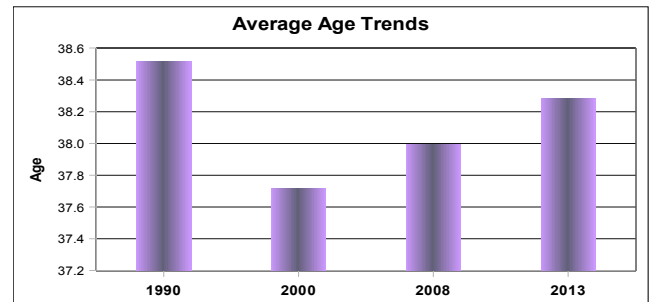
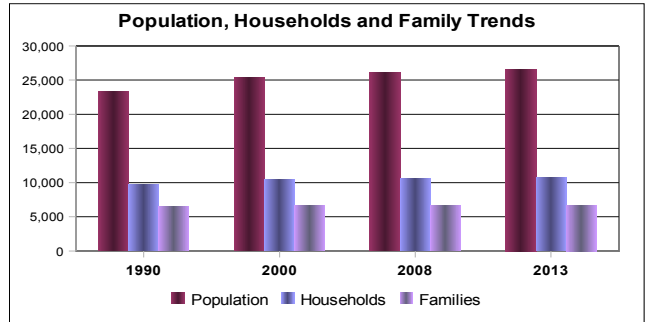




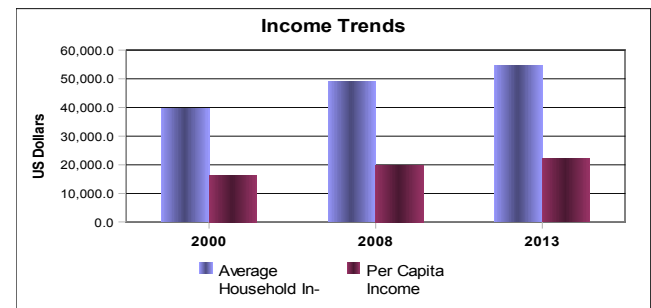
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	23,335	25,345	26,105	26,599
Population Change		2,010	760	494
Percent Change		8.6%	3.0%	1.9%
Average Annual Change		0.9%	0.4%	0.4%
<b>Households</b>	9,710	10,442	10,612	10,727
Households Change		732	170	115
Percent Change		7.5%	1.6%	1.1%
Average Annual Change		0.8%	0.2%	0.2%
<b>Population / Households</b>	2.4	2.4	2.5	2.5
Population / Households Change		0.02	0.03	0.02
Percent Change		1.00%	1.35%	0.80%
<b>Families</b>	6,456	6,618	6,664	6,702
Families Change		162	46	38
Percent Change		2.5%	0.7%	0.6%
Average Annual Change		0.3%	0.1%	0.1%

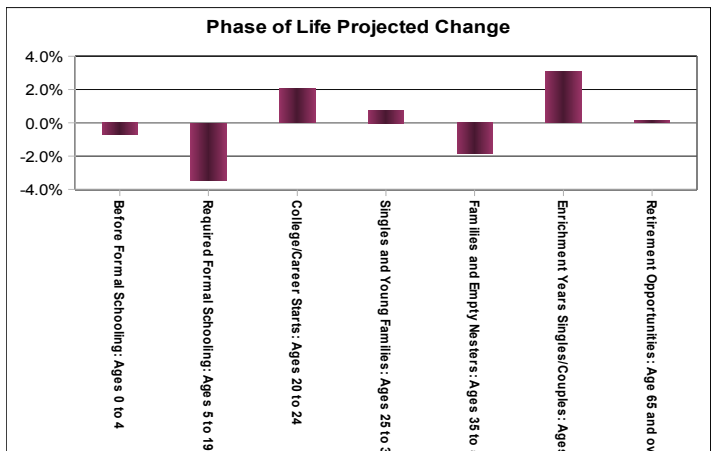
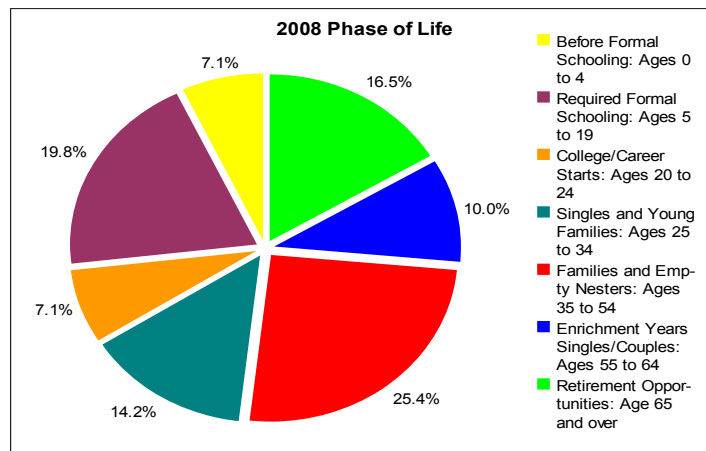


Age	1990	2000	2008	2013
<b>Average Age</b>	38.5	37.7	38.0	38.3
Average Age Change		-0.80	0.28	0.29
Percent Change		-2.1%	0.7%	0.8%



Income	2000	2008	2013
<b>Average Household Income</b>	39,729.6	49,095.0	54,687.9
Average Household Income Change		9,365.41	5,592.85
Percent Change		23.6%	11.4%
<b>Per Capita Income</b>	16,368.4	19,957.7	22,054.8
Per Capita Income Change		3,589.34	2,097.12
Percent Change		21.9%	10.5%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	1,835	7.2%	1,841	7.1%	1,738	6.5%	-0.7%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	5,801	22.9%	5,166	19.8%	5,175	19.5%	-3.4%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	1,382	5.5%	1,865	7.1%	1,993	7.5%	2.0%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	3,276	12.9%	3,704	14.2%	3,639	13.7%	0.8%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	6,712	26.5%	6,622	25.4%	6,544	24.6%	-1.9%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	2,156	8.5%	2,609	10.0%	3,081	11.6%	3.1%	679,753	11.5%
Retirement Opportunities: Age 65 and over	4,184	16.5%	4,297	16.5%	4,430	16.7%	0.1%	814,449	13.8%
<b>Totals:</b>	<b>25,346</b>	<b>100%</b>	<b>26,104</b>	<b>100%</b>	<b>26,600</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

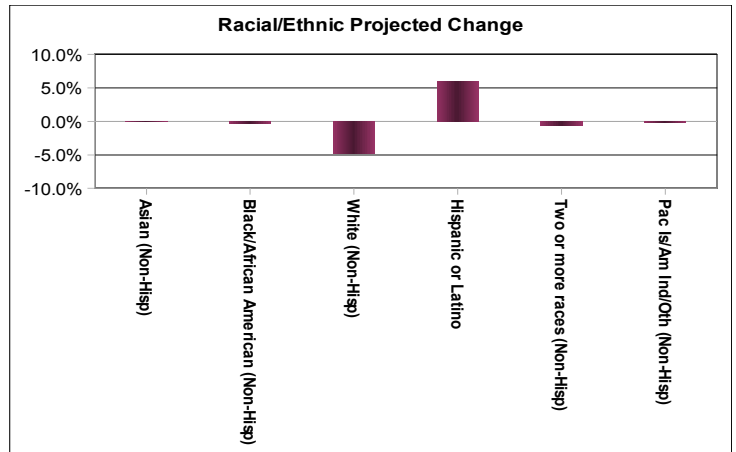
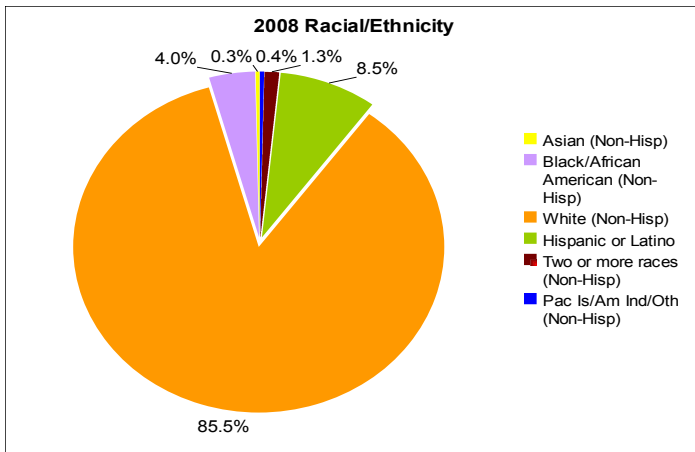


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Study Area: 5 mile Radius

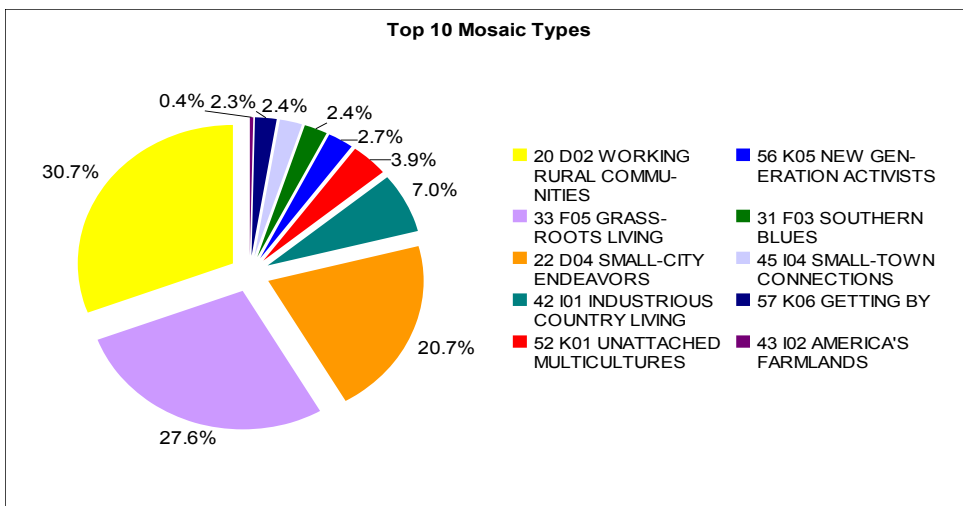
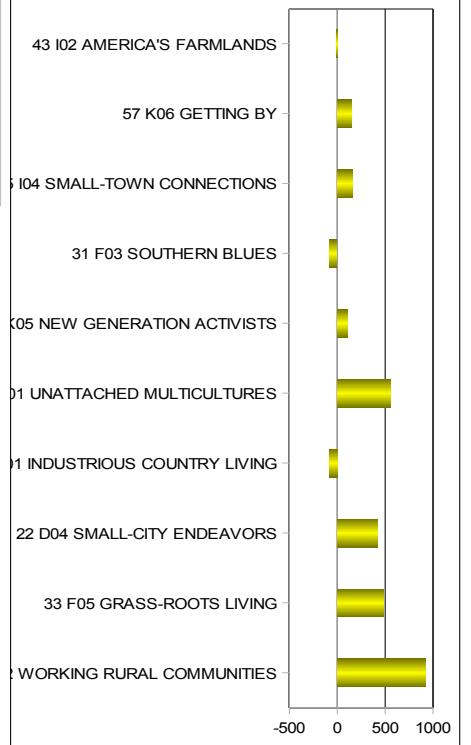
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	116	0.5%	91	0.3%	105	0.4%	-0.1%
Black/African American (Non-Hisp)	1,080	4.3%	1,041	4.0%	1,040	3.9%	-0.4%
White (Non-Hisp)	22,421	88.5%	22,320	85.5%	22,244	83.6%	-4.8%
Hispanic or Latino	1,209	4.8%	2,223	8.5%	2,873	10.8%	6.0%
Two or more races (Non-Hisp)	397	1.6%	334	1.3%	249	0.9%	-0.6%
Pac Is/Am Ind/Oth (Non-Hisp)	122	0.5%	95	0.4%	88	0.3%	-0.2%
<b>Totals:</b>	<b>25,345</b>	<b>100.0%</b>	<b>26,104</b>	<b>100.0%</b>	<b>26,599</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
20 D02 WORKING RURAL COMMUNITIES	3,263	30.7%	77,967	3.3%	923
33 F05 GRASS-ROOTS LIVING	2,925	27.6%	133,751	5.7%	482
22 D04 SMALL-CITY ENDEAVORS	2,199	20.7%	116,058	5.0%	418
42 I01 INDUSTRIOUS COUNTRY LIVING	742	7.0%	196,037	8.4%	83
52 K01 UNATTACHED MULTICULTURES	419	3.9%	16,617	0.7%	556
56 K05 NEW GENERATION ACTIVISTS	283	2.7%	58,044	2.5%	108
31 F03 SOUTHERN BLUES	254	2.4%	71,254	3.0%	79
45 I04 SMALL-TOWN CONNECTIONS	250	2.4%	33,549	1.4%	164
57 K06 GETTING BY	240	2.3%	36,015	1.5%	147
43 I02 AMERICA'S FARMLANDS	38	0.4%	86,001	3.7%	10

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.