Powered By **gloo**

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.
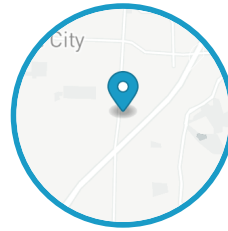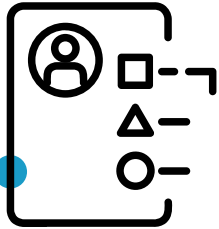
84,552
Your community's sample size

The Naz Church
4770 Hoover Rd
Grove City, OH 43123
Radius: **5 miles**
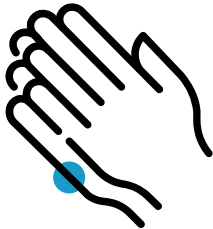
© Mapbox, © OpenStreetMap

Demographics
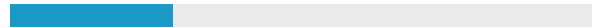Understand the general makeup of your surrounding community.

28%
of your community are **Boomers** (ages 55-72)

Faith
See how people in your community approach faith and spirituality.

49%
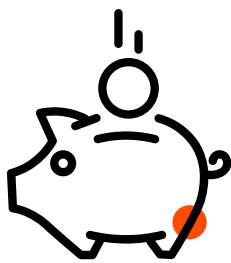of your community has a **Server** spiritual style

Family
Learn about family dynamics in your community.

Your community has a
Higher Risk
of households with a **marriage in need**

Finance

Understand how finances including income and debt impact your community.

$78,000

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
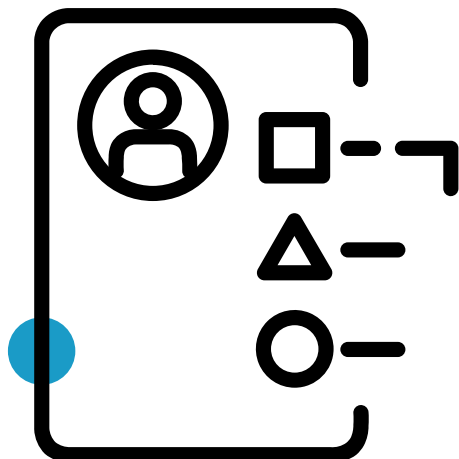
about **continuous learning**

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 **Millennials** generations.

Gen Z (ages 7-22)

5% — **Your Community**

4% — National Average

Millennials (ages 23-38)

26% — **Your Community**

20% — National Average

Gen X (ages 39-54)

26% — **Your Community**

24% — National Average

Boomers (ages 55-72)

28% — **Your Community**

30% — National Average

Silent (ages 73-94)

10% — **Your Community**

11% — National Average
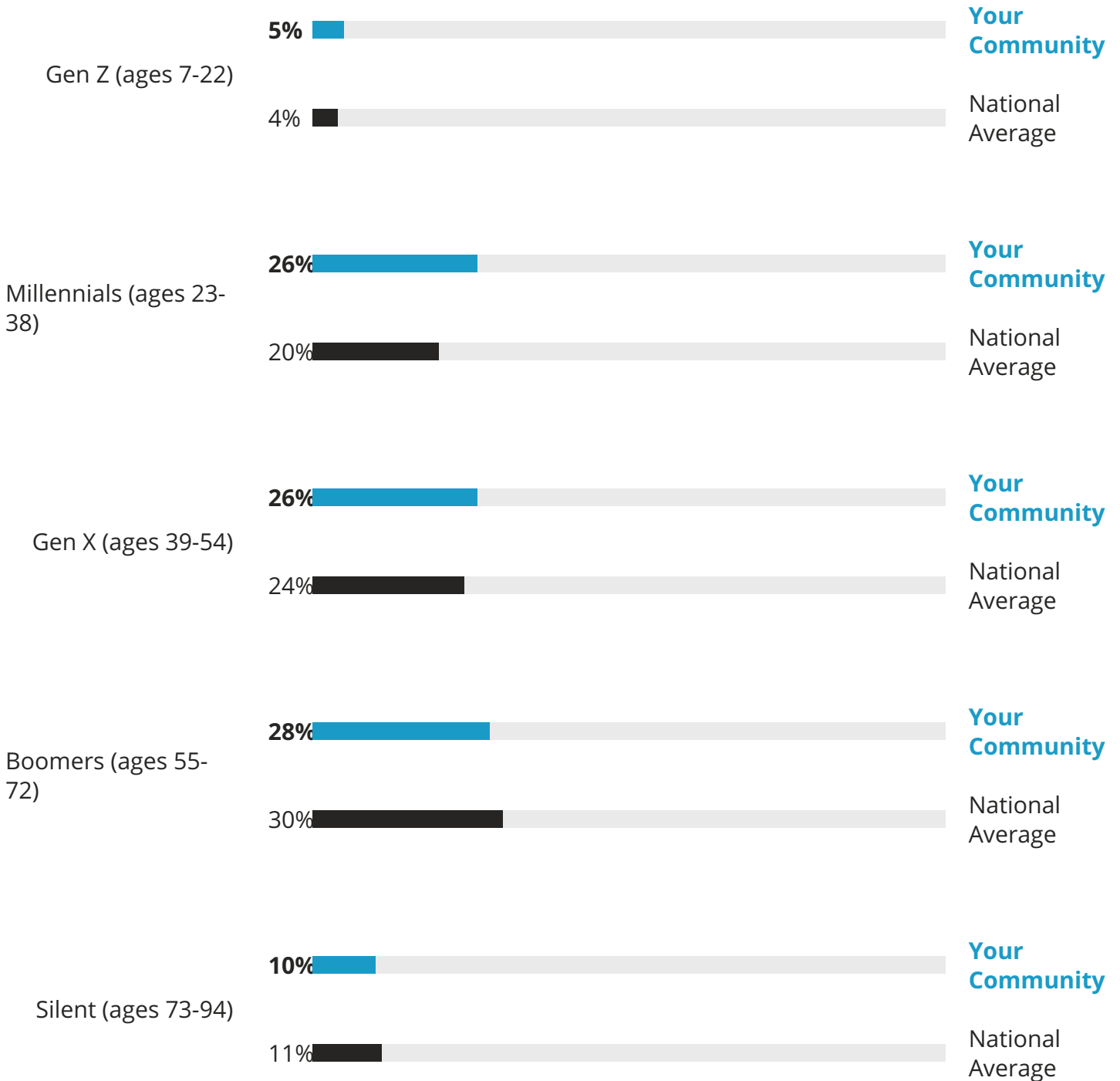
Length of Residence

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.

Your Community 4%	National Average 3%	**Your Community** 14%	National Average 12%
<1 Year		**1 - 2 Years**	

Your Community 15% | National Average 13%

3 - 5 Years   **6 - 10 Years**
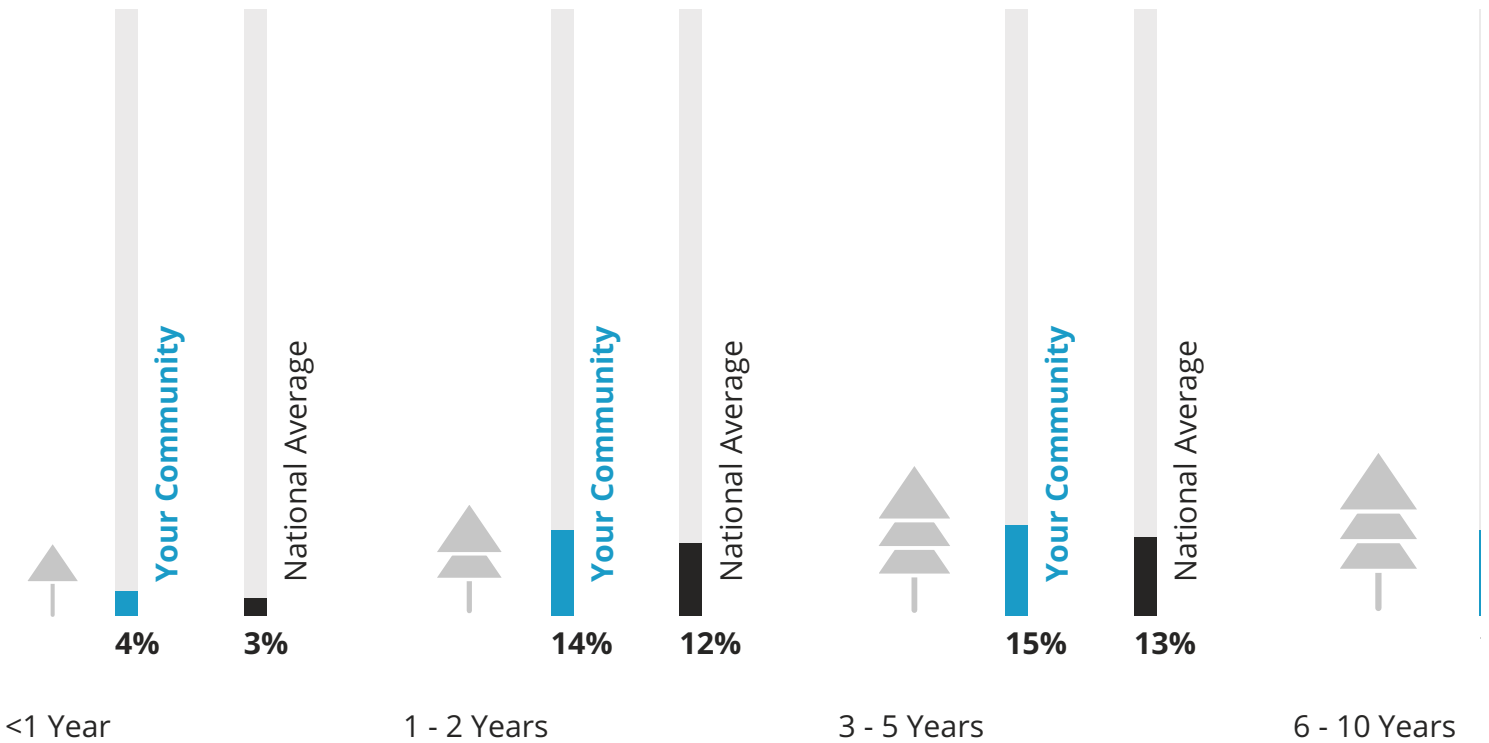
Ethnicity

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.

79% Your Community

Caucasian

59% National Average

9% Your Community

African American

12% National Average

3% Your Community

Hispanic

13% National Average

2% Your Community

Asian

5% National Average

2% Your Community

Greek

4% National Average

1% Your Community

Jewish

1% National Average

1% |

Your Community

Middle Eastern

1% |

National Average

1% |

Your Community

Scandinavian

2% |

National Average

0%

Your Community

Native American

0%

National Average

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

49%

National Average

36%

Studier

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

Your Community

24%

National Average

27%

Traditionalist

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

Your Community

13%

National Average

6%

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

11%

National Average

11%

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
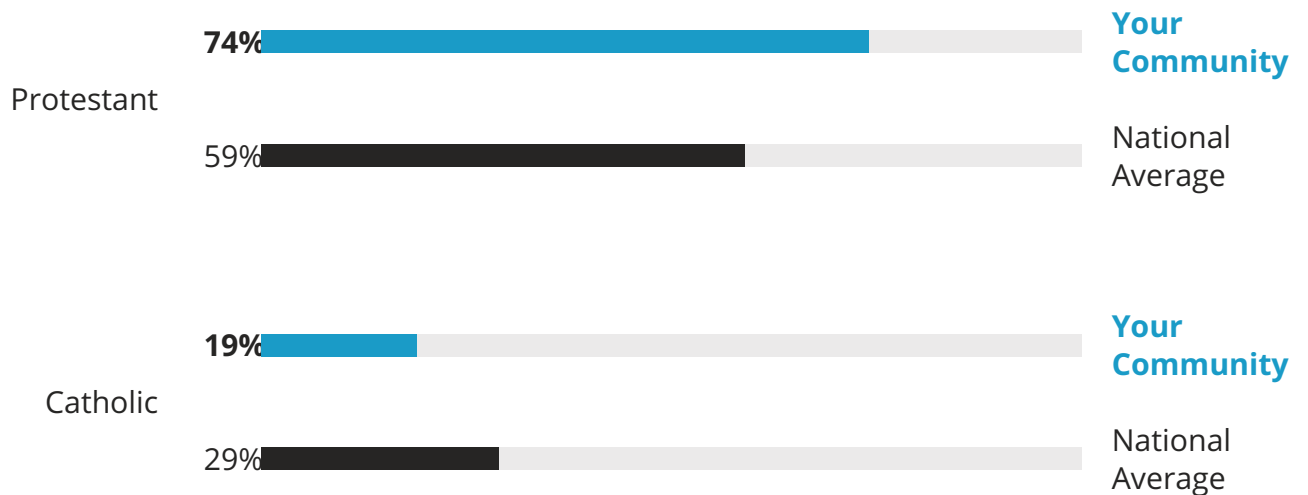
3%

National Average
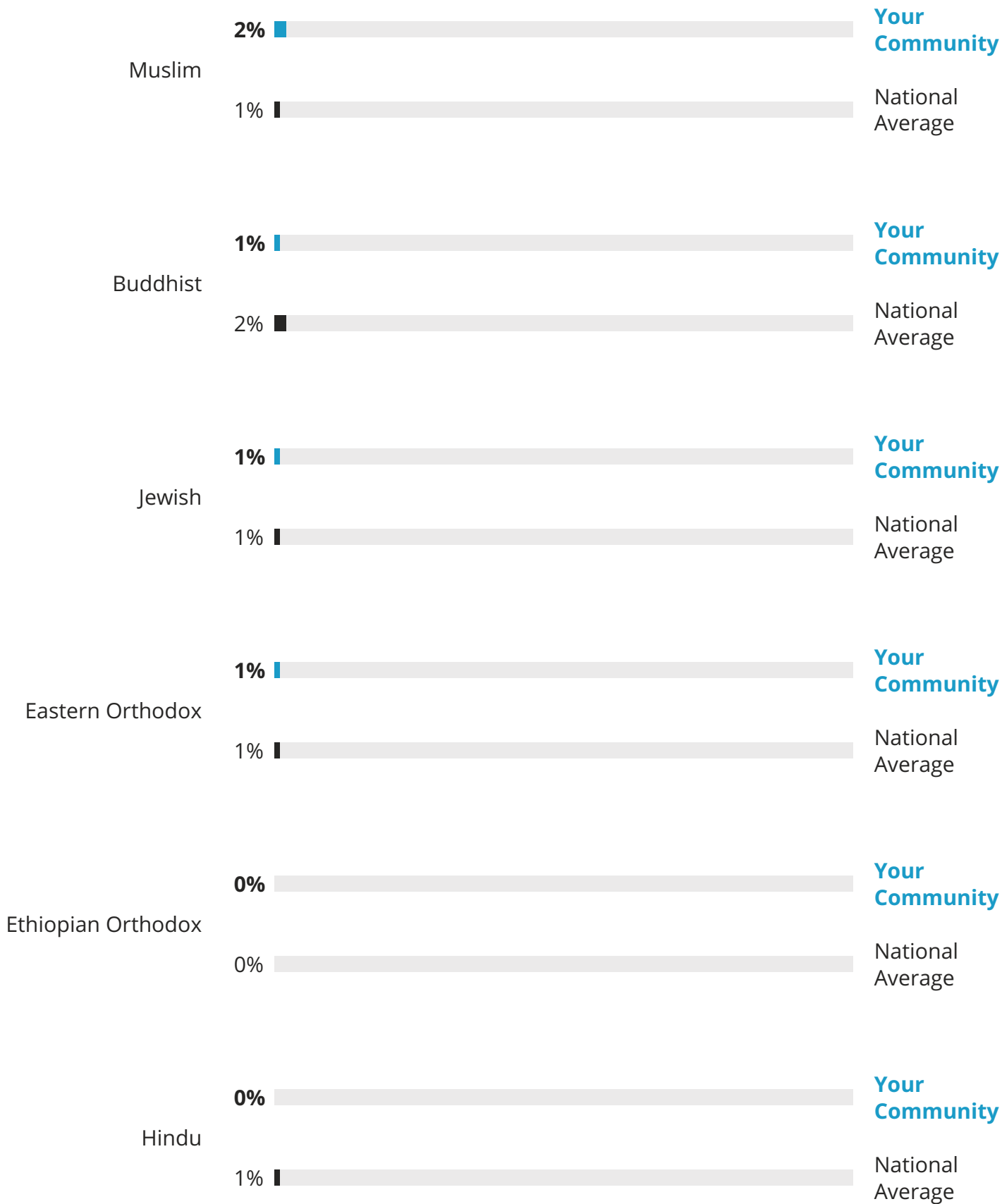
18%

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 similiar spiritual outlooks, and are unique from other styles. The depth of the responses in the survey helped Gloo to discern the uniqueness of each model.
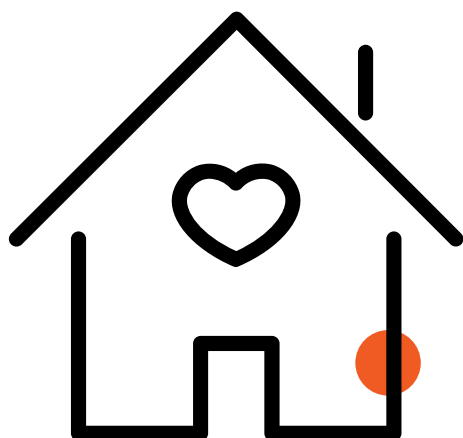
Religion

Measures the reported religious affiliations of individuals in the community.

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

Protestant

74% **Your Community**

59% National Average

Catholic

19% **Your Community**

29% National Average

2% Your Community

Muslim

1% National Average

1% Your Community

Buddhist

2% National Average

1% Your Community

Jewish

1% National Average

1% Your Community

Eastern Orthodox

1% National Average

0% Your Community

Ethiopian Orthodox

0% National Average

0% Your Community

Hindu

1% National Average

Lutheran

0%

Your **Community**

0%

National Average

Mormon

0%

Your **Community**

1%

National Average

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
Married.

	Your Community	National Average
Married	50%	48%
Single	46%	46%
Single Parent	9%	7%
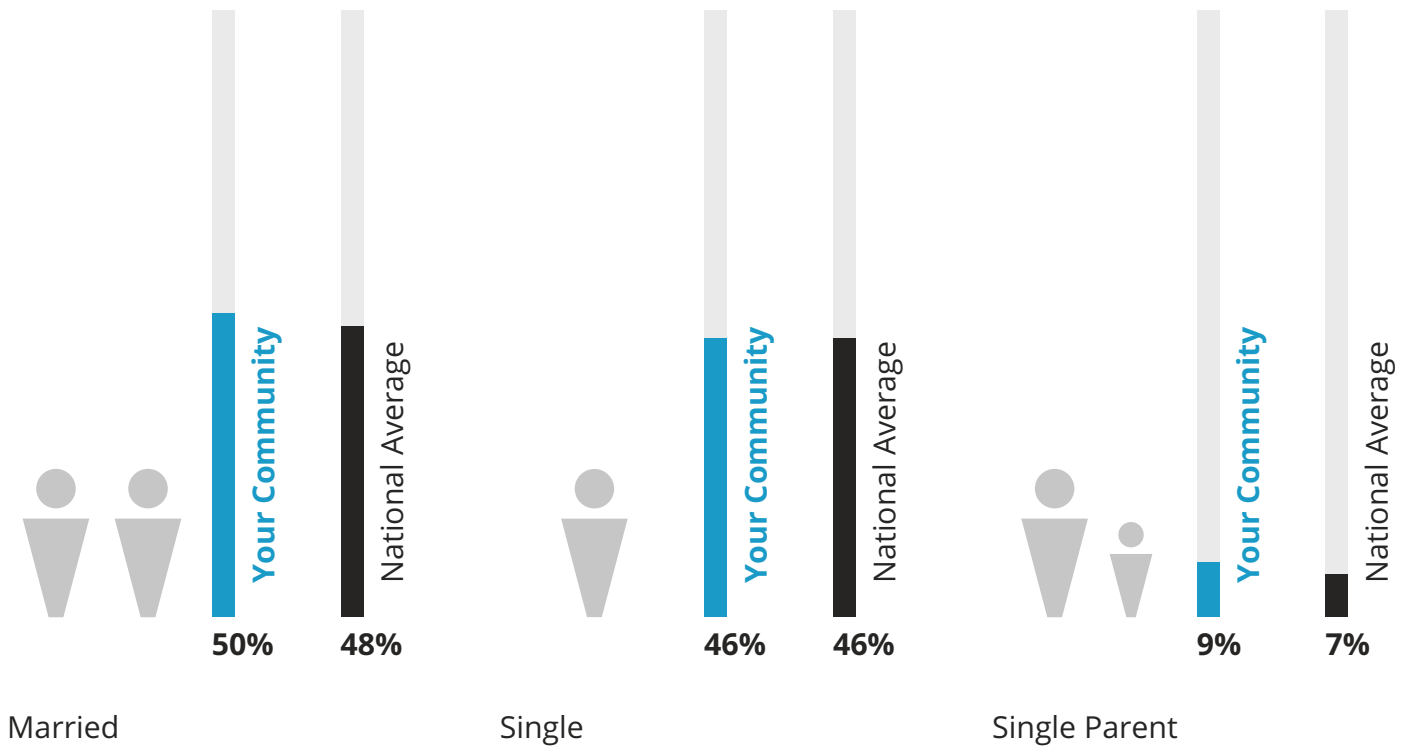
Marriages at Risk

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.

18% of marriages within your community are experiencing the stressors that often lead to divorce.
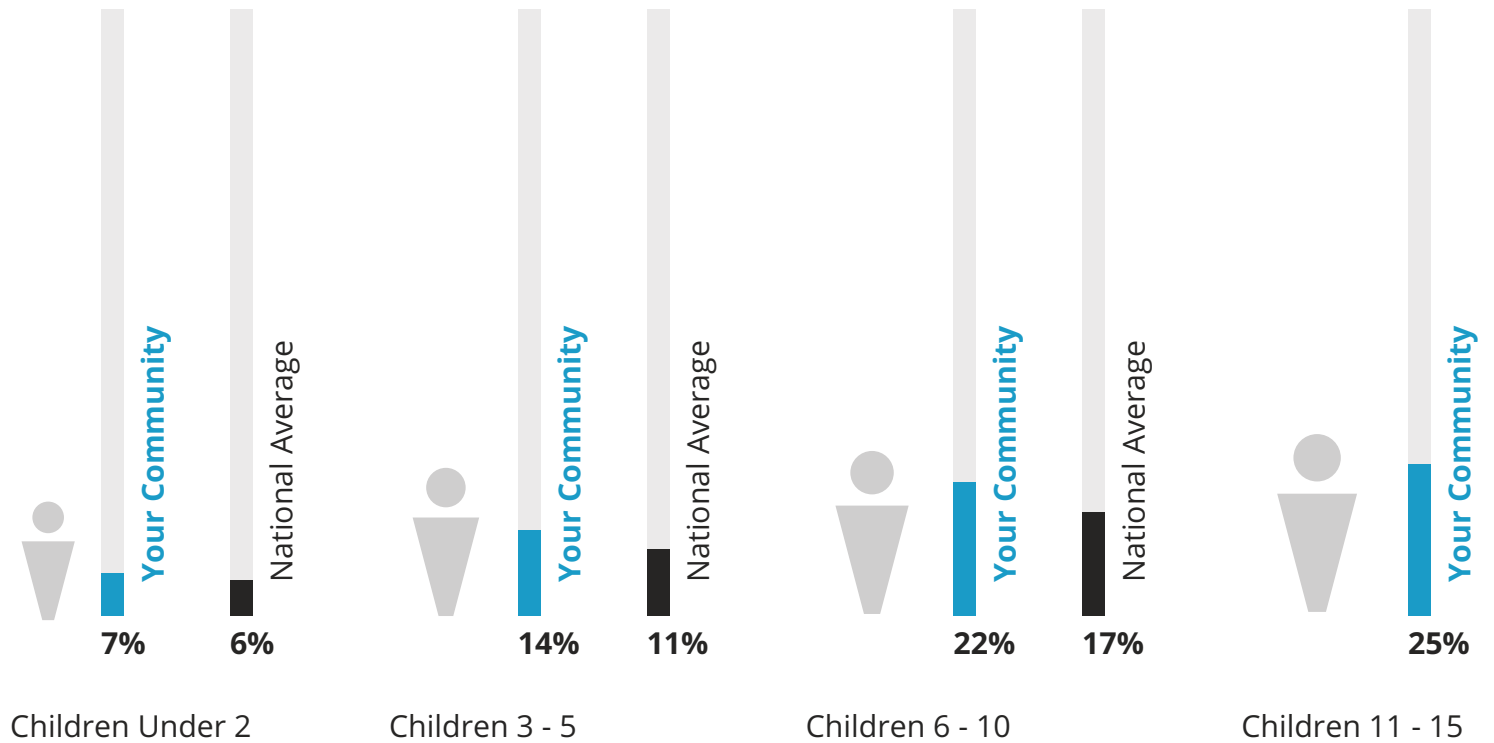
Your Community

18%

National Average

16%

Marital Stressors
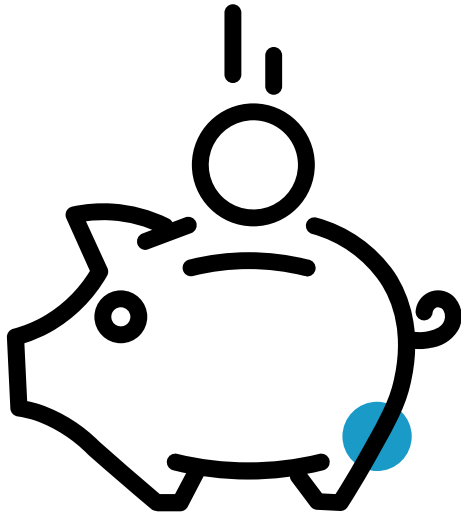
Using its wealth of data, Gloo examined the attributes of married couples to predict which might file for divorce. A national sample of recent divorce filings was used to train a model and measure its accuracy. Data elements across a breadth of categories were evaluated to detect signals that stress 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 **11 - 15 years old,** compared with the national average.

7%	**6%**	**14%**	**11%**
Children Under 2		Children 3 - 5	

22%   **17%**   **25%**

Children 6 - 10   Children 11 - 15

Your Community · National Average · Your Community · National Average · Your Community · National Average · Your Community
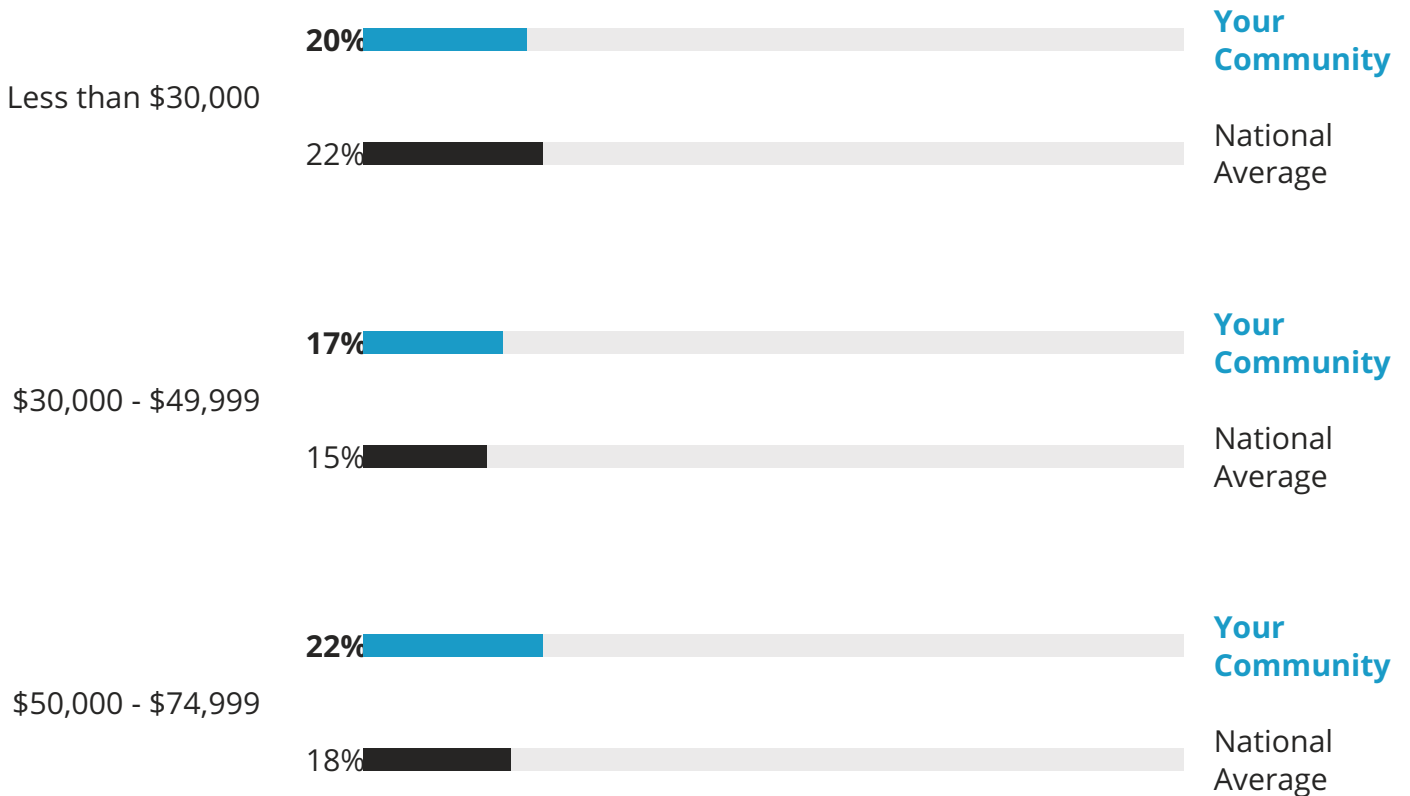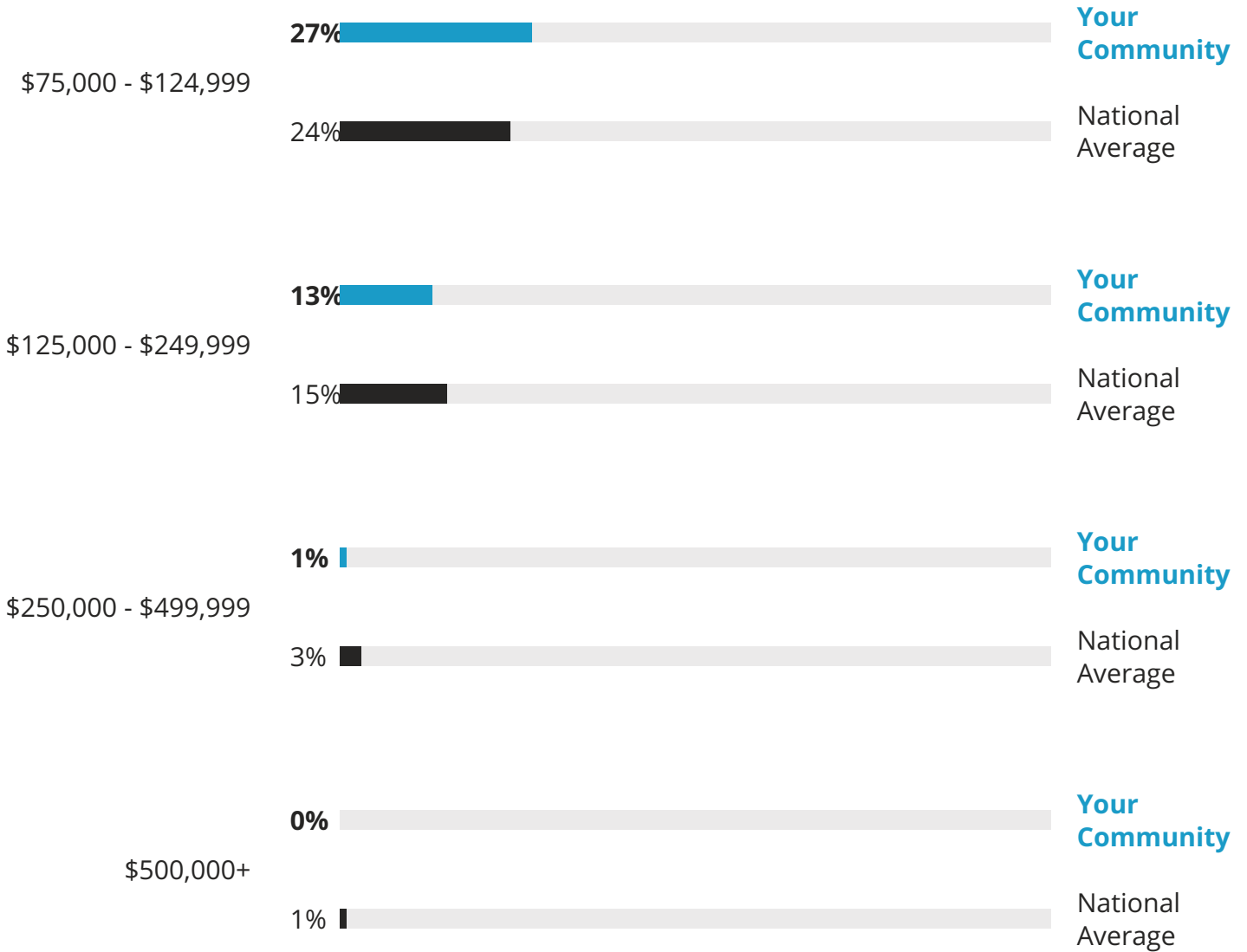
Finance

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 **$78,000**.

Less than $30,000

20% **Your Community**

22% National Average

$30,000 - $49,999

17% **Your Community**

15% National Average

$50,000 - $74,999

22% **Your Community**

18% National Average

$75,000 - $124,999

27% — **Your Community**

24% — National Average

$125,000 - $249,999

13% — **Your Community**

15% — National Average

$250,000 - $499,999

1% — **Your Community**

3% — National Average

$500,000+

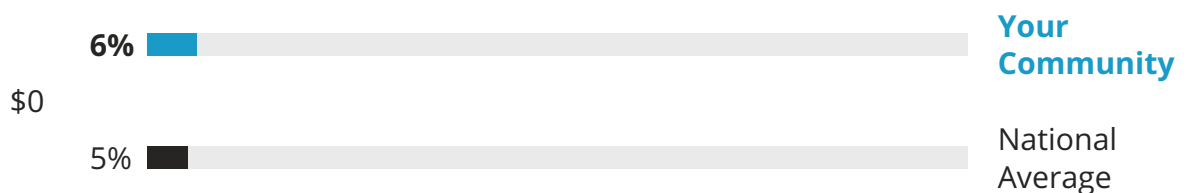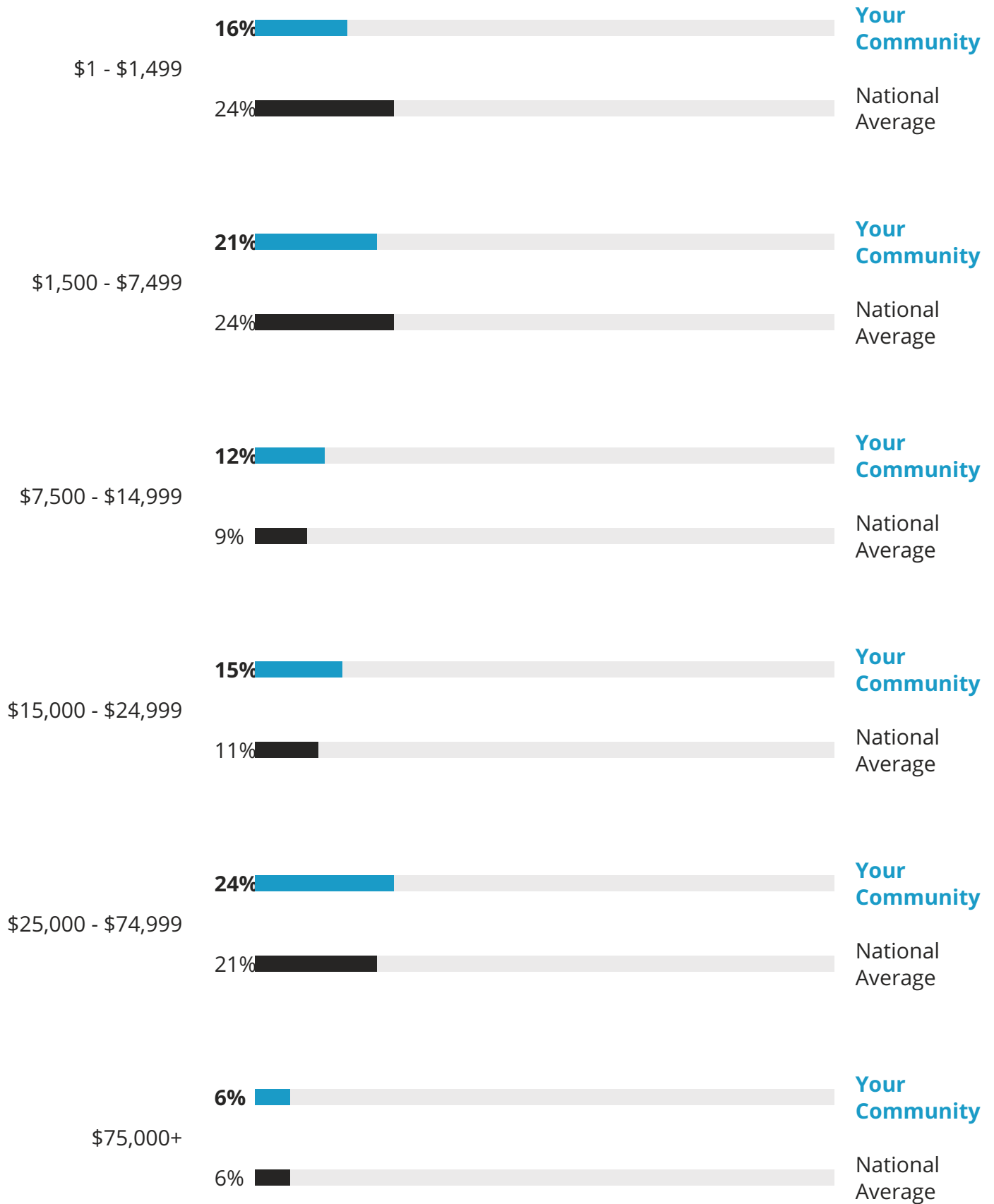**0%** — **Your Community**

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**.

$0

6% — **Your Community**

5% — National Average

16%

$1 - $1,499

24%

Your Community

National Average

21%

$1,500 - $7,499

24%

Your Community

National Average

12%

$7,500 - $14,999

9%

Your Community

National Average

15%

$15,000 - $24,999

11%

Your Community

National Average

24%

$25,000 - $74,999

21%

Your Community

National Average

6%

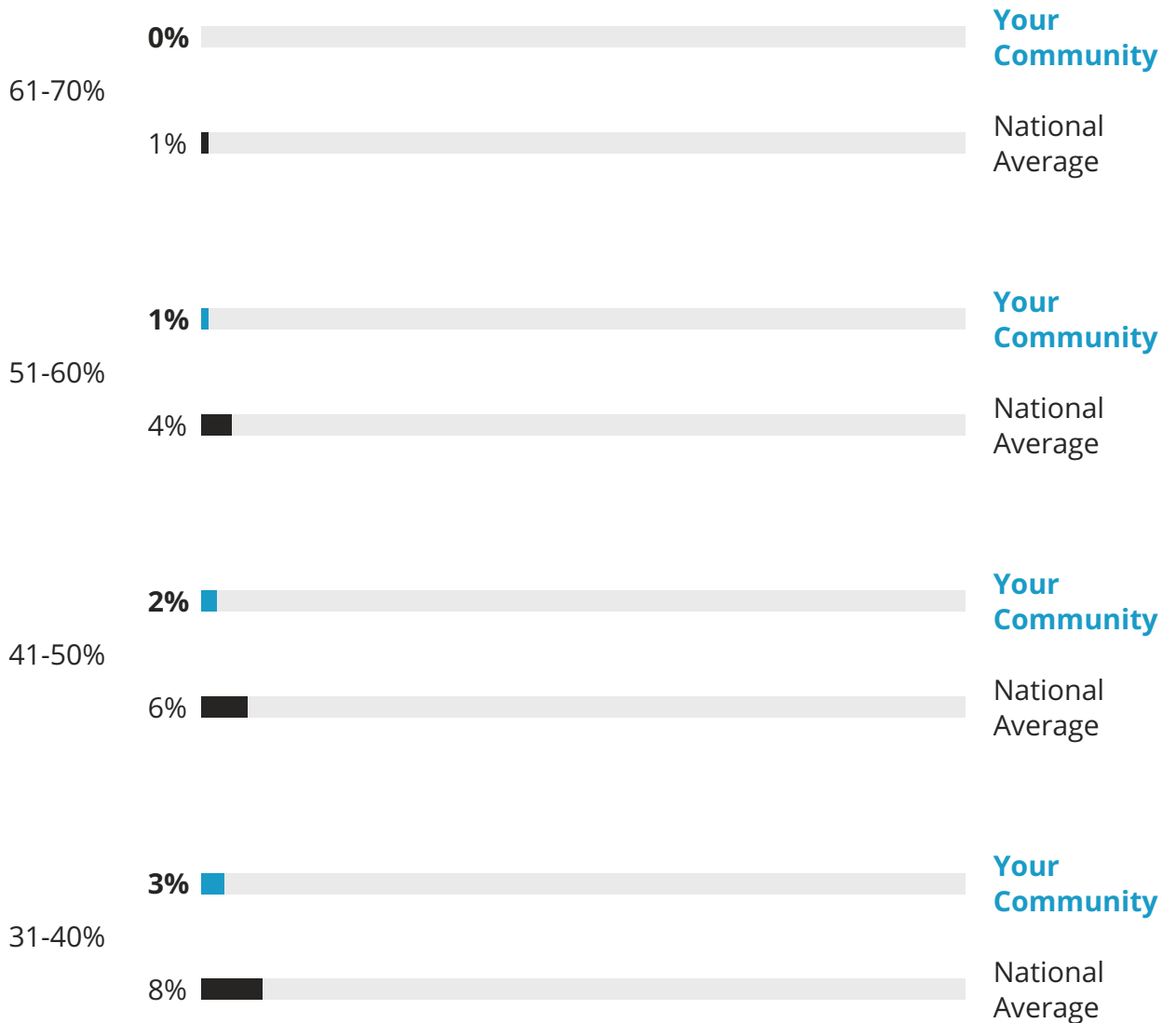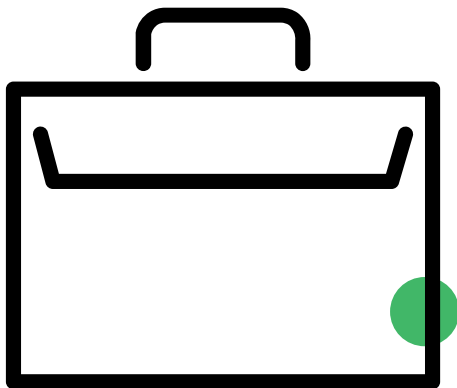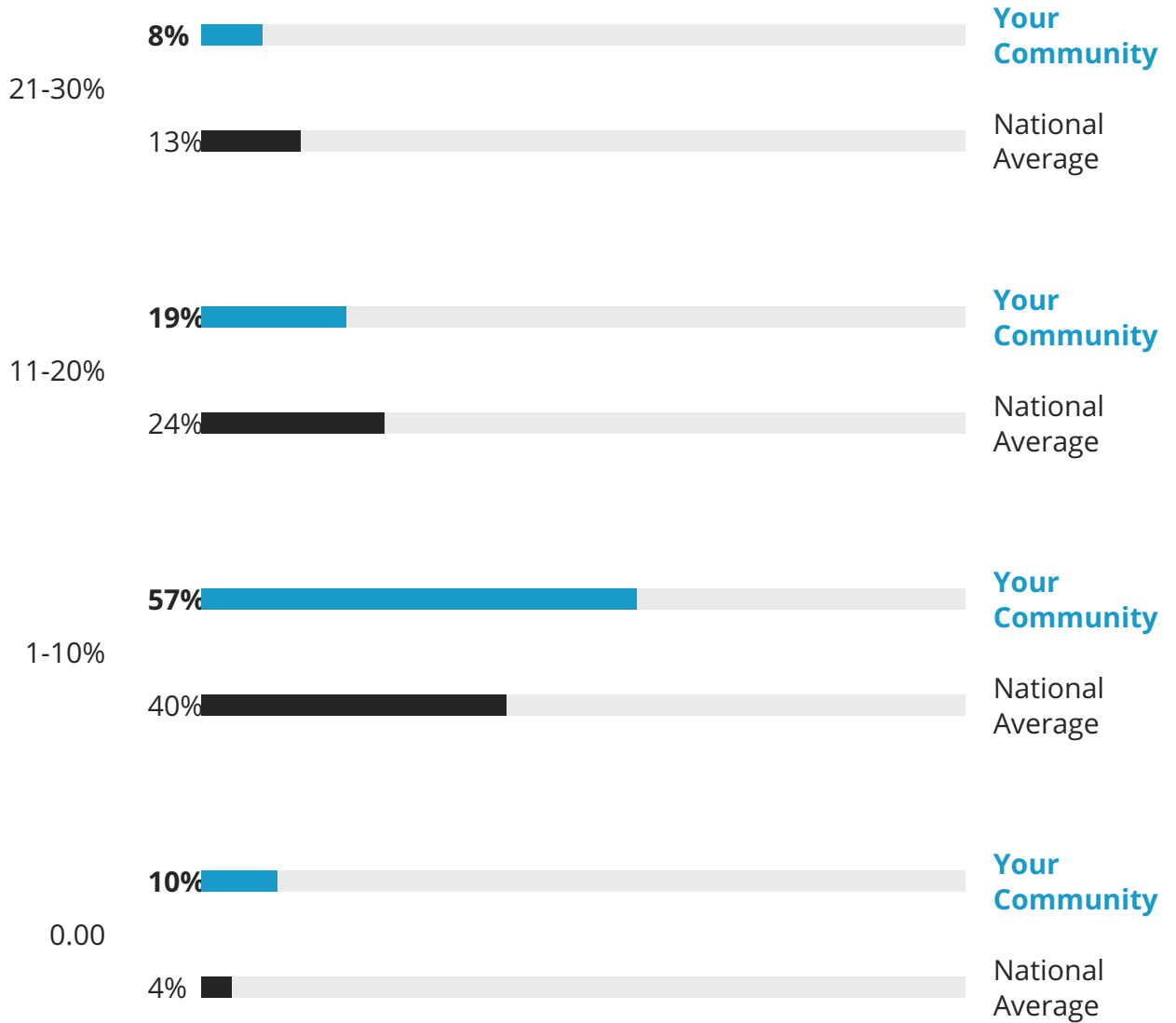$75,000+

6%

Your Community

National Average

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 **10%** of their total income
available to invest, give, or spend beyond
taxes and all necessities.

61-70%

0% **Your Community**

1% National Average

51-60%

1% **Your Community**

4% National Average

41-50%

2% **Your Community**

6% National Average

31-40%

3% **Your Community**

8% National Average

8%

21-30%

13%

Your Community

National Average

19%

11-20%

24%

Your Community

National Average

57%

1-10%

40%

Your Community

National Average

**10%**

0.00

4%

Your Community

National Average

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 continous learning activities.

Your Community 58% National Average 50%
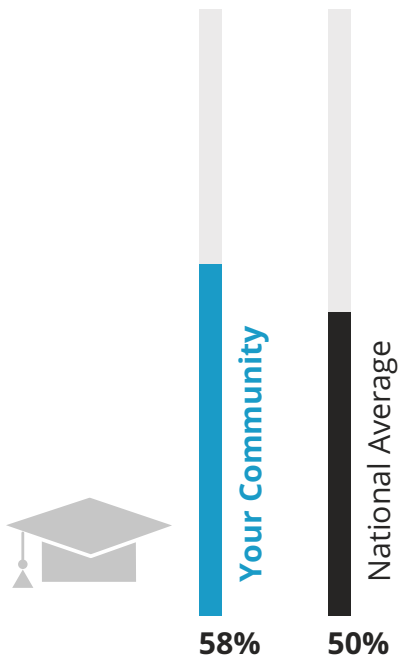
People that have a **low propensity** for continuous learning.

Your Community 18% National Average 22%
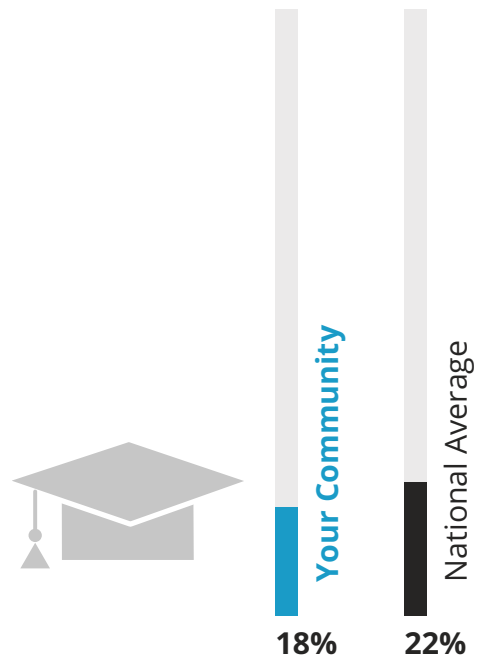
People that have a **high propensity** for continuous learning.

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.
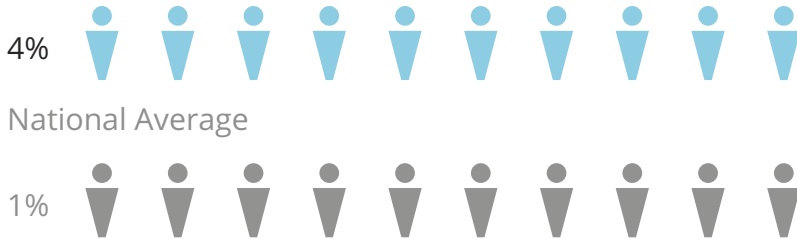
Your Community

32%

National Average

23%

Chronic Pain

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

Your Community
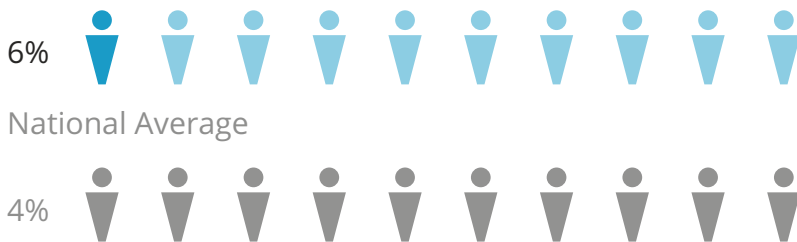
4%

National Average

1%

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

6%

National Average

4%

Depression

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

Your Community

8%

National Average

4%