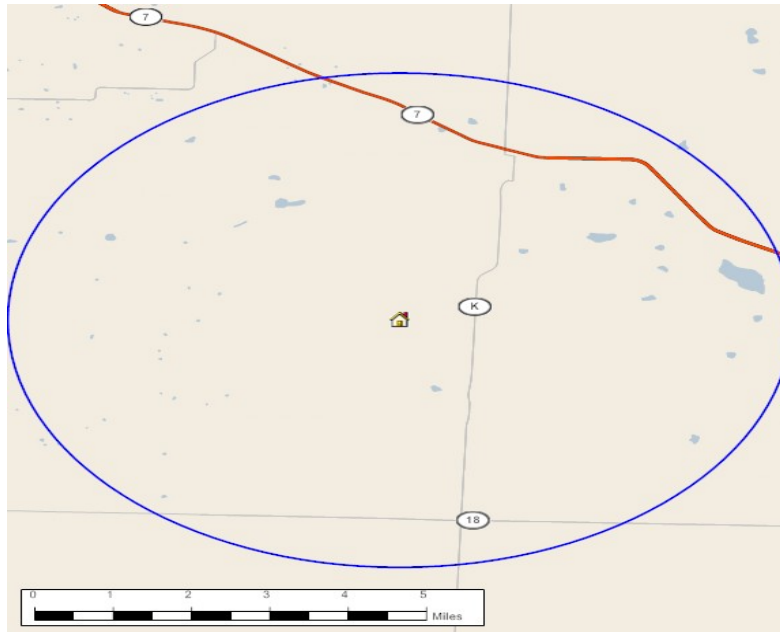


**Prepared for: Missouri Conference UMC**

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

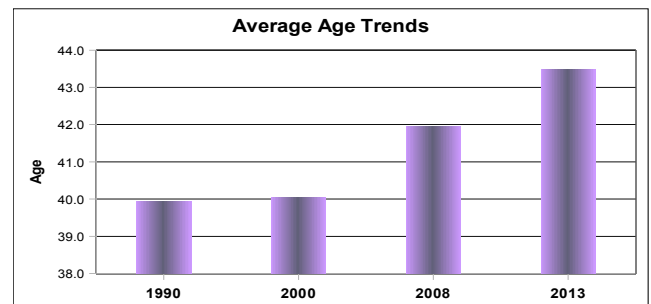
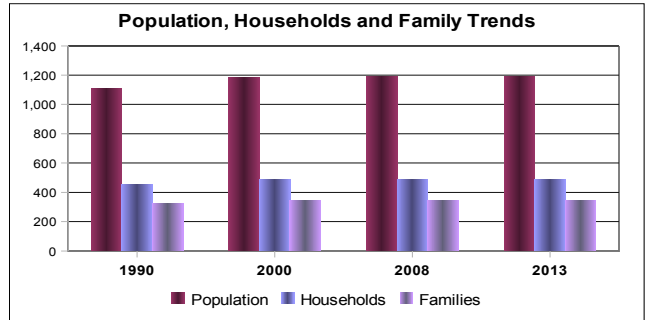
**Study Area**



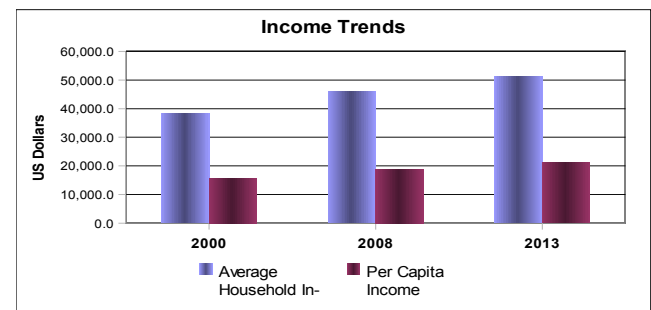
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	1,109	1,186	1,187	1,187
Population Change		77	1	0
Percent Change		6.9%	0.1%	0.0%
Average Annual Change		0.7%	0.0%	0.0%
<b>Households</b>	453	490	489	489
Households Change		37	-1	0
Percent Change		8.2%	-0.2%	0.0%
Average Annual Change		0.8%	0.0%	0.0%
<b>Population / Households</b>	2.4	2.4	2.4	2.4
Population / Households Change		-0.03	0.01	0.00
Percent Change		-1.13%	0.29%	0.00%
<b>Families</b>	325	347	344	342
Families Change		22	-3	-2
Percent Change		6.8%	-0.9%	-0.6%
Average Annual Change		0.7%	-0.1%	-0.1%

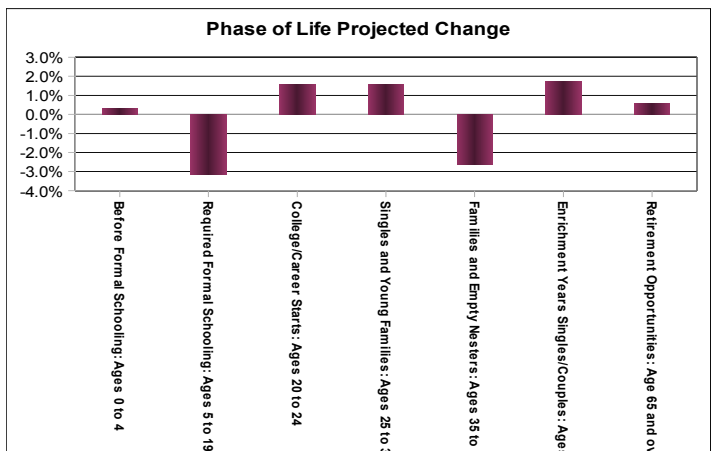
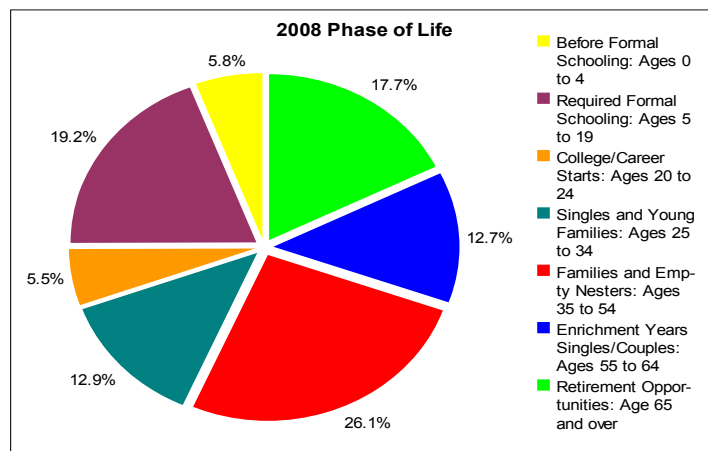


Age	1990	2000	2008	2013
<b>Average Age</b>	39.9	40.0	42.0	43.5
Average Age Change		0.09	1.93	1.51
Percent Change		0.2%	4.8%	3.6%



Income	2000	2008	2013
<b>Average Household Income</b>	38,206.1	45,963.7	51,228.5
Average Household Income Change		7,757.68	5,264.79
Percent Change		20.3%	11.5%
<b>Per Capita Income</b>	15,785.0	18,935.4	21,104.3
Per Capita Income Change		3,150.39	2,168.90
Percent Change		20.0%	11.5%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	65	5.5%	69	5.8%	69	5.8%	0.3%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	265	22.4%	228	19.2%	228	19.2%	-3.2%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	47	4.0%	65	5.5%	66	5.6%	1.6%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	123	10.4%	153	12.9%	142	12.0%	1.6%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	336	28.4%	310	26.1%	305	25.7%	-2.7%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	140	11.8%	151	12.7%	161	13.6%	1.7%	679,753	11.5%
Retirement Opportunities: Age 65 and over	209	17.6%	210	17.7%	216	18.2%	0.6%	814,449	13.8%
<b>Totals:</b>	<b>1,185</b>	<b>100%</b>	<b>1,186</b>	<b>100%</b>	<b>1,187</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

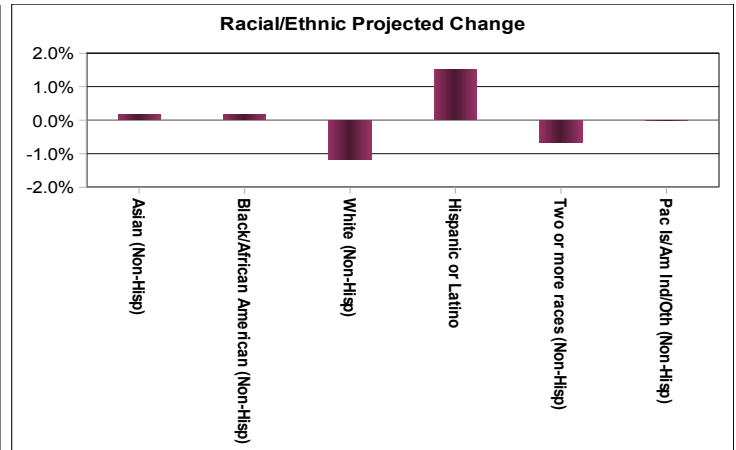
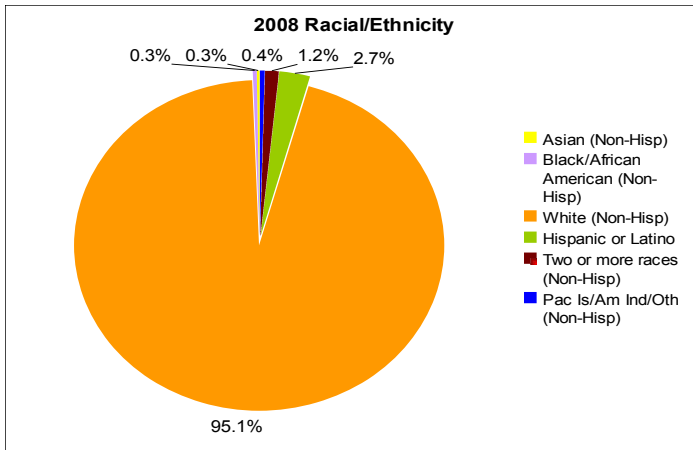


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Study Area: 5 mile Radius

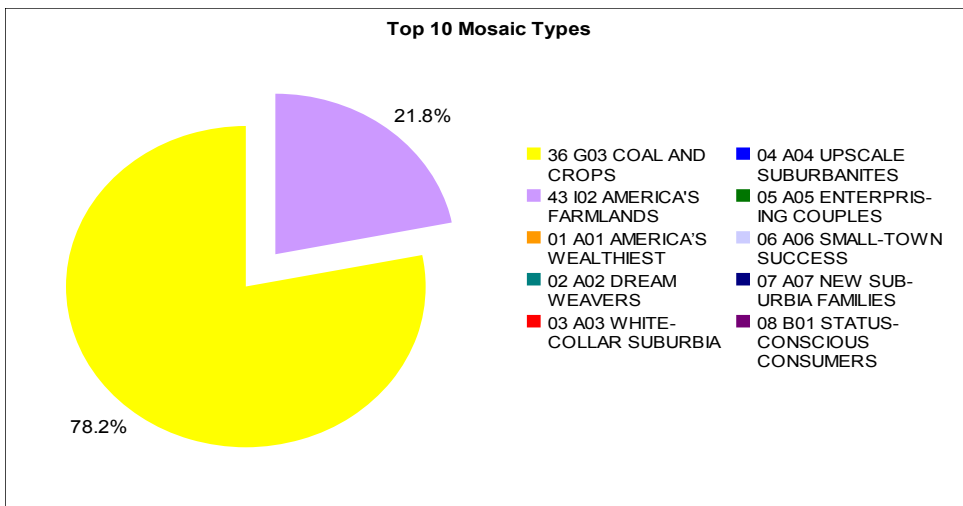
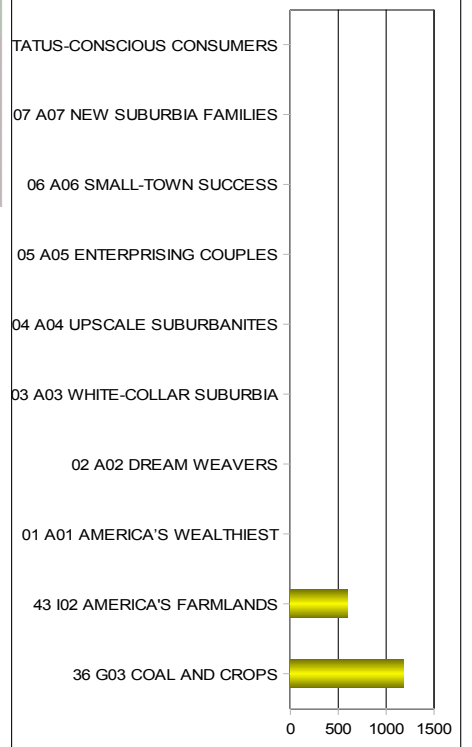
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	3	0.3%	3	0.3%	5	0.4%	0.2%
Black/African American (Non-Hisp)	3	0.3%	4	0.3%	5	0.4%	0.2%
White (Non-Hisp)	1,139	96.1%	1,128	95.1%	1,128	94.9%	-1.2%
Hispanic or Latino	21	1.8%	32	2.7%	39	3.3%	1.5%
Two or more races (Non-Hisp)	13	1.1%	14	1.2%	5	0.4%	-0.7%
Pac Is/Am Ind/Oth (Non-Hisp)	6	0.5%	5	0.4%	6	0.5%	0.0%
<b>Totals:</b>	<b>1,185</b>	<b>100.0%</b>	<b>1,186</b>	<b>100.0%</b>	<b>1,188</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	383	78.2%	153,940	6.6%	1188
43 I02 AMERICA'S FARMLANDS	107	21.8%	86,001	3.7%	594
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.