

Location Composition

Category	County	% of State
2010 Population	4,617	0.17%
2010 Households	2,196	0.22%
2010 Group Quarters	109	0.33%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	3,713	80.42%	English	4,289	92.90%
Nat. Amer.	452	9.79%	Spanish	151	3.26%
Hispanic	391	8.48%	Native Amer.	93	2.01%
Multiracial	237	5.13%	Tagalog	38	0.83%
Black	107	2.33%	Vietnamese	23	0.51%
Asian	92	2.00%	French	15	0.32%
Other race	15	0.33%	Other Indic	8	0.17%

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 Mineral 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."

In partnership with:



Households: 1,498
Percent: 68.21%



Households: 618
Percent: 28.14%



Households: 50
Percent: 2.28%

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.

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.

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.

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: 1,498

Percent: 68.21%



American Great Outdoors (64% Unreached)

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.

Households: 595

Percent: 27.09%



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: 50

Percent: 2.28%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	1,451	66.09%
Religious but NOT Evangelical	281	12.81%
Spiritual but NOT Evangelical	278	12.65%
Non-Evangelical but NOT Interested	892	40.63%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,055	31.30%
Adult High School dropouts (as % of Adults yrs 25+)	789	23.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	735	21.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	375	16.10%
Children in Poverty (as % of all children)	219	24.60%
Household Violent Crime incidents (as % of all hhlds)	62	2.82%
Adult STD Incidents (as % of Adults yrs 25+)	18	0.53%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for
recognition

HH: 1,642
% HH: 74.78%



Connectors

Looking for
relationship

HH: 1,463
% HH: 66.64%



Creators

Looking for
innovation

HH: 1,397
% HH: 63.61%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	140	6.38%
Evangelical Protestant Heritage	1,098	50.00
Mainline Protestant Heritage	784	35.71
Jehovah's Witnesses Heritage	157	7.14