

## Location Composition

Category	County	% of State
2010 Population	597	0.02%
2010 Households	467	0.05%
2010 Group Quarters	6	0.02%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	564	94.39%	English	515	86.20%
Hispanic	62	10.43%	Spanish	60	10.06%
Multiracial	18	3.03%	Russian	20	3.27%
Nat. Amer.	15	2.58%	Italian	3	0.47%

## Getting Involved

To learn more about this location, please contact Ryan Jones (rjones@nbcbsc.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 Esmeralda County, NV

# MISSIONAL COUNTY DIGEST

## Top County Communities

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Households: 251  
Percent: 53.75%

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

## 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."



Households: 216  
Percent: 46.25%

## 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.

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## Top Lifestyle Segments



### Rugged Rural Style (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 251  
Percent: 53.75%



### Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 216  
Percent: 46.25%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	278	59.55%
Religious but NOT Evangelical	45	9.57%
Spiritual but NOT Evangelical	80	17.07%
Non-Evangelical but NOT Interested	154	32.92%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	136	27.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	40	8.10%
Children in Poverty (as % of all children)	27	17.10%
Adult High School dropouts (as % of Adults yrs 25+)	25	5.10%
Household Violent Crime incidents (as % of all hhlds)	8	1.71%
Adult Poor or Fair Health (as % of Adults yrs 25+)	0	0.00%
Adult STD Incidents (as % of Adults yrs 25+)	0	0.00%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 353  
% HH: 75.58%



### Connectors

Looking for relationship

# HH: 322  
% HH: 68.87%



### Creators

Looking for innovation

# HH: 312  
% HH: 66.81%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLD	COUNTY %
Active Evangelical HHlds	47	10.14%