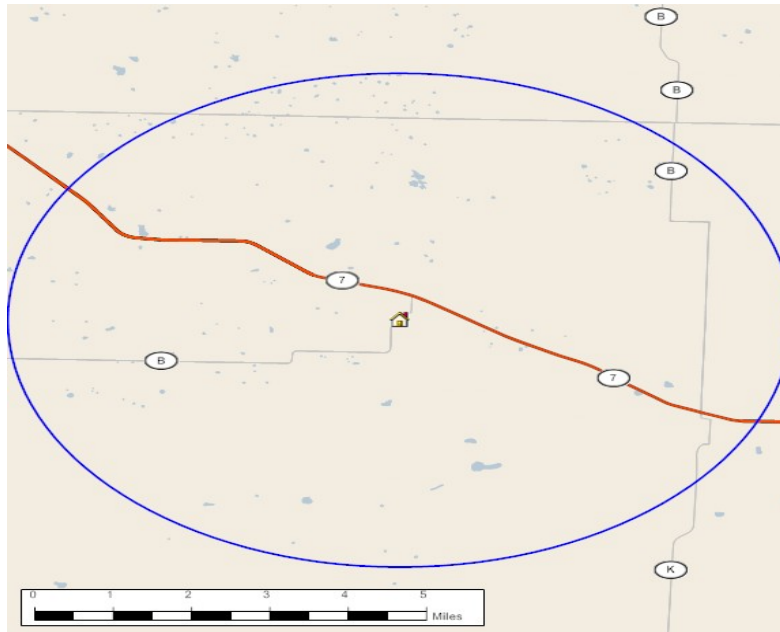


Prepared for: Missouri Conference UMC

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

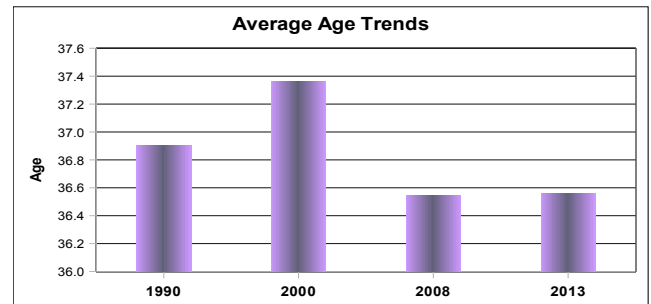
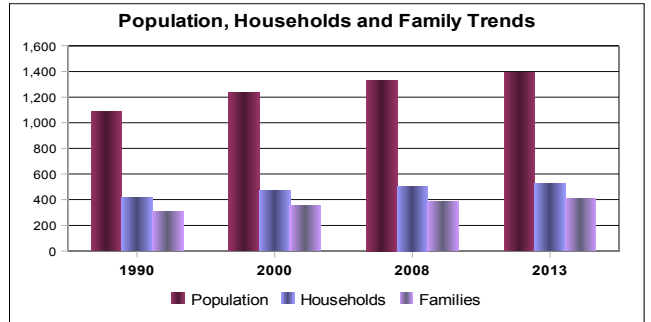
Study Area



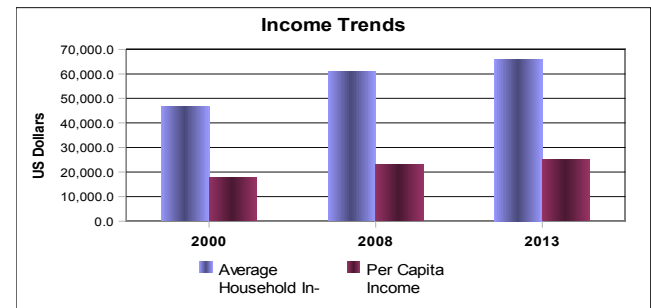
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,085	1,236	1,332	1,390
Population Change		151	96	58
Percent Change		13.9%	7.8%	4.4%
Average Annual Change		1.4%	1.0%	0.9%
Households	418	470	506	527
Households Change		52	36	21
Percent Change		12.4%	7.7%	4.2%
Average Annual Change		1.2%	1.0%	0.8%
Population / Households	2.6	2.6	2.6	2.6
Population / Households Change		0.03	0.00	0.01
Percent Change		1.31%	0.10%	0.20%
Families	310	355	388	408
Families Change		45	33	20
Percent Change		14.5%	9.3%	5.2%
Average Annual Change		1.5%	1.2%	1.0%

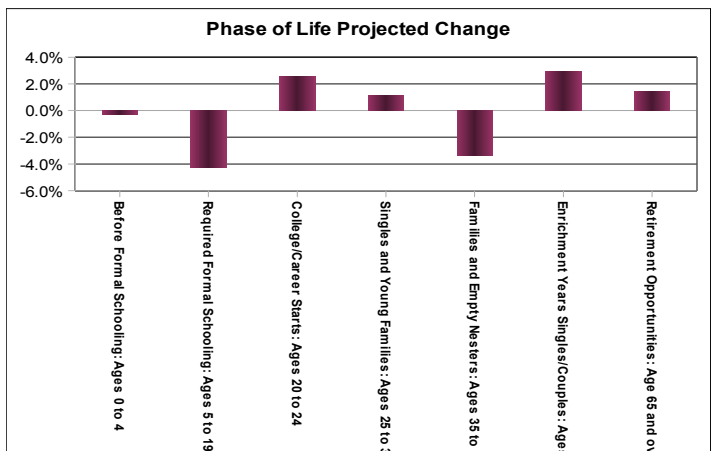
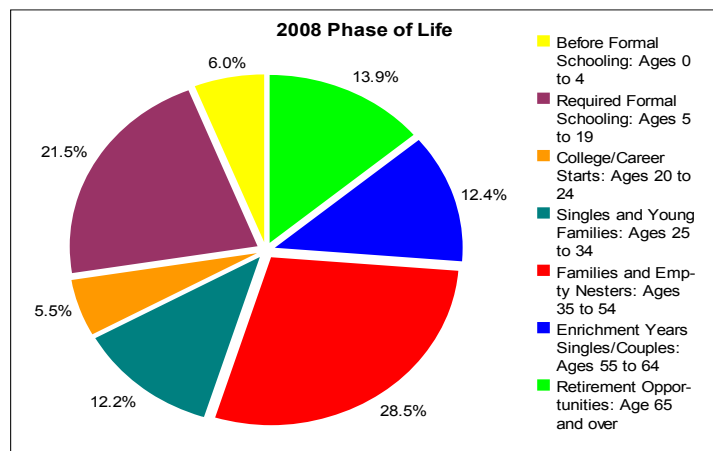


Age	1990	2000	2008	2013
Average Age	36.9	37.4	36.5	36.6
Average Age Change		0.46	-0.82	0.01
Percent Change		1.2%	-2.2%	0.0%



Income	2000	2008	2013
Average Household Income	46,657.3	60,873.4	65,959.7
Average Household Income Change		14,216.09	5,086.34
Percent Change		30.5%	8.4%
Per Capita Income	17,741.9	23,124.6	25,007.8
Per Capita Income Change		5,382.72	1,883.18
Percent Change		30.3%	8.1%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	76	6.1%	80	6.0%	81	5.8%	-0.3%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	311	25.2%	287	21.5%	290	20.9%	-4.3%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	37	3.0%	73	5.5%	77	5.5%	2.5%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	133	10.8%	162	12.2%	165	11.9%	1.1%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	375	30.3%	380	28.5%	374	26.9%	-3.4%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	136	11.0%	165	12.4%	194	14.0%	3.0%	679,753	11.5%
Retirement Opportunities: Age 65 and over	168	13.6%	185	13.9%	209	15.0%	1.4%	814,449	13.8%
Totals:	1,236	100%	1,332	100%	1,390	100%		5,922,256	100.0%

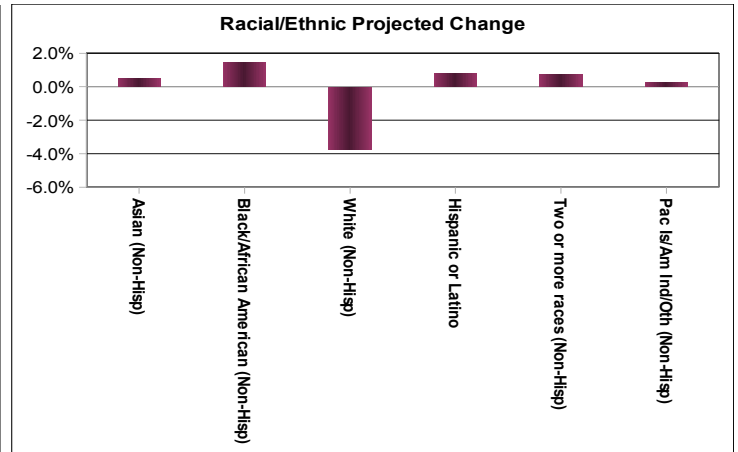
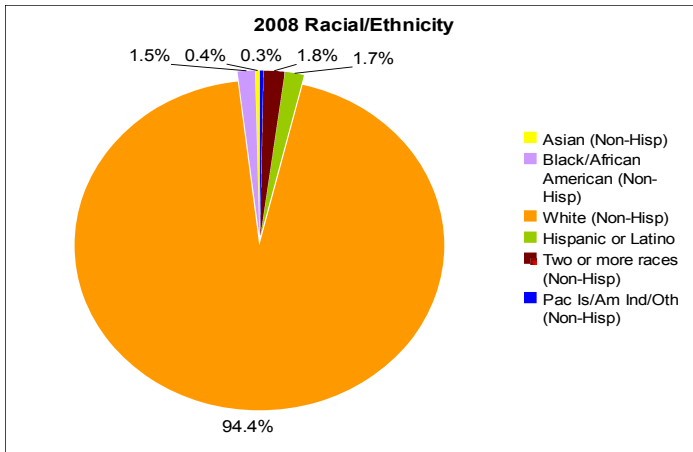


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

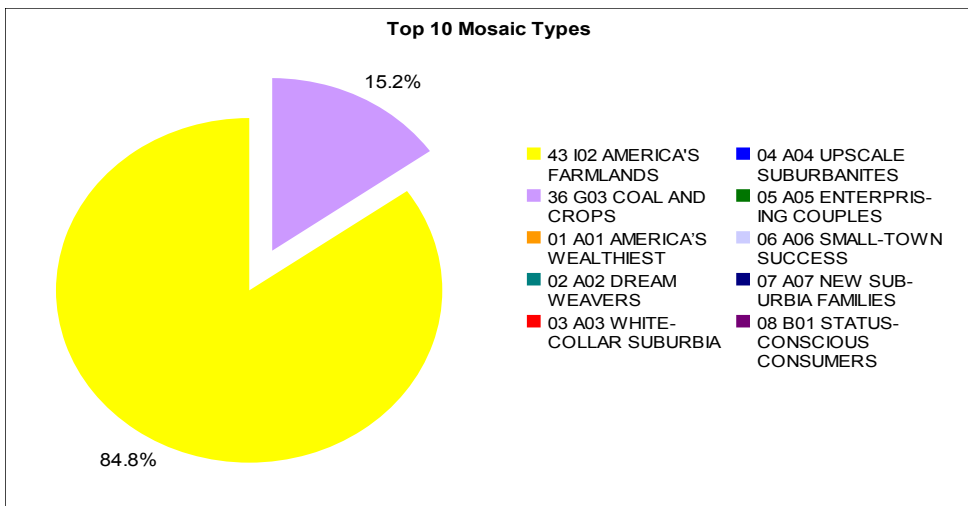
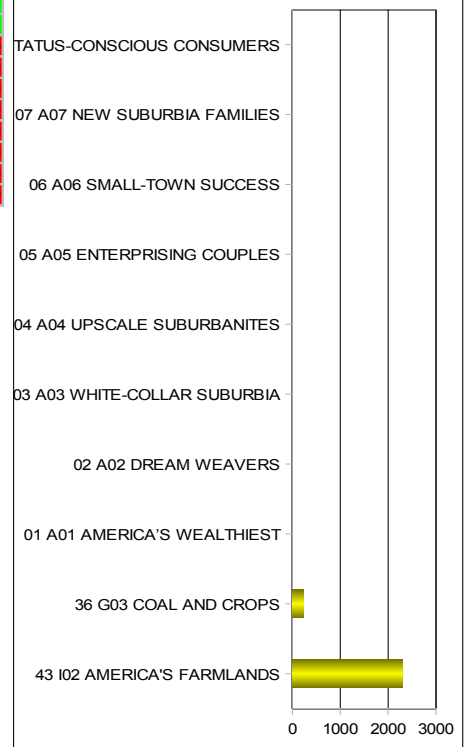
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	1	0.1%	5	0.4%	8	0.6%	0.5%
Black/African American (Non-Hisp)	9	0.7%	20	1.5%	30	2.2%	1.4%
White (Non-Hisp)	1,197	96.8%	1,257	94.4%	1,294	93.1%	-3.8%
Hispanic or Latino	13	1.1%	22	1.7%	26	1.9%	0.8%
Two or more races (Non-Hisp)	13	1.1%	24	1.8%	25	1.8%	0.7%
Pac Is/Am Ind/Oth (Non-Hisp)	3	0.2%	4	0.3%	7	0.5%	0.3%
Totals:	1,236	100.0%	1,332	100.0%	1,390	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
43 I02 AMERICA'S FARMLANDS	429	84.8%	86,001	3.7%	2307
36 G03 COAL AND CROPS	77	15.2%	153,940	6.6%	231
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.