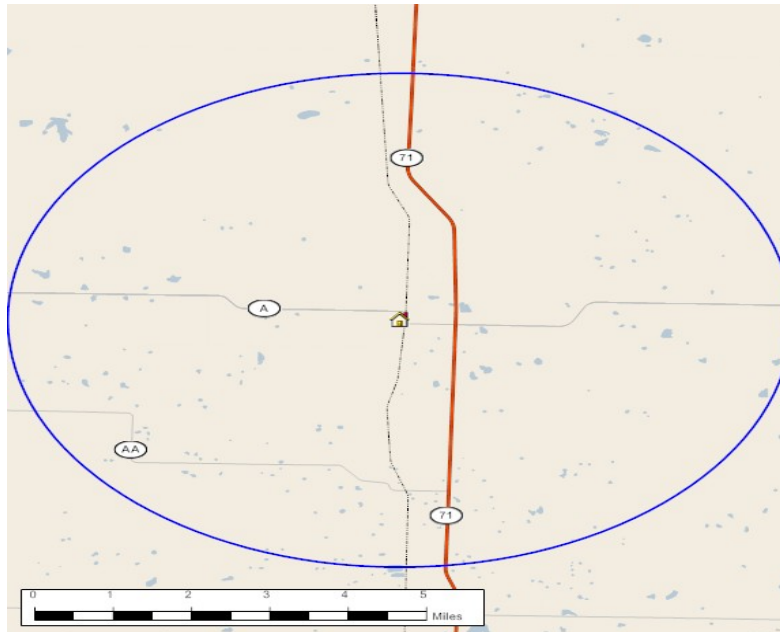


Prepared for: Missouri Conference UMC

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

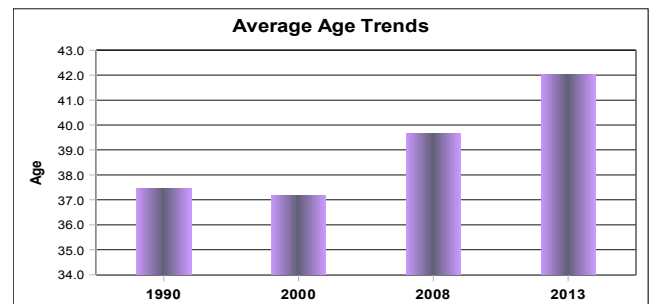
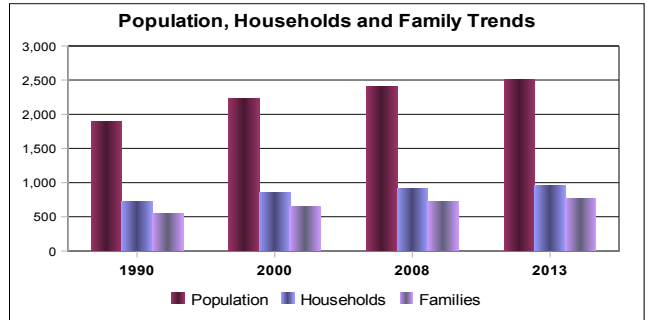
Study Area



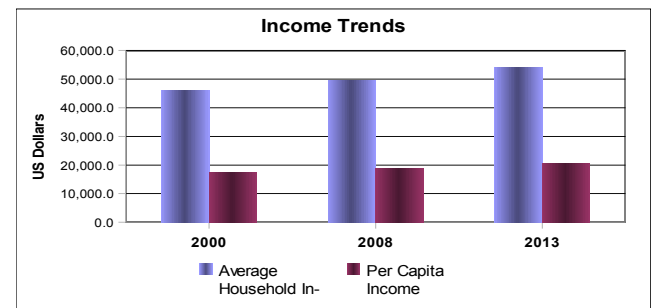
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,888	2,227	2,402	2,511
Population Change		339	175	109
Percent Change		18.0%	7.9%	4.5%
Average Annual Change		1.8%	1.0%	0.9%
Households	722	849	919	961
Households Change		127	70	42
Percent Change		17.6%	8.2%	4.6%
Average Annual Change		1.8%	1.0%	0.9%
Population / Households	2.6	2.6	2.6	2.6
Population / Households Change		0.01	-0.01	0.00
Percent Change		0.31%	-0.36%	-0.03%
Families	553	648	718	762
Families Change		95	70	44
Percent Change		17.2%	10.8%	6.1%
Average Annual Change		1.7%	1.4%	1.2%

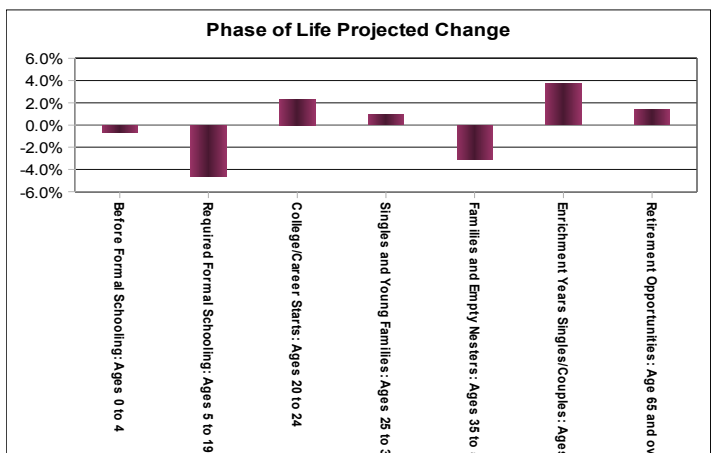
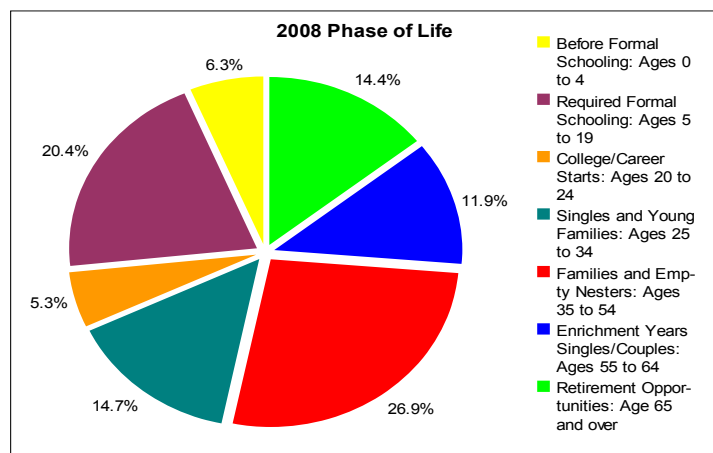


Age	1990	2000	2008	2013
Average Age	37.4	37.2	39.7	42.0
Average Age Change		-0.27	2.48	2.37
Percent Change		-0.7%	6.7%	6.0%



Income	2000	2008	2013
Average Household Income	46,156.3	49,727.1	54,151.9
Average Household Income Change		3,570.81	4,424.80
Percent Change		7.7%	8.9%
Per Capita Income	17,596.2	19,025.5	20,724.8
Per Capita Income Change		1,429.30	1,699.32
Percent Change		8.1%	8.9%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	149	6.7%	152	6.3%	151	6.0%	-0.7%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	534	24.0%	489	20.4%	485	19.3%	-4.7%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	66	3.0%	128	5.3%	133	5.3%	2.3%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	306	13.8%	354	14.7%	370	14.7%	1.0%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	623	28.0%	647	26.9%	625	24.9%	-3.1%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	229	10.3%	287	11.9%	353	14.1%	3.8%	679,753	11.5%
Retirement Opportunities: Age 65 and over	318	14.3%	345	14.4%	394	15.7%	1.4%	814,449	13.8%
Totals:	2,225	100%	2,402	100%	2,511	100%		5,922,256	100.0%

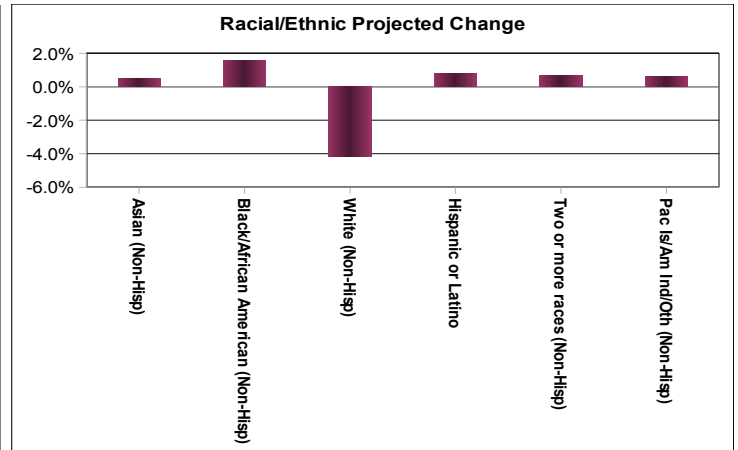
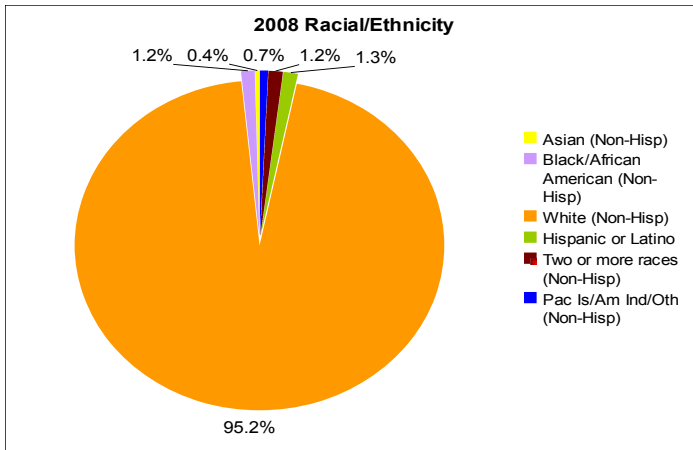


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

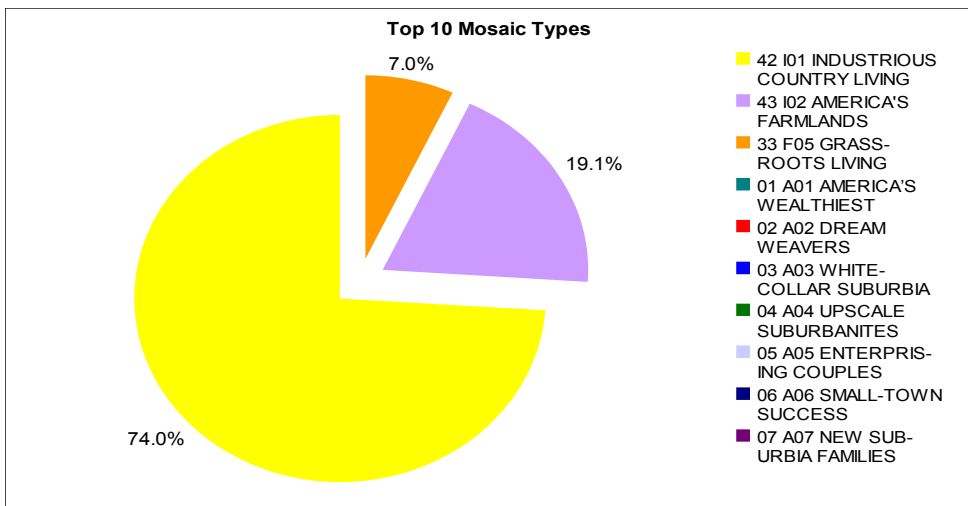
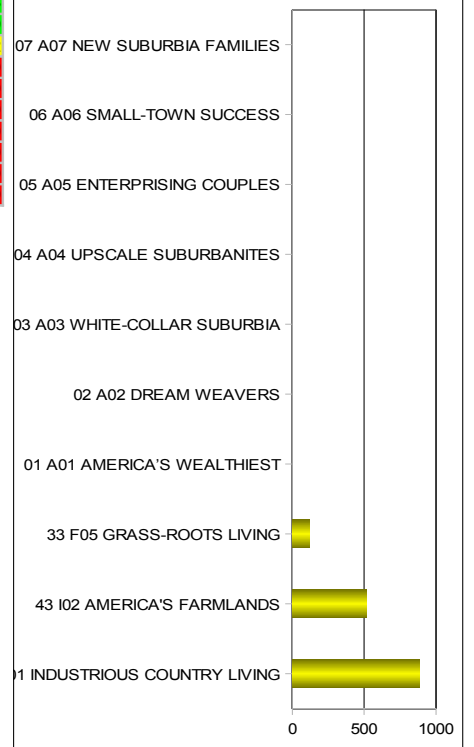
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	2	0.1%	10	0.4%	15	0.6%	0.5%
Black/African American (Non-Hisp)	7	0.3%	28	1.2%	48	1.9%	1.6%
White (Non-Hisp)	2,176	97.8%	2,286	95.2%	2,349	93.5%	-4.2%
Hispanic or Latino	18	0.8%	31	1.3%	40	1.6%	0.8%
Two or more races (Non-Hisp)	11	0.5%	30	1.2%	30	1.2%	0.7%
Pac Is/Am Ind/Oth (Non-Hisp)	12	0.5%	17	0.7%	29	1.2%	0.6%
Totals:	2,226	100.0%	2,402	100.0%	2,511	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	679	74.0%	196,037	8.4%
43 I02 AMERICA'S FARMLANDS	175	19.1%	86,001	3.7%
33 F05 GRASS-ROOTS LIVING	64	7.0%	133,751	5.7%
01 A01 AMERICA'S WEALTHIEST	0	0.0%	8,498	0.4%
02 A02 DREAM WEAVERS	0	0.0%	34,142	1.5%
03 A03 WHITE-COLLAR SUBURBIA	0	0.0%	1,010	0.0%
04 A04 UPSCALE SUBURBANITES	0	0.0%	5,149	0.2%
05 A05 ENTERPRISING COUPLES	0	0.0%	34,108	1.5%
06 A06 SMALL-TOWN SUCCESS	0	0.0%	89,008	3.8%
07 A07 NEW SUBURBIA FAMILIES	0	0.0%	64,415	2.8%

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.