



Tapestry Segmentation Area Profile

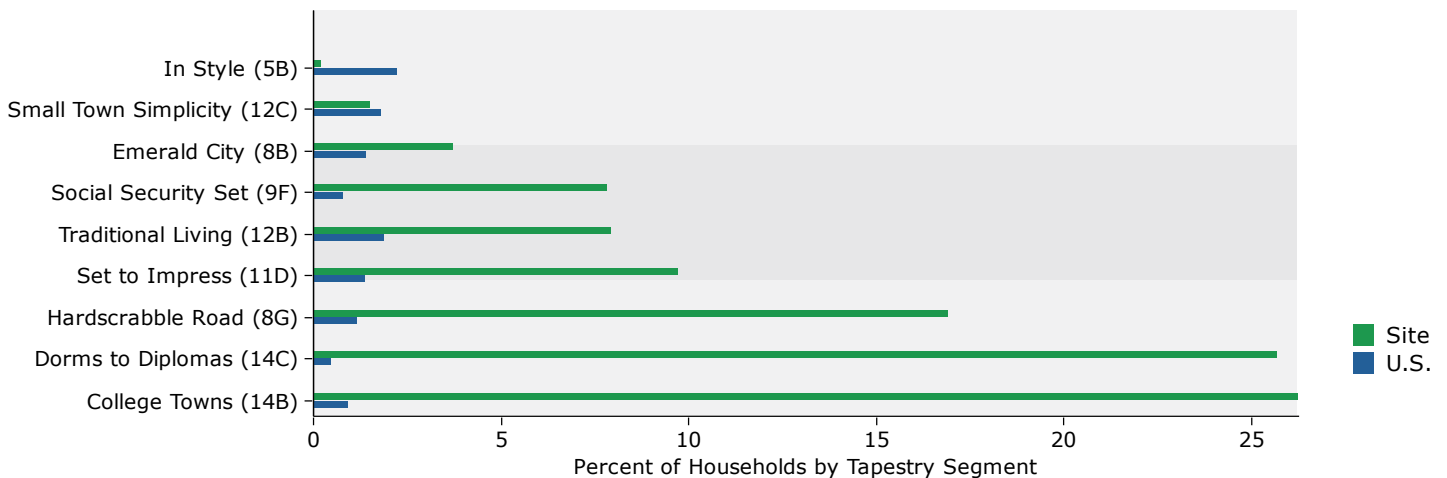
400 South Ave, Springfield, Missouri, 65806 2
 400 South Ave, Springfield, Missouri, 65806
 Drive Time: 5 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
 Longitude: -93.29230

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	26.3%	26.3%	1.0%	1.0%	2756
2	Dorms to Diplomas (14C)	25.7%	52.0%	0.5%	1.5%	5,060
3	Hardscrabble Road (8G)	16.9%	68.9%	1.2%	2.7%	1,409
4	Set to Impress (11D)	9.8%	78.7%	1.4%	4.1%	707
5	Traditional Living (12B)	7.9%	86.6%	1.9%	6.0%	413
Subtotal		86.6%		6.0%		
6	Social Security Set (9F)	7.8%	94.4%	0.8%	6.8%	965
7	Emerald City (8B)	3.8%	98.2%	1.4%	8.2%	265
8	Small Town Simplicity (12C)	1.5%	99.7%	1.8%	10.0%	83
9	In Style (5B)	0.2%	99.9%	2.2%	12.2%	10
Subtotal		13.3%		6.2%		
Total		100.0%		12.3%		813

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

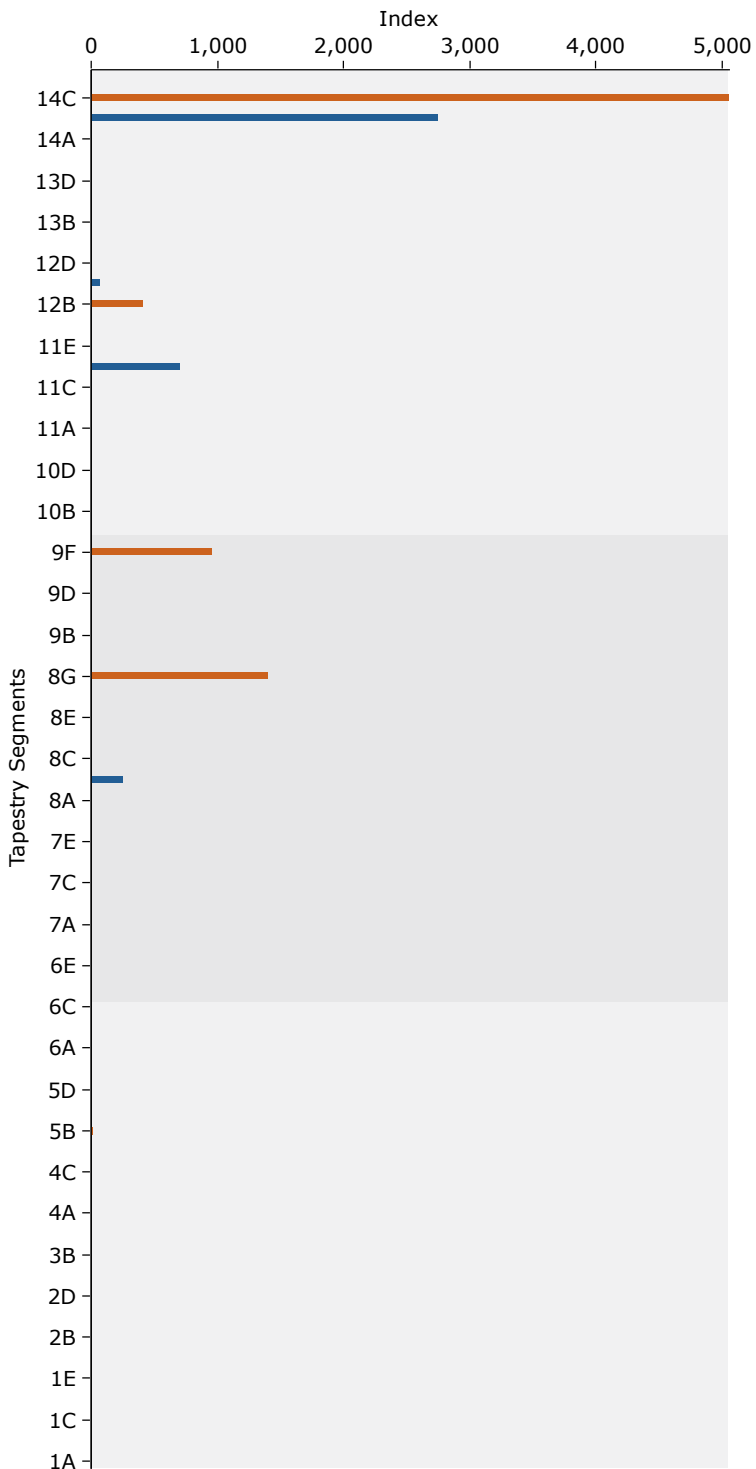


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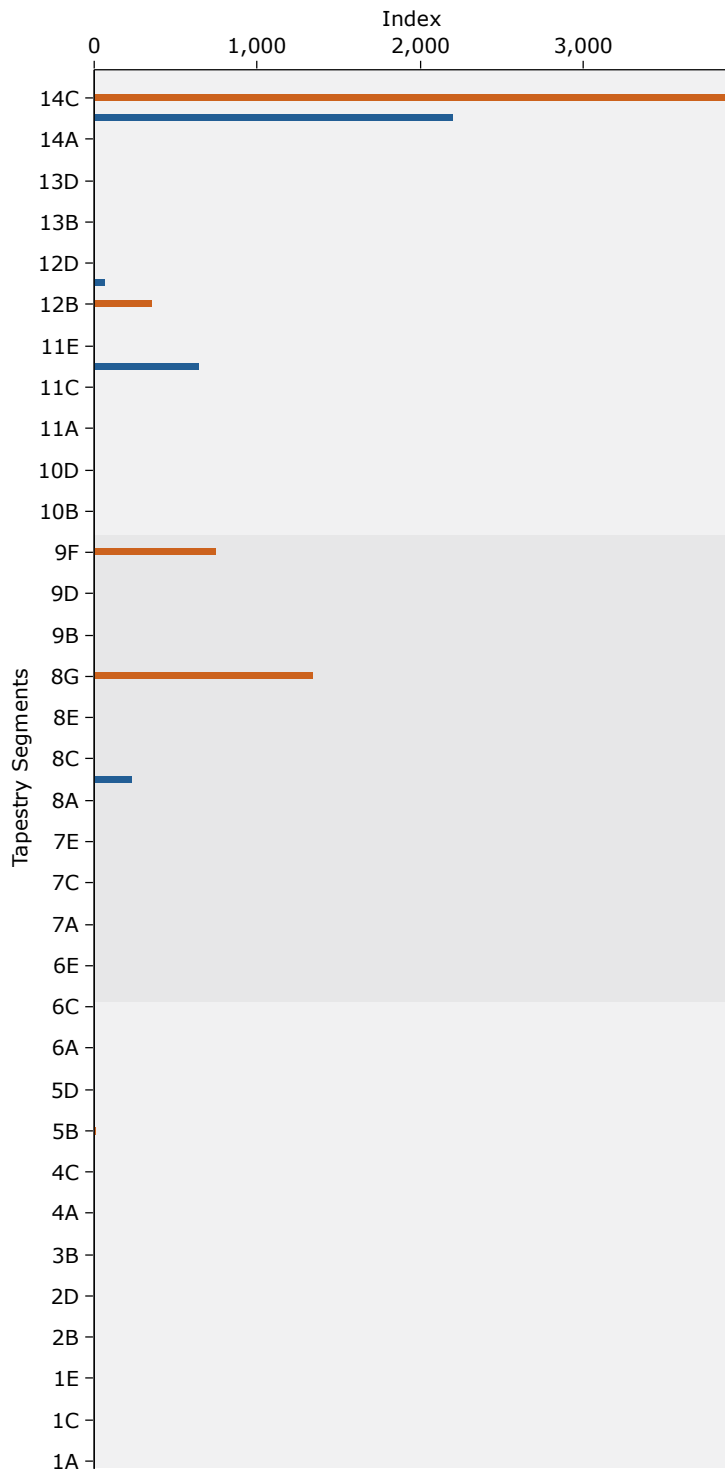
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,582	100.0%		20,783	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	22	0.2%	2	39	0.2%	2
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	22	0.2%	10	39	0.2%	9
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,582	100.0%		20,783	100.0%	
8. Middle Ground	1,985	20.7%	191	3,831	18.4%	183
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	361	3.8%	265	605	2.9%	239
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,624	16.9%	1,409	3,226	15.5%	1,348
9. Senior Styles	751	7.8%	135	1,045	5.0%	101
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	751	7.8%	965	1,045	5.0%	758
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	936	9.8%	158	1,601	7.7%	141
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	936	9.8%	707	1,601	7.7%	653
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	907	9.5%	155	1,589	7.6%	133
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	760	7.9%	413	1,345	6.5%	362
Small Town Simplicity (12C)	147	1.5%	83	244	1.2%	70
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	4,981	52.0%	3,229	12,678	61.0%	2,677
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,517	26.3%	2,756	4,722	22.7%	2,205
Dorms to Diplomas (14C)	2,464	25.7%	5,060	7,956	38.3%	3,921
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,582	100.0%		20,783	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	9,435	98.5%	542	20,539	98.8%	589
In Style (5B)	22	0.2%	10	39	0.2%	9
Emerald City (8B)	361	3.8%	265	605	2.9%	239
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,624	16.9%	1,409	3,226	15.5%	1,348
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	751	7.8%	965	1,045	5.0%	758
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	936	9.8%	707	1,601	7.7%	653
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	760	7.9%	413	1,345	6.5%	362
College Towns (14B)	2,517	26.3%	2,756	4,722	22.7%	2,205
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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	9,582	100.0%		20,783	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	147	1.5%	16	244	1.2%	13
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	147	1.5%	83	244	1.2%	70
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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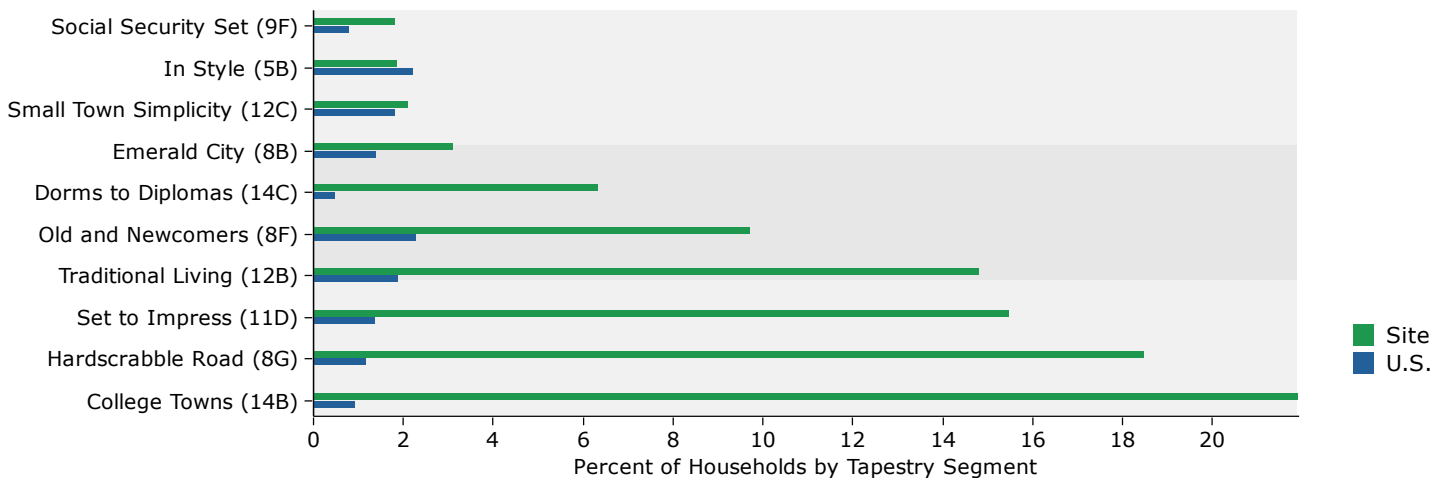
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	21.9%	21.9%	1.0%	1.0%	2301
2	Hardscrabble Road (8G)	18.5%	40.4%	1.2%	2.2%	1,538
3	Set to Impress (11D)	15.5%	55.9%	1.4%	3.6%	1,121
4	Traditional Living (12B)	14.8%	70.7%	1.9%	5.5%	773
5	Old and Newcomers (8F)	9.7%	80.4%	2.3%	7.8%	422
Subtotal		80.4%		7.8%		
6	Dorms to Diplomas (14C)	6.4%	86.8%	0.5%	8.3%	1,252
7	Emerald City (8B)	3.1%	89.9%	1.4%	9.7%	220
8	Small Town Simplicity (12C)	2.1%	92.0%	1.8%	11.5%	116
9	In Style (5B)	1.9%	93.9%	2.2%	13.7%	84
10	Social Security Set (9F)	1.8%	95.7%	0.8%	14.5%	227
Subtotal		15.3%		6.7%		
11	Midlife Constants (5E)	1.6%	97.3%	2.5%	17.0%	66
12	Heartland Communities (6F)	1.5%	98.8%	2.3%	19.3%	65
13	Retirement Communities (9E)	0.3%	99.1%	1.2%	20.5%	25
14	Down the Road (10D)	0.3%	99.4%	1.2%	21.7%	25
15	Rustbelt Traditions (5D)	0.2%	99.6%	2.2%	23.9%	9
Subtotal		3.9%		9.4%		
16	Middleburg (4C)	0.2%	99.8%	2.9%	26.8%	7
17	Comfortable Empty Nesters (5A)	0.0%	99.8%	2.4%	29.2%	0
18	Young and Restless (11B)	0.0%	99.8%	1.7%	30.9%	0
Subtotal		0.2%		7.0%		
Total		100.0%		31.0%		323

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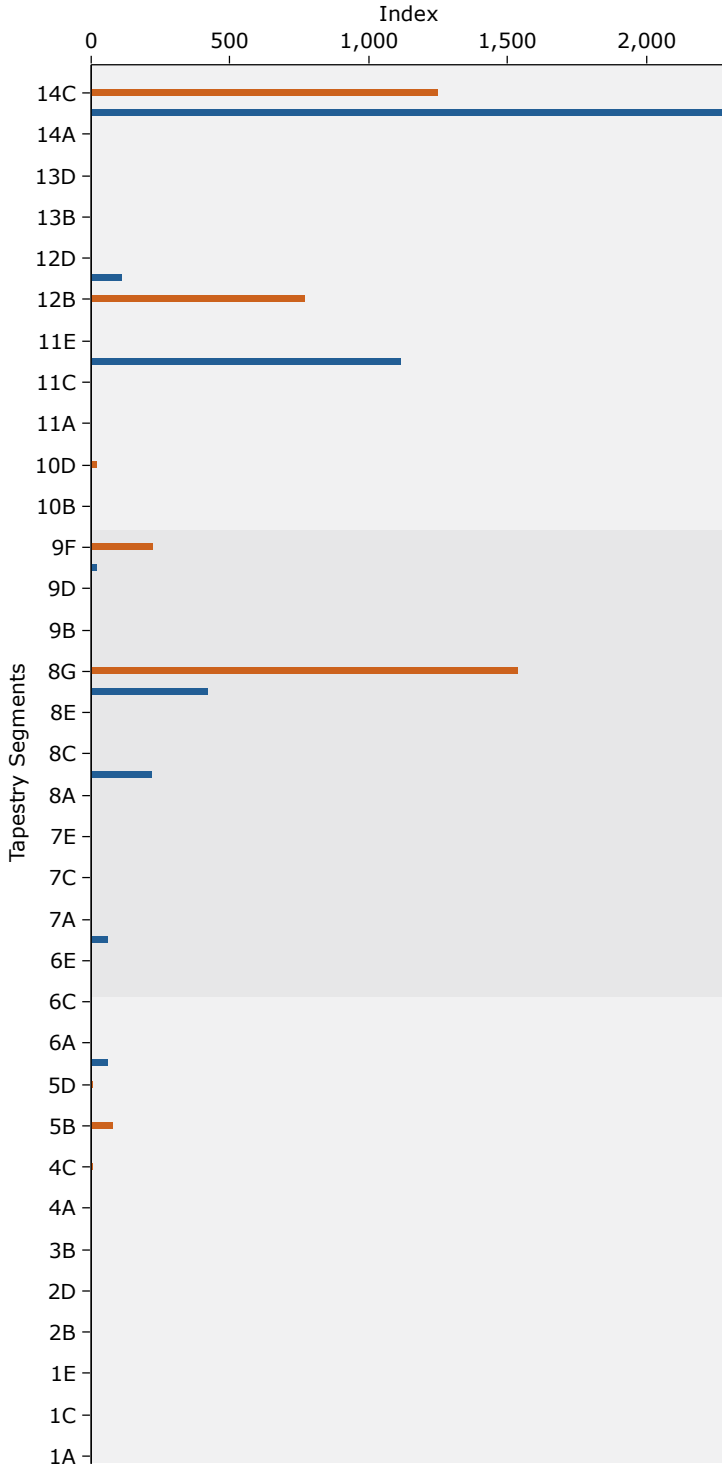


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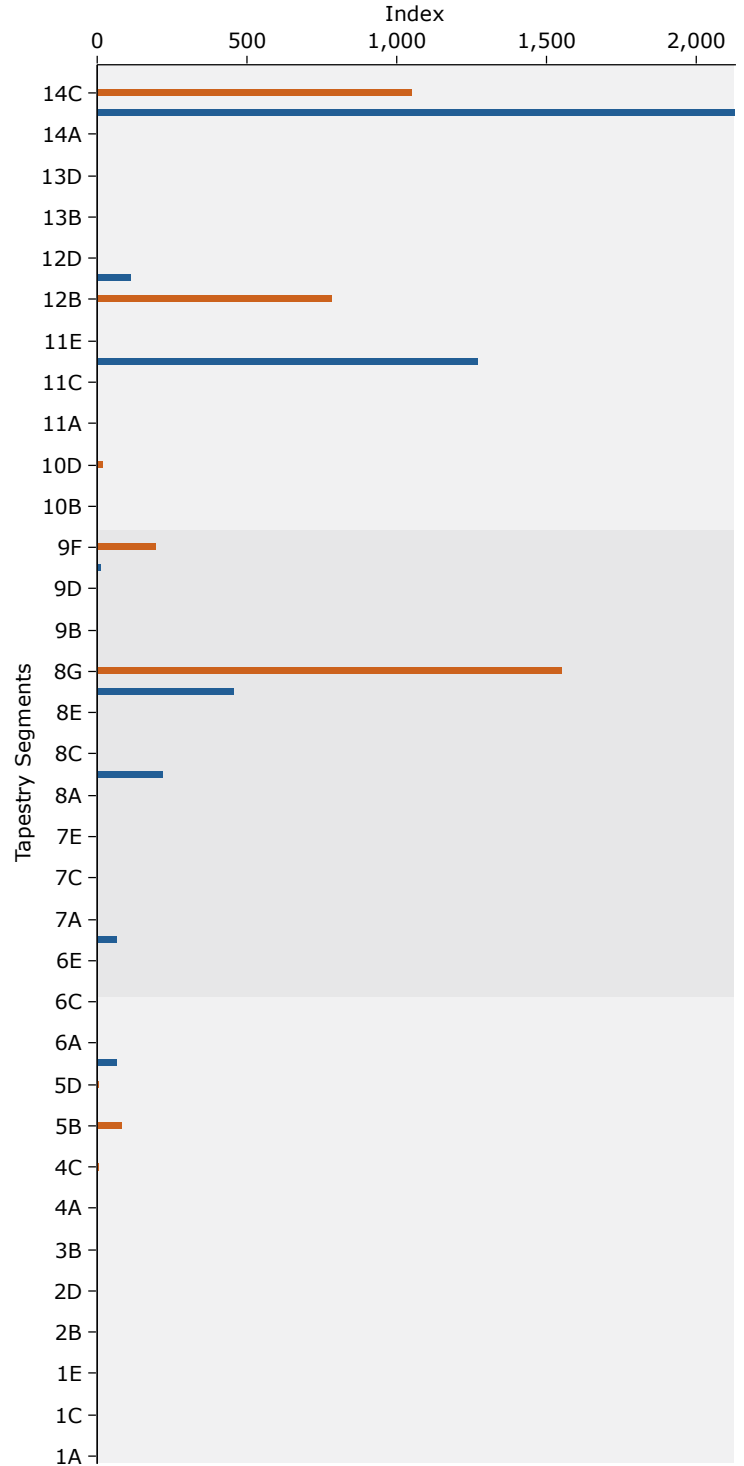
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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	Number	Percent	Index	Number	Percent	Index
Total:	40,656	100.0%		78,904	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	79	0.2%	3	133	0.2%	2
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	79	0.2%	7	133	0.2%	6
5. GenXurban	1,519	3.7%	33	2,816	3.6%	33
Comfortable Empty Nesters (5A)	3	0.0%	0	7	0.0%	0
In Style (5B)	770	1.9%	84	1,389	1.8%	84
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	82	0.2%	9	144	0.2%	9
Midlife Constants (5E)	664	1.6%	66	1,276	1.6%	69
6. Cozy Country Living	604	1.5%	12	1,161	1.5%	12
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	604	1.5%	65	1,161	1.5%	69
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

400 South Ave, Springfield, Missouri, 65806 2
 400 South Ave, Springfield, Missouri, 65806
 Drive Time: 10 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
 Longitude: -93.29230

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,656	100.0%		78,904	100.0%	
8. Middle Ground	12,755	31.4%	289	23,490	29.8%	295
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,274	3.1%	220	2,142	2.7%	223
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,960	9.7%	422	7,237	9.2%	462
Hardscrabble Road (8G)	7,521	18.5%	1,538	14,111	17.9%	1,553
9. Senior Styles	872	2.1%	37	1,193	1.5%	30
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	121	0.3%	25	148	0.2%	19
Social Security Set (9F)	751	1.8%	227	1,045	1.3%	200
10. Rustic Outposts	117	0.3%	3	188	0.2%	3
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	117	0.3%	25	188	0.2%	20
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	6,303	15.5%	251	11,845	15.0%	276
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1	0.0%	0	2	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	6,302	15.5%	1,121	11,843	15.0%	1,272
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	6,904	17.0%	279	12,611	16.0%	278
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,033	14.8%	773	11,072	14.0%	785
Small Town Simplicity (12C)	871	2.1%	116	1,539	2.0%	117
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	11,503	28.3%	1,757	25,467	32.3%	1,417
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	8,916	21.9%	2,301	17,331	22.0%	2,131
Dorms to Diplomas (14C)	2,587	6.4%	1,252	8,136	10.3%	1,056
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

400 South Ave, Springfield, Missouri, 65806 2
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 Drive Time: 10 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,656	100.0%		78,904	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	82	0.2%	1	144	0.2%	1
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	82	0.2%	9	144	0.2%	9
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	38,236	94.0%	518	74,456	94.4%	562
In Style (5B)	770	1.9%	84	1,389	1.8%	84
Emerald City (8B)	1,274	3.1%	220	2,142	2.7%	223
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,960	9.7%	422	7,237	9.2%	462
Hardscrabble Road (8G)	7,521	18.5%	1,538	14,111	17.9%	1,553
Retirement Communities (9E)	121	0.3%	25	148	0.2%	19
Social Security Set (9F)	751	1.8%	227	1,045	1.3%	200
Young and Restless (11B)	1	0.0%	0	2	0.0%	0
Set to Impress (11D)	6,302	15.5%	1,121	11,843	15.0%	1,272
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,033	14.8%	773	11,072	14.0%	785
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Tapestry Segmentation Area Profile

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 400 South Ave, Springfield, Missouri, 65806
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Springfield Area Chamber of Commerce
 Latitude: 37.20696
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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,656	100.0%		78,904	100.0%	
4. Suburban Periphery	667	1.6%	5	1,283	1.6%	5
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	3	0.0%	0	7	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	664	1.6%	66	1,276	1.6%	69
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,671	4.1%	44	3,021	3.8%	42
Middleburg (4C)	79	0.2%	7	133	0.2%	6
Heartland Communities (6F)	604	1.5%	65	1,161	1.5%	69
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	117	0.3%	25	188	0.2%	20
Small Town Simplicity (12C)	871	2.1%	116	1,539	2.0%	117
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

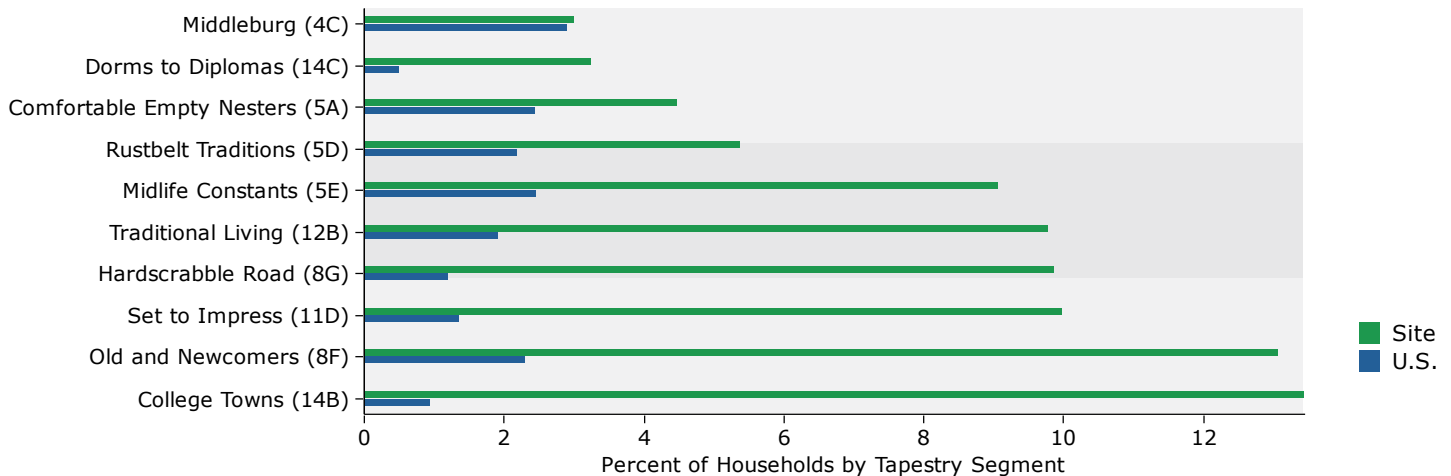
400 South Ave, Springfield, Missouri, 65806 2
 400 South Ave, Springfield, Missouri, 65806
 Drive Time: 15 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
 Longitude: -93.29230

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	13.5%	13.5%	1.0%	1.0%	1412
2	Old and Newcomers (8F)	13.1%	26.6%	2.3%	3.3%	568
3	Set to Impress (11D)	10.0%	36.6%	1.4%	4.7%	723
4	Hardscrabble Road (8G)	9.9%	46.5%	1.2%	5.9%	822
5	Traditional Living (12B)	9.8%	56.3%	1.9%	7.8%	511
	Subtotal	56.3%		7.8%		
6	Midlife Constants (5E)	9.1%	65.4%	2.5%	10.3%	367
7	Rustbelt Traditions (5D)	5.4%	70.8%	2.2%	12.5%	246
8	Comfortable Empty Nesters (5A)	4.5%	75.3%	2.4%	14.9%	183
9	Dorms to Diplomas (14C)	3.3%	78.6%	0.5%	15.4%	643
10	Middleburg (4C)	3.0%	81.6%	2.9%	18.3%	104
	Subtotal	25.3%		10.5%		
11	Retirement Communities (9E)	2.8%	84.4%	1.2%	19.5%	232
12	In Style (5B)	2.6%	87.0%	2.2%	21.7%	117
13	Small Town Simplicity (12C)	2.3%	89.3%	1.8%	23.5%	125
14	Young and Restless (11B)	2.3%	91.6%	1.7%	25.2%	133
15	Emerald City (8B)	1.6%	93.2%	1.4%	26.6%	113
	Subtotal	11.6%		8.3%		
16	Bright Young Professionals (8C)	1.5%	94.7%	2.3%	28.9%	67
17	Exurbanites (1E)	1.0%	95.7%	1.9%	30.8%	53
18	Metro Fusion (11C)	1.0%	96.7%	1.4%	32.2%	71
19	Heartland Communities (6F)	1.0%	97.7%	2.3%	34.5%	44
20	Social Security Set (9F)	0.9%	98.6%	0.8%	35.3%	117
	Subtotal	5.4%		8.7%		
	Total	98.6%		35.4%		278

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

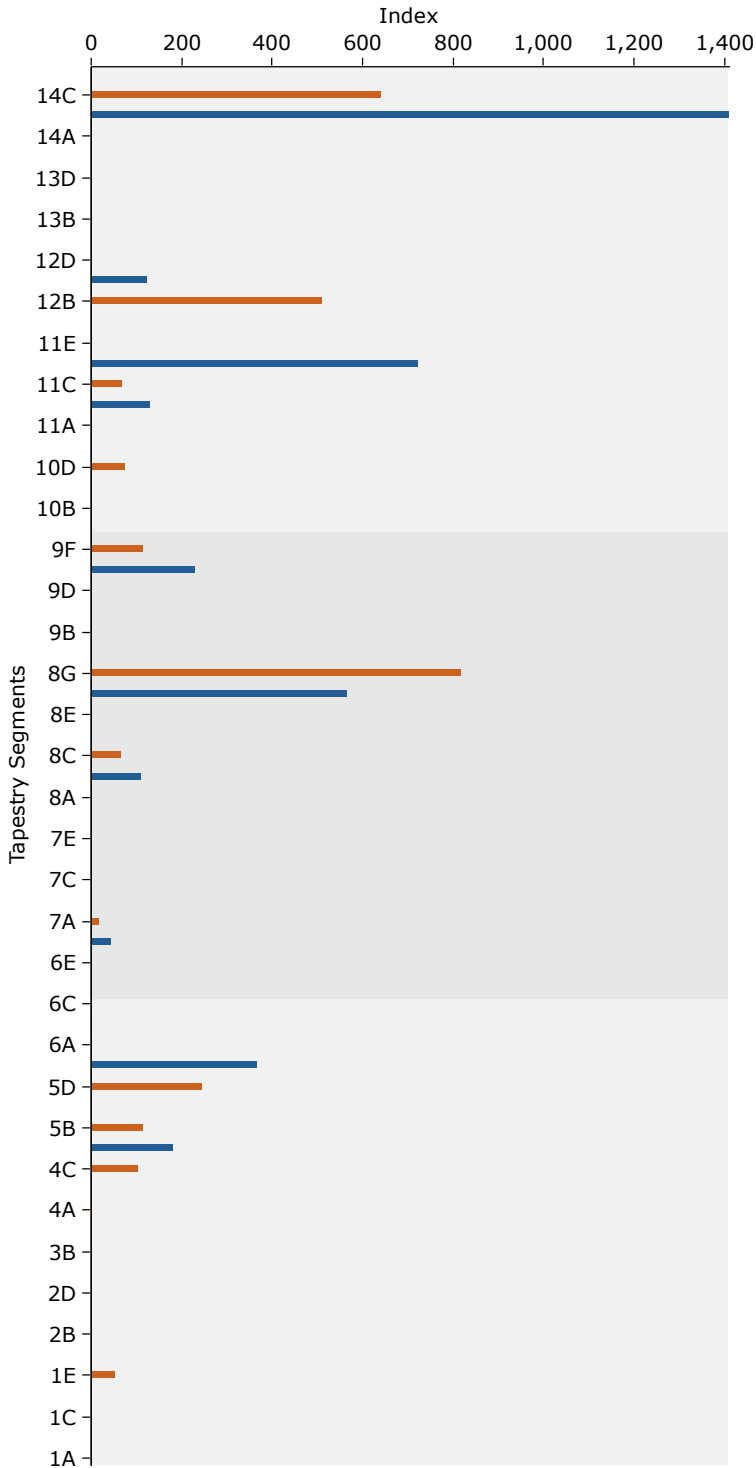


Tapestry Segmentation Area Profile

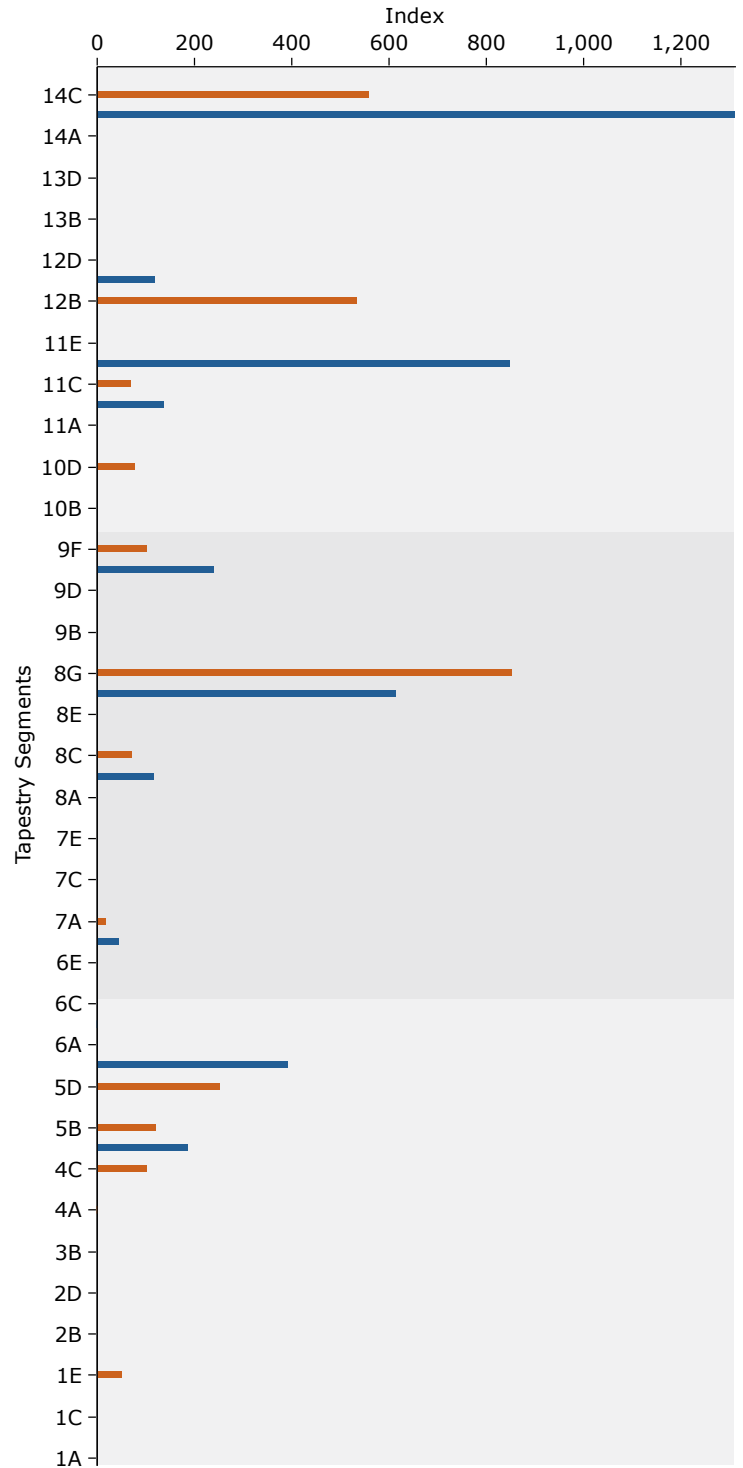
400 South Ave, Springfield, Missouri, 65806 2
 400 South Ave, Springfield, Missouri, 65806
 Drive Time: 15 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry Segmentation Area Profile

400 South Ave, Springfield, Missouri, 65806 2
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	79,196	100.0%		148,458	100.0%	
1. Affluent Estates	812	1.0%	10	1,530	1.0%	10
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	812	1.0%	53	1,530	1.0%	53
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	2,409	3.0%	40	4,589	3.1%	39
Soccer Moms (4A)	16	0.0%	1	35	0.0%	1
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,393	3.0%	104	4,554	3.1%	106
5. GenXurban	17,096	21.6%	191	32,236	21.7%	200
Comfortable Empty Nesters (5A)	3,558	4.5%	183	6,888	4.6%	189
In Style (5B)	2,083	2.6%	117	3,824	2.6%	123
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,267	5.4%	246	7,812	5.3%	256
Midlife Constants (5E)	7,188	9.1%	367	13,712	9.2%	395
6. Cozy Country Living	809	1.0%	9	1,538	1.0%	9
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	20	0.0%	1	38	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	789	1.0%	44	1,500	1.0%	47
7. Ethnic Enclaves	395	0.5%	7	801	0.5%	7
Up and Coming Families (7A)	395	0.5%	20	801	0.5%	21
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	79,196	100.0%		148,458	100.0%	
8. Middle Ground	20,658	26.1%	240	37,165	25.0%	248
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,274	1.6%	113	2,142	1.4%	118
Bright Young Professionals (8C)	1,187	1.5%	67	2,197	1.5%	73
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	10,368	13.1%	568	18,167	12.2%	616
Hardscrabble Road (8G)	7,829	9.9%	822	14,659	9.9%	857
9. Senior Styles	2,965	3.7%	65	4,688	3.2%	63
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,214	2.8%	232	3,643	2.5%	243
Social Security Set (9F)	751	0.9%	117	1,045	0.7%	106
10. Rustic Outposts	684	0.9%	10	1,346	0.9%	11
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	684	0.9%	75	1,346	0.9%	78
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	10,535	13.3%	216	19,116	12.9%	236
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,824	2.3%	133	2,862	1.9%	139
Metro Fusion (11C)	791	1.0%	71	1,359	0.9%	70
Set to Impress (11D)	7,920	10.0%	723	14,895	10.0%	850
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	9,590	12.1%	199	17,206	11.6%	201
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,763	9.8%	511	14,218	9.6%	536
Small Town Simplicity (12C)	1,827	2.3%	125	2,988	2.0%	121
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	13,243	16.7%	1,039	28,243	19.0%	835
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	10,656	13.5%	1,412	20,107	13.5%	1,314
Dorms to Diplomas (14C)	2,587	3.3%	643	8,136	5.5%	561
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

400 South Ave, Springfield, Missouri, 65806 2
 400 South Ave, Springfield, Missouri, 65806
 Drive Time: 15 minute radius

Springfield Area Chamber of Commerce
 Latitude: 37.20696
 Longitude: -93.29230

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	79,196	100.0%		148,458	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	6,245	7.9%	47	11,368	7.7%	43
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,267	5.4%	246	7,812	5.3%	256
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,187	1.5%	67	2,197	1.5%	73
Metro Fusion (11C)	791	1.0%	71	1,359	0.9%	70
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	55,269	69.8%	384	103,698	69.9%	416
In Style (5B)	2,083	2.6%	117	3,824	2.6%	123
Emerald City (8B)	1,274	1.6%	113	2,142	1.4%	118
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	10,368	13.1%	568	18,167	12.2%	616
Hardscrabble Road (8G)	7,829	9.9%	822	14,659	9.9%	857
Retirement Communities (9E)	2,214	2.8%	232	3,643	2.5%	243
Social Security Set (9F)	751	0.9%	117	1,045	0.7%	106
Young and Restless (11B)	1,824	2.3%	133	2,862	1.9%	139
Set to Impress (11D)	7,920	10.0%	723	14,895	10.0%	850
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,763	9.8%	511	14,218	9.6%	536
College Towns (14B)	10,656	13.5%	1,412	20,107	13.5%	1,314
Dorms to Diplomas (14C)	2,587	3.3%	643	8,136	5.5%	561

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	79,196	100.0%		148,458	100.0%	
4. Suburban Periphery	11,969	15.1%	47	22,966	15.5%	47
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	812	1.0%	53	1,530	1.0%	53
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	16	0.0%	1	35	0.0%	1
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	3,558	4.5%	183	6,888	4.6%	189
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	7,188	9.1%	367	13,712	9.2%	395
Up and Coming Families (7A)	395	0.5%	20	801	0.5%	21
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	5,693	7.2%	77	10,388	7.0%	78
Middleburg (4C)	2,393	3.0%	104	4,554	3.1%	106
Heartland Communities (6F)	789	1.0%	44	1,500	1.0%	47
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	684	0.9%	75	1,346	0.9%	78
Small Town Simplicity (12C)	1,827	2.3%	125	2,988	2.0%	121
6. Rural	20	0.0%	0	38	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	20	0.0%	1	38	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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