

Location Composition

Category	County	% of State
2010 Population	6,242	0.23%
2010 Households	1,968	0.20%
2010 Group Quarters	1,413	4.24%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	5,191	83.16%	English	4,986	79.88%
Hispanic	1,317	21.10%	Spanish	1,029	16.48%
Other race	313	5.01%	French	59	0.94%
Black	308	4.94%	German	37	0.59%
Multiracial	274	4.39%	Russian	27	0.44%
Nat. Amer.	119	1.91%	Chinese	25	0.41%
Asian	37	0.60%	Native Amer.	24	0.39%
			Other Slavic	15	0.23%

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 Pershing 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: 643
Percent: 32.67%



Households: 506
Percent: 25.71%



Households: 324
Percent: 16.46%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

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.

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.

Top Lifestyle Segments



Gray Perspectives (74% Unreached)

Gray Perspectives reflects America's significant prison and institutionalized population. In this cluster, about half the population live in correctional facilities and another quarter live in institutional housing, including a number of military families. They are young and ethnically diverse. Found mostly in small towns and cities scattered around the country, this segment is characterized by low education levels, modest incomes and large numbers of singles.

Households: 638
Percent: 32.42%



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: 506
Percent: 25.71%



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: 184
Percent: 9.35%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	1,299	65.99%
Religious but NOT Evangelical	269	13.68%
Spiritual but NOT Evangelical	242	12.31%
Non-Evangelical but NOT Interested	787	40%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,274	29.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	796	18.30%
Adult High School dropouts (as % of Adults yrs 25+)	474	10.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	316	12.20%
Children in Poverty (as % of all children)	286	22.00%
Household Violent Crime incidents (as % of all hhlds)	130	6.61%
Adult STD Incidents (as % of Adults yrs 25+)	6	0.14%

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

Motivescape: Attitudinal Indicators



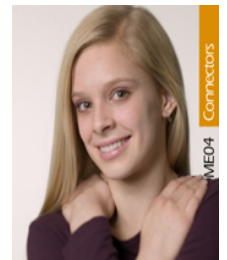
Approvers
Looking for recognition

HH: 1,393
% HH: 70.80%



Creators
Looking for innovation

HH: 1,317
% HH: 66.92%



Connectors
Looking for relationship

HH: 1,205
% HH: 61.21%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	21	1.07%
Evangelical Protestant Heritage	1,476	75.00%
Other World Religions Heritage	492	25.00%