

Location Composition

Category	County	% of State
2010 Population	45,309	1.69%
2010 Households	19,160	1.92%
2010 Group Quarters	236	0.71%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	41,602	91.82%	English	41,537	91.68%
Hispanic	4,679	10.33%	Spanish	2,629	5.80%
Multiracial	1,391	3.07%	Chinese	202	0.45%
Other race	914	2.02%	German	167	0.37%
Nat. Amer.	708	1.56%	Native Amer.	112	0.25%
Asian	564	1.25%	French	85	0.19%
Black	87	0.19%	Italian	85	0.19%
Hawaiian/PI	43	0.10%	Russian	72	0.16%

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 county, the number of households, and the percent of the county.

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county 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 county. 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 county.

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 Douglas County, NV

MISSIONAL COUNTY DIGEST

Top County 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: 11,759
Percent: 61.37%

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: 5,470
Percent: 28.55%

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: 865
Percent: 4.51%

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



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: 5,276
Percent: 27.54%



America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 2,273
Percent: 11.86%



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 1,774
Percent: 9.26%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	13,477	70.34%
Religious but NOT Evangelical	3,119	16.28%
Spiritual but NOT Evangelical	2,359	12.31%
Non-Evangelical but NOT Interested	7,998	41.74%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	7,226	21.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,928	14.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,506	15.90%
Adult High School dropouts (as % of Adults yrs 25+)	3,330	10.00%
Children in Poverty (as % of all children)	1,335	14.50%
Household Violent Crime incidents (as % of all hhlds)	238	1.24%
Adult STD Incidents (as % of Adults yrs 25+)	59	0.18%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 14,519
% HH: 75.78%



Connectors
Looking for
relationship

HH: 13,401
% HH: 69.95%



Creators
Looking for
innovation

HH: 12,055
% HH: 62.92%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	713	3.72%
Evangelical Protestant Heritage	8,773	45.79
Other World Religions Heritage	5,909	30.84
Mainline Protestant Heritage	2,328	12.15