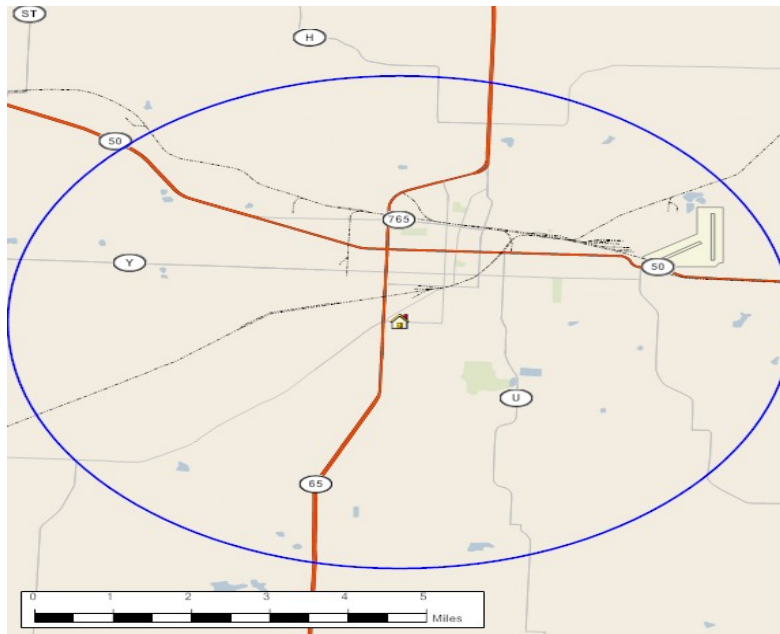


Prepared for: Missouri Conference UMC

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

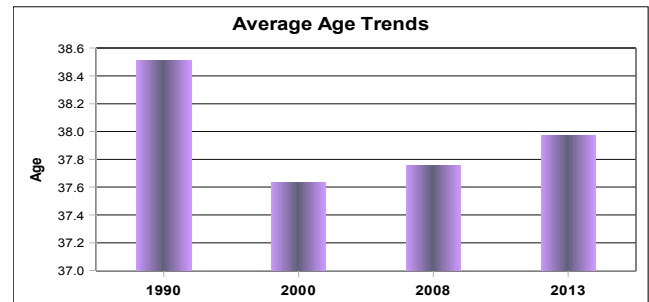
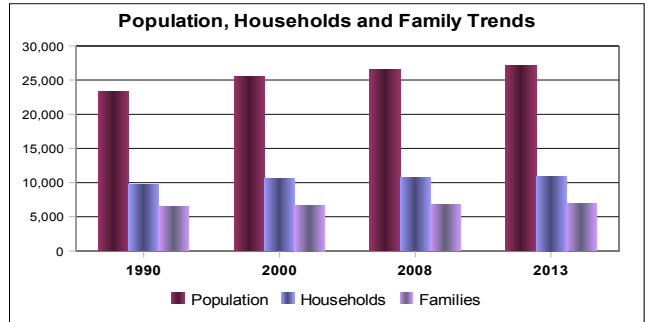
Study Area



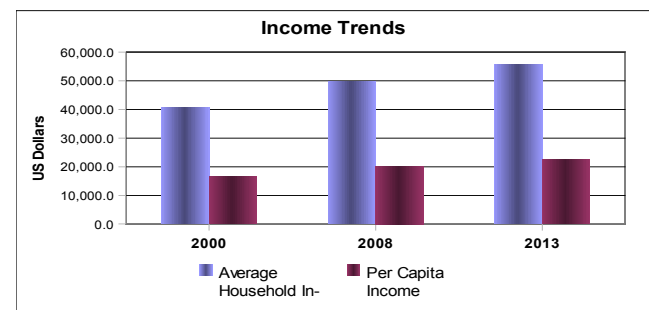
Prepared for: Missouri Conference UMC

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	23,330	25,573	26,520	27,117
Population Change		2,243	947	597
Percent Change		9.6%	3.7%	2.3%
Average Annual Change		1.0%	0.5%	0.5%
Households	9,705	10,553	10,789	10,937
Households Change		848	236	148
Percent Change		8.7%	2.2%	1.4%
Average Annual Change		0.9%	0.3%	0.3%
Population / Households	2.4	2.4	2.5	2.5
Population / Households Change		0.02	0.03	0.02
Percent Change		0.81%	1.43%	0.87%
Families	6,467	6,729	6,828	6,892
Families Change		262	99	64
Percent Change		4.1%	1.5%	0.9%
Average Annual Change		0.4%	0.2%	0.2%

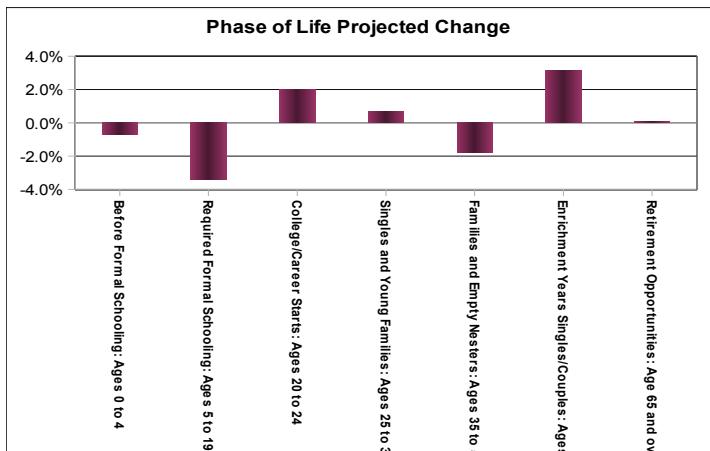
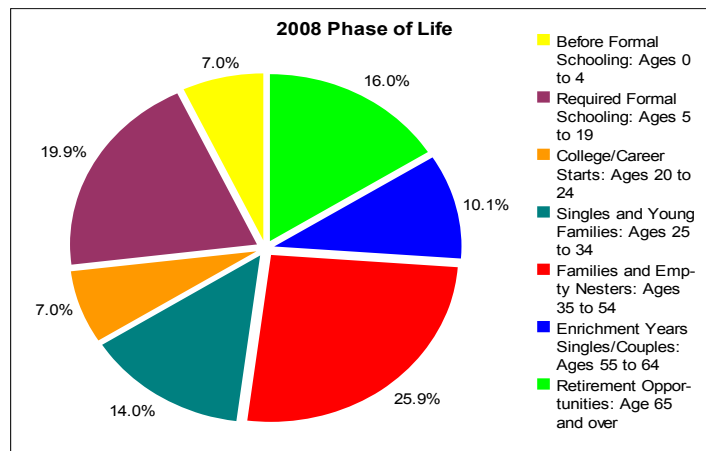


Age	1990	2000	2008	2013
Average Age	38.5	37.6	37.8	38.0
Average Age Change		-0.88	0.13	0.21
Percent Change		-2.3%	0.3%	0.6%



Income	2000	2008	2013
Average Household Income	40,631.5	49,795.3	55,579.6
Average Household Income Change		9,163.82	5,784.22
Percent Change		22.6%	11.6%
Per Capita Income	16,767.1	20,258.0	22,416.7
Per Capita Income Change		3,490.91	2,158.71
Percent Change		20.8%	10.7%

Phase of Life	2000	2008	2013	Projected Change	MO	2008			
Before Formal Schooling: Ages 0 to 4	1,839	7.2%	1,859	7.0%	1,760	6.5%	-0.7%	389,633	6.6%
Required Formal Schooling: Ages 5 to 19	5,876	23.0%	5,279	19.9%	5,307	19.6%	-3.4%	1,190,226	20.1%
College/Career Starts: Ages 20 to 24	1,378	5.4%	1,869	7.0%	2,001	7.4%	2.0%	412,287	7.0%
Singles and Young Families: Ages 25 to 34	3,269	12.8%	3,714	14.0%	3,659	13.5%	0.7%	779,199	13.2%
Families and Empty Nesters: Ages 35 to 54	6,879	26.9%	6,862	25.9%	6,807	25.1%	-1.8%	1,656,709	28.0%
Enrichment Years Singles/Couples: Ages 55	2,202	8.6%	2,684	10.1%	3,181	11.7%	3.1%	679,753	11.5%
Retirement Opportunities: Age 65 and over	4,129	16.1%	4,253	16.0%	4,402	16.2%	0.1%	814,449	13.8%
Totals:	25,572	100%	26,520	100%	27,117	100%		5,922,256	100.0%

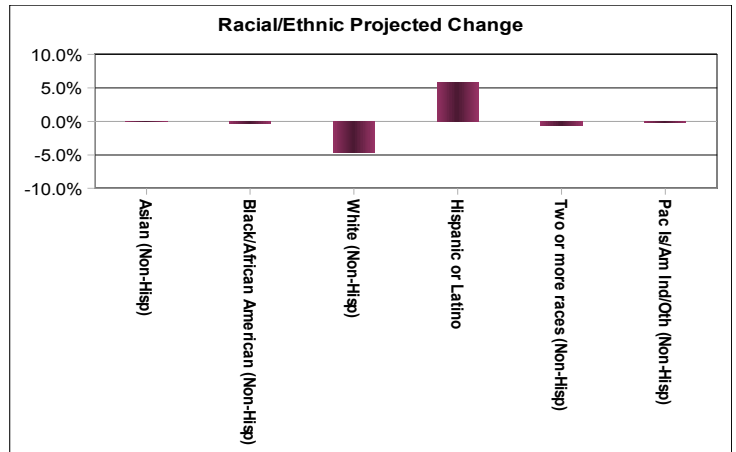
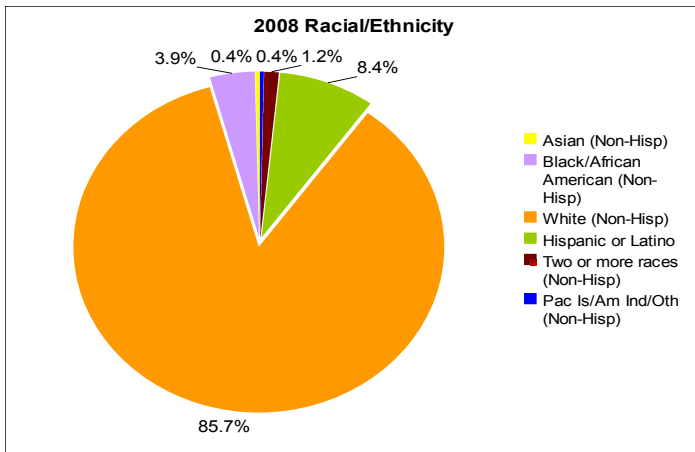


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Study Area: 5 mile Radius

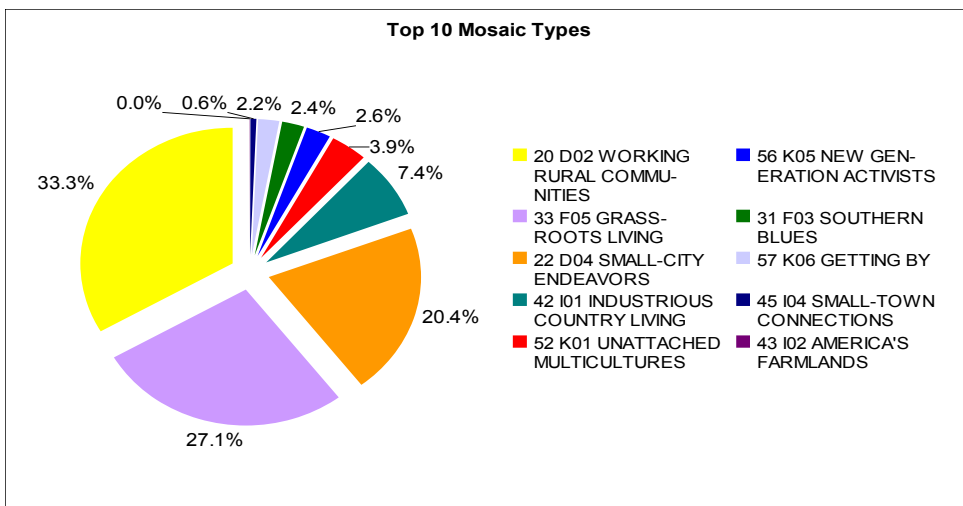
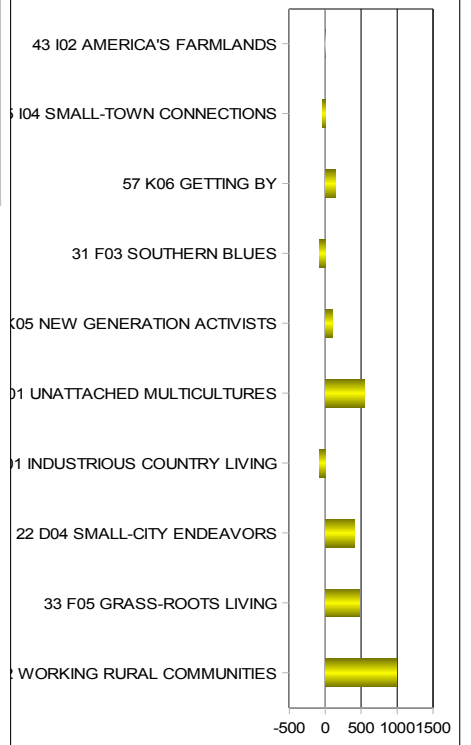
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	122	0.5%	99	0.4%	112	0.4%	-0.1%
Black/African American (Non-Hisp)	1,066	4.2%	1,030	3.9%	1,029	3.8%	-0.4%
White (Non-Hisp)	22,663	88.6%	22,741	85.7%	22,761	83.9%	-4.7%
Hispanic or Latino	1,208	4.7%	2,226	8.4%	2,880	10.6%	5.9%
Two or more races (Non-Hisp)	392	1.5%	330	1.2%	248	0.9%	-0.6%
Pac Is/Am Ind/Oth (Non-Hisp)	121	0.5%	95	0.4%	87	0.3%	-0.2%
Totals:	25,572	100.0%	26,521	100.0%	27,117	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
20 D02 WORKING RURAL COMMUNITIES	3,595	33.3%	77,967	3.3%	1000
33 F05 GRASS-ROOTS LIVING	2,925	27.1%	133,751	5.7%	474
22 D04 SMALL-CITY ENDEAVORS	2,199	20.4%	116,058	5.0%	411
42 I01 INDUSTRIOUS COUNTRY LIVING	802	7.4%	196,037	8.4%	89
52 K01 UNATTACHED MULTICULTURES	419	3.9%	16,617	0.7%	547
56 K05 NEW GENERATION ACTIVISTS	283	2.6%	58,044	2.5%	106
31 F03 SOUTHERN BLUES	254	2.4%	71,254	3.0%	77
57 K06 GETTING BY	240	2.2%	36,015	1.5%	145
45 I04 SMALL-TOWN CONNECTIONS	69	0.6%	33,549	1.4%	45
43 I02 AMERICA'S FARMLANDS	3	0.0%	86,001	3.7%	1

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.