

Prepared for: Missouri Conference UMC

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

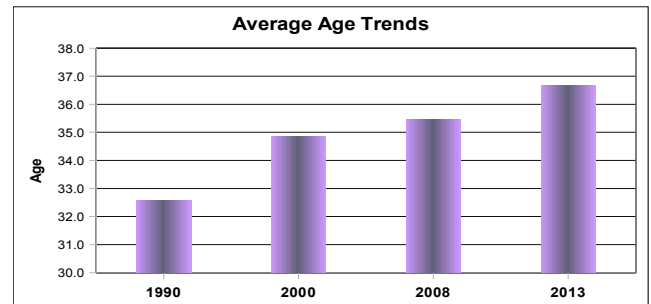
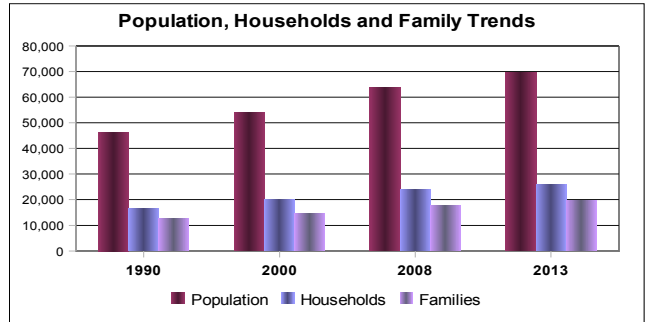
Study Area



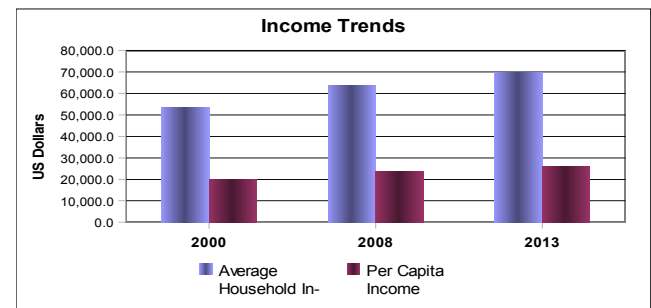
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	46,334	54,089	63,769	69,448
Population Change		7,755	9,680	5,679
Percent Change		16.7%	17.9%	8.9%
Average Annual Change		1.7%	2.2%	1.8%
Households	16,759	20,214	23,873	25,997
Households Change		3,455	3,659	2,124
Percent Change		20.6%	18.1%	8.9%
Average Annual Change		2.1%	2.3%	1.8%
Population / Households	2.8	2.7	2.7	2.7
Population / Households Change		-0.09	0.00	0.00
Percent Change		-3.22%	-0.17%	0.01%
Families	12,507	14,688	17,742	19,575
Families Change		2,181	3,054	1,833
Percent Change		17.4%	20.8%	10.3%
Average Annual Change		1.7%	2.6%	2.1%

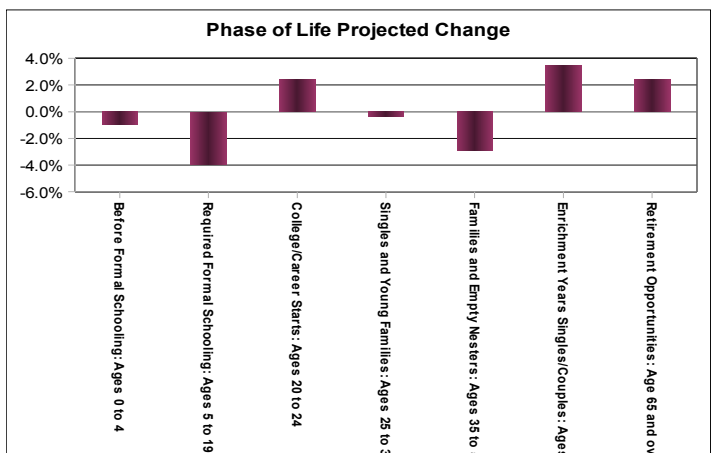
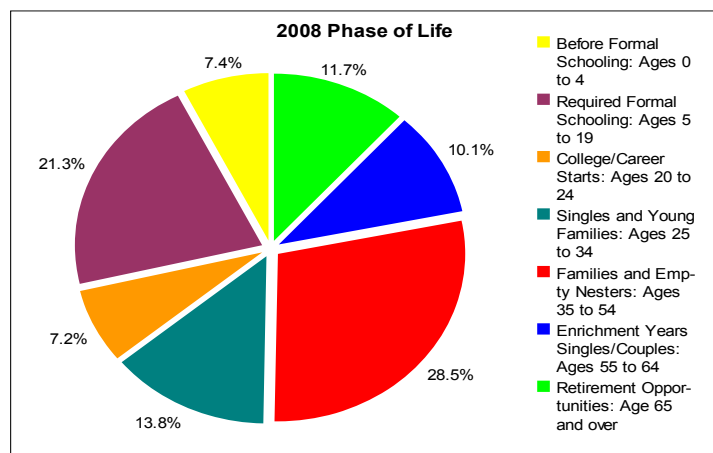


Age	1990	2000	2008	2013
Average Age	32.6	34.9	35.4	36.7
Average Age Change		2.31	0.57	1.24
Percent Change		7.1%	1.6%	3.5%



Income	2000	2008	2013
Average Household Income	53,705.4	63,903.8	69,838.7
Average Household Income Change		10,198.42	5,934.90
Percent Change		19.0%	9.3%
Per Capita Income	20,070.7	23,923.5	26,143.3
Per Capita Income Change		3,852.83	2,219.79
Percent Change		19.2%	9.3%

Phase of Life	2000	2008	2013	Projected Change	KS, MO	2008
Before Formal Schooling: Ages 0 to 4	4,249	4,737	4,761	-1.0%	586,778	6.7%
Required Formal Schooling: Ages 5 to 19	13,275	13,578	14,300	-4.0%	1,768,664	20.3%
College/Career Starts: Ages 20 to 24	2,588	4,599	5,019	2.4%	621,508	7.1%
Singles and Young Families: Ages 25 to 34	7,690	8,792	9,589	-0.4%	1,140,597	13.1%
Families and Empty Nesters: Ages 35 to 54	15,928	18,151	18,399	-3.0%	2,426,123	27.9%
Enrichment Years Singles/Couples: Ages 55	4,461	6,462	8,131	3.5%	986,867	11.3%
Retirement Opportunities: Age 65 and over	5,900	7,450	9,249	2.4%	1,179,469	13.5%
Totals:	54,091	63,769	69,448	100%	8,710,006	100.0%

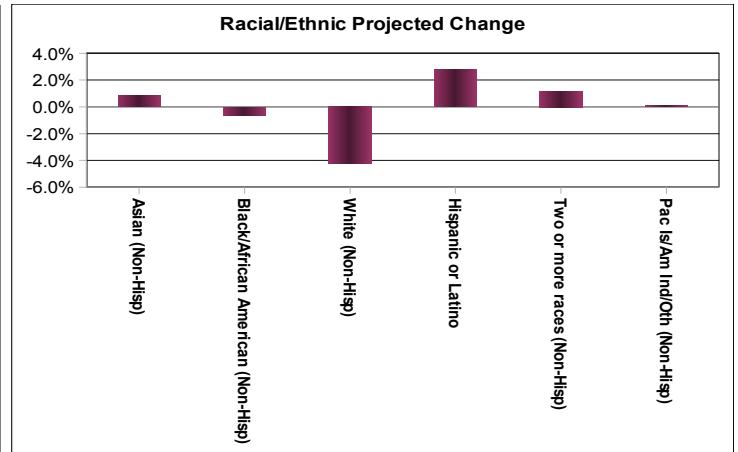
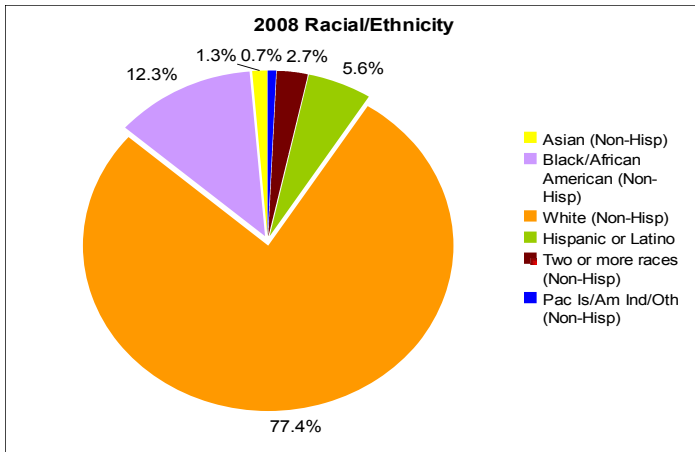


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

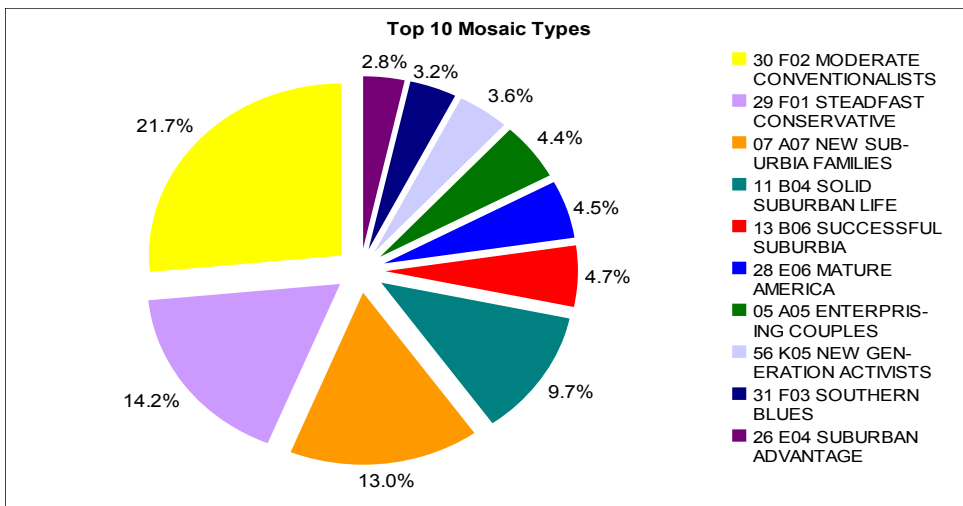
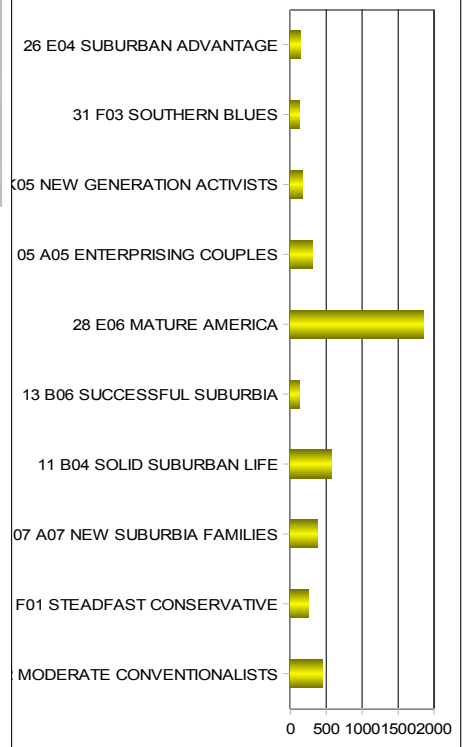
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	390	0.7%	834	1.3%	1,117	1.6%	0.9%
Black/African American (Non-Hisp)	6,785	12.5%	7,837	12.3%	8,254	11.9%	-0.7%
White (Non-Hisp)	43,508	80.4%	49,346	77.4%	52,900	76.2%	-4.3%
Hispanic or Latino	2,063	3.8%	3,569	5.6%	4,573	6.6%	2.8%
Two or more races (Non-Hisp)	971	1.8%	1,706	2.7%	2,060	3.0%	1.2%
Pac Is/Am Ind/Oth (Non-Hisp)	373	0.7%	476	0.7%	544	0.8%	0.1%
Totals:	54,090	100.0%	63,768	100.0%	69,448	100.0%	

KS,MO	2008
155,782	1.8%
811,549	9.3%
7,111,380	81.6%
432,905	5.0%
143,961	1.7%
54,429	0.6%
8,710,006	100.0%



Mosaic	2008 Study Area		2008 KS,MO		Comparative Index
30 F02 MODERATE CONVENTIONALISTS	5,182	21.7%	163,553	4.7%	457
29 F01 STEADFAST CONSERVATIVE	3,387	14.2%	196,114	5.7%	249
07 A07 NEW SUBURBIA FAMILIES	3,115	13.0%	118,485	3.4%	379
11 B04 SOLID SUBURBAN LIFE	2,317	9.7%	58,758	1.7%	569
13 B06 SUCCESSFUL SUBURBIA	1,120	4.7%	126,236	3.7%	128
28 E06 MATURE AMERICA	1,063	4.5%	8,228	0.2%	1864
05 A05 ENTERPRISING COUPLES	1,053	4.4%	48,383	1.4%	314
56 K05 NEW GENERATION ACTIVISTS	849	3.6%	73,509	2.1%	167
31 F03 SOUTHERN BLUES	770	3.2%	85,472	2.5%	130
26 E04 SUBURBAN ADVANTAGE	680	2.8%	71,434	2.1%	137

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.