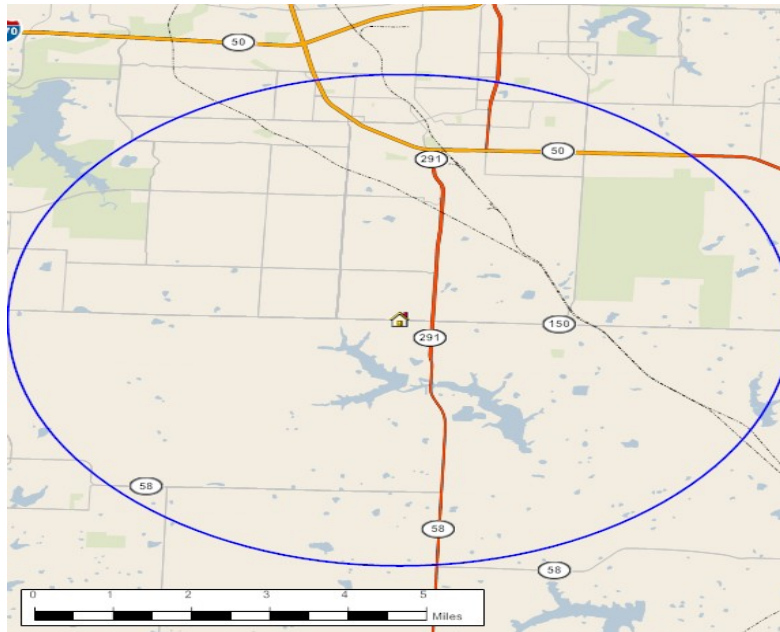


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Study Area: 5 mile Radius
Base State MO
Current Year 2008
5 Year Projection 2013
6/16/2009

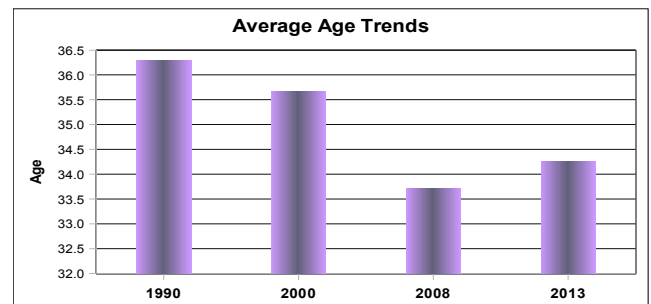
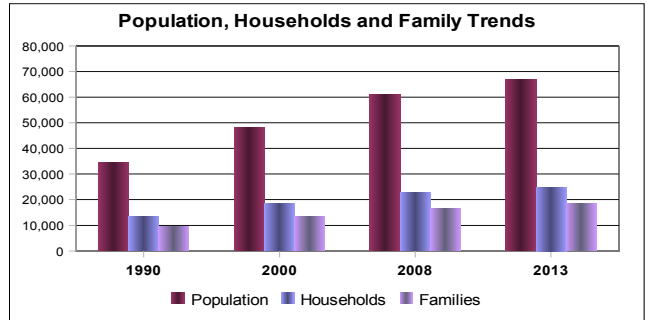
Study Area



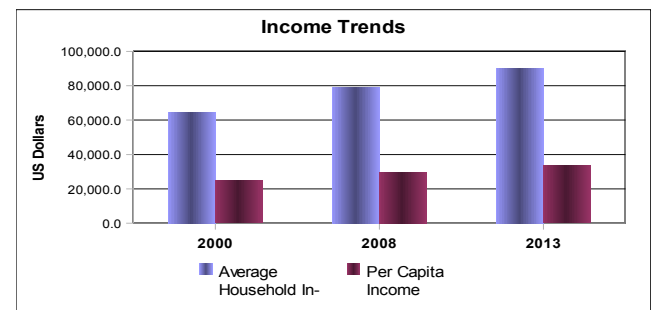
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	34,396	48,010	60,836	66,900
Population Change		13,614	12,826	6,064
Percent Change		39.6%	26.7%	10.0%
Average Annual Change		4.0%	3.3%	2.0%
Households	13,441	18,449	22,812	24,902
Households Change		5,008	4,363	2,090
Percent Change		37.3%	23.6%	9.2%
Average Annual Change		3.7%	3.0%	1.8%
Population / Households	2.6	2.6	2.7	2.7
Population / Households Change		0.04	0.06	0.02
Percent Change		1.69%	2.48%	0.74%
Families	9,498	13,271	16,775	18,398
Families Change		3,773	3,504	1,623
Percent Change		39.7%	26.4%	9.7%
Average Annual Change		4.0%	3.3%	1.9%

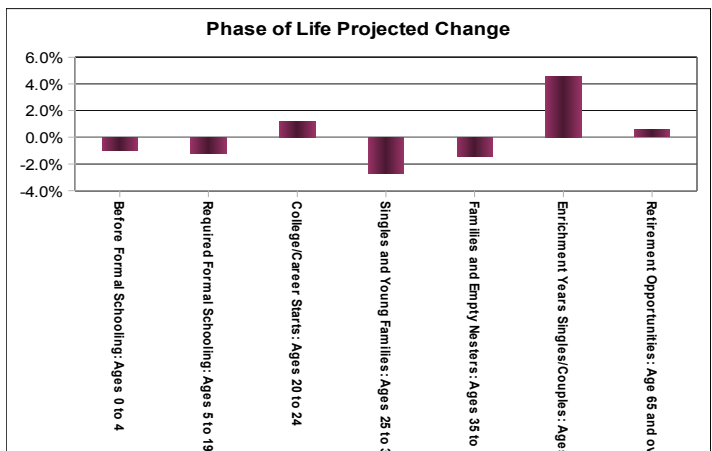
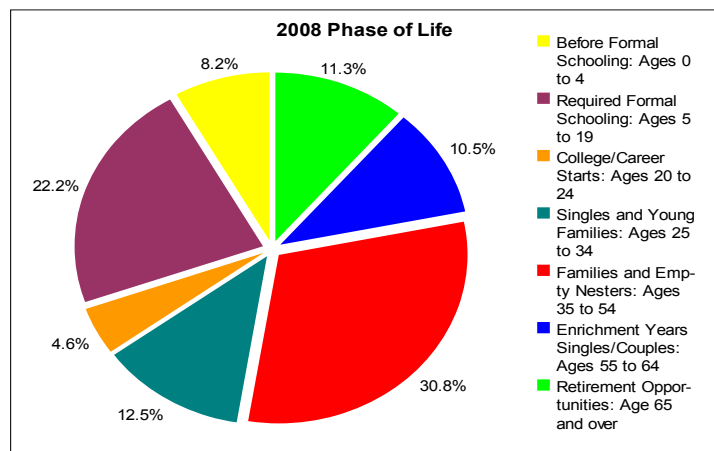


Age	1990	2000	2008	2013
Average Age	36.3	35.7	33.7	34.3
Average Age Change		-0.61	-1.95	0.54
Percent Change		-1.7%	-5.5%	1.6%



Income	2000	2008	2013
Average Household Income	64,625.1	79,276.5	90,470.6
Average Household Income Change		14,651.42	11,194.17
Percent Change		22.7%	14.1%
Per Capita Income	24,833.7	29,726.7	33,675.6
Per Capita Income Change		4,892.99	3,948.91
Percent Change		19.7%	13.3%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	3,863	8.0%	4,996	8.2%	4,726	7.1%	-1.0%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	11,274	23.5%	13,490	22.2%	14,888	22.3%	-1.2%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	1,751	3.6%	2,779	4.6%	3,245	4.9%	1.2%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	6,976	14.5%	7,578	12.5%	7,922	11.8%	-2.7%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	14,693	30.6%	18,711	30.8%	19,479	29.1%	-1.5%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	3,669	7.6%	6,378	10.5%	8,194	12.2%	4.6%	679,753	11.5%
Retirement Opportunities: Age 65 and over	5,783	12.0%	6,904	11.3%	8,446	12.6%	0.6%	814,449	13.8%
Totals:	48,009	100%	60,836	100%	66,900	100%		5,922,256	100.0%

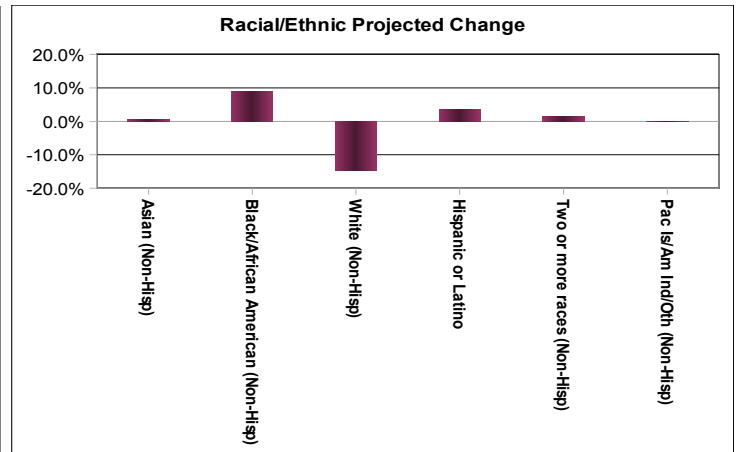
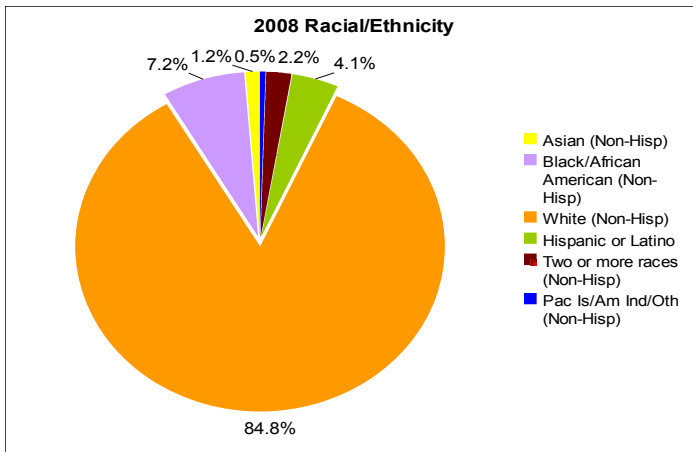


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Study Area: 5 mile Radius

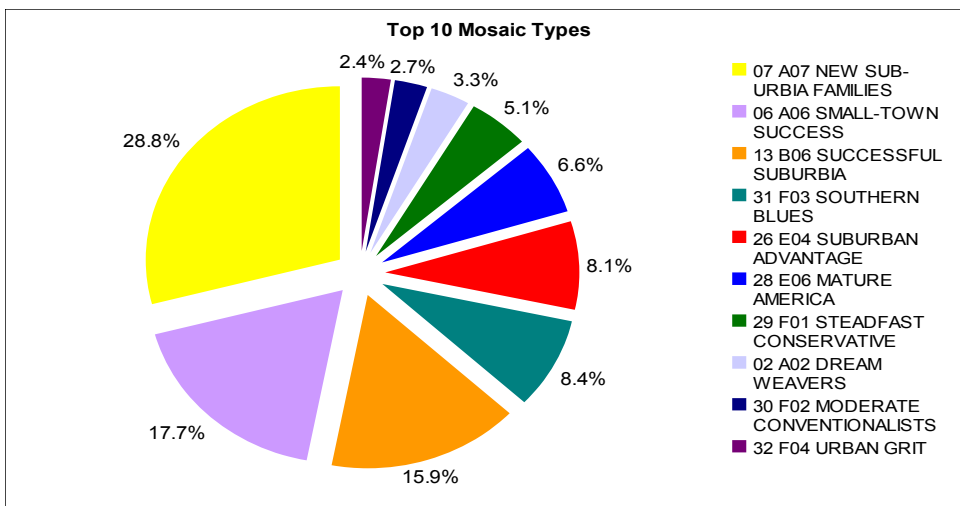
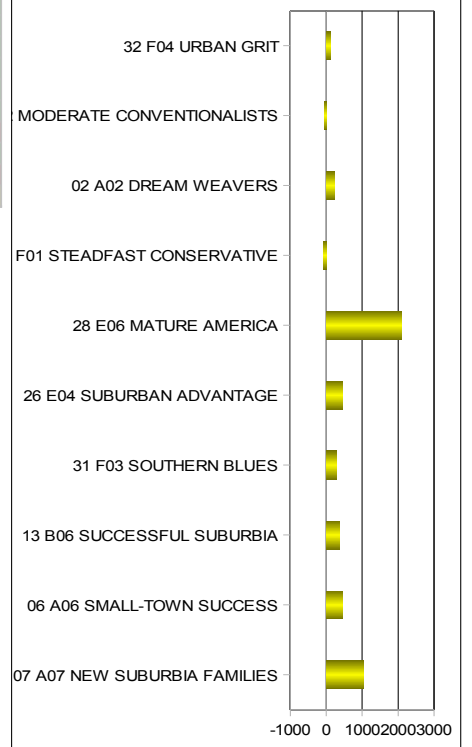
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	348	0.7%	738	1.2%	992	1.5%	0.8%
Black/African American (Non-Hisp)	1,258	2.6%	4,383	7.2%	7,746	11.6%	9.0%
White (Non-Hisp)	44,677	93.1%	51,598	84.8%	52,377	78.3%	-14.8%
Hispanic or Latino	908	1.9%	2,480	4.1%	3,663	5.5%	3.6%
Two or more races (Non-Hisp)	589	1.2%	1,337	2.2%	1,775	2.7%	1.4%
Pac Is/Am Ind/Oth (Non-Hisp)	231	0.5%	300	0.5%	347	0.5%	0.0%
Totals:	48,011	100.0%	60,836	100.0%	66,900	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
07 A07 NEW SUBURBIA FAMILIES	6,577	28.8%	64,415	2.8%	1048
06 A06 SMALL-TOWN SUCCESS	4,037	17.7%	89,008	3.8%	465
13 B06 SUCCESSFUL SUBURBIA	3,620	15.9%	101,782	4.3%	365
31 F03 SOUTHERN BLUES	1,916	8.4%	71,254	3.0%	276
26 E04 SUBURBAN ADVANTAGE	1,858	8.1%	41,512	1.8%	459
28 E06 MATURE AMERICA	1,511	6.6%	7,377	0.3%	2101
29 F01 STEADFAST CONSERVATIVE	1,160	5.1%	135,425	5.8%	88
02 A02 DREAM WEAVERS	743	3.3%	34,142	1.5%	223
30 F02 MODERATE CONVENTIONALISTS	610	2.7%	134,459	5.7%	47
32 F04 URBAN GRIT	543	2.4%	49,276	2.1%	113

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.