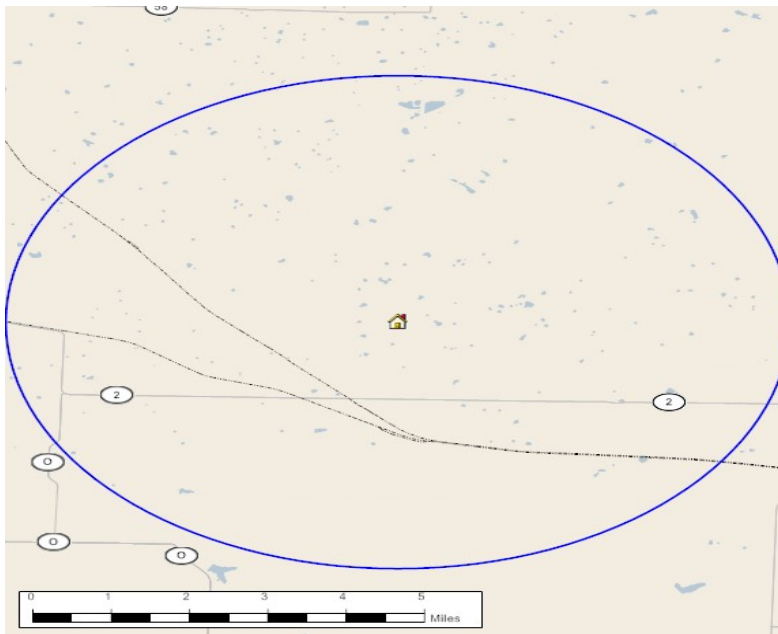


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius
Base State MO
Current Year 2008
5 Year Projection 2013
6/16/2009

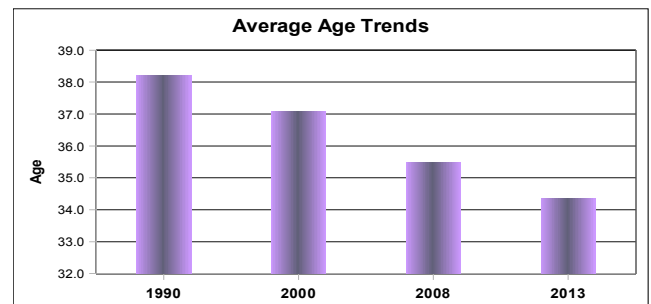
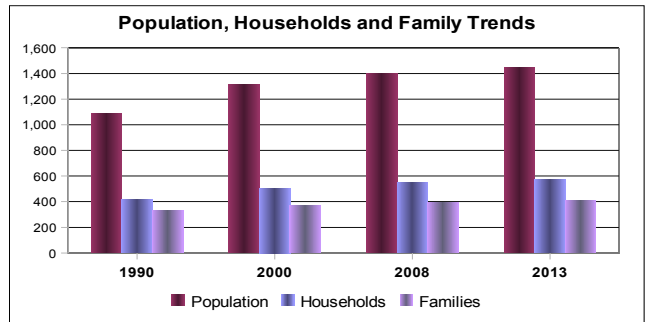
Study Area



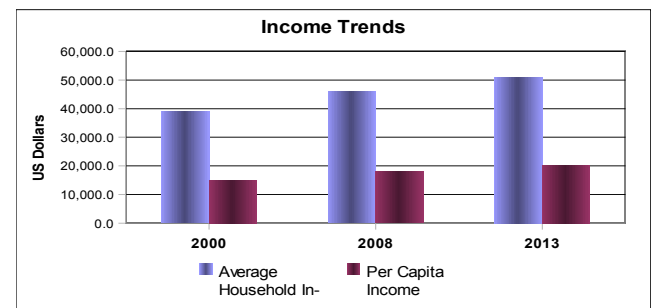
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,088	1,312	1,398	1,444
Population Change		224	86	46
Percent Change		20.6%	6.6%	3.3%
Average Annual Change		2.1%	0.8%	0.7%
Households	421	506	551	577
Households Change		85	45	26
Percent Change		20.2%	8.9%	4.7%
Average Annual Change		2.0%	1.1%	0.9%
Population / Households	2.6	2.6	2.5	2.5
Population / Households Change		0.01	-0.06	-0.03
Percent Change		0.33%	-2.15%	-1.36%
Families	328	371	397	412
Families Change		43	26	15
Percent Change		13.1%	7.0%	3.8%
Average Annual Change		1.3%	0.9%	0.8%

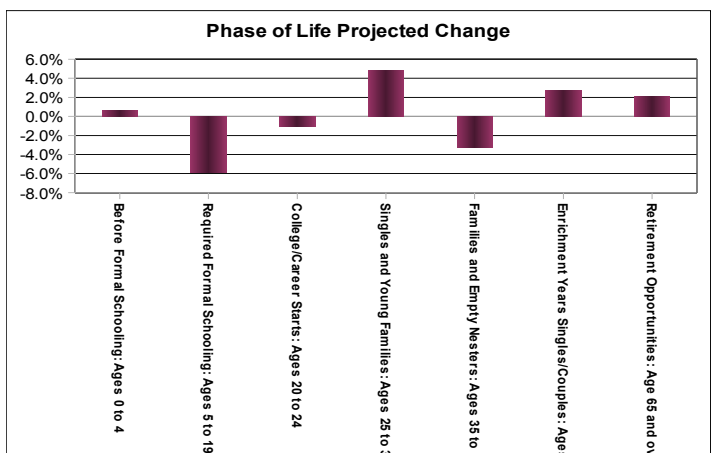
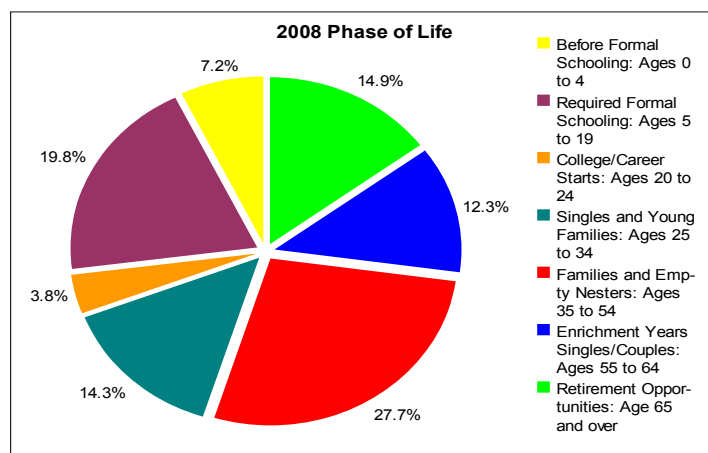


Age	1990	2000	2008	2013
Average Age	38.2	37.1	35.5	34.4
Average Age Change		-1.12	-1.61	-1.13
Percent Change		-2.9%	-4.3%	-3.2%



Income	2000	2008	2013
Average Household Income	38,960.6	45,919.6	51,030.7
Average Household Income Change		6,959.00	5,111.14
Percent Change		17.9%	11.1%
Per Capita Income	15,026.0	18,098.5	20,391.1
Per Capita Income Change		3,072.53	2,292.59
Percent Change		20.4%	12.7%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	89	6.8%	101	7.2%	108	7.5%	0.7%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	320	24.4%	277	19.8%	266	18.4%	-6.0%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	51	3.9%	53	3.8%	40	2.8%	-1.1%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	148	11.3%	200	14.3%	232	16.1%	4.8%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	388	29.6%	387	27.7%	379	26.3%	-3.3%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	139	10.6%	172	12.3%	193	13.4%	2.8%	679,753	11.5%
Retirement Opportunities: Age 65 and over	177	13.5%	208	14.9%	225	15.6%	2.1%	814,449	13.8%
Totals:	1,312	100%	1,398	100%	1,443	100%		5,922,256	100.0%

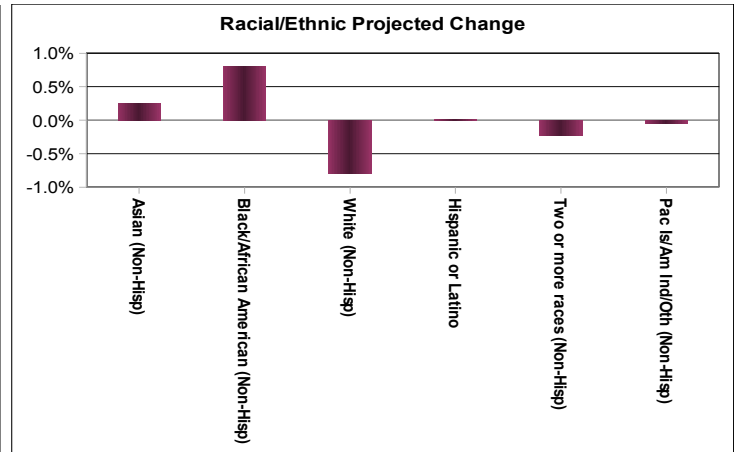
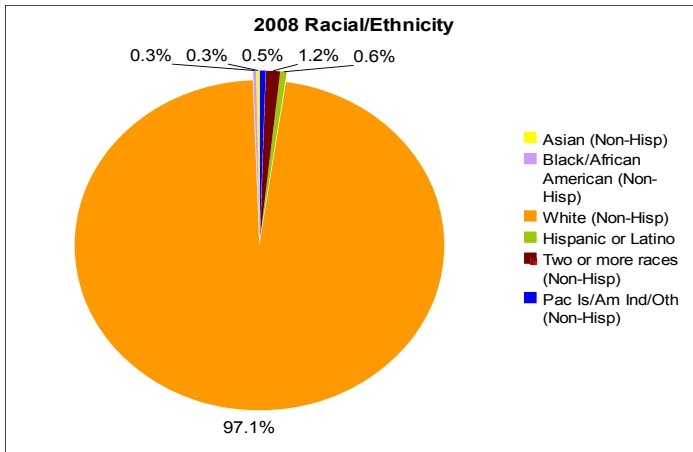


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

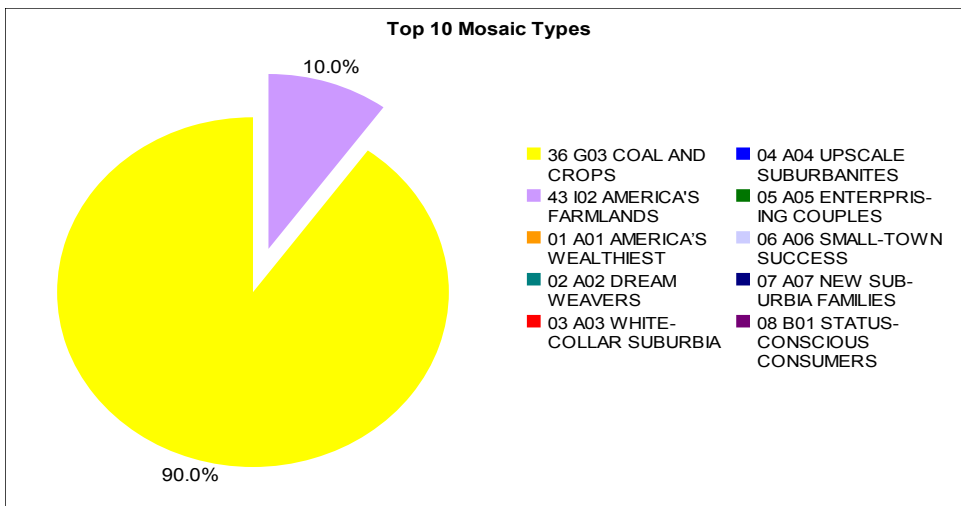
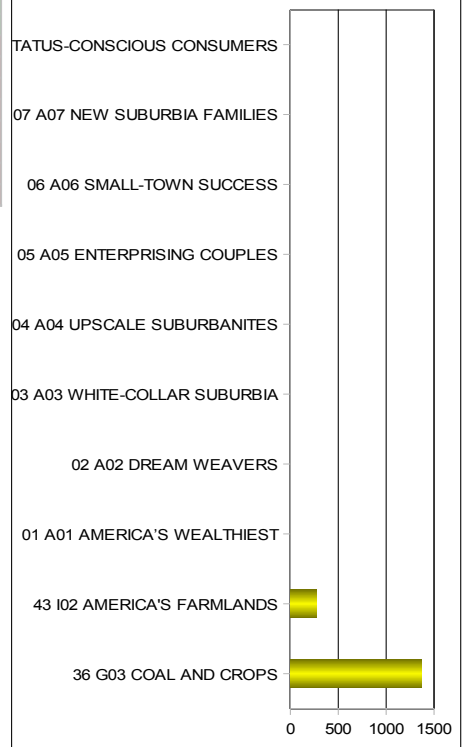
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	3	0.2%	4	0.3%	7	0.5%	0.3%
Black/African American (Non-Hisp)	3	0.2%	4	0.3%	15	1.0%	0.8%
White (Non-Hisp)	1,277	97.3%	1,357	97.1%	1,394	96.5%	-0.8%
Hispanic or Latino	8	0.6%	8	0.6%	9	0.6%	0.0%
Two or more races (Non-Hisp)	14	1.1%	17	1.2%	12	0.8%	-0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	7	0.5%	7	0.5%	7	0.5%	0.0%
Totals:	1,312	100.0%	1,397	100.0%	1,444	100.0%	

MO	2008
93,021	1.6%
664,412	11.2%
4,857,856	82.0%
179,499	3.0%
97,127	1.6%
30,341	0.5%
5,922,256	100.0%



Mosaic	2008 Study Area		2008 MO		Comparative Index
36 G03 COAL AND CROPS	496	90.0%	153,940	6.6%	1369
43 I02 AMERICA'S FARMLANDS	55	10.0%	86,001	3.7%	272
01 A01 AMERICA'S WEALTHIEST	0	0.0%	8,498	0.4%	0
02 A02 DREAM WEAVERS	0	0.0%	34,142	1.5%	0
03 A03 WHITE-COLLAR SUBURBIA	0	0.0%	1,010	0.0%	0
04 A04 UPSCALE SUBURBANITES	0	0.0%	5,149	0.2%	0
05 A05 ENTERPRISING COUPLES	0	0.0%	34,108	1.5%	0
06 A06 SMALL-TOWN SUCCESS	0	0.0%	89,008	3.8%	0
07 A07 NEW SUBURBIA FAMILIES	0	0.0%	64,415	2.8%	0
08 B01 STATUS-CONSCIOUS CONSUMER	0	0.0%	6,242	0.3%	0

Top 10 Mosaic Types Compared to Base Area



Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

NOTES

The QuickInsight report is designed to provide a quick look at a geography defined by a user. It is not intended to show all the detail available. Please continue to explore an area using the full array of demographic variables available. Please also explore the 'Thematic Maps' page to geographically display various demographic insights in a comparative manner only possible using a theme map.

Color Coded Cells: Throughout this report, the user will notice certain cells colored 'red', 'yellow' or 'green.' These colors provide a significance hint about the story of the study area. Generally, the colors either mean increase or decline or above or

- * **Projected Change Color Codes:** Red means declining, yellow is moderate and green represents an increase.
- * **Comparative Index Color Codes:** If the column is "Comp Index" then green means above average, red below average and yellow, average.