

# Westphalia Business Climate

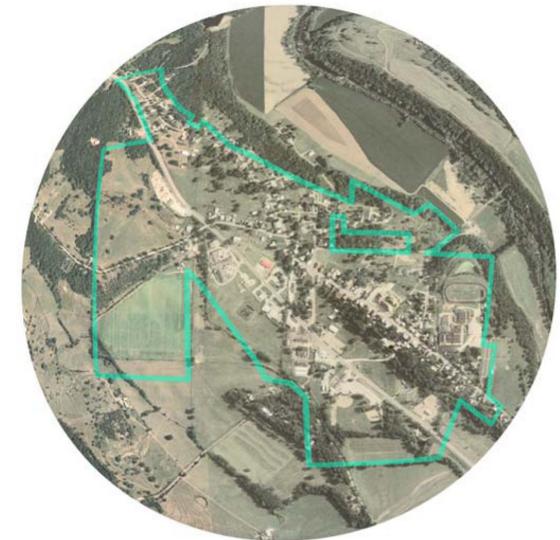
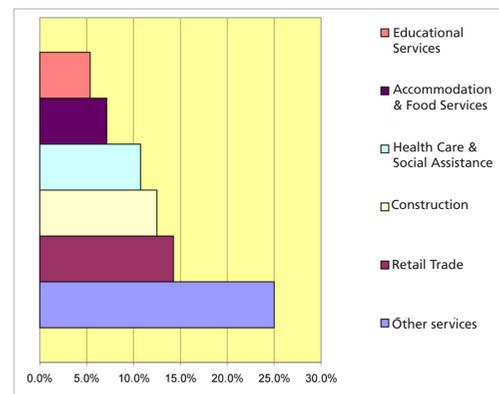


## Local Demographics

Summary	2000	2007
Population	320	334
Median Household Income	\$43,157	\$50,361
<b>Trends: 2007-2012 Annual Rate</b>	<b>Area</b>	<b>National</b>
Population	0.76%	1.22%
Median Household Income	2.31%	3.29%

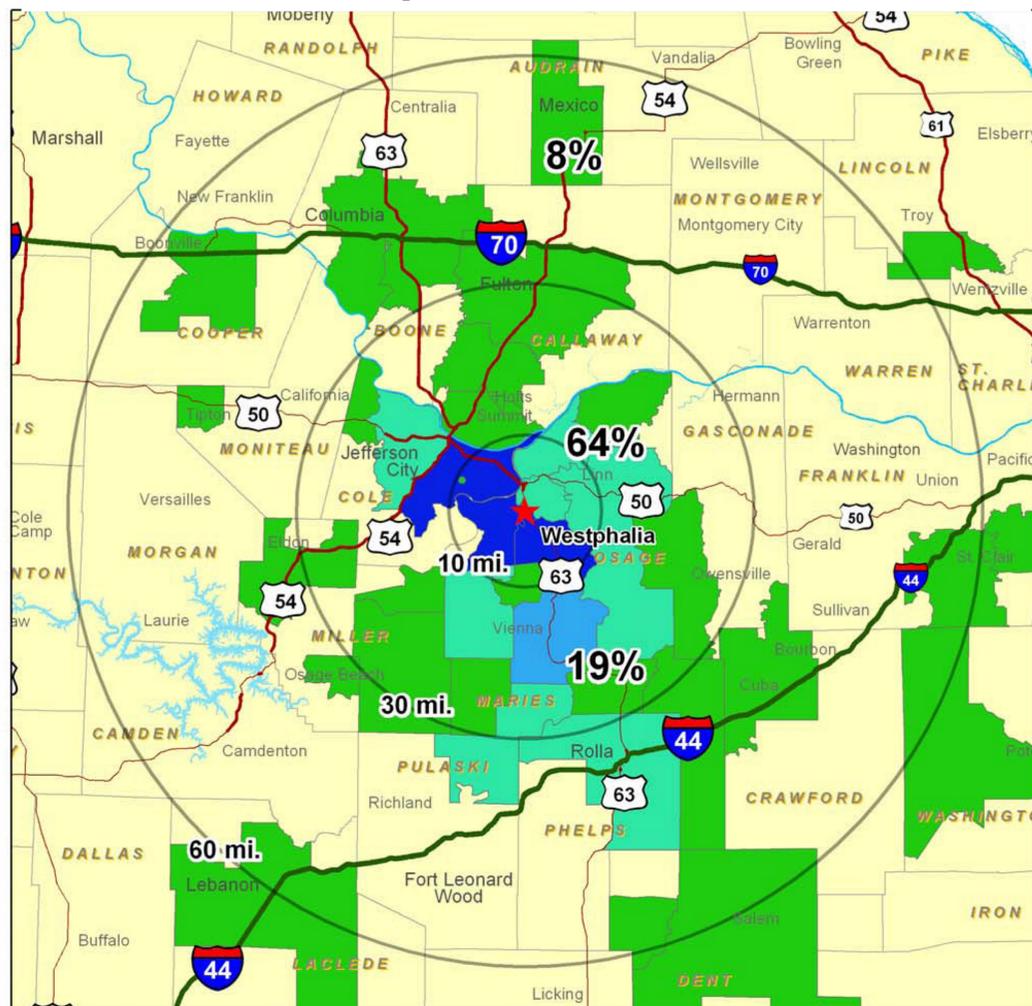
- Westphalia was founded in 1838 and is located approximately 14 miles east and south of Jefferson City.
- 77 percent of Westphalia residents commute to jobs outside of Westphalia.
- Over 80 percent of the observed customers for Westphalia's businesses noted in the study came from within 30 miles.
- 58.7 percent of Osage County residents leave their resident county to work in another county.

## Westphalia Firms



## Where do Westphalia's Customers Reside?

### Westphalia Customers



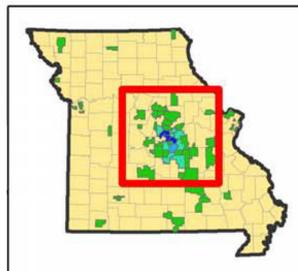
★ Westphalia

#### License Plates by Zip Code

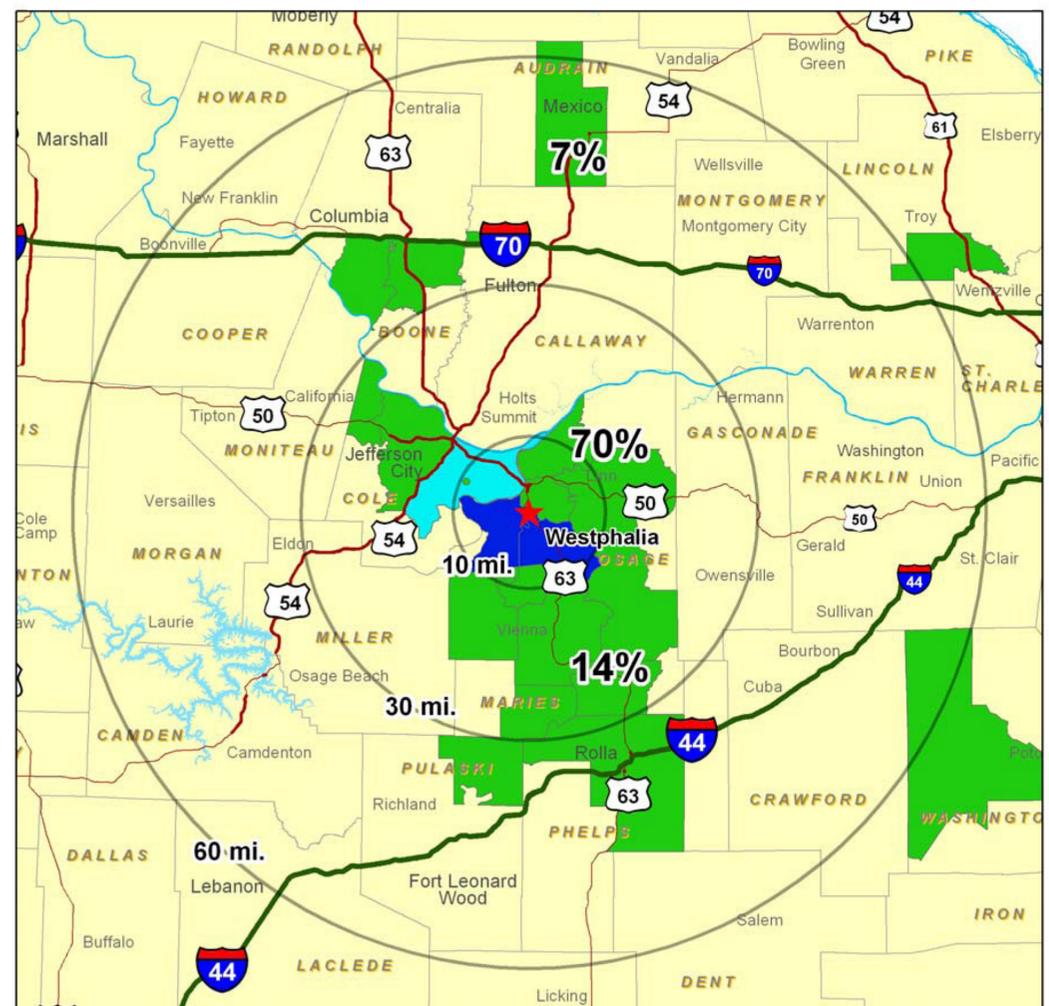
Total Number
40 - 118
20 - 39
5 - 19
1 - 4

**83 percent of customers reside within 30 miles of Westphalia.**

452 license plate samples collected; 15 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code.



### Westphalia Retail



★ Westphalia

#### Westphalia Retail Customers by Zipcode

11 - 48
5 - 10
1 - 4

**84 percent of Westphalia retail customers reside within 30 miles of Westphalia, while only 7 percent reside within 30 to 60 miles.**

146 license plate samples collected; 9 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code.

