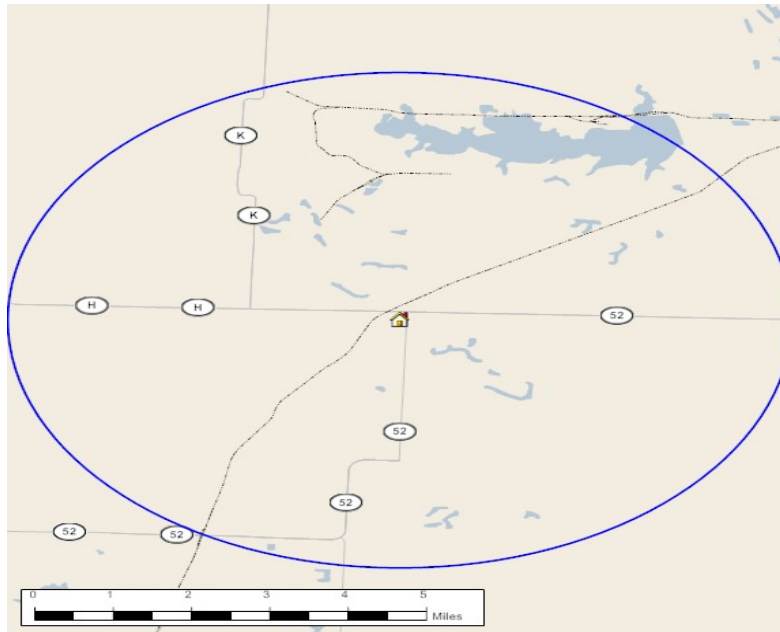


**Prepared for: Missouri Conference UMC**

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

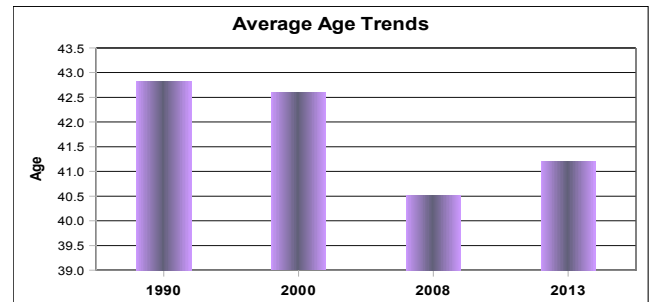
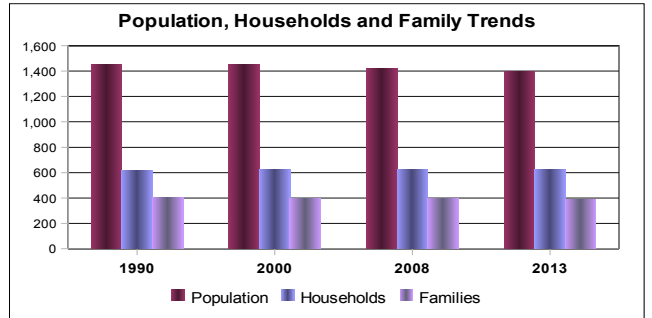
**Study Area**



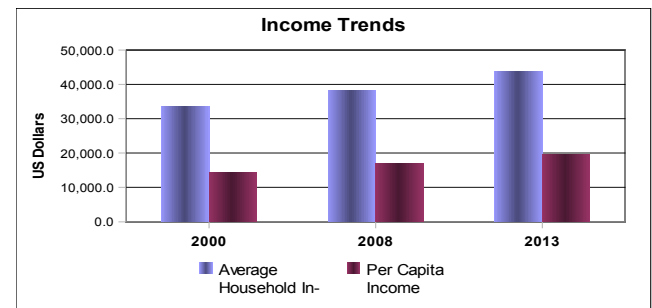
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	1,454	1,452	1,418	1,398
Population Change		-2	-34	-20
Percent Change		-0.1%	-2.3%	-1.4%
Average Annual Change		0.0%	-0.3%	-0.3%
<b>Households</b>	616	626	626	626
Households Change		10	0	0
Percent Change		1.6%	0.0%	0.0%
Average Annual Change		0.2%	0.0%	0.0%
<b>Population / Households</b>	2.4	2.3	2.3	2.2
Population / Households Change		-0.04	-0.05	-0.03
Percent Change		-1.73%	-2.34%	-1.41%
<b>Families</b>	401	396	393	391
Families Change		-5	-3	-2
Percent Change		-1.2%	-0.8%	-0.5%
Average Annual Change		-0.1%	-0.1%	-0.1%

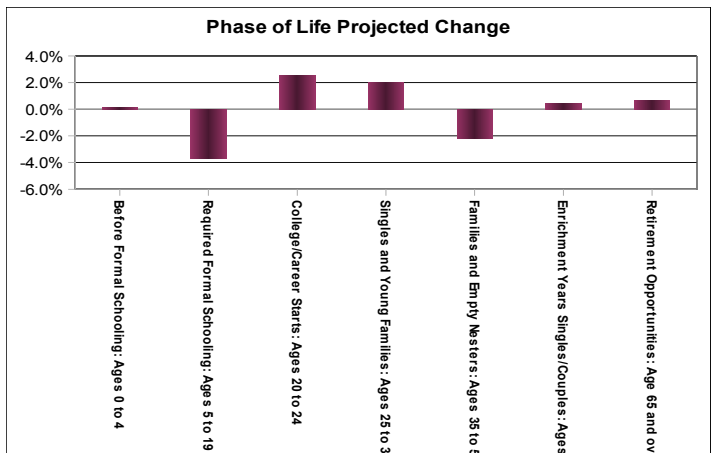
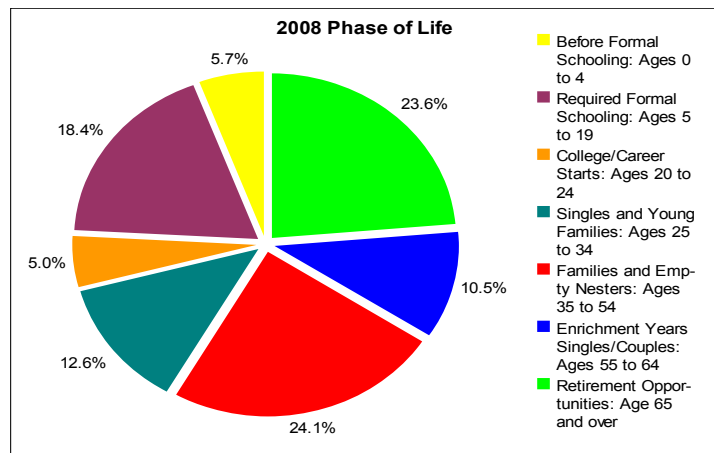


Age	1990	2000	2008	2013
<b>Average Age</b>	42.8	42.6	40.5	41.2
Average Age Change		-0.23	-2.07	0.67
Percent Change		-0.5%	-4.9%	1.7%



Income	2000	2008	2013
<b>Average Household Income</b>	33,628.1	38,303.8	43,721.9
Average Household Income Change		4,675.71	5,418.13
Percent Change		13.9%	14.1%
<b>Per Capita Income</b>	14,498.1	16,909.9	19,577.9
Per Capita Income Change		2,411.80	2,668.06
Percent Change		16.6%	15.8%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	85	5.8%	81	5.7%	84	6.0%	0.2%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	315	21.7%	261	18.4%	251	18.0%	-3.7%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	41	2.8%	71	5.0%	75	5.4%	2.5%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	147	10.1%	178	12.6%	170	12.2%	2.0%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	375	25.8%	342	24.1%	330	23.6%	-2.2%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	151	10.4%	149	10.5%	152	10.9%	0.5%	679,753	11.5%
Retirement Opportunities: Age 65 and over	339	23.3%	335	23.6%	336	24.0%	0.7%	814,449	13.8%
<b>Totals:</b>	<b>1,453</b>	<b>100%</b>	<b>1,417</b>	<b>100%</b>	<b>1,398</b>	<b>100%</b>		<b>5,922,256</b>	<b>100.0%</b>

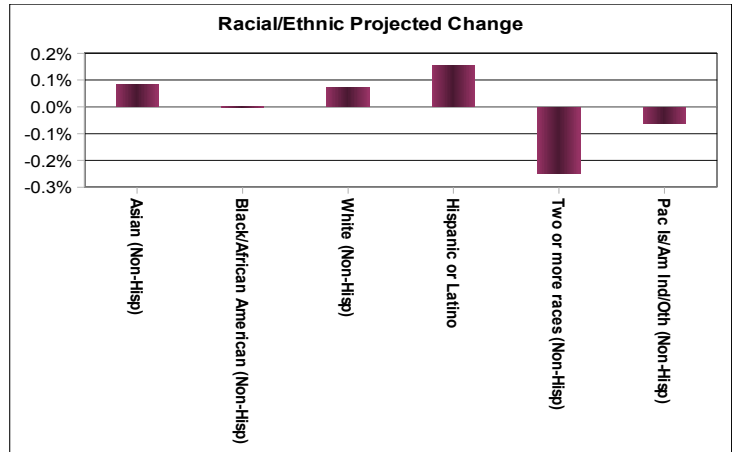
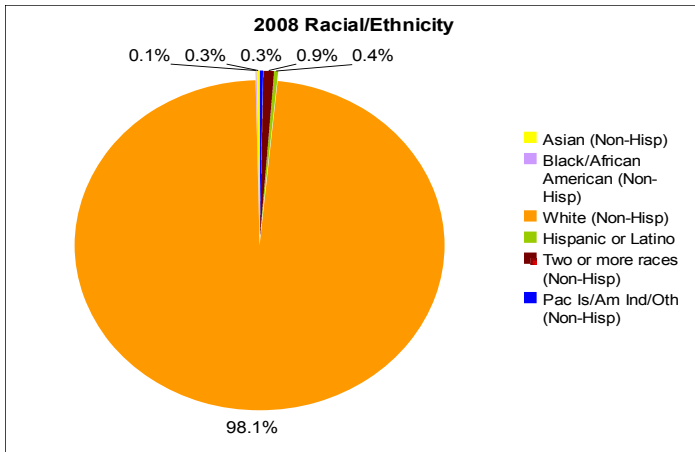


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

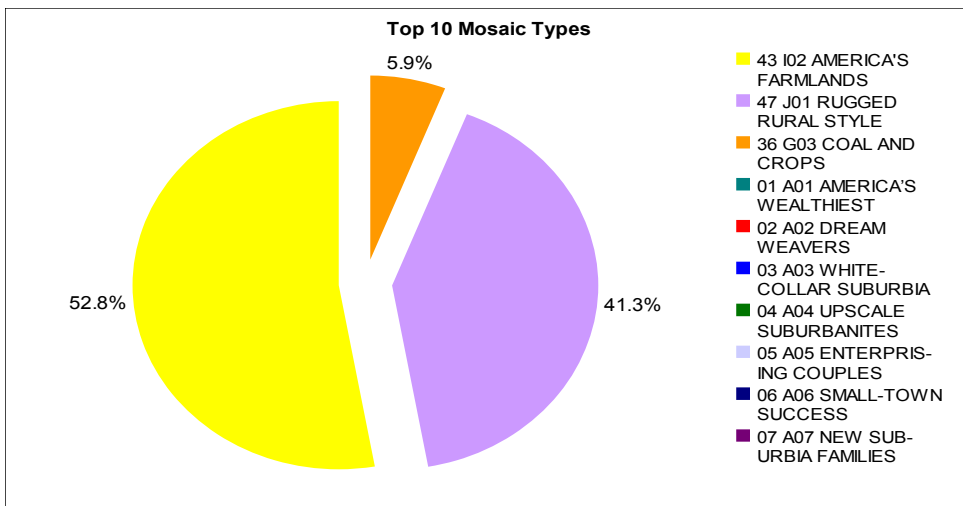
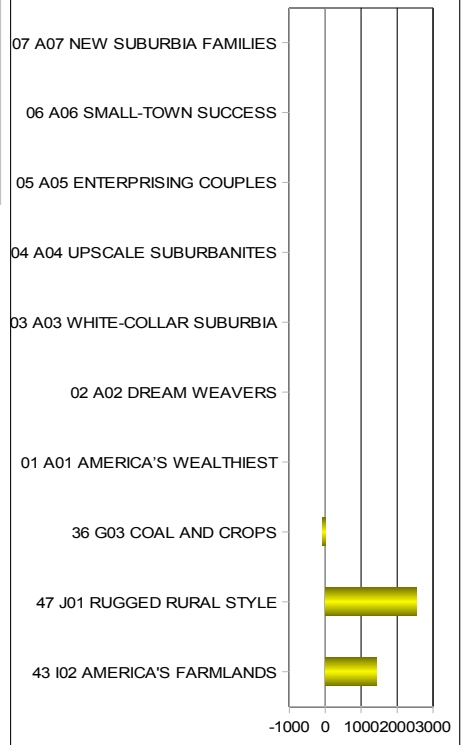
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	4	0.3%	4	0.3%	5	0.4%	0.1%
Black/African American (Non-Hisp)	1	0.1%	1	0.1%	1	0.1%	0.0%
White (Non-Hisp)	1,426	98.1%	1,391	98.1%	1,374	98.2%	0.1%
Hispanic or Latino	4	0.3%	5	0.4%	6	0.4%	0.2%
Two or more races (Non-Hisp)	14	1.0%	13	0.9%	10	0.7%	-0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	4	0.3%	4	0.3%	3	0.2%	-0.1%
<b>Totals:</b>	<b>1,453</b>	<b>100.0%</b>	<b>1,418</b>	<b>100.0%</b>	<b>1,399</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
43 I02 AMERICA'S FARMLANDS	330	52.8%	86,001	3.7%	1437
47 J01 RUGGED RURAL STYLE	258	41.3%	38,065	1.6%	2538
36 G03 COAL AND CROPS	37	5.9%	153,940	6.6%	90
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

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.