

Location Composition

Category	State
2010 Population	2,680,752
2010 Households	997,217
2010 Group Quarters	33,319

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	1,972,933	73.60%	English	1,924,446	71.79%
Hispanic	686,033	25.59%	Spanish	526,410	19.64%
Black	211,305	7.88%	Tagalog	68,789	2.57%
Asian	187,292	6.99%	Chinese	27,026	1.01%
Other race	170,396	6.36%	Korean	10,479	0.39%
Multiracial	94,106	3.51%	Other PI lang.	9,742	0.36%
Nat. Amer.	28,914	1.08%	German	9,711	0.36%
Hawaiian/PI	15,806	0.59%	African lang.	8,483	0.32%

Getting Involved

To learn more about this location, please contact Ryan Jones (rjones@nbcbsbc.org).

NOTES:

The Communities Summary identifies the top three types of communities in the state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the state. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the state.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

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Reaching Nevada

MISSIONAL STATE DIGEST

Top State Communities

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Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 407,893
Percent: 40.9%

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



Households: 175,329
Percent: 17.58%

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 145,435
Percent: 14.58%

Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

Top Lifestyle Segments



New Suburbia Families (68% Unreached)
 Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 126,406
 Percent: 12.68%



Urban Commuter Families (67% Unreached)
 Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 93,878
 Percent: 9.41%



Steadfast Conservatives (69% Unreached)
 A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 71,899
 Percent: 7.21%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Unreached	692,754	69.47%
Religious but NOT Evangelical	153,344	15.38%
Spiritual but NOT Evangelical	117,522	11.79%
Non-Evangelical but NOT Interested	422,280	42.35%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	454,685	25.80%
Adult Poor or Fair Health (as % of Adults yrs 25+)	309,397	17.56%
Adult Unemployment Rate (as % of Adults yrs 25+)	200,773	14.92%
Adult High School dropouts (as % of Adults yrs 25+)	191,323	10.86%
Children in Poverty (as % of all children)	139,981	21.39%
Household Violent Crime incidents (as % of all hhlds)	56,662	5.68%
Adult STD Incidents (as % of Adults yrs 25+)	10,045	0.57%

Note: A "0" means that this particular data item is not available for this state.

Motivescape: Attitudinal Indicators



Approvers
 Looking for recognition

HH: 733,273
 % HH: 73.53%



Connectors
 Looking for relationship

HH: 690,952
 % HH: 69.29%



Creators
 Looking for innovation

HH: 616,179
 % HH: 61.79%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	STATE HOUSEHOLDS	STATE %
Active Evangelical HHlds	46,111	4.62%
Evangelical Protestant Heritage	434,714	43.59%
Other World Religions Heritage	283,222	28.40%
Mainline Protestant Heritage	124,607	12.50%