

Analysis Geography: Hwy 24 & Hwy 63
Moberly, MO

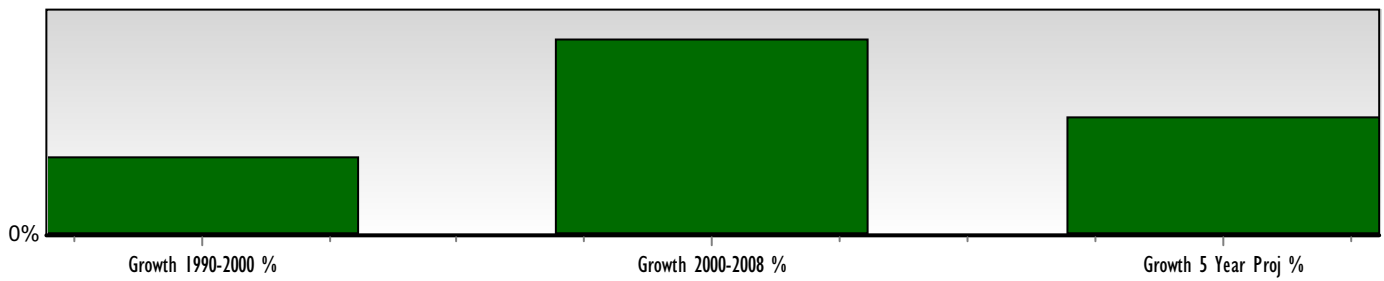
Date: 3/7/2010

Population Profile

**15 Minute
Drive Time**

2013 Projection	25,774
2008 Estimate	25,208
2000 Census	24,295
1990 Census	23,939

Population Change



Work Place Population

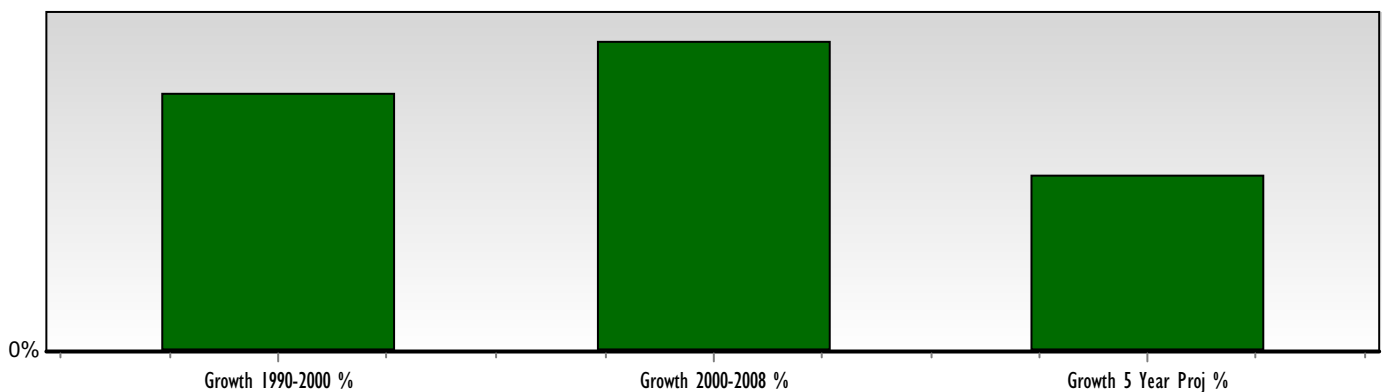
**15 Minute
Drive Time**

Total	10,969
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Household Profile

2013 Projection	9,543
2008 Estimate	9,365
2000 Census	9,062
1990 Census	8,816

Household Change

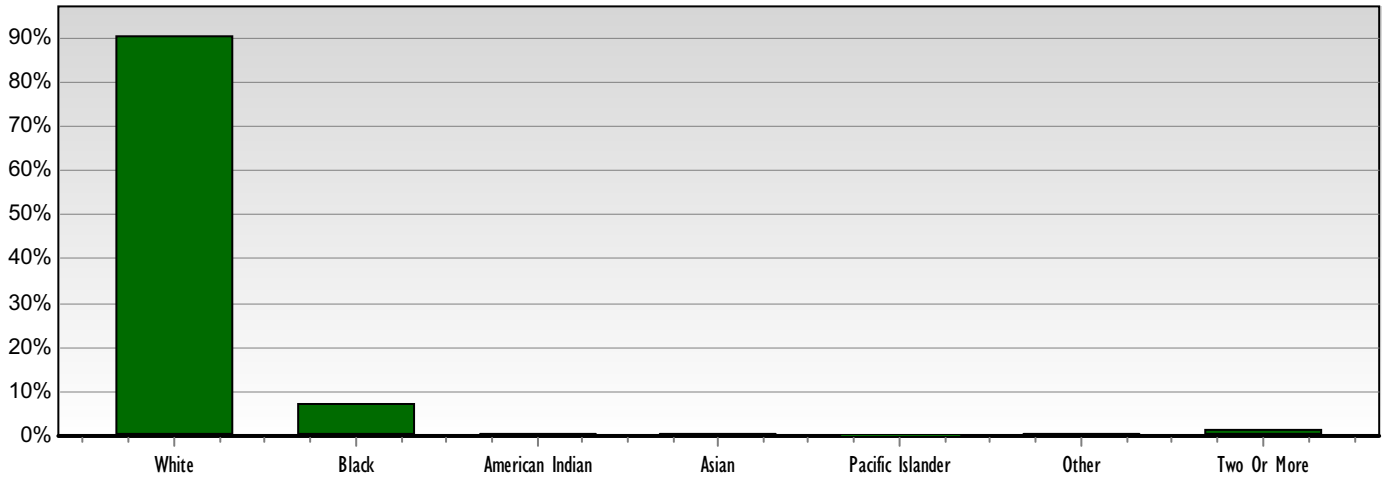


Analysis Geography: Hwy 24 & Hwy 63
Moberly, MO

Date: 3/7/2010

Population By Race (Current)	15 Minute Drive Time
White	22,784
Black	1,803
American Indian	89
Asian	109
Pacific Islander	9
Other	64
Two Or More	350
Total Population By Race	25,208

Population By Race (Current)



Population By Hispanic Origin (Current)	15 Minute Drive Time
Hispanic Origin	385
Non Hispanic Origin	24,823

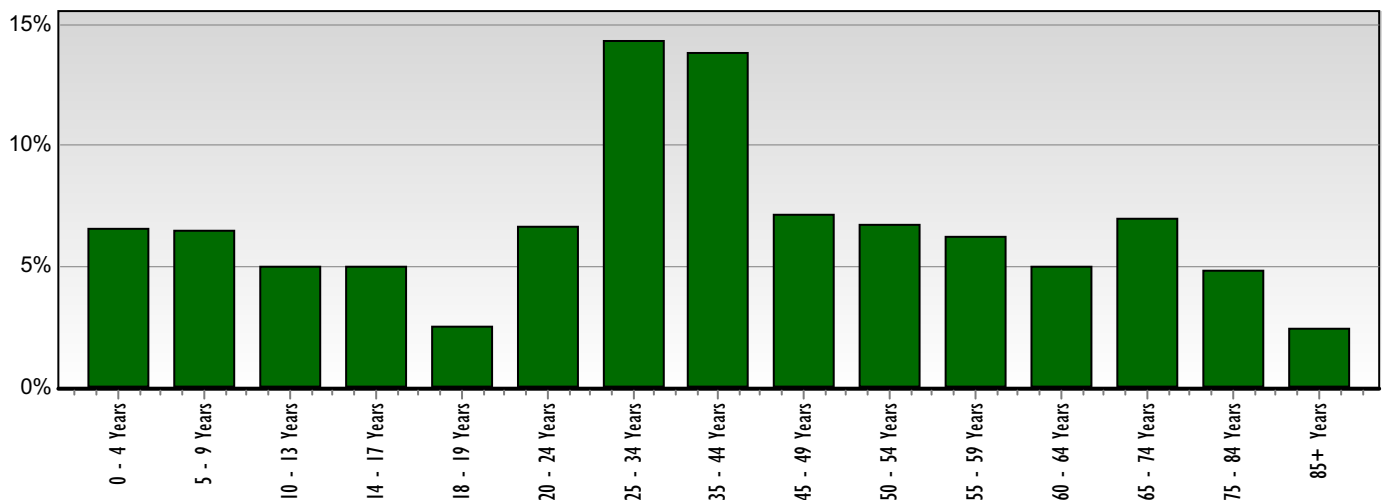
Analysis Geography: Hwy 24 & Hwy 63
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Date: 3/7/2010

Population By Age (Current)	15 Minute Drive Time
0 to 4 years	1,658
5 to 9 years	1,642
10 to 13 years	1,271
14 to 17 years	1,271
18 to 19 years	649
20 to 24 years	1,673
25 to 34 years	3,607
35 to 44 years	3,488
45 to 49 years	1,810
50 to 54 years	1,698
55 to 59 years	1,583
60 to 64 years	1,255
65 to 74 years	1,760
75 to 84 years	1,226
85+ Years	616

Total Population By Age	25,208
Median Age	37.5

Population By Age (Current)

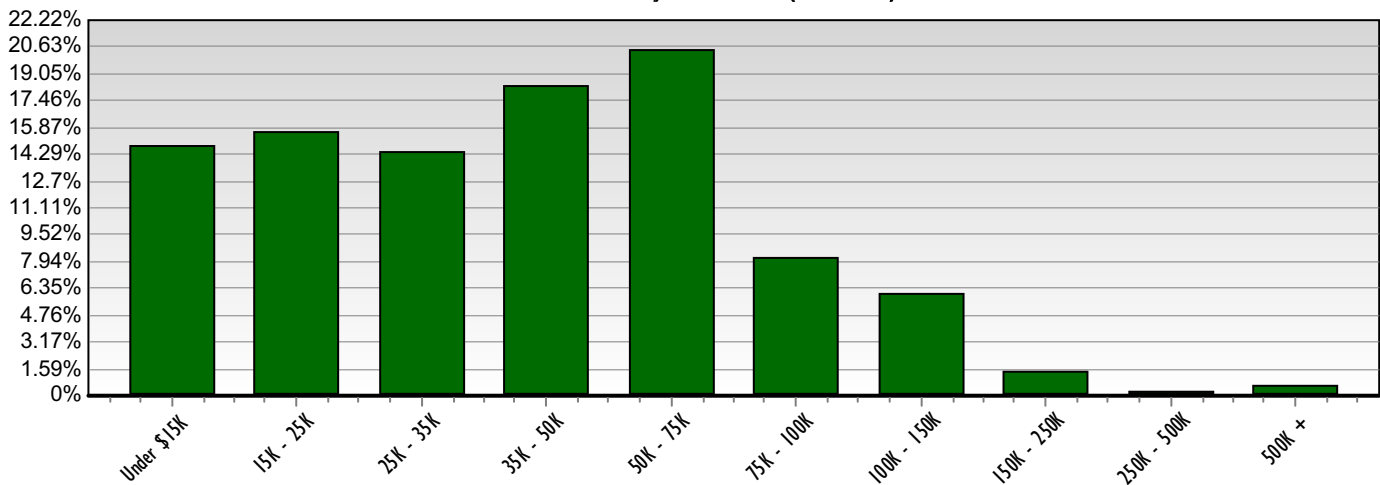


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Date: 3/7/2010

Households By Income (Current)	15 Minute Drive Time
Under \$15,000	1,389
\$15,000 to \$24,999	1,462
\$25,000 to \$34,999	1,353
\$35,000 to \$49,999	1,714
\$50,000 to \$74,999	1,915
\$75,000 to \$99,999	761
\$100,000 to \$149,999	569
\$150,000 to \$249,999	129
\$250,000 to \$499,999	21
\$500,000 +	52
Total Households By Income	9,365
Average Household Income	\$46,105
Median Household Income	\$39,261

Households By Income (Current)



Analysis Geography: Hwy 24 & Hwy 63
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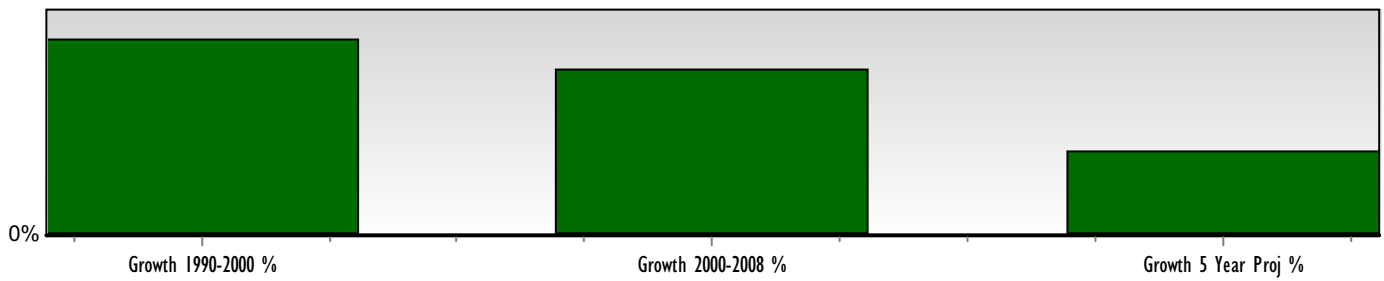
Date: 3/7/2010

Population Profile

**20 Minute
Drive Time**

2013 Projection	45,171
2008 Estimate	44,773
2000 Census	43,996
1990 Census	43,093

Population Change



Work Place Population

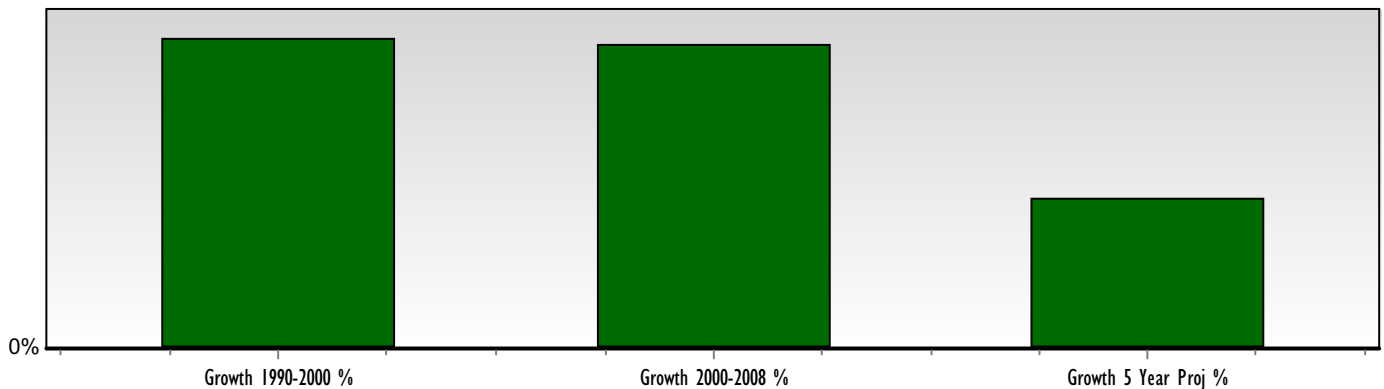
**20 Minute
Drive Time**

Total	18,205
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Household Profile

2013 Projection	18,143
2008 Estimate	17,766
2000 Census	17,035
1990 Census	16,320

Household Change

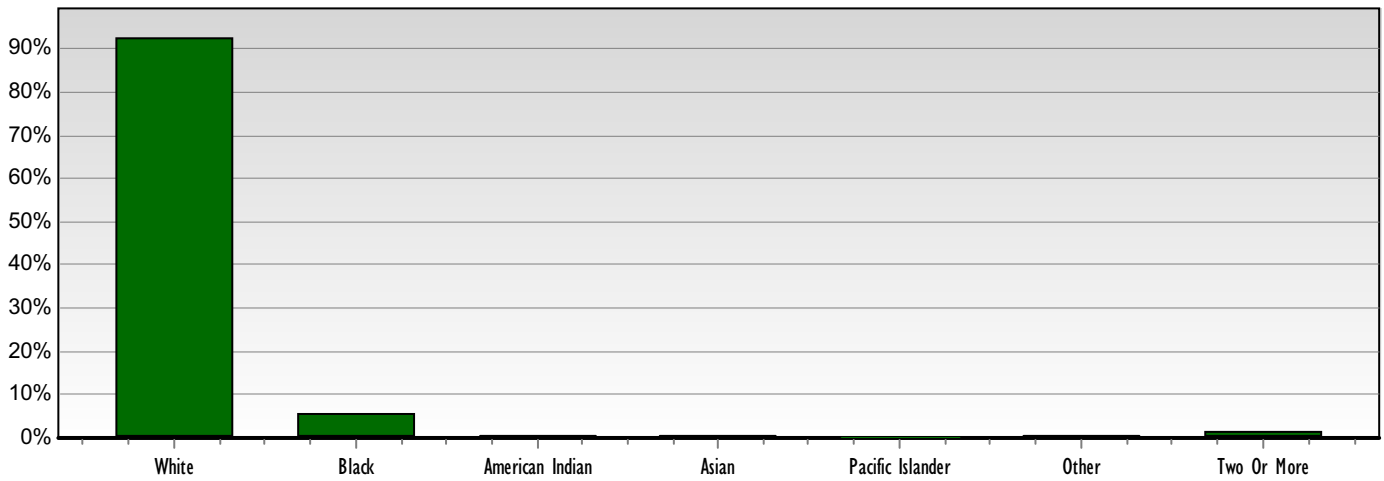


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Date: 3/7/2010

Population By Race (Current)	20 Minute Drive Time
White	41,384
Black	2,405
American Indian	157
Asian	165
Pacific Islander	13
Other	119
Two Or More	530
Total Population By Race	44,773

Population By Race (Current)



Population By Hispanic Origin (Current)	20 Minute Drive Time
Hispanic Origin	629
Non Hispanic Origin	44,144

Analysis Geography: Hwy 24 & Hwy 63
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Date: 3/7/2010

Population By Age (Current)

**20 Minute
Drive Time**

0 to 4 years	2,825
5 to 9 years	2,750
10 to 13 years	2,225
14 to 17 years	2,371
18 to 19 years	1,143
20 to 24 years	2,730
25 to 34 years	5,964
35 to 44 years	5,832
45 to 49 years	3,197
50 to 54 years	3,130
55 to 59 years	2,879
60 to 64 years	2,322
65 to 74 years	3,382
75 to 84 years	2,528
85+ Years	1,493

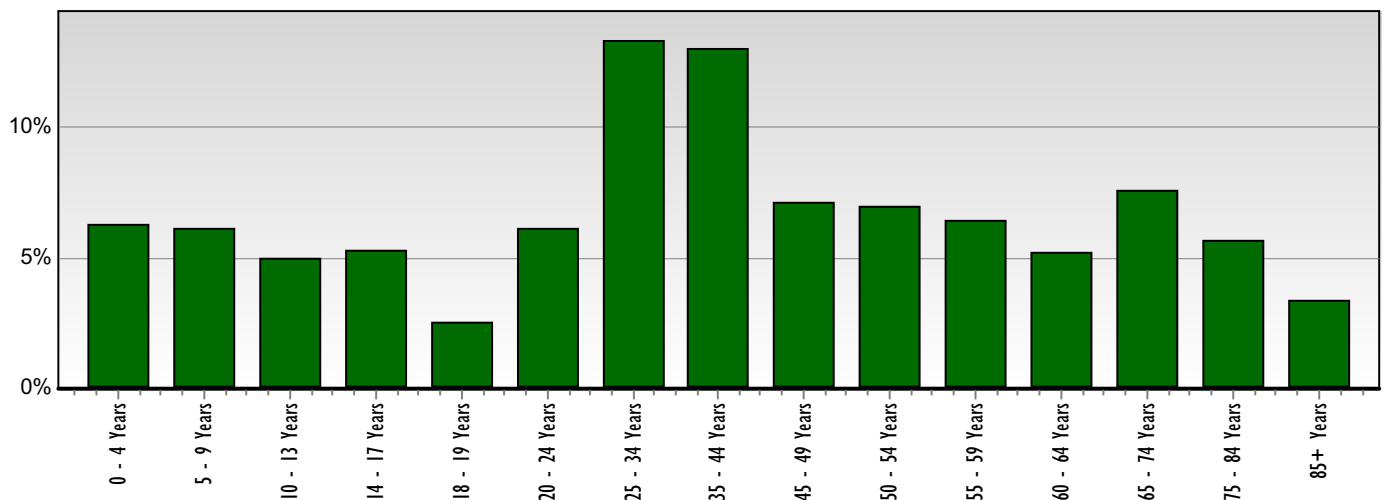
Total Population By Age

44,773

Median Age

39.4

Population By Age (Current)

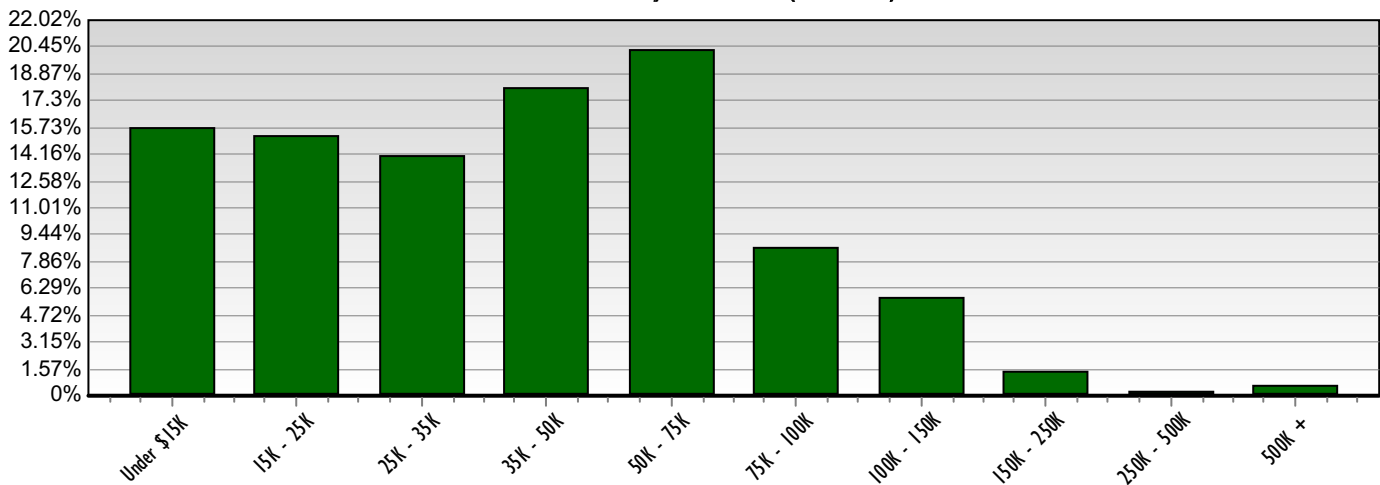


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Households By Income (Current)	20 Minute Drive Time
Under \$15,000	2,788
\$15,000 to \$24,999	2,699
\$25,000 to \$34,999	2,506
\$35,000 to \$49,999	3,215
\$50,000 to \$74,999	3,600
\$75,000 to \$99,999	1,540
\$100,000 to \$149,999	1,025
\$150,000 to \$249,999	254
\$250,000 to \$499,999	45
\$500,000 +	94
Total Households By Income	17,766
Average Household Income	\$46,029
Median Household Income	\$39,120

Households By Income (Current)



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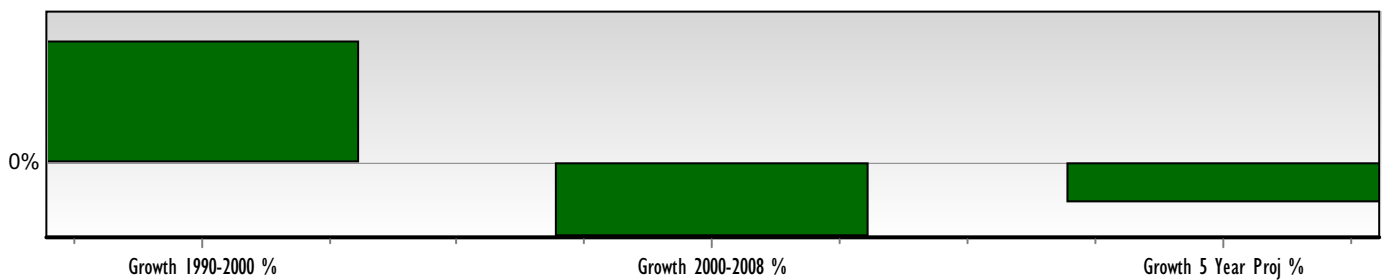
Date: 3/7/2010

Population Profile

Secondary
Trade Area

2013 Projection	122,025
2008 Estimate	123,012
2000 Census	124,877
1990 Census	121,872

Population Change



Work Place Population

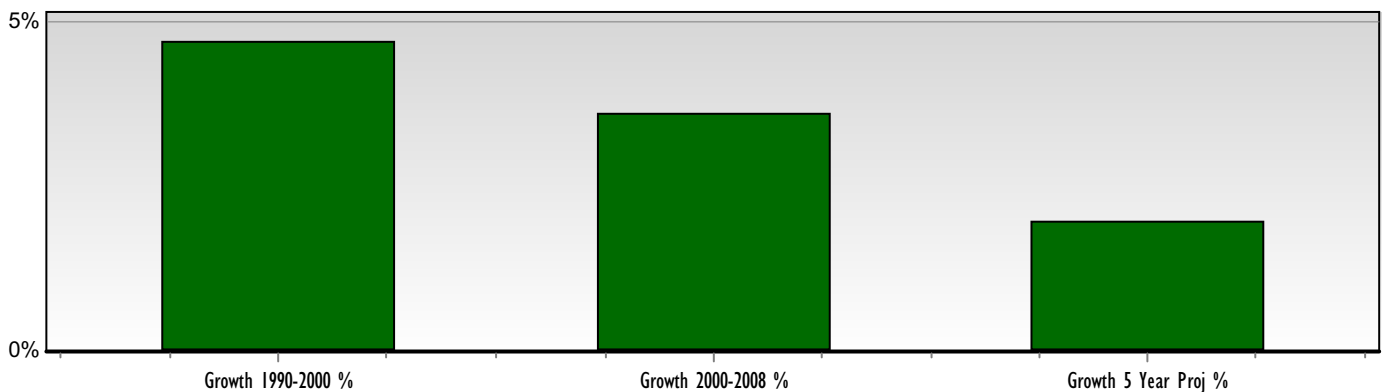
Secondary
Trade Area

Total	41,577
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Household Profile

2013 Projection	51,993
2008 Estimate	50,989
2000 Census	49,205
1990 Census	46,993

Household Change

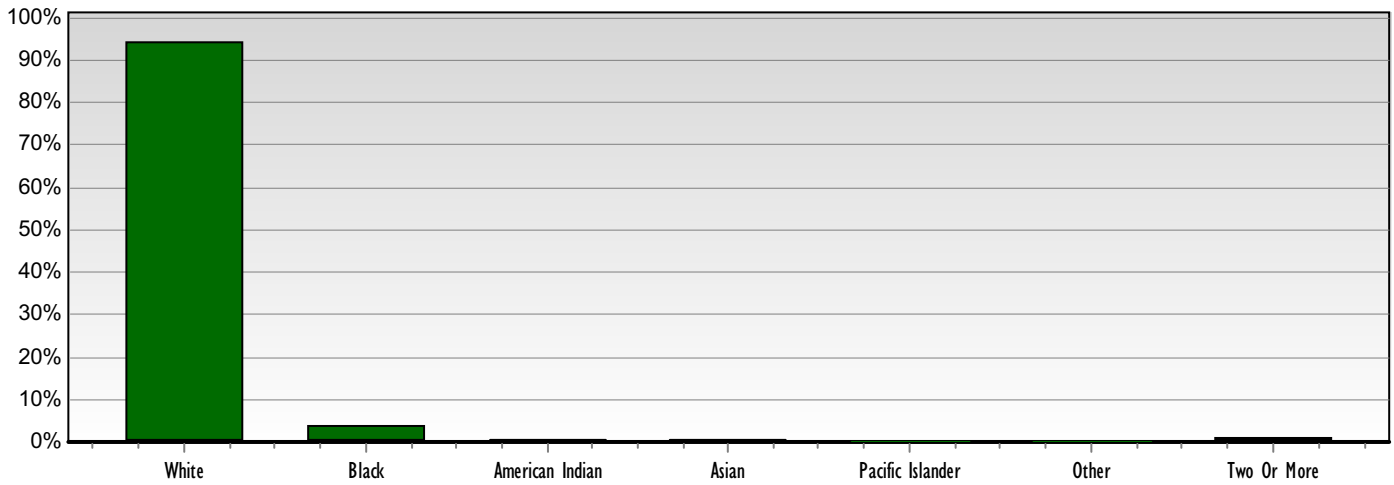


Analysis Geography: Hwy 24 & Hwy 63
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Date: 3/7/2010

Population By Race (Current)	Secondary Trade Area
White	115,928
Black	4,851
American Indian	359
Asian	336
Pacific Islander	26
Other	283
Two Or More	1,229
Total Population By Race	123,012

Population By Race (Current)



Population By Hispanic Origin (Current)	Secondary Trade Area
Hispanic Origin	1,415
Non Hispanic Origin	121,597

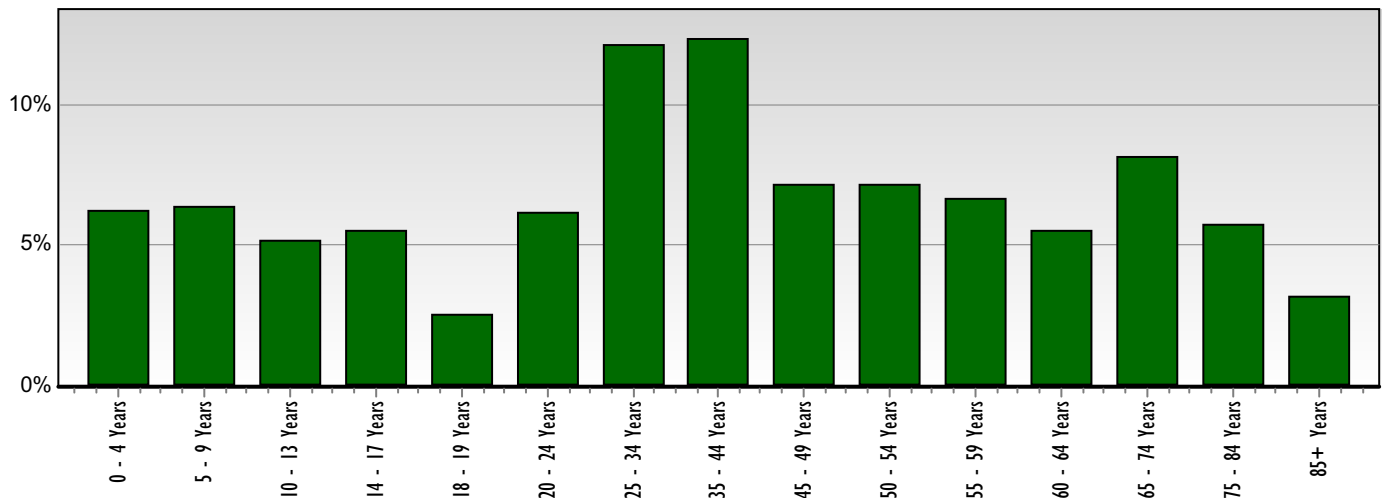
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Population By Age (Current)	Secondary Trade Area
0 to 4 years	7,704
5 to 9 years	7,814
10 to 13 years	6,373
14 to 17 years	6,776
18 to 19 years	3,118
20 to 24 years	7,563
25 to 34 years	14,949
35 to 44 years	15,176
45 to 49 years	8,777
50 to 54 years	8,806
55 to 59 years	8,176
60 to 64 years	6,823
65 to 74 years	9,990
75 to 84 years	7,059
85+ Years	3,902

Total Population By Age	123,012
Median Age	40.0

Population By Age (Current)



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Households By Income (Current)	Secondary Trade Area
Under \$15,000	7,786
\$15,000 to \$24,999	7,481
\$25,000 to \$34,999	7,385
\$35,000 to \$49,999	9,596
\$50,000 to \$74,999	10,216
\$75,000 to \$99,999	4,364
\$100,000 to \$149,999	3,078
\$150,000 to \$249,999	663
\$250,000 to \$499,999	107
\$500,000 +	313
Total Households By Income	50,989
Average Household Income	\$46,620
Median Household Income	\$39,555

Households By Income (Current)

