

Location Composition

Category	County	% of State
2010 Population	419,061	15.63%
2010 Households	161,121	16.16%
2010 Group Quarters	5,402	16.21%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	334,966	79.93%	English	325,767	77.74%
Hispanic	90,002	21.48%	Spanish	67,873	16.20%
Other race	30,317	7.23%	Tagalog	7,265	1.73%
Asian	21,267	5.07%	Chinese	3,630	0.87%
Multiracial	13,038	3.11%	German	1,564	0.37%
Black	10,051	2.40%	French	1,359	0.32%
Nat. Amer.	7,076	1.69%	Other PI lang.	1,218	0.29%
Hawaiian/PI	2,346	0.56%	Italian	1,015	0.24%

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 Washoe County, NV

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4



Households: 74,724
Percent: 46.38%

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.



Households: 26,937
Percent: 16.72%

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.



Households: 22,065
Percent: 13.69%

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."

In partnership with:



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: 17,754
Percent: 11.02%



New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 15,850
Percent: 9.84%



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: 13,811
Percent: 8.57%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	112,635	69.91%
Religious but NOT Evangelical	24,973	15.5%
Spiritual but NOT Evangelical	18,641	11.57%
Non-Evangelical but NOT Interested	69,035	42.85%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	63,042	22.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	42,768	15.40%
Adult High School dropouts (as % of Adults yrs 25+)	31,382	11.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	31,189	14.10%
Children in Poverty (as % of all children)	19,991	20.40%
Household Violent Crime incidents (as % of all hhlds)	6,438	4.00%
Adult STD Incidents (as % of Adults yrs 25+)	1,248	0.45%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 118,925
% HH: 73.81%



Connectors

Looking for relationship

HH: 112,158
% HH: 69.61%



Creators

Looking for innovation

HH: 99,748
% HH: 61.91%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	6,080	3.77%
Evangelical Protestant Heritage	79,771	49.51
Other World Religions Heritage	39,894	24.76
Mainline Protestant Heritage	22,041	13.68