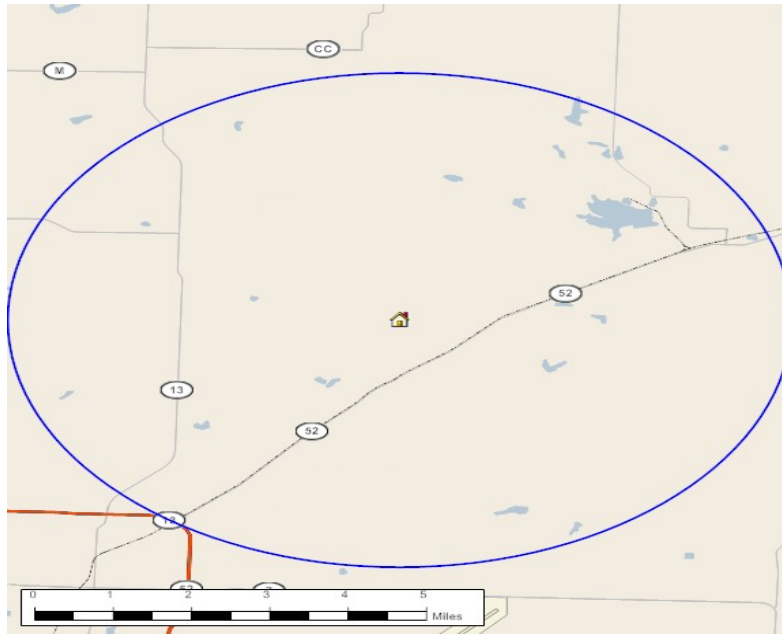


Prepared for: Missouri Conference UMC

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

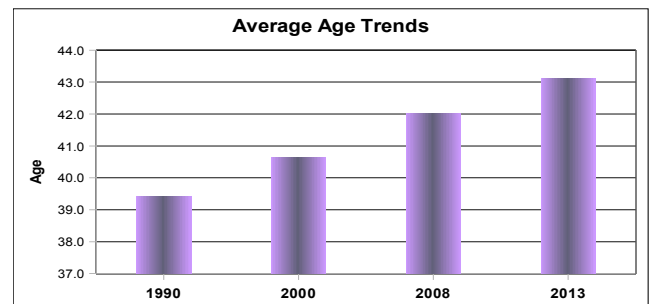
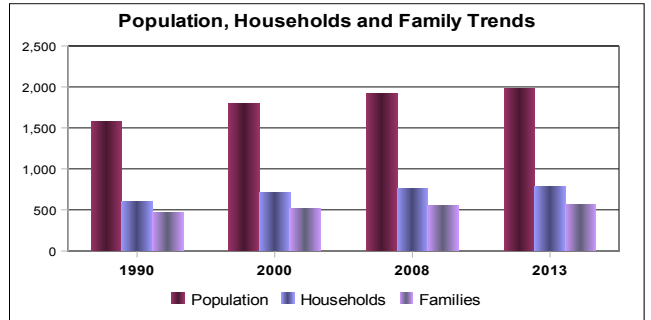
Study Area



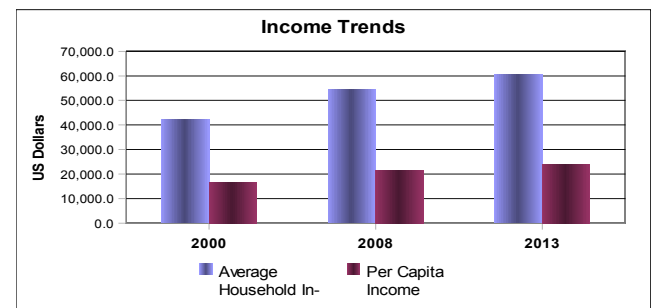
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	1,581	1,797	1,915	1,978
Population Change		216	118	63
Percent Change		13.7%	6.6%	3.3%
Average Annual Change		1.4%	0.8%	0.7%
Households	606	714	762	788
Households Change		108	48	26
Percent Change		17.8%	6.7%	3.4%
Average Annual Change		1.8%	0.8%	0.7%
Population / Households	2.6	2.5	2.5	2.5
Population / Households Change		-0.09	0.00	0.00
Percent Change		-3.53%	-0.15%	-0.12%
Families	464	524	552	567
Families Change		60	28	15
Percent Change		12.9%	5.3%	2.7%
Average Annual Change		1.3%	0.7%	0.5%

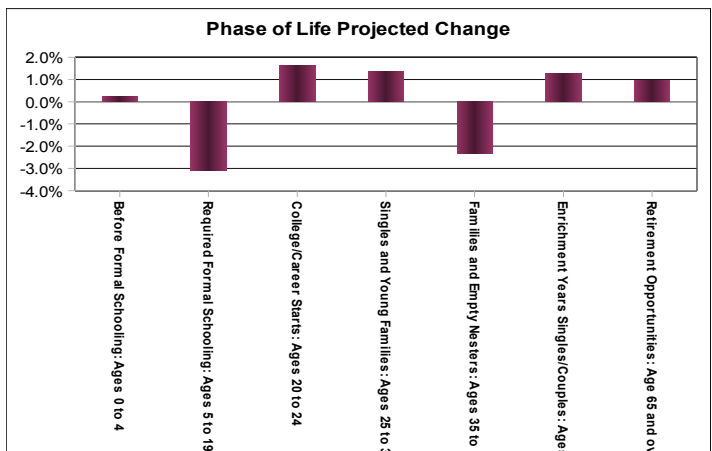
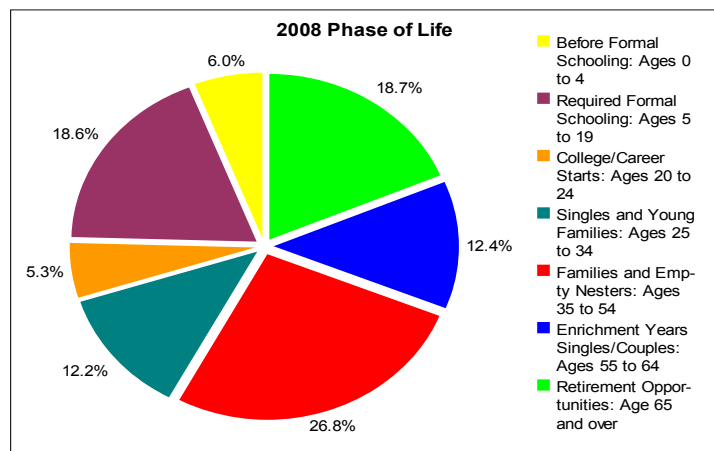


Age	1990	2000	2008	2013
Average Age	39.4	40.7	42.0	43.1
Average Age Change		1.24	1.35	1.12
Percent Change		3.2%	3.3%	2.7%



Income	2000	2008	2013
Average Household Income	42,102.0	54,391.7	60,512.8
Average Household Income Change		12,289.65	6,121.18
Percent Change		29.2%	11.3%
Per Capita Income	16,728.3	21,643.0	24,107.2
Per Capita Income Change		4,914.71	2,464.19
Percent Change		29.4%	11.4%

Phase of Life	2000	2008	2013	Projected Change	MO	2008
Before Formal Schooling: Ages 0 to 4	102	114	117	0.2%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	391	356	369	-3.1%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	71	102	110	1.6%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	179	234	224	1.4%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	515	513	520	-2.4%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	212	238	258	1.3%	679,753	11.5%
Retirement Opportunities: Age 65 and over	327	357	379	1.0%	814,449	13.8%
Totals:	1,797	1,914	1,977	100%	5,922,256	100.0%

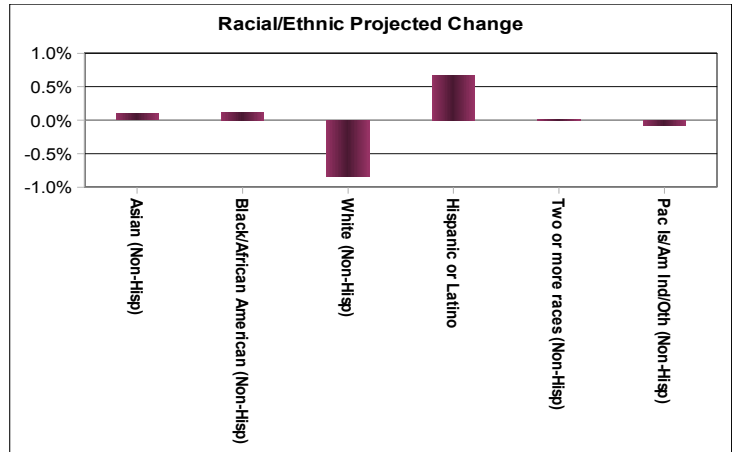
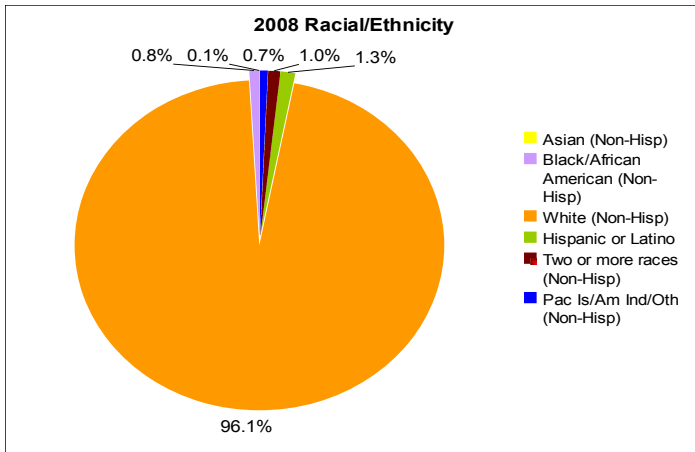


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

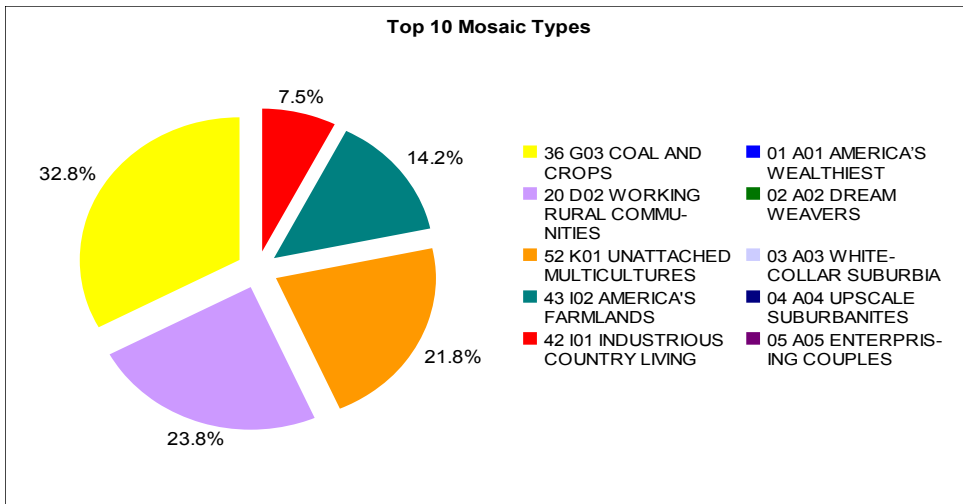
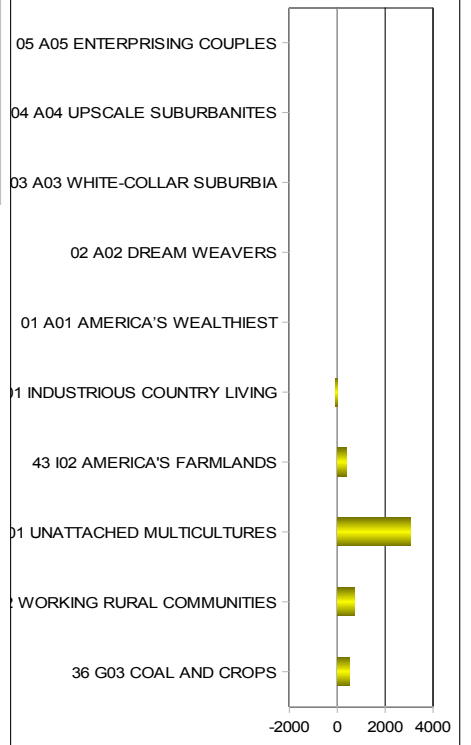
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	1	0.1%	1	0.1%	3	0.2%	0.1%
Black/African American (Non-Hisp)	15	0.8%	16	0.8%	19	1.0%	0.1%
White (Non-Hisp)	1,734	96.4%	1,841	96.1%	1,891	95.6%	-0.8%
Hispanic or Latino	16	0.9%	25	1.3%	31	1.6%	0.7%
Two or more races (Non-Hisp)	17	0.9%	20	1.0%	19	1.0%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	15	0.8%	13	0.7%	15	0.8%	-0.1%
Totals:	1,798	100.0%	1,916	100.0%	1,978	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
36 G03 COAL AND CROPS	250	32.8%	153,940	6.6%	499
20 D02 WORKING RURAL COMMUNITIES	181	23.8%	77,967	3.3%	713
52 K01 UNATTACHED MULTICULTURES	166	21.8%	16,617	0.7%	3068
43 I02 AMERICA'S FARMLANDS	108	14.2%	86,001	3.7%	386
42 I01 INDUSTRIOUS COUNTRY LIVING	57	7.5%	196,037	8.4%	89
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

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.