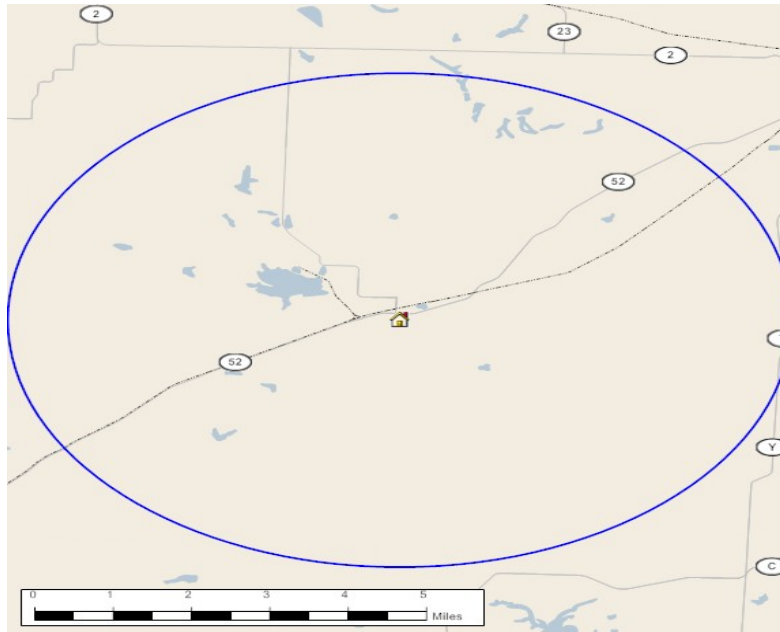


**Prepared for: Missouri Conference UMC**

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

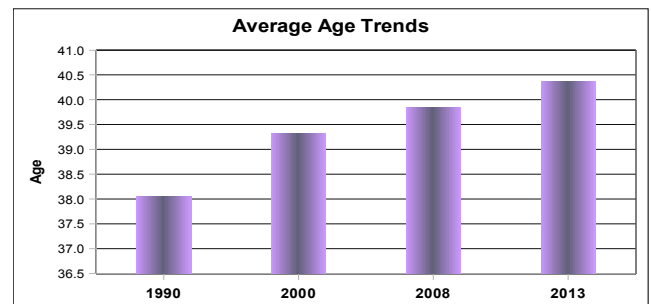
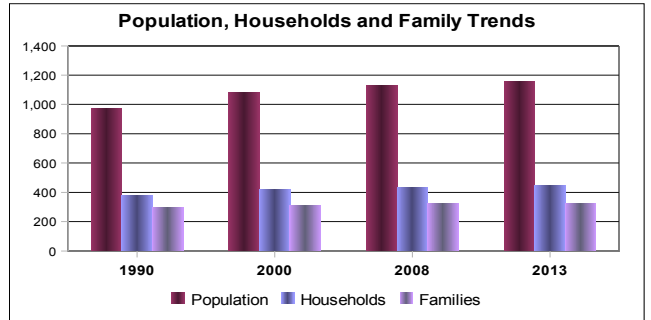
**Study Area**



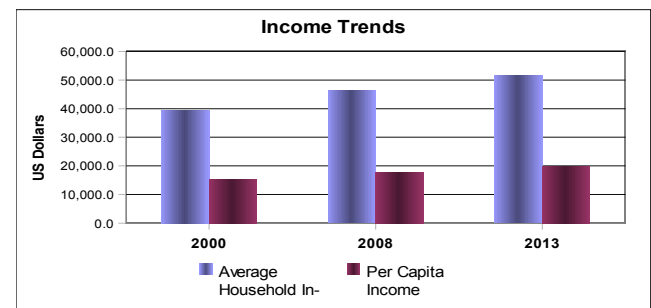
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Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	973	1,079	1,130	1,157
Population Change		106	51	27
Percent Change		10.9%	4.7%	2.4%
Average Annual Change		1.1%	0.6%	0.5%
<b>Households</b>	376	418	437	448
Households Change		42	19	11
Percent Change		11.2%	4.5%	2.5%
Average Annual Change		1.1%	0.6%	0.5%
<b>Population / Households</b>	2.6	2.6	2.6	2.6
Population / Households Change		-0.01	0.00	0.00
Percent Change		-0.25%	0.17%	-0.12%
<b>Families</b>	295	311	321	326
Families Change		16	10	5
Percent Change		5.4%	3.2%	1.6%
Average Annual Change		0.5%	0.4%	0.3%

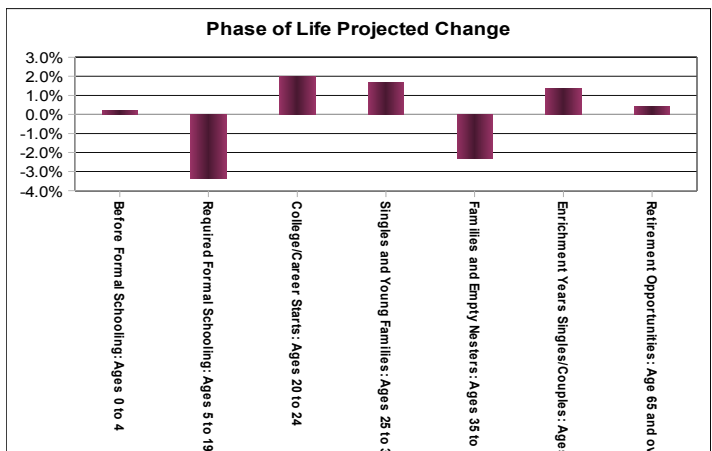
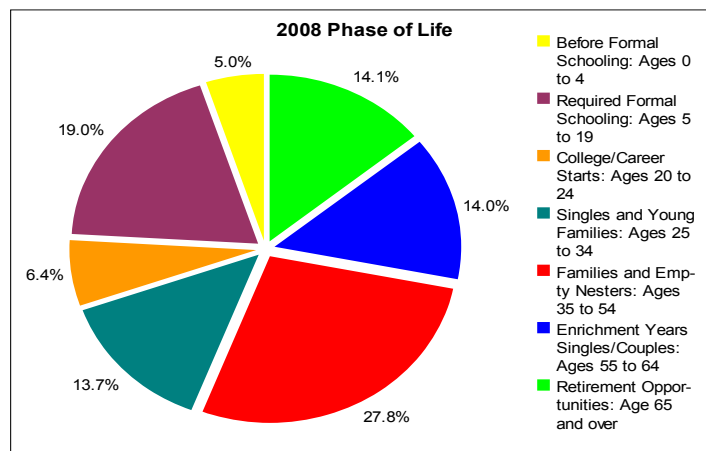


Age	1990	2000	2008	2013
<b>Average Age</b>	38.1	39.3	39.8	40.4
Average Age Change		1.26	0.52	0.53
Percent Change		3.3%	1.3%	1.3%



Income	2000	2008	2013
<b>Average Household Income</b>	39,554.1	46,250.4	51,657.8
Average Household Income Change		6,696.27	5,407.43
Percent Change		16.9%	11.7%
<b>Per Capita Income</b>	15,323.1	17,886.2	20,002.3
Per Capita Income Change		2,563.12	2,116.12
Percent Change		16.7%	11.8%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	52	4.8%	57	5.0%	58	5.0%	0.2%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	242	22.4%	215	19.0%	220	19.0%	-3.4%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	50	4.6%	72	6.4%	77	6.7%	2.0%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	119	11.0%	155	13.7%	147	12.7%	1.7%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	322	29.8%	314	27.8%	318	27.5%	-2.3%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	142	13.1%	158	14.0%	168	14.5%	1.4%	679,753	11.5%
Retirement Opportunities: Age 65 and over	153	14.2%	160	14.1%	169	14.6%	0.4%	814,449	13.8%
<b>Totals:</b>	<b>1,080</b>	<b>100%</b>	<b>1,131</b>	<b>100%</b>	<b>1,157</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

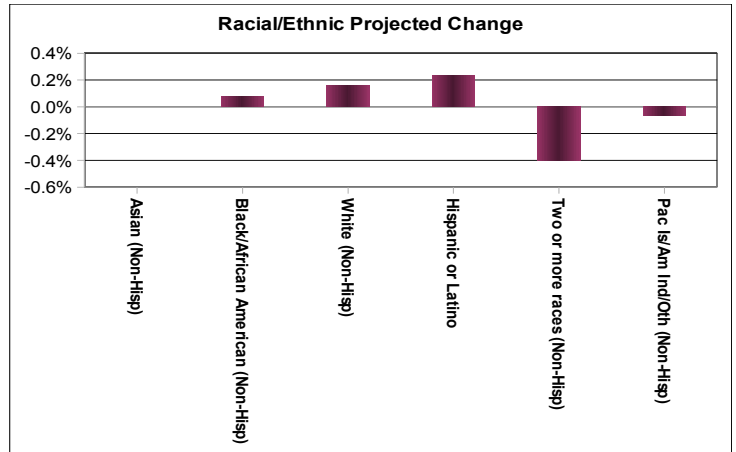
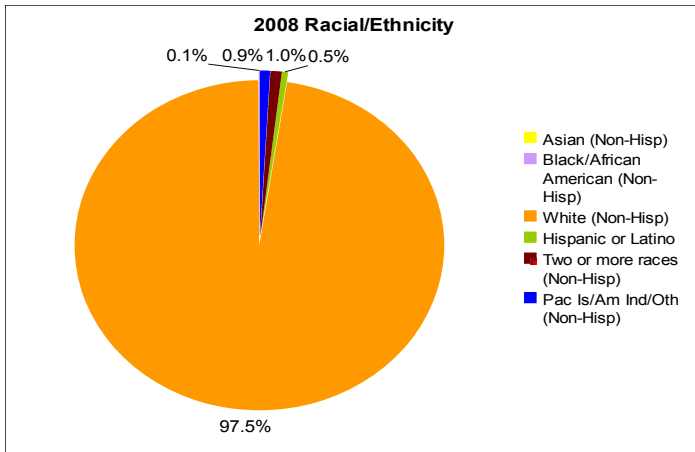


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Study Area: 5 mile Radius

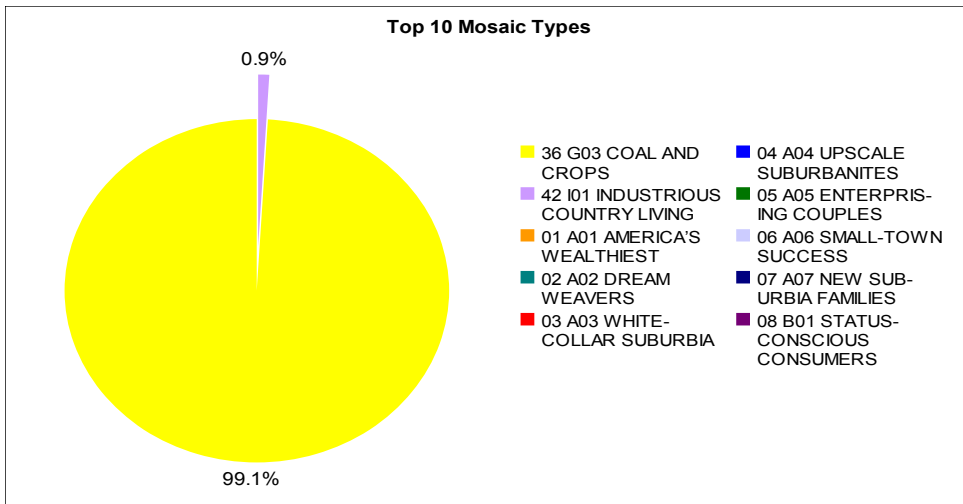
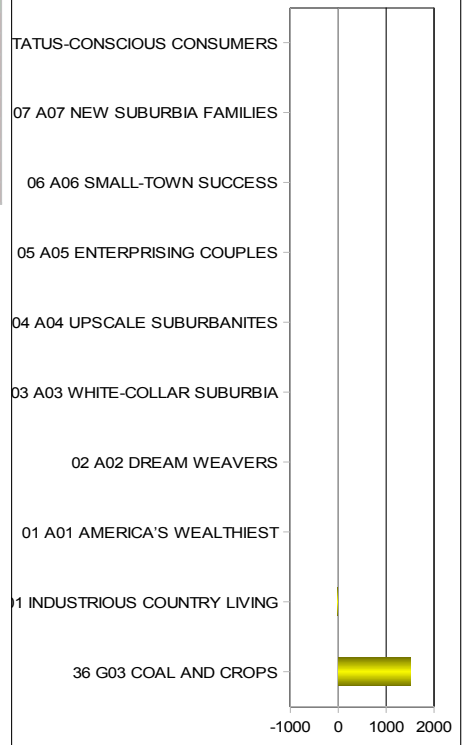
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	0	0.0%	0	0.0%	0	0.0%	0.0%
Black/African American (Non-Hisp)	1	0.1%	1	0.1%	2	0.2%	0.1%
White (Non-Hisp)	1,054	97.7%	1,102	97.5%	1,133	97.8%	0.2%
Hispanic or Latino	4	0.4%	6	0.5%	7	0.6%	0.2%
Two or more races (Non-Hisp)	9	0.8%	11	1.0%	5	0.4%	-0.4%
Pac Is/Am Ind/Oth (Non-Hisp)	11	1.0%	10	0.9%	11	0.9%	-0.1%
<b>Totals:</b>	<b>1,079</b>	<b>100.0%</b>	<b>1,130</b>	<b>100.0%</b>	<b>1,158</b>	<b>100.0%</b>	

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%
<b>5,922,256</b>	<b>100.0%</b>



Mosaic	2008 Study Area		2008 MO		Comparative Index
36 G03 COAL AND CROPS	434	99.1%	153,940	6.6%	1506
42 I01 INDUSTRIOUS COUNTRY LIVING	4	0.9%	196,037	8.4%	11
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.