined annual household income?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top three responses provided by survey respondents are highlighted.

Based on the answers provided by survey respondents, survey respondents who attended the 2023 Night in the County event and completed the follow-up online post-even survey had relatively high household income levels. A total of 19 survey respondents, or 35.9 percent of the 53 survey respondents that answered Question No. 8, indicated that their combined annual household income was between \$100,000 and \$149,999. An additional eleven total survey respondents, or 20.8 percent, indicated that their combined annual household income was between \$150,000 and \$199,999 and eight total survey respondents indicated that their combined annual household income was between \$50,000 and \$74,999. A total of 49 survey respondents, or 92.3 percent of survey respondents that answered Question No. 8, indicated that their combined annual household income was \$50,000 per year or greater, further indicating relatively

high combined annual household income levels among 2023 Night in the County event attendees who completed the follow-up online post-event survey.

Table 3.18 – Question No. 8: What is your combined annual household income? Select only one answer. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Less than \$15,000	1	1.9%
\$15,000 to \$24,999	0	0.0%
\$25,000 to \$34,999	0	0.0%
\$35,000 to \$49,999	3	5.7%
\$50,000 to \$74,999	8	15.1%
\$75,000 to \$99,999	6	11.3%
\$100,000 to \$149,999	19	35.9%
\$150,000 to \$199,999	11	20.8%
\$200,000 or More	5	9.4%
Total	53	100.0%

Table 3.19 presents the results for Question No. 9, *What is the highest level of education that you have completed?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top four responses provided by survey respondents are highlighted.

Table 3.19 – Question No. 9: What is the highest level of education that you have completed? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Less than High School	0	0.0%
High School Diploma or GED	13	24.5%
Some College, No Degree	19	35.9%
Vocational Certificate	6	11.3%
Associates Degree, Graduated	11	20.8%
Bachelor’s Degree, Graduated	11	20.8%
Master’s Degree, Graduated	3	5.7%
PhD, Doctorate, or Equivalent, Graduated	0	0.0%
Post-Graduate Degree, Graduated/Completed	0	0.0%
Total	53	100.0%

A total of 19 survey respondents, or 35.9 percent of respondents that answered Question No. 9, indicated that they had completed some college but had not completed their degree program while 13 total survey respondents, or 24.5 percent, indicated that they had earned their high school diploma or General Educational Development (GED) certification as their highest level of education completed. A total of eleven survey respondents, or 20.8 percent, indicated that they had earned their Associates Degree and an additional eleven total survey respondents indicated that they had earned their Bachelor’s Degree as their highest level of education completed.

Table 3.20 presents the results for Question No. 10, *What type of music do you regularly listen to?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top five responses provided by survey respondents are highlighted.

Table 3.20 – Question No. 10: What type of music do you regularly listen to? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Rock	37	69.8%
Pop	19	35.9%
Popular/Top 20	13	24.5%
Jazz	0	0.0%
Hip Hop	15	28.3%
Rhythm and Blues	2	3.8%
Clues	0	0.0%
Classical	1	1.9%
Country (popular)	45	84.9%
Country (classic)	37	69.8%
Country (rock)	34	64.2%
Electronic	4	7.6%
Soul	4	7.6%
Heavy Metal	13	24.5%
Punk	8	15.1%
Alternative	16	30.2%
Easy Listening	5	9.4%
Other (please specify):	4	7.6%
Total	53	100.0%

The top types of music selected by survey respondents included Country (popular), Country (classic) and Rock, Country (rock), and Pop. Of the 53 survey respondents that answered Question No. 10, 45 total survey respondents or 84.9 percent of survey respondents indicated that they listen to Country (popular). A total of 37 survey respondents, or 69.8 percent, indicated that they regularly listen to Rock and an additional 37 total survey respondents indicated that they regularly listen to Country (classic). An additional 34 total survey respondents, or 64.2

percent, indicated that they regularly listen to Country (rock) and an additional 19 total survey respondents, or 35.9 percent, indicated that they regularly listen to Pop music. For the four total survey respondents that selected “Other (please specify)” as part of their answer to Question No. 10, other types of music that are regularly listened to by survey respondents were Contemporary Christian, Pop Music from the 1970’s and 1980’s, Southern Rock, and Various Artists and Genres.

Table 3.21 presents the results for Question No. 11, *How do you regularly listen to different types of music?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top three responses provided by survey respondents are highlighted.

Table 3.21 – Question No. 11: How do you regularly listen to different types of music? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
AM Radio (i.e. Car, Home, etc.)	1	1.9%
FM Radio (i.e. Car, Home, etc.)	25	47.2%
Streaming or Subscription Service (i.e. Apple Music, Amazon Music, Idagio, Pandora, SiriusXM, Spotify, etc.)	44	83.0%
Mobile Device (i.e. iPhone, Samsung Galaxy, etc.)	35	66.0%
Computing Device (i.e. Desktop, Laptop, Tablet, etc.)	5	9.4%
Home Automation Device (i.e. Google Assistant, Amazon Alexa, Cortana, etc.)	10	18.9%
Other (please specify):	3	5.7%
Total	53	100.0%

The most commonly indicated way that survey respondents indicated that they regularly listen to music were Streaming or Subscription Service, Mobile Device, and FM Radio. A total number of 44 survey respondents, or 83.0 percent of survey respondents that answered Question No. 11, indicated that they primarily use a Streaming or Subscription Service, such as Apple Music, Amazon Music, Idagio, Pandora, SiriusXM, Sportify, or some other streaming or subscription service, to regularly listen to different types of music. An additional 35 total survey respondents, or 66.0 percent of survey respondents, indicated that they use a Mobile Device, such as their mobile phone, to regularly listen to different types of music and 25 total survey respondents, or 47.2 percent, indicated that they use FM Radio either in the car or at home to regularly listen to different types of music. Of the three total survey respondents that selected “Other (please

specify)” as part of their response to Question No. 11, another type of streaming or subscription service, such as YouTube, were identified by survey respondents.

Table 3.22 presents the results for Question No. 12, *On average, how many live music events, concerts, festivals, etc. do you regularly attend a year (excluding 2020 through 2021)?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top two responses provided by survey respondents are highlighted.

Table 3.22 – Question No. 12: On average, how many live music events, concerts, festivals, etc. do you regularly attend a year (excluding 2020 through 2021)? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Range	Number of Responses	Percent of Total
None (0)	1	1.9%
Between 1 and 3	34	64.2%
Between 4 and 7	15	28.3%
Between 8 and 12	2	3.8%
Between 13 and 20	0	0.0%
Between 21 and 30	1	1.9%
31 or More	0	0.0%
Average Number of Events, Concerts, Festivals, etc.	3.6	-
Total	53	100.%

An overwhelming majority of survey respondents, 49 total survey respondents or 92.5 percent of survey respondents that responded to Question No. 12, indicated that they regularly attend between one and seven total music events, concerts, or festivals per year (excluding 2020 through 2021). A total of 34 survey respondents, or 64.2 percent, indicated that they regularly attend between one and three music events, concerts, or festivals per year and 15 total survey respondents, or 28.3 percent, indicated that they regularly attend between four and seven total music events, concerts, or festivals per year. On average, each 2023 Night in the Country event attendee that completed the follow-up online post-event survey indicated that they attend an estimated 3.6 music events, concerts, or festivals per year.

3.2.b General Information and Background

Question No. 13, *Was attending the 2023 Night in the Country event your primary reason for being in the Lyon County, Nevada area and/or in the northwestern Nevada region between July 19, 2023 and July 22, 2023?*, prompted the survey respondent to answer either “No” or “Yes”. A significant majority of survey respondents, 44 total survey respondents or 84.6 percent, indicated that, “Yes”, the 2023 Night in the Country event was their primary reason for being in the Lyon County, Nevada area and/or in the northwestern Nevada region between July 19, 2023 and July

22, 2023. Only eight total survey respondents, or 15.4 percent, indicated that, “No”, the 2023 Night in the Country event was not the primary reason for them being in the area or in the larger region between July 19, 2023 and July 22, 2023.

Table 3.23 presents the results for Question No. 14, *If you answered NO to Question No. 13, on a scale of 1 to 10, with 1 being Not at all Influential and 10 being Most Influential, how influential are the following reasons for your recent visit to the Lyon County, Nevada area and/or the northwestern Nevada region during the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey.

Table 3.23 – Question No. 14: If you answered NO to Question No. 13, on a scale of 1 to 10, with 1 being Not at all Influential and 10 being Most Influential, how influential are the following reasons for your recent visit to the Lyon County, Nevada area and/or the northwestern Nevada region during the 2023 Night in the Country event? Rate all options that are relevant to your experience. Leave blank those options that are not relevant to your experience. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Weighted Average
Visiting Friends and Family	16	5.0
Business	16	2.3
Attending Night in the Country	24	8.4
Vacation, Reno-Sparks Area	15	4.3
Vacation, Lake Tahoe Area	14	3.4
Vacation, Other	14	4.0
Other (please specify):	5	5.0
Total	24	-

For “Visiting Friends and Family”, the weighted average response provided by survey respondents was an estimated average of 5.0, indicating that this reason was only a somewhat influential reason for the survey respondent’s recent visit to the Lyon County, Nevada area or to the northwestern Nevada region. The weighted average response for “Business” was an estimated 2.3 but the weighted average response for “Attending Night in the Country” was an estimated average of 8.4. “Vacation, Reno-Sparks Area” was an estimated average of 4.3 based on the answers provided by survey respondents, “Vacation, Lake Tahoe Area” was an estimated average of 3.4, and “Vacation, Other” was an estimated average of 4.0. The five survey respondents that selected “Other (please specify)” as part of their answer to Question No. 14

each generally indicated that their current visit to the Lyon County area or to the northwestern Nevada region is because they either live in Lyon County, Nevada or in another part of northwestern Nevada. Survey respondents ranked these reasons, over average, with an estimated average score of 5.0. Based on the results provided by survey respondents to Question No. 14, attending the 2023 Night in the Country event was the primary and most influential reason for their visit to the Lyon County, Nevada area and to the broader northwestern Nevada region.

Table 3.24 presents the results for Question No. 15, *What was your arrival date in the Lyon County, Nevada area during your visit that included attending the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top two answers selected by survey respondents are highlighted.

Table 3.24 – Question No. 15: What was your ARRIVAL date in the Lyon County, Nevada area during your recent visit that included attending the 2023 Night in the Country event? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Range	Number of Responses	Percent of Total
Tuesday, July 18, 2023	6	13.0%
Wednesday, July 19, 2023	22	47.8%
Thursday, July 20, 2023	16	34.8%
Friday, July 21, 2023	1	2.2%
Saturday, July 22, 2023	0	0.0%
Sunday, July 23, 2023	1	2.2%
Total	46	100.0%

The overwhelming majority of survey respondents, 38 total survey respondents or 82.6 percent of survey respondents that responded to Question No. 15, indicated that they arrived in Lyon County, Nevada on either Wednesday, July 19, 2023 or Thursday, July 20, 2023. A total of 22 survey respondents, or 47.8 percent of respondents, indicated that they had arrived on Wednesday, July 19, 2023 and an additional 16 total survey respondents, or 34.8 percent, indicated that they had arrived on Thursday, July 20, 2023.

Table 3.25 presents the results for Question No. 16, *What was your departure date from the Lyon County, Nevada area during your recent visit that included the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top two answers selected by survey respondents are highlighted.

The overwhelming majority of survey respondents, 42 total survey respondents or 95.5 percent of survey respondents that responded to Question No. 16, indicated that they departed Lyon County, Nevada on either Saturday, July 22, 2023 or on Sunday, July 23, 2023. A total of 39 survey respondents, or 88.6 percent of respondents, indicated that they had departed on Saturday,

July 22, 2023 and an additional three total survey respondents, or 88.6 percent, indicated that they had departed on Sunday, July 23, 2023.

Table 3.25 – Question No. 16: What was your DEPARTURE date from the Lyon County, Nevada area during your recent visit that included attending the 2023 Night in the Country event? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Range	Number of Responses	Percent of Total
Tuesday, July 18, 2023	0	0.0%
Wednesday, July 19, 2023	0	0.0%
Thursday, July 20, 2023	0	0.0%
Friday, July 21, 2023	2	4.5%
Saturday, July 22, 2023	3	6.8%
Sunday, July 23, 2023	39	88.6%
Total	44	100.0%

Table 3.26 presents the results for Question No. 17, *Would you have visited the Lyon County, Nevada and/or the larger northwestern Nevada region if you had not attended the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey.

Table 3.26 – Question No. 17: Would you have visited the Lyon County, Nevada and/or the larger northwestern Nevada region if you had not attended the 2023 Night in the Country event? Select only one answer. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Yes, I would have likely visited the area within the next three months.	18	36.7%
Yes, I would have likely visited the area within the next six months.	3	6.1%
Yes, I would have likely visited the area within the next 12 months.	3	6.1%
No, I would have not visited the area or region except for the 2023 Night in the Country event.	25	51.0%
Total	49	100.0%

A majority of survey respondents, 25 total survey respondents or 51.0 percent, who responded to Question No. 17 selected “No, I would have not visited the area or region except for the 2023 Night in the Country event.” while 18 total survey respondents, or 36.7 percent, selected “Yes, I would have likely visited the area within the next three months.” for their answer to Question No. 17. Three survey respondents, or 6.1 percent, indicated that “Yes, I would have likely visited the area within the next six months.” and three additional survey respondents indicated that “Yes, I would have likely visited the area within the next 12 months.”.

Table 3.27 presents the results for Question No. 18, *How many years have you attended Night in the Country (if 2023 is your first year attending Night in the Country, write ‘1’)?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top two responses provided by survey respondents are highlighted.

Table 3.27 – Question No. 18: How many years have you attended Night in the Country (if 2023 is your first year attending Night in the Country, write ‘1’)? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Range	Number of Responses	Percent of Total
Between 1 and 3	31	59.6%
Between 4 and 7	11	21.2%
Between 8 and 12	6	11.5%
Between 13 and 20	4	7.7%
Between 21 and 30	0	0.0%
31 or More	0	0.0%
Average Number of Years Attending	4.6	-
Total	52	100.%

A significant majority of survey respondents, 42 total survey respondents or 80.8 percent of respondents that answered Question No. 18, indicated that they had been attending the Night in the Country event for between one and seven years. A total of 31 survey respondents, or 59.6 percent, indicated that 2023 was the first year that had attended the Night in the Country event or had been attending between one and three years. An additional eleven total survey respondents, or 21.2 percent of respondents that answered Question No. 18, indicated that they had been attending the Night in the Country event for between four and seven years. On average, survey respondents that responded to Question No. 18 indicated that they had been attending the Night in the Country event for the past 4.6 years.

For Question No. 19, *Which days did you attend the 2023 Night in the Country event?*, 51 total survey respondents or 98.1 percent of survey respondents selected “Thursday, July 20, 2023” and an additional 51 total survey respondents selected “Friday, July 21, 2023”. An additional 50 total survey respondents, or 96.2 percent, selected “Saturday, July 22, 2023” and 32 total survey

respondents, or 61.5 percent, selected “Wednesday, July 19, 2023” as part of their answer to Question No. 19. The results for Question No. 19 indicated that the overwhelming majority of attendees of the 2023 Night in the Country event that responded to the follow-up online post-event survey attended almost the entire event.

Table 3.28 presents the results for Question No. 20, *How many weeks in advance did you plan your attendance for the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top four responses provided by survey respondents are highlighted.

Table 3.28 – Question No. 20: How many weeks in advance did you plan your attendance for the 2023 Night in the Country event? Your answer should take into account when you made the initial decision to attend the 2023 Night in the Country event and when you purchased your tickets. Select only one answer. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Less than one week.	0	0.0%
One to two weeks.	1	1.9%
Two to four weeks.	2	3.9%
Four weeks to six weeks.	5	9.6%
Six weeks to eight weeks.	1	1.9%
Eight weeks to 12 weeks.	2	3.9%
More 12 weeks.	41	78.9%
Total	52	100.0%

The overwhelming majority of survey respondents, 41 total survey respondents or 78.9 percent of survey respondents that answered Question No. 20, indicated that they had been planning their 2023 Night in the County event attendance for more than 12 weeks. Five additional survey respondents, or 9.6 percent of respondents, indicated that they had planned their 2023 Night in the Country event attendance for between four weeks and six weeks. Two total survey respondents, or 3.9 percent, indicated that they had planned their attendance for between two weeks and four weeks and two additional total survey respondents indicated that they had planned their attendance for between eight weeks and 12 weeks.

Table 3.29 presents the results for Question No. 21, *If you had not attended the 2023 Night in the Country event, what would you have done with your time during the same week instead?*, for the 2023 Night in the Country follow-up online post-event attendee survey.

A majority of survey respondents who answered Question No. 21, 33 total survey respondents or 80.5 percent, indicated that they would have attended a different activity outside the Lyon County, Nevada area or outside the northwestern Nevada region if they had not attended the 2023 Night in the Country event. The most frequent activity specified by survey respondents who indicated that they would have attended or participated in a different activity outside the

Lyon County, Nevada area or outside the northwestern Nevada region included camping with specific related activities including boating, fishing, and hunting. A number of survey respondents who selected this answer as part of their response to Question No. 21 also indicated that they would have likely just stayed home or worked. Additional travel-related activities indicated by survey respondents as part of their response included some other type of travel-based activity, likely including visiting friends or family located outside the Lyon County, Nevada area or outside the northwestern Nevada region.

Table 3.29 – Question No. 21: If you had not attended the 2023 Night in the Country event, what would you have done with your time during the same week instead? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Options	Number of Responses	Percent of Total
Attend a different music festival. Please specify:	6	14.6%
A different activity WITHIN the Lyon County, Nevada area and/or within the northwestern Nevada region. Please specify:	11	26.8%
A different activity OUTSIDE the Lyon County, Nevada area and/or outside the northwestern Nevada region. Please specify:	33	80.5%
Total	41	-

An additional eleven total survey respondents, or 26.8 percent of survey respondents that responded to Question No. 21, indicated that they would have engaged in some other type of activity within the Lyon County, Nevada area or within the northwestern Nevada region if they had not attended the 2023 Night in the Country event. Camping, and related boating, fishing, and hunting activities, was the most common alternative activity indicated by survey respondents who selected this response to Question No. 21, with several survey respondents indicating that they would have likely camped at either Lake Tahoe, the Lahontan State Recreation Area, or at Pyramid Lake. A handful of survey respondents that indicated that they would have engaged in some other type of activity within Lyon County, Nevada or within the northwestern Nevada region if they had not attended the 2023 Night in the Country event indicated that they would have likely stayed home and gone to work.

Only six total survey respondents, or 14.6 percent of survey respondents that responded to Question No. 21, indicated that they would have specifically attended a different music festival if

they had not attended the 2023 Night in the Country event. Survey respondents indicated that they would have likely attended another music festival or concert in Las Vegas, Nevada or attended a concert at TJ’s Corral located at the Carson Valley Inn in Minden, Nevada. Other survey respondents that indicated that they would have specifically attended a different music festival if they had not attended the 2023 Night in the Country event did not specify which festival or concert they would have attended but did state they would have likely traveled outside their home county.

Table 3.30 presents the results for Question No. 22, *What best describes your participation in the 2023 Night in the Country Event.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.30 – Question No. 22: What best describes your participation in the 2023 Night in the Country Event. Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Attendee/Spectator	49	94.2%
Volunteer	2	3.9%
Vendor and/or Exhibitor	0	0.0%
Registered participant or competitor	2	3.9%
Other (please specify):	1	1.9%
Total	52	100.0%

The overwhelming majority of survey respondents that answered Question No. 22, 49 total survey respondents or 94.2 percent, indicated that they participated in the 2023 Night in the Country event as either an attendee or spectator. Just two total survey respondents, or 3.9 percent, indicated that they participated in the 2023 Night in the Country event as a volunteer and an additional two total survey respondents indicated that they participated as a registered participant or competitor. One survey respondent, or 1.9 percent, indicated that they participated as something other than the provided responses but did not specify their specific type of participate and no survey respondents selected vendor and/or exhibitor as part of their response to Question No. 22.

3.2.c Personal Spending and Travel Patterns

Table 3.31 presents the results for Question No. 23, *Including yourself, please write in the number of people that directly traveled with you to the 2023 Night in the Country event.*, for the 2023 Night in the Country follow-up online post-event attendee survey.

Survey respondents that answered Question No. 23 indicated that, as part of their group, an estimated 3.60 people per group attended the 2023 Night in the Country event with the survey respondent from the survey respondent’s home zip code that were 21 years of age older. Survey respondents further indicated that, as part of their group, an estimated 0.50 people per group

attended the event with the survey respondent from the respondent’s home zip code that were 20 years of age or younger and that 2.45 people per group attended the event with the survey respondent from a zip code that was not the survey respondent’s home zip code that were 21 years of age or older. Finally, survey respondents reported that an estimated 0.68 people per group attended the 2023 Night in the Country event with the survey respondent that were not from the respondent’s home zip code and were 20 years of age or younger. On average, survey respondents indicated that an estimated 5.88 people attended the 2023 Night in the Country event with the survey respondent.

Table 3.31 – Question No. 23: Including yourself, please write in the number of people that directly traveled with you to the 2023 Night in the Country event. Select and complete all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023	
Age Group	Average Number of Individuals per Group
From your residential zip code, 21 years of age or older:	3.60
From your residential zip code, 20 years of age or younger:	0.50
From a zip code different than your residential zip code, 21 years of age or older:	2.45
From a zip code different than your residential zip code, 20 years of age or younger:	0.68
Average Total Number of Individuals per Group	5.88

Question No. 24 of the follow-up online post-event survey asked the survey respondent, “No” or “Yes”, if they current live in Lyon County, Nevada. A significant majority of survey respondents, 45 total survey respondents or 90.0 percent of respondents that answered Question No. 24, answered “No”, they do not currently live in Lyon County, Nevada. Only five total survey respondents, or 10.0 percent, answered “Yes”, indicating that they do currently live in Lyon County, Nevada.

Table 3.32 presents the results for Question No. 25, *If you answered NO to Question No. 24, what type of accommodation and lodging best describes your place of lodging during the 2023 Night in the Country event.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top answer selected by survey respondents is highlighted.

Table 3.32 – Question No. 25: If you answered NO to Question No. 24, what type of accommodation and lodging best describes your place of lodging during the 2023 Night in the Country event. Select only one answer. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Hotel	0	0.0%
Motel	0	0.0%
Bed and Breakfast	0	0.0%
Recreational Vehicle (RV) Park	1	2.2%
Campground or Campsite, onsite	41	91.1%
Campground or Campsite, offsite	1	2.2%
Residential Rental (i.e. VRBO, Airbnb, etc.)	1	2.2%
Other (please specify):	1	2.2%
Total	45	100.0%

Of the 45 total survey respondents that answered Question No. 25, a significant majority, 41 total survey respondents or 91.1 percent, indicated that they had primarily relied on utilization of the existing campground and campsite space provided as part of the 2023 Night in the Country event as their primary source of lodging. Other selected types of lodging selected by survey respondents included another offsite recreational vehicle (RV) park, another offsite campground campsite, or some type of residential rental such as a property listed through VRBO or Airbnb.

Table 3.33 presents the results for Question No. 26, *If you answered NO to Question No. 24 and selected at least one of the options for Question No. 25 please provide the following details about your place of lodging during the 2023 Night in the Country event.*, for the 2023 Night in the Country follow-up online post-event attendee survey. Survey respondents were asked to write in the name or type of facility that they used as lodging during the 2023 Night in the Country event as well as provide the geographic location of the facility (county), the total number of lodging nights used, the total number of rooms, sites, or units rented as part of their stay, the total number of people per room, suite, or unit, and the estimated average nightly lodging rate (excluding taxes and fees). A total of 22 survey respondents provided a response to Question No. 26.

Of the 22 survey respondents that provided a response to Question No. 26, 19 total survey respondents provided a location of where their lodging was located. All 19 of these survey respondents indicated that their lodging facility was located somewhere in Lyon County, Nevada, either onsite at the 2023 Night in the Country event or somewhere else within the county. On average, and based on the answers provided by survey respondents who answered Question No. 26, survey respondents spent an average of 3.42 nights during their attendance of the 2023 Night in the Country event at their selected lodging facility. The average survey respondent rented, on average, 2.38 rooms, sites, or units as part of this visit with 2.29 people

Table 3.33 – Question No. 26: If you answered NO to Question No. 24 and selected at least one of the options for Question No. 25 please provide the following details about your place of lodging during the 2023 Night in the Country event. Please provide as much detail as possible.

**2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023**

Name of Facility:	Location of Facility (County):	Number of Lodging Nights:	Number of Rooms/Sites/Units Rented:	Number of People per Room:	Estimated Average Nightly Lodging Rate (Before Taxes and Fees):
Night in the Country club 149 campsite					
Air BnB	Silver Springs	2	2	2	\$70.00
Night in the country party campground	Lyon	4	2	3	\$300.00
Night in the Country camping	Yerington	4	2	4	
Night in the Country Campgrounds					
Night in the Country	Yerington	3	0	0	\$0.00
Night in the Country	Fairgrounds	4	12		
Southern Silent NITC campground	On site	4	1	2	\$35.00
Night in the country camp site					
Camp	Lyon	3	1	1	
Night in the Country	Lyon	4	1	2	\$149.00
C3	Lyon	3	8	2	
Night in the Country	Lyon County Fairgrounds	4			\$200.00
Night in the Country	Lyon	3			
Night in the Country	Lyon	3			
Night in the Country	Lyon County	3	0	1	
Night in the Country, Silent Zone	Lyon	4	1		
Night in the Country Quiet zone	Lyon	4	4	3	
Lyon County Fair Grounds	Lyon	3	1	2	\$30.00
Night in the Country	Yerington, NV	4	1	4	\$50.00
Fairground	Lyon	3	1	3	\$115.00
Fairgrounds	Lyon	3	1	3	\$400.00
Average	-	3.42	2.38	2.29	\$134.90

NOTE: All individual responses collected from the follow-up online post-event survey reported.

staying in each of the room, site, or unit rented and utilized by the survey respondent. On average, before taxes and fees, the average survey respondent spent \$134.90 per night per room, site, or unit as part of the nightly lodging rate paid by the survey respondent as part of their attendance of the 2023 Night in the Country event.

Table 3.34 presents the results for Question No. 27, *What is the total amount that you personally spent on the following items for your entire stay during the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The three spending categories with the largest average amount spent per category are highlighted.

Table 3.34 – Question No. 27: What is the total amount that you personally spent on the following items for your entire stay during the 2023 Night in the Country event? 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023	
Spending Category	Average Amount Spent per Spending Category
Lodging	\$228.12
Gaming	\$9.52
Event Fees	\$1,002.92
Food and Beverage at Night in the Country	\$166.67
Food and Beverage not at Night in the Country	\$279.27
Retail Shopping at Night in the Country	\$128.33
Retail Shopping not at Night in the Country	\$35.71
Entertainment not at Night in the Country	\$25.00
Fuel and Transportation	\$198.82
Other (please specify)	No Answers Received
Average Total Amount Spent per Survey Respondent Across all Categories	\$2,074.36

Of the nine specific spending categories listed as part of Question No. 27, Event Fees, Food and Beverage not at Night in the Country, and Lodging were the three largest, on average, spending categories for attendees of the 2023 Night in the Country event that completed the follow-up online post-event survey. On average, survey respondents spent \$1,002.92 on Event Fees related to the 2023 Night in the Country event, spent an additional \$279.27 on Food and Beverage not at Night in the Country, and spent an additional \$228.12 on Lodging. Overall, survey respondents spent a combined total of \$2,074.36 as part of their stay and attendance at the 2023 Night in the Country event held between July 19, 2023 and July 22, 2023.

Table 3.35 presents the results for Question No. 28, *What mode(s) of transportation did you use to travel to the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The largest category selected by survey respondents is highlighted.

Table 3.35 – Question No. 28: What mode(s) of transportation did you use to travel to the 2023 Night in the Country event? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Air travel	0	0.0%
Personal vehicle (car, van, truck, sport utility vehicle, recreational vehicle, etc.)	49	100.0%
Rental vehicle (car, van, truck, sport utility vehicle, recreational vehicle, etc.)	0	0.0%
Bus	0	0.0%
Train	0	0.0%
Other (please specify):	0	0.0%
Total	49	100.0%

Of the 49 total survey respondents that responded to Question No. 28, 100.0 percent of survey respondents indicated that they used their personal vehicle, either a car, van, truck, sport utility vehicle, or recreational vehicle, to travel to the 2023 Night in the Country event. No survey respondent indicated that they used any other type of travel or transportation option.

Table 3.36 presents the results for Question No. 29, *What mode(s) of transportation did you use to travel during the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The largest category selected by survey respondents is highlighted.

The overwhelming majority of survey respondents, 43 total survey respondents or 93.5 percent, indicated that they relied primarily on their personal vehicle, either their car, van, truck, sport utility vehicle, or recreational vehicle, as their primary mode of transportation during their stay and attendance of the 2023 Night in the Country event. Four total survey respondents, or 8.7 percent of respondents that answered Question No. 29, did select “Other (please specify)” as their answer. These four additional survey respondents indicated that they either used the same vehicle they used to travel to the 2023 Night in the Country event as their primary mode of transportation during the event or used another personal vehicle, such as an all-terrain vehicle (ATV), motorcycle, or bicycle, that they brought with them. One survey respondent that selected “Other (please specify)” indicated that they primarily relied on walking as their primary mode of transportation during the 2023 Night in the Country event.

Table 3.36 – Question No. 29: What mode(s) of transportation did you use to travel DURING the 2023 Night in the Country event? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Personal vehicle (car, van, truck, sport utility vehicle, recreational vehicle, etc.)	43	93.5%
Rental vehicle (car, van, truck, sport utility vehicle, recreational vehicle, etc.)	0	0.0%
Ride Share/Shared Economy Transportation Service (i.e. Uber, Lyft, etc.)	0	0.0%
Taxi	0	0.0%
Lodging Shuttle	0	0.0%
Other (please specify):	4	8.7%
Total	49	100.0%

3.2.d Information Pertaining to your Experience at the 2023 Night in the Country Event

Table 3.37 presents the results for Question No. 30, *Using a scale of 1 to 10, with 1 being Not at All and 10 being Most Relevant, which of the following reasons attracted you to the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The rating level with the largest number of responses per reason are highlighted. Survey respondents were prompted with five specific reasons and were also given the opportunity to write in and rate other reasons that attracted them to the 2023 Night in the Country event.

For Spectator Events, 24 total survey respondents, or 54.6 percent of respondents that rated this specific reason, rated it ‘10’ or most relevant. Five additional survey respondents, or 11.4 percent of respondents, rated Spectator Events a ‘5’ and four additional survey respondents, or 9.1 percent rated Spectator Events a ‘4’. For Interactive Activities, nine survey respondents, or 20.9 percent of respondents that rated this specific reason, rate it ‘1’ or not at all relevant. Six survey respondents, or 14.0 percent, rated Interactive Activities a ‘4’ and six additional survey respondents rated Interactive Activities a ‘6’. Five total survey respondents, or 11.6 percent, rated Interactive Activities a ‘5’ and five additional survey respondents rated this specific reason a ‘10’ or most relevant for their decision to attend the 2023 Night in the Country event.

Table 3.37 – Question No. 30: Using a scale of 1 to 10, with 1 being Not at All and 10 being Most Relevant, which of the following reasons attracted you to the 2023 Night in the County event? Rate all options that are relevant to your experience. Leave blank those options that are not relevant to your experience.
2023 Night in the County Follow-Up Online Survey
July 19, 2023 through July 22, 2023

Reasons	1 (Not at All)	2	3	4	5	6	7	8	9	10 (Most Relevant)
Spectator Events	2 (4.6%)	0 (0.0%)	2 (4.6%)	2 (4.6%)	4 (9.1%)	1 (2.3%)	3 (6.8%)	5 (11.4%)	1 (2.3%)	24 (54.6%)
Interactive Activities	9 (20.9%)	1 (2.3%)	4 (9.3%)	6 (14.0%)	5 (11.6%)	6 (14.0%)	3 (7.0%)	4 (9.3%)	0 (0.0%)	5 (11.6%)
Vendors and Exhibits	4 (9.3%)	5 (11.6%)	5 (11.6%)	1 (2.3%)	14 (32.6%)	4 (9.3%)	2 (4.7%)	3 (7.0%)	2 (4.7%)	3 (7.0%)
Food and Beverage	6 (14.0%)	5 (11.6%)	4 (9.3%)	3 (7.0%)	9 (20.9%)	6 (14.0%)	5 (11.6%)	1 (2.3%)	1 (2.3%)	3 (7.0%)
Destination Amenities (outside the event)	27 (62.8%)	4 (9.3%)	6 (14.0%)	0 (0.0%)	1 (2.3%)	2 (4.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (7.0%)
Other (please specify in text box below and rate here)	14 (51.9%)	0 (0.0%)	0 (0.0%)	1 (3.7%)	1 (3.7%)	1 (3.7%)	0 (0.0%)	0 (0.0%)	1 (3.7%)	9 (33.3%)

For Vendors and Exhibits, 14 total survey respondents, or 32.6 percent of respondents, rated this specific reason a ‘5’. Five total survey respondents, or 11.6 percent of respondents that rated this specific reason, rated Vendors and Exhibits a ‘2’ and five additional survey respondents rated Vendors and Exhibits a ‘3’ as a reason that attracted the survey respondent to the 2023 Night in the Country event. Four total survey respondents, or 9.3 percent, rated Vendors and Exhibits a ‘1’ or not at all relevant while four additional survey respondents rated this specific reason a ‘6’. For Food and Beverage, nine total survey respondents, or 20.9 percent of survey respondents, rated this specific reason a ‘5’. Six total survey respondents, or 14.0 percent of respondents that rated this specific reason, rated Food and Beverage a ‘1’ or not at all relevant while six additional survey respondents rated this specific reason a ‘6’ as a reason that attracted the survey respondent to the 2023 Night in the Country event. Five total survey respondents, or 11.6 percent, rated Food and Beverage a ‘2’ while five additional survey respondents rated this specific reason a ‘7’.

Finally, for Destination Amenities located outside the main event location, 27 total survey respondents, or 62.8 percent of survey respondents, rated this specific reason a ‘1’ or not at all relevant. Six total survey respondents, or 14.0 percent of respondents that rated this specific reason, rated Destination Amenities a ‘6’ and four additional survey respondents, or 9.3 percent, rated Destination Amenities a ‘2’ as a reason that attracted the survey respondent to the 2023 Night in the Country event. Across all survey respondents that rated each of the five provided reasons that might have attracted the survey respondent to the 2023 Night in the Country event, Spectator Events received an average weighted score of 8.00 and Interactive Activities received an average weighted score of 4.91. Vendors and Exhibitors received an average weighted score of 4.95 by survey respondents who attended the 2023 Night in the Country event and Food and Beverage received an average weighted score of 2.33.

For other reasons that attracted the survey respondent to the 2023 Night in the Country event, survey respondents identified a wide variety of reasons ranging from the headliners and performers that performed during the event to the ‘atmosphere of camping during the event’ to utilizing this event as an ‘excuse’ and opportunity to meet with family and friends who live in other parts of the country. Several survey respondents indicated that the Night in the Country event has become a de facto family and friends annual reunion. A few other survey respondents indicated that the annual Night in the Country event is part of a larger and extended vacation and travel experience, often combining their attendance of the Night in the Country event with other major events, such as the Reno Rodeo or Hot August Nights, that occurs either before or after Night in the Country and in other parts of the northwestern Nevada region. The Other reason was rated a ‘1’ or not at all relevant by 14 total survey respondents or by 51.9 percent of survey respondents that answered Question No. 30 and was rated a ‘10’ or most relevant by nine additional survey respondents or by 33.3 percent of respondents that answered Question No. 30. The Other reason received an average weighted score of 4.74 by survey respondents.

Table 3.38 presents the results for Question No. 31, *Using a scale of 1 to 10, with 1 being Not at All and 10 being Most Relevant, which of the following reasons that are specifically apart of Night in the Country attracted you to the 2023 Night in the Country event?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The rating level with the largest number of responses per reason are highlighted. Survey respondents were prompted with seven

Table 3.38 – Question No. 31: Using a scale of 1 to 10, with 1 being Not at All and 10 being Most Relevant, which of the following reasons that are specifically apart of Night in the Country attracted you to the 2023 Night in the Country event? Rate all options that are relevant to your experience. Leave blank those options that are not relevant to your experience.										
2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023										
Reasons	1 (Not at All)	2	3	4	5	6	7	8	9	10 (Most Relevant)
Experiences (Mud Volleyball, Yoga, Horseshoe Pits, Campsite Themes)	15 (34.9%)	5 (11.6%)	3 (7.0%)	3 (7.0%)	3 (7.0%)	3 (7.0%)	2 (4.7%)	4 (9.3%)	0 (0.0%)	5 (11.6%)
Tournament of Champions – High Noon Saloon	23 (54.8%)	5 (11.9%)	3 (7.1%)	3 (7.1%)	1 (2.4%)	4 (9.5%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	3 (7.1%)
Full Moon Saloon After Party	13 (30.2%)	3 (7.0%)	2 (4.7%)	2 (4.7%)	5 (11.6%)	3 (7.0%)	1 (2.3%)	4 (9.3%)	0 (0.0%)	10 (23.3%)
Extreme Bull Riding	18 (42.9%)	0 (0.0%)	3 (7.1%)	1 (2.4%)	3 (7.1%)	6 (14.3%)	3 (7.1%)	2 (4.8%)	0 (0.0%)	6 (14.3%)
Night in the Country Club 149 or VIP Party	17 (40.5%)	2 (4.8%)	4 (9.5%)	2 (4.8%)	0 (0.0%)	3 (7.1%)	2 (4.8%)	2 (4.8%)	0 (0.0%)	10 (23.8%)
Night in the City	27 (64.3%)	1 (2.4%)	3 (7.1%)	0 (0.0%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	1 (2.4%)	2 (4.8%)	6 (14.3%)
Main Stage Artists/Performances	0 (0.0%)	0 (0.0%)	1 (2.3%)	0 (0.0%)	0 (0.0%)	3 (6.8%)	1 (2.3%)	4 (9.1%)	0 (0.0%)	35 (79.6%)
Other (please specify in text box below and rate here)	10 (52.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (5.3%)	1 (5.3%)	0 (0.0%)	0 (0.0%)	7 (36.8%)

specific reasons and were also given the opportunity to write in and rate other reasons that attracted them to the 2023 Night in the Country event.

For Experiences (Mud Volleyball, Yoga, Horseshoe Pits, Campsite Themes), 15 total survey respondents, or 34.9 percent of respondents that rated this specific reason, rated it '1' or not at all relevant. Five additional survey respondents, or 11.6 percent, rated Experiences at '2' and five additional survey respondents rated it '10' or most relevant. Four survey respondents, or 9.3 percent, also rated Experiences as '8' as a reason that attracted the survey respondent to the 2023 Night in the Country event. For Tournament of Champions – High Noon Saloon, 23 total survey respondents, or 54.8 percent, rated it '1' or not at all relevant, five total survey respondents or 11.9 percent rated it '2', and four additional survey respondents, or 9.5 percent, rated it '6'.

A total of 13 survey respondents, or 30.2 percent of respondents, rated Full Moon Saloon After Party as '1' or not at all relevant while ten total survey respondents, or 23.3 percent, rated this specific reason that was specifically apart of the Night in the Country event as '10' or most relevant. For Extreme Bull Riding, 18 total survey respondents, 42.9 percent of respondents that evaluated this specific reason, rated it a '1' or not at all relevant. Six total survey respondents, or 14.3 percent, rated Extreme Bull Riding a '6' while six additional survey respondents rated Extreme Bull Riding a '10', indicating that, for them, it was one of the most relevant reasons that was specifically apart of the 2023 Night in the Country event that attracted the survey to the event. For Night in the Country Club 149 or VIP Party, 17 total survey respondents, or 40.5 percent, rated it a '1' or not at all relevant while ten total survey respondents, or 23.8 percent, rated it a '10' or most relevant as part of the survey respondent's reason to attend the 2023 Night in the Country event. An additional four total survey respondents, or 9.5 percent, rated Night in the Country Club 149 or VIP Party a '3'.

For Night in the City, 27 total survey respondents, or 64.3 percent of respondents, rated it a '1' or not relevant at all while six total survey respondents, or 14.3 percent, rated Night in the City a '10' or most relevant. For Main Street Artists/Performances, 35 total survey respondents, or 79.6 percent of survey respondents that rated this specific reason, rated it a '10' indicating that it was the most relevant reason as to why these survey respondents chose to attend the 2023 Night in the Country event. An additional four total survey respondents, or 9.1 percent, rated Main Stage Artists/Performances an '8'. Across all survey respondents that rated each of the seven provided reasons that were specifically apart of the 2023 Night in the Country event that might have attracted the survey respondent to the event, Experiences (Mud Volleyball, Yoga, Horseshoe Pits, Campsite Themes) received an average weighted score of 4.07, Tournament of Champions – High Noon Saloon received an average weighted score of 2.69, Extreme Bull Riding received an average weighted score of 4.26, and Night in the Country Club 149 or VIP Party received an average weighted score of 4.50. Night in the City received an average weighted score of 3.21 and Main Stage Artists/Performances received an average weighted score of 9.32.

For other reasons that were specifically apart of the 2023 Night in the Country event that attracted the survey respondent to the event, survey respondents identified a wide variety of reasons ranging from the way in which the evening performances on Thursday, Friday, and Saturday were scheduled to the friendliness and helpfulness of event organizers and staff to the

way in which the campsites were arranged. Several survey respondents noted their appreciation for how Thursday’s artists and performers were more ‘old school’ and had larger appeal to an older generation while Friday’s and Saturday’s artists and performers were more geared to younger generations. This structure, according to several survey respondents, made the event feel more welcoming for different age groups on different days of the event. Additional survey respondents also noted the professionalism, friendliness, and overall helpfulness of event organizers and staff and also noted that it was clear that even organizers worked hard to maintain a family friendly environment throughout the campsites. The Other reason was rated a ‘1’ or not at all relevant by ten total survey respondents or by 52.6 percent of survey respondents that answered Question No. 31 and was rated a ‘10’ or most relevant by seven additional survey respondents or by 36.8 percent of respondents that answered Question No. 31. The Other reason received an average weighted score of 4.89 by survey respondents.

Table 3.39 presents the results for Question No. 32, *Using a scale of 1 to 10, with 1 being Poor and 10 being Excellent, please rate the following statements about your experience at the 2023 Night in the Country event.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The rating level with the largest number of responses per statement are highlighted. Survey respondents were prompted with four specific statements about the 2023 Night in the Country event to evaluate and rate.

For the statement “Your overall experience at the 2023 Night in the Country event.”, 14 total survey respondents, or 30.4 percent of respondents that answered Question No. 32, rated this statement a ‘10’ or excellent. Eight total survey respondents or 17.4 percent of respondents rated this statement a ‘7’, seven total survey respondents or 15.2 percent of respondents rated this statement an ‘8’, and an additional seven total survey respondents rated this statement about the respondent’s overall experience at the 2023 Night in the Country event a ‘9’. For the statement “Your overall experience at previous Night in the Country events that you might have attended.”, 16 total survey respondents, or 41.0 percent of respondents that answered Question No. 32, rated this statement a ‘10’ or excellent. An additional eleven total survey respondents, or 28.2 percent, rated this statement a ‘9’ and five additional survey respondents, or 12.8 percent, rated this statement about their experiences at past Night in the Country events that they might have attended an ‘8’.

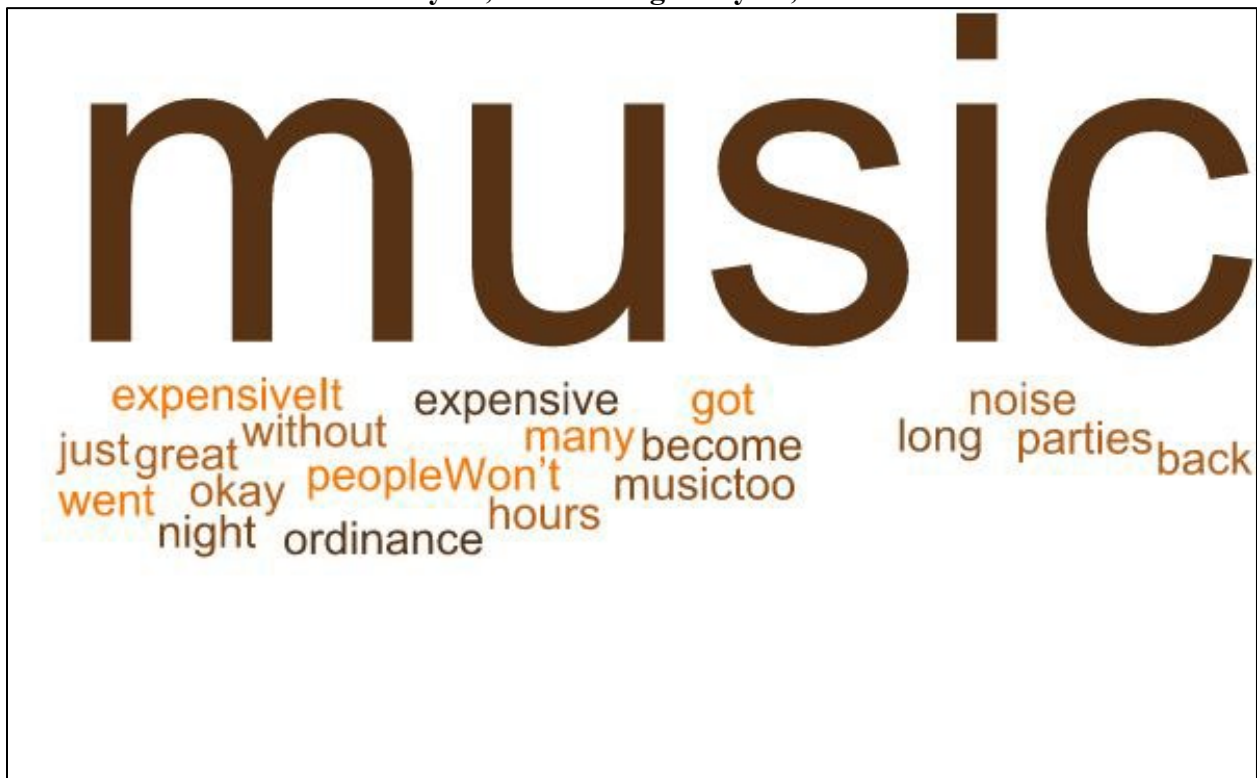
A total of 15 survey respondents, or 35.7 percent of respondents that answered Question No. 32, rated the statement “Your overall experience visiting the Lyon County, Nevada area and/or the northwestern Nevada region.” a ‘10’ or as excellent. Nine additional survey respondents, or 21.4 percent of respondents, rated this statement an ‘8’ while six additional survey respondents, or 14.3 percent, rated this statement a ‘9’. For the statement “The chance that you will visit the Lyon County, Nevada area and/or the northwestern Nevada region in the future outside the Night in the Country event.”, 17 total survey respondents, or 37.8 percent of respondents that answered Question No. 32, rated it a ‘10’ or excellent. Seven total survey respondents, or 15.6 percent of respondents, rated this statement a ‘1’ or poor, four total survey respondents or 8.9 percent rated this statement a ‘2’, and four additional survey respondents rated this statement a ‘3’. Four additional survey respondents rated this statement a ‘6’ while four more total survey respondents rated this statement an ‘8’.

Table 3.39 – Question No. 32: Using a scale of 1 to 10, with 1 being Poor and 10 being Excellent, please rate the following statements about your experience at the 2023 Night in the Country event. Rate all options that are relevant to your experience. Leave blank those options that are not relevant to your experience. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023										
Statement	1 (Poor)	2	3	4	5	6	7	8	9	10 (Excellent)
Your overall experience at the 2023 Night in the Country event.	0 (0.0%)	1 (0.0%)	1 (2.2%)	0 (0.0%)	4 (8.7%)	5 (10.9%)	8 (17.4%)	7 (15.2%)	7 (15.2%)	14 (30.4%)
Your overall experience at previous Night in the Country events that you might have attended.	0 (0.0%)	1 (0.0%)	0 (0.0%)	1 (2.6%)	1 (2.6%)	2 (5.1%)	3 (7.7%)	5 (12.8%)	11 (28.2%)	16 (41.0%)
Your overall experience visiting the Lyon County, Nevada area and/or the northwestern Nevada region.	0 (0.0%)	1 (0.0%)	2 (4.8%)	0 (0.0%)	1 (9.5%)	3 (7.1%)	3 (7.1%)	9 (21.4%)	6 (14.3%)	15 (35.7%)
The chance that you will visit the Lyon County, Nevada area and/or the northwestern Nevada region in the future outside the Night in the Country event.	7 (15.6%)	4 (8.9%)	4 (8.9%)	0 (0.0%)	2 (4.4%)	4 (8.9%)	1 (2.2%)	4 (8.9%)	2 (4.4%)	17 (37.8%)

Across all survey respondents that rated each of the four statements presented to survey respondents in Question No. 32, the statement “Your overall experience at the 2023 Night in the Country event.” received an average weighted score of 8.00 and the statement “Your overall experience at previous Night in the Country events that you might have attended.” received an average weighted score of 8.74. For the statement “Your overall experience visiting the Lyon County, Nevada area and/or the northwestern Nevada region.”, the average weighted score was an estimated 8.12 and, for the statement “The chance that you will visit the Lyon County, Nevada area and/or the northwestern Nevada region in the future outside the Night in the Country event.”, the average weighted score was an estimated 6.40.

For Question No. 33, *Will you attend the Night in the Country event in the future?*, a majority of survey respondents, 28 total survey respondents or 60.9 percent of the 46 survey respondents that answered Question No. 33, answered “Yes, next year”. Just four total survey respondents, or 8.7 percent of respondents, answered “No” and 14 total survey respondents, or 30.4 percent, answered “Yes, for the foreseeable future in future years.”. For Question No. 34, *Would you recommend the Night in the Country event to family and friends?*, an overwhelming majority of survey respondents, 41 total survey respondents or 95.4 percent of the 43 survey respondents that answered Question No. 34, answered “Yes”. Just four total survey respondents, or 9.3 percent, answered “No”.

Figure 3.1 – Question No. 34: Would you recommend the Night in the Country event to family and friends? Select only one answer. Answers to “No, Why:”
2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023



As part of Question No. 34, survey respondents that answered “No” were asked to write-in a reason as to why they would not recommend the Night in the Country event to family and friends. Figure 3.1 presents a word cloud of the reasons that survey respondents provided as to why they would not recommend the Night in the Country event. Specific reasons provided by survey respondents as to why they would not recommend the Night in the Country event noted that the event had just become too expensive and believed that the quality of the performances and music was ‘just okay’ and did merit the cost of attending. A few survey respondents noted that they would like to see a ‘quiet period’ enforced at evening and believed that individual parties in individual campsites became too disruptive.

Figure 3.2 presents a word cloud of the reasons that survey respondents provided as to why they would recommend the Night in the Country event to family and friends.

Figure 3.2 – Question No. 34: Would you recommend the Night in the Country event to family and friends? Select only one answer. Answers to “Yes, Why:”
2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023

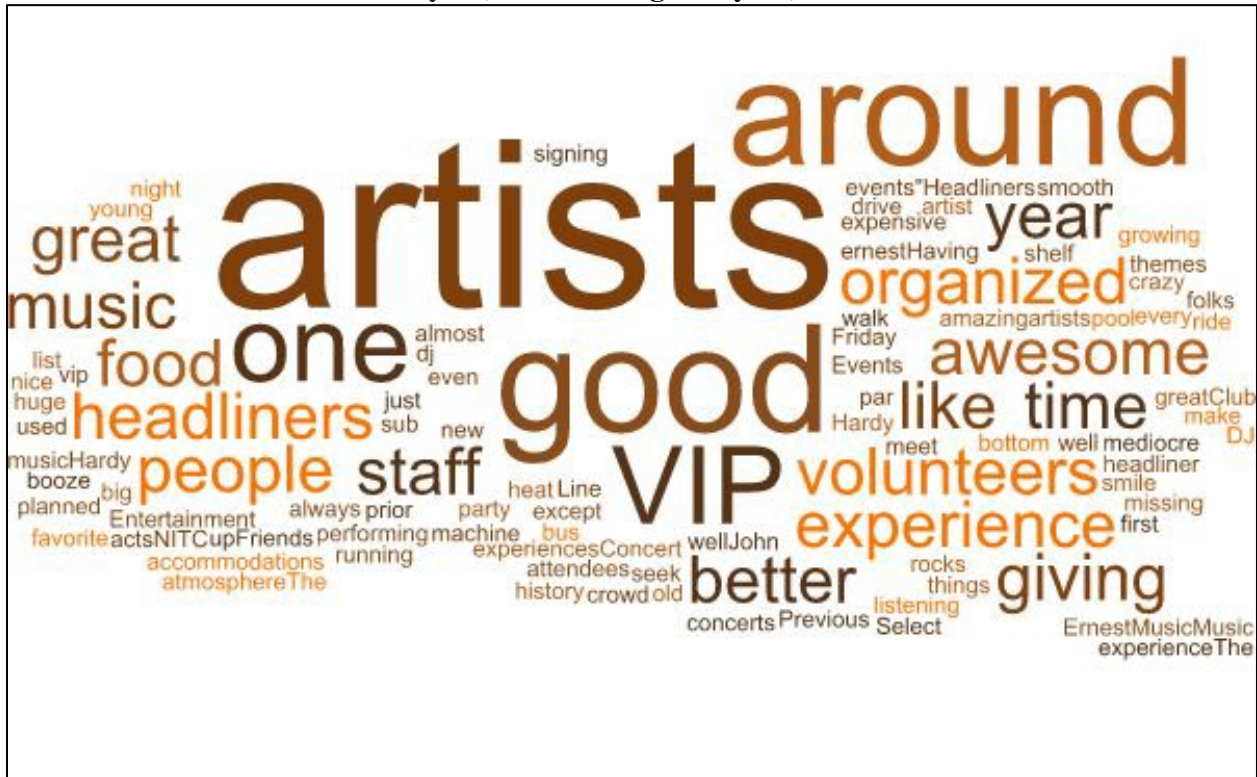


Most survey respondents noted that a major reasons as to why they would recommend the Night in the Country event to their friends and family is because of the ‘unique’ and ‘fun’ experience that the event is and has become over the past several years. Several other survey respondents noted that the Night in the Country event has become a de facto friend and family annual reunion event and has become an event where individuals can meet new people who share a common love and passion for similar music. A few survey respondents noted that some of the people that individual survey respondents have met over the past several years have become that survey

respondent’s best friend and that they look forward to reconnecting with new friends and family every year at the Night in the Country event. Other survey respondents focused on specific elements of the Night in the Country event, including the diversity in performers featured, the variety of food and beverage options, and the many activities (both formal and informal) that occur throughout the entire event. A few survey respondents even highlighted the general geographic location of the event as one of the reasons as to why they would recommend the Night in the Country event to their friends and family. Especially among survey respondents who live outside Lyon County and outside the broader northwestern Nevada region, respondents highlighted the region’s unique characteristics and opportunities for additional outdoor recreation activities as a major reason why they routinely attend this event.

Figure 3.3 presents a word cloud of the responses provided by survey respondents to Question No. 35, *In general, what do you feel most contributed to the success of the 2023 Night in the Country event?*

**Figure 3.3 – Question No. 35: In general, what do you feel most contributed to the success of the 2023 Night in the Country event?
2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023**



Top among the many reasons provided by survey respondents as to why they believed the 2023 Night in the Country event was a success was the high quality and diversity of artists, musicians, and performers who performed during the entire event. Specifically, survey respondents noted that the mix of artists, musicians, and performers provided a ‘little something for everyone’ for all ages and for all interests, preferences, and tastes. Survey respondents further noted that each

The words ‘better’ and ‘more’ were common among the suggestions provided by survey respondents as to how future Night in the Country events could be improved. Several survey respondents stressed the need for better access to tickets at lower prices, pointing out that their tickets had to be purchased through a third party or reseller leading to significantly higher prices. Survey respondents pointed out that the high cost of individual tickets and blocks of tickets have begun to make several survey respondents question whether or not they will return for future Night in the Country events. Better quality and a larger diversity of food and beverage offerings was also noted by several survey respondents as a way to enhance future Night in the County events. A number of survey respondents also noted the need for additional and better quality bathrooms, restrooms, and related sanitary facilities, especially for families with children and for female attendees. Survey respondents also noted the need for additional water filling stations as the lines to refill water containers were often long and noticeably reduced the amount of time during the event that the survey respondent had to experience other parts of the even including other activities.

A number of survey respondents also note the need for additional shaded areas, especially during the day, and noted that they would like to see event organizers better handle adverse weather conditions, including rain and high winds that significantly impacted the experience of several survey respondents who camped in one of the designated campsites. Several survey respondents also noted that the traffic to enter and leave the event was, as several survey respondents put it, ‘the worst that it has been in years’. While camping is a major part of the event’s overall experience, several survey respondents suggested that future Night in the Country events restrict the number of vehicles that are allowed to enter the event per campsite and provide public transportation from off-site parking locations to the event as a way of reducing traffic congestion. Survey respondents also pointed out that individual attendees showed little regard for other attendees by driving their vehicles at speeds far too high for the event, resulting in dangerous conditions for families with young children and large amounts of dust that were frequently blown into campsites adjacent to major vehicle transportation routes.

Figure 3.5 presents a word cloud of the responses provided by survey respondents to Question No. 37, *In regard to this year’s location, what improvements would you like to see made to the location for future events?*

Many of the individual answers provided by survey respondents for Question No. 37 were very similar to the answers provided by survey respondents to Question No. 36. Several survey respondents highlighted the need for better quality and a larger selection of food and beverage options. Survey respondents who responded to Question No. 37 generally noted that the food and beverage selection for the 2023 Night in the Country event was of generally poor quality and at a generally high price. A number of survey respondents indicated that, due to the perceived poor quality, lack of options, and generally high price of on-site food and beverage options, they would regularly leave the event to go shopping at one of the available stores in Yerington. However, survey respondents noted that leaving the event often led to them missing parts of the performance or other special activities and events, resulting in a diminished experience for them and for other members of their party. It was noted by several survey respondents that the vendor and exhibitor area seemed to feature a more limited number of retailers than in previous years.

Survey respondents who responded to Question No. 37 would also like to see a better diversity in retailers at prices less expensive than the prices that this year’s retailers were charging.

Figure 3.5 – Question No. 37: In regard to this year’s location, what improvements would you like to see made to the location for future events? Examples of suggested improvements could include more entrances, shorter lines, more portable/mobile toilets and/or sanitation facilities, more food and beverage options, different performers, more activities and events onsite, more parking, more on-site or off-site camping options, etc.
2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023



Other major areas of needed improvement for future Night in the Country events as identified by survey respondents who answered Question No. 37 included a series of broad ‘infrastructure’ and organization concerns regarding better access to better quality and more sanitary bathroom and restroom facilities and improved vehicle traffic management. In addition to better quality and more sanitary bathroom and restroom facilities, including additional water filling stations strategically located throughout the individual campsites, several survey respondents noted that the amount of vehicle traffic has reached a dangerous and unsafe level. Survey respondents suggested that future Night in the Country events offer off-site parking for single day attendees and offer a public transportation option that could ‘bus’ single day attendees from diffused off-site parking locations to and from the event as a way of reducing on-site traffic. In addition to offering an off-site parking and public transportation option, survey respondents also suggested that event organizers consider restricting the total number of vehicles allowed per campsite as an additional way of reducing traffic impacts at the event. A number of survey respondents also suggested that better policing and segregation of campsite areas would significantly improve the

overall event in the future. Specifically, survey respondents noted how important it is to make sure that campsites dedicated to families with young children be better protected and insulated from campsites with young adults as campsites with young adults tend to be louder and more disruptive.

Table 3.40 presents the results for Question No. 38, *Using a scale of 1 to 10, with 1 being Don't Rely on at All and 10 being Rely on the Most, please rate the following ways in which you get information about the Night in the Country event.*, for the 2023 Night in the Country follow-up online post-event attendee survey. The rating level with the largest number of responses per source of information are highlighted. Survey respondents were prompted with ten specific sources of information that the survey respondent uses to get information about the Night in the Country event.

For Social Media, 12 total survey respondents, or 26.7 percent of respondents that responded to Question No. 38, rated it a '10' or relied on it the most as their preferred way to receive information about the Night in the Country event. An additional nine total survey respondents, or 20.0 percent, rated Social Media an '8' and six additional survey respondent, or 13.3 percent, rated Social Media a '5'. For Event Website, 18 total survey respondents, or 40.9 percent of respondents, rated it a '10' or relied on it the most as their preferred way to receive information about the event. A total of eight survey respondents, or 18.2 percent, rated Event Website a '5' and five additional survey respondents, or 11.4 percent, rated this specific source of information an '8'. A total of 15 survey respondents, or 34.9 percent of respondents, rated Electronic Newsletter(s) a '1', indicating that these survey respondents do not rely on Electronic Newsletter(s) at all as a source of information about the Night in the Country event. Seven total survey respondents, or 16.3 percent, rated Electronic Newsletter(s) a '10' or rely on them the most and an additional five total survey respondents, or 11.6 percent, rated this specific source of information an '8'.

A total of 39 survey respondents, or 92.9 percent of respondents that answered Question No. 38, rated Newspaper a '1', indicating that they do not rely on this specific source of information at all when it comes to event information about Night in the Country. One additional survey respondent rated Newspaper a '2', one survey respondent rated Newspaper a '5', and one final survey respondent rated Newspaper a '6'. Similar to Newspaper, a majority of survey respondents that answered Question No. 38, 40 total survey respondents or 95.2 percent, rated Magazine a '1', indicating that they do not rely on this specific source of information at all. One survey respondent rated Magazine a '5' and one additional survey respondent rated Magazine a '6'. A majority of survey respondents who answered Question No. 38, 24 total survey respondents or 58.5 percent, rated Radio Station a '1'. Three survey respondents rated Radio Station a '5', and three additional survey respondents rated Radio Station an '8' in-terms of how much they rely on this specific source of information when it comes to event information about Night in the Country.

Television Station, US Mail and Mailers, and Brochures, Fliers, and Posters were equally as unused by survey respondents when it comes to being used as a source of information about the Night in the Country event as compared to Newspaper, Magazine, and Radio Station. For Television Station, 36 total survey respondents or 85.7 percent of respondents rated this specific

Table 3.40 – Question No. 38: Using a scale of 1 to 10, with 1 being Don't Rely on at All and 10 being Rely on the Most, please rate the following ways in which you get information about the Night in the County event. Rate all options that are relevant to your experience. Leave blank those options that are not relevant to your experience. 2023 Night in the County Follow-Up Online Survey July 19, 2023 through July 22, 2023										
Source of Information	1 (Don't Rely on at All)	2	3	4	5	6	7	8	9	10 (Rely on the Most)
Social Media	5 (11.1%)	0 (0.0%)	1 (2.2%)	1 (2.2%)	6 (13.3%)	2 (4.4%)	4 (8.9%)	9 (20.0%)	5 (11.1%)	12 (26.7%)
Event Website	1 (2.3%)	0 (0.0%)	1 (2.3%)	3 (6.8%)	8 (18.2%)	2 (4.6%)	3 (6.8%)	5 (11.4%)	3 (6.8%)	18 (40.9%)
Electronic Newsletter(s)	15 (34.9%)	1 (2.3%)	2 (4.7%)	3 (7.0%)	4 (9.3%)	3 (7.0%)	2 (4.7%)	5 (11.6%)	1 (2.3%)	7 (16.3%)
Newspaper, Please specify publications	39 (92.9%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Magazine	40 (95.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Radio Station	24 (58.5%)	2 (4.9%)	0 (0.0%)	2 (4.9%)	3 (7.3%)	1 (2.4%)	2 (4.9%)	3 (7.3%)	2 (4.9%)	2 (4.9%)
Television Station	36 (85.7%)	0 (0.0%)	2 (4.8%)	1 (2.4%)	1 (2.4%)	1 (2.4%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
US Mail, Mailers	30 (71.4%)	1 (2.4%)	3 (7.1%)	3 (7.1%)	3 (7.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (2.4%)	1 (2.4%)
Brochures, Fliers, Posters	31 (73.8%)	1 (2.4%)	1 (2.4%)	3 (7.1%)	3 (7.1%)	2 (4.8%)	1 (2.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Word of Mouth	7 (15.9%)	0 (0.0%)	2 (4.6%)	3 (6.8%)	7 (15.9%)	4 (9.1%)	4 (9.1%)	6 (13.6%)	2 (4.6%)	9 (20.5%)
Other (please specify in text box below and rate here)	12 (66.7%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (5.6%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (5.6%)	4 (22.2%)

source of information a ‘1’. Just two additional survey respondents, or 4.8 percent, rated Television Station as a ‘3’. For US Mail and Mailers, 30 total survey respondents, or 71.4 percent of survey respondents that answered Question No. 38, rated this specific source of information a ‘1’, indicating that they do not rely on US Mail and Mailers at all for information about the Night in the Country event. Just three total survey respondents, or 7.1 percent, rated US Mail and Mailers a ‘3’, three total survey respondents rated this specific source of information a ‘4’, and three additional survey respondents rated US Mail and Mailers a ‘5’.

The majority of survey respondents that answered Question No. 38, 31 total survey respondents or 73.8 percent, rated Brochures, Fliers, and Posters a ‘1’, indicating that these survey respondents do not rely at all on this specific source of information for information about the Night in the Country event. Three total survey respondents, or 7.1 percent, rated Brochures, Fliers, and Posters a ‘4’ while three additional survey respondents rated this specific source of information a ‘5’. For Word of Mouth, nine total survey respondents, or 20.5 percent of respondents, rated this specific source of information a ‘10’. Seven total survey respondents rated Word of Mouth as a source of information about the Night in the Country event a ‘1’ while seven additional survey respondents rated Word of Mouth a ‘5’. An additional six total survey respondents, or 13.6 percent of respondents, rated Word of Mouth as a source of information about the Night in the Country event an ‘8’.

Across all survey respondents that rated each of the ten specific sources of information presented in Question No. 38, average weighted score for Social Media was an estimated 7.09, the average weighted score for Event Website was an estimated 7.64, the average weighted score for Electronic Newsletter(s) was an estimated 4.79, and the average weighted score for Newspaper was an estimated 1.24. For Magazine, the average weighted score as a primary source of information about the Night in the Country event was an estimated 1.21, was an estimated 3.24 for Radio Station, was an estimated 1.52 for Television Station, and was an estimated 2.07 for US Mail and Mailers. The average weighted score for Brochures, Fliers, and Posters among survey respondents was an estimated 1.95 while the average weighted score for Word of Mouth among survey respondents was an estimated 6.09.

For Other sources of information about the Night in the Country event, survey respondents largely specified specific types of social media, including Facebook, Instagram, and TikTok. Other sources of information specified by survey respondents as part of their answers to Question No. 38 included the Night in the Country website, the Night in the Country mobile application (or app), and even specific radio stations such as KBUL 98.1 FM. A few survey respondents even noted that they rely on direct emails from Night in the Country to them personally as a primary source of information about the event. Twelve total survey respondents, or 66.7 of survey respondents that answered Question No. 38, rated Other sources of information about the Night in the Country event a ‘1’ while four total survey respondents, or 22.2 percent of respondents, rated Other sources of information a ‘10’. The average weighted score for Other sources of information among survey respondents was an estimated 3.67.

Figure 3.6 presents a word cloud of the responses provided by survey respondents to Question No. 39, *Please list any specific Social Media sites, types, and platforms, Electronic Newsletter(s), Newspaper(s), Magazine(s), Radio Station(s), and Television Station(s) that you*

Table 3.41 presents the results for Question No. 40, *Will you attend, or have you attended, any other music related events and/or festivals in 2023?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The answer with the largest number of responses is highlighted.

Table 3.41 – Question No. 40: Will you attend, or have you attended, any other music related events and/or festivals in 2023? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer	Number of Responses	Percentage of Total
No	28	60.9%
Yes, as a spectator and/or attendee	21	45.7%
Yes, as a performer	0	0.0%
Total	46	100.0%

A majority of survey respondents, 28 total survey respondents or 60.9 percent of the 46 survey respondents that answered Question No. 40, answered “No”, indicating that they will not attend nor have they attended any other music related event or festival in 2023. A total of 21 survey respondents, or 45.7 percent of respondents, answered “Yes, as a spectator and/or attendee”, indicating that they had or will attend another music related event or festival in 2023. No survey respondent selected “Yes, as a performer” as part of their answer to Question No. 40.

Figure 3.7 presents a word cloud of the responses provided by survey respondents to Question No. 41, *If you answered YES to Question No. 40, please specify the events and/or festivals that you have or are planning on attending in 2023 or that you have or are planning to perform at in 2023.*

Survey respondents provided a diverse and wide range of different artists and performers as well as specific events and festivals in response to Question No. 41. Specific artists and performers that survey respondents highlighted included Zach Brayn, Koe Wetzel, Ian Munsick, Kolby Kooper, Cody Jinks, Kameron Marlowee, Mega Mahrone, Ahley McBryde, Chase Rice, Jelly Roll, Elle King, Brad Paisely, and Zach Williams. Specific concerts, events, and festivals that survey respondents highlighted included Aftershock, the Harvey’s Outdoor Concert Series, the Backcountry Music Festival.

As part of their answers to Question No. 41, survey respondents indicated that a number of the concerts, events, and festivals that they have attended already or are planning to attend in 2023 are also located in the northwestern Nevada region. Survey respondents highlighted a number of other music concerts, events, and festivals that have been or will be located in Reno, Nevada, Lake Tahoe, Nevada, and even in Douglas County, Nevada. Several survey respondents also indicated that they either have or plan on attending a music concert, event, and festival in Las Vegas, Nevada including the Taylor Swift Eras Tour.

Figure 3.7 – Question No. 41: If you answered YES to Question No. 40, please specify the events and/or festivals that you have or are planning on attending in 2023 or that you have or are planning to perform at in 2023:

**2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023**

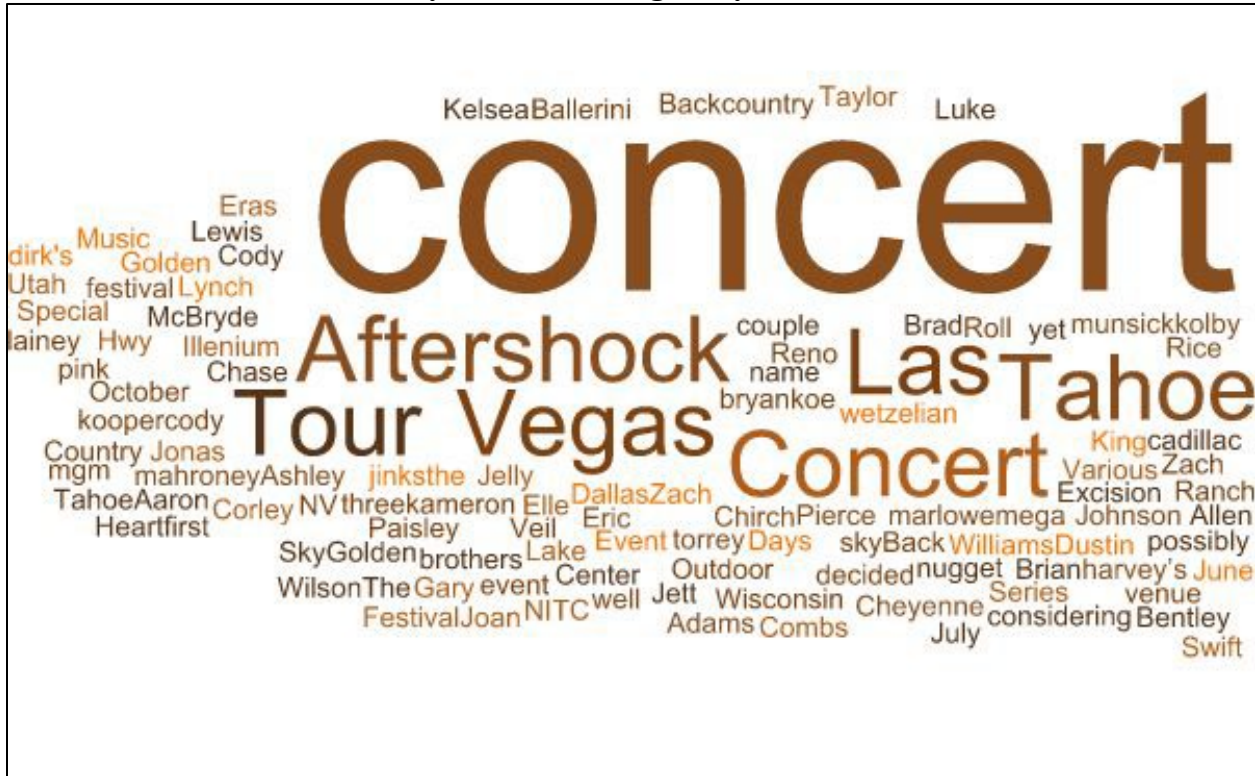


Table 3.42 presents the results for Question No. 42, *Will you attend, or have you attended, any other special events in the greater northwestern Nevada region in 2023?*, for the 2023 Night in the Country follow-up online post-event attendee survey. The top five responses provided by survey respondents are highlighted.

A total of 23 survey respondents, or 71.9 percent of the 49 respondents that answered Question No. 42, indicated that they plan on attending the Best of the West Nugget Rib Cook-Off that will be held August 30, 2023 through September 4, 2023 in Sparks, Nevada. An additional 17 total survey respondents, or 53.1 percent of respondents, indicated that they had attended the Reno Rodeo that was held June 15, 2023 through June 26, 2023 in Reno, Nevada. A total of 14 total survey respondents, or 43.8 percent of respondents, indicated that they plan on attending the Great Reno Balloon Race, scheduled for September 8, 2023 through September 10, 2023 in Reno, Nevada, while 14 additional survey respondents indicated that they have or will attend and participate in some type of sporting event. An additional eight total survey respondents, or 25.0 percent, also indicated that they have or plan on participating in some type of beer and wine event such as a local community wine walk, such as the monthly wine walk hosted by the Riverwalk District in downtown Reno, Nevada or the Third Thursday Wine Walk hosted by Main Street Gardnerville in Gardnerville, Nevada.

Table 3.42 – Question No. 42: Will you attend, or have you attended, any other special events in the greater northwestern Nevada region in 2023? Select all that apply. 2023 Night in the Country Follow-Up Online Survey July 19, 2023 through July 22, 2023		
Answer Choices	Number of Responses	Percentage of Total
Reno River Festival	6	18.8%
Reno Rodeo	17	53.1%
Street Vibrations Spring Rally	7	21.9%
Eldorado BBQ, Brews, and Blues	3	9.4%
Lyon County Fair and Rodeo	7	21.9%
Barracuda Championship, PGA Tour Event	0	0.0%
Reno National Championship Air Races	6	18.8%
Great Reno Balloon Race	14	43.8%
Best in the West Nugget Rib Cook-Off	23	71.9%
Burning Man	0	0.0%
Sporting Event(s) as a Participant	1	3.1%
Sporting Event(s) as a Spectator	14	43.8%
Beer and Wine Event(s)	8	25.0%
Other (please specify):	4	12.5%
Total	49	100.0%

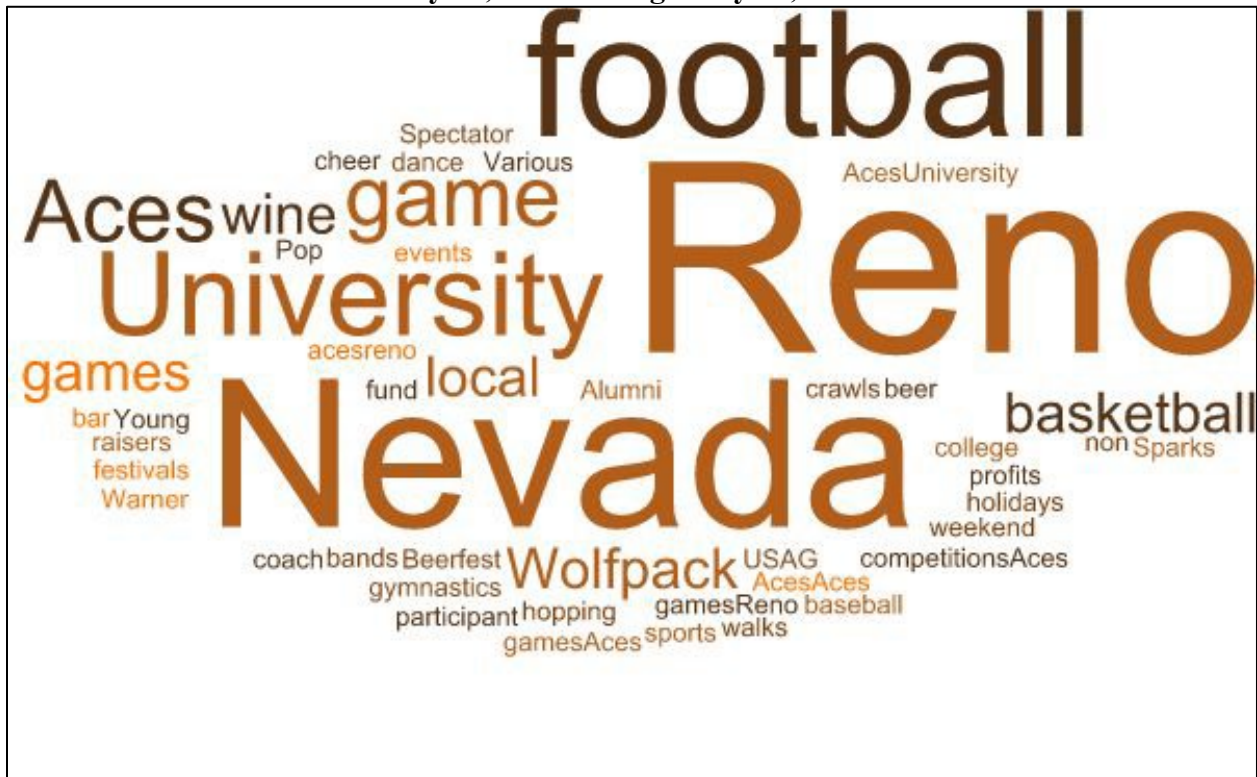
Figure 3.8 presents a word cloud of the responses provided by survey respondents to Question No. 43, *If you selected "Sporting Event(s) as a Participant", "Sporting Event(s) as a Spectator", and/or "Beer and Wine Event(s)" in Question No. 42, please specify the name of that event(s) here.*

Attendance as a spectator for college football and basketball games and for minor league professional baseball games was the most common response provided by survey responses as part of their answer to Question No. 43. A number of survey respondents who answered Question No. 43 indicated that they plan to regularly attend a number of University of Nevada, Reno football and basketball games in the fall of 2023 and into the winter of 2024. In addition to attending future University of Nevada, Reno football and basketball games, several survey respondents indicated that they have already and will continue to attend Reno Aces baseball games in downtown Reno. A few survey respondents indicated that they also have and will continue to attend athletic competitions that their children have and will compete in including participation in Reno-Sparks Pop-Warner football and even local cheerleading competitions and events.

Survey respondents also identified a number of special events including a number of the ‘crawl’ events that are scheduled to be held in downtown Reno later in 2023 and into 2024 including the Reno Zombie Crawl scheduled for October 21, 2023, the Reno Santa Crawl scheduled for December 9, 2023, and the Reno Leprechaun Crawl scheduled for March 16, 2024. In addition to these special holiday ‘crawl’ events, a number of survey respondents identified local regularly

scheduled beer and wine walk events that are held in their local community. Similar to some of the responses provided by survey respondents who responded to Question No. 42, a handful of survey respondents specifically noted that they have and will continue to participate in the monthly wine walks hosted by the Riverwalk District in downtown Reno as well as the Third Thursday Wine Walk hosted by Main Street Gardnerville in Gardnerville, Nevada.

**Figure 3.8 – Question No. 43: If you selected "Sporting Event(s) as a Participant", "Sporting Event(s) as a Spectator", and/or "Beer and Wine Event(s)" in Question No. 42, please specify the name of that event(s) here:
2023 Night in the Country Follow-Up Online Survey
July 19, 2023 through July 22, 2023**



The final question of the follow-up online post-event survey of 2023 Night in the Country event attendees, Question No. 44, asked the survey respondent to provide a valid email address if they wish to be entered into a chance to win a \$500 pre-paid cash gift card for completing the survey. In order to protect any potential individual identifier of any individual survey respondent, the results of Question No. 44 are not reported in this University Center for Economic Development technical report.

4.0 Socio-Demographic and Economic Profile of 2023 Night in the County Event Attendees

This section presents a general socio-demographic and economic profile of the attendees of the 2023 Night in the Country event. Event organizers provided University Center for Economic Development faculty with a complete list of ticket sales by zip code for all event attendees who purchased tickets online. The results of the analysis of online ticket sales were used to identify the county and state of individual ticket purchasers and 2023 Night in the Country event attendees and socio-demographic and economic data, primarily from the United States Census Bureau, was used to develop individual county-level profiles.

4.1 2023 Night in the Country Event Ticket Sales by County and State

Table 4.1 presents the total number of ticket sales by county and state, excluding foreign purchases. According to event organizers, there were a total of 17,934 online ticket purchases. Based on the zip code associated with the purchaser's debit and/or credit card used to complete the purchase, ticket purchases made outside the United States were excluded from the results reported in Table 4.1, reducing the total number of online ticket purchases to 17,916. The results presented in this sub-section contain an evaluation of general socio-demographic and economic characteristics of event attendees and online ticket purchasers located within the United States.

Based on the online ticket purchasing data provided by 2023 Night in the Country event organizers, of the 17,916 total United States domestically purchased tickets, at least one online ticket was purchased across 148 total individual counties across 27 total individual states throughout the entire United States. Of these 148 total individual counties, ten individual counties accounted for 78.6 percent of all online purchases for the 2023 Night in the Country event with a total of 14,085 total individual ticket purchases. The following is a list of the total number of tickets purchased for these ten individual counties:

- **Washoe County, Nevada:** 7,971 total tickets purchased, 44.5 percent of U.S. domestically purchased tickets.
- **Lyon County, Nevada:** 2,629 total tickets purchased, 14.7 percent of U.S. domestically purchased tickets.
- **Douglas County, Nevada:** 915 total tickets purchased, 5.1 percent of U.S. domestically purchased tickets.
- **Carson City, Nevada:** 569 total tickets purchased, 3.2 percent of U.S. domestically purchased tickets.

**Table 4.1 – Total Number of (U.S. Only) Tickets Sales by County and State
2023 Night in the Country
July 19, 2023 through July 23, 2023**

County	State	Total Number of Ticket Sales
Limestone	Alabama	1
Maricopa	Arizona	62
Pinal	Arizona	16
Yuma	Arizona	2
Pima	Arizona	4
Yavapai	Arizona	2
Mohave	Arizona	4
Alameda	California	206
Amador	California	8
Butte	California	95
Calaveras	California	17
Colusa	California	12
Contra Costa	California	111
El Dorado	California	273
Fresno	California	3
Glenn	California	20
Inyo	California	103
Kern	California	5
Kings	California	17
Lake	California	1
Lassen	California	82
Los Angeles	California	101
Madera	California	1
Marin	California	1
Modoc	California	57
Mono	California	50
Monterey	California	18
Napa	California	22
Nevada	California	235
Orange	California	55
Placer	California	333
Plumas	California	84
Riverside	California	33
Sacramento	California	423
San Benito	California	20
San Bernardino	California	17
San Diego	California	37
San Francisco	California	14
San Joaquin	California	149
San Luis Obispo	California	2
San Mateo	California	40
Santa Barbara	California	9

**Table 4.1 Cont'd – Total Number of (U.S. Only) Tickets Sales by County and State
2023 Night in the Country
July 19, 2023 through July 23, 2023**

County	State	Total Number of Ticket Sales
Santa Clara	California	62
Santa Cruz	California	1
Shasta	California	72
Sierra	California	15
Siskiyou	California	15
Solano	California	231
Sonoma	California	27
Stanislaus	California	76
Sutter	California	53
Tehama	California	24
Tulare	California	4
Tuolumne	California	96
Ventura	California	14
Yolo	California	20
Yuba	California	31
Arapahoe	Colorado	1
Denver	Colorado	155
Douglas	Colorado	3
El Paso	Colorado	7
Garfield	Colorado	2
Jefferson	Colorado	5
La Plata	Colorado	2
St. Johns	Florida	1
Alachua	Florida	137
Palm Beach	Florida	2
Pinellas	Florida	8
Cherokee	Georgia	7
Ada	Idaho	23
Adams	Idaho	3
Blaine	Idaho	2
Canyon	Idaho	21
Franklin	Idaho	13
Twin Falls	Idaho	10
Harper	Kansas	1
Reno	Kansas	2
Sedgwick	Kansas	19
Muhlenberg	Kentucky	20
Middlesex	Massachusetts	1
Olmsted	Minnesota	4
Yellowstone	Montana	3
Flathead	Montana	1
York	Nebraska	5

**Table 4.1 Cont'd – Total Number of (U.S. Only) Tickets Sales by County and State
2023 Night in the Country
July 19, 2023 through July 23, 2023**

County	State	Total Number of Ticket Sales
Carson City	Nevada	569
Churchill	Nevada	290
Clark	Nevada	289
Douglas	Nevada	915
Elko	Nevada	393
Esmeralda	Nevada	12
Eureka	Nevada	35
Humboldt	Nevada	190
Lander	Nevada	112
Lincoln	Nevada	13
Lyon	Nevada	2,629
Mineral	Nevada	120
Nye	Nevada	123
Pershing	Nevada	25
Storey	Nevada	26
Washoe	Nevada	7,971
White Pine	Nevada	13
Hillsborough	New Hampshire	1
Union	New Mexico	4
Valencia	New Mexico	4
Mecklenburg	North Carolina	2
New Hanover	North Carolina	2
Onslow	North Carolina	2
Butler	Ohio	1
Coos	Oregon	4
Jackson	Oregon	8
Josephine	Oregon	4
Klamath	Oregon	3
Linn	Oregon	9
Malheur	Oregon	8
Marion	Oregon	2
Tillamook	Oregon	2
Washington	Oregon	1
Beaufort	South Carolina	3
Pennington	South Dakota	8
Dallas	Texas	2
Harris	Texas	44
Hood	Texas	10
Hunt	Texas	12
Johnson	Texas	1
McLennan	Texas	1
Tarrant	Texas	2

Table 4.1 Cont'd – Total Number of (U.S. Only) Tickets Sales by County and State 2023 Night in the Country July 19, 2023 through July 23, 2023		
County	State	Total Number of Ticket Sales
Taylor	Texas	3
Travis	Texas	2
Williamson	Texas	2
Davis	Utah	4
Iron	Utah	9
Salt Lake	Utah	4
Summit	Utah	7
Tooele	Utah	4
Utah	Utah	4
Washington	Utah	1
Weber	Utah	4
Lynchburg	Virginia	1
Asotin	Washington	1
Benton	Washington	5
Clark	Washington	2
King	Washington	11
Snohomish	Washington	20
Spokane	Washington	11
Whitman	Washington	2
St. Croix	Wisconsin	4
La Crosse	Wisconsin	1
Teton	Wyoming	5
Total		17,916

Note: Total Ticket sales of 17,916 reflects only those ticket sales purchased domestically within the United States. Including ticket purchases made in countries outside the United States, the total number of ticket sales for the 2023 Night in the Country Event was 17,934.

- **Sacramento County, California:** 423 total tickets purchased, 2.4 percent of U.S. domestically purchased tickets.
- **Elko County, Nevada:** 393 total tickets purchased, 2.2 percent of U.S. domestically purchased tickets.
- **Placer County, California:** 333 total tickets purchased, 1.9 percent of U.S. domestically purchased tickets.
- **Churchill County, Nevada:** 290 total tickets purchased, 1.6 percent of U.S. domestically purchased tickets.
- **Clark County, Nevada:** 289 total tickets purchased, 1.6 percent of U.S. domestically purchased tickets.

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- ***El Dorado County, California:*** 273 total tickets purchased, 1.5 percent of U.S. domestically purchased tickets.

By state, a significant majority of tickets purchased online for the 2023 Night in the Country event originated within the state of Nevada. An estimated 13,725 total online ticket purchases were made from counties within the state of Nevada, accounting for an estimated 76.6 percent of all online ticket purchases. At least one ticket sale originated in each one of Nevada's 17 individual counties. Washoe County, Nevada had the single largest concentration of online ticket sales for the 2023 Night in the Country event, both for all online ticket purchases made within the state of Nevada and for all online ticket purchases made across the entire United States. For Washoe County, Nevada, there were an estimated 7,971 total online ticket sales, accounting for an estimated 58.1 percent of all online ticket sales made within just the state of Nevada and accounting for an estimated 44.5 percent of all online ticket sales made throughout the entire United States.

Lyon County, Nevada had the second largest concentration of online ticket purchases made within the state of Nevada, generating an estimated 2,629 total ticket sales and accounting for an estimated 19.2 percent of all online ticket sales made within the state of Nevada and accounting for an estimated 14.7 percent of all online ticket sales made throughout the entire United States. Douglas County, Nevada had the third largest concentration of online ticket purchases made within the state of Nevada, generating an estimated 915 total ticket sales and accounting for an estimated 6.7 percent of all online ticket sales made within the state of Nevada and accounting for an estimated 5.1 percent of all online ticket sales made throughout the entire United States. Carson City, Nevada had the fourth largest concentration of online ticket purchases made within the state of Nevada, generating an estimated 569 total ticket sales and accounting for an estimated 3.2 percent of all online ticket sales made within the state of Nevada and accounting for an estimated 3.2 percent of all online ticket sales made throughout the entire United States. Finally, Churchill County, Nevada accounted for the fifth largest concentration of online ticket purchases made within the state of Nevada, generating an estimated 290 total ticket sales and accounting for an estimated 2.1 percent of all online ticket sales made within the state of Nevada and accounting for an estimated 1.6 percent of all online ticket sales made throughout the entire United States. Clark County, Nevada was sixth, generating an estimated 289 total online ticket sales for the 2023 Night in the Country event.

The other states with a measurable number of online ticket sales for the 2023 Night in the Country event included California, with an estimated 3,395 total online ticket sales and accounting for an estimated 18.9 percent of all online ticket purchases made across the entire United States, and Colorado, with an estimated 175 total online ticket sales and accounting for an estimated 1.0 percent of all online ticket purchases made across the entire United States. Florida had the fourth largest concentration of online ticket sales by state, generating an estimated 148 total online ticket sales and accounting for an estimated 0.8 percent of all online ticket purchases made across the entire United States, while Arizona had the fifth largest concentration of online ticket sales by state, generating an estimated 90 total online ticket sales and accounting for an estimated 0.8 percent of all online ticket purchases made across the entire United States. Combined, California, Colorado, Florida, and Arizona generated a total of 3,808 online ticket

purchases for the 2023 Night in the Country event, accounting for an estimated 21.3 percent of all online ticket purchases made across the entire United States. Combined with the online ticket purchasing results for the state of Nevada, the five states of Nevada, California, Colorado, Florida, and Arizona generated a total of 17,533 total online ticket purchases, accounting for an estimated 97.9 percent of all online ticket purchases made across the entire United States.

The following provides a comprehensive summary of the total number of all United States domestically purchased 2023 Night in the Country online tickets made by state including the total number of counties within each state that at least one online ticket purchase for the 2023 Night in the Country event was made from:

- **Alabama:** 1 total ticket purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
- **Arizona:** 90 total tickets purchased across 6 counties, 0.5 percent of U.S. domestically purchased tickets.
- **California:** 3,395 total tickets purchased across 50 counties, 18.9 percent of U.S. domestically purchased tickets.
- **Colorado:** 175 total tickets purchased across 7 counties, 1.0 percent of U.S. domestically purchased tickets.
- **Florida:** 148 total tickets purchased across 4 counties, 0.8 percent of U.S. domestically purchased tickets.
- **Georgia:** 7 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
- **Idaho:** 72 total tickets purchased across 6 counties, 0.4 percent of U.S. domestically purchased tickets.
- **Kansas:** 22 total tickets purchased across 3 counties, 0.1 percent of U.S. domestically purchased tickets.
- **Kentucky:** 20 total tickets purchased across 1 county, 0.1 percent of U.S. domestically purchased tickets.
- **Massachusetts:** 1 total ticket purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
- **Minnesota:** 4 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.

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- **Montana:** 4 total tickets purchased across 2 counties, 0.0 percent of U.S. domestically purchased tickets.
 - **Nebraska:** 5 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **Nevada:** 13,725 total tickets purchased across 17 counties, 76.6 percent of U.S. domestically purchased tickets.
 - **New Hampshire:** 1 total ticket purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **New Mexico:** 8 total tickets purchased across 2 counties, 0.0 percent of U.S. domestically purchased tickets.
 - **North Carolina:** 6 total tickets purchased across 3 counties, 0.0 percent of U.S. domestically purchased tickets.
 - **Ohio:** 1 total ticket purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **Oregon:** 41 total tickets purchased across 9 counties, 0.2 percent of U.S. domestically purchased tickets.
 - **South Carolina:** 3 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **South Dakota:** 8 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **Texas:** 79 total tickets purchased across 10 counties, 0.4 percent of U.S. domestically purchased tickets.
 - **Utah:** 37 total tickets purchased across 8 counties, 0.2 percent of U.S. domestically purchased tickets.
 - **Virginia:** 1 total ticket purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.
 - **Washington (state):** 52 total tickets purchased across 7 counties, 0.3 percent of U.S. domestically purchased tickets.
 - **Wisconsin:** 5 total tickets purchased across 2 counties, 0.0 percent of U.S. domestically purchased tickets.

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- **Wyoming:** 5 total tickets purchased across 1 county, 0.0 percent of U.S. domestically purchased tickets.

Aside from Nevada, California, Colorado, Florida, and Arizona, the other 22 states that at least one 2023 Night in the Country online ticket purchases originated from generated only an additional 383 total online ticket purchases. These 383 total online ticket purchases made across the other 22 states, again excluding Nevada, California, Colorado, Florida, and Arizona, accounted for just 2.1 percent of all online ticket purchases made across the entire United States.

4.2 Socio-Demographic and Economic Profile of 2023 Night in the Country Event Attendees by County and State

As discussed in the previous sub-section of this University Center for Economic Development technical report, online ticket purchases for the 2023 Night in the Country event generated from Nevada, California, Colorado, Florida, and Arizona combined accounted for approximately 97.9 percent of all online ticket purchases made across the entire United States. Because of this high concentration of online ticket purchases made within these five individual states, the socio-demographic and economic profile of 2023 Night in the Country event attendees presented in this sub-section is limited to an examination of the change in total population, median age, median household income, median family income, and per capita income for counties within Nevada, California, Colorado, Florida, and Arizona. Summary socio-demographic and economic data for the remaining 22 states that at least one 2023 Night in the Country online ticket purchase originated from are provided in Appendix A through Appendix V.

4.2.a State of Nevada

For the state of Nevada, socio-demographic and economic data, especially for total population, median age, median household income, median family income, and per capita income, for Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, and Washoe County was collected and analyzed. As outlined previously, Washoe County, Lyon County, Douglas County, Carson City, and Churchill County were among the top ten counties across the entire United States where 2023 Night in the Country event online ticket purchases originated from. Washoe County was first with 7,971 total online ticket sales, Lyon County was second with 2,629 total online ticket sales, Douglas County was third with 915 total online ticket sales, Carson City was fourth with 569 total online ticket sales, and Churchill County was eighth with 290 total online ticket sales.

Table 4.2 presents the change in total population for the eight county northwestern Nevada region between 2017 and 2021 as well as for the state of Nevada and for the entire United States.

Between 2017 and 2021, the total population of Carson City increased from an estimated 54,219 total individuals in 2017 to an estimated 57,957 total individuals in 2021, a net increase of 3,738 total individuals or by 6.9 percent. For Churchill County, the total population increased from an estimated 24,022 total individuals in 2017 to an estimated 25,077 total individuals in 2021, a net increase of 1,055 total individuals or by 4.4 percent while the total population for Douglas

Table 4.2 – Total Population Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, Storey County, Washoe County, State of Nevada, United States 2017 through 2021										
Year	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	State of Nevada	United States
2017	54,219	24,022	47,632	17,088	4,471	6,661	3,891	445,551	2,887,725	321,004,407
2018	54,467	24,010	47,828	16,904	4,448	6,611	3,941	450,486	2,922,849	322,903,030
2019	54,773	24,259	48,132	16,828	4,460	6,615	3,988	456,936	2,972,382	324,697,795
2020	55,244	24,606	48,486	16,834	4,487	6,591	4,086	464,182	3,030,281	326,569,308
2021	57,957	25,077	49,158	17,218	4,552	6,668	4,047	479,758	3,059,238	329,725,481
2017-2021 Average	55,332	24,395	48,248	16,975	4,484	6,630	3,991	459,383	2,974,495	324,980,005
2017-2021 Actual	3,738	1,055	1,526	130	81	7	156	34,207	171,513	8,721,074
2017-2021 Percent Change	6.9%	4.4%	3.2%	0.8%	1.8%	0.1%	4.0%	7.7%	5.9%	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 through 2021

County increased from an estimated 47,632 total individuals in 2017 to an estimated 49,158 total individuals in 2021, a net increase of 1,526 total individuals or by 3.2 percent. Total population for Humboldt County increased from an estimated 17,088 total individuals in 2017 to an estimated 17,218 total individuals in 2021, a net increase of 130 total individuals or by 0.8 percent and increased in Mineral County from an estimated 4,471 total individuals in 2017 to an estimated 4,552 total individuals in 2021, a net increase of 81 total individuals or by 1.8 percent.

Total population for Pershing County increased from an estimated 6,661 total individuals in 2017 to an estimated 6,668 total individuals in 2021, a net increase of just seven total individuals or by 0.1 percent while total population for Storey County increased from an estimated 3,891 total individuals in 2017 to an estimated 4,047 total individuals in 2021, a net increase of 156 total individuals or by 4.0 percent. Between 2017 and 2021, total population for Washoe County increased from an estimated 445,551 total individuals in 2017 to an estimated 479,758 total individuals in 2021, a net increase of 34,207 total individuals or by 7.7 percent.

Comparatively, the total population for the entire state of Nevada increased from an estimated 2.9 million total individuals in 2017 to an estimated 3.1 million total individuals in 2021, a net increase of approximately 171,513 total individuals or by 5.9 percent. Nationwide, the total population for the entire United States increased from an estimated 321.0 million total individuals in 2017 to an estimated 329.7 million total individuals in 2021, a net increase of approximately 8.7 million total individuals or by 2.7 percent.

Table 4.3 presents the change in median age for the eight county northwestern Nevada region between 2017 and 2021 as well as for the state of Nevada and for the entire United States.

Between 2017 and 2021, the median age for Carson City decreased from an estimated 43.0 years of age in 2017 to an estimated 42.3 years of age in 2021, a net decrease of 0.7 years or by a percentage decrease of -1.6 percent. For Churchill County, the median age increased from an estimated 38.9 years of age in 2017 to an estimated 40.5 years of age in 2021, a net increase of 1.6 years or by 4.1 percent while the median age for Douglas County increased from an estimated 50.8 years of age in 2017 to an estimated 53.0 years of age in 2021, a net increase of 2.2 years or by 4.3 percent. The median age for Humboldt County increased from an estimated 35.6 years of age in 2017 to an estimated 37.0 years of age in 2021, a net increase of 1.4 years or by 3.9 percent and decreased in Mineral County from an estimated 46.7 years of age in 2017 to an estimated 44.8 years of age in 2021, a net decrease of 1.9 years or by a percentage decrease of -4.1 percent.

The median age for Pershing County also declined, decreasing from an estimated 43.1 years of age in 2017 to an estimated 39.9 years of age in 2021, a net decrease of 3.2 years or by a percentage decrease of -7.4 percent and decreased in Storey County, decreasing from an estimated 54.7 years of age in 2017 to an estimated 53.9 years of age in 2021, a net decrease of 0.8 years or by a percentage decrease of -1.5 percent. Between 2017 and 2021, the median age for Washoe County increased from an estimated 38.0 years of age in 2017 to an estimated 38.5 years of age in 2021, a net increase of 0.5 years or by 1.3 percent.

Table 4.3 – Median Age Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, Storey County, Washoe County, State of Nevada, United States 2017 through 2021										
Year	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	State of Nevada	United States
2017	43.0	38.9	50.8	35.6	46.7	43.1	54.7	38.0	37.7	37.8
2018	42.8	39.5	51.5	35.6	50.1	43.4	52.9	38.1	37.9	37.9
2019	42.4	39.7	52.0	36.0	52.9	42.1	50.9	38.4	38.0	38.1
2020	42.2	40.5	52.9	37.1	53.3	42.6	53.0	38.5	38.2	38.2
2021	42.3	40.5	53.0	37.0	44.8	39.9	53.9	38.5	38.3	38.4
2017-2021 Average	42.5	39.8	52.0	36.3	49.6	42.2	53.1	38.3	38.0	38.1
2017-2021 Actual	-0.7	1.6	2.2	1.4	-1.9	-3.2	-0.8	0.5	0.6	0.6
2017-2021 Percent Change	-1.6%	4.1%	4.3%	3.9%	-4.1%	-7.4%	-1.5%	1.3%	1.6%	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 through 2021

Statewide, the median age for the entire state of Nevada increased from an estimated 37.7 years of age in 2017 to an estimated 38.3 years of age in 2021, a net increase of 0.6 years or by 1.6 percent. Nationwide, the median age for the entire United States increased from an estimated 37.8 years of age in 2017 to an estimated 38.4 years of age in 2021, a net increase of 0.6 years or by 1.6 percent.

Table 4.4 presents the change in median household income for the eight county northwestern Nevada region between 2017 and 2021 as well as for the state of Nevada and for the entire United States.

Between 2017 and 2021, median household income for Carson City increased from an estimated \$49,341 in 2017 to an estimated \$62,217 in 2021, a net increase of \$12,876 or by 26.1 percent. For Churchill County, median household income increased from an estimated \$46,914 in 2017 to an estimated \$61,776 in 2021, a net increase of \$14,862 or by 31.7 percent while median household income for Douglas County increased from an estimated \$61,176 in 2017 to an estimated \$75,688 in 2021, a net increase of \$14,512 or by 23.7 percent. Median household income for Humboldt County increased from an estimated \$69,324 in 2017 to an estimated \$70,315 in 2021, a net increase of \$991 or by 1.4 percent and increased in Mineral County from an estimated \$39,375 in 2017 to an estimated \$43,009 in 2021, a net increase of \$3,634 or by 9.2 percent.

Median household income for Pershing County increased from an estimated \$52,308 in 2017 to an estimated \$62,841 in 2021, a net increase of \$10,533 or by 20.1 percent and increased in Storey County from an estimated \$63,607 in 2017 to an estimated \$66,713 in 2021, a net increase of \$3,106 or by 4.9 percent. Between 2017 and 2021, median household income in Washoe County increased from an estimated \$58,595 in 2017 to an estimated \$74,292 in 2021, a net increase of \$15,697 or by 26.8 percent.

Comparatively, median household income for the entire state of Nevada increased from an estimated \$55,434 in 2017 to an estimated \$65,686 in 2021, a net increase of \$10,252 or by 18.5 percent. Nationwide, median household income for the entire United States increased from an estimated \$57,652 in 2017 to an estimated \$69,021 in 2021, a net increase of \$11,369 or by 19.7 percent. Over the entire five-year 2017 to 2021 period, the estimated annual average median household income for Douglas County, at \$71,738, Humboldt County, at \$70,500, Storey County, at \$68,940, and for Washoe County, at \$69,795, were each greater than the estimated annual average median household income for the entire state of Nevada, at \$64,169, and greater than the estimated annual average median household income for the entire United States, at \$67,890.

Table 4.5 presents the change in median family income for the eight county northwestern Nevada region between 2017 and 2021 as well as for the state of Nevada and for the entire United States.

Between 2017 and 2021, median family income for Carson City increased from an estimated \$65,357 in 2017 to an estimated \$76,189 in 2021, a net increase of \$10,832 or by 16.6 percent. For Churchill County, median family income increased from an estimated \$59,589 in 2017 to an

Table 4.4 – Median Household Income Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, Storey County, Washoe County, State of Nevada, United States 2017 through 2021										
Year	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	State of Nevada	United States
2017	\$49,341	\$46,914	\$61,176	\$69,324	\$39,375	\$52,308	\$63,607	\$58,595	\$55,434	\$57,652
2018	\$70,878	\$65,350	\$83,601	\$78,982	\$49,919	\$60,343	\$84,090	\$83,026	\$77,319	\$84,938
2019	\$55,718	\$57,824	\$66,810	\$67,756	\$35,806	\$50,491	\$66,292	\$64,791	\$60,365	\$62,843
2020	\$58,305	\$56,335	\$71,415	\$66,123	\$31,500	\$57,074	\$64,000	\$68,272	\$62,043	\$64,994
2021	\$62,217	\$61,776	\$75,688	\$70,315	\$43,009	\$62,841	\$66,713	\$74,292	\$65,686	\$69,021
2017-2021 Average	\$59,292	\$57,640	\$71,738	\$70,500	\$39,922	\$56,611	\$68,940	\$69,795	\$64,169	\$67,890
2017-2021 Actual	\$12,876	\$14,862	\$14,512	\$991	\$3,634	\$10,533	\$3,106	\$15,697	\$10,252	\$11,369
2017-2021 Percent Change	26.1%	31.7%	23.7%	1.4%	9.2%	20.1%	4.9%	26.8%	18.5%	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 through 2021

Table 4.5 – Median Family Income Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, Washoe County, Storey County, Pershing County, Mineral County, Humboldt County, Douglas County, Washoe County, State of Nevada, United States 2017 through 2021										
Year	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	State of Nevada	United States
2017	\$65,357	\$59,589	\$71,047	\$80,884	\$58,306	\$60,408	\$66,870	\$72,533	\$65,469	\$70,850
2018	\$66,904	\$66,103	\$74,741	\$80,000	\$52,336	\$58,819	\$69,327	\$75,054	\$68,700	\$73,965
2019	\$71,821	\$67,192	\$77,796	\$83,256	\$51,533	\$62,629	\$74,639	\$79,289	\$71,916	\$77,263
2020	\$69,727	\$71,147	\$82,721	\$82,539	\$49,659	\$67,781	\$90,429	\$84,192	\$74,077	\$80,069
2021	\$76,189	\$84,358	\$87,594	\$85,897	\$52,697	\$83,737	\$96,199	\$90,450	\$78,456	\$85,028
2017-2021 Average	\$70,000	\$69,678	\$78,780	\$82,515	\$52,906	\$66,675	\$79,493	\$80,304	\$71,724	\$77,435
2017-2021 Actual	\$10,832	\$24,769	\$16,547	\$5,013	-\$5,609	\$23,329	\$29,329	\$17,917	\$12,987	\$14,178
2017-2021 Percent Change	16.6%	41.6%	23.3%	6.2%	-9.6%	38.6%	43.9%	24.7%	19.8%	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 through 2021

estimated \$84,358 in 2021, a net increase of \$24,769 or by 41.6 percent and increased for Douglas County from an estimated \$71,047 in 2017 to an estimated \$87,594 in 2021, a net increase of \$16,547 or by 23.3 percent. Median family income for Humboldt County increased from an estimated \$80,884 in 2017 to an estimated \$87,594 in 2021, a net increase of \$5,013 or by 6.2 percent but decreased in Mineral County from an estimated \$58,306 in 2017 to an estimated \$52,697 in 2021, a net decrease of \$5,609 or by a percentage decrease of -9.6 percent.

Median family income for Pershing County increased from an estimated \$60,408 in 2017 to an estimated \$83,737 in 2021, a net increase of \$23,329 or by 38.6 percent and increased in Storey County from an estimated \$66,870 in 2017 to an estimated \$96,199 in 2021, a net increase of \$29,329 or by 43.9 percent. Between 2017 and 2021, median family income in Washoe County increased from an estimated \$72,533 in 2017 to an estimated \$90,450 in 2021, a net increase of \$17,917 or by 24.7 percent.

Comparatively, median family income for the entire state of Nevada increased from an estimated \$65,469 in 2017 to an estimated \$78,456 in 2021, a net increase of \$12,987 or by 19.8 percent. Nationwide, median family income increased from an estimated \$70,850 in 2017 to an estimated \$85,028 in 2021, a net increase of \$14,178 or by 20.0 percent. Over the entire five-year 2017 to 2021 period, the estimated annual average median family income for Douglas County, at \$78,780, Humboldt County, at \$82,515, Storey County, at \$79,493, and for Washoe County, at \$80,304, were each greater than the estimated annual average median family income for the entire state of Nevada, at \$71,724, and greater than the estimated annual average median family income for the entire United States, at \$77,435.

Table 4.6 presents the change in per capita for the eight county northwestern Nevada region between 2017 and 2021 as well as for the state of Nevada and for the entire United States.

Between 2017 and 2021, per capita income for Carson City increased from an estimated \$28,044 in 2017 to an estimated \$34,830 in 2021, a net increase of \$6,786 or by 24.2 percent. For Churchill County, per capita income increased from an estimated \$25,211 in 2017 to an estimated \$30,986 in 2021, a net increase of \$5,775 or by 22.9 percent and increased in Douglas County from an estimated \$35,727 in 2017 to an estimated \$43,961 in 2021, a net increase of \$8,234 or by 23.0 percent. Per capita income for Humboldt County increased from an estimated \$29,215 in 2017 to an estimated \$34,001 in 2021, a net increase of \$4,786 or by 16.4 percent and increased in Mineral County from an estimated \$22,791 in 2017 to an estimated \$23,311 in 2021, a net increase of \$520 or by 2.3 percent.

Per capita income for Pershing County increased from an estimated \$19,201 in 2017 to an estimated \$23,780 in 2021, a net increase of \$4,579 or by 23.8 percent and increased in Storey County from an estimated \$36,388 in 2017 to an estimated \$40,032 in 2021, a net increase of \$3,644 or by 10.0 percent. Between 2017 and 2021, per capita income in Washoe County increased from an estimated \$31,879 in 2017 to an estimated \$40,301 in 2021, a net increase of \$8,422 or by 26.4 percent.

Comparatively, per capita income for the entire state of Nevada increased from an estimated \$28,450 in 2017 to an estimated \$34,624 in 2021, a net increase of \$6,171 or by 21.7 percent.

Table 4.6 – Per Capita Income Carson City, Churchill County, Douglas County, Humboldt County, Mineral County, Pershing County, Storey County, Storey County, Washoe County, State of Nevada, United States 2017 through 2021										
Year	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	State of Nevada	United States
2017	\$28,044	\$25,211	\$35,727	\$29,215	\$22,791	\$19,201	\$36,388	\$31,879	\$28,450	\$31,177
2018	\$29,767	\$26,606	\$36,390	\$30,516	\$22,897	\$19,330	\$35,887	\$33,546	\$29,961	\$32,621
2019	\$31,549	\$28,462	\$38,814	\$33,362	\$22,921	\$19,891	\$37,941	\$36,071	\$31,557	\$34,103
2020	\$32,819	\$28,659	\$41,921	\$33,258	\$21,746	\$21,765	\$39,758	\$37,689	\$32,629	\$35,384
2021	\$34,830	\$30,986	\$43,961	\$34,001	\$23,311	\$23,780	\$40,032	\$40,301	\$34,621	\$37,638
2017-2021 Average	\$31,402	\$27,985	\$39,363	\$32,071	\$22,734	\$20,794	\$38,002	\$35,898	\$31,444	\$34,185
2017-2021 Actual	\$6,786	\$5,775	\$8,234	\$4,786	\$520	\$4,579	\$3,644	\$8,422	\$6,171	\$6,461
2017-2021 Percent Change	24.2%	22.9%	23.0%	16.4%	2.3%	23.8%	10.0%	26.4%	21.7%	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 through 2021

Nationwide, per capita income for the entire United States increased from an estimated \$31,177 in 2017 to an estimated \$37,638 in 2021, a net increase of \$6,461 or by 20.7 percent. Over the entire five-year 2017 to 2021 period, the estimated annual average per capita income of Douglas County, at \$39,363, Humboldt County, at \$32,071, Storey County, at \$38,002, and Washoe County, at \$35,898, were each greater than the estimated annual average per capita income for the entire state of Nevada, at \$31,444. However, only Douglas County, Storey County, and Washoe County had an estimated annual average per capita income over the entire five-year 2017 to 2021 period that was greater than the estimated annual average per capita income for the entire United States, at \$34,185.

4.2.b State of California

For the state of California, there were 50 individual counties with at least one 2023 Night in the Country online ticket purchase. For the 2023 Night in the Country event, the state of California had the second highest concentration of online ticket purchases, generating an estimated 3,395 total online ticket sales and accounting for an estimated 18.9 percent of all online ticket sales purchased throughout the entire United States.

Table 4.7 presents the change in total population between 2017 and 2021 for each county within the state of California that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States.

Between 2017 and 2021, the total population of the 50 individual counties within the state of California that had at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated 38.3 million total individuals in 2017 to an estimated 38.7 million total individuals in 2021, a net increase of approximately 452,389 total individuals or by 1.2 percent. Comparatively, the total population for the entire state of California increased from an estimated 39.0 million total individuals in 2017 to an estimated 39.5 million total individuals in 2021, a net increase of approximately 472,506 total individuals or by 1.2 percent. Nationwide, the total population of the entire United States increased from an estimated 321.0 million total individuals in 2017 to an estimated 329.7 million total individuals in 2021, a net increase of approximately 8.7 million total individuals or by 2.7 percent.

Table 4.8 presents the change in median age between 2017 and 2021 for each county within the state of California that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States.

Between 2017 and 2021, the estimated average median age for the 50 individual counties within the state of California that had at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated 39.2 years of age in 2017 to an estimated 39.5 years of age in 2021, a net increase of just 0.3 years or by 0.7 percent. Comparatively, the median age for the entire state of California increased from an estimated 36.1 years of age in 2017 to an estimated 37.0 years of age in 2021, a net increase of 0.9 years or by 2.5 percent. Nationwide, the median age for the entire United States increased from an estimated 37.8 years of age in 2017 to an estimated 38.4 years of age in 2021, a net increase of 0.6 years or by 1.6 percent.

**Table 4.7 – Total Population
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Alameda County	1,629,615	1,673,133	1,673,133	43,518	2.7%
Amador County	37,306	40,095	40,095	2,789	7.5%
Butte County	225,207	217,884	217,884	-7,323	-3.3%
Calaveras County	45,057	45,349	45,349	292	0.6%
Colusa County	21,479	21,780	21,780	301	1.4%
Contra Costa County	1,123,678	1,161,643	1,161,643	37,965	3.4%
El Dorado County	185,015	190,568	190,568	5,553	3.0%
Fresno County	971,616	1,003,150	1,003,150	31,534	3.2%
Glenn County	27,935	28,675	28,675	740	2.6%
Inyo County	18,195	18,804	18,804	609	3.3%
Kern County	878,744	905,644	905,644	26,900	3.1%
Kings County	150,183	151,887	151,887	1,704	1.1%
Lake County	64,095	67,749	67,749	3,654	5.7%
Lassen County	31,470	32,949	32,949	1,479	4.7%
Los Angeles County	10,105,722	10,019,635	10,019,635	-86,087	-0.9%
Madera County	154,440	156,304	156,304	1,864	1.2%
Marin County	260,814	262,387	262,387	1,573	0.6%
Modoc County	9,017	8,723	8,723	-294	-3.3%
Mono County	14,058	13,291	13,291	-767	-5.5%
Monterrey County	433,168	438,953	438,953	5,785	1.3%
Napa County	141,005	138,795	138,795	-2,210	-1.6%
Nevada County	98,838	102,090	102,090	3,252	3.3%
Orange County	3,155,816	3,182,923	3,182,923	27,107	0.9%
Placer County	374,985	400,330	400,330	25,345	6.8%
Plumas County	18,724	19,631	19,631	907	4.8%
Riverside County	2,355,002	2,409,331	2,409,331	54,329	2.3%
Sacramento County	1,495,400	1,571,767	1,571,767	76,367	5.1%
San Benito County	58,671	63,329	63,329	4,658	7.9%

**Table 4.7 Cont'd – Total Population
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
San Bernardino County	2,121,220	2,171,071	2,171,071	49,851	2.4%
San Diego County	3,283,665	3,296,317	3,296,317	12,652	0.4%
San Francisco County	864,263	865,933	865,933	1,670	0.2%
San Joaquin County	724,153	771,406	771,406	47,253	6.5%
San Luis Obispo County	280,119	282,771	282,771	2,652	0.9%
San Mateo County	763,450	762,488	762,488	-962	-0.1%
Santa Barbara County	442,996	447,651	447,651	4,655	1.1%
Santa Clara County	1,911,226	1,932,022	1,932,022	20,796	1.1%
Santa Cruz Count	273,263	272,138	272,138	-1,125	-0.4%
Shasta County	178,919	181,935	181,935	3,016	1.7%
Sierra County	2,885	3,079	3,079	194	6.7%
Siskiyou County	43,530	44,151	44,151	621	1.4%
Solano County	434,981	451,432	451,432	16,451	3.8%
Sonoma County	500,943	492,498	492,498	-8,445	-1.7%
Stanislaus County	535,684	550,842	550,842	15,158	2.8%
Sutter County	95,583	99,080	99,080	3,497	3.7%
Tehama County	63,247	65,345	65,345	2,098	3.3%
Tulare County	458,809	470,999	470,999	12,190	2.7%
Tuolumne County	53,899	55,243	55,243	1,344	2.5%
Ventura County	847,834	845,255	845,255	-2,579	-0.3%
Yolo County	212,605	216,703	216,703	4,098	1.9%
Yuba County	74,644	80,404	80,404	5,760	7.7%
State of California	38,982,847	39,455,353	39,219,100	472,506	1.2%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table 4.8 – Median Age
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Alameda County	37.3	38.0	37.7	0.7	1.9%
Amador County	50.6	49.7	50.2	-0.9	-1.8%
Butte County	36.9	36.6	36.8	-0.3	-0.8%
Calaveras County	51.6	52.3	52.0	0.7	1.4%
Colusa County	34.7	35.6	35.2	0.9	2.6%
Contra Costa County	39.2	39.9	39.6	0.7	1.8%
El Dorado County	45.5	46.2	45.9	0.7	1.5%
Fresno County	31.8	32.6	32.2	0.8	2.5%
Glenn County	36.8	35.5	36.2	-1.3	-3.5%
Inyo County	45.6	44.5	45.1	-1.1	-2.4%
Kern County	31.3	32.1	31.7	0.8	2.6%
Kings County	31.5	32.1	31.8	0.6	1.9%
Lake County	45.8	44.6	45.2	-1.2	-2.6%
Lassen County	36.2	37.3	36.8	1.1	3.0%
Los Angeles County	36.0	37.0	36.5	1.0	2.8%
Madera County	33.7	34.3	34.0	0.6	1.8%
Marin County	46.1	47.1	46.6	1.0	2.2%
Modoc County	47.8	47.8	47.8	0.0	0.0%
Mono County	38.3	40.3	39.3	2.0	5.2%
Monterrey County	33.9	34.9	34.4	1.0	2.9%
Napa County	40.8	42.1	41.5	1.3	3.2%
Nevada County	49.8	50.1	50.0	0.3	0.6%
Orange County	37.5	38.5	38.0	1.0	2.7%
Placer County	41.6	42.1	41.9	0.5	1.2%
Plumas County	52.1	51.8	52.0	-0.3	-0.6%
Riverside County	35.0	36.0	35.5	1.0	2.9%
Sacramento County	35.9	36.6	36.3	0.7	1.9%
San Benito County	35.4	35.7	35.6	0.3	0.8%

**Table 4.8 Cont'd – Median Age
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
San Bernardino County	32.9	33.8	33.4	0.9	2.7%
San Diego County	35.4	36.3	35.9	0.9	2.5%
San Francisco County	38.3	38.7	38.5	0.4	1.0%
San Joaquin County	33.9	34.6	34.3	0.7	2.1%
San Luis Obispo County	39.0	39.7	39.4	0.7	1.8%
San Mateo County	39.6	40.0	39.8	0.4	1.0%
Santa Barbara County	33.7	33.9	33.8	0.2	0.6%
Santa Clara County	37.0	37.5	37.3	0.5	1.4%
Santa Cruz Count	37.3	38.5	37.9	1.2	3.2%
Shasta County	41.8	41.5	41.7	-0.3	-0.7%
Sierra County	55.0	45.9	50.5	-9.1	-16.5%
Siskiyou County	47.9	47.1	47.5	-0.8	-1.7%
Solano County	37.7	38.5	38.1	0.8	2.1%
Sonoma County	41.4	42.5	42.0	1.1	2.7%
Stanislaus County	33.9	34.4	34.2	0.5	1.5%
Sutter County	35.7	35.8	35.8	0.1	0.3%
Tehama County	41.1	40.0	40.6	-1.1	-2.7%
Tulare County	30.6	31.3	31.0	0.7	2.3%
Tuolumne County	48.6	48.6	48.6	0.0	0.0%
Ventura County	37.5	38.7	38.1	1.2	3.2%
Yolo County	30.9	31.5	31.2	0.6	1.9%
Yuba County	32.4	33.2	32.8	0.8	2.5%
State of California	36.1	37.0	36.6	0.9	2.5%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.9 presents the change in median household income between 2017 and 2021 for each county within the state of California that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States. Individual counties with an estimated 2017 to 2021 annual average median household income that were greater than the statewide average and the nationwide average are highlighted.

Between 2017 and 2021, the estimated average median household income for the 50 individual counties within the state of California that had at least one recorded 2023 Night in the Country online ticket sale increased from an estimated \$75,925 in 2017 to an estimated \$78,793 in 2021, a net increase of \$2,868 or by 3.8 percent. Statewide, median household income for the entire state of California increased from an estimated \$76,975 in 2017 to an estimated \$84,097 in 2021, a net increase of \$7,122 or by 9.3 percent. Nationwide, median household income for the entire United States increased from an estimated \$57,652 in 2017 to an estimated \$69,021 in 2021, a net increase of \$11,369 or by 19.7 percent. Over the entire five-year 2017 to 2021 period, 17 individual counties throughout the entire state of California of the 50 individual counties that had at least one recorded 2023 Night in the Country online ticket sale had an estimated five-year annual average median household income that were greater than the estimated five-year annual average median household income for the entire state of California, at \$80,536, and greater than the estimated five-year annual average median household income for the entire United States, at \$63,337.

Table 4.10 presents the change in median family income between 2017 and 2021 for each county within the state of California that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States. Individual counties with an estimated 2017 to 2021 annual average median family income that were greater than the statewide average and the nationwide average are highlighted.

Between 2017 and 2021, the estimated average median family income for the 50 individual counties within the state of California that had at least one recorded 2023 Night in the Country online ticket sale increased from an estimated \$68,223 in 2017 to an estimated \$92,978 in 2021, a net increase of \$24,755 or by 36.3 percent. Comparatively, median family income for the entire state of California increased from an estimated \$63,812 in 2017 to an estimated \$95,971 in 2021, a net increase of \$32,159 or by 50.4 percent. Nationwide, median family income for the entire United States increased from an estimated \$70,850 in 2017 to an estimated \$85,028 in 2021, a net increase of \$14,178 or by 20.0 percent. Over the entire five-year 2017 to 2021 period, 21 individual counties throughout the entire state of California of the 50 individual counties that had at least one recorded 2023 Night in the Country online ticket sale had an estimated five-year annual average median family income that were greater than the estimated five-year annual average median family income for the entire state of California, at \$79,892, and greater than the estimated five-year annual average median family income for the entire United States, at \$77,939.

Table 4.11 presents the change in per capita income between 2017 and 2021 for each county within the state of California that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States. Individual

**Table 4.9 – Median Household Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Alameda County	\$103,600	\$112,017	\$107,809	\$8,417	8.1 %
Amador County	\$74,151	\$69,955	\$72,053	-\$4,196	-5.7%
Butte County	\$61,054	\$59,863	\$60,459	-\$1,191	-2.0%
Calaveras County	\$75,710	\$70,119	\$72,915	-\$5,591	-7.4%
Colusa County	\$62,493	\$61,861	\$62,177	-\$632	-1.0%
Contra Costa County	\$103,598	\$110,455	\$107,027	\$6,857	6.6 %
El Dorado County	\$93,154	\$88,770	\$90,962	-\$4,384	-4.7%
Fresno County	\$53,907	\$61,276	\$57,592	\$7,369	13.7 %
Glenn County	\$53,364	\$56,332	\$54,848	\$2,968	5.6 %
Inyo County	\$70,767	\$60,925	\$65,846	-\$9,842	-13.9%
Kern County	\$55,176	\$58,824	\$57,000	\$3,648	6.6 %
Kings County	\$52,533	\$63,267	\$57,900	\$10,734	20.4 %
Lake County	\$52,182	\$53,399	\$52,791	\$1,217	2.3 %
Lassen County	\$66,290	\$59,292	\$62,791	-\$6,998	-10.6%
Los Angeles County	\$68,272	\$76,367	\$72,320	\$8,095	11.9 %
Madera County	\$53,712	\$66,709	\$60,211	\$12,997	24.2 %
Marin County	\$136,857	\$131,008	\$133,933	-\$5,849	-4.3%
Modoc County	\$51,000	\$51,090	\$51,045	\$90	0.2 %
Mono County	\$76,196	\$71,138	\$73,667	-\$5,058	-6.6%
Monterrey County	\$69,222	\$82,013	\$75,618	\$12,791	18.5 %
Napa County	\$93,082	\$97,498	\$95,290	\$4,416	4.7 %
Nevada County	\$75,931	\$74,617	\$75,274	-\$1,314	-1.7%
Orange County	\$92,236	\$100,485	\$96,361	\$8,249	8.9 %
Placer County	\$98,552	\$99,734	\$99,143	\$1,182	1.2 %
Plumas County	\$67,950	\$57,885	\$62,918	-\$10,065	-14.8%
Riverside County	\$68,846	\$76,066	\$72,456	\$7,220	10.5 %
Sacramento County	\$70,821	\$76,422	\$73,622	\$5,601	7.9 %
San Benito County	\$84,489	\$95,606	\$90,048	\$11,117	13.2 %

**Table 4.9 Cont'd – Median Household Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
San Bernardino County	\$63,170	\$70,287	\$66,729	\$7,117	11.3 %
San Diego County	\$81,823	\$88,240	\$85,032	\$6,417	7.8 %
San Francisco County	\$114,049	\$126,187	\$120,118	\$12,138	10.6 %
San Joaquin County	\$65,375	\$74,962	\$70,169	\$9,587	14.7 %
San Luis Obispo County	\$83,084	\$82,514	\$82,799	-\$570	-0.7%
San Mateo County	\$124,485	\$136,837	\$130,661	\$12,352	9.9 %
Santa Barbara County	\$78,481	\$84,356	\$81,419	\$5,875	7.5 %
Santa Clara County	\$122,700	\$140,258	\$131,479	\$17,558	14.3 %
Santa Cruz Count	\$90,531	\$96,093	\$93,312	\$5,562	6.1 %
Shasta County	\$59,787	\$61,937	\$60,862	\$2,150	3.6 %
Sierra County	\$86,205	\$56,152	\$71,179	-\$30,053	-34.9%
Siskiyou County	\$51,227	\$49,857	\$50,542	-\$1,370	-2.7%
Solano County	\$83,654	\$89,648	\$86,651	\$5,994	7.2 %
Sonoma County	\$86,604	\$91,607	\$89,106	\$5,003	5.8 %
Stanislaus County	\$60,757	\$68,368	\$64,563	\$7,611	12.5 %
Sutter County	\$61,590	\$67,003	\$64,297	\$5,413	8.8 %
Tehama County	\$52,583	\$52,901	\$52,742	\$318	0.6 %
Tulare County	\$47,280	\$57,394	\$52,337	\$10,114	21.4 %
Tuolumne County	\$67,423	\$66,846	\$67,135	-\$577	-0.9%
Ventura County	\$91,732	\$94,150	\$92,941	\$2,418	2.6 %
Yolo County	\$81,149	\$78,386	\$79,768	-\$2,763	-3.4%
Yuba County	\$57,391	\$62,666	\$60,029	\$5,275	9.2 %
State of California	\$76,975	\$84,097	\$80,536	\$7,122	9.3 %
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7 %

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table 4.10 – Median Family Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Alameda County	\$69,647	\$134,985	\$102,316	\$65,338	93.8%
Amador County	\$69,647	\$90,176	\$79,912	\$20,529	29.5%
Butte County	\$69,647	\$76,651	\$73,149	\$7,004	10.1%
Calaveras County	\$69,647	\$85,798	\$77,723	\$16,151	23.2%
Colusa County	\$69,647	\$74,668	\$72,158	\$5,021	7.2%
Contra Costa County	\$69,647	\$127,279	\$98,463	\$57,632	82.7%
El Dorado County	\$69,647	\$112,624	\$91,136	\$42,977	61.7%
Fresno County	\$69,647	\$68,681	\$69,164	-\$966	-1.4%
Glenn County	\$69,647	\$69,308	\$69,478	-\$339	-0.5%
Inyo County	\$69,647	\$76,111	\$72,879	\$6,464	9.3%
Kern County	\$69,647	\$64,828	\$67,238	-\$4,819	-6.9%
Kings County	\$69,647	\$65,338	\$67,493	-\$4,309	-6.2%
Lake County	\$69,647	\$72,279	\$70,963	\$2,632	3.8%
Lassen County	\$69,647	\$68,174	\$68,911	-\$1,473	-2.1%
Los Angeles County	\$69,647	\$85,834	\$77,741	\$16,187	23.2%
Madera County	\$69,647	\$70,576	\$70,112	\$929	1.3%
Marin County	\$69,647	\$170,253	\$119,950	\$100,606	144.5%
Modoc County	\$69,647	\$56,225	\$62,936	-\$13,422	-19.3%
Mono County	\$69,647	\$85,375	\$77,511	\$15,728	22.6%
Monterrey County	\$69,647	\$87,292	\$78,470	\$17,645	25.3%
Napa County	\$69,647	\$112,984	\$91,316	\$43,337	62.2%
Nevada County	\$69,647	\$95,257	\$82,452	\$25,610	36.8%
Orange County	\$69,647	\$113,249	\$91,448	\$43,602	62.6%
Placer County	\$69,647	\$119,457	\$94,552	\$49,810	71.5%
Plumas County	\$69,647	\$74,696	\$72,172	\$5,049	7.2%
Riverside County	\$69,647	\$86,562	\$78,105	\$16,915	24.3%
Sacramento County	\$69,647	\$88,841	\$79,244	\$19,194	27.6%
San Benito County	\$69,647	\$105,990	\$87,819	\$36,343	52.2%

**Table 4.10 Cont'd – Median Family Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
San Bernardino County	\$69,647	\$77,516	\$73,582	\$7,869	11.3%
San Diego County	\$69,647	\$101,902	\$85,775	\$32,255	46.3%
San Francisco County	\$69,647	\$147,176	\$108,412	\$77,529	111.3%
San Joaquin County	\$69,647	\$82,719	\$76,183	\$13,072	18.8%
San Luis Obispo County	\$69,647	\$103,670	\$86,659	\$34,023	48.9%
San Mateo County	\$69,647	\$159,133	\$114,390	\$89,486	128.5%
Santa Barbara County	\$69,647	\$95,979	\$82,813	\$26,332	37.8%
Santa Clara County	\$69,647	\$159,872	\$114,760	\$90,225	129.5%
Santa Cruz Count	\$69,647	\$118,979	\$94,313	\$49,332	70.8%
Shasta County	\$69,647	\$75,918	\$72,783	\$6,271	9.0%
Sierra County	\$69,647	\$66,471	\$68,059	-\$3,176	-4.6%
Siskiyou County	\$69,647	\$62,037	\$65,842	-\$7,610	-10.9%
Solano County	\$69,647	\$102,019	\$85,833	\$32,372	46.5%
Sonoma County	\$69,647	\$109,419	\$89,533	\$39,772	57.1%
Stanislaus County	\$69,647	\$75,348	\$72,498	\$5,701	8.2%
Sutter County	\$69,647	\$77,580	\$73,614	\$7,933	11.4%
Tehama County	\$69,647	\$65,819	\$67,733	-\$3,828	-5.5%
Tulare County	\$60,281	\$60,187	\$60,234	-\$94	-0.2%
Tuolumne County	\$47,370	\$87,073	\$67,222	\$39,703	83.8%
Ventura County	\$60,790	\$106,425	\$83,608	\$45,635	75.1%
Yolo County	\$58,446	\$102,595	\$80,521	\$44,149	75.5%
Yuba County	\$50,148	\$71,561	\$60,855	\$21,413	42.7%
State of California	\$63,812	\$95,971	\$79,892	\$32,159	50.4%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table 4.11 – Per Capita Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Alameda County	\$41,363	\$53,815	\$47,589	\$12,452	30.1%
Amador County	\$29,628	\$36,589	\$33,109	\$6,961	23.5%
Butte County	\$26,304	\$33,424	\$29,864	\$7,120	27.1%
Calaveras County	\$31,652	\$34,791	\$33,222	\$3,139	9.9%
Colusa County	\$25,676	\$28,063	\$26,870	\$2,387	9.3%
Contra Costa County	\$42,898	\$53,656	\$48,277	\$10,758	25.1%
El Dorado County	\$38,156	\$48,953	\$43,555	\$10,797	28.3%
Fresno County	\$22,234	\$27,295	\$24,765	\$5,061	22.8%
Glenn County	\$21,029	\$25,100	\$23,065	\$4,071	19.4%
Inyo County	\$30,323	\$34,304	\$32,314	\$3,981	13.1%
Kern County	\$21,716	\$25,328	\$23,522	\$3,612	16.6%
Kings County	\$19,835	\$23,483	\$21,659	\$3,648	18.4%
Lake County	\$23,345	\$32,147	\$27,746	\$8,802	37.7%
Lassen County	\$20,974	\$21,214	\$21,094	\$240	1.1%
Los Angeles County	\$30,798	\$37,924	\$34,361	\$7,126	23.1%
Madera County	\$19,975	\$24,759	\$22,367	\$4,784	23.9%
Marin County	\$66,748	\$78,995	\$72,872	\$12,247	18.3%
Modoc County	\$22,052	\$26,084	\$24,068	\$4,032	18.3%
Mono County	\$30,888	\$37,466	\$34,177	\$6,578	21.3%
Monterrey County	\$27,168	\$33,786	\$30,477	\$6,618	24.4%
Napa County	\$40,632	\$49,641	\$45,137	\$9,009	22.2%
Nevada County	\$35,581	\$43,777	\$39,679	\$8,196	23.0%
Orange County	\$37,603	\$46,099	\$41,851	\$8,496	22.6%
Placer County	\$39,734	\$48,580	\$44,157	\$8,846	22.3%
Plumas County	\$32,056	\$35,139	\$33,598	\$3,083	9.6%
Riverside County	\$25,700	\$32,079	\$28,890	\$6,379	24.8%
Sacramento County	\$29,693	\$36,152	\$32,923	\$6,459	21.8%
San Benito County	\$30,012	\$37,238	\$33,625	\$7,226	24.1%

**Table 4.11 Cont'd – Per Capita Income
For Counties with Online Ticket Sales within California
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
San Bernardino County	\$22,867	\$28,443	\$25,655	\$5,576	24.4%
San Diego County	\$34,350	\$42,696	\$38,523	\$8,346	24.3%
San Francisco County	\$59,508	\$77,267	\$68,388	\$17,759	29.8%
San Joaquin County	\$24,694	\$30,628	\$27,661	\$5,934	24.0%
San Luis Obispo County	\$33,972	\$41,407	\$37,690	\$7,435	21.9%
San Mateo County	\$53,516	\$69,919	\$61,718	\$16,403	30.7%
Santa Barbara County	\$32,872	\$40,634	\$36,753	\$7,762	23.6%
Santa Clara County	\$48,689	\$65,052	\$56,871	\$16,363	33.6%
Santa Cruz Count	\$36,388	\$47,619	\$42,004	\$11,231	30.9%
Shasta County	\$26,455	\$33,507	\$29,981	\$7,052	26.7%
Sierra County	\$31,750	\$34,454	\$33,102	\$2,704	8.5%
Siskiyou County	\$24,605	\$29,563	\$27,084	\$4,958	20.2%
Solano County	\$31,934	\$39,068	\$35,501	\$7,134	22.3%
Sonoma County	\$37,767	\$47,580	\$42,674	\$9,813	26.0%
Stanislaus County	\$24,007	\$29,195	\$26,601	\$5,188	21.6%
Sutter County	\$24,849	\$30,932	\$27,891	\$6,083	24.5%
Tehama County	\$22,631	\$30,976	\$26,804	\$8,345	36.9%
Tulare County	\$18,962	\$23,706	\$21,334	\$4,744	25.0%
Tuolumne County	\$31,570	\$37,042	\$34,306	\$5,472	17.3%
Ventura County	\$35,771	\$41,863	\$38,817	\$6,092	17.0%
Yolo County	\$30,615	\$38,805	\$34,710	\$8,190	26.8%
Yuba County	\$22,814	\$27,163	\$24,989	\$4,349	19.1%
State of California	\$33,128	\$41,276	\$37,202	\$8,148	24.6%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

counties with an estimated 2017 to 2021 annual average per capita income that were greater than the statewide average and the nationwide average are highlighted.

Between 2017 and 2021, the estimated average per capita income for the 50 individual counties within the state of California that had at least one recorded 2023 Night in the Country online ticket sale increased from an estimated \$31,487 in 2017 to an estimated \$36,668 in 2021, a net increase of \$7,181 or by 22.8 percent. Comparatively, per capita income for the entire state of California increased from an estimated \$33,128 in 2017 to an estimated \$41,276 in 2021, a net increase of \$8,148 or by 24.6 percent. Nationwide, per capita income for the entire United States increased from an estimated \$31,177 in 2017 to an estimated \$37,638 in 2021, a net increase of \$6,461 or by 20.7 percent. Over the entire five-year 2017 to 2021 period, 16 individual counties throughout the entire state of California of the 50 individual counties that had at least one recorded 2023 Night in the Country online ticket sale had an estimated five-year annual average per capita income that were greater than the estimated five-year average per capita income for the entire state of California, at \$37,202, and greater than the estimated five-year annual average per capita income for the entire United States, at \$34,408.

4.2.c State of Colorado

For the state of Colorado, there were seven individual counties with at least one 2023 Night in the Country online ticket purchase. For the 2023 Night in the Country event, the state of Colorado had the third highest concentration of online ticket purchases, generating an estimated 175 total online ticket sales and accounting for an estimated 1.0 percent of all online ticket sales purchased throughout the entire United States.

Table 4.12 presents the change in total population between 2017 and 2021 for each county within the state of Colorado that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Colorado and for the entire United States.

Between 2017 and 2021, the estimated total population of the seven counties located throughout the state of Colorado that had at least one recorded 2023 Night in the Country online ticket sale combined increased from an estimated 3.0 million total individuals in 2017 to an estimated 3.1 million total individuals in 2021, a net increase of 152,821 total individuals or by 5.1 percent. Statewide, the total population of the entire state of Colorado increased from an estimated 5.4 million total individuals in 2017 to an estimated 5.7 million total individuals in 2021, a net increase of approximately 286,657 total individuals or by 5.3 percent. Nationwide, the total population for the entire United States increased from an estimated 321.0 million total individuals in 2017 to an estimated 329.7 million total individuals in 2021, a net increase of approximately 8.7 million total individuals or by 2.7 percent. Over the entire five-year 2017 to 2021 period, only Douglas County, El Paso County, and Garfield County in Colorado had a five-year percentage growth rate in the change in total population, at 9.7 percent, 7.1 percent, and 5.7 percent respectively, that was greater than the five-year percentage growth rate for the entire state of Colorado in-terms of total population. Compared to the entire United States, six of the seven counties in Colorado with at least one recorded 2023 Night in the Country online ticket sale had a five-year percentage growth that was greater than the five-year percentage growth rate for the entire United States. These counties included Arapahoe County at 4.0 percent, Denver

County at 4.2 percent, Douglas County at 9.7 percent, El Paso County at 7.1 percent, Garfield County at 5.7 percent, and Jefferson County at 2.9 percent.

Table 4.12 – Total Population For Counties with Online Ticket Sales within Colorado 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Arapahoe County	626,612	651,621	639,117	25,009	4.0%
Denver County	678,467	706,799	692,633	28,332	4.2%
Douglas County	320,940	351,929	336,435	30,989	9.7%
El Paso County	674,826	722,736	698,781	47,910	7.1%
Garfield County	57,945	61,221	59,583	3,276	5.7%
Jefferson County	564,029	580,130	572,080	16,101	2.9%
La Plata County	54,469	55,673	55,071	1,204	2.2%
State of Colorado	5,436,519	5,723,176	5,579,848	286,657	5.3%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.13 presents the change in median age between 2017 and 2021 for each county within the state of Colorado that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Colorado and for the entire United States.

Among the seven counties throughout the state of Colorado that had at least one recorded 2023 Night in the Country online ticket purchase, the estimated median age increased from an estimated 37.0 years of age in 2017 to an estimated 37.7 years of age in 2021, a net increase of 0.7 years or by 1.8 percent. Statewide, the median age for the entire state of Colorado increased from an estimated 36.5 years of age in 2017 to an estimated 37.1 years of age in 2021, a net increase of 0.6 years or by 1.6 percent. Nationwide, the median age for the entire United States increased from an estimated 37.8 years of age in 2017 to an estimated 38.4 years of age in 2021, a net increase of 0.6 years or by 1.6 percent. Over the entire five-year 2017 to 2021 period, only four of the seven counties in Colorado with at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average median age that was less than the estimated annual average median age for the entire state of Colorado and for the entire United States. Arapahoe County at 36.7 years of age, Denver County at 34.6 years of age, El Paso County at 34.3 years of age, and Garfield County at 36.5 years of age each had an estimated annual average median age that was less than the estimated five-year annual average median age for the entire state of Colorado, an estimated 36.8 years of age, and that was less than the

estimated five-year annual average median age for the entire United States, an estimated 38.1 years of age.

Table 4.13 – Median Age For Counties with Online Ticket Sales within Colorado 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Arapahoe County	36.4	37.0	36.7	0.6	1.6%
Denver County	34.4	34.8	34.6	0.4	1.2%
Douglas County	38.1	39.1	38.6	1.0	2.6%
El Paso County	34.0	34.6	34.3	0.6	1.8%
Garfield County	36.2	36.8	36.5	0.6	1.7%
Jefferson County	40.4	40.2	40.3	-0.2	-0.5%
La Plata County	39.7	41.3	40.5	1.6	4.0%
State of Colorado	36.5	37.1	36.8	0.6	1.6%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.14 presents the change in median household income between 2017 and 2021 for each county within the state of Colorado that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Colorado and for the entire United States. Those counties in Colorado with an estimated five-year annual average median household income that was greater than the estimated five-year annual average median household income for both the state of Colorado and for the entire United States are highlighted.

The estimated average median household income for the seven counties located throughout the state of Colorado where there was at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated \$72,507 in 2017 to an estimated \$87,530 in 2021, a net increase of \$15,023 or by 20.7 percent. Statewide, median household income for the entire state of Colorado increased from an estimated \$65,458 in 2017 to an estimated \$80,184 in 2021, a net increase of \$14,726 or by 22.5 percent. Nationwide, median household income for the entire United States increased from an estimated \$57,652 in 2017 to an estimated \$69,021 in 2021, a net increase of \$11,369 or by 19.7 percent. Over the entire five-year 2017 to 2021 period, only three of the seven counties examined in Colorado had an estimated annual average median household income that were greater than the estimated annual average median household income for the entire state of Colorado and for the entire United States. Arapahoe County at \$77,250, Douglas County at \$119,299, and Jefferson County at \$84,552 each had an estimated annual

average median household income that was greater than the estimated annual average median household income for the entire state of Colorado, at \$72,821, and greater than the estimated annual average median household income for the entire United States, at \$63,337.

Table 4.14 – Median Household Income For Counties with Online Ticket Sales within Colorado 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Arapahoe County	\$69,553	\$84,947	\$77,250	\$15,394	22.1%
Denver County	\$60,098	\$78,177	\$69,138	\$18,079	30.1%
Douglas County	\$111,154	\$127,443	\$119,299	\$16,289	14.7%
El Paso County	\$62,535	\$75,909	\$69,222	\$13,374	21.4%
Garfield County	\$66,503	\$77,212	\$71,858	\$10,709	16.1%
Jefferson County	\$75,170	\$93,933	\$84,552	\$18,763	25.0%
La Plata County	\$62,533	\$75,089	\$68,811	\$12,556	20.1%
State of Colorado	\$65,458	\$80,184	\$72,821	\$14,726	22.5%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.15 presents the change in median family income between 2017 and 2021 for each county within the state of Colorado that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Colorado and for the entire United States. Those counties in Colorado with an estimated five-year annual average median family income that was greater than the estimated five-year annual average median family income for both the state of Colorado and for the entire United States are highlighted.

Between 2017 and 2021, the estimated average median family income for the seven counties located throughout the state of Colorado where there was at least one recorded 2023 Night in the country online ticket purchase increased from an estimated \$87,670 in 2017 to an estimated \$105,499 in 2021, a net increase of \$17,829 or by 20.3 percent. Comparatively, median family income for the entire state of Colorado increased from an estimated \$80,654 in 2017 to an estimated \$99,270 in 2021, a net increase of \$18,616 or by 23.1 percent. Nationwide, median family income for the entire United States increased from an estimated \$70,850 in 2017 to an estimated \$85,028 in 2021, a net increase of \$14,178 or by 20.0 percent. Over the entire five-year 2017 to 2021 period, only three of the seven counties examined in Colorado had an estimated annual average median family income that were greater than the estimated annual average median family income for the entire state of Colorado and for the entire United States.

Arapahoe County at \$94,817, Douglas County at \$134,500, and Jefferson County at \$105,077 each had an estimated annual average median family income that was greater than the estimated annual average median family income for the entire state of Colorado, at \$89,962, and greater than the estimated annual average median family income for the entire United States, at \$77,939.

Table 4.15 – Median Family Income For Counties with Online Ticket Sales within Colorado 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Arapahoe County	\$84,049	\$105,584	\$94,817	\$21,535	25.6%
Denver County	\$77,365	\$100,080	\$88,723	\$22,715	29.4%
Douglas County	\$124,371	\$144,629	\$134,500	\$20,258	16.3%
El Paso County	\$75,646	\$90,215	\$82,931	\$14,569	19.3%
Garfield County	\$79,587	\$88,408	\$83,998	\$8,821	11.1%
Jefferson County	\$93,937	\$116,217	\$105,077	\$22,280	23.7%
La Plata County	\$78,735	\$93,361	\$86,048	\$14,626	18.6%
State of Colorado	\$80,654	\$99,270	\$89,962	\$18,616	23.1%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.16 presents the change in per capita income between 2017 and 2021 for each county within the state of Colorado that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Colorado and for the entire United States. Those counties in Colorado with an estimated five-year annual average per capita income that was greater than the estimated five-year annual average per capita income for both the state of Colorado and for the entire United States are highlighted.

The estimated average per capita income for the seven counties located throughout the state of Colorado where there was at least one recorded 2023 Night in the Country online ticket purchased increased from an estimated \$37,436 in 2017 to an estimated \$45,163 in 2021, a net increase of \$7,726 or by 20.6 percent. Statewide, per capita income for the entire state of Colorado increased from an estimated \$34,845 in 2017 to an estimated \$42,807 in 2021, a net increase of \$7,962 or by 22.8 percent. Nationwide, per capita income for the entire United States increased from an estimated \$31,177 in 2017 to an estimated \$37,638 in 2021, a net increase of \$6,461 or by 20.7 percent. Over the entire five-year 2017 to 2021 period, four of the seven counties in Colorado that had at least one recorded 2023 Night in the Country online ticket sale had an estimated annual per capita income that were greater than the estimated annual average

per capita income for the entire state of Colorado and for the entire United States. Arapahoe County at \$40,999, Denver County at \$44,817, Douglas County at \$53,103, and Jefferson County at \$44,700 each had an estimated annual average per capita income that was greater than estimated annual average per capita income for the entire state of Colorado, at \$38,826, and greater than the estimated annual average per capita income for the entire United States, at \$34,408.

Table 4.16 – Per Capita Income For Counties with Online Ticket Sales within Colorado 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Arapahoe County	\$36,951	\$45,046	\$40,999	\$8,095	21.9%
Denver County	\$38,991	\$50,642	\$44,817	\$11,651	29.9%
Douglas County	\$48,725	\$57,481	\$53,103	\$8,756	18.0%
El Paso County	\$31,217	\$37,619	\$34,418	\$6,402	20.5%
Garfield County	\$31,483	\$35,608	\$33,546	\$4,125	13.1%
Jefferson County	\$40,187	\$49,213	\$44,700	\$9,026	22.5%
La Plata County	\$34,501	\$40,529	\$37,515	\$6,028	17.5%
State of Colorado	\$34,845	\$42,807	\$38,826	\$7,962	22.8%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

4.2.d State of Florida

For the state of Florida, there were four individual counties with at least one 2023 Night in the Country online ticket purchase. For the 2023 Night in the Country event, the state of Florida had the fourth largest concentration of online ticket purchases, generating an estimated 148 total online ticket sales and accounting for an estimated 0.8 percent of all online ticket sales purchased throughout the entire United States.

Table 4.17 presents the change in total population between 2017 and 2021 for each county within the state of Florida that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Florida and for the entire United States.

Between 2017 and 2021, the estimated total population of the four counties located throughout the state of Florida that had at least one recorded 2023 Night in the Country online ticket sale combined increased from an estimated 2.9 million total individuals in 2017 to an estimated 3.0

million total individuals in 2021, a net increase of 118,060 total individuals or by 4.1 percent. Statewide, the total population of the entire state of Florida increased from an estimated 20.3 million total individuals in 2017 to an estimated 21.3 million total individuals in 2021, a net increase of approximately 1.1 million total individuals or by 5.2 percent. Nationwide, the total population of the entire United States increased from an estimated 321.0 million total individuals in 2017 to an estimated 329.7 million total individuals in 2021, a net increase of approximately 8.7 million total individuals or by 2.7 percent. Over the entire five-year 2017 to 2021 period, only St. Johns County and Alachua County in Florida had a five-year percentage growth rate in the change in total population, at 17.3 percent and 6.3 percent respectively, that was greater than the five-year percentage growth rate for the entire state of Florida in-terms of total population. St. Johns County, Alachua County, and Pinellas County, at 17.3 percent, 6.3 percent, and 3.8 percent respectively, each had a five-year percentage growth rate in the change of each county’s respective total population that was greater than the five-year percentage growth rate for the entire United States.

Table 4.17 – Total Population For Counties with Online Ticket Sales within Florida 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Johns County	226,578	265,724	246,151	39,146	17.3%
Alachua County	259,865	276,171	268,018	16,306	6.3%
Palm Beach County	1,426,772	1,481,233	1,454,003	54,461	3.8%
Pinellas County	949,842	957,989	953,916	8,147	0.9%
State of Florida	20,278,447	21,339,762	20,809,105	1,061,315	5.2%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.18 presents the change in median age between 2017 and 2021 for each county within the state of Florida that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of California and for the entire United States.

Among the four counties throughout the state of Florida that had at least one recorded 2023 Night in the Country online ticket purchase, the estimated median age increased from an estimated 41.6 years of age in 2017 to an estimated 42.4 years of age in 2021, a net increase of just 0.8 years or by 1.9 percent. Comparatively, the median age for the entire state of Florida increased from an estimated 41.8 years of age in 2017 to an estimated 42.3 years of age in 2021, a net increase of 0.5 years or by 1.2 percent. Nationwide, the median age for the entire United

States increased from an estimated 37.8 years of age in 2017 to an estimated 38.4 years of age in 2021, a net increase of 0.6 years or by 1.6 percent. Over the entire five-year 2017 to 2021 period, only one of the four counties in Florida with at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average median age that was less than the estimated annual average median age for the entire state of Florida and for the entire United States. Alachua County at 31.7 years of age had an estimated annual average median age that was less than the estimated five-year annual average median age for the entire state of Florida, an estimated 42.1 years of age, and that was less than the estimated five-year annual average median age for the entire United States, an estimated 38.1 years of age.

Table 4.18 – Median Age For Counties with Online Ticket Sales within Florida 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Johns County	43.1	43.8	43.5	0.7	1.6%
Alachua County	31.2	32.1	31.7	0.9	2.9%
Palm Beach County	44.4	45.0	44.7	0.6	1.4%
Pinellas County	47.6	48.5	48.1	0.9	1.9%
State of Florida	41.8	42.3	42.1	0.5	1.2%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.19 presents the change in median household income between 2017 and 2021 for each county within the state of Florida that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Florida and for the entire United States. Those counties in Florida with an estimated five-year annual average median household income that was greater than the estimated five-year annual average median household income for both the state of Florida and for the entire United States are highlighted.

The estimated average median household income for the four counties located throughout the state of Florida where there was at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated \$56,336 in 2017 to an estimated \$67,858 in 2021, a net increase of \$11,523 or by 20.5 percent. Comparatively, median household income for the entire state of Florida increased from an estimated \$50,883 in 2017 to an estimated \$61,777 in 2021, a net increase of \$10,894 or by 21.4 percent. Nationwide, median household income for the entire United States increased from an estimated \$57,652 in 2017 to an estimated \$69,021 in 2021, a net increase of \$11,369 or by 19.7 percent. Over the entire five-year 2017 to 2021 period, only

St. Johns County, with an estimated annual average median household income of \$81,217, had an estimated annual average median household income that was greater than the entire state of Florida, at \$56,330, and greater than the entire United States, at \$63,337.

Table 4.19 – Median Household Income For Counties with Online Ticket Sales within Florida 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Johns County	\$73,640	\$88,794	\$81,217	\$15,154	20.6%
Alachua County	\$45,478	\$53,314	\$49,396	\$7,836	17.2%
Palm Beach County	\$57,256	\$68,874	\$63,065	\$11,618	20.3%
Pinellas County	\$48,968	\$60,451	\$54,710	\$11,483	23.5%
State of Florida	\$50,883	\$61,777	\$56,330	\$10,894	21.4%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.20 presents the change in median family income between 2017 and 2021 for each county within the state of Florida that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Florida and for the entire United States. Those counties in Florida with an estimated five-year annual average median family income that was greater than the estimated five-year annual average median family income for both the state of Florida and for the entire United States are highlighted.

The estimated average median family income for the four counties located throughout the state of Florida where there was at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated \$73,634 in 2017 to an estimated \$88,382 in 2021, a net increase of \$14,748 or by 20.0 percent. Statewide, median family income for the entire state of Florida increased from an estimated \$61,442 in 2017 to an estimated \$74,237 in 2021, a net increase of \$12,795 or by 20.8 percent. Nationwide, median family income for the entire United States increased from an estimated \$70,850 in 2017 to an estimated \$85,028 in 2021, a net increase of \$14,178 or by 20.0 percent. Over the entire five-year 2017 to 2021 period, both St. Johns County and Palm Beach County, each with an estimated annual average median family income of \$99,444 and \$78,014 respectively, had an estimated annual average median family income that was greater than the entire state of Florida, at \$67,840, and greater than the estimated annual average median family income for the entire United States, at \$77,939.

**Table 4.20 – Median Family Income
For Counties with Online Ticket Sales within Florida
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Johns County	\$90,682	\$108,205	\$99,444	\$17,523	19.3%
Alachua County	\$67,459	\$79,712	\$73,586	\$12,253	18.2%
Palm Beach County	\$71,519	\$84,508	\$78,014	\$12,989	18.2%
Pinellas County	\$64,876	\$81,101	\$72,989	\$16,225	25.0%
State of Florida	\$61,442	\$74,237	\$67,840	\$12,795	20.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.21 presents the change in per capita income between 2017 and 2021 for each county within the state of Florida that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Florida and for the entire United States. Those counties in Florida with an estimated five-year annual average per capita income that was greater than the estimated five-year annual average per capita income for both the state of Florida and for the entire United States are highlighted.

Between 2017 and 2021, the estimated average per capita income for the four counties located throughout the state of Florida where there was at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated \$33,604 in 2017 to an estimated \$40,545 in 2021, a net increase of \$6,940 or by 20.7 percent. Comparatively, per capita income for the entire state of Florida increased from an estimated \$28,774 in 2017 to an estimated \$35,216 in 2021, a net increase of \$6,442 or by 22.4 percent. Nationwide, per capita income for the entire United States increased from an estimated \$31,177 in 2017 to an estimated \$37,638 in 2021, a net increase of \$6,461 or by 20.7 percent. Over the entire five-year 2017 to 2021 period, three of the four counties in Florida where there was at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average per capita income that was greater than the estimated annual average per capita income for both the state of Florida and for the entire United States. St. Johns County at \$43,073, Palm Beach County at \$40,018, and Pinellas County at \$35,830 each had an estimated annual average per capita income that was greater than the estimated annual average per capita income for the entire state of Florida, at an estimated \$31,995, and greater than the estimated annual average per capita income for the entire United States, at an estimated \$34,408.

**Table 4.21 – Per Capita Income
For Counties with Online Ticket Sales within Florida
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Johns County	\$39,563	\$46,583	\$43,073	\$7,020	17.7%
Alachua County	\$26,431	\$32,323	\$29,377	\$5,892	22.3%
Palm Beach County	\$36,303	\$43,733	\$40,018	\$7,430	20.5%
Pinellas County	\$32,120	\$39,539	\$35,830	\$7,419	23.1%
State of Florida	\$28,774	\$35,216	\$31,995	\$6,442	22.4%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

4.2.e State of Arizona

For the state of Arizona, there were six individual counties with at least one 2023 Night in the Country online ticket purchase. For the 2023 Night in the Country event, the state of Arizona had the fifth highest concentration of online ticket purchases, generating an estimated 90 total online ticket sales and accounting for an estimated 0.5 percent of all online ticket sales purchased throughout the entire United States.

Table 4.22 presents the change in total population between 2017 and 2021 for each county within the state of Arizona that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Arizona and for the entire United States.

The estimated total population of the six counties located throughout the state of Arizona that had at least one recorded 2023 Night in the Country online ticket sale combined increased from an estimated 6.2 million total individuals in 2017 to an estimated 6.5 million total individuals in 2021, a net increase of approximately 272,642 total individuals or by 4.4 percent. Statewide, the total population of the entire state of Arizona increased from an estimated 6.8 million total individuals in 2017 to an estimated 7.1 million total individuals in 2021, a net increase of approximately 269,257 total individuals or by 4.0 percent. Nationwide, the total population of the entire United States increased from an estimated 321.0 million total individuals in 2017 to an estimated 329.7 million total individuals in 2021, a net increase of approximately 8.7 million total individuals or by 2.7 percent. Over the entire five-year 2017 to 2021 period, only Maricopa County and Yavapai County had a five-year percentage growth rate in the change in total population, at 5.1 percent and 5.8 percent respectively, that was greater than the five-year percentage growth rate for the entire state of Arizona in-terms of total population. Maricopa

County, Pinal County, Pima County, Yavapai County, and Mohave County, at 5.1 percent, 3.7 percent, 2.8 percent, and 5.8 percent respectively, each had a five-year percentage growth rate in the change of each county’s respective total population that was greater than the five-year percentage growth rate for the entire United States.

Table 4.22 – Total Population For Counties with Online Ticket Sales within Arizona 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Maricopa County	4,155,501	4,367,186	4,261,344	211,685	5.1%
Pinal County	405,537	420,625	413,081	15,088	3.7%
Yuma County	204,281	202,944	203,613	-1,337	-0.7%
Pima County	1,007,257	1,035,063	1,021,160	27,806	2.8%
Yavapai County	220,972	233,789	227,381	12,817	5.8%
Mohave County	204,691	211,274	207,983	6,583	3.2%
State of Arizona	6,809,946	7,079,203	6,944,575	269,257	4.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.23 presents the change in median age between 2017 and 2021 for each county within the state of Arizona that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Arizona and for the entire United States.

The estimated median age among the six counties throughout the state of Arizona that had at least one recorded 2023 Night in the Country online ticket purchase increased from an estimated 41.6 years of age in 2017 to an estimated 42.8 years of age in 2021, a net increase of 1.2 years or by 3.0 percent. Statewide, the median age for the entire state of Arizona increased from an estimated 37.2 years of age in 2017 to an estimated 38.1 years of age in 2021, a net increase of 0.9 years or by 2.4 percent. Nationwide, the median age for the entire United States increased from an estimated 37.8 years of age in 2017 to an estimated 38.4 years of age in 2021, a net increase of 0.6 years or by 1.6 percent.

Over the entire five-year 2017 to 2021 period, only two of the six counties in Arizona with at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average median age that was less than the estimated annual average median age for the entire state of Arizona and for the entire United States. Maricopa County at 36.5 years of age and Yuma County at 34.5 years of age each had an estimated annual average median age over the

five-year 2017 to 2021 period that was less than the entire state of Arizona, at an estimated 37.7 years of age, and less than the entire United States, at an estimated 38.1 years of age.

Table 4.23 – Median Age For Counties with Online Ticket Sales within Arizona 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Maricopa County	36.0	36.9	36.5	0.9	2.5%
Pinal County	38.5	39.8	39.2	1.3	3.4%
Yuma County	34.1	34.8	34.5	0.7	2.1%
Pima County	38.2	38.9	38.6	0.7	1.8%
Yavapai County	52.2	54.2	53.2	2.0	3.8%
Mohave County	50.4	52.3	51.4	1.9	3.8%
State of Arizona	37.2	38.1	37.7	0.9	2.4%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.24 presents the change in median household income between 2017 and 2021 for each county within the state of Arizona that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Arizona and for the entire United States. Those counties in Arizona with an estimated five-year annual average median household income that was greater than the estimated five-year annual average median household income for both the state of Arizona and for the entire United States are highlighted.

Between 2017 and 2021, the estimated average median household income for the six counties located throughout the state of Arizona where there was at least one recorded 2023 Night in the County online ticket purchase increased from an estimated \$48,827 in 2017 to an estimated \$59,353 in 2021, a net increase of \$10,526 or by 21.6 percent. Statewide, median household income for the entire state of Arizona increased from an estimated \$53,510 in 2017 to an estimated \$65,913 in 2021, a net increase of \$12,403 or by 23.2 percent. Nationwide, median household income for the entire United States increased from an estimated \$57,652 in 2017 to an estimated \$69,021 in 2021, a net increase of \$11,369 or by 19.7 percent.

Over the entire five-year 2017 to 2021 period, only Maricopa County, with an estimated annual average median household income of \$65,762, had an estimated annual average median household income that was greater than the entire state of Arizona and greater than the entire United States. Between 2017 and 2021, the estimated annual average median household income for the entire state of Arizona was an estimated \$59,712 and, for the entire United States, the

estimated annual average median household income was an estimated \$63,337 over the entire five-year 2017 to 2021 period.

Table 4.24 – Median Household Income For Counties with Online Ticket Sales within Arizona 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Maricopa County	\$58,580	\$72,944	\$65,762	\$14,364	24.5%
Pinal County	\$52,628	\$65,488	\$59,058	\$12,860	24.4%
Yuma County	\$43,253	\$52,563	\$47,908	\$9,310	21.5%
Pima County	\$48,676	\$59,215	\$53,946	\$10,539	21.7%
Yavapai County	\$48,259	\$56,170	\$52,215	\$7,911	16.4%
Mohave County	\$41,567	\$49,738	\$45,653	\$8,171	19.7%
State of Arizona	\$53,510	\$65,913	\$59,712	\$12,403	23.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.25 presents the change in median family income between 2017 and 2021 for each county within the state of Arizona that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Arizona and for the entire United States. Those counties in Arizona with an estimated five-year annual average median family income that was greater than the estimated five-year annual average median family income for both the state of Arizona and for the entire United States are highlighted.

The estimated average median family income for the six counties located throughout the state of Arizona where there was at least one recorded 2023 Night in the County online ticket purchase increased from an estimated \$57,780 in 2017 to an estimated \$70,573 in 2021, a net increase of \$12,793 or by 22.1 percent. Statewide, median family income for the entire state of Arizona increased from an estimated \$63,812 in 2017 to an estimated \$78,845 in 2021, a net increase of \$15,033 or by 23.6 percent. Nationwide, median family income for the entire United States increased from an estimated \$70,850 in 2017 to an estimated \$85,028 in 2021, a net increase of \$14,178 or by 20.0 percent. Over the entire five-year 2017 to 2021 period, not one of the six individual counties throughout the state of Arizona where there was at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average median family income that was greater than both the estimated annual average median family income for the entire state of Arizona and for the entire United States. Between 2017 and 2021, the estimated annual average median family income for the entire state of Arizona was an estimated \$71,329

and, for the entire United States, the estimated annual average median family income was an estimated \$77,939.

Table 4.25 – Median Family Income For Counties with Online Ticket Sales within Arizona 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Maricopa County	\$69,647	\$85,912	\$77,780	\$16,265	23.4%
Pinal County	\$60,281	\$74,126	\$67,204	\$13,845	23.0%
Yuma County	\$47,370	\$58,589	\$52,980	\$11,219	23.7%
Pima County	\$60,790	\$75,199	\$67,995	\$14,409	23.7%
Yavapai County	\$58,446	\$70,299	\$64,373	\$11,853	20.3%
Mohave County	\$50,148	\$59,314	\$54,731	\$9,166	18.3%
State of Arizona	\$63,812	\$78,845	\$71,329	\$15,033	23.6%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table 4.26 presents the change in per capita income between 2017 and 2021 for each county within the state of Arizona that there was at least one 2023 Night in the Country online ticket purchase as well as for the entire state of Arizona and for the entire United States. Those counties in Arizona with an estimated five-year annual average per capita income that was greater than the estimated five-year annual average per capita income for both the state of Arizona and for the entire United States are highlighted.

Between 2017 and 2021, the estimated average per capita income for the six counties located throughout the state of Arizona where there was at least one recorded 2023 Night in the County online ticket purchase increased from an estimated \$25,347 in 2017 to an estimated \$31,362 in 2021, a net increase of \$6,015 or by 23.7 percent. Comparatively, per capita income for the entire state of Arizona increased from an estimated \$27,964 in 2017 to an estimated \$34,644 in 2021, a net increase of \$6,680 or by 23.9 percent. Nationwide, per capita income for the entire United States increased from an estimated \$31,177 in 2017 to an estimated \$37,638 in 2021, a net increase of \$6,461 or by 20.7 percent. Over the entire five-year 2017 to 2021 period, not one of the six individual counties throughout the state of Arizona where there was at least one recorded 2023 Night in the Country online ticket purchase had an estimated annual average per capita income that was greater than both the estimated annual average per capita income for the entire state of Arizona and for the entire United States. Between 2017 and 2021, the estimated annual average per capita income for the entire state of Arizona was an estimated \$31,304 and,

for the entire United States, the estimated annual average per capita income was an estimated \$34,408.

Table 4.26 – Per Capita Income For Counties with Online Ticket Sales within Arizona 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Maricopa County	\$30,186	\$37,570	\$33,878	\$7,384	24.5%
Pinal County	\$22,944	\$29,284	\$26,114	\$6,340	27.6%
Yuma County	\$20,600	\$25,057	\$22,829	\$4,457	21.6%
Pima County	\$27,323	\$33,016	\$30,170	\$5,693	20.8%
Yavapai County	\$27,504	\$33,588	\$30,546	\$6,084	22.1%
Mohave County	\$23,527	\$29,657	\$26,592	\$6,130	26.1%
State of Arizona	\$27,964	\$34,644	\$31,304	\$6,680	23.9%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix A – State of Alabama

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table A1 – Total Population For Counties with Online Ticket Sales within Alabama 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Limestone County	91,695	101,217	96,456	9,522	10.4%
State of Alabama	4,850,771	4,997,675	4,924,223	146,904	3.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table A2 – Median Age For Counties with Online Ticket Sales within Alabama 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Limestone County	39.1	40.2	39.7	1.1	2.8%
State of Alabama	38.7	39.3	39.0	0.6	1.6%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table A3 – Median Household Income For Counties with Online Ticket Sales within Alabama 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Limestone County	\$52,831	\$70,736	\$61,784	\$17,905	33.9%
State of Alabama	\$46,472	\$54,943	\$50,708	\$8,471	18.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table A4 – Median Family Income For Counties with Online Ticket Sales within Alabama 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Limestone County	\$66,164	\$85,127	\$75,646	\$18,963	28.7%
State of Alabama	\$59,115	\$70,878	\$64,997	\$11,763	19.9%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table A5 – Per Capita Income
For Counties with Online Ticket Sales within Alabama
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Limestone County	\$26,685	\$33,428	\$30,057	\$6,743	25.3%
State of Alabama	\$25,746	\$30,458	\$28,102	\$4,712	18.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix B – State of Georgia

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table B1 – Total Population For Counties with Online Ticket Sales within Georgia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Cherokee County	235,896	262,155	249,026	26,259	11.1%
State of Georgia	10,201,635	10,625,615	10,413,625	423,980	4.2%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table B2 – Median Age For Counties with Online Ticket Sales within Georgia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Cherokee County	38.0	39.3	38.7	1.3	3.4%
State of Georgia	36.4	37.1	36.8	0.7	1.9%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table B3 – Median Household Income For Counties with Online Ticket Sales within Georgia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Cherokee County	\$75,477	\$90,681	\$83,079	\$15,204	20.1%
State of Georgia	\$52,977	\$65,030	\$59,004	\$12,053	22.8%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table B4 – Median Family Income For Counties with Online Ticket Sales within Georgia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Cherokee County	\$86,552	\$103,074	\$94,813	\$16,522	19.1%
State of Georgia	\$64,053	\$78,834	\$71,444	\$14,781	23.1%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table B5 – Per Capita Income
For Counties with Online Ticket Sales within Georgia
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Cherokee County	\$33,466	\$40,675	\$37,071	\$7,209	21.5%
State of Georgia	\$28,015	\$34,516	\$31,266	\$6,501	23.2%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix C – State of Idaho

Socio-Demographic and Economic Profile: Total Population, Median Age, Median Household Income, and Per Capita Income

Table C1 – Total Population For Counties with Online Ticket Sales within Idaho 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Ada County	435,117	485,246	460,182	50,129	11.5%
Adams County	3,946	4,321	4,134	375	9.5%
Blaine County	21,583	23,868	22,726	2,285	10.6%
Canyon County	207,027	227,367	217,197	20,340	9.8%
Franklin County	13,120	14,036	13,578	916	7.0%
Twin Falls County	82,248	89,128	85,688	6,880	8.4%
State of Idaho	1,657,375	1,811,617	1,734,496	154,242	9.3%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table C2 – Median Age For Counties with Online Ticket Sales within Idaho 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Ada County	36.4	37.7	37.1	1.3	3.6%
Adams County	52.8	54.7	53.8	1.9	3.6%
Blaine County	42.8	43.8	43.3	1.0	2.3%
Canyon County	33.2	34.1	33.7	0.9	2.7%
Franklin County	32.6	33.2	32.9	0.6	1.8%
Twin Falls County	34.6	35.3	35.0	0.7	2.0%
State of Idaho	35.9	36.8	36.4	0.9	2.5%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table C3 – Median Household Income For Counties with Online Ticket Sales within Idaho 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Ada County	\$60,151	\$75,115	\$67,633	\$14,964	24.9%
Adams County	\$42,727	\$52,746	\$47,737	\$10,019	23.4%
Blaine County	\$58,835	\$71,749	\$65,292	\$12,914	21.9%
Canyon County	\$46,426	\$60,716	\$53,571	\$14,290	30.8%
Franklin County	\$51,583	\$56,677	\$54,130	\$5,094	9.9%
Twin Falls County	\$49,118	\$57,430	\$53,274	\$8,312	16.9%
State of Idaho	\$50,985	\$63,377	\$57,181	\$12,392	24.3%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table C4 – Median Family Income For Counties with Online Ticket Sales within Idaho 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Ada County	\$77,222	\$92,105	\$84,664	\$14,883	19.3%
Adams County	\$55,833	\$63,125	\$59,479	\$7,292	13.1%
Blaine County	\$73,824	\$79,336	\$76,580	\$5,512	7.5%
Canyon County	\$53,822	\$70,925	\$62,374	\$17,103	31.8%
Franklin County	\$56,944	\$63,267	\$60,106	\$6,323	11.1%
Twin Falls County	\$59,017	\$67,569	\$63,293	\$8,552	14.5%
State of Idaho	\$62,196	\$75,851	\$69,024	\$13,655	22.0%
United States	\$70,850	\$85,028	\$77,939	14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table C5 – Per Capita Income
For Counties with Online Ticket Sales within Idaho
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Ada County	\$31,642	\$39,979	\$35,811	8,337	26.3%
Adams County	\$24,315	\$32,594	\$28,455	8,279	34.0%
Blaine County	\$32,736	\$40,739	\$36,738	8,003	24.4%
Canyon County	\$19,765	\$25,777	\$22,771	6,012	30.4%
Franklin County	\$20,454	\$24,537	\$22,496	4,083	20.0%
Twin Falls County	\$22,723	\$29,436	\$26,080	6,713	29.5%
State of Idaho	\$25,471	\$31,509	\$28,490	6,038	23.7%
United States	\$31,177	\$37,638	\$34,408	6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix D – State of Kansas

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table D1 – Total Population
For Counties with Online Ticket Sales within Kansas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Harper County	5,746	5,525	5,636	-221	-3.8%
Reno County	63,360	62,071	62,716	-1,289	-2.0%
Sedgwick County	510,484	520,467	515,476	9,983	2.0%
State of Kansas	2,903,820	2,932,099	2,917,960	28,279	1.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table D2 – Median Age
For Counties with Online Ticket Sales within Kansas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Harper County	42.5	41.7	42.1	-0.8	-1.9%
Reno County	40.1	40.7	40.4	0.6	1.5%
Sedgwick County	35.0	35.7	35.4	0.7	2.0%
State of Kansas	36.3	37	36.7	0.7	1.9%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table D3 – Median Household Income
For Counties with Online Ticket Sales within Kansas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Harper County	\$48,059	\$52,188	\$50,124	\$4,129	8.6%
Reno County	\$47,897	\$53,359	\$50,628	\$5,462	11.4%
Sedgwick County	\$52,841	\$60,593	\$56,717	\$7,752	14.7%
State of Kansas	\$55,477	\$64,521	\$59,999	\$9,044	16.3%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table D4 – Median Family Income
For Counties with Online Ticket Sales within Kansas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Harper County	\$58,040	\$61,042	\$59,541	\$3,002	5.2%
Reno County	\$58,915	\$67,393	\$63,154	\$8,478	14.4%
Sedgwick County	\$67,029	\$76,013	\$71,521	\$8,984	13.4%
State of Kansas	\$70,711	\$82,260	\$76,486	\$11,549	16.3%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table D5 – Per Capita Income
For Counties with Online Ticket Sales within Kansas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Harper County	\$25,698	\$25,403	\$25,551	-\$295	-1.1%
Reno County	\$25,267	\$29,165	\$27,216	\$3,898	15.4%
Sedgwick County	\$27,583	\$32,302	\$29,943	\$4,719	17.1%
State of Kansas	\$29,600	\$34,968	\$32,284	\$5,368	18.1%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix E – State of Kentucky

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table E1 – Total Population For Counties with Online Ticket Sales within Kentucky 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	31,153	31,011	31,082	-142	-0.5%
State of Kentucky	4,424,376	4,494,141	4,459,259	69,765	1.6%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table E2 – Median Age For Counties with Online Ticket Sales within Kentucky 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	42.0	43.2	42.6	1.2	2.9%
State of Kentucky	38.6	39.0	38.8	0.4	1.0%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table E3 – Median Household Income For Counties with Online Ticket Sales within Kentucky 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	\$40,037	\$46,124	\$43,081	\$6,087	15.2%
State of Kentucky	\$46,535	\$55,454	\$50,995	\$8,919	19.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table E4 – Median Family Income For Counties with Online Ticket Sales within Kentucky 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	\$40,037	\$46,124	\$43,081	\$6,087	15.2%
State of Kentucky	\$46,535	\$55,454	\$50,995	\$8,919	19.2%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table E5 – Per Capita Income For Counties with Online Ticket Sales within Kentucky 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	\$20,376	\$28,609	\$24,493	\$8,233	40.4%
State of Kentucky	\$25,888	\$30,634	\$28,261	\$4,746	18.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix F – State of Massachusetts

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table F1 – Total Population For Counties with Online Ticket Sales within Massachusetts 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Middlesex County	1,582,857	1,623,411	1,603,134	40,554	2.6%
State of Massachusetts	6,789,319	6,991,852	6,890,586	202,533	3.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table F2 – Median Age For Counties with Online Ticket Sales within Massachusetts 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Middlesex County	38.5	38.5	38.5	0	0.0%
State of Massachusetts	39.4	39.6	39.5	0.2	0.5%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table F3 – Median Household Income For Counties with Online Ticket Sales within Massachusetts 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Middlesex County	\$92,878	\$111,790	\$102,334	\$18,912	20.4%
State of Massachusetts	\$74,167	\$89,026	\$81,597	\$14,859	20.0%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table F4 – Median Family Income For Counties with Online Ticket Sales within Massachusetts 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Middlesex County	\$117,048	\$140,891	\$128,970	\$23,843	20.4%
State of Massachusetts	\$94,110	\$112,543	\$103,327	\$18,433	19.6%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table F5 – Per Capita Income For Counties with Online Ticket Sales within Massachusetts 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Muhlenberg County	\$47,616	\$58,399	\$53,008	\$10,783	22.6%
State of Kentucky	\$39,913	\$48,617	\$44,265	\$8,704	21.8%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix G – State of Minnesota

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table G1 – Total Population For Counties with Online Ticket Sales within Minnesota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Olmsted County	151,685	160,928	156,307	9,243	6.1%
State of Minnesota	5,490,726	5,670,472	5,580,599	179,746	3.3%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table G2 – Median Age For Counties with Online Ticket Sales within Minnesota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Olmsted County	37.1	37.4	37.3	0.3	0.8%
State of Minnesota	37.9	38.2	38.1	0.3	0.8%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table G3 – Median Household Income For Counties with Online Ticket Sales within Minnesota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Olmsted County	\$72,337	\$84,656	\$78,497	\$12,319	17.0%
State of Minnesota	\$65,699	\$77,706	\$71,703	\$12,007	18.3%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table G4 – Median Family Income
For Counties with Online Ticket Sales within Minnesota
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Olmsted County	\$90,880	\$107,205	\$99,043	\$16,325	18.0%
State of Minnesota	\$82,785	\$98,356	\$90,571	\$15,571	18.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table G5 – Per Capita Income
For Counties with Online Ticket Sales within Minnesota
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Olmsted County	\$37,956	\$45,507	\$41,732	\$7,551	19.9%
State of Minnesota	\$34,712	\$41,204	\$37,958	\$6,492	18.7%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix H – State of Montana

Socio-Demographic and Economic Profile: Total Population, Median Age, Median Household Income, and Per Capita Income

Table H1 – Total Population For Counties with Online Ticket Sales within Montana 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Yellowstone County	156,332	163,593	159,963	7,261	4.6%
Flathead County	96,147	103,400	99,774	7,253	7.5%
State of Montana	1,029,862	1,077,978	1,053,920	48,116	4.7%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7 %

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table H2 – Median Age For Counties with Online Ticket Sales within Montana 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Yellowstone County	38.3	38.5	38.4	0.2	0.5%
Flathead County	42.3	42.3	42.3	0.0	0.0%
State of Montana	39.8	40.0	39.9	0.2	0.5%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table H3 – Median Household Income For Counties with Online Ticket Sales within Montana 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Yellowstone County	\$57,955	\$65,656	\$61,806	\$7,701	13.3%
Flathead County	\$51,410	\$63,582	\$57,496	\$12,172	23.7%
State of Montana	\$50,801	\$60,560	\$55,681	\$9,759	19.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table H4 – Median Family Income For Counties with Online Ticket Sales within Montana 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Yellowstone County	\$72,370	\$83,728	\$78,049	\$11,358	15.7%
Flathead County	\$63,685	\$75,582	\$69,634	\$11,897	18.7%
State of Montana	\$65,843	\$77,152	\$71,498	\$11,309	17.2%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table H5 – Per Capita Income For Counties with Online Ticket Sales within Montana 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Yellowstone County	\$32,296	\$38,186	\$35,241	\$5,890	18.2%
Flathead County	\$28,379	\$34,897	\$31,638	\$6,518	23.0%
State of Montana	\$28,706	\$34,423	\$31,565	\$5,717	19.9%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix I – State of Nebraska

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table I1 – Total Population
For Counties with Online Ticket Sales within Nebraska
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
York County	13,832	14,164	13,998	332	2.4%
State of Nebraska	1,893,921	1,951,480	1,922,701	57,559	3.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7 %

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table I2 – Median Age
For Counties with Online Ticket Sales within Nebraska
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
York County	40.9	39.5	40.2	-1.4	-3.4%
State of Nebraska	36.3	36.7	36.5	0.4	1.1%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table I3 – Median Household Income
For Counties with Online Ticket Sales within Nebraska
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
York County	\$59,966	\$66,337	\$63,152	\$6,371	10.6%
State of Nebraska	\$56,675	\$66,644	\$61,660	\$9,969	17.6%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table I4 – Median Family Income
For Counties with Online Ticket Sales within Nebraska
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
York County	\$70,798	\$79,738	\$75,268	\$8,940	12.6%
State of Nebraska	\$72,191	\$85,162	\$78,677	\$12,971	18.0%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table I5 – Per Capita Income
For Counties with Online Ticket Sales within Nebraska
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
York County	\$28,298	\$35,932	\$32,115	\$7,634	27.0%
State of Nebraska	\$29,866	\$35,189	\$32,528	\$5,323	17.8%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix J – State of New Hampshire

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table J1 – Total Population For Counties with Online Ticket Sales within New Hampshire 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Hillsborough County	406,371	420,504	413,438	14,133	3.5%
State of New Hampshire	1,331,848	1,372,175	1,352,012	40,327	3.0%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table J2 – Median Age For Counties with Online Ticket Sales within New Hampshire 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Hillsborough County	40.5	40.9	40.7	0.4	1.0%
State of New Hampshire	42.7	43.0	42.8	0.3	0.7%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table J3 – Median Household Income For Counties with Online Ticket Sales within New Hampshire 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Hillsborough County	\$75,777	\$86,930	\$81,354	\$11,153	14.7%
State of New Hampshire	\$71,305	\$83,449	\$77,377	\$12,144	17.0%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table J4 – Median Family Income For Counties with Online Ticket Sales within New Hampshire 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Hillsborough County	\$91,499	\$109,292	\$100,396	\$17,793	19.4%
State of New Hampshire	\$86,949	\$104,193	\$95,571	\$17,244	19.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table J5 – Per Capita Income For Counties with Online Ticket Sales within New Hampshire 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Hillsborough County	\$37,622	\$45,238	\$41,430	\$7,616	20.2%
State of New Hampshire	\$36,914	\$43,877	\$40,396	\$6,963	18.9%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix K – State of New Mexico

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table K1 – Total Population For Counties with Online Ticket Sales within New Mexico 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Union County	4,216	4,122	4,169	-94	-2.2%
Valencia County	75,845	75,992	75,919	147	0.2%
State of New Mexico	2,084,828	2,109,366	2,097,097	24,538	1.2%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table K2 – Median Age For Counties with Online Ticket Sales within New Mexico 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Union County	40.2	39.7	40.0	-0.5	-1.2%
Valencia County	39.0	39.0	39.0	0.0	0.0%
State of New Mexico	37.3	38.3	37.8	1.0	2.7%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table K3 – Median Household Income For Counties with Online Ticket Sales within New Mexico 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Union County	\$38,240	\$37,443	\$37,842	-\$797	-2.1%
Valencia County	\$43,428	\$53,752	\$48,590	\$10,324	23.8 %
State of New Mexico	\$46,718	\$54,020	\$50,369	\$7,302	15.6 %
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7 %

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table K4 – Median Family Income For Counties with Online Ticket Sales within New Mexico 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Union County	\$42,461	\$48,625	\$45,543	\$6,164	14.5%
Valencia County	\$50,513	\$63,040	\$56,777	\$12,527	24.8%
State of New Mexico	\$57,436	\$66,533	\$61,985	\$9,097	15.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table K5 – Per Capita Income
For Counties with Online Ticket Sales within New Mexico
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Union County	\$23,180	\$21,667	\$22,424	-\$1,513	-6.5%
Valencia County	\$20,572	\$26,295	\$23,434	\$5,723	27.8%
State of New Mexico	\$25,257	\$29,624	\$27,441	\$4,367	17.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix L – State of North Carolina

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table L1 – Total Population For Counties with Online Ticket Sales within North Carolina 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Mecklenburg County	1,034,290	1,100,984	1,067,637	66,694	6.4%
New Hanover County	219,866	225,175	222,521	5,309	2.4%
Onslow County	192,685	201,597	197,141	8,912	4.6%
State of North Carolina	10,052,564	10,367,022	10,209,793	314,458	3.1%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table L2 – Median Age For Counties with Online Ticket Sales within North Carolina 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Mecklenburg County	34.9	35.4	35.2	0.5	1.4%
New Hanover County	38.7	39.5	39.1	0.8	2.1%
Onslow County	26.0	26.9	26.5	0.9	3.5%
State of North Carolina	38.4	39.0	38.7	0.6	1.6%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table L3 – Median Household Income For Counties with Online Ticket Sales within North Carolina 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Mecklenburg County	\$61,695	\$73,124	\$67,410	\$11,429	18.5%
New Hanover County	\$51,457	\$62,362	\$56,910	\$10,905	21.2%
Onslow County	\$48,162	\$54,732	\$51,447	\$6,570	13.6%
State of North Carolina	\$50,320	\$60,516	\$55,418	\$10,196	20.3%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table L4 – Median Family Income For Counties with Online Ticket Sales within North Carolina 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Mecklenburg County	\$76,298	\$91,345	\$83,822	\$15,047	19.7%
New Hanover County	\$70,940	\$86,276	\$78,608	\$15,336	21.6%
Onslow County	\$53,611	\$60,815	\$57,213	\$7,204	13.4%
State of North Carolina	\$62,195	\$75,815	\$69,005	\$13,620	21.9%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table L5 – Per Capita Income
For Counties with Online Ticket Sales within North Carolina
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Mecklenburg County	\$35,669	\$43,919	\$39,794	\$8,250	23.1%
New Hanover County	\$31,708	\$39,934	\$35,821	\$8,226	25.9%
Onslow County	\$23,141	\$26,625	\$24,883	\$3,484	15.1%
State of North Carolina	\$28,123	\$34,209	\$31,166	\$6,086	21.6%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix M – State of Ohio

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table M1 – Total Population
For Counties with Online Ticket Sales within Ohio
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Butler County	375,702	387,830	381,766	12,128	3.2%
State of Ohio	11,609,756	11,769,923	11,689,840	160,167	1.4%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table M2 – Median Age
For Counties with Online Ticket Sales within Ohio
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Butler County	36.4	37.0	36.7	0.6	1.6%
State of Ohio	39.3	39.4	39.4	0.1	0.3%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table M3 – Median Household Income
For Counties with Online Ticket Sales within Ohio
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Butler County	\$62,188	\$72,281	\$67,235	\$10,093	16.2%
State of Ohio	\$52,407	\$61,938	\$57,173	\$9,531	18.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table M4 – Median Family Income For Counties with Online Ticket Sales within Ohio 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Butler County	\$76,899	\$89,325	\$83,112	\$12,426	16.2%
State of Ohio	\$66,885	\$79,470	\$73,178	\$12,585	18.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table M5 – Per Capita Income For Counties with Online Ticket Sales within Ohio 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Butler County	\$29,745	\$34,632	\$32,189	\$4,887	16.4%
State of Ohio	\$29,011	\$34,526	\$31,769	\$5,515	19.0%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix N – State of Oregon

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table N1 – Total Population
For Counties with Online Ticket Sales within Oregon
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Coos County	62,921	64,619	63,770	1,698	2.7%
Jackson County	212,070	221,662	216,866	9,592	4.5%
Josephine County	84,514	87,686	86,100	3,172	3.8%
Klamath County	66,018	68,899	67,459	2,881	4.4%
Linn County	121,074	127,200	124,137	6,126	5.1%
Malheur County	30,421	31,313	30,867	892	2.9%
Marion County	330,453	344,037	337,245	13,584	4.1%
Tillamook County	25,840	27,129	26,485	1,289	5.0%
Washington County	572,071	596,969	584,520	24,898	4.4%
State of Oregon	4,025,127	4,207,177	4,116,152	182,050	4.5%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table N2 – Median Age
For Counties with Online Ticket Sales within Oregon
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Coos County	48.3	48.4	48.4	0.1	0.2%
Jackson County	43.0	42.4	42.7	-0.6	-1.4%
Josephine County	47.6	47.1	47.4	-0.5	-1.1%
Klamath County	42.6	41.4	42.0	-1.2	-2.8%
Linn County	39.7	39.9	39.8	0.2	0.5%
Malheur County	36.1	35.8	36.0	-0.3	-0.8%
Marion County	36.2	37.0	36.6	0.8	2.2%
Tillamook County	48.0	47.7	47.9	-0.3	-0.6%
Washington County	36.4	37.3	36.9	0.9	2.5%
State of Oregon	39.2	39.6	39.4	0.4	1.0%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table N3 – Median Household Income
For Counties with Online Ticket Sales within Oregon
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Coos County	\$40,848	\$52,548	\$46,698	\$11,700	28.6%
Jackson County	\$48,688	\$61,020	\$54,854	\$12,332	25.3%
Josephine County	\$40,705	\$51,733	\$46,219	\$11,028	27.1%
Klamath County	\$42,531	\$50,790	\$46,661	\$8,259	19.4%
Linn County	\$49,515	\$63,313	\$56,414	\$13,798	27.9%
Malheur County	\$37,112	\$47,906	\$42,509	\$10,794	29.1%
Marion County	\$53,828	\$64,880	\$59,354	\$11,052	20.5%
Tillamook County	\$45,061	\$55,730	\$50,396	\$10,669	23.7%
Washington County	\$74,033	\$92,025	\$83,029	\$17,992	24.3%
State of Oregon	\$56,119	\$70,084	\$63,102	\$13,965	24.9%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table N4 – Median Family Income
For Counties with Online Ticket Sales within Oregon
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Coos County	\$50,265	\$68,051	\$59,158	\$17,786	35.4%
Jackson County	\$59,053	\$74,738	\$66,896	\$15,685	26.6%
Josephine County	\$49,879	\$61,115	\$55,497	\$11,236	22.5%
Klamath County	\$50,554	\$61,739	\$56,147	\$11,185	22.1%
Linn County	\$60,023	\$74,266	\$67,145	\$14,243	23.7%
Malheur County	\$46,571	\$60,291	\$53,431	\$13,720	29.5%
Marion County	\$62,694	\$75,853	\$69,274	\$13,159	21.0%
Tillamook County	\$55,095	\$66,116	\$60,606	\$11,021	20.0%
Washington County	\$85,993	\$108,981	\$97,487	\$22,988	26.7%
State of Oregon	\$69,031	\$86,066	\$77,549	\$17,035	24.7%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table N5 – Per Capita Income
For Counties with Online Ticket Sales within Oregon
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Coos County	\$26,007	\$31,824	\$28,916	\$5,817	22.4%
Jackson County	\$27,081	\$33,346	\$30,214	\$6,265	23.1%
Josephine County	\$24,349	\$29,260	\$26,805	\$4,911	20.2%
Klamath County	\$23,793	\$27,701	\$25,747	\$3,908	16.4%
Linn County	\$24,448	\$29,598	\$27,023	\$5,150	21.1%
Malheur County	\$17,567	\$20,436	\$19,002	\$2,869	16.3%
Marion County	\$24,791	\$30,591	\$27,691	\$5,800	23.4%
Tillamook County	\$25,458	\$31,501	\$28,480	\$6,043	23.7%
Washington County	\$35,369	\$44,362	\$39,866	\$8,993	25.4%
State of Oregon	\$30,410	\$37,816	\$34,113	\$7,406	24.4%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix O – State of South Carolina

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table O1 – Total Population
For Counties with Online Ticket Sales within South Carolina
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Beaufort County	179,316	186,007	182,662	6,691	3.7%
State of South Carolina	4,893,444	5,078,903	4,986,174	185,459	3.8%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table O2 – Median Age
For Counties with Online Ticket Sales within South Carolina
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Beaufort County	44.0	46.7	45.4	2.7	6.1%
State of South Carolina	39.0	39.8	39.4	0.8	2.1%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table O3 – Median Household Income
For Counties with Online Ticket Sales within South Carolina
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Beaufort County	\$60,603	\$74,199	\$67,401	\$13,596	22.4%
State of South Carolina	\$48,781	\$58,234	\$53,508	\$9,453	19.4%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table O4 – Median Family Income
For Counties with Online Ticket Sales within South Carolina
2023 Night in the Country
July 19, 2017 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Beaufort County	\$72,128	\$86,724	\$79,426	\$14,596	20.2%
State of South Carolina	\$60,643	\$72,899	\$66,771	\$12,256	20.2%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table O5 – Per Capita Income
For Counties with Online Ticket Sales within South Carolina
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Beaufort County	\$34,966	\$43,463	\$39,215	\$8,497	24.3%
State of South Carolina	\$26,645	\$32,823	\$29,734	\$6,178	23.2%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix P – State of South Dakota

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table P1 – Total Population For Counties with Online Ticket Sales within South Dakota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Pennington County	108,126	108,707	108,417	581	0.5%
State of South Dakota	855,444	881,785	868,615	26,341	3.1%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table P2 – Median Age For Counties with Online Ticket Sales within South Dakota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Pennington County	37.8	38.9	38.4	1.1	2.9%
State of South Dakota	36.8	37.1	37.0	0.3	0.8%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table P3 – Median Household Income For Counties with Online Ticket Sales within South Dakota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Pennington County	\$52,245	\$62,546	\$57,396	\$10,301	19.7%
State of South Dakota	\$54,126	\$63,920	\$59,023	\$9,794	18.1%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table P4 – Median Family Income For Counties with Online Ticket Sales within South Dakota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Pennington County	\$66,250	\$79,986	\$73,118	\$13,736	20.7%
State of South Dakota	\$69,425	\$81,756	\$75,591	\$12,331	17.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table P5 – Per Capita Income For Counties with Online Ticket Sales within South Dakota 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Pennington County	\$28,910	\$35,292	\$32,101	\$6,382	22.1%
State of South Dakota	\$31,415	\$34,468	\$32,942	\$3,053	9.7%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix Q – State of Texas

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table Q1 – Total Population
For Counties with Online Ticket Sales within Texas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Dallas County	2,552,213	2,604,722	2,578,468	52,509	2.1%
Harris County	4,525,519	4,697,957	4,611,738	172,438	3.8%
Hood County	55,418	60,521	57,970	5,103	9.2%
Hunt County	90,322	98,783	94,553	8,461	9.4%
Johnson County	160,173	177,022	168,598	16,849	10.5%
McLennan	245,720	258,031	251,876	12,311	5.0%
Tarrant County	1,983,675	2,091,953	2,037,814	108,278	5.5%
Taylor County	135,371	141,739	138,555	6,368	4.7%
Travis County	1,176,584	1,267,795	1,222,190	91,211	7.8%
Williamson County	508,313	591,759	550,036	83,446	16.4%
State of Texas	27,419,612	28,862,581	28,141,097	1,442,969	5.3%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table Q2 – Median Age
For Counties with Online Ticket Sales within Texas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Dallas County	33.3	33.7	33.5	0.4	1.2%
Harris County	33.1	33.9	33.5	0.8	2.4%
Hood County	46.8	46.3	46.6	-0.5	-1.1%
Hunt County	37.9	37.7	37.8	-0.2	-0.5%
Johnson County	36.9	37.0	37.0	0.1	0.3%
McLennan	33.2	33.7	33.5	0.5	1.5%
Tarrant County	34.2	34.8	34.5	0.6	1.8%
Taylor County	32.2	32.7	32.5	0.5	1.6%
Travis County	33.6	34.9	34.3	1.3	3.9%
Williamson County	35.8	36.7	36.3	0.9	2.5%
State of Texas	34.3	35.0	34.7	0.7	2.0%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table Q3 – Median Household Income
For Counties with Online Ticket Sales within Texas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Dallas County	\$53,626	\$65,011	\$59,319	\$11,385	21.2%
Harris County	\$57,791	\$65,788	\$61,790	\$7,997	13.8%
Hood County	\$60,275	\$75,851	\$68,063	\$15,576	25.8%
Hunt County	\$49,319	\$61,053	\$55,186	\$11,734	23.8%
Johnson County	\$60,458	\$70,767	\$65,613	\$10,309	17.1%
McLennan	\$46,262	\$53,723	\$49,993	\$7,461	16.1%
Tarrant County	\$62,532	\$73,545	\$68,039	\$11,013	17.6%
Taylor County	\$49,161	\$57,811	\$53,486	\$8,650	17.6%
Travis County	\$68,350	\$85,043	\$76,697	\$16,693	24.4%
Williamson County	\$79,123	\$94,705	\$86,914	\$15,582	19.7%
State of Texas	\$57,051	\$67,321	\$62,186	\$10,270	18.0%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table Q4 – Median Family Income
For Counties with Online Ticket Sales within Texas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Dallas County	\$60,410	\$73,706	\$67,058	\$13,296	22.0%
Harris County	\$66,136	\$77,130	\$71,633	\$10,994	16.6%
Hood County	\$72,261	\$88,934	\$80,598	\$16,673	23.1%
Hunt County	\$62,590	\$72,670	\$67,630	\$10,080	16.1%
Johnson County	\$68,646	\$80,108	\$74,377	\$11,462	16.7%
McLennan	\$59,078	\$71,750	\$65,414	\$12,672	21.4%
Tarrant County	\$74,189	\$86,991	\$80,590	\$12,802	17.3%
Taylor County	\$60,013	\$72,948	\$66,481	\$12,935	21.6%
Travis County	\$87,167	\$108,852	\$98,010	\$21,685	24.9%
Williamson County	\$93,076	\$109,956	\$101,516	\$16,880	18.1%
State of Texas	\$67,344	\$80,498	\$73,921	\$13,154	19.5%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table Q5 – Per Capita Income
For Counties with Online Ticket Sales within Texas
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Dallas County	\$29,810	\$35,459	\$32,635	\$5,649	19.0%
Harris County	\$30,856	\$35,103	\$32,980	\$4,247	13.8%
Hood County	\$32,578	\$39,252	\$35,915	\$6,674	20.5%
Hunt County	\$23,942	\$29,319	\$26,631	\$5,377	22.5%
Johnson County	\$26,574	\$30,126	\$28,350	\$3,552	13.4%
McLennan	\$24,273	\$28,421	\$26,347	\$4,148	17.1%
Tarrant County	\$30,857	\$36,170	\$33,514	\$5,313	17.2%
Taylor County	\$25,419	\$29,698	\$27,559	\$4,279	16.8%
Travis County	\$38,820	\$49,191	\$44,006	\$10,371	26.7%
Williamson County	\$34,575	\$42,959	\$38,767	\$8,384	24.2%
State of Texas	\$28,985	\$34,255	\$31,620	\$5,270	18.2%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix R – State of Utah

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table R1 – Total Population
For Counties with Online Ticket Sales within Utah
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Davis County	334,977	358,831	346,904	23,854	7.1%
Iron County	48,504	55,839	52,172	7,335	15.1%
Salt Lake County	1,106,700	1,173,331	1,140,016	66,631	6.0%
Summit County	39,731	42,156	40,944	2,425	6.1%
Tooele County	63,357	71,340	67,349	7,983	12.6%
Utah County	576,496	648,265	612,381	71,769	12.4%
Washington County	155,577	176,533	166,055	20,956	13.5%
Weber County	244,101	259,390	251,746	15,289	6.3%
State of Utah	2,993,941	3,231,370	3,112,656	237,429	7.9%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table R2 – Median Age
For Counties with Online Ticket Sales within Utah
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Davis County	30.6	31.6	31.1	1.0	3.3%
Iron County	29.1	29.5	29.3	0.4	1.4%
Salt Lake County	32.4	33.2	32.8	0.8	2.5%
Summit County	31.1	40.6	35.9	9.5	30.5%
Tooele County	31.1	31.9	31.5	0.8	2.6%
Utah County	24.5	25.1	24.8	0.6	2.4%
Washington County	35.9	38.2	37.1	2.3	6.4%
Weber County	32.3	33.1	32.7	0.8	2.5%
State of Utah	30.5	31.3	30.9	0.8	2.6%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table R3 – Median Household Income
For Counties with Online Ticket Sales within Utah
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Davis County	\$75,961	\$92,765	\$84,363	\$16,804	22.1%
Iron County	\$45,422	\$56,308	\$50,865	\$10,886	24.0%
Salt Lake County	\$67,922	\$82,206	\$75,064	\$14,284	21.0%
Summit County	\$94,952	\$116,351	\$105,652	\$21,399	22.5%
Tooele County	\$66,542	\$87,557	\$77,050	\$21,015	31.6%
Utah County	\$67,042	\$82,893	\$74,968	\$15,851	23.6%
Washington County	\$55,175	\$65,040	\$60,108	\$9,865	17.9%
Weber County	\$62,036	\$74,345	\$68,191	\$12,309	19.8%
State of Utah	\$65,325	\$79,133	\$72,229	\$13,808	21.1%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table R4 – Median Family Income
For Counties with Online Ticket Sales within Utah
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Davis County	\$83,850	\$103,670	\$93,760	\$19,820	23.6%
Iron County	\$56,260	\$68,878	\$62,569	\$12,618	22.4%
Salt Lake County	\$78,828	\$96,576	\$87,702	\$17,748	22.5%
Summit County	\$107,293	\$132,457	\$119,875	\$25,164	23.5%
Tooele County	\$72,524	\$94,244	\$83,384	\$21,720	29.9%
Utah County	\$73,543	\$90,576	\$82,060	\$17,033	23.2%
Washington County	\$62,732	\$79,756	\$71,244	\$17,024	27.1%
Weber County	\$71,359	\$84,887	\$78,123	\$13,528	19.0%
State of Utah	\$74,287	\$90,665	\$82,476	\$16,378	22.0%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table R5 – Per Capita Income
For Counties with Online Ticket Sales within Utah
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Davis County	\$28,293	\$35,489	\$31,891	\$7,196	25.4%
Iron County	\$19,791	\$24,671	\$22,231	\$4,880	24.7%
Salt Lake County	\$30,134	\$37,098	\$33,616	\$6,964	23.1%
Summit County	\$52,671	\$60,768	\$56,720	\$8,097	15.4%
Tooele County	\$24,069	\$29,948	\$27,009	\$5,879	24.4%
Utah County	\$23,207	\$29,891	\$26,549	\$6,684	28.8%
Washington County	\$25,415	\$32,104	\$28,760	\$6,689	26.3%
Weber County	\$25,275	\$31,369	\$28,322	\$6,094	24.1%
State of Utah	\$26,907	\$33,378	\$30,143	\$6,471	24.0%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix S – State of Virginia

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table S1 – Total Population For Counties with Online Ticket Sales within Virginia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Lynchburg County	79,237	78,973	79,105	-264	-0.3%
State of Virginia	8,365,952	8,582,479	8,474,216	216,527	2.6%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table S2 – Median Age For Counties with Online Ticket Sales within Virginia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Lynchburg County	28.3	28.6	28.5	0.3	1.1%
State of Virginia	38.0	38.5	38.3	0.5	1.3%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table S3 – Median Household Income For Counties with Online Ticket Sales within Virginia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Lynchburg County	\$41,971	\$54,015	\$47,993	\$12,044	28.7%
State of Virginia	\$68,766	\$80,615	\$74,691	\$11,849	17.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table S4 – Median Family Income For Counties with Online Ticket Sales within Virginia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Lynchburg County	\$54,491	\$68,079	\$61,285	\$13,588	24.9%
State of Virginia	\$83,164	\$98,771	\$90,968	\$15,607	18.8%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table S5 – Per Capita Income For Counties with Online Ticket Sales within Virginia 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Lynchburg County	\$22,439	\$26,513	\$24,476	\$4,074	18.2%
State of Virginia	\$36,268	\$43,267	\$39,768	\$6,999	19.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix T – State of Washington

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table T1 – Total Population For Counties with Online Ticket Sales within Washington 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Asotin County	22,259	22,285	22,272	26	0.1%
Benton County	190,529	204,551	197,540	14,022	7.4%
Clark County	457,474	496,494	476,984	39,020	8.5%
King County	2,118,119	2,240,876	2,179,498	122,757	5.8%
Snohomish County	771,904	820,024	795,964	48,120	6.2%
Spokane County	490,764	531,477	511,121	40,713	8.3%
Whitman County	47,794	48,197	47,996	403	0.8%
State of Washington	7,169,967	7,617,364	7,393,666	447,397	6.2%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table T2 – Median Age For Counties with Online Ticket Sales within Washington 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Asotin County	44.7	44.7	44.7	0.0	0.0%
Benton County	35.6	36.1	35.9	0.5	1.4%
Clark County	38.0	38.7	38.4	0.7	1.8%
King County	37.2	37.1	37.2	-0.1	-0.3%
Snohomish County	37.8	38.2	38.0	0.4	1.1%
Spokane County	37.4	37.9	37.7	0.5	1.3%
Whitman County	24.5	25.0	24.8	0.5	2.0%
State of Washington	37.6	37.9	37.8	0.3	0.8%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table T3 – Median Household Income For Counties with Online Ticket Sales within Washington 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Asotin County	\$47,483	\$57,263	\$52,373	\$9,780	20.6%
Benton County	\$63,001	\$76,612	\$69,807	\$13,611	21.6%
Clark County	\$67,832	\$82,719	\$75,276	\$14,887	21.9%
King County	\$83,571	\$106,326	\$94,949	\$22,755	27.2%
Snohomish County	\$78,020	\$95,618	\$86,819	\$17,598	22.6%
Spokane County	\$52,159	\$64,079	\$58,119	\$11,920	22.9%
Whitman County	\$41,574	\$43,613	\$42,594	\$2,039	4.9%
State of Washington	\$66,174	\$82,400	\$74,287	\$16,226	24.5%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table T4 – Median Family Income For Counties with Online Ticket Sales within Washington 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Asotin County	\$60,833	\$73,972	\$67,403	\$13,139	21.6%
Benton County	\$74,793	\$91,247	\$83,020	\$16,454	22.0%
Clark County	\$78,142	\$94,676	\$86,409	\$16,534	21.2%
King County	\$105,512	\$132,846	\$119,179	\$27,334	25.9%
Snohomish County	\$91,181	\$110,845	\$101,013	\$19,664	21.6%
Spokane County	\$67,345	\$81,972	\$74,659	\$14,627	21.7%
Whitman County	\$68,088	\$76,917	\$72,503	\$8,829	13.0%
State of Washington	\$80,233	\$98,691	\$89,462	\$18,458	23.0%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table T5 – Per Capita Income
For Counties with Online Ticket Sales within Washington
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Asotin County	\$26,878	\$33,309	\$30,094	\$6,431	23.9%
Benton County	\$30,511	\$36,640	\$33,576	\$6,129	20.1%
Clark County	\$32,162	\$39,371	\$35,767	\$7,209	22.4%
King County	\$46,316	\$59,843	\$53,080	\$13,527	29.2%
Snohomish County	\$35,737	\$44,338	\$40,038	\$8,601	24.1%
Spokane County	\$28,325	\$34,340	\$31,333	\$6,015	21.2%
Whitman County	\$22,154	\$26,254	\$24,204	\$4,100	18.5%
State of Washington	\$34,869	\$43,817	\$39,343	\$8,948	25.7%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix U – State of Wisconsin

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

Table U1 – Total Population For Counties with Online Ticket Sales within Wisconsin 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Croix County	87,142	92,495	89,819	5,353	6.1%
La Crosse County	117,582	120,291	118,937	2,709	2.3%
State of Wisconsin	5,763,217	5,871,661	5,817,439	108,444	1.9%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table U2 – Median Age For Counties with Online Ticket Sales within Wisconsin 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Croix County	38.3	39.6	39.0	1.3	3.4%
La Crosse County	35.5	36.3	35.9	0.8	2.3%
State of Wisconsin	39.2	39.6	39.4	0.4	1.0%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table U3 – Median Household Income For Counties with Online Ticket Sales within Wisconsin 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Croix County	\$77,768	\$91,320	\$84,544	\$13,552	17.4%
La Crosse County	\$54,127	\$62,817	\$58,472	\$8,690	16.1%
State of Wisconsin	\$56,759	\$67,080	\$61,920	\$10,321	18.2%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table U4 – Median Family Income For Counties with Online Ticket Sales within Wisconsin 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Croix County	\$91,482	\$105,672	\$98,577	\$14,190	15.5%
La Crosse County	\$73,433	\$86,624	\$80,029	\$13,191	18.0%
State of Wisconsin	\$72,542	\$85,623	\$79,083	\$13,081	18.0%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Table U5 – Per Capita Income For Counties with Online Ticket Sales within Wisconsin 2023 Night in the Country July 19, 2023 through July 22, 2023					
Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
St. Croix County	\$36,561	\$43,000	\$39,781	\$6,439	17.6%
La Crosse County	\$29,495	\$36,560	\$33,028	\$7,065	24.0%
State of Wisconsin	\$30,557	\$36,754	\$33,656	\$6,197	20.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

Appendix V – State of Wyoming

**Socio-Demographic and Economic Profile: Total Population, Median Age,
Median Household Income, and Per Capita Income**

**Table V1 – Total Population
For Counties with Online Ticket Sales within Wyoming
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Teton County	22,923	23,319	23,121	396	1.7 %
State of Wyoming	583,200	576,641	579,921	-6,559	-1.1%
United States	321,004,407	329,725,481	325,364,944	8,721,074	2.7 %

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table V2 – Median Age
For Counties with Online Ticket Sales within Wyoming
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Teton County	39.0	39.6	39.3	0.6	1.5%
State of Wyoming	37.0	38.2	37.6	1.2	3.2%
United States	37.8	38.4	38.1	0.6	1.6%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table V3 – Median Household Income
For Counties with Online Ticket Sales within Wyoming
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Teton County	\$80,049	\$94,498	\$87,274	\$14,449	18.1%
State of Wyoming	\$60,938	\$68,002	\$64,470	\$7,064	11.6%
United States	\$57,652	\$69,021	\$63,337	\$11,369	19.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table V4 – Median Family Income
For Counties with Online Ticket Sales within Wyoming
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Teton County	\$104,210	\$113,830	\$109,020	\$9,620	9.2%
State of Wyoming	\$75,602	\$85,901	\$80,752	\$10,299	13.6%
United States	\$70,850	\$85,028	\$77,939	\$14,178	20.0%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021

**Table V5 – Per Capita Income
For Counties with Online Ticket Sales within Wyoming
2023 Night in the Country
July 19, 2023 through July 22, 2023**

Jurisdiction	2017	2021	2017-2021 Average	2017-2021 Actual Change	2017-2021 Percent Change
Teton County	\$49,200	\$66,296	\$57,748	\$17,096	34.7%
State of Wyoming	\$31,214	\$36,288	\$33,751	\$5,074	16.3%
United States	\$31,177	\$37,638	\$34,408	\$6,461	20.7%

Source: United States Census Bureau, American Community Survey 5-Year Estimates, 2017 and 2021