



# Dominant Tapestry Site Map

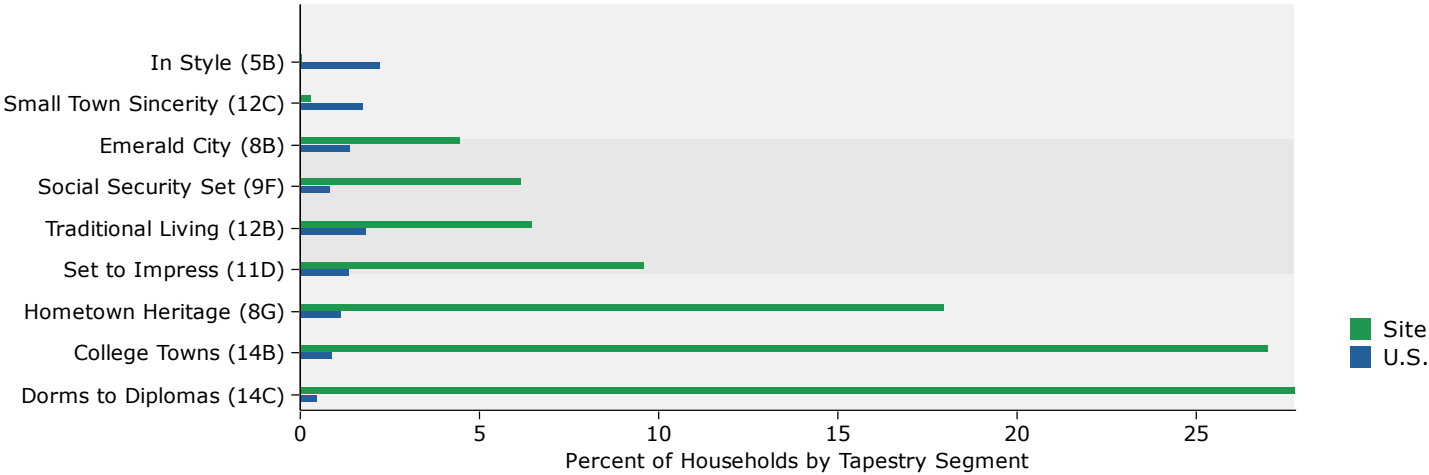
Downtown Springfield MO Springfield, MO  
Drive Time: 5 minute radius

Latitude: 37.2071  
Longitude: -93.2924

## Top Twenty Tapestry Segments

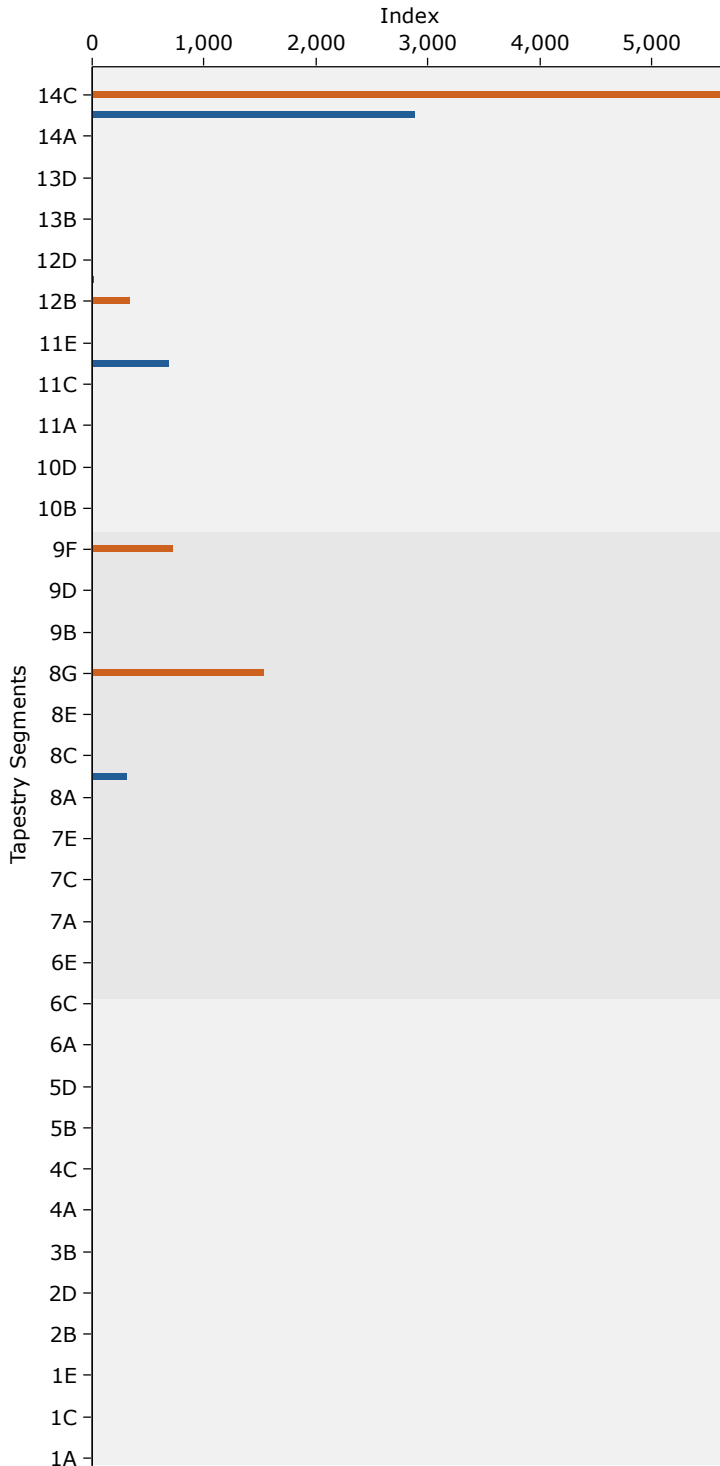
Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Dorms to Diplomas (14C)	27.8%	27.8%	0.5%	0.5%	5709
2	College Towns (14B)	27.1%	54.8%	0.9%	1.4%	2,897
3	Hometown Heritage (8G)	18.0%	72.9%	1.2%	2.6%	1,539
4	Set to Impress (11D)	9.6%	82.5%	1.4%	4.0%	693
5	Traditional Living (12B)	6.5%	89.0%	1.9%	5.8%	347
Subtotal		89.0%		5.9%		
6	Social Security Set (9F)	6.2%	95.1%	0.8%	6.7%	735
7	Emerald City (8B)	4.5%	99.7%	1.4%	8.1%	317
8	Small Town Sincerity (12C)	0.3%	100.0%	1.8%	9.9%	18
9	In Style (5B)	0.0%	100.0%	2.2%	12.1%	1
Subtotal		11.0%		6.2%		
Total		100.0%		12.1%		825

## Top Ten Tapestry Segments Site vs. U.S.

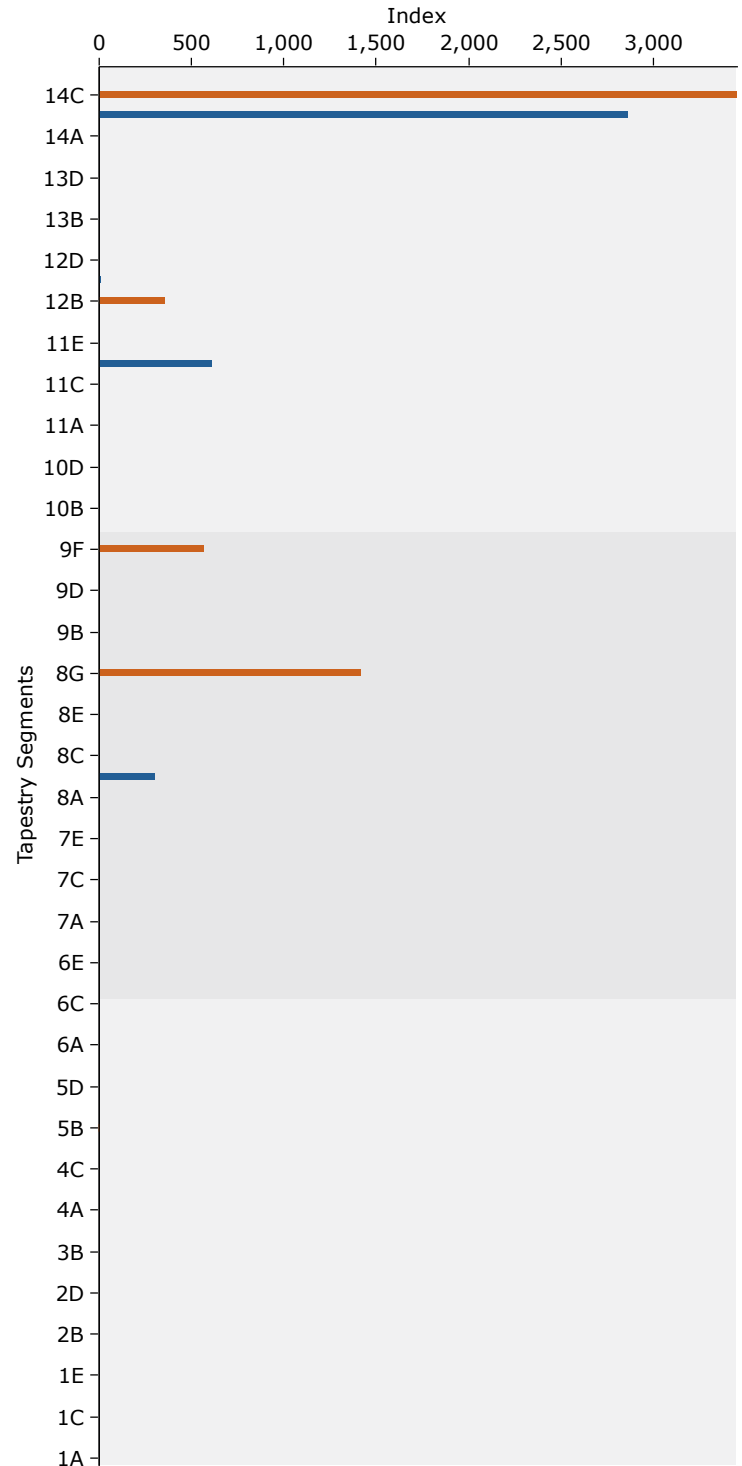


**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

## 2023 Tapestry Indexes by Households



## 2023 Tapestry Indexes by Total Population 18+



**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



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 5 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	10,693	100.0%		21,159	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Workday Drive (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
<b>5. GenXurban</b>	<b>3</b>	<b>0.0%</b>	<b>0</b>	<b>5</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	3	0.0%	1	5	0.0%	1
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
<b>6. Cozy Country Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>7. Sprouting Explorers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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January 09, 2024



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Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	10,693	100.0%		21,159	100.0%	
<b>8. Middle Ground</b>	<b>2,409</b>	<b>22.5%</b>	<b>208</b>	<b>4,066</b>	<b>19.2%</b>	<b>190</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	483	4.5%	317	806	3.8%	308
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
Hometown Heritage (8G)	1,926	18.0%	1,539	3,260	15.4%	1,419
<b>9. Senior Styles</b>	<b>660</b>	<b>6.2%</b>	<b>107</b>	<b>861</b>	<b>4.1%</b>	<b>79</b>
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)	660	6.2%	735	861	4.1%	578
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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
<b>11. Midtown Singles</b>	<b>1,026</b>	<b>9.6%</b>	<b>153</b>	<b>1,520</b>	<b>7.2%</b>	<b>132</b>
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)	1,026	9.6%	693	1,520	7.2%	617
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>730</b>	<b>6.8%</b>	<b>116</b>	<b>1,370</b>	<b>6.5%</b>	<b>117</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	696	6.5%	347	1,318	6.2%	360
Small Town Sincerity (12C)	34	0.3%	18	52	0.2%	15
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
<b>14. Scholars and Patriots</b>	<b>5,865</b>	<b>54.8%</b>	<b>3,493</b>	<b>13,337</b>	<b>63.0%</b>	<b>2,809</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,893	27.1%	2,897	6,080	28.7%	2,872
Dorms to Diplomas (14C)	2,972	27.8%	5,709	7,257	34.3%	3,459
Unclassified (15)	0	0.0%	0	0	0.0%	0

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January 09, 2024



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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	10,693	100.0%		21,159	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>10,659</b>	<b>99.7%</b>	<b>553</b>	<b>21,107</b>	<b>99.8%</b>	<b>595</b>
In Style (5B)	3	0.0%	1	5	0.0%	1
Emerald City (8B)	483	4.5%	317	806	3.8%	308
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	1,926	18.0%	1,539	3,260	15.4%	1,419
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	660	6.2%	735	861	4.1%	578
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,026	9.6%	693	1,520	7.2%	617
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	696	6.5%	347	1,318	6.2%	360
College Towns (14B)	2,893	27.1%	2,897	6,080	28.7%	2,872
Dorms to Diplomas (14C)	2,972	27.8%	5,709	7,257	34.3%	3,459

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	10,693	100.0%		21,159	100.0%	
<b>4. Suburban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
Workday Drive (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
<b>5. Semirural</b>	<b>34</b>	<b>0.3%</b>	<b>3</b>	<b>52</b>	<b>0.2%</b>	<b>3</b>
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (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 Sincerity (12C)	34	0.3%	18	52	0.2%	15
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
Economic BedRock (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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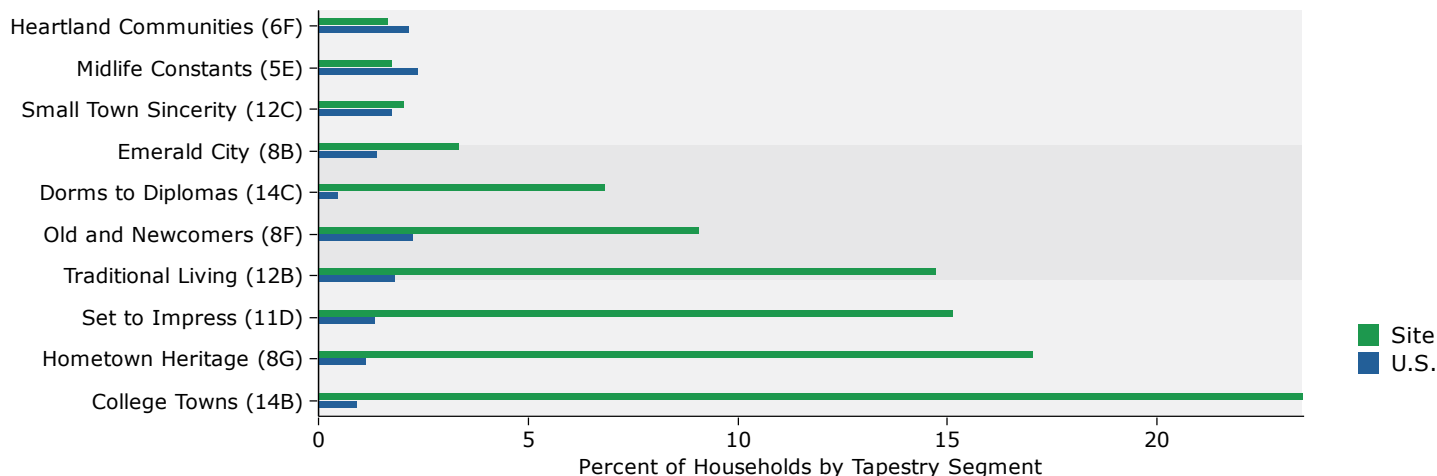
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## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	23.5%	23.5%	0.9%	0.9%	2517
2	Hometown Heritage (8G)	17.1%	40.6%	1.2%	2.1%	1,459
3	Set to Impress (11D)	15.2%	55.7%	1.4%	3.5%	1,096
4	Traditional Living (12B)	14.7%	70.5%	1.9%	5.4%	786
5	Old and Newcomers (8F)	9.1%	79.6%	2.3%	7.6%	398
Subtotal		79.6%		7.7%		
6	Dorms to Diplomas (14C)	6.9%	86.4%	0.5%	8.1%	1,410
7	Emerald City (8B)	3.4%	89.8%	1.4%	9.6%	238
8	Small Town Sincerity (12C)	2.1%	91.9%	1.8%	11.3%	116
9	Midlife Constants (5E)	1.8%	93.7%	2.4%	13.8%	74
10	Heartland Communities (6F)	1.7%	95.3%	2.2%	15.9%	76
Subtotal		15.9%		8.3%		
11	Social Security Set (9F)	1.5%	96.8%	0.8%	16.8%	175
12	Retirement Communities (9E)	1.2%	98.1%	1.2%	18.0%	104
13	In Style (5B)	1.0%	99.1%	2.2%	20.2%	46
14	Rustbelt Traditions (5D)	0.4%	99.4%	2.1%	22.3%	17
15	Middleburg (4C)	0.3%	99.7%	3.1%	25.4%	9
Subtotal		4.4%		9.4%		
16	Down the Road (10D)	0.3%	100.0%	1.2%	26.6%	23
17	Unclassified (15)	0.0%	100.0%	0.0%	26.6%	64
Subtotal		0.3%		1.2%		
Total		100.0%		26.6%		376

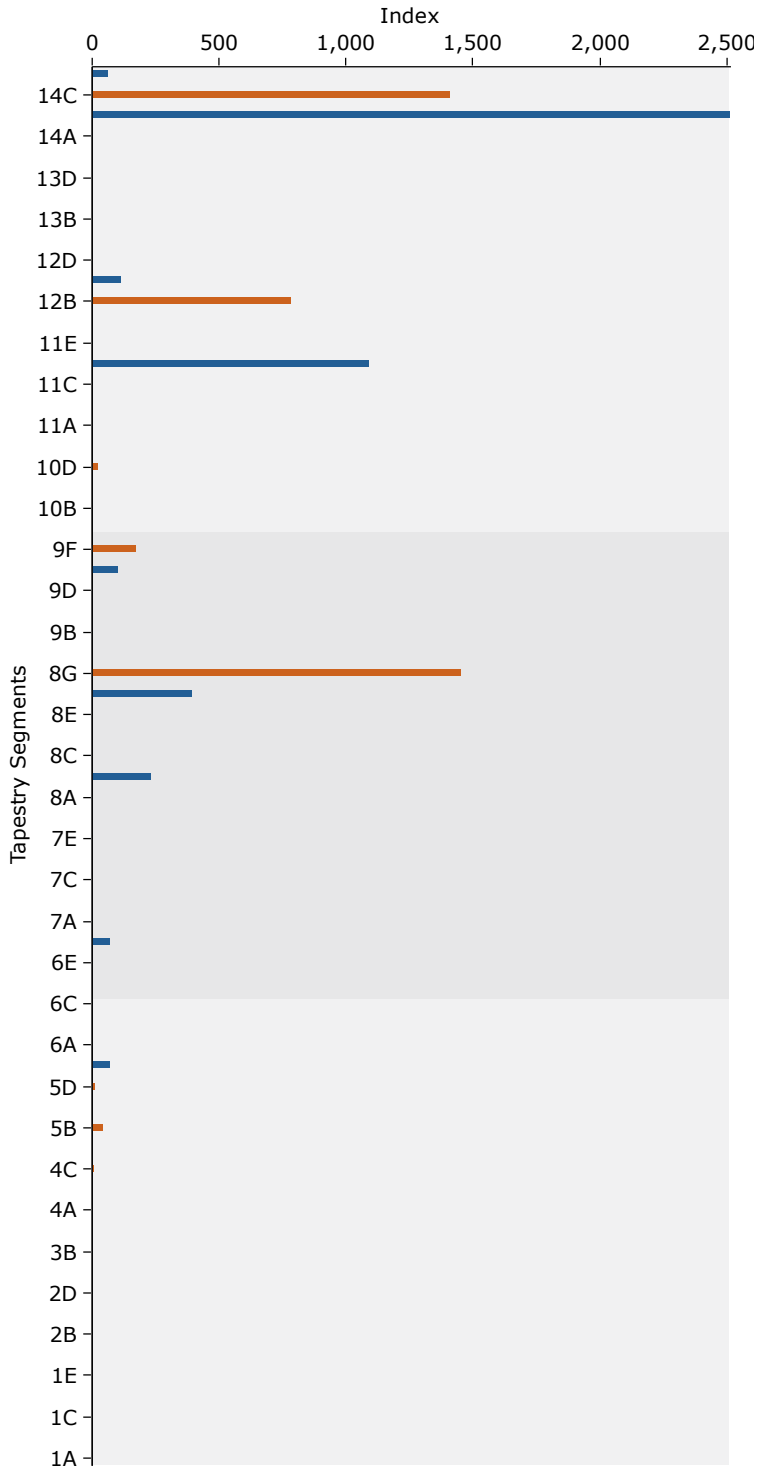
## Top Ten Tapestry Segments Site vs. U.S.



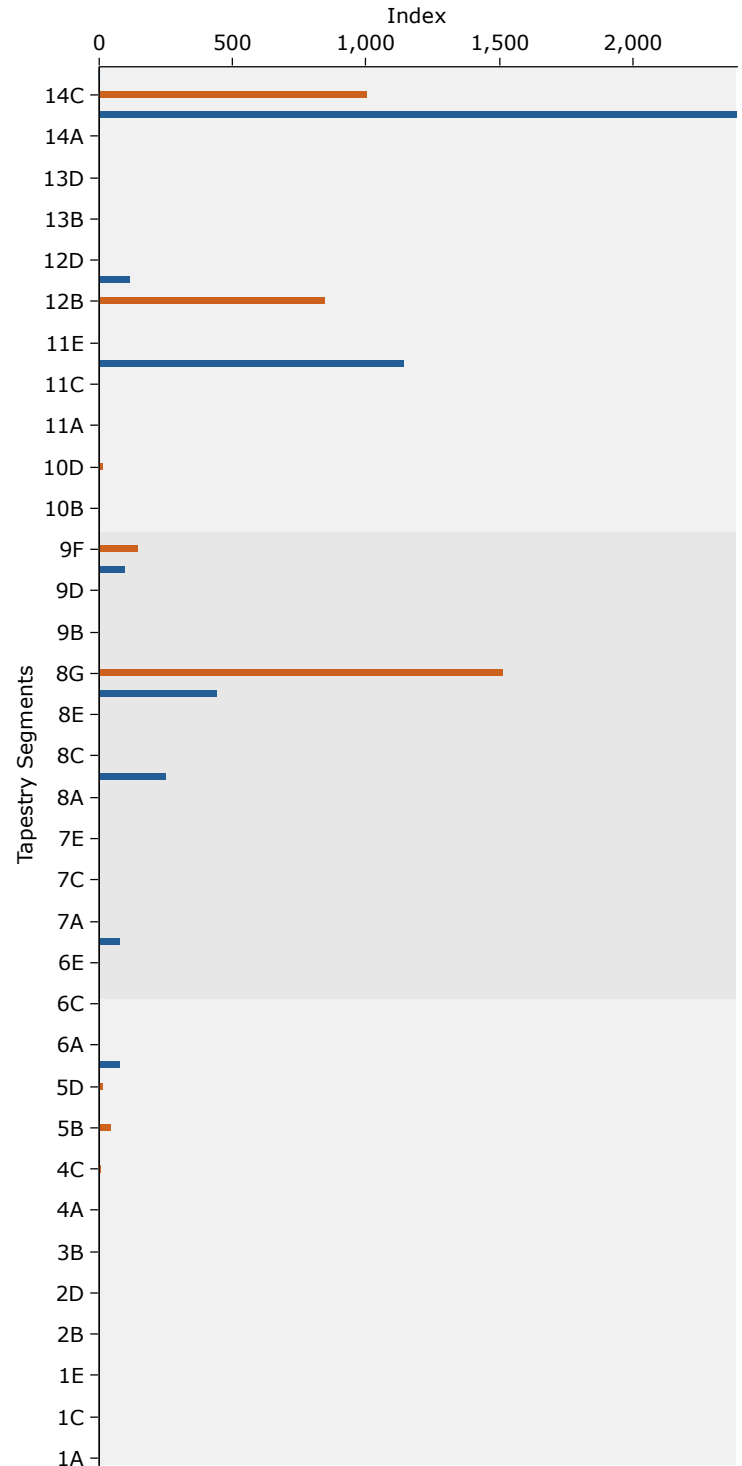
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## 2023 Tapestry Indexes by Total Population 18+



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Latitude: 37.2071  
Longitude: -93.2924

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,927	100.0%		83,105	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>129</b>	<b>0.3%</b>	<b>4</b>	<b>172</b>	<b>0.2%</b>	<b>3</b>
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	129	0.3%	9	172	0.2%	7
<b>5. GenXurban</b>	<b>1,422</b>	<b>3.2%</b>	<b>28</b>	<b>2,657</b>	<b>3.2%</b>	<b>30</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	464	1.0%	46	832	1.0%	47
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	159	0.4%	17	278	0.3%	17
Midlife Constants (5E)	799	1.8%	74	1,547	1.9%	80
<b>6. Cozy Country Living</b>	<b>754</b>	<b>1.7%</b>	<b>14</b>	<b>1,427</b>	<b>1.7%</b>	<b>15</b>
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)	754	1.7%	76	1,427	1.7%	83
<b>7. Sprouting Explorers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

January 09, 2024



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 10 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,927	100.0%		83,105	100.0%	
<b>8. Middle Ground</b>	<b>13,274</b>	<b>29.5%</b>	<b>272</b>	<b>23,728</b>	<b>28.6%</b>	<b>282</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,520	3.4%	238	2,621	3.2%	255
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)	4,084	9.1%	398	7,414	8.9%	446
Hometown Heritage (8G)	7,670	17.1%	1,459	13,693	16.5%	1,518
<b>9. Senior Styles</b>	<b>1,217</b>	<b>2.7%</b>	<b>47</b>	<b>1,759</b>	<b>2.1%</b>	<b>41</b>
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)	557	1.2%	104	898	1.1%	103
Social Security Set (9F)	660	1.5%	175	861	1.0%	147
<b>10. Rustic Outposts</b>	<b>120</b>	<b>0.3%</b>	<b>3</b>	<b>176</b>	<b>0.2%</b>	<b>3</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	120	0.3%	23	176	0.2%	18
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>6,816</b>	<b>15.2%</b>	<b>242</b>	<b>11,117</b>	<b>13.4%</b>	<b>246</b>
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)	6,816	15.2%	1,096	11,117	13.4%	1,149
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>7,551</b>	<b>16.8%</b>	<b>285</b>	<b>13,850</b>	<b>16.7%</b>	<b>302</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,619	14.7%	786	12,198	14.7%	849
Small Town Sincerity (12C)	932	2.1%	116	1,652	2.0%	122
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
<b>14. Scholars and Patriots</b>	<b>13,643</b>	<b>30.4%</b>	<b>1,934</b>	<b>28,217</b>	<b>34.0%</b>	<b>1,513</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	10,560	23.5%	2,517	19,909	24.0%	2,395
Dorms to Diplomas (14C)	3,083	6.9%	1,410	8,308	10.0%	1,008
Unclassified (15)	1	0.0%	64	2	0.0%	1

**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

January 09, 2024



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 10 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,927	100.0%		83,105	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>159</b>	<b>0.4%</b>	<b>2</b>	<b>278</b>	<b>0.3%</b>	<b>2</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	159	0.4%	17	278	0.3%	17
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>42,033</b>	<b>93.6%</b>	<b>519</b>	<b>77,851</b>	<b>93.7%</b>	<b>559</b>
In Style (5B)	464	1.0%	46	832	1.0%	47
Emerald City (8B)	1,520	3.4%	238	2,621	3.2%	255
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	4,084	9.1%	398	7,414	8.9%	446
Hometown Heritage (8G)	7,670	17.1%	1,459	13,693	16.5%	1,518
Retirement Communities (9E)	557	1.2%	104	898	1.1%	103
Social Security Set (9F)	660	1.5%	175	861	1.0%	147
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	6,816	15.2%	1,096	11,117	13.4%	1,149
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,619	14.7%	786	12,198	14.7%	849
College Towns (14B)	10,560	23.5%	2,517	19,909	24.0%	2,395
Dorms to Diplomas (14C)	3,083	6.9%	1,410	8,308	10.0%	1,008

**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

January 09, 2024



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 10 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	44,927	100.0%		83,105	100.0%	
<b>4. Suburban Periphery</b>	<b>799</b>	<b>1.8%</b>	<b>5</b>	<b>1,547</b>	<b>1.9%</b>	<b>6</b>
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
Workday Drive (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)	799	1.8%	74	1,547	1.9%	80
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
<b>5. Semirural</b>	<b>1,935</b>	<b>4.3%</b>	<b>46</b>	<b>3,427</b>	<b>4.1%</b>	<b>45</b>
Middleburg (4C)	129	0.3%	9	172	0.2%	7
Heartland Communities (6F)	754	1.7%	76	1,427	1.7%	83
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	120	0.3%	23	176	0.2%	18
Small Town Sincerity (12C)	932	2.1%	116	1,652	2.0%	122
<b>6. Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	1	0.0%	64	2	0.0%	1

**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

January 09, 2024



# Dominant Tapestry Site Map

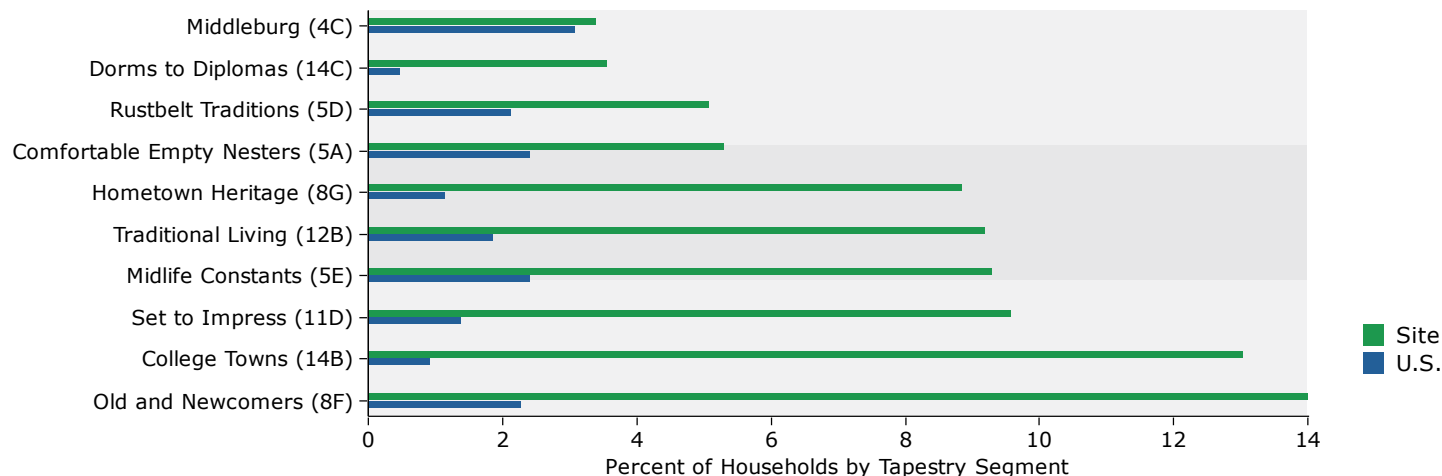
Downtown Springfield MO Springfield, MO  
Drive Time: 15 minute radius

Latitude: 37.2071  
Longitude: -93.2924

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Old and Newcomers (8F)	14.0%	14.0%	2.3%	2.3%	614
2	College Towns (14B)	13.1%	27.1%	0.9%	3.2%	1,397
3	Set to Impress (11D)	9.6%	36.7%	1.4%	4.6%	693
4	Midlife Constants (5E)	9.3%	46.0%	2.4%	7.0%	386
5	Traditional Living (12B)	9.2%	55.2%	1.9%	8.9%	492
Subtotal		55.2%		8.9%		
6	Hometown Heritage (8G)	8.9%	64.0%	1.2%	10.1%	757
7	Comfortable Empty Nesters (5A)	5.3%	69.4%	2.4%	12.5%	220
8	Rustbelt Traditions (5D)	5.1%	74.4%	2.1%	14.6%	238
9	Dorms to Diplomas (14C)	3.6%	78.0%	0.5%	15.1%	732
10	Middleburg (4C)	3.4%	81.4%	3.1%	18.2%	110
Subtotal		26.3%		9.3%		
11	Retirement Communities (9E)	2.6%	84.0%	1.2%	19.4%	217
12	Young and Restless (11B)	2.2%	86.2%	1.8%	21.1%	125
13	In Style (5B)	1.9%	88.1%	2.2%	23.4%	84
14	Small Town Sincerity (12C)	1.8%	89.9%	1.8%	25.2%	102
15	Emerald City (8B)	1.8%	91.7%	1.4%	26.6%	123
Subtotal		10.3%		8.4%		
16	Bright Young Professionals (8C)	1.6%	93.3%	2.3%	28.9%	70
17	Exurbanites (1E)	1.6%	94.9%	1.9%	30.8%	83
18	Heartland Communities (6F)	1.0%	95.9%	2.2%	33.0%	45
19	Down the Road (10D)	0.9%	96.8%	1.2%	34.2%	79
20	Metro Fusion (11C)	0.9%	97.7%	1.4%	35.6%	62
Subtotal		6.0%		9.0%		
Total		97.7%		35.6%		274

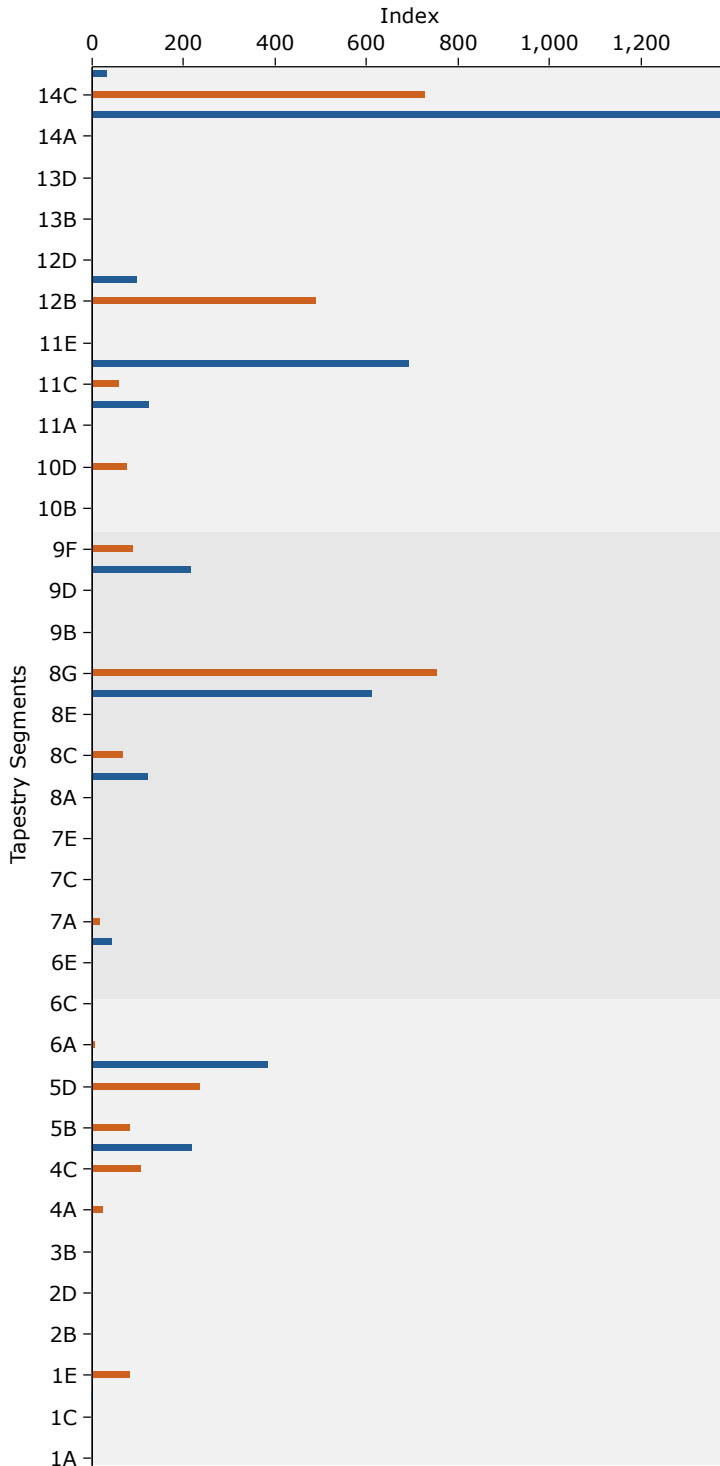
## Top Ten Tapestry Segments Site vs. U.S.



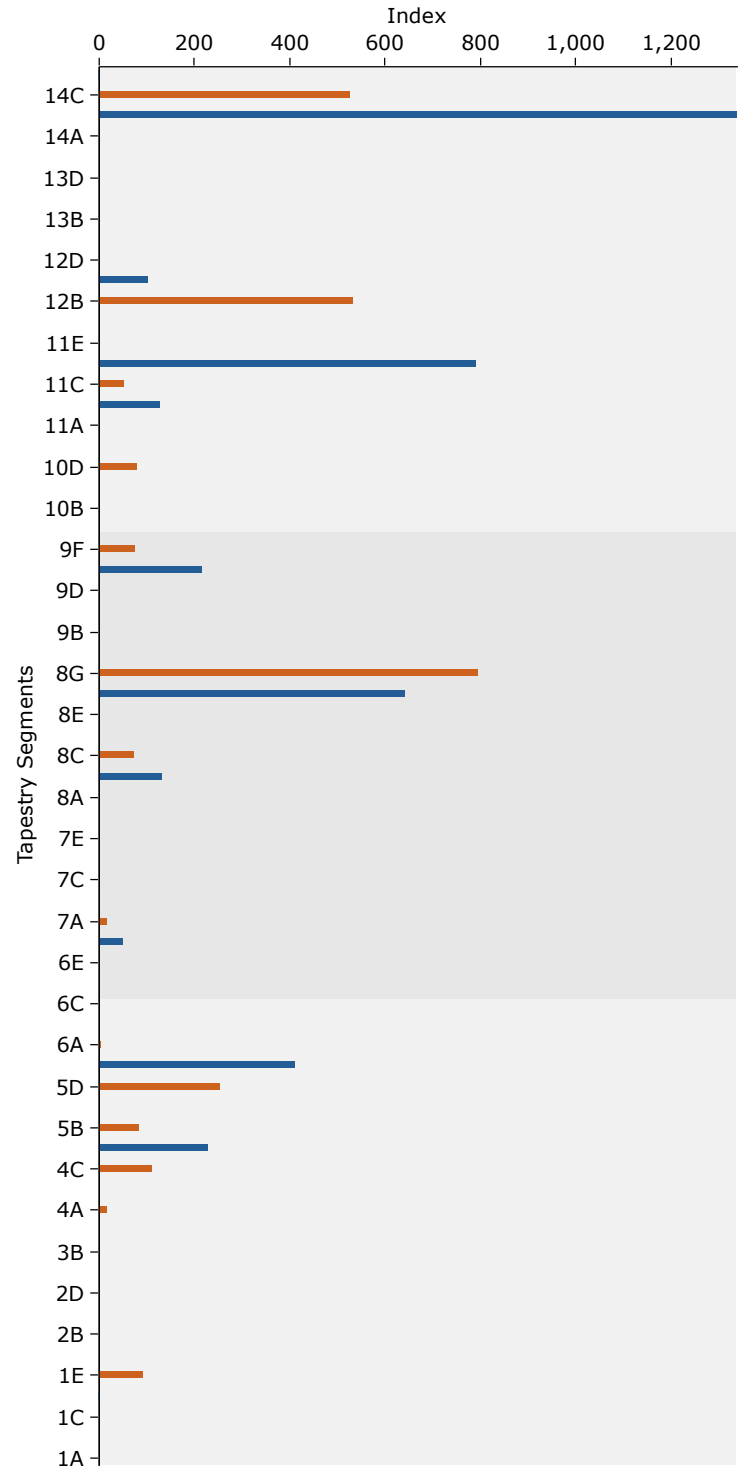
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

**Source:** Esri

## 2023 Tapestry Indexes by Households



## 2023 Tapestry Indexes by Total Population 18+



**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



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 15 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	86,566	100.0%		158,001	100.0%	
<b>1. Affluent Estates</b>	<b>1,406</b>	<b>1.6%</b>	<b>16</b>	<b>2,993</b>	<b>1.9%</b>	<b>17</b>
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)	18	0.0%	1	38	0.0%	1
Exurbanites (1E)	1,388	1.6%	83	2,955	1.9%	95
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>3,587</b>	<b>4.1%</b>	<b>53</b>	<b>6,556</b>	<b>4.1%</b>	<b>51</b>
Workday Drive (4A)	636	0.7%	24	959	0.6%	18
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,951	3.4%	110	5,597	3.5%	114
<b>5. GenXurban</b>	<b>18,696</b>	<b>21.6%</b>	<b>194</b>	<b>35,144</b>	<b>22.2%</b>	<b>205</b>
Comfortable Empty Nesters (5A)	4,607	5.3%	220	8,877	5.6%	230
In Style (5B)	1,630	1.9%	84	2,859	1.8%	86
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,402	5.1%	238	8,171	5.2%	256
Midlife Constants (5E)	8,057	9.3%	386	15,237	9.6%	415
<b>6. Cozy Country Living</b>	<b>1,060</b>	<b>1.2%</b>	<b>10</b>	<b>1,895</b>	<b>1.2%</b>	<b>10</b>
Green Acres (6A)	196	0.2%	7	267	0.2%	5
Salt of the Earth (6B)	2	0.0%	0	2	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)	862	1.0%	45	1,626	1.0%	50
<b>7. Sprouting Explorers</b>	<b>477</b>	<b>0.6%</b>	<b>7</b>	<b>899</b>	<b>0.6%</b>	<b>7</b>
Up and Coming Families (7A)	477	0.6%	19	899	0.6%	19
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

January 09, 2024



## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 15 minute radius

Latitude: 37.2071  
Longitude: -93.2924

Tapestry LifeMode Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	86,566	100.0%		158,001	100.0%	
<b>8. Middle Ground</b>	<b>22,725</b>	<b>26.3%</b>	<b>242</b>	<b>39,122</b>	<b>24.8%</b>	<b>244</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,520	1.8%	123	2,621	1.7%	134
Bright Young Professionals (8C)	1,403	1.6%	70	2,448	1.5%	74
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)	12,132	14.0%	614	20,360	12.9%	644
Hometown Heritage (8G)	7,670	8.9%	757	13,693	8.7%	798
<b>9. Senior Styles</b>	<b>2,888</b>	<b>3.3%</b>	<b>58</b>	<b>4,483</b>	<b>2.8%</b>	<b>55</b>
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)	2,228	2.6%	217	3,622	2.3%	218
Social Security Set (9F)	660	0.8%	91	861	0.5%	77
<b>10. Rustic Outposts</b>	<b>789</b>	<b>0.9%</b>	<b>12</b>	<b>1,480</b>	<b>0.9%</b>	<b>12</b>
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	789	0.9%	79	1,480	0.9%	80
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>11,012</b>	<b>12.7%</b>	<b>203</b>	<b>18,622</b>	<b>11.8%</b>	<b>216</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,921	2.2%	125	2,919	1.8%	130
Metro Fusion (11C)	782	0.9%	62	1,113	0.7%	54
Set to Impress (11D)	8,309	9.6%	693	14,590	9.2%	793
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>9,545</b>	<b>11.0%</b>	<b>187</b>	<b>17,298</b>	<b>10.9%</b>	<b>198</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,974	9.2%	492	14,634	9.3%	536
Small Town Sincerity (12C)	1,571	1.8%	102	2,664	1.7%	104
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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
<b>14. Scholars and Patriots</b>	<b>14,380</b>	<b>16.6%</b>	<b>1,058</b>	<b>29,507</b>	<b>18.7%</b>	<b>832</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,297	13.1%	1,397	21,199	13.4%	1,341
Dorms to Diplomas (14C)	3,083	3.6%	732	8,308	5.3%	530
Unclassified (15)	1	0.0%	33	2	0.0%	1

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January 09, 2024





## Dominant Tapestry Site Map

Downtown Springfield MO Springfield, MO  
Drive Time: 15 minute radius

Latitude: 37.2071  
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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	86,566	100.0%		158,001	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>6,587</b>	<b>7.6%</b>	<b>46</b>	<b>11,732</b>	<b>7.4%</b>	<b>43</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,402	5.1%	238	8,171	5.2%	256
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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)	1,403	1.6%	70	2,448	1.5%	74
Metro Fusion (11C)	782	0.9%	62	1,113	0.7%	54
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
<b>3. Metro Cities</b>	<b>58,424</b>	<b>67.5%</b>	<b>374</b>	<b>105,666</b>	<b>66.9%</b>	<b>399</b>
In Style (5B)	1,630	1.9%	84	2,859	1.8%	86
Emerald City (8B)	1,520	1.8%	123	2,621	1.7%	134
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	12,132	14.0%	614	20,360	12.9%	644
Hometown Heritage (8G)	7,670	8.9%	757	13,693	8.7%	798
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Social Security Set (9F)	660	0.8%	91	861	0.5%	77
Young and Restless (11B)	1,921	2.2%	125	2,919	1.8%	130
Set to Impress (11D)	8,309	9.6%	693	14,590	9.2%	793
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,974	9.2%	492	14,634	9.3%	536
College Towns (14B)	11,297	13.1%	1,397	21,199	13.4%	1,341
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January 09, 2024



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Tapestry Urbanization Groups	2023 Households			2023 Adult Population		
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<b>Total:</b>	86,566	100.0%		158,001	100.0%	
<b>4. Suburban Periphery</b>	<b>15,183</b>	<b>17.5%</b>	<b>54</b>	<b>28,965</b>	<b>18.3%</b>	<b>55</b>
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)	18	0.0%	1	38	0.0%	1
Exurbanites (1E)	1,388	1.6%	83	2,955	1.9%	95
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
Workday Drive (4A)	636	0.7%	24	959	0.6%	18
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	4,607	5.3%	220	8,877	5.6%	230
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	8,057	9.3%	386	15,237	9.6%	415
Up and Coming Families (7A)	477	0.6%	19	899	0.6%	19
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
<b>5. Semirural</b>	<b>6,173</b>	<b>7.1%</b>	<b>76</b>	<b>11,367</b>	<b>7.2%</b>	<b>79</b>
Middleburg (4C)	2,951	3.4%	110	5,597	3.5%	114
Heartland Communities (6F)	862	1.0%	45	1,626	1.0%	50
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	789	0.9%	79	1,480	0.9%	80
Small Town Sincerity (12C)	1,571	1.8%	102	2,664	1.7%	104
<b>6. Rural</b>	<b>198</b>	<b>0.2%</b>	<b>1</b>	<b>269</b>	<b>0.2%</b>	<b>1</b>
Green Acres (6A)	196	0.2%	7	267	0.2%	5
Salt of the Earth (6B)	2	0.0%	0	2	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
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	1	0.0%	33	2	0.0%	1

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