



# Tapestry Segmentation Area Profile

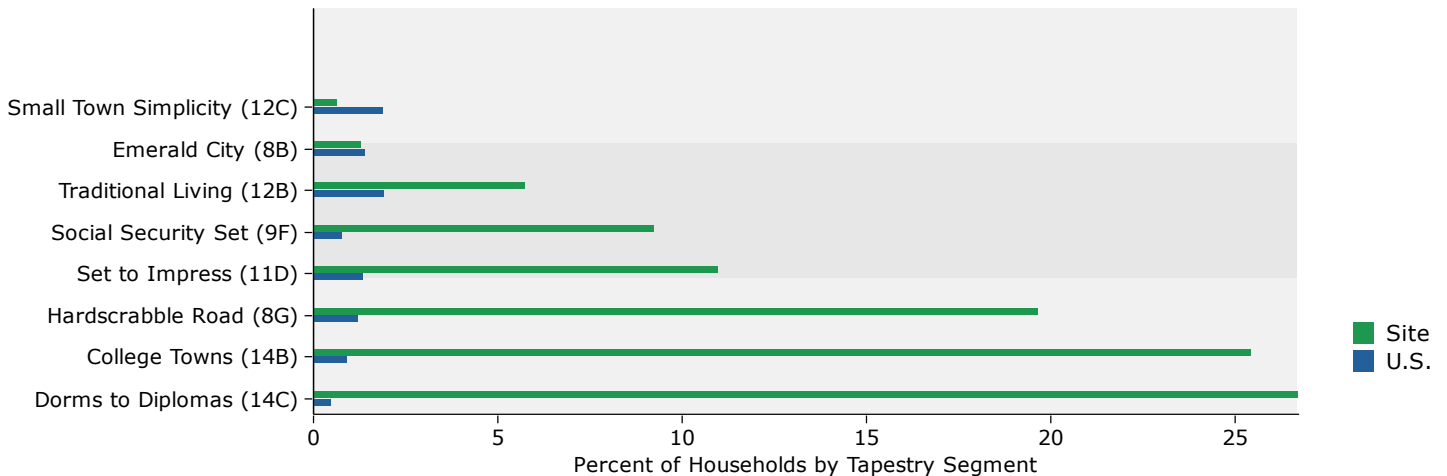
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Dorms to Diplomas (14C)	26.8%	26.8%	0.5%	0.5%	5278
2	College Towns (14B)	25.5%	52.3%	0.9%	1.4%	2,701
3	Hardscrabble Road (8G)	19.7%	72.0%	1.2%	2.6%	1,596
4	Set to Impress (11D)	11.0%	83.0%	1.4%	4.0%	793
5	Social Security Set (9F)	9.3%	92.3%	0.8%	4.8%	1,145
<b>Subtotal</b>		<b>92.3%</b>		<b>4.8%</b>		
6	Traditional Living (12B)	5.8%	98.1%	2.0%	6.8%	295
7	Emerald City (8B)	1.3%	99.4%	1.4%	8.2%	94
8	Small Town Simplicity (12C)	0.7%	100.1%	1.9%	10.1%	35
<b>Subtotal</b>		<b>7.8%</b>		<b>5.3%</b>		
<b>Total</b>		<b>100.0%</b>		<b>10.2%</b>		<b>984</b>

## 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

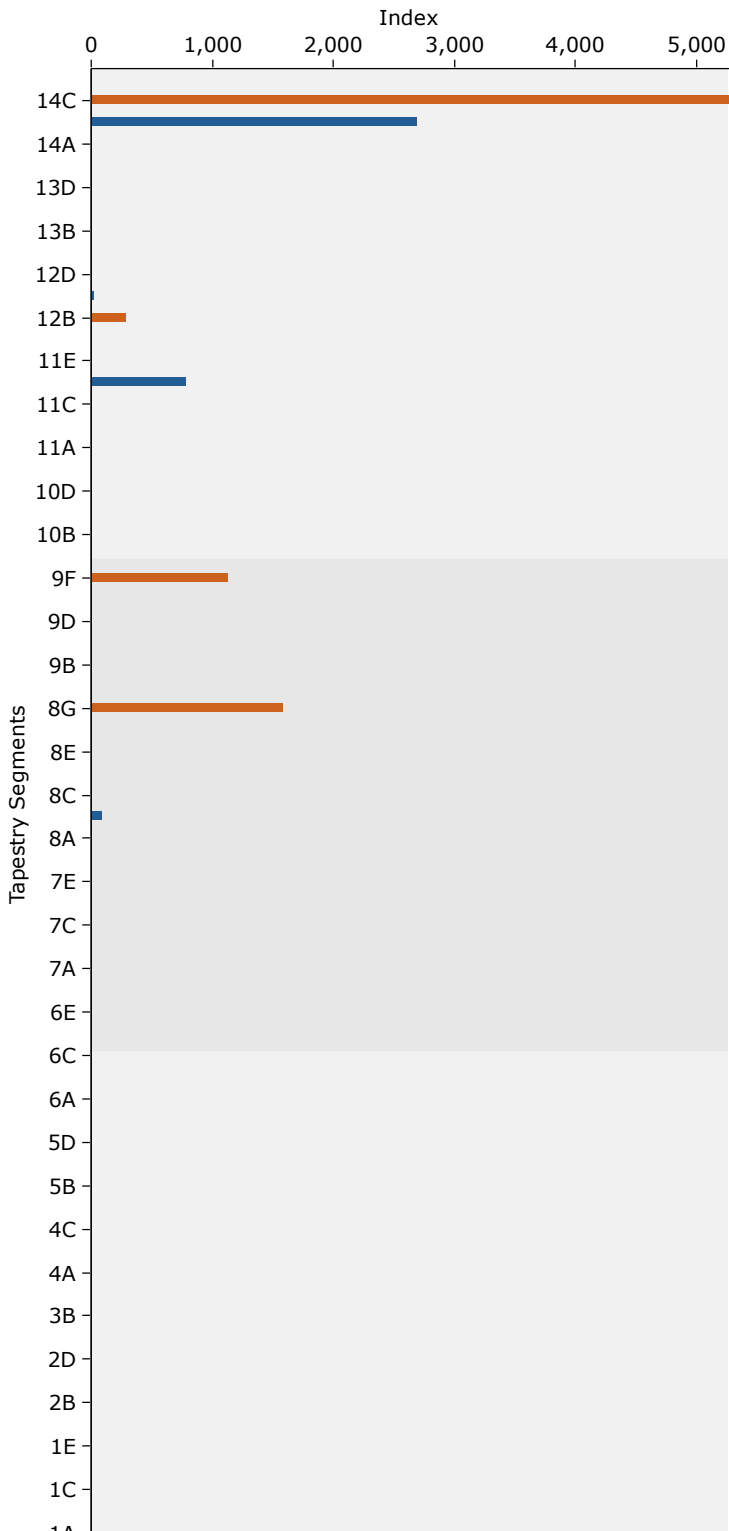


# Tapestry Segmentation Area Profile

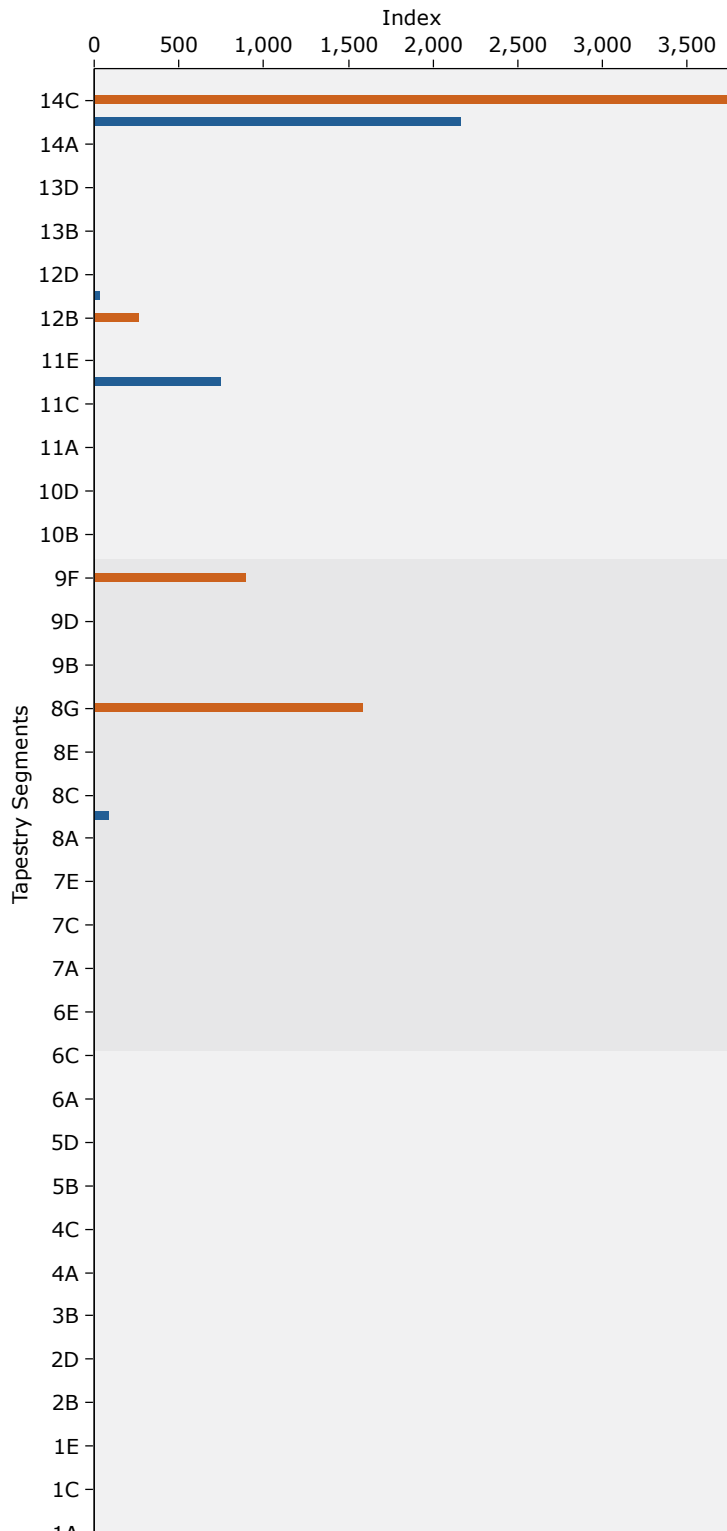
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

### 2016 Tapestry Indexes by Households



### 2016 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



# Tapestry Segmentation Area Profile

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,796	100.0%		16,621	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>
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
<b>5. GenXurban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
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. Ethnic Enclaves</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
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,796	100.0%		16,621	100.0%	
<b>8. Middle Ground</b>	<b>1,639</b>	<b>21.0%</b>	<b>192</b>	<b>3,316</b>	<b>20.0%</b>	<b>196</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	104	1.3%	94	185	1.1%	91
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)	1,535	19.7%	1,596	3,131	18.8%	1,596
<b>9. Senior Styles</b>	<b>722</b>	<b>9.3%</b>	<b>161</b>	<b>1,001</b>	<b>6.0%</b>	<b>120</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)	722	9.3%	1,145	1,001	6.0%	902
<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
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
<b>11. Midtown Singles</b>	<b>860</b>	<b>11.0%</b>	<b>178</b>	<b>1,494</b>	<b>9.0%</b>	<b>164</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)	860	11.0%	793	1,494	9.0%	753
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>502</b>	<b>6.4%</b>	<b>103</b>	<b>917</b>	<b>5.5%</b>	<b>93</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	450	5.8%	295	818	4.9%	270
Small Town Simplicity (12C)	52	0.7%	35	99	0.6%	35
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>
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
<b>14. Scholars and Patriots</b>	<b>4,073</b>	<b>52.2%</b>	<b>3,260</b>	<b>9,893</b>	<b>59.5%</b>	<b>2,600</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,987	25.5%	2,701	3,705	22.3%	2,165
Dorms to Diplomas (14C)	2,086	26.8%	5,278	6,188	37.2%	3,770
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,796	100.0%		16,621	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
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
<b>3. Metro Cities</b>	<b>7,744</b>	<b>99.3%</b>	<b>544</b>	<b>16,522</b>	<b>99.4%</b>	<b>586</b>
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	104	1.3%	94	185	1.1%	91
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)	1,535	19.7%	1,596	3,131	18.8%	1,596
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	722	9.3%	1,145	1,001	6.0%	902
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	860	11.0%	793	1,494	9.0%	753
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	450	5.8%	295	818	4.9%	270
College Towns (14B)	1,987	25.5%	2,701	3,705	22.3%	2,165
Dorms to Diplomas (14C)	2,086	26.8%	5,278	6,188	37.2%	3,770

**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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	7,796	100.0%		16,621	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
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
<b>5. Semirural</b>	<b>52</b>	<b>0.7%</b>	<b>7</b>	<b>99</b>	<b>0.6%</b>	<b>7</b>
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)	52	0.7%	35	99	0.6%	35
<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
Diners & Miners (10C)	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

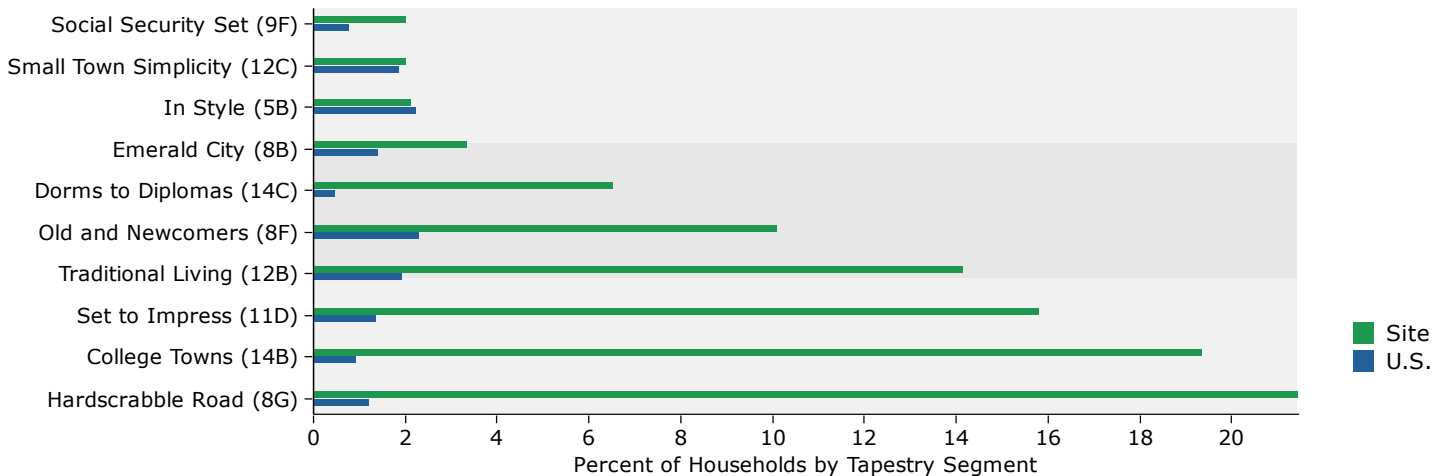
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	21.5%	21.5%	1.2%	1.2%	1740
2	College Towns (14B)	19.4%	40.9%	0.9%	2.1%	2,054
3	Set to Impress (11D)	15.8%	56.7%	1.4%	3.5%	1,138
4	Traditional Living (12B)	14.2%	70.9%	2.0%	5.5%	724
5	Old and Newcomers (8F)	10.1%	81.0%	2.3%	7.8%	435
<b>Subtotal</b>		<b>81.0%</b>		<b>7.8%</b>		
6	Dorms to Diplomas (14C)	6.6%	87.6%	0.5%	8.3%	1,294
7	Emerald City (8B)	3.4%	91.0%	1.4%	9.7%	239
8	In Style (5B)	2.1%	93.1%	2.3%	12.0%	95
9	Small Town Simplicity (12C)	2.0%	95.1%	1.9%	13.9%	108
10	Social Security Set (9F)	2.0%	97.1%	0.8%	14.7%	251
<b>Subtotal</b>		<b>16.1%</b>		<b>6.9%</b>		
11	Midlife Constants (5E)	1.5%	98.6%	2.5%	17.2%	60
12	Heartland Communities (6F)	1.1%	99.7%	2.4%	19.6%	46
13	Middleburg (4C)	0.1%	99.8%	2.8%	22.4%	5
14	Down the Road (10D)	0.1%	99.9%	1.1%	23.5%	7
15	Rustbelt Traditions (5D)	0.0%	99.9%	2.2%	25.7%	2
<b>Subtotal</b>		<b>2.8%</b>		<b>11.0%</b>		
<b>Total</b>		<b>100.0%</b>		<b>25.8%</b>		<b>388</b>

## 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

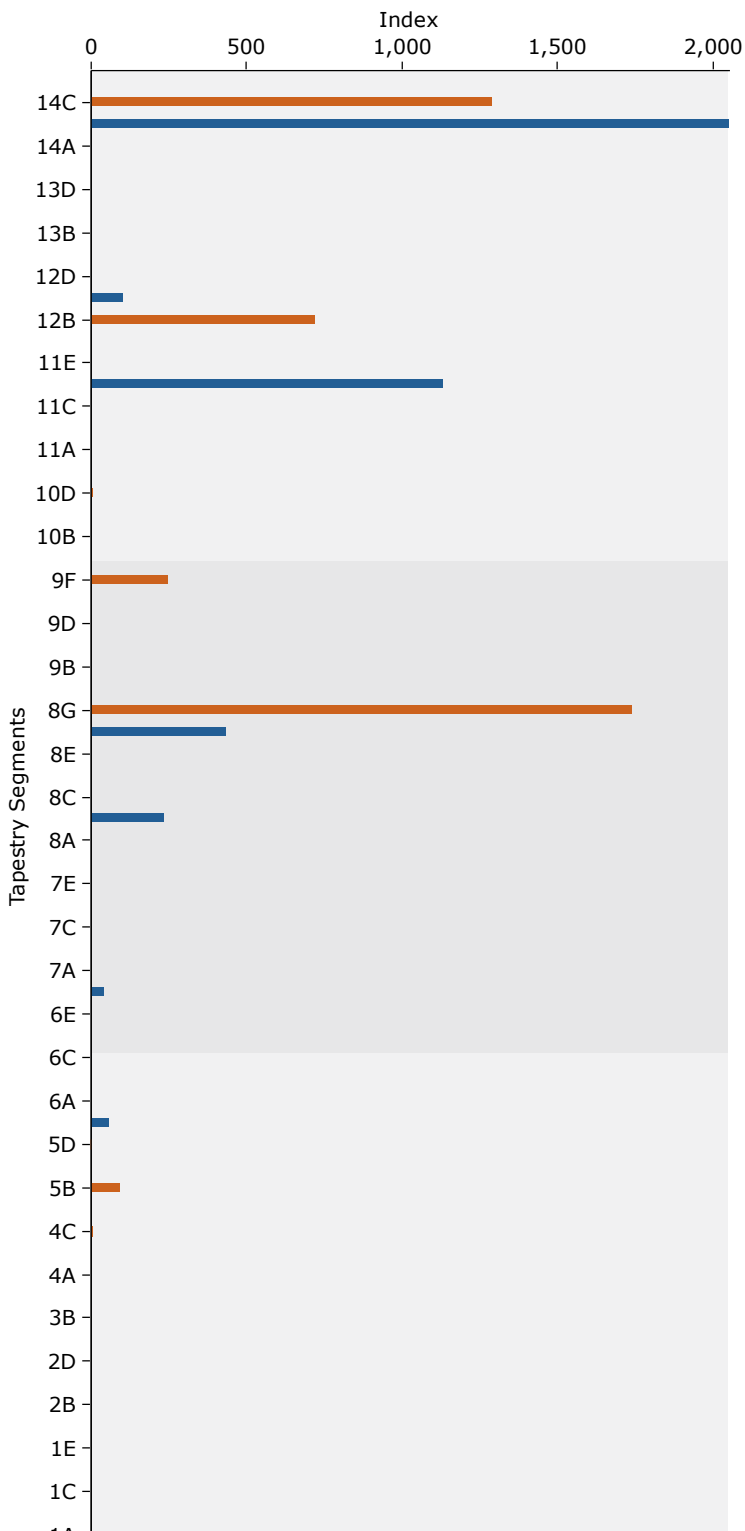


# Tapestry Segmentation Area Profile

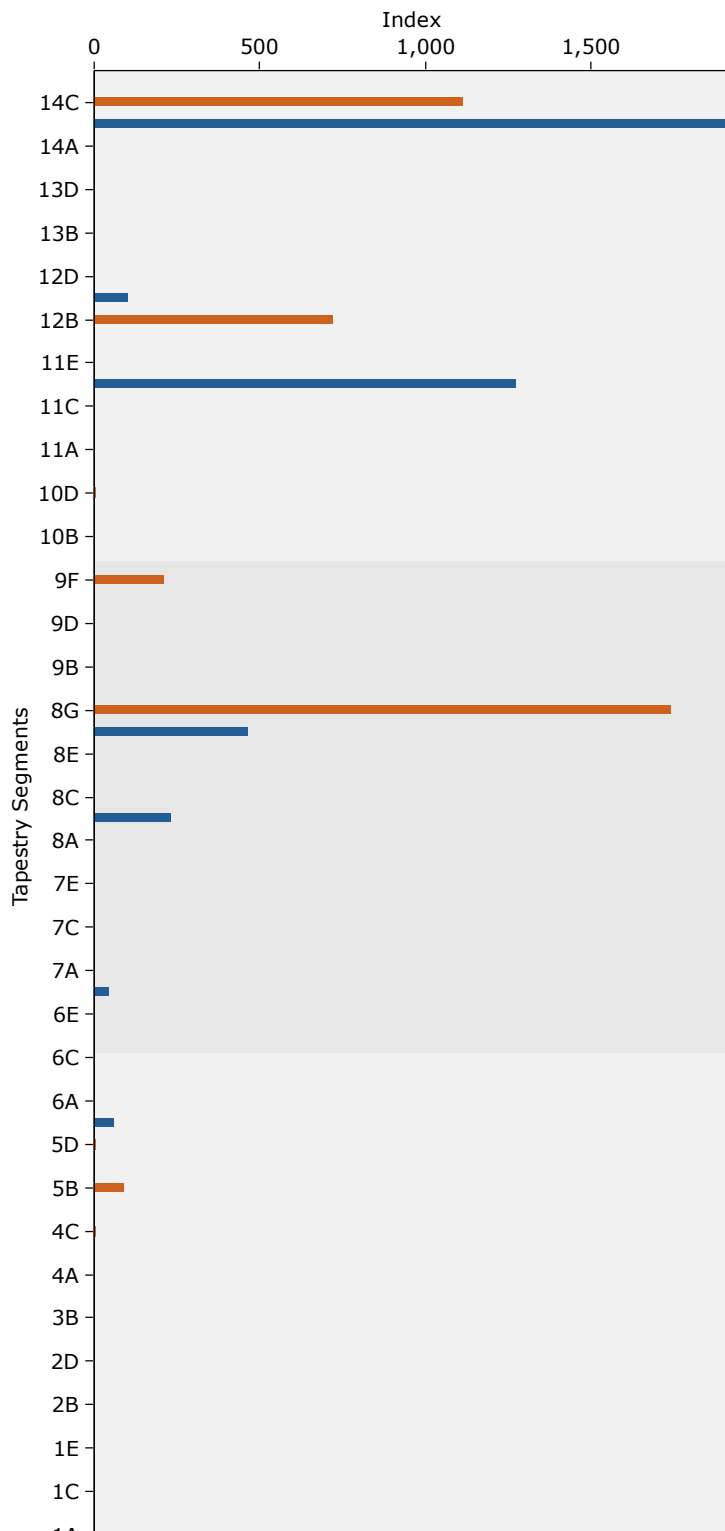
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

### 2016 Tapestry Indexes by Households



### 2016 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





# Tapestry Segmentation Area Profile

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,557	100.0%		70,191	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>49</b>	<b>0.1%</b>	<b>2</b>	<b>86</b>	<b>0.1%</b>	<b>2</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	49	0.1%	5	86	0.1%	4
<b>5. GenXurban</b>	<b>1,321</b>	<b>3.7%</b>	<b>32</b>	<b>2,431</b>	<b>3.5%</b>	<b>31</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	764	2.1%	95	1,363	1.9%	92
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	17	0.0%	2	30	0.0%	2
Midlife Constants (5E)	540	1.5%	60	1,038	1.5%	62
<b>6. Cozy Country Living</b>	<b>383</b>	<b>1.1%</b>	<b>9</b>	<b>726</b>	<b>1.0%</b>	<b>9</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)	383	1.1%	46	726	1.0%	47
<b>7. Ethnic Enclaves</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
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,557	100.0%		70,191	100.0%	
<b>8. Middle Ground</b>	<b>12,438</b>	<b>35.0%</b>	<b>320</b>	<b>23,046</b>	<b>32.8%</b>	<b>322</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,204	3.4%	239	2,017	2.9%	236
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)	3,600	10.1%	435	6,590	9.4%	467
Hardscrabble Road (8G)	7,634	21.5%	1,740	14,439	20.6%	1,743
<b>9. Senior Styles</b>	<b>722</b>	<b>2.0%</b>	<b>35</b>	<b>1,001</b>	<b>1.4%</b>	<b>29</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)	722	2.0%	251	1,001	1.4%	214
<b>10. Rustic Outposts</b>	<b>27</b>	<b>0.1%</b>	<b>1</b>	<b>41</b>	<b>0.1%</b>	<b>1</b>
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)	27	0.1%	7	41	0.1%	5
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>5,627</b>	<b>15.8%</b>	<b>255</b>	<b>10,690</b>	<b>15.2%</b>	<b>277</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)	5,627	15.8%	1,138	10,690	15.2%	1,275
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>5,766</b>	<b>16.2%</b>	<b>259</b>	<b>10,516</b>	<b>15.0%</b>	<b>253</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	5,039	14.2%	724	9,234	13.2%	722
Small Town Simplicity (12C)	727	2.0%	108	1,282	1.8%	106
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>
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
<b>14. Scholars and Patriots</b>	<b>9,224</b>	<b>25.9%</b>	<b>1,619</b>	<b>21,654</b>	<b>30.9%</b>	<b>1,348</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	6,892	19.4%	2,054	13,928	19.8%	1,928
Dorms to Diplomas (14C)	2,332	6.6%	1,294	7,726	11.0%	1,115
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,557	100.0%		70,191	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>17</b>	<b>0.0%</b>	<b>0</b>	<b>30</b>	<b>0.0%</b>	<b>0</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	17	0.0%	2	30	0.0%	2
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
<b>3. Metro Cities</b>	<b>33,814</b>	<b>95.1%</b>	<b>521</b>	<b>66,988</b>	<b>95.4%</b>	<b>563</b>
In Style (5B)	764	2.1%	95	1,363	1.9%	92
Emerald City (8B)	1,204	3.4%	239	2,017	2.9%	236
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,600	10.1%	435	6,590	9.4%	467
Hardscrabble Road (8G)	7,634	21.5%	1,740	14,439	20.6%	1,743
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	722	2.0%	251	1,001	1.4%	214
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	5,627	15.8%	1,138	10,690	15.2%	1,275
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	5,039	14.2%	724	9,234	13.2%	722
College Towns (14B)	6,892	19.4%	2,054	13,928	19.8%	1,928
Dorms to Diplomas (14C)	2,332	6.6%	1,294	7,726	11.0%	1,115

**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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	35,557	100.0%		70,191	100.0%	
<b>4. Suburban Periphery</b>	<b>540</b>	<b>1.5%</b>	<b>5</b>	<b>1,038</b>	<b>1.5%</b>	<b>5</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
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)	540	1.5%	60	1,038	1.5%	62
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>1,186</b>	<b>3.3%</b>	<b>36</b>	<b>2,135</b>	<b>3.0%</b>	<b>34</b>
Middleburg (4C)	49	0.1%	5	86	0.1%	4
Heartland Communities (6F)	383	1.1%	46	726	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)	27	0.1%	7	41	0.1%	5
Small Town Simplicity (12C)	727	2.0%	108	1,282	1.8%	106
<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
Diners & Miners (10C)	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

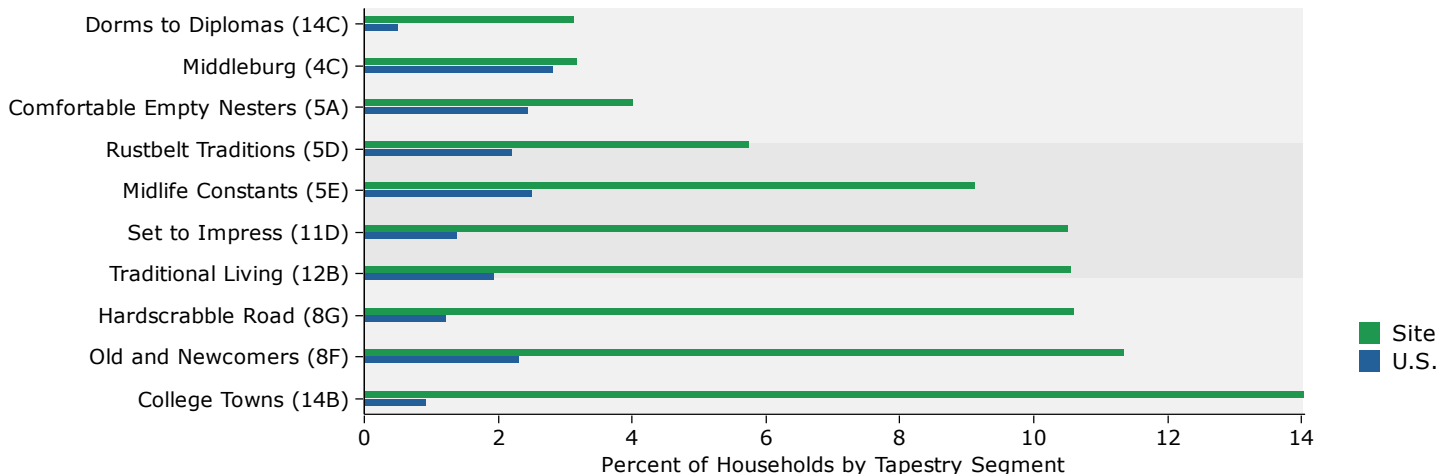
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	14.1%	14.1%	0.9%	0.9%	1489
2	Old and Newcomers (8F)	11.4%	25.5%	2.3%	3.2%	489
3	Hardscrabble Road (8G)	10.6%	36.1%	1.2%	4.4%	859
4	Traditional Living (12B)	10.6%	46.7%	2.0%	6.4%	540
5	Set to Impress (11D)	10.5%	57.2%	1.4%	7.8%	757
<b>Subtotal</b>		<b>57.2%</b>		<b>7.8%</b>		
6	Midlife Constants (5E)	9.1%	66.3%	2.5%	10.3%	363
7	Rustbelt Traditions (5D)	5.8%	72.1%	2.2%	12.5%	259
8	Comfortable Empty Nesters (5A)	4.0%	76.1%	2.5%	15.0%	163
9	Middleburg (4C)	3.2%	79.3%	2.8%	17.8%	113
10	Dorms to Diplomas (14C)	3.2%	82.5%	0.5%	18.3%	624
<b>Subtotal</b>		<b>25.3%</b>		<b>10.5%</b>		
11	In Style (5B)	3.0%	85.5%	2.3%	20.6%	135
12	Small Town Simplicity (12C)	2.5%	88.0%	1.9%	22.5%	130
13	Retirement Communities (9E)	2.4%	90.4%	1.2%	23.7%	198
14	Young and Restless (11B)	1.7%	92.1%	1.7%	25.4%	101
15	Emerald City (8B)	1.6%	93.7%	1.4%	26.8%	115
<b>Subtotal</b>		<b>11.2%</b>		<b>8.5%</b>		
16	Bright Young Professionals (8C)	1.4%	95.1%	2.2%	29.0%	65
17	Heartland Communities (6F)	1.0%	96.1%	2.4%	31.4%	44
18	Metro Fusion (11C)	1.0%	97.1%	1.4%	32.8%	71
19	Social Security Set (9F)	1.0%	98.1%	0.8%	33.6%	121
20	Down the Road (10D)	0.9%	99.0%	1.1%	34.7%	75
<b>Subtotal</b>		<b>5.3%</b>		<b>7.9%</b>		
<b>Total</b>		<b>99.0%</b>		<b>34.8%</b>		<b>284</b>

## 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

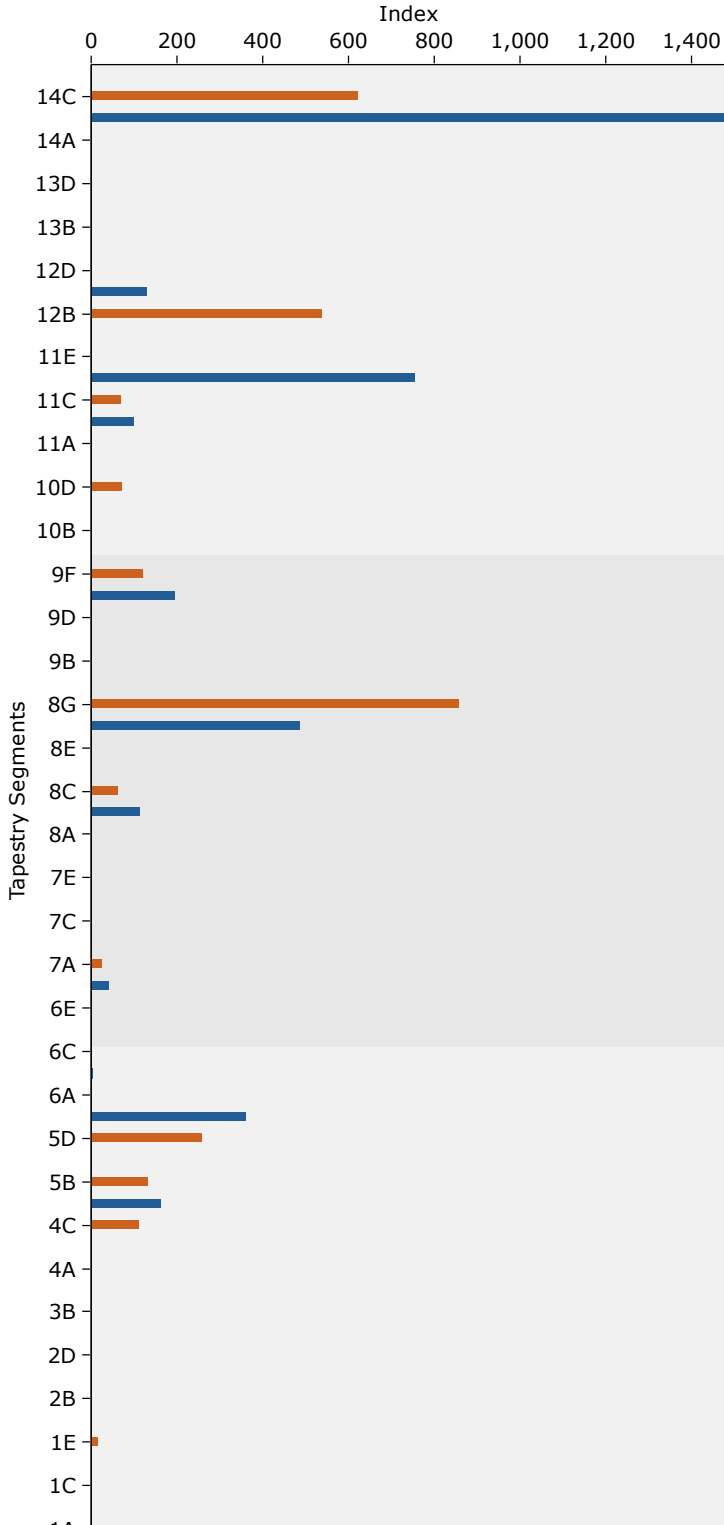


# Tapestry Segmentation Area Profile

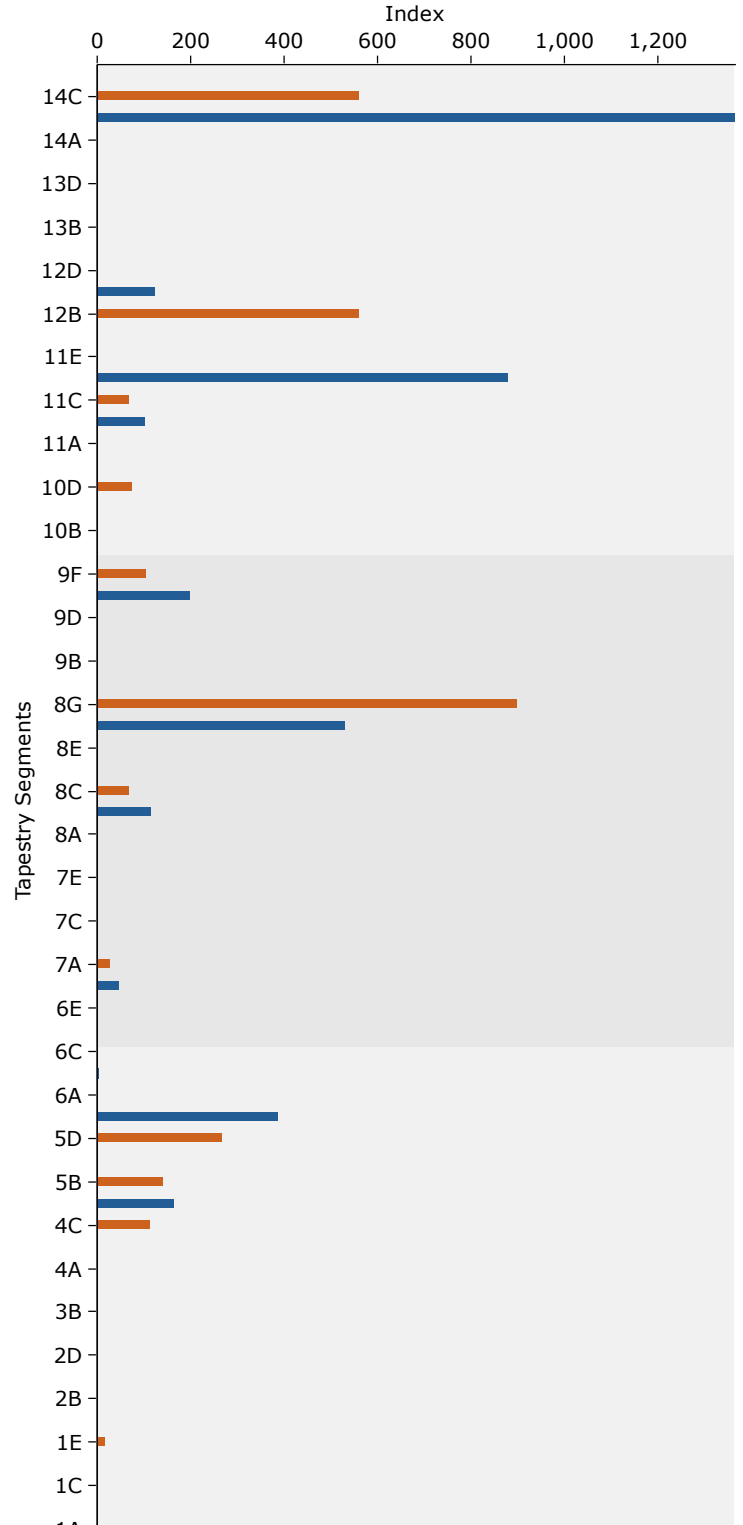
Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

### 2016 Tapestry Indexes by Households



### 2016 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



# Tapestry Segmentation Area Profile

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	73,742	100.0%		139,273	100.0%	
<b>1. Affluent Estates</b>	<b>248</b>	<b>0.3%</b>	<b>3</b>	<b>501</b>	<b>0.4%</b>	<b>3</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)	248	0.3%	17	501	0.4%	18
<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>2,356</b>	<b>3.2%</b>	<b>43</b>	<b>4,513</b>	<b>3.2%</b>	<b>42</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,356	3.2%	113	4,513	3.2%	115
<b>5. GenXurban</b>	<b>16,194</b>	<b>22.0%</b>	<b>192</b>	<b>30,531</b>	<b>21.9%</b>	<b>199</b>
Comfortable Empty Nesters (5A)	2,970	4.0%	163	5,716	4.1%	167
In Style (5B)	2,243	3.0%	135	4,146	3.0%	141
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,244	5.8%	259	7,782	5.6%	267
Midlife Constants (5E)	6,737	9.1%	363	12,887	9.3%	388
<b>6. Cozy Country Living</b>	<b>798</b>	<b>1.1%</b>	<b>9</b>	<b>1,539</b>	<b>1.1%</b>	<b>9</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	41	0.1%	2	75	0.1%	2
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)	757	1.0%	44	1,464	1.1%	48
<b>7. Ethnic Enclaves</b>	<b>473</b>	<b>0.6%</b>	<b>9</b>	<b>972</b>	<b>0.7%</b>	<b>9</b>
Up and Coming Families (7A)	473	0.6%	28	972	0.7%	29
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	73,742	100.0%		139,273	100.0%	
<b>8. Middle Ground</b>	<b>18,465</b>	<b>25.0%</b>	<b>229</b>	<b>33,666</b>	<b>24.2%</b>	<b>237</b>
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,204	1.6%	115	2,017	1.4%	119
Bright Young Professionals (8C)	1,067	1.4%	65	2,002	1.4%	72
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)	8,376	11.4%	489	14,863	10.7%	530
Hardscrabble Road (8G)	7,818	10.6%	859	14,784	10.6%	900
<b>9. Senior Styles</b>	<b>2,494</b>	<b>3.4%</b>	<b>59</b>	<b>3,855</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)	1,772	2.4%	198	2,854	2.0%	201
Social Security Set (9F)	722	1.0%	121	1,001	0.7%	108
<b>10. Rustic Outposts</b>	<b>633</b>	<b>0.9%</b>	<b>10</b>	<b>1,229</b>	<b>0.9%</b>	<b>10</b>
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)	633	0.9%	75	1,229	0.9%	76
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>9,775</b>	<b>13.3%</b>	<b>214</b>	<b>17,892</b>	<b>12.8%</b>	<b>234</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,278	1.7%	101	1,975	1.4%	103
Metro Fusion (11C)	732	1.0%	71	1,268	0.9%	70
Set to Impress (11D)	7,765	10.5%	757	14,649	10.5%	881
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>9,612</b>	<b>13.0%</b>	<b>208</b>	<b>17,260</b>	<b>12.4%</b>	<b>210</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,795	10.6%	540	14,263	10.2%	562
Small Town Simplicity (12C)	1,817	2.5%	130	2,997	2.2%	125
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>
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
<b>14. Scholars and Patriots</b>	<b>12,694</b>	<b>17.2%</b>	<b>1,074</b>	<b>27,315</b>	<b>19.6%</b>	<b>857</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	10,362	14.1%	1,489	19,589	14.1%	1,366
Dorms to Diplomas (14C)	2,332	3.2%	624	7,726	5.5%	562
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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	73,742	100.0%		139,273	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>6,043</b>	<b>8.2%</b>	<b>49</b>	<b>11,052</b>	<b>7.9%</b>	<b>44</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,244	5.8%	259	7,782	5.6%	267
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)	1,067	1.4%	65	2,002	1.4%	72
Metro Fusion (11C)	732	1.0%	71	1,268	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
<b>3. Metro Cities</b>	<b>51,667</b>	<b>70.1%</b>	<b>384</b>	<b>97,867</b>	<b>70.3%</b>	<b>414</b>
In Style (5B)	2,243	3.0%	135	4,146	3.0%	141
Emerald City (8B)	1,204	1.6%	115	2,017	1.4%	119
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	8,376	11.4%	489	14,863	10.7%	530
Hardscrabble Road (8G)	7,818	10.6%	859	14,784	10.6%	900
Retirement Communities (9E)	1,772	2.4%	198	2,854	2.0%	201
Social Security Set (9F)	722	1.0%	121	1,001	0.7%	108
Young and Restless (11B)	1,278	1.7%	101	1,975	1.4%	103
Set to Impress (11D)	7,765	10.5%	757	14,649	10.5%	881
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	7,795	10.6%	540	14,263	10.2%	562
College Towns (14B)	10,362	14.1%	1,489	19,589	14.1%	1,366
Dorms to Diplomas (14C)	2,332	3.2%	624	7,726	5.5%	562

**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

Downtown SGF 3  
 400 South Ave, Springfield, Missouri, 65806  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 37.20702  
 Longitude: -93.29229

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	73,742	100.0%		139,273	100.0%	
<b>4. Suburban Periphery</b>	<b>10,428</b>	<b>14.1%</b>	<b>45</b>	<b>20,076</b>	<b>14.4%</b>	<b>45</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)	248	0.3%	17	501	0.4%	18
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)	2,970	4.0%	163	5,716	4.1%	167
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,737	9.1%	363	12,887	9.3%	388
Up and Coming Families (7A)	473	0.6%	28	972	0.7%	29
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>5,563</b>	<b>7.5%</b>	<b>80</b>	<b>10,203</b>	<b>7.3%</b>	<b>81</b>
Middleburg (4C)	2,356	3.2%	113	4,513	3.2%	115
Heartland Communities (6F)	757	1.0%	44	1,464	1.1%	48
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)	633	0.9%	75	1,229	0.9%	76
Small Town Simplicity (12C)	1,817	2.5%	130	2,997	2.2%	125
<b>6. Rural</b>	<b>41</b>	<b>0.1%</b>	<b>0</b>	<b>75</b>	<b>0.1%</b>	<b>0</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	41	0.1%	2	75	0.1%	2
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