Location Composition

Category	County	% of State
2010 Population	52,809	1.97%
2010 Households	15,013	1.51%
2010 Group Quarters	509	1.53%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	46,920	88.85%	English	46,358	87.78%
Hispanic	7,643	14.47%	Spanish	4,851	9.19%
Multiracial	1,833	3.47%	Other Indic	492	0.93%
Other race	1,348	2.55%	Native Amer.	338	0.64%
Nat. Amer.	1,130	2.14%	German	253	0.48%
Asian	859	1.63%	French	91	0.17%
Black	546	1.03%	W. Germanic	74	0.14%
Hawaiian/PI	173	0.33%	Italian	70	0.13%

Getting Involved

To learn more about this location, please contact Ryan Jones (rjones@nbcsbc.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

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Reaching Lyon County, Nevada

MISSIONAL COUNTY DIGEST

Top County Communities

Inside Communities Lifestyles Evangelscape 2 3 Needscape Churchscape 3

4

Households: 7.348 Percent: 48.94%

Luke 10:2

Composition

Ethnoscape

Notes

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

In partnership with: Intercultural Institute www.iicm.net





Households: 3,572 Percent: 23.79%



Households: 1,807 Percent: 12.04%

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.

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.

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



Households: 4,839 Percent: 32.23%

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.

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: 2,962 Percent: 19.73%



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: 1,137 Percent: 7.57%

Evangelscape: Spiritual Indicators

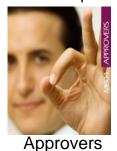
SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,886	65.85%
Religious but NOT Evangelical	2,009	13.38%
Spiritual but NOT Evangelical	1,869	12.45%
Non-Evangelical but NOT Interested	6,008	40.02%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	10,749	30.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	5,446	15.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	4,485	19.70%
Adult High School dropouts (as % of Adults yrs 25+)	4,164	11.70%
Children in Poverty (as % of all children)	2,003	15.90%
Household Violent Crime incidents (as % of all hhlds)	292	1.94%
Adult STD Incidents (as % of Adults yrs 25+)	94	0.26%

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

Motivescape: Attitudinal Indicators



Looking for recognition # HH: 10,954 % HH: 72.97%



Connecters Looking for relationship

HH: 10,372 % HH: 69.09%



Looking for innovation

HH: 9,143 % HH: 60.90%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	482	3.21%
Mainline Protestant Heritage	6,391	42.57
Evangelical Protestant Heritage	5,351	35.64
Other World Religions Heritage	1,635	10.89