

Location Composition

Category	County	% of State
2010 Population	48,348	1.80%
2010 Households	17,570	1.76%
2010 Group Quarters	794	2.38%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	42,570	88.05%	English	40,703	84.19%
Hispanic	10,769	22.27%	Spanish	6,614	13.68%
Nat. Amer.	2,547	5.27%	German	188	0.39%
Multiracial	1,143	2.36%	Chinese	156	0.32%
Other race	1,095	2.26%	Native Amer.	132	0.27%
Asian	512	1.06%	French	105	0.22%
Black	390	0.81%	Tagalog	96	0.20%
Hawaiian/PI	91	0.19%	Navajo	82	0.17%

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 Elko County, Nevada

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: 5,263
Percent: 29.95%

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: 5,031
Percent: 28.63%

Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries.

With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



Households: 2,516
Percent: 14.32%

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.

Top Lifestyle Segments



Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.

Households: 3,259
Percent: 18.55%



Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.

Households: 2,193
Percent: 12.48%



Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 1,618
Percent: 9.21%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	11,354	64.62%
Religious but NOT Evangelical	2,264	12.88%
Spiritual but NOT Evangelical	2,014	11.46%
Non-Evangelical but NOT Interested	7,077	40.28%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	9,170	31.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,160	17.50%
Adult High School dropouts (as % of Adults yrs 25+)	2,418	8.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,311	8.30%
Children in Poverty (as % of all children)	1,572	11.20%
Household Violent Crime incidents (as % of all hhlds)	391	2.23%
Adult STD Incidents (as % of Adults yrs 25+)	80	0.27%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 12,783
% HH: 72.76%



Connectors
Looking for
relationship

HH: 12,039
% HH: 68.52%



Creators
Looking for
innovation

HH: 10,891
% HH: 61.98%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	585	3.33%
Evangelical Protestant Heritage	10,813	61.54
Other World Religions Heritage	2,702	15.38
Mainline Protestant Heritage	2,028	11.54