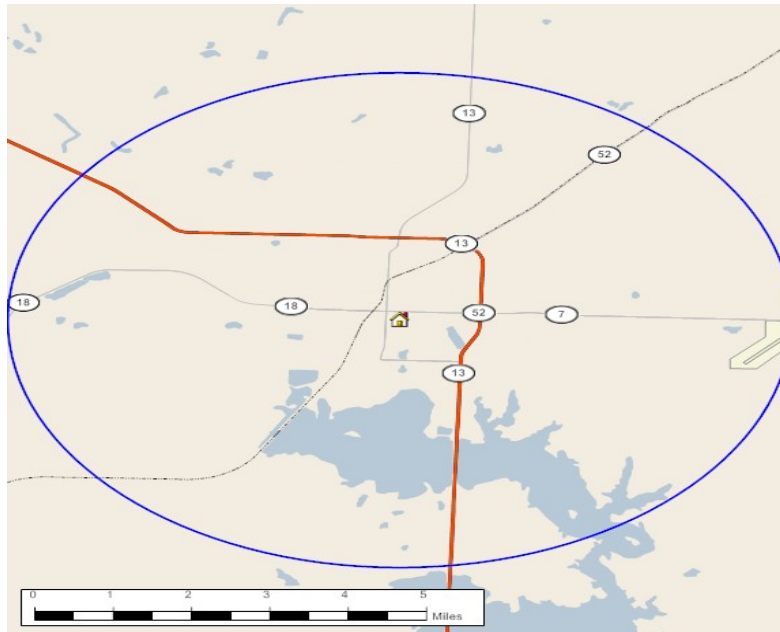


**Prepared for: Missouri Conference UMC**

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

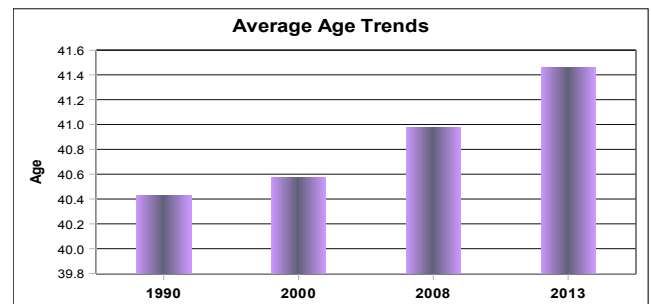
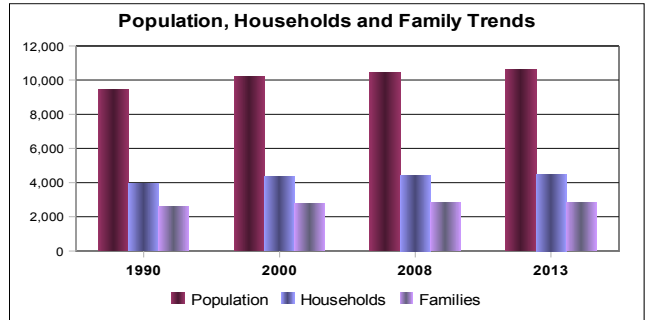
**Study Area**



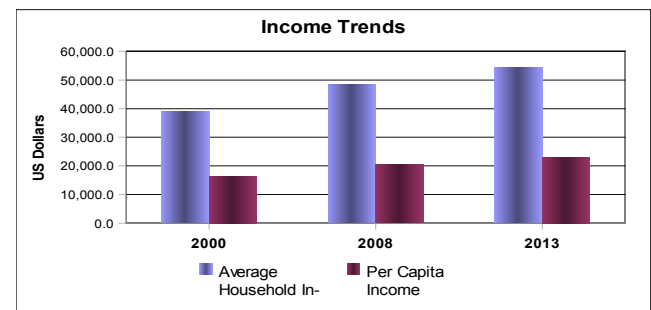
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	9,464	10,223	10,465	10,609
Population Change		759	242	144
Percent Change		8.0%	2.4%	1.4%
Average Annual Change		0.8%	0.3%	0.3%
<b>Households</b>	3,944	4,335	4,436	4,500
Households Change		391	101	64
Percent Change		9.9%	2.3%	1.4%
Average Annual Change		1.0%	0.3%	0.3%
<b>Population / Households</b>	2.4	2.4	2.4	2.4
Population / Households Change		-0.04	0.00	0.00
Percent Change		-1.72%	0.04%	-0.07%
<b>Families</b>	2,581	2,782	2,816	2,840
Families Change		201	34	24
Percent Change		7.8%	1.2%	0.9%
Average Annual Change		0.8%	0.2%	0.2%

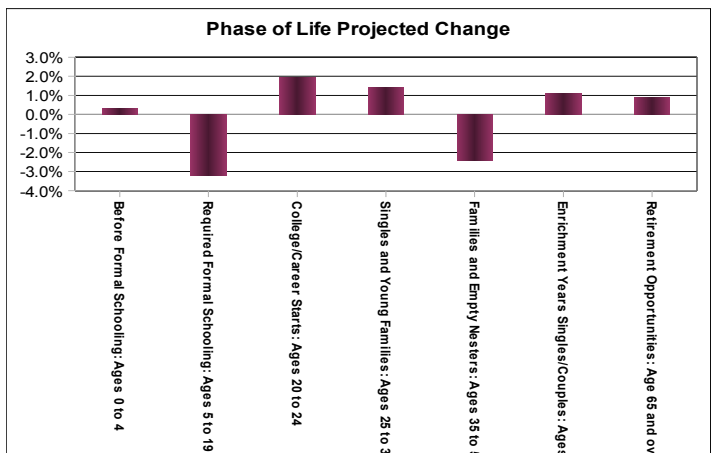
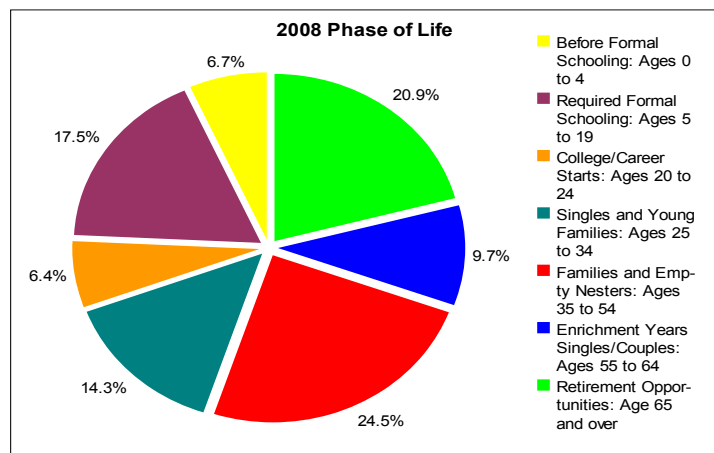


Age	1990	2000	2008	2013
<b>Average Age</b>	40.4	40.6	41.0	41.5
Average Age Change		0.15	0.40	0.48
Percent Change		0.4%	1.0%	1.2%



Income	2000	2008	2013
<b>Average Household Income</b>	38,926.3	48,323.9	54,355.5
Average Household Income Change		9,397.58	6,031.59
Percent Change		24.1%	12.5%
<b>Per Capita Income</b>	16,506.5	20,484.0	23,055.9
Per Capita Income Change		3,977.51	2,571.89
Percent Change		24.1%	12.6%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	660	6.5%	702	6.7%	717	6.8%	0.3%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	2,143	21.0%	1,835	17.5%	1,882	17.7%	-3.2%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	480	4.7%	671	6.4%	704	6.6%	1.9%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	1,196	11.7%	1,493	14.3%	1,392	13.1%	1.4%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	2,718	26.6%	2,569	24.5%	2,560	24.1%	-2.4%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	942	9.2%	1,012	9.7%	1,096	10.3%	1.1%	679,753	11.5%
Retirement Opportunities: Age 65 and over	2,085	20.4%	2,184	20.9%	2,256	21.3%	0.9%	814,449	13.8%
<b>Totals:</b>	<b>10,224</b>	<b>100%</b>	<b>10,466</b>	<b>100%</b>	<b>10,607</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

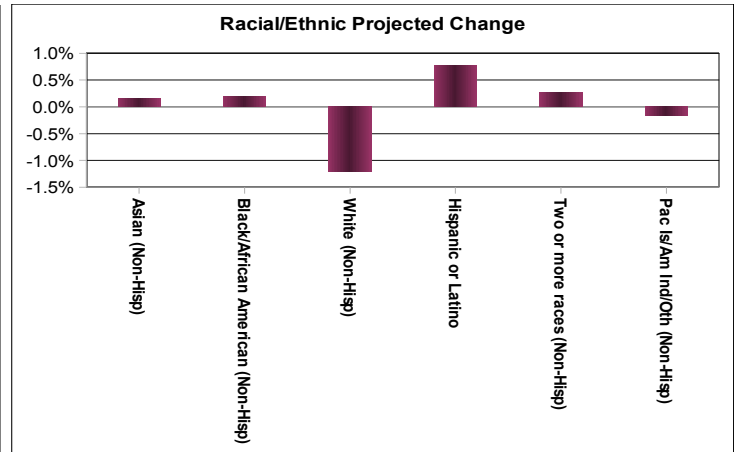
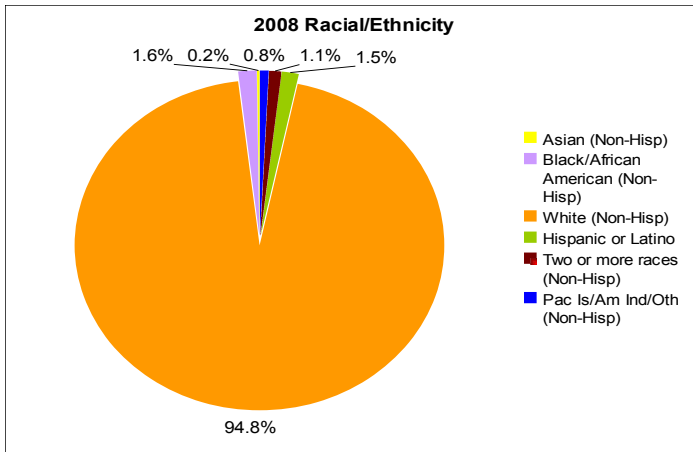


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Study Area: 5 mile Radius

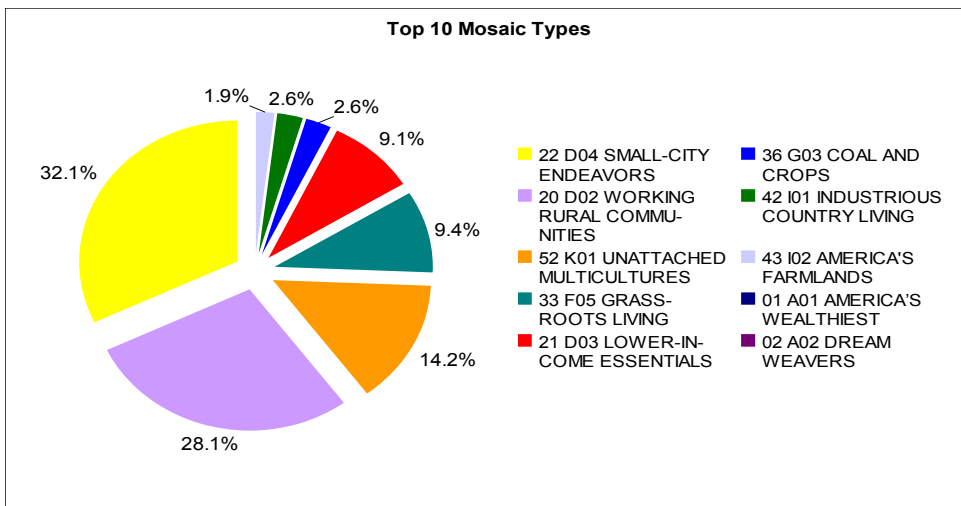
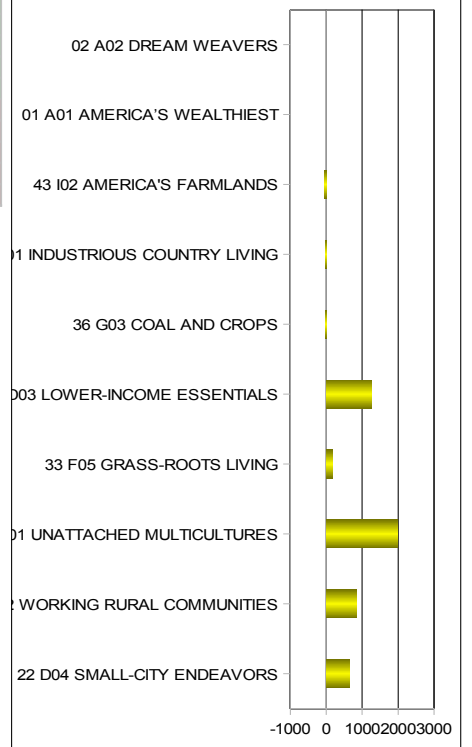
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	29	0.3%	25	0.2%	46	0.4%	0.1%
Black/African American (Non-Hisp)	162	1.6%	168	1.6%	188	1.8%	0.2%
White (Non-Hisp)	9,736	95.2%	9,926	94.8%	9,975	94.0%	-1.2%
Hispanic or Latino	103	1.0%	156	1.5%	189	1.8%	0.8%
Two or more races (Non-Hisp)	98	1.0%	110	1.1%	131	1.2%	0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	95	0.9%	80	0.8%	80	0.8%	-0.2%
<b>Totals:</b>	<b>10,223</b>	<b>100.0%</b>	<b>10,465</b>	<b>100.0%</b>	<b>10,609</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
22 D04 SMALL-CITY ENDEAVORS	1,423	32.1%	116,058	5.0%	647
20 D02 WORKING RURAL COMMUNITIES	1,246	28.1%	77,967	3.3%	843
52 K01 UNATTACHED MULTICULTURES	630	14.2%	16,617	0.7%	2000
33 F05 GRASS-ROOTS LIVING	417	9.4%	133,751	5.7%	164
21 D03 LOWER-INCOME ESSENTIALS	403	9.1%	16,830	0.7%	1263
36 G03 COAL AND CROPS	117	2.6%	153,940	6.6%	40
42 I01 INDUSTRIOUS COUNTRY LIVING	117	2.6%	196,037	8.4%	31
43 I02 AMERICA'S FARMLANDS	83	1.9%	86,001	3.7%	51
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

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.