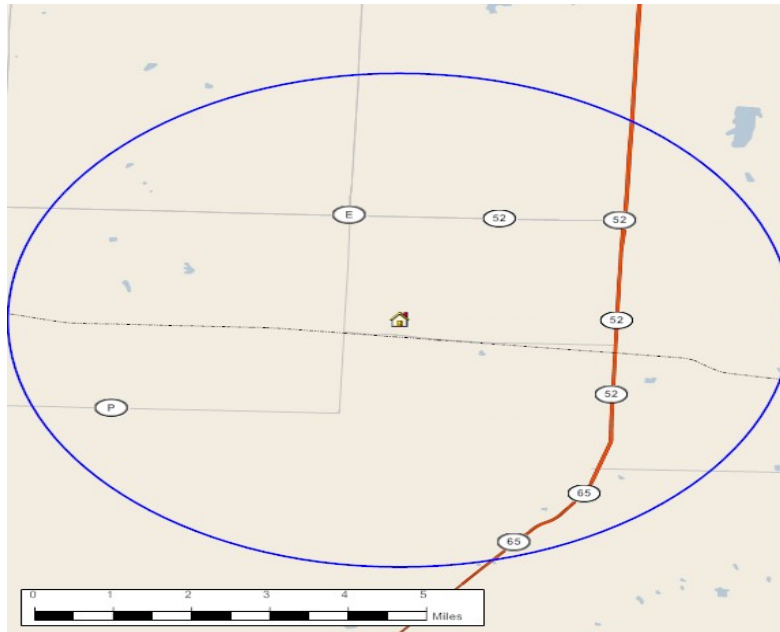


Prepared for: Missouri Conference UMC

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

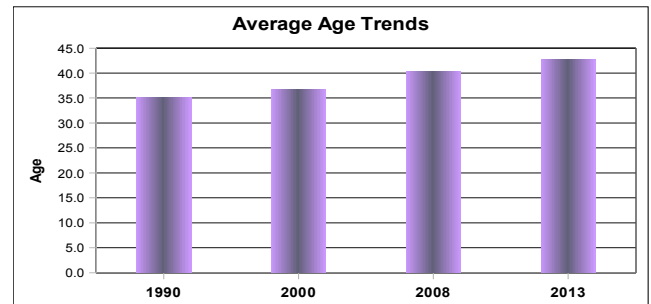
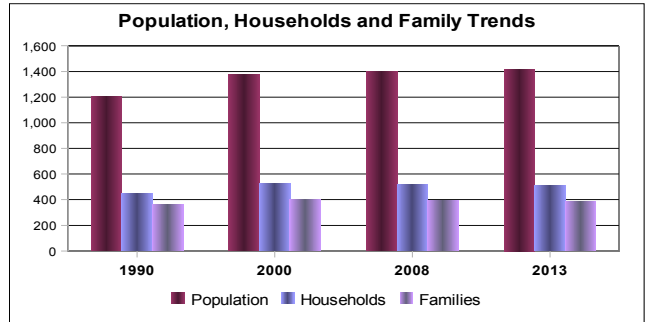
Study Area



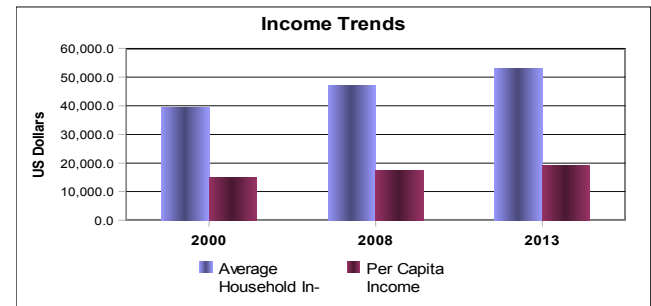
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,207	1,379	1,401	1,418
Population Change		172	22	17
Percent Change		14.3%	1.6%	1.2%
Average Annual Change		1.4%	0.2%	0.2%
Households	445	529	517	511
Households Change		84	-12	-6
Percent Change		18.9%	-2.3%	-1.2%
Average Annual Change		1.9%	-0.3%	-0.2%
Population / Households	2.7	2.6	2.7	2.8
Population / Households Change		-0.11	0.10	0.07
Percent Change		-3.89%	3.95%	2.40%
Families	361	405	392	385
Families Change		44	-13	-7
Percent Change		12.2%	-3.2%	-1.8%
Average Annual Change		1.2%	-0.4%	-0.4%

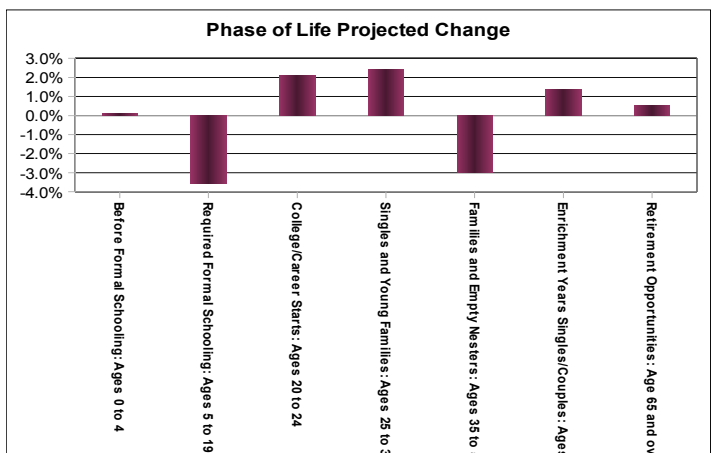
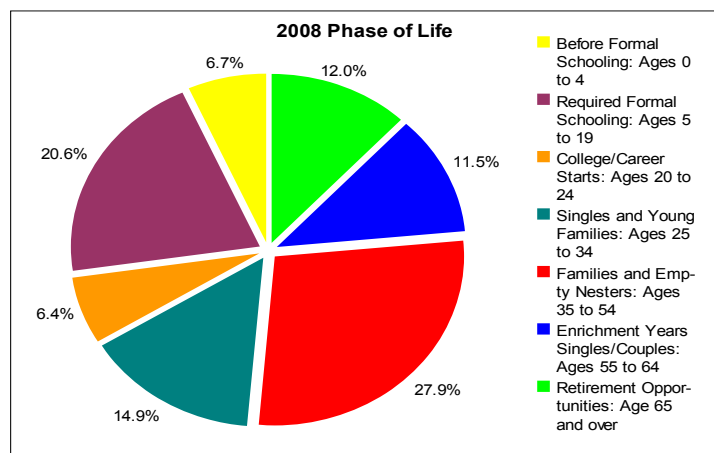


Age	1990	2000	2008	2013
Average Age	35.1	36.7	40.3	42.7
Average Age Change		1.57	3.61	2.39
Percent Change		4.5%	9.8%	5.9%



Income	2000	2008	2013
Average Household Income	39,393.3	47,311.7	53,093.2
Average Household Income Change		7,918.36	5,781.46
Percent Change		20.1%	12.2%
Per Capita Income	15,111.7	17,459.1	19,133.0
Per Capita Income Change		2,347.33	1,673.94
Percent Change		15.5%	9.6%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	92	6.7%	94	6.7%	96	6.8%	0.1%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	327	23.7%	288	20.6%	285	20.1%	-3.6%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	61	4.4%	90	6.4%	93	6.6%	2.1%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	166	12.0%	209	14.9%	205	14.5%	2.4%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	414	30.0%	390	27.9%	383	27.0%	-3.0%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	154	11.2%	161	11.5%	178	12.6%	1.4%	679,753	11.5%
Retirement Opportunities: Age 65 and over	165	12.0%	168	12.0%	177	12.5%	0.5%	814,449	13.8%
Totals:	1,379	100%	1,400	100%	1,417	100%		5,922,256	100.0%

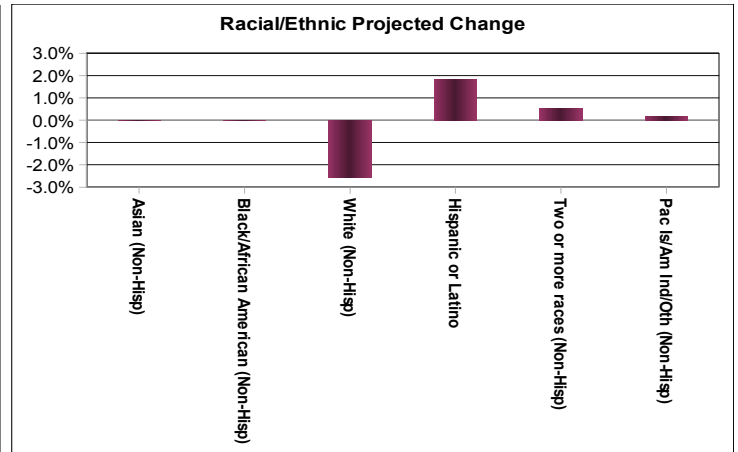
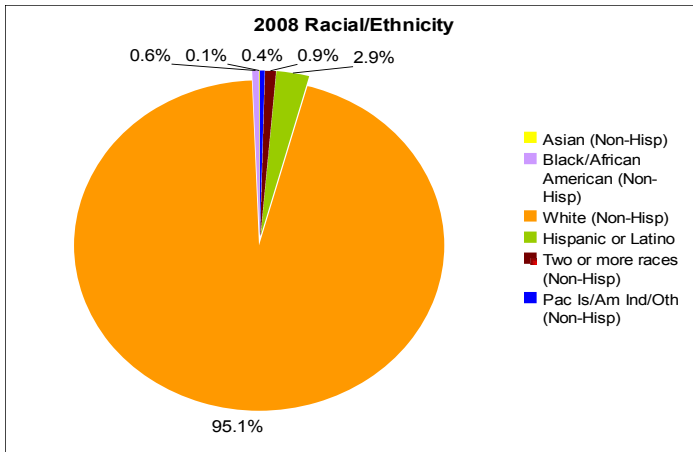


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

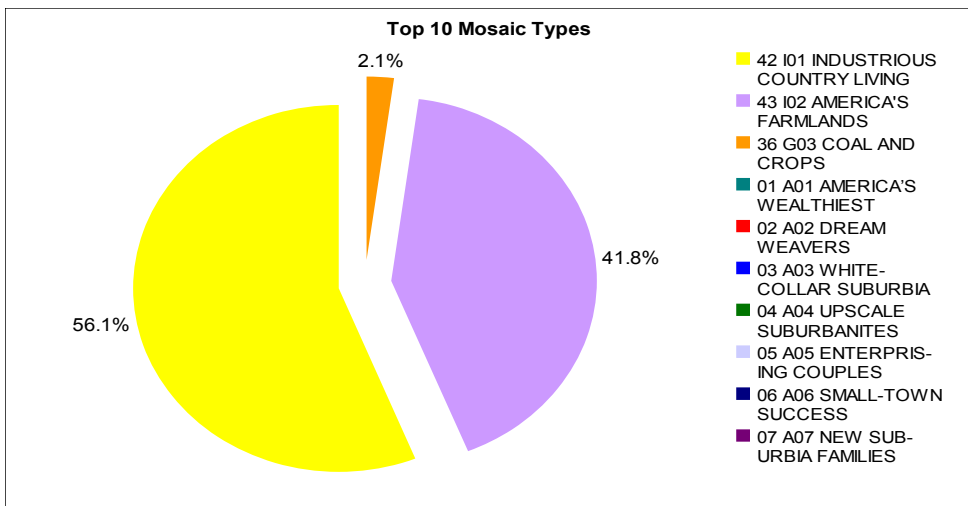
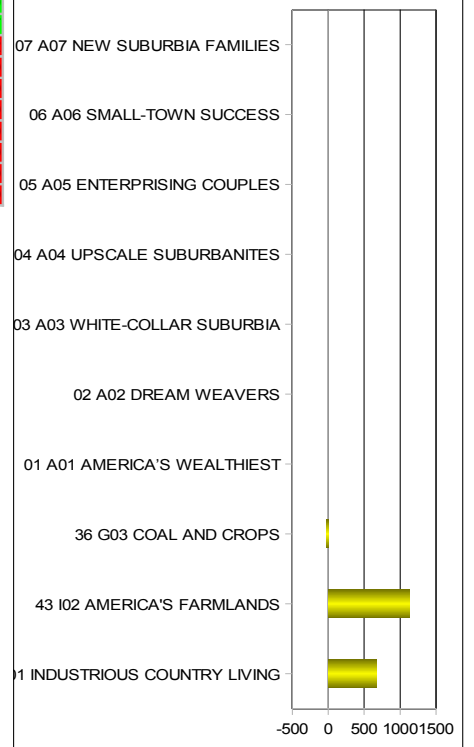
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	2	0.1%	1	0.1%	2	0.1%	0.0%
Black/African American (Non-Hisp)	9	0.7%	8	0.6%	9	0.6%	0.0%
White (Non-Hisp)	1,328	96.3%	1,334	95.1%	1,329	93.7%	-2.6%
Hispanic or Latino	23	1.7%	40	2.9%	50	3.5%	1.9%
Two or more races (Non-Hisp)	12	0.9%	13	0.9%	20	1.4%	0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	5	0.4%	6	0.4%	8	0.6%	0.2%
Totals:	1,379	100.0%	1,402	100.0%	1,418	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
42 I01 INDUSTRIOUS COUNTRY LIVING	290	56.1%	196,037	8.4%	670
43 I02 AMERICA'S FARMLANDS	216	41.8%	86,001	3.7%	1137
36 G03 COAL AND CROPS	11	2.1%	153,940	6.6%	32
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

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.