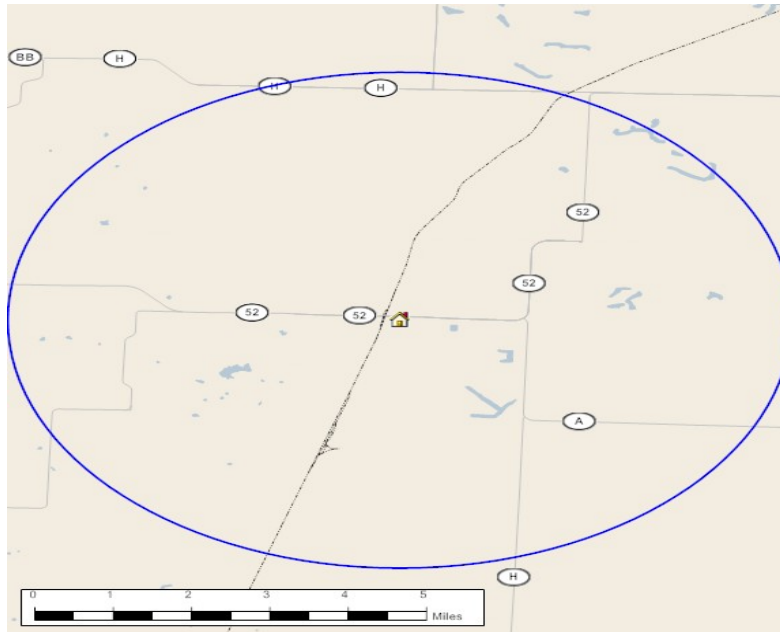


Prepared for: Missouri Conference UMC

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

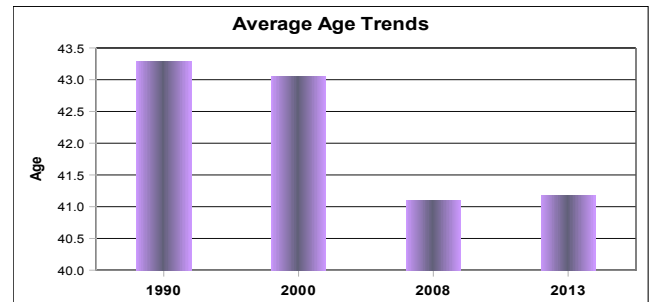
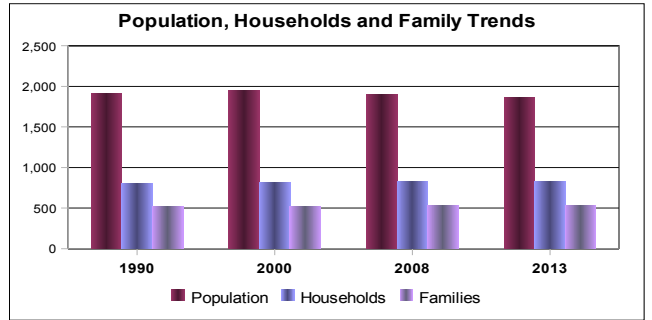
Study Area



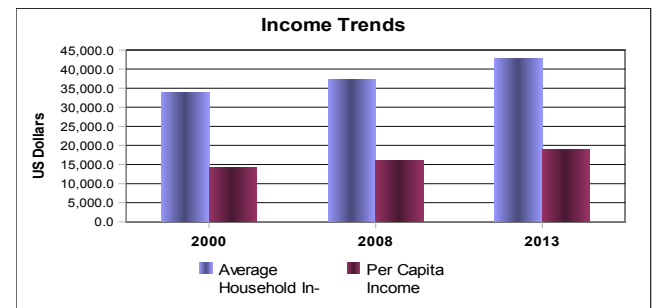
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,911	1,947	1,898	1,868
Population Change		36	-49	-30
Percent Change		1.9%	-2.5%	-1.6%
Average Annual Change		0.2%	-0.3%	-0.3%
Households	807	813	824	832
Households Change		6	11	8
Percent Change		0.7%	1.4%	1.0%
Average Annual Change		0.1%	0.2%	0.2%
Population / Households	2.4	2.4	2.3	2.2
Population / Households Change		0.03	-0.09	-0.06
Percent Change		1.13%	-3.82%	-2.53%
Families	517	524	531	534
Families Change		7	7	3
Percent Change		1.4%	1.3%	0.6%
Average Annual Change		0.1%	0.2%	0.1%

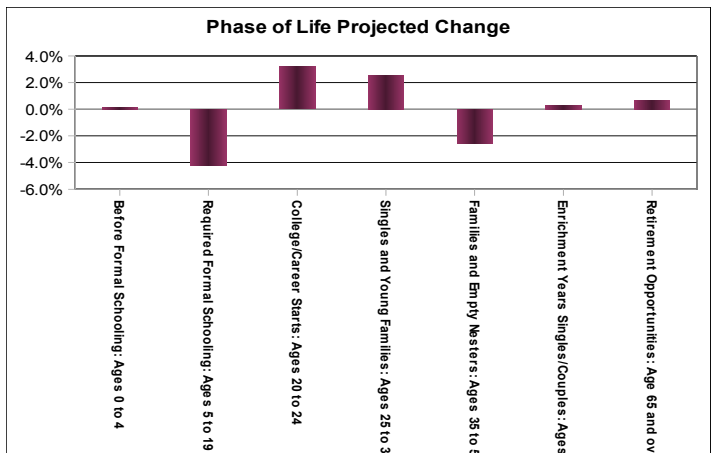
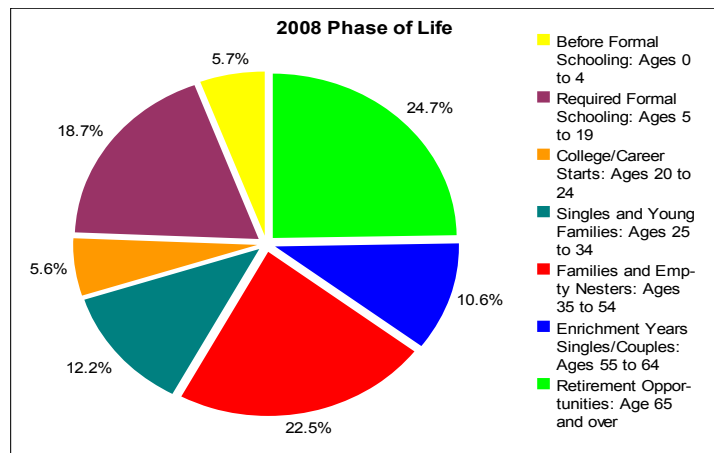


Age	1990	2000	2008	2013
Average Age	43.3	43.1	41.1	41.2
Average Age Change		-0.23	-1.96	0.08
Percent Change		-0.5%	-4.5%	0.2%



Income	2000	2008	2013
Average Household Income	33,849.0	37,235.2	42,772.7
Average Household Income Change		3,386.23	5,537.46
Percent Change		10.0%	14.9%
Per Capita Income	14,134.2	16,165.4	19,050.8
Per Capita Income Change		2,031.17	2,885.45
Percent Change		14.4%	17.8%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	115	5.9%	108	5.7%	113	6.0%	0.1%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	430	22.1%	354	18.7%	333	17.8%	-4.3%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	56	2.9%	107	5.6%	113	6.0%	3.2%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	194	10.0%	231	12.2%	234	12.5%	2.6%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	467	24.0%	426	22.5%	400	21.4%	-2.6%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	206	10.6%	202	10.6%	203	10.9%	0.3%	679,753	11.5%
Retirement Opportunities: Age 65 and over	479	24.6%	469	24.7%	472	25.3%	0.7%	814,449	13.8%
Totals:	1,947	100%	1,897	100%	1,868	100%		5,922,256	100.0%

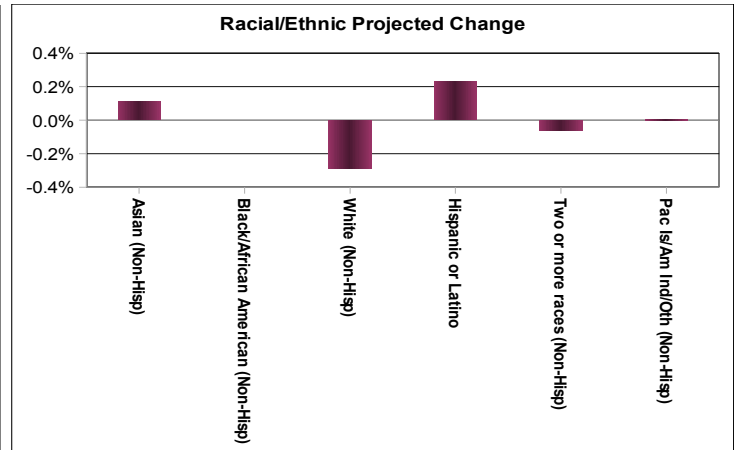
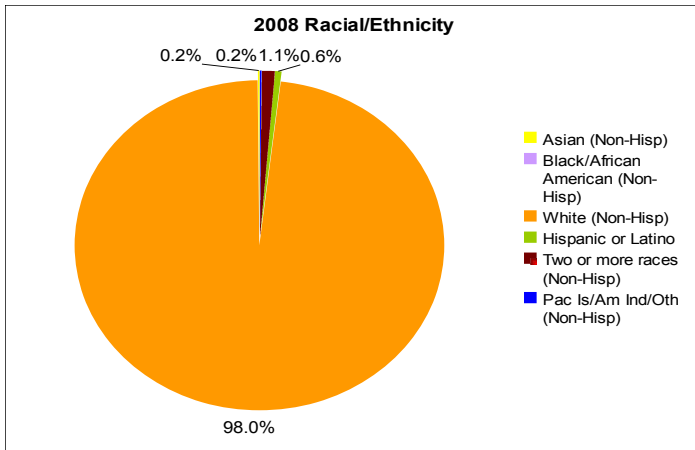


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Study Area: 5 mile Radius

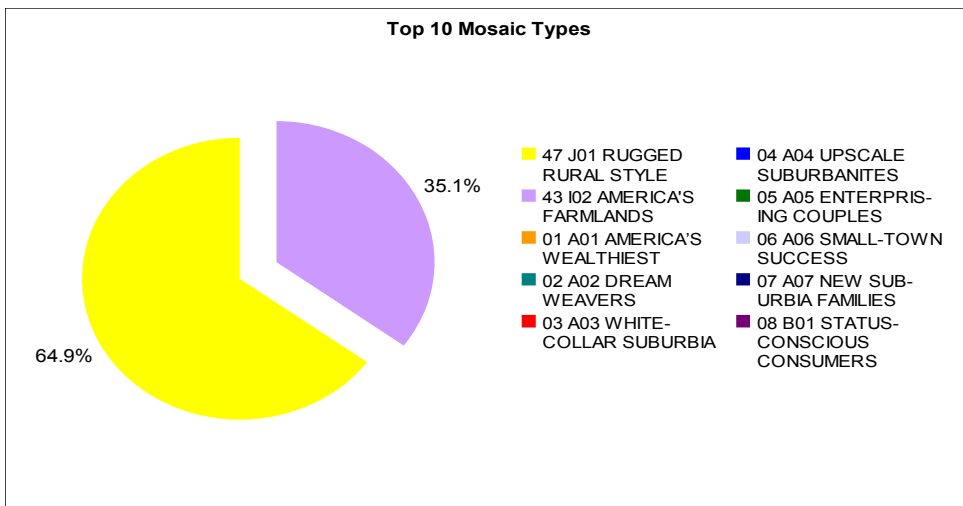
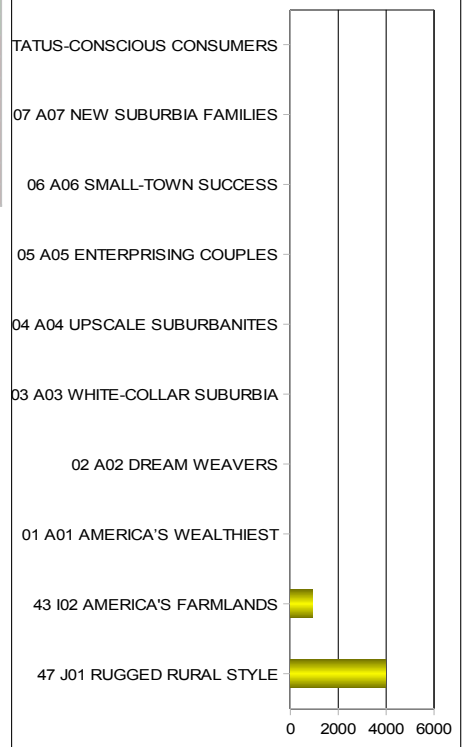
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	2	0.1%	3	0.2%	4	0.2%	0.1%
Black/African American (Non-Hisp)	0	0.0%	0	0.0%	0	0.0%	0.0%
White (Non-Hisp)	1,912	98.2%	1,860	98.0%	1,830	97.9%	-0.3%
Hispanic or Latino	8	0.4%	11	0.6%	12	0.6%	0.2%
Two or more races (Non-Hisp)	22	1.1%	21	1.1%	20	1.1%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	3	0.2%	3	0.2%	3	0.2%	0.0%
Totals:	1,947	100.0%	1,898	100.0%	1,869	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
47 J01 RUGGED RURAL STYLE	535	64.9%	38,065	1.6%	3992
43 I02 AMERICA'S FARMLANDS	289	35.1%	86,001	3.7%	954
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.