

Know Your Community

Serving and engaging your community is about building relationships with the people who live within it. The best way to connect with them is to understand what they care about and experience on a daily basis. This report uncovers your community's demographics and tells the story about how the people around you are doing in key dimensions of flourishing.

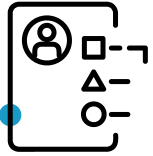


© Mapbox, © OpenStreetMap

182,722

Your community's sample size

7556 Old Moon Rd
Columbus, GA 31909
Radius: **15 miles**



Demographics

Understand the general makeup of your surrounding community.

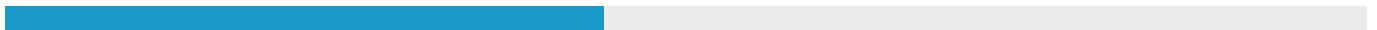
30% of your community are **Boomers (ages 55-72)**



Faith

See how people in your community approach faith and spirituality.

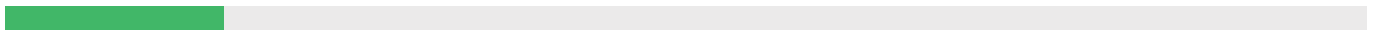
44% of your community has a **Server** spiritual style



Family

Learn about family dynamics in your community.

16% of your community has households with a **marriage in need**



Finance

Understand how finances including income and debt impact your community.

\$62,200 is the **average income** for households in your community



Vocation

See how motivations toward Continuous Learning impact individuals' sense of purpose and belonging within your community.

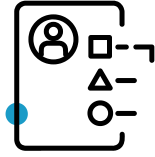
Your community is **Not Motivated** about **continuous learning**



Health

Learn about the emotional and physical well-being of individuals within your community.

Your community has a **higher Risk** of **suffering from opioid dependency**



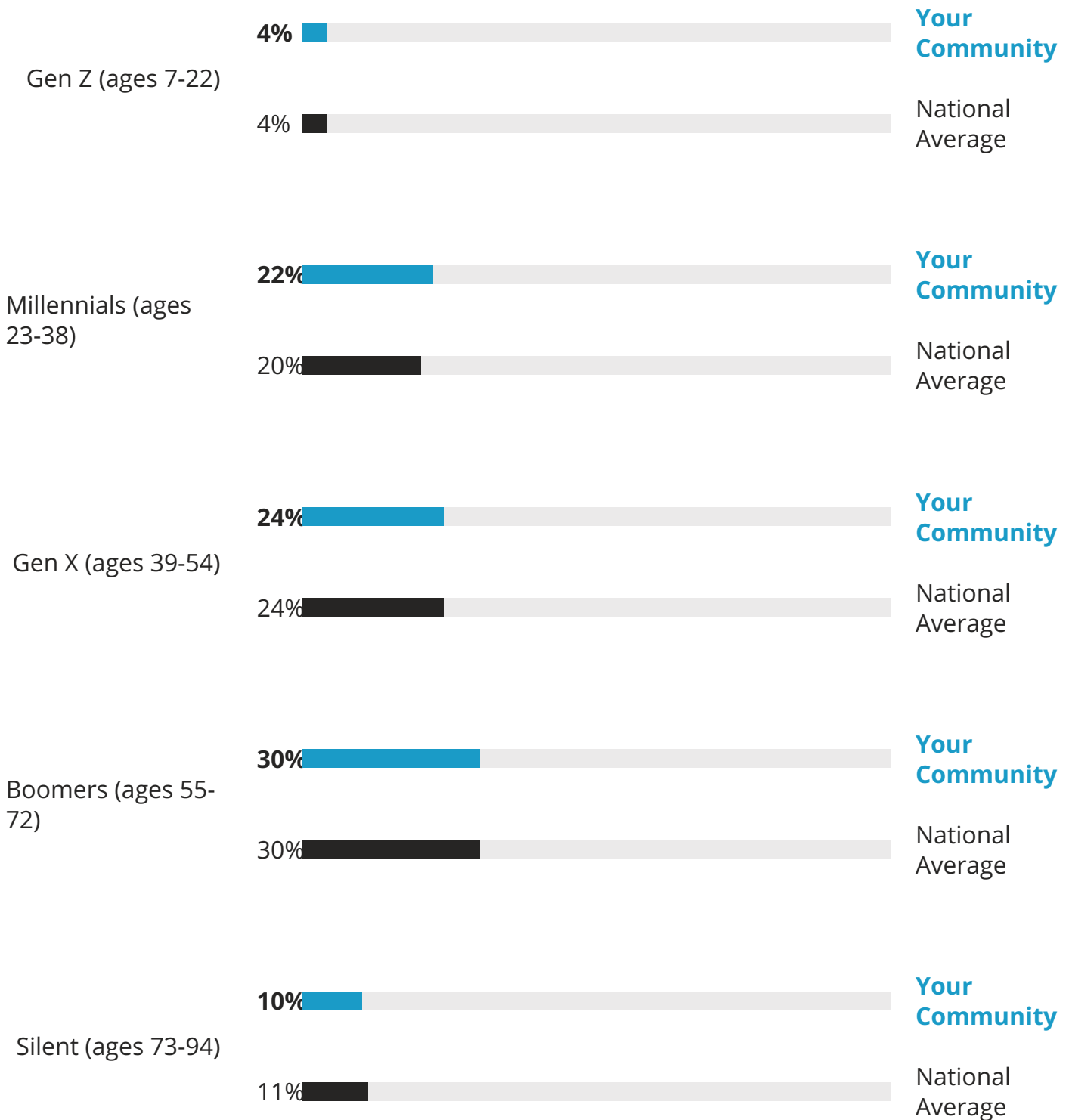
Demographics

Communities are shaped by the people who live within them. Understanding who calls your community home is an important step towards effective messaging and engagement.

Generation Mix

Collective groups of people who were born at and living around the same time.

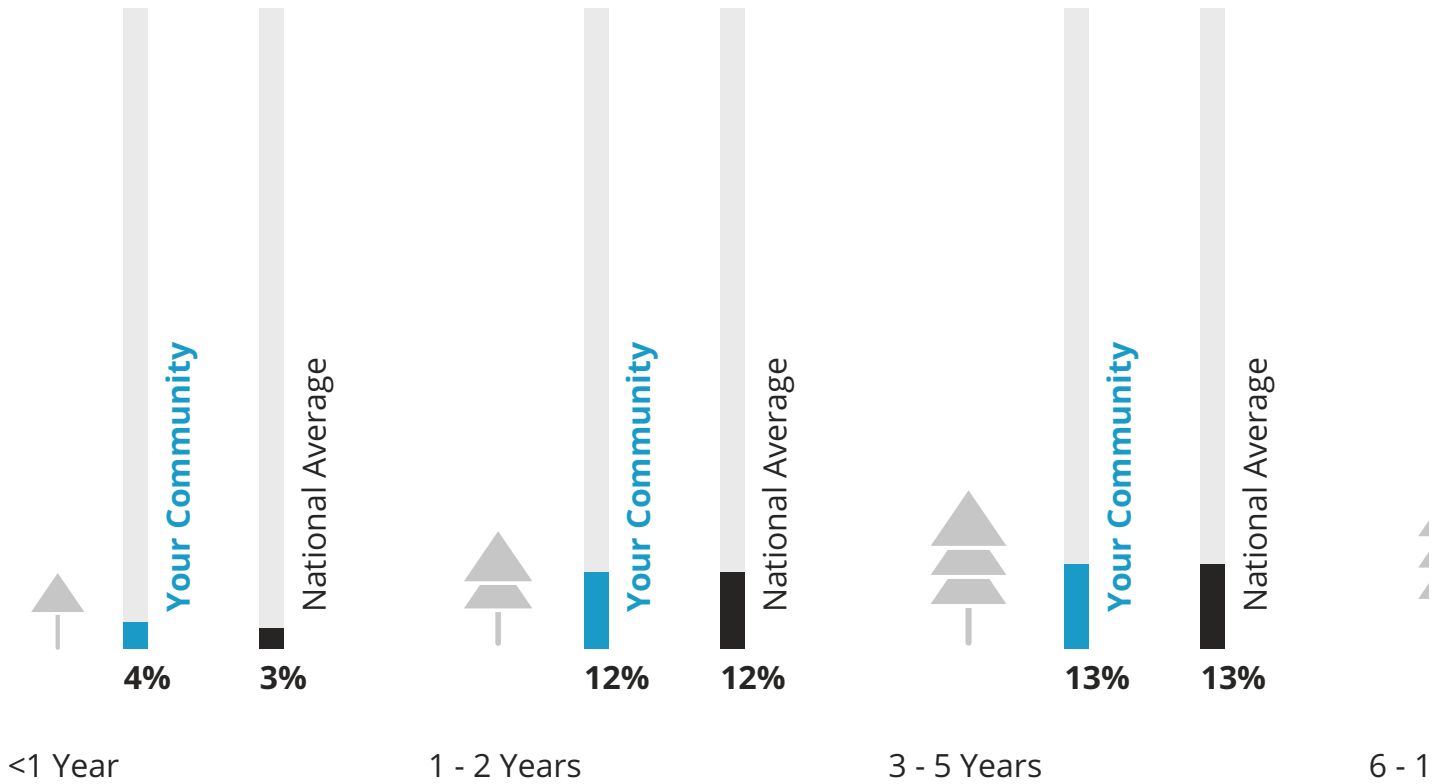
Your community is made up mostly of **Boomers** and **Gen X** generations.



Length of Residence

Measures how long households have lived at their reported address. This indicates whether people are more rooted in the community or if they tend to be more transient and new.

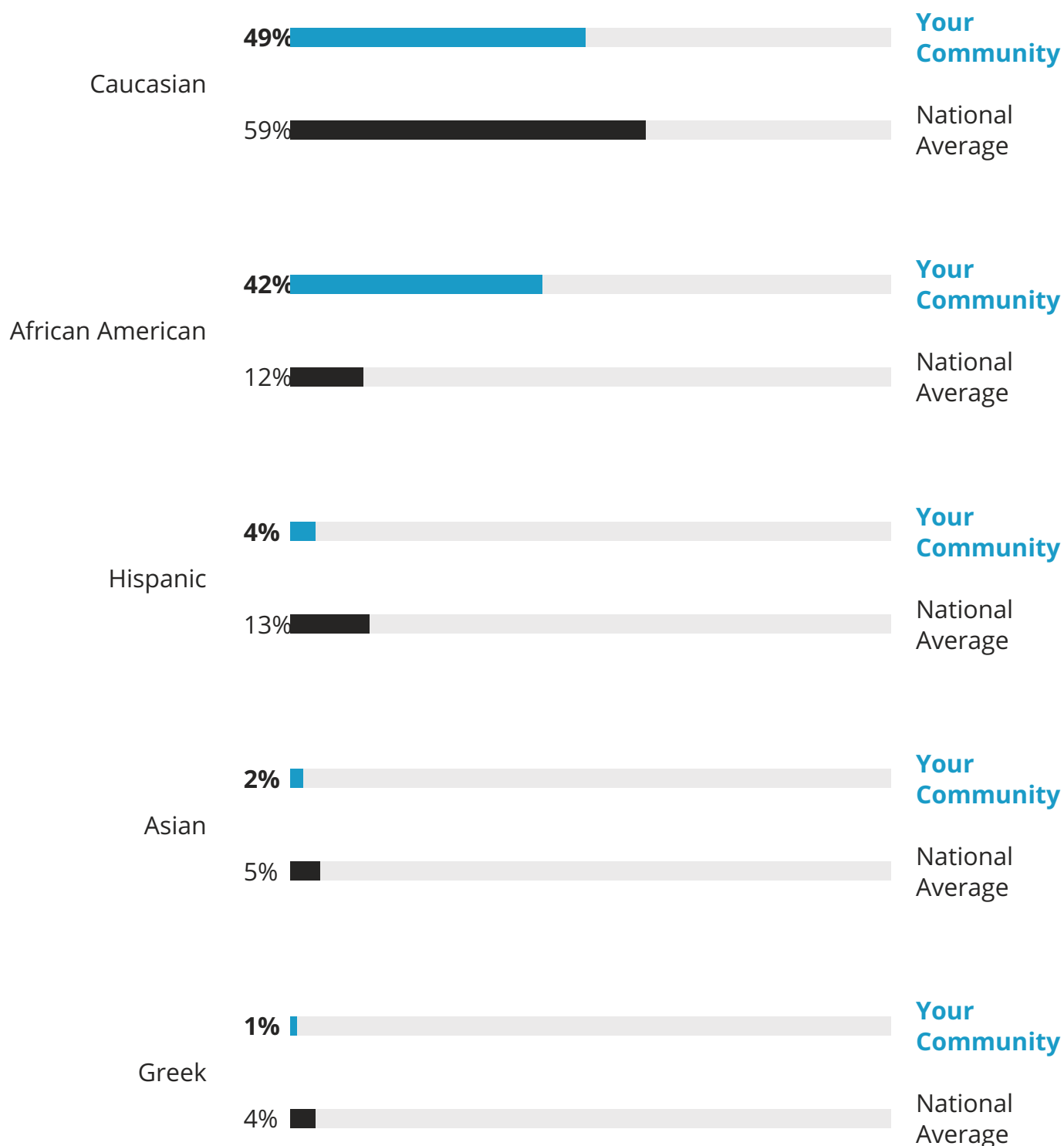
Your community has **more rooted households** than relatively new households.

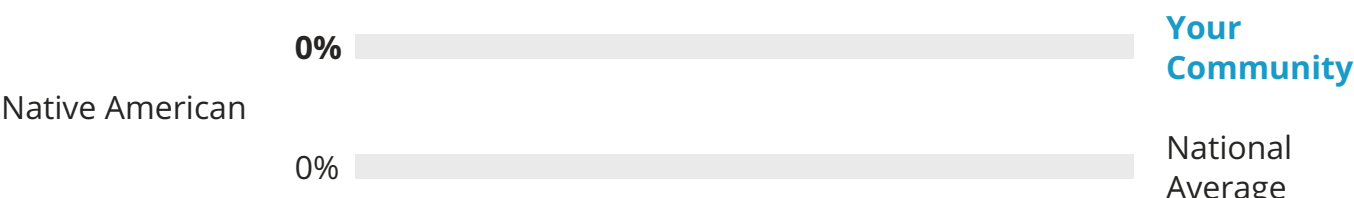
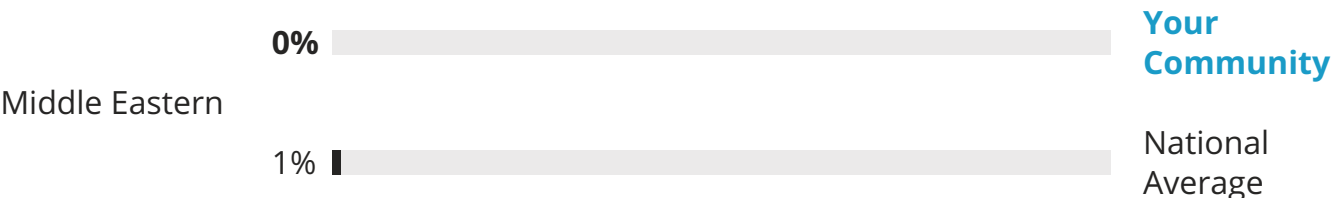
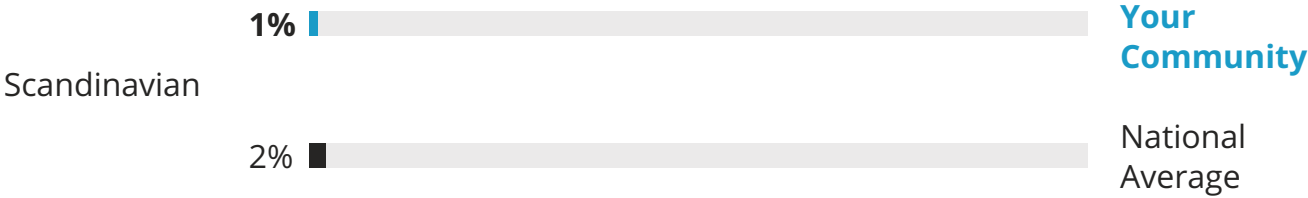


Ethnicity

Measures groups that share a common or distinctive culture, language, background, or history of living in a geographic location.

Your community has the highest reported percentages of **Caucasian**, **African American** and **Hispanic** ethnicities.







Faith

People approach faith and spirituality in many different ways. Understanding the relevant Spiritual Styles and religious affiliations in your community is an important step towards effective outreach and engagement.

Your Predominant Spiritual Style: Server

Individuals who respect traditional values, and want to engage in activities that give their lives a sense of purpose.

Your Community



National Average



Studier

Individuals who frequently read the Bible and are motivated by opportunities to maintain the legacies they have built.

Your Community



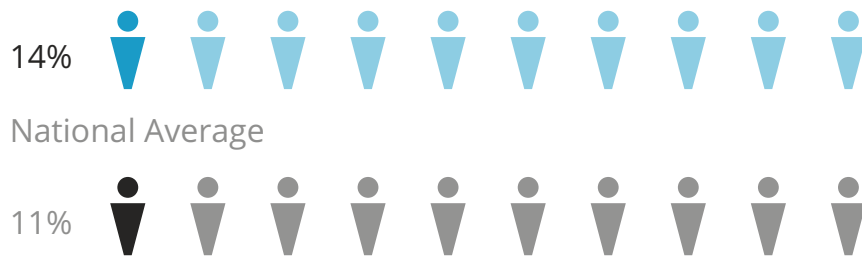
National Average



Seeker

Individuals who are still shaping what their faith may become. They are open to scripture, but don't look to it as a source of direction for life decisions.

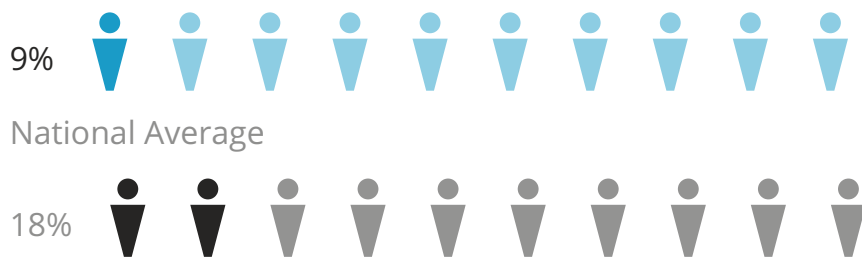
Your Community



Relator

Individuals who are rooted in their relationships with family, community, and friends. They often feel close to God when they gather with those who share a similar faith.

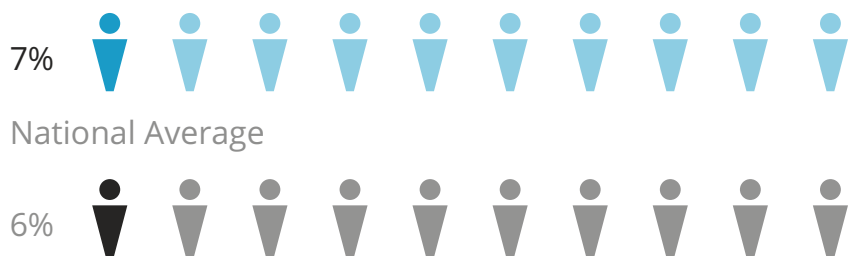
Your Community



Traditionalist

Individuals who identify with, and want to maintain their religious traditions and beliefs.

Your Community





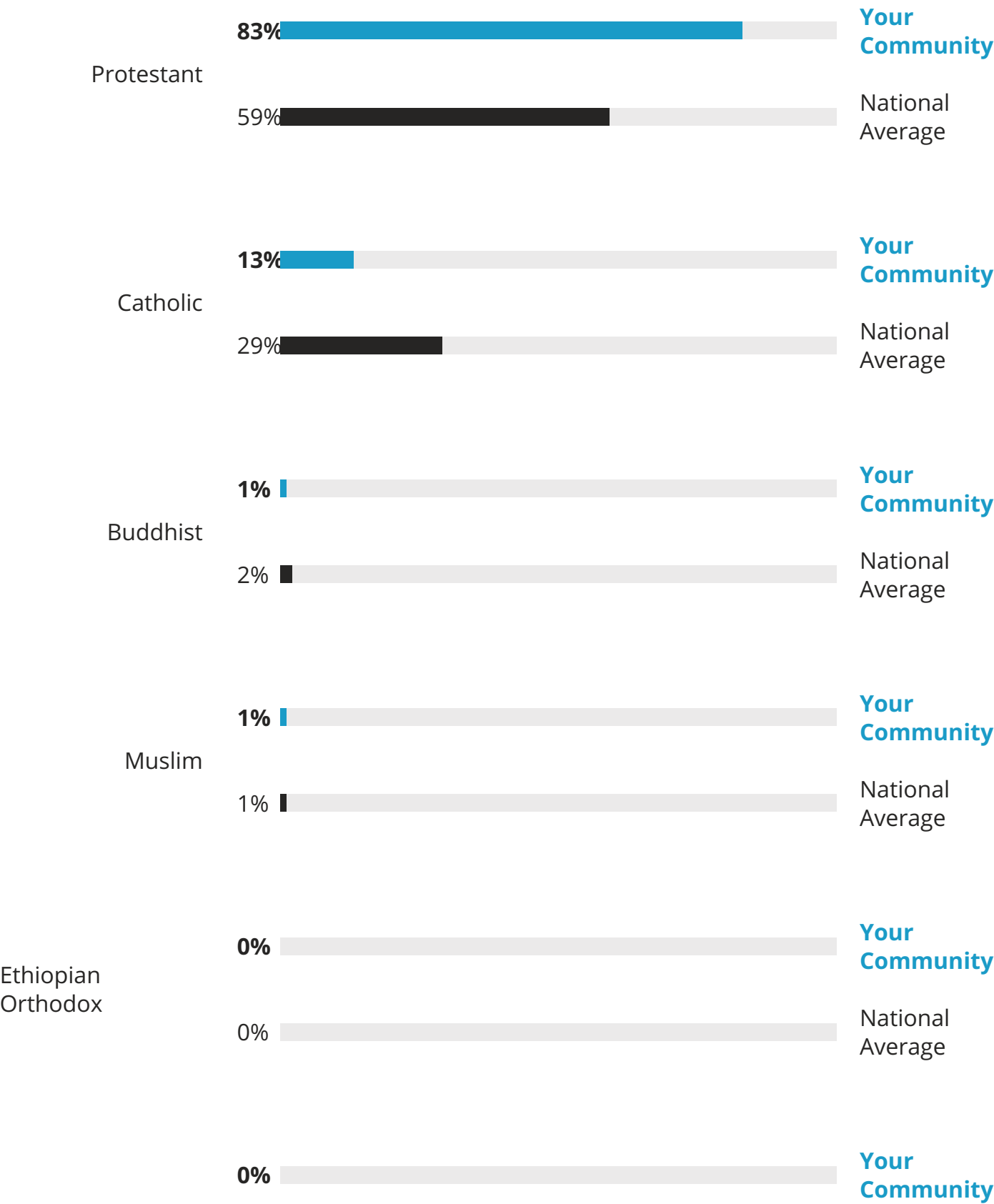
How are Spiritual Styles determined?

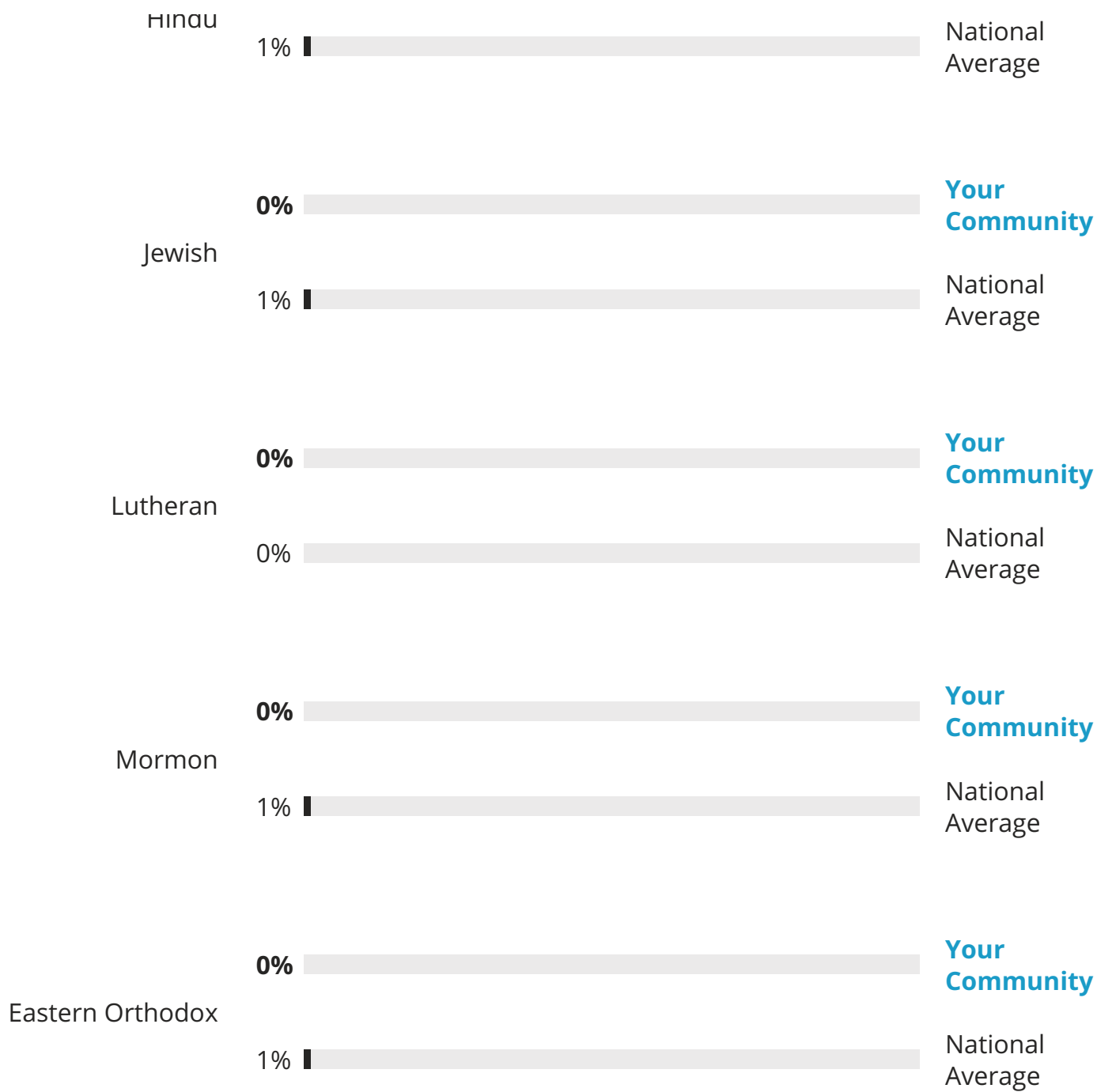
These faith models were determined using data from church surveys spanning the last 10+ years, 2,100 churches, and 600,000 individual respondents. Data was also used from a study that showed individuals within a style share similar spiritual outlooks, and are unique from other styles. The depth of the responses in the survey helped Gloom to discern the uniqueness of each model.

Religion

Measures the reported religious affiliations of individuals in the community.

The highest religious affiliations in your community are **Protestant** and **Catholic**.







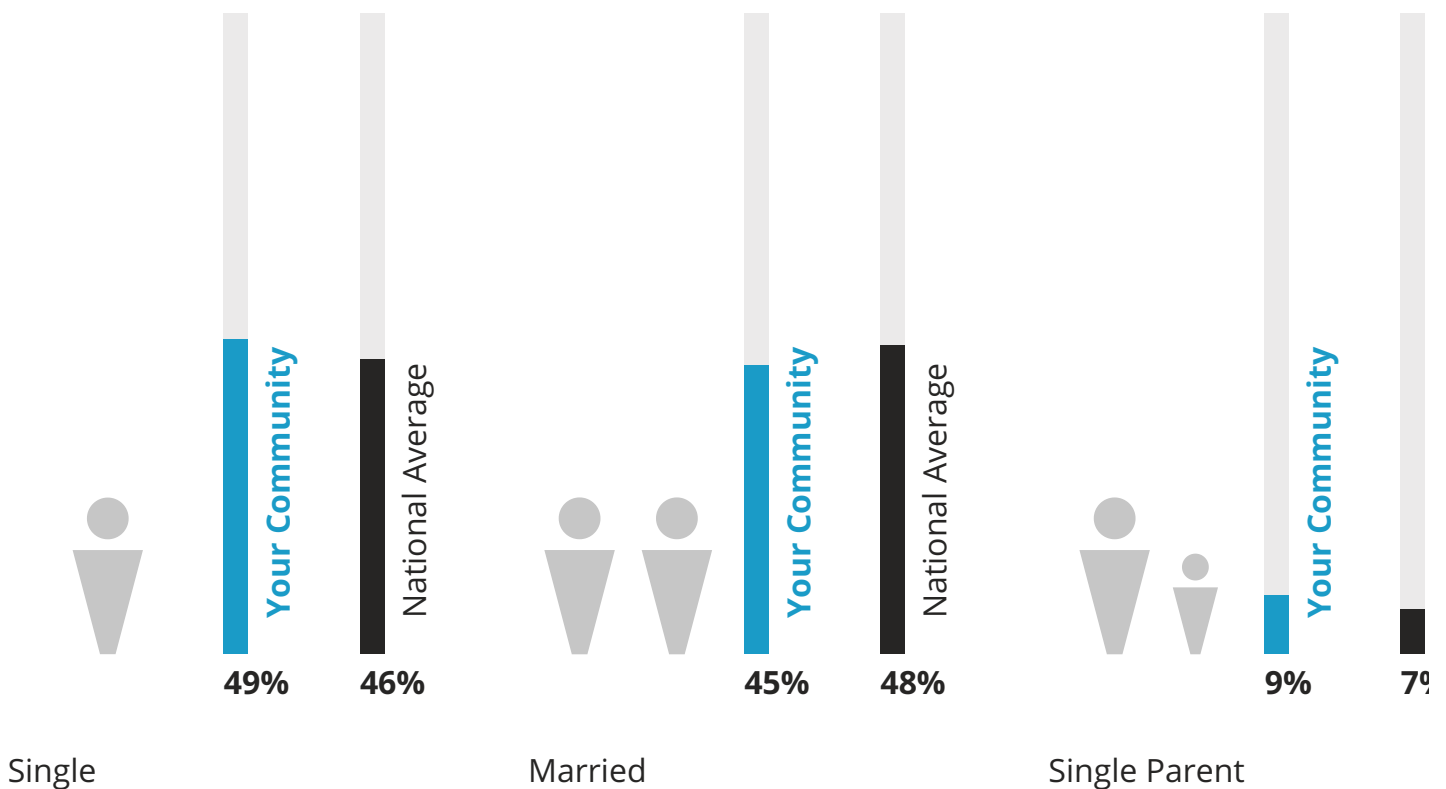
Family

Strong family relationships contribute to healthy communities. Uncover the family dynamics in your community to identify ministry opportunities and inform your strategy.

Relationship Status

Measures how many households in your community are married, single, or single parent households.

Most people within your community are **Single**.



Marriages at Risk

Gloo proprietary model that takes various factors into consideration that generally identify people who have marriages in need, such as weight gain, depression, "foolish" spending habits, heavy drinking, and lack of exercise.

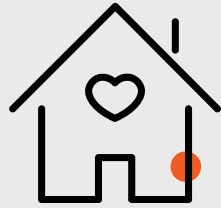
16% of marriages within your community are experiencing the stressors that often lead to divorce.

Your Community



National Average





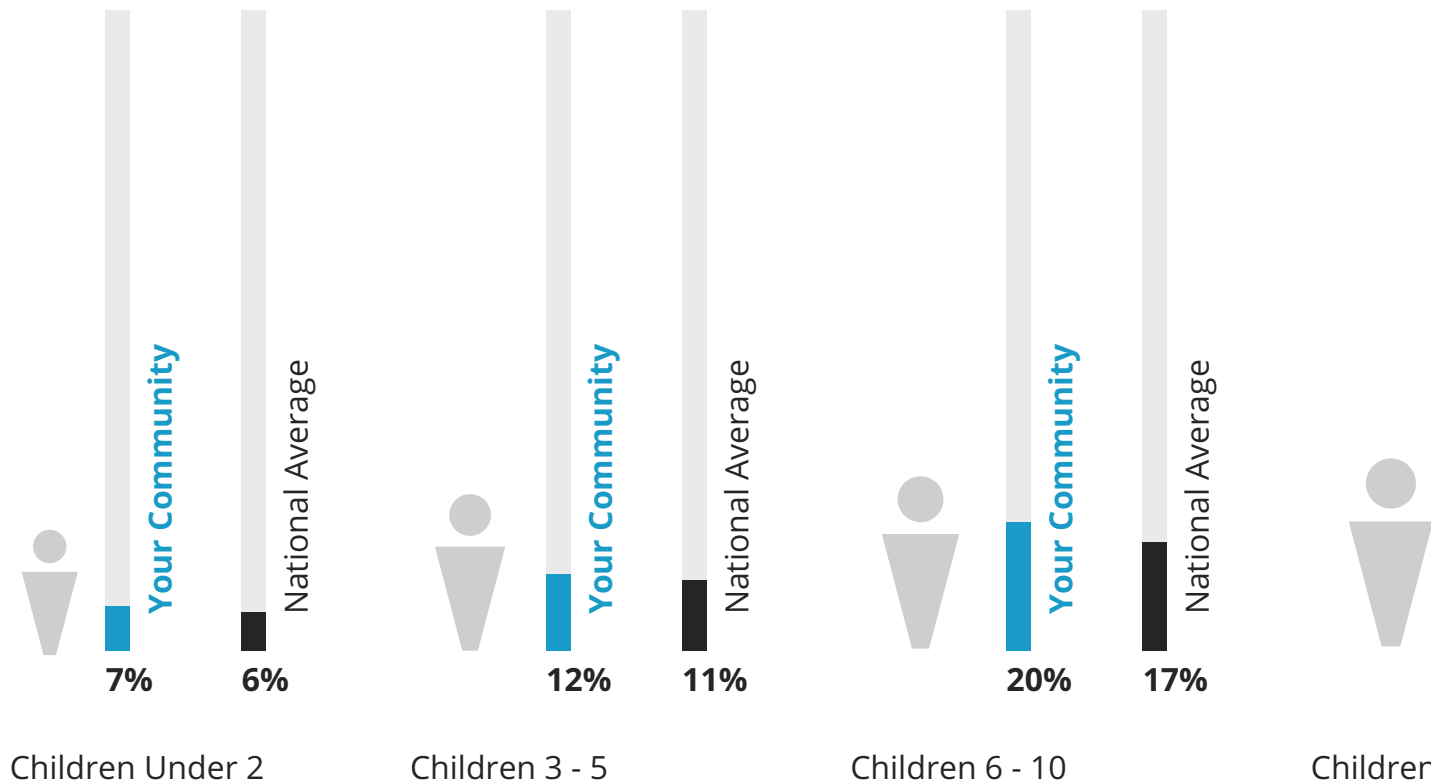
Marital Stressors

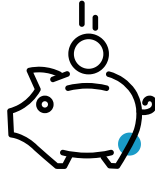
Using its wealth of data, Gloo examined the attributes of married couples to predict which might file for divorce. A national sample of recent divorce filings was used to train a model and measure its accuracy. Data elements across a breadth of categories were evaluated to detect signals that stress a relationship. Financial burden, caregiving responsibilities, and health management are examples. Other data signals are related to differences between the spouses -- motivations that drive careers and physical health, expectations about time spent with family, aspirations and planning for the future. The weighted combination of attributes that most reliably predict divorce were applied to all married couples in the U.S. so you can gauge your community's needs against the national average.

Children Present

The presence and ages of children within households.

Your community has households with relatively **higher** percentages of children **6 - 10 years old**, compared with the national average.





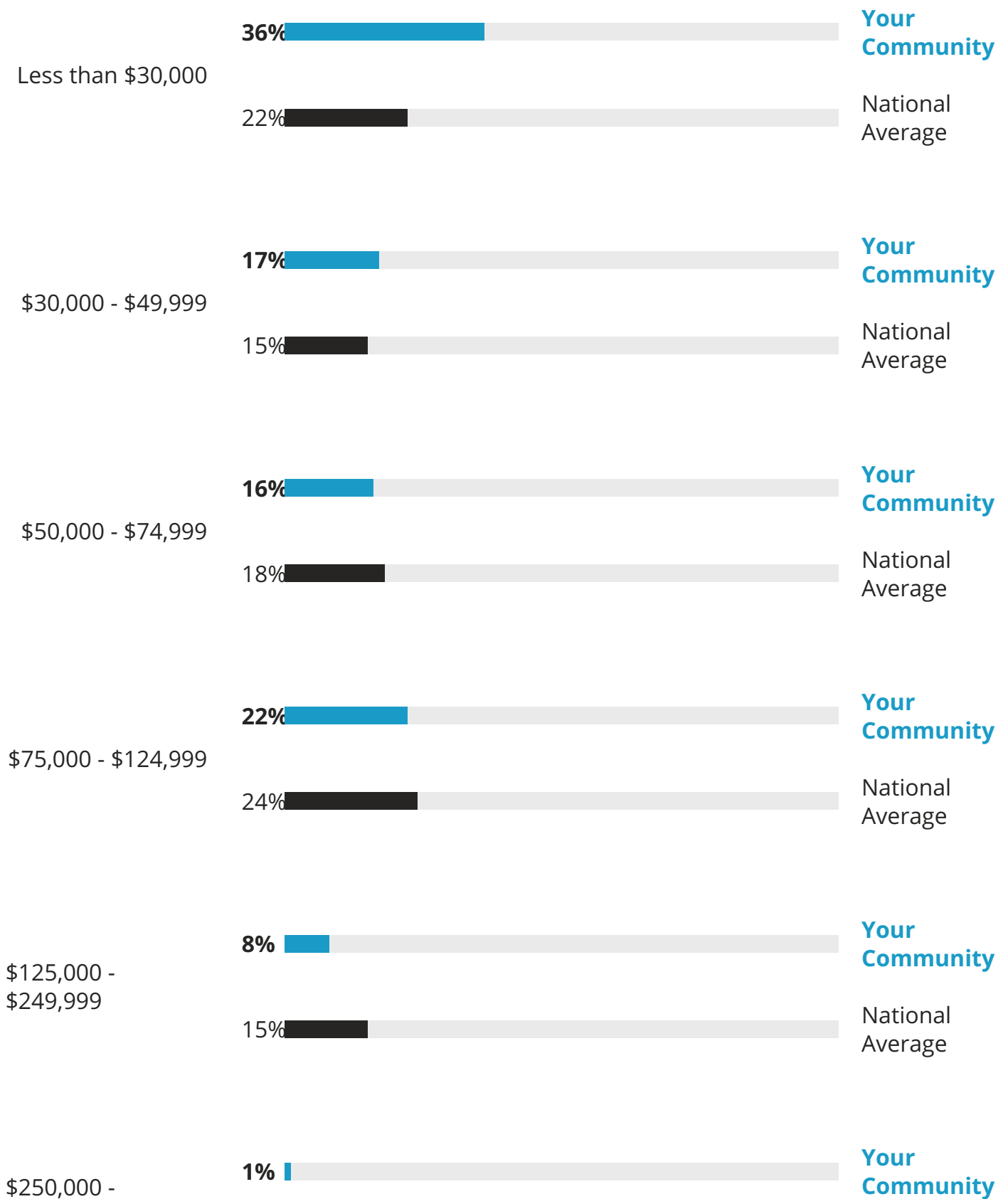
Finance

Individuals make financial choices on a daily basis that affect their personal stability and the amount of financial stress felt across the whole community. Learn more about the financial health of your community.

Estimated Household Income

Measures the average annual income of each household in a community.

Households within your community have an average estimated annual income of **\$62,200**.



\$499,999

3%



National
Average

0%



**Your
Community**

\$500,000+

1%

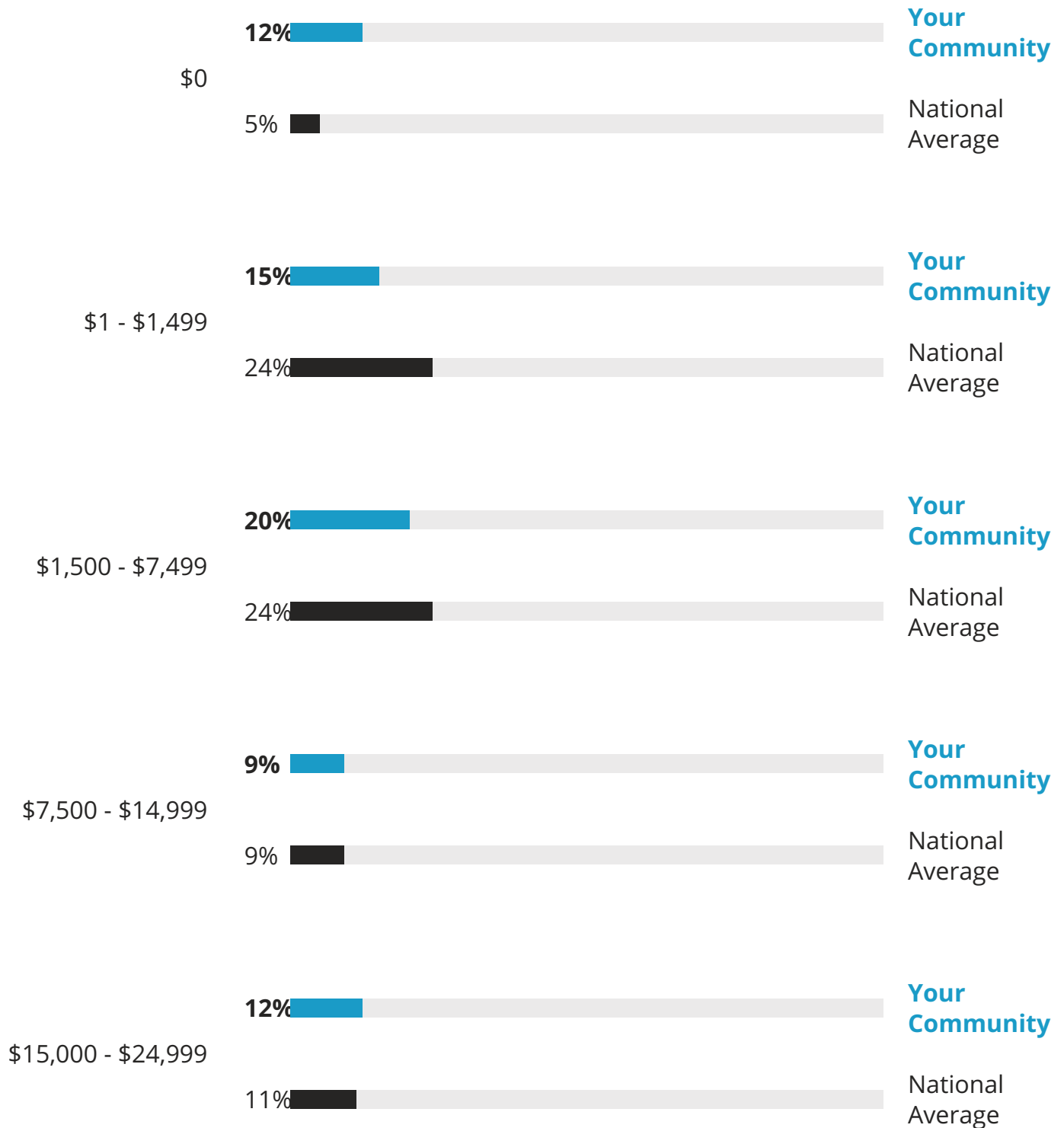


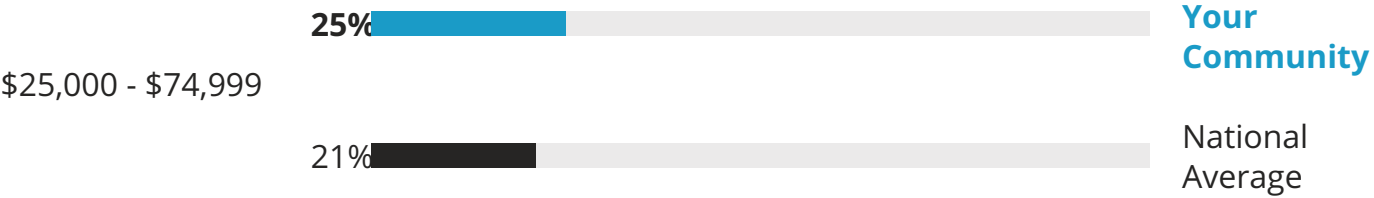
National
Average

Household Debt

Measures the estimated average annual level of household debt including credit cards, student loans, car payments, etc. This does not include a household's first mortgage.

Most households within your community fall in the estimated debt range of **\$25,000 - \$74,999** and **\$1,500 - \$7,499**.

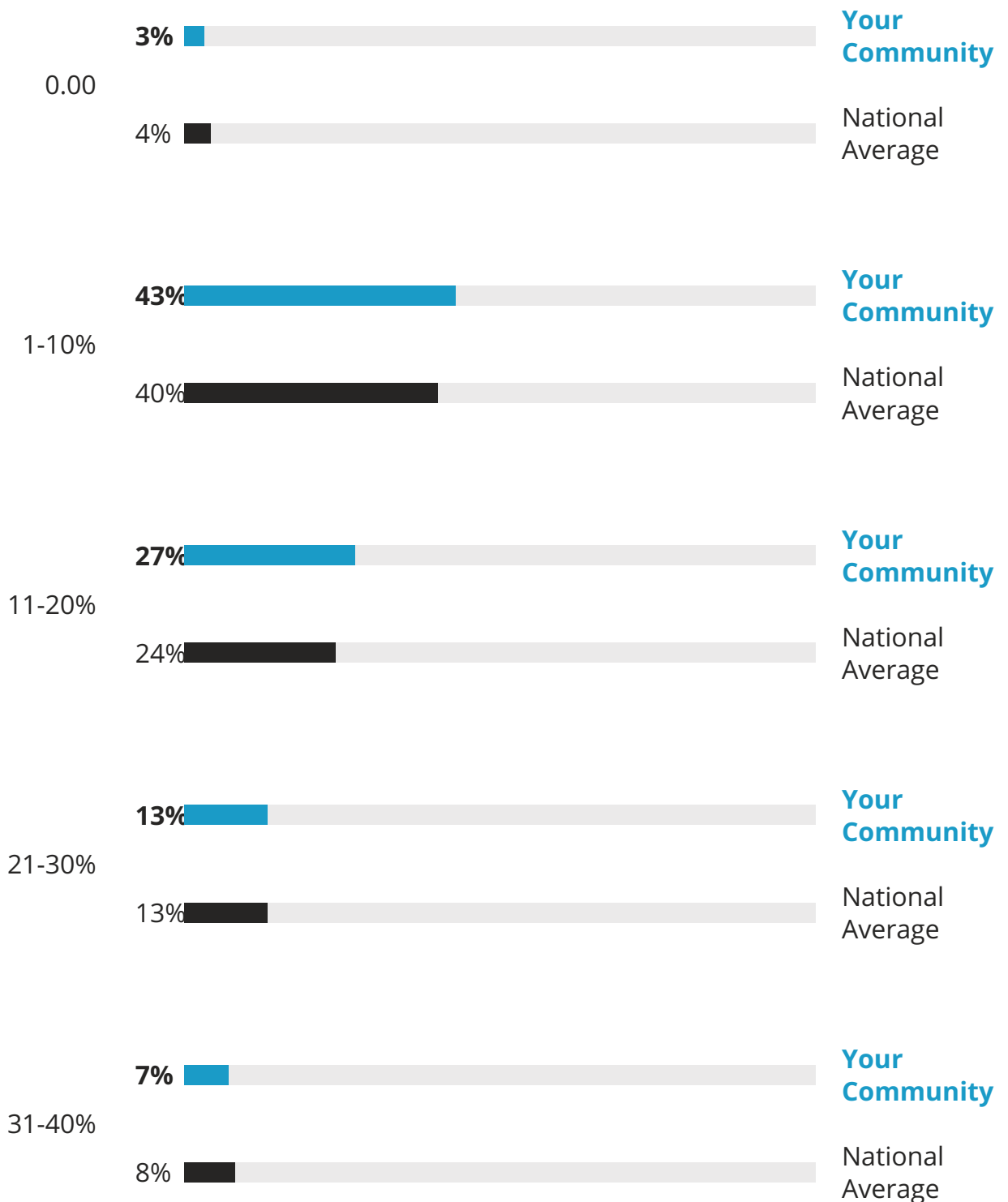


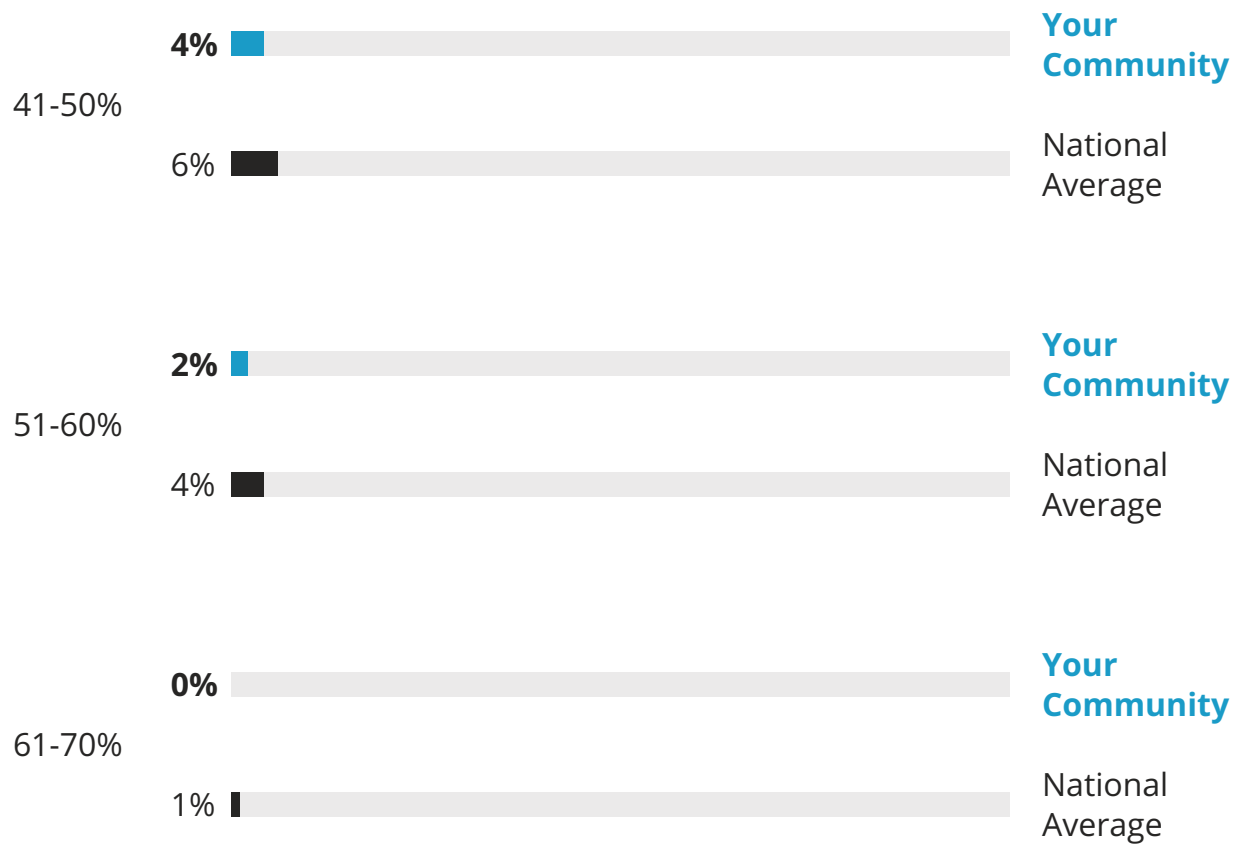


Est. Discretionary Income %

Measures a household's predicted discretionary income—income that is left after paying for things that are essential, such as food and housing—as a percentage of their estimated annual income. Discretionary income is available for investing, giving, or any additional spending beyond basic necessities.

Households in your community, on average, have **45%** of their total income available to invest, give, or spend beyond taxes and all necessities.







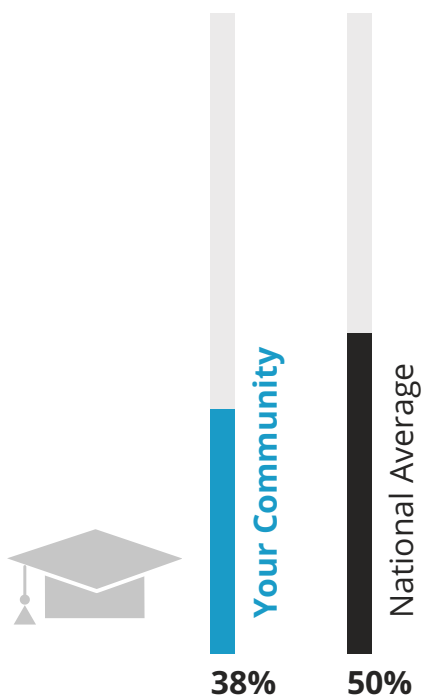
Vocation

Vocation encompasses energy and interest for one's career, hobbies, and efforts. In order to flourish, people must feel a sense of purpose and belonging in their community.

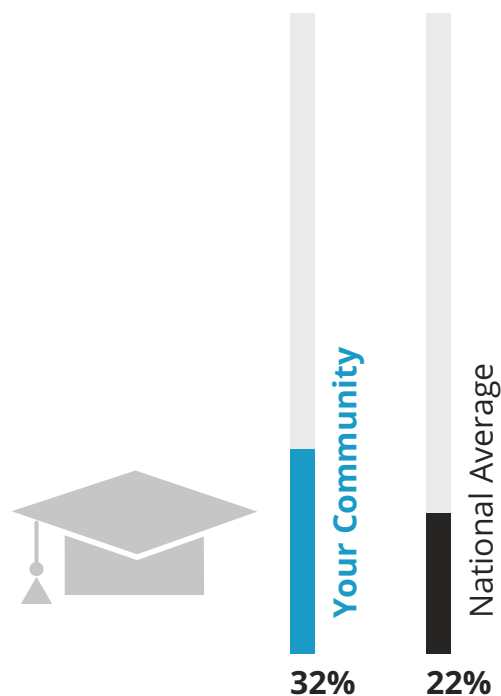
Motivation Toward Continuous Learning

Measures an individual's desire to learn new skills and knowledge, such as seeking out extracurricular classes and workshops or other educational opportunities.

Most people in your community are **not motivated** to pursue continuous learning activities.



People that have a **low propensity** for continuous learning.



People that have a **high propensity** for continuous learning.



Health

Physically and emotionally healthy individuals are able to flourish and serve within their communities. Recognizing the health and needs of the people around you is an important step towards understanding and serving your community.

Propensity for Addiction

Measures the likelihood that individuals may experience an opioid dependence or suffer from chronic pain.

Opioid Dependence

The people in your community show a **higher risk of suffering from opioid dependence** than the national average.

Your Community



National Average



Chronic Pain

The people in your community show a **1% risk of suffering from chronic pain**, same as the national average.

Your Community



National Average



Mental Health

Measures the percentage of households with individuals who report that they are either depressed or anxious (with the exception of households in California).

Anxiety

The people in your community show a **higher risk of suffering from anxiety** than the national average.

Your Community



National Average



Depression

The people in your community show a **higher risk of suffering from depression** than the national average.

Your Community



National Average

