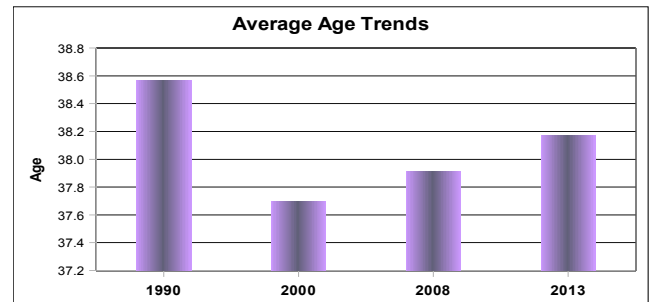
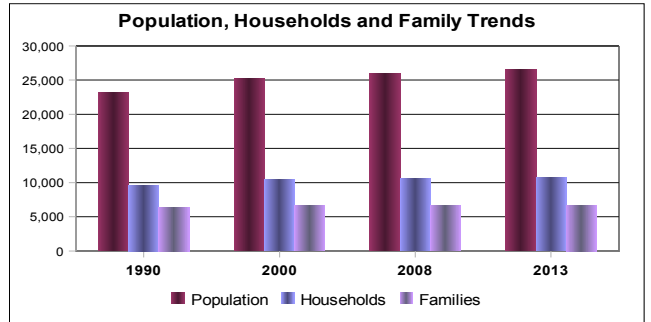


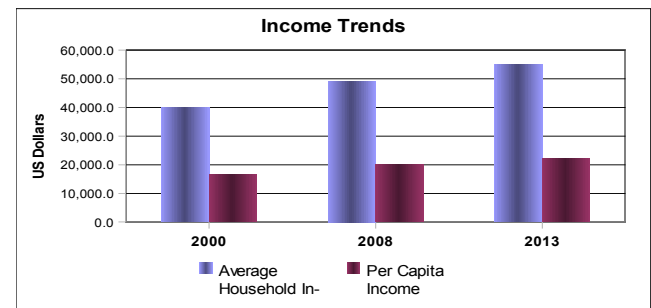
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	23,136	25,206	26,027	26,554
Population Change		2,070	821	527
Percent Change		8.9%	3.3%	2.0%
Average Annual Change		0.9%	0.4%	0.4%
Households	9,634	10,404	10,596	10,723
Households Change		770	192	127
Percent Change		8.0%	1.8%	1.2%
Average Annual Change		0.8%	0.2%	0.2%
Population / Households	2.4	2.4	2.5	2.5
Population / Households Change		0.02	0.03	0.02
Percent Change		0.88%	1.39%	0.82%
Families	6,401	6,593	6,657	6,704
Families Change		192	64	47
Percent Change		3.0%	1.0%	0.7%
Average Annual Change		0.3%	0.1%	0.1%

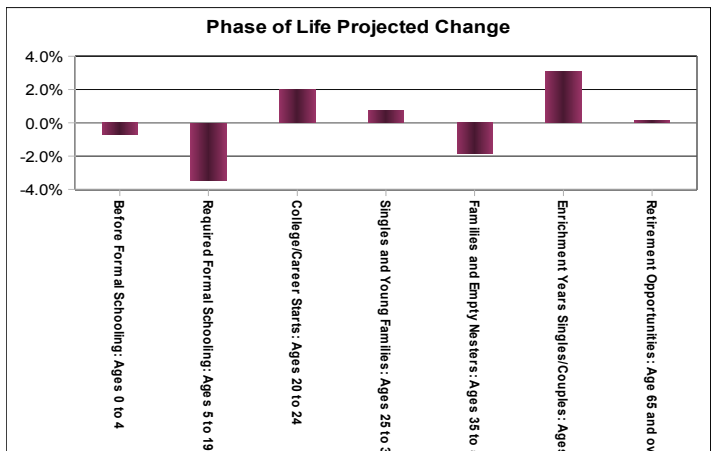
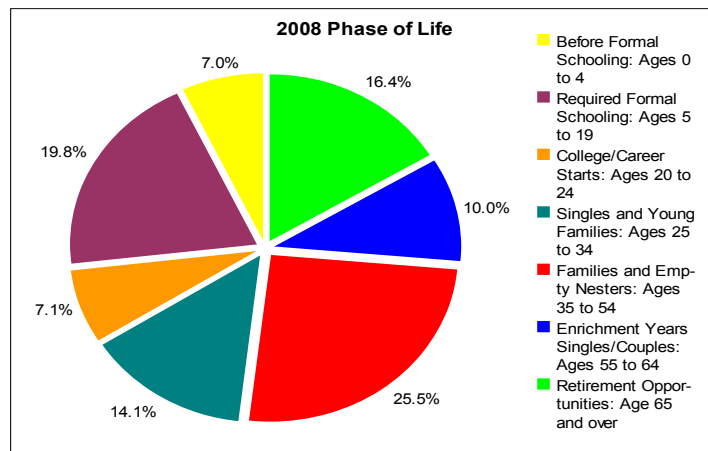


Age	1990	2000	2008	2013
Average Age	38.6	37.7	37.9	38.2
Average Age Change		-0.87	0.22	0.26
Percent Change		-2.3%	0.6%	0.7%



Income	2000	2008	2013
Average Household Income	39,952.0	49,220.7	54,857.6
Average Household Income Change		9,268.75	5,636.90
Percent Change		23.2%	11.5%
Per Capita Income	16,490.5	20,038.5	22,152.5
Per Capita Income Change		3,548.00	2,114.00
Percent Change		21.5%	10.5%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	1,822	7.2%	1,833	7.0%	1,732	6.5%	-0.7%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	5,773	22.9%	5,156	19.8%	5,171	19.5%	-3.4%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	1,372	5.4%	1,856	7.1%	1,985	7.5%	2.0%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	3,250	12.9%	3,681	14.1%	3,620	13.6%	0.7%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	6,698	26.6%	6,632	25.5%	6,563	24.7%	-1.9%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	2,152	8.5%	2,611	10.0%	3,088	11.6%	3.1%	679,753	11.5%
Retirement Opportunities: Age 65 and over	4,139	16.4%	4,258	16.4%	4,396	16.6%	0.1%	814,449	13.8%
Totals:	25,206	100%	26,027	100%	26,555	100%		5,922,256	100.0%

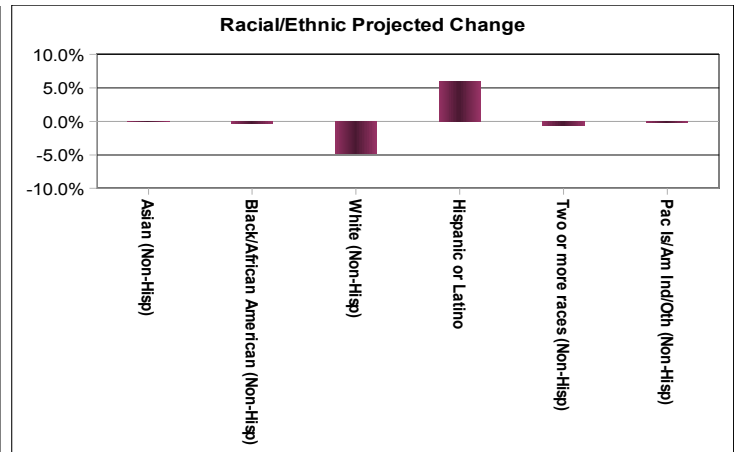
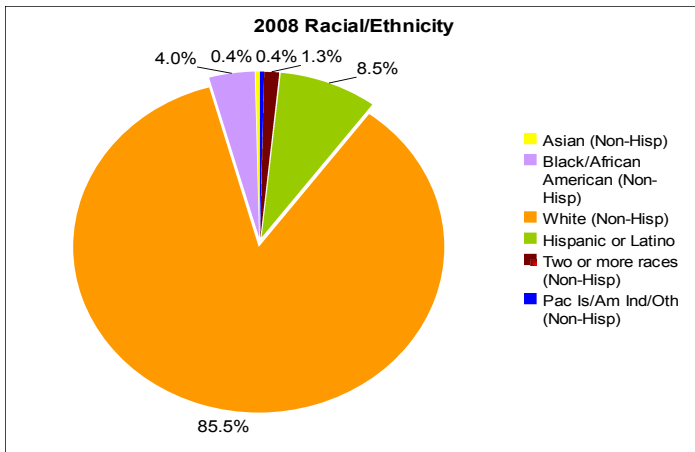


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

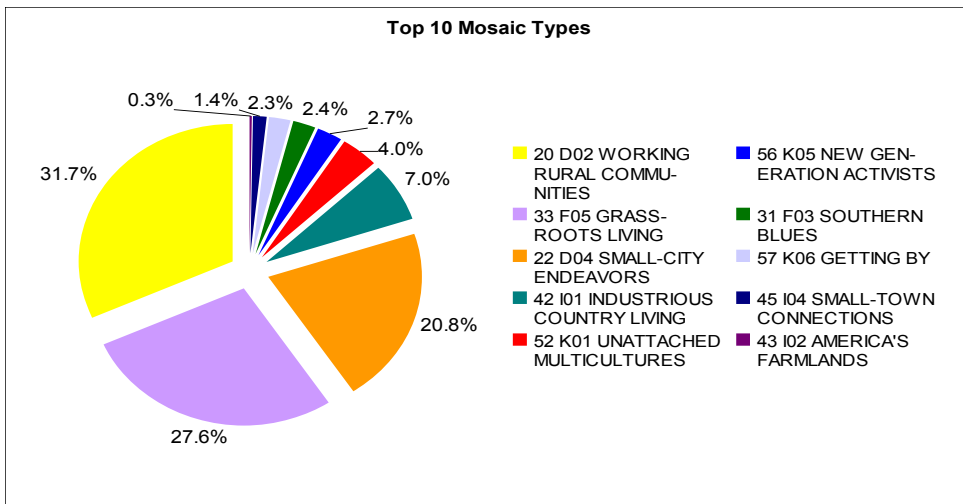
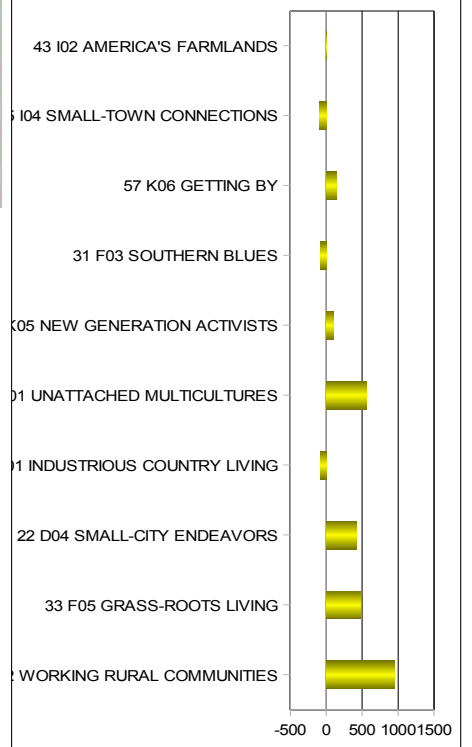
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	117	0.5%	93	0.4%	107	0.4%	-0.1%
Black/African American (Non-Hisp)	1,070	4.2%	1,032	4.0%	1,031	3.9%	-0.4%
White (Non-Hisp)	22,299	88.5%	22,258	85.5%	22,214	83.7%	-4.8%
Hispanic or Latino	1,207	4.8%	2,220	8.5%	2,870	10.8%	6.0%
Two or more races (Non-Hisp)	393	1.6%	330	1.3%	246	0.9%	-0.6%
Pac Is/Am Ind/Oth (Non-Hisp)	120	0.5%	94	0.4%	86	0.3%	-0.2%
Totals:	25,206	100.0%	26,027	100.0%	26,554	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
20 D02 WORKING RURAL COMMUNITIES	3,362	31.7%	77,967	3.3%	952
33 F05 GRASS-ROOTS LIVING	2,925	27.6%	133,751	5.7%	483
22 D04 SMALL-CITY ENDEAVORS	2,199	20.8%	116,058	5.0%	418
42 I01 INDUSTRIOUS COUNTRY LIVING	737	7.0%	196,037	8.4%	83
52 K01 UNATTACHED MULTICULTURES	419	4.0%	16,617	0.7%	557
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
57 K06 GETTING BY	240	2.3%	36,015	1.5%	147
45 I04 SMALL-TOWN CONNECTIONS	151	1.4%	33,549	1.4%	99
43 I02 AMERICA'S FARMLANDS	27	0.3%	86,001	3.7%	7

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.