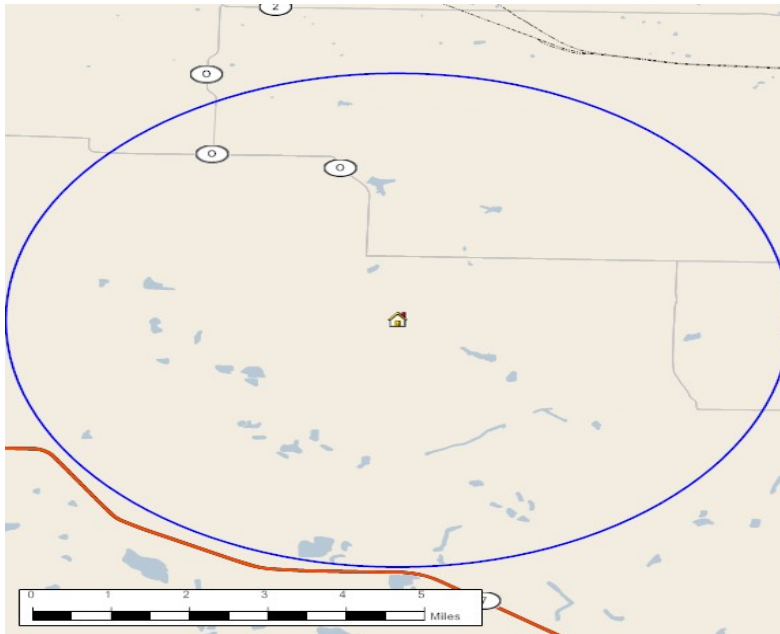


Prepared for: Missouri Conference UMC

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

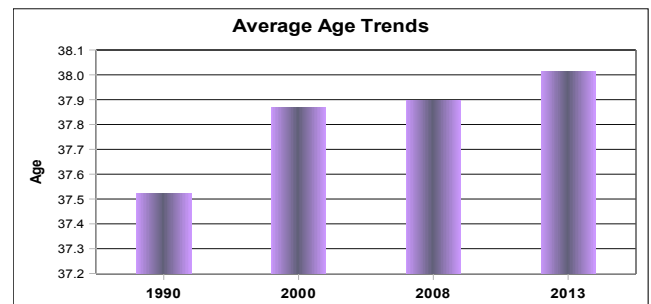
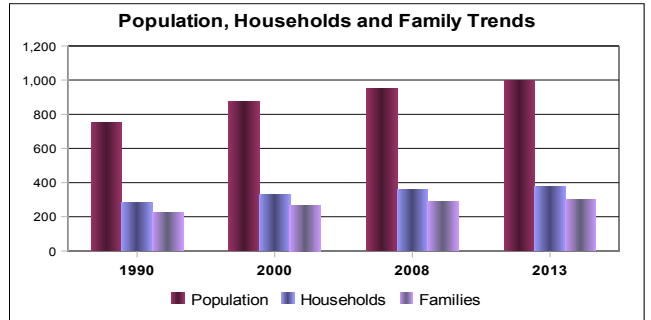
Study Area



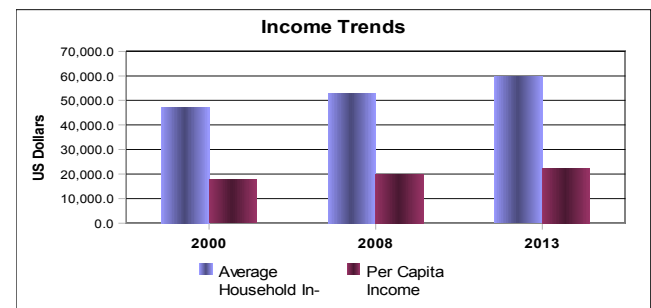
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	752	875	953	996
Population Change		123	78	43
Percent Change		16.4%	8.9%	4.5%
Average Annual Change		1.6%	1.1%	0.9%
Households	282	330	359	375
Households Change		48	29	16
Percent Change		17.0%	8.8%	4.5%
Average Annual Change		1.7%	1.1%	0.9%
Population / Households	2.7	2.7	2.7	2.7
Population / Households Change		-0.02	0.00	0.00
Percent Change		-0.57%	0.12%	0.05%
Families	223	268	288	299
Families Change		45	20	11
Percent Change		20.2%	7.5%	3.8%
Average Annual Change		2.0%	0.9%	0.8%

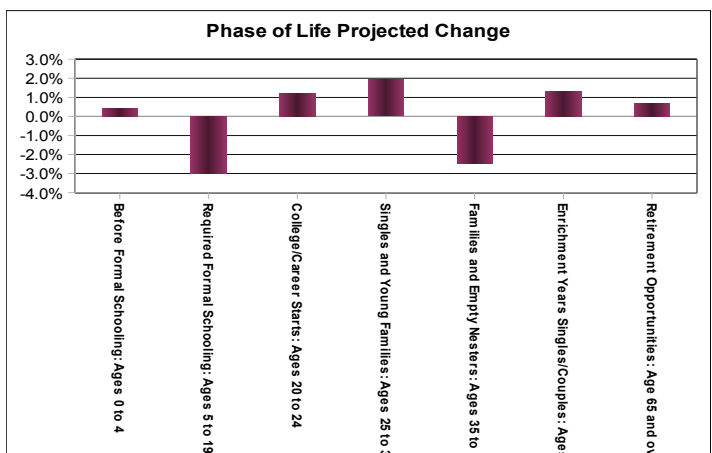
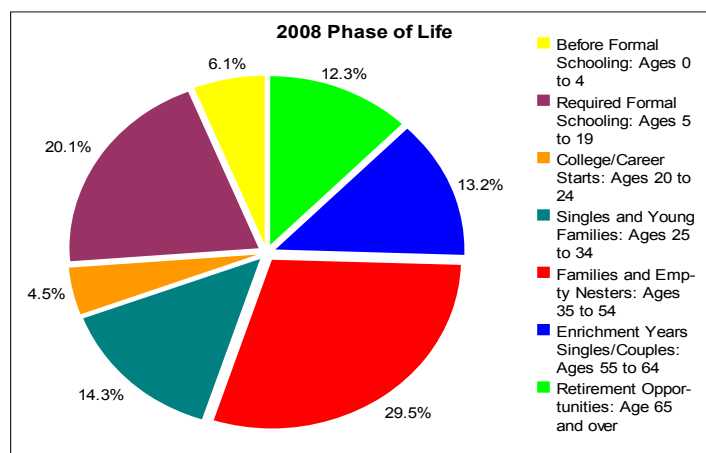


Age	1990	2000	2008	2013
Average Age	37.5	37.9	37.9	38.0
Average Age Change		0.35	0.03	0.11
Percent Change		0.9%	0.1%	0.3%



Income	2000	2008	2013
Average Household Income	47,258.2	52,971.7	59,617.3
Average Household Income Change		5,713.54	6,645.55
Percent Change		12.1%	12.5%
Per Capita Income	17,823.1	19,954.7	22,446.3
Per Capita Income Change		2,131.64	2,491.54
Percent Change		12.0%	12.5%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	49	5.6%	58	6.1%	60	6.0%	0.4%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	204	23.3%	192	20.1%	202	20.3%	-3.0%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	29	3.3%	43	4.5%	45	4.5%	1.2%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	101	11.5%	136	14.3%	134	13.5%	1.9%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	277	31.7%	281	29.5%	290	29.1%	-2.5%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	110	12.6%	126	13.2%	138	13.9%	1.3%	679,753	11.5%
Retirement Opportunities: Age 65 and over	105	12.0%	117	12.3%	126	12.7%	0.7%	814,449	13.8%
Totals:	875	100%	953	100%	995	100%		5,922,256	100.0%

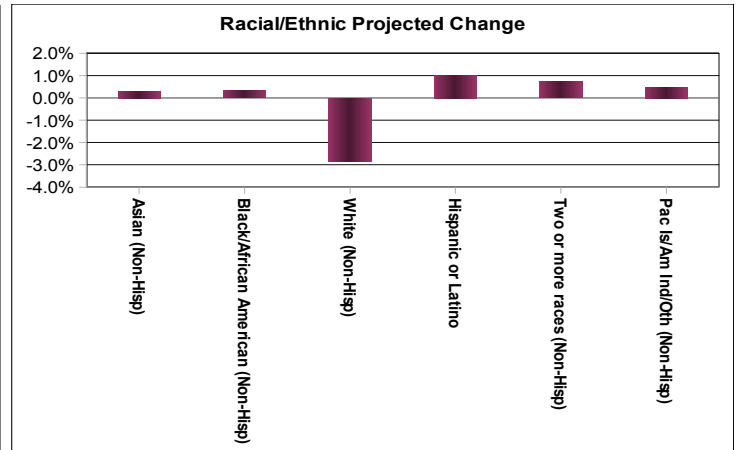
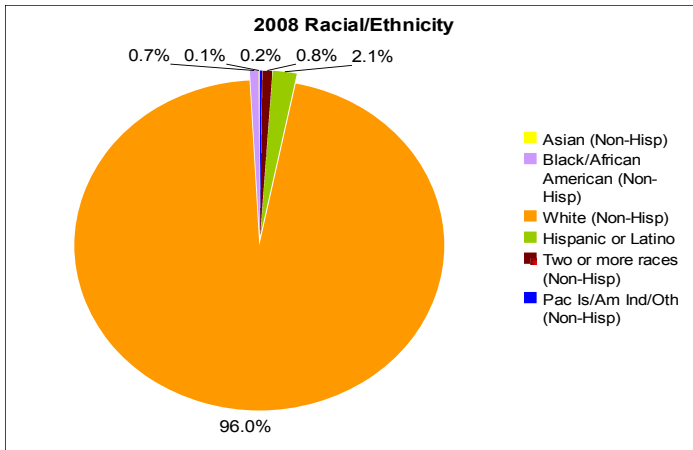


Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

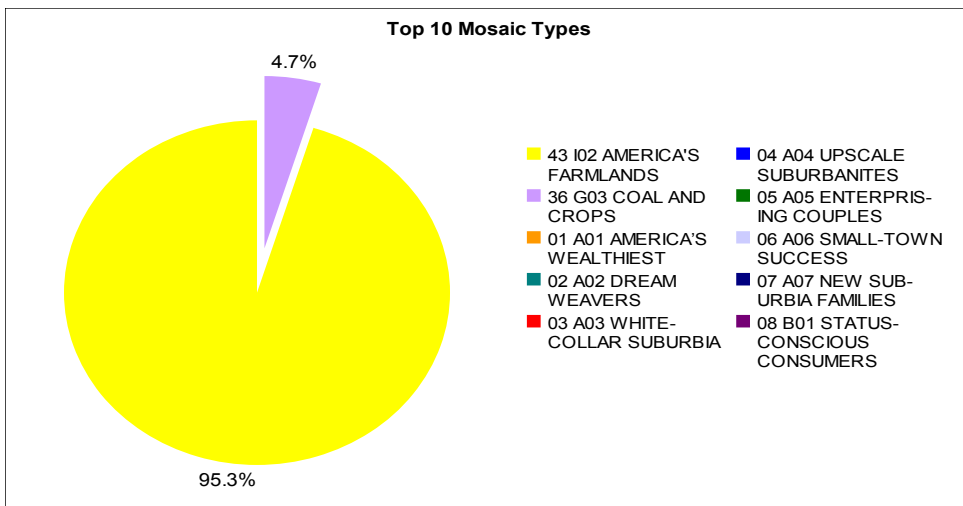
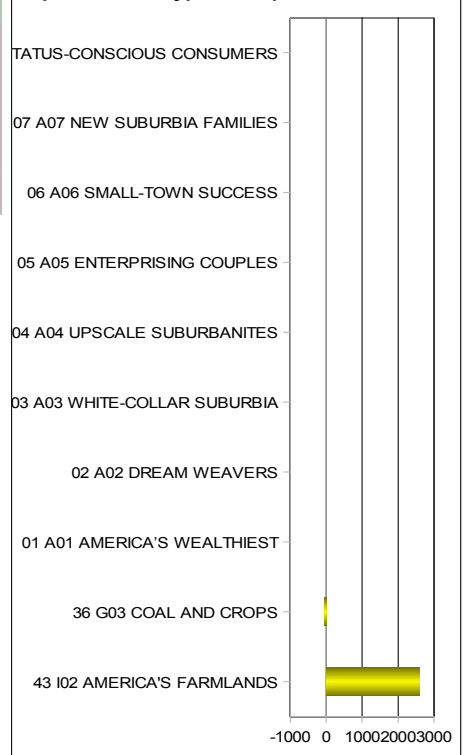
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	0	0.0%	1	0.1%	3	0.3%	0.3%
Black/African American (Non-Hisp)	6	0.7%	7	0.7%	10	1.0%	0.3%
White (Non-Hisp)	848	96.9%	915	96.0%	936	94.1%	-2.8%
Hispanic or Latino	13	1.5%	20	2.1%	25	2.5%	1.0%
Two or more races (Non-Hisp)	6	0.7%	8	0.8%	14	1.4%	0.7%
Pac Is/Am Ind/Oth (Non-Hisp)	2	0.2%	2	0.2%	7	0.7%	0.5%
Totals:	875	100.0%	953	100.0%	995	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	342	95.3%	86,001	3.7%	2592
36 G03 COAL AND CROPS	17	4.7%	153,940	6.6%	72
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.