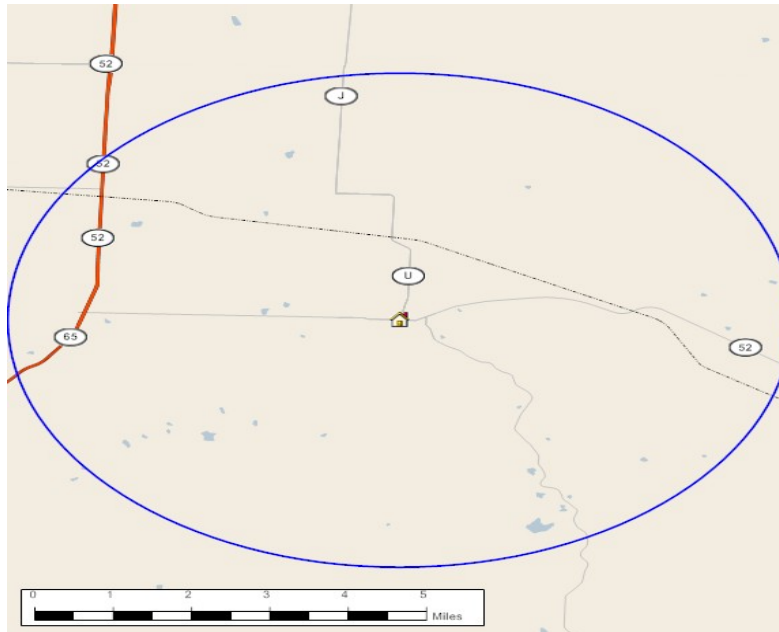


**Prepared for: Missouri Conference UMC**

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

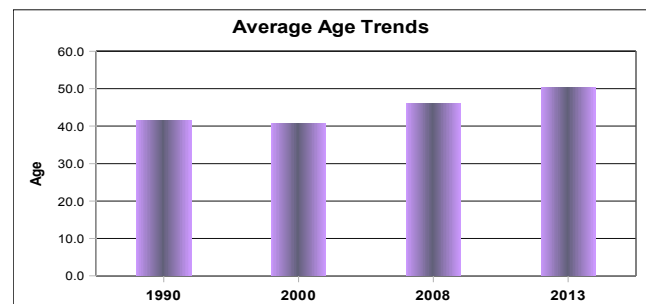
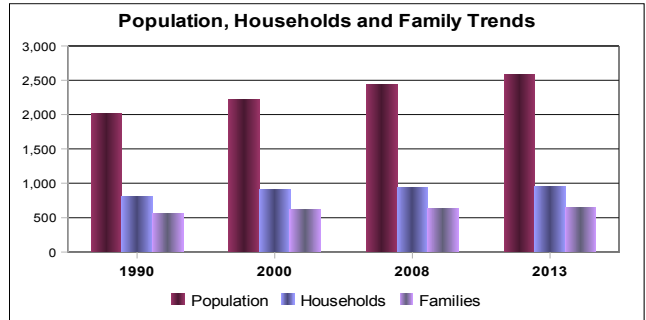
**Study Area**



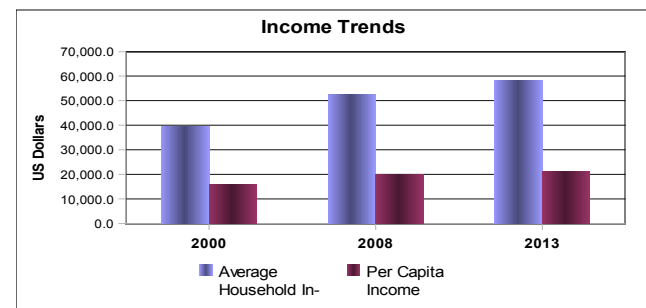
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	2,012	2,217	2,445	2,587
Population Change		205	228	142
Percent Change		10.2%	10.3%	5.8%
Average Annual Change		1.0%	1.3%	1.2%
<b>Households</b>	808	907	935	954
Households Change		99	28	19
Percent Change		12.3%	3.1%	2.0%
Average Annual Change		1.2%	0.4%	0.4%
<b>Population / Households</b>	2.5	2.4	2.6	2.7
Population / Households Change		-0.05	0.17	0.10
Percent Change		-1.84%	6.98%	3.70%
<b>Families</b>	562	620	634	642
Families Change		58	14	8
Percent Change		10.3%	2.3%	1.3%
Average Annual Change		1.0%	0.3%	0.3%

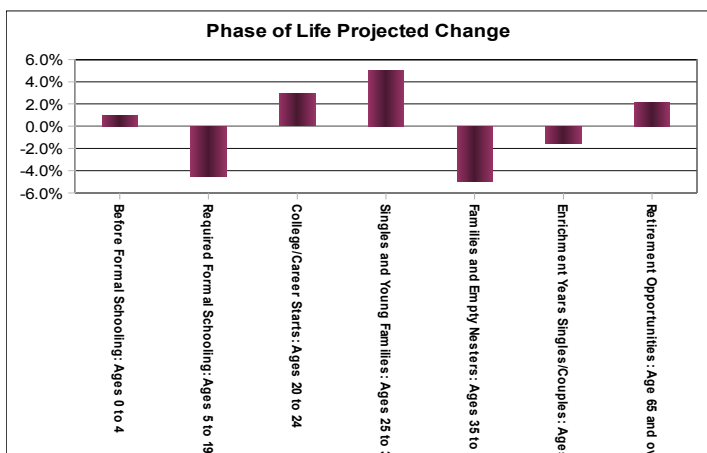
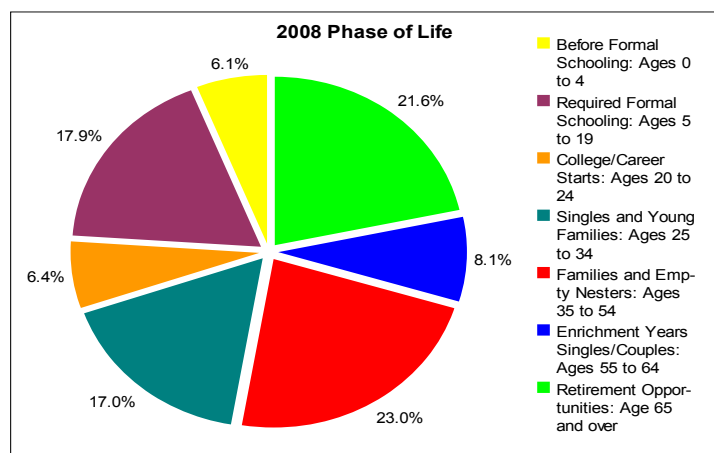


Age	1990	2000	2008	2013
<b>Average Age</b>	41.6	40.8	46.1	50.2
Average Age Change		-0.80	5.26	4.17
Percent Change		-1.9%	12.9%	9.1%



Income	2000	2008	2013
<b>Average Household Income</b>	39,626.5	52,455.1	58,364.0
Average Household Income Change		12,828.69	5,908.86
Percent Change		32.4%	11.3%
<b>Per Capita Income</b>	16,211.6	20,059.5	21,522.7
Per Capita Income Change		3,847.90	1,463.18
Percent Change		23.7%	7.3%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	132	6.0%	148	6.1%	179	6.9%	1.0%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	486	21.9%	437	17.9%	450	17.4%	-4.5%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	77	3.5%	156	6.4%	166	6.4%	2.9%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	249	11.2%	416	17.0%	421	16.3%	5.0%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	604	27.2%	562	23.0%	576	22.3%	-5.0%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	214	9.7%	198	8.1%	209	8.1%	-1.6%	679,753	11.5%
Retirement Opportunities: Age 65 and over	455	20.5%	529	21.6%	586	22.7%	2.1%	814,449	13.8%
<b>Totals:</b>	<b>2,217</b>	<b>100%</b>	<b>2,446</b>	<b>100%</b>	<b>2,587</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

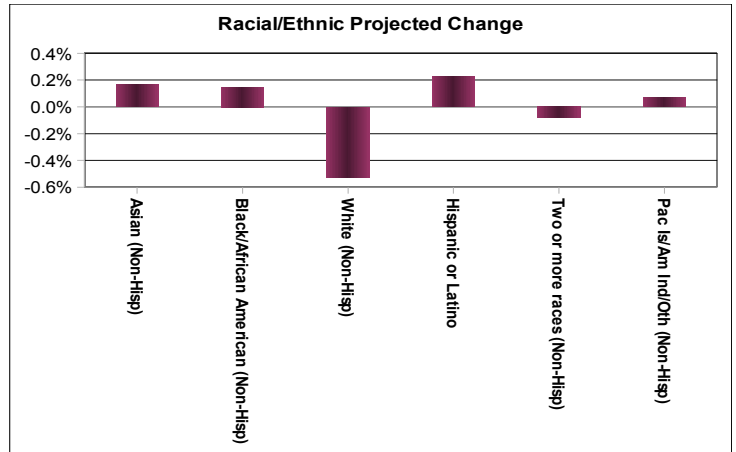
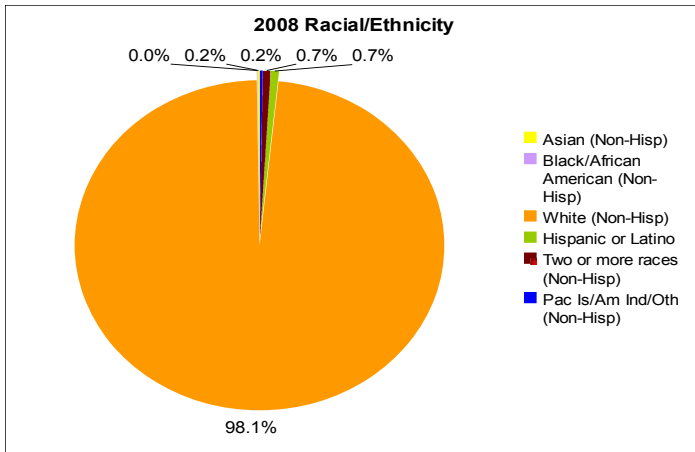


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Study Area: 5 mile Radius

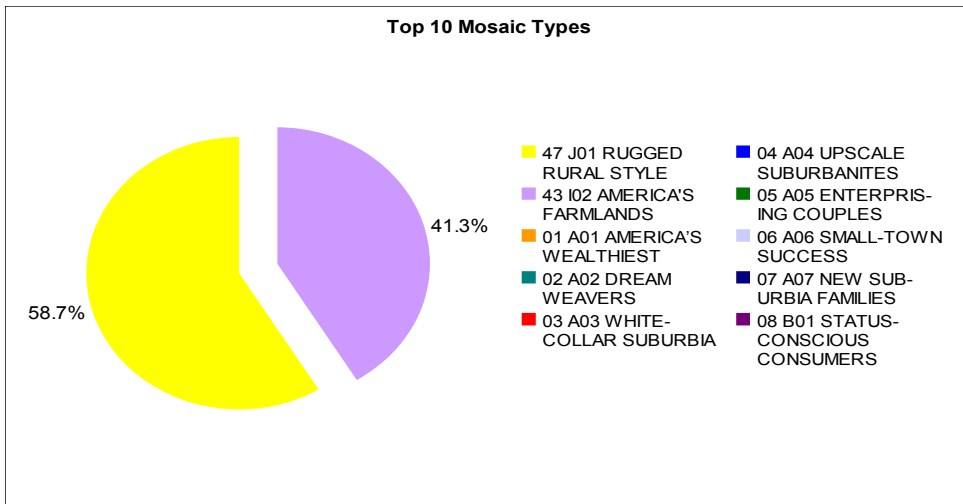
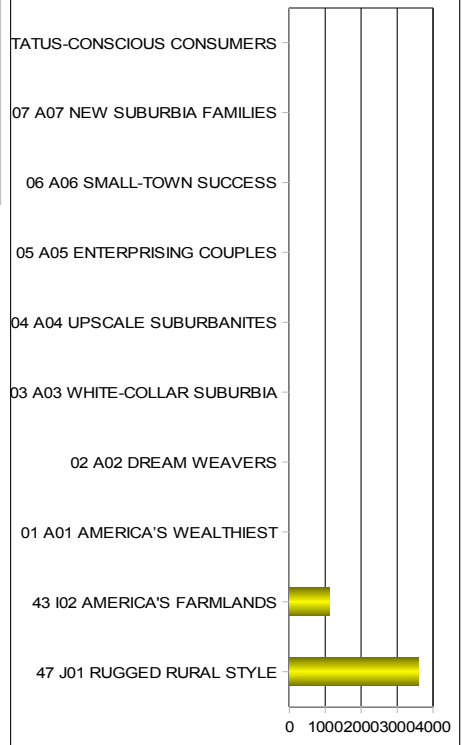
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	4	0.2%	5	0.2%	9	0.3%	0.2%
Black/African American (Non-Hisp)	1	0.0%	1	0.0%	5	0.2%	0.1%
White (Non-Hisp)	2,180	98.3%	2,399	98.1%	2,529	97.8%	-0.5%
Hispanic or Latino	13	0.6%	18	0.7%	21	0.8%	0.2%
Two or more races (Non-Hisp)	13	0.6%	16	0.7%	13	0.5%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	7	0.3%	6	0.2%	10	0.4%	0.1%
<b>Totals:</b>	<b>2,218</b>	<b>100.0%</b>	<b>2,445</b>	<b>100.0%</b>	<b>2,587</b>	<b>100.0%</b>	

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%
<b>5,922,256</b>	<b>100.0%</b>



Mosaic	2008 Study Area		2008 MO		Comparative Index
47 J01 RUGGED RURAL STYLE	549	58.7%	38,065	1.6%	3610
43 I02 AMERICA'S FARMLANDS	386	41.3%	86,001	3.7%	1123
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.