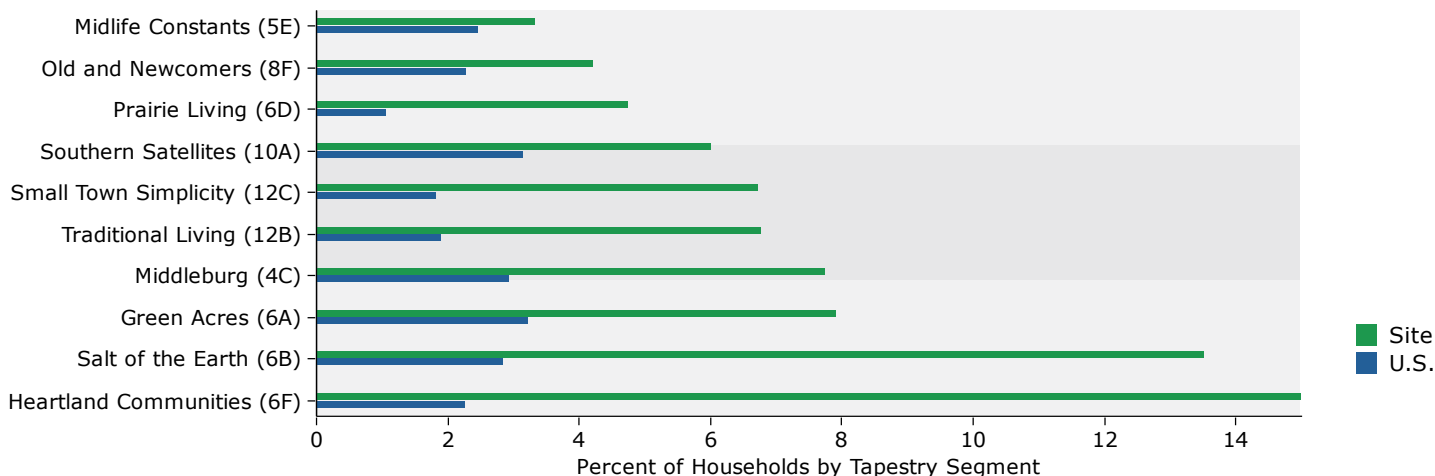


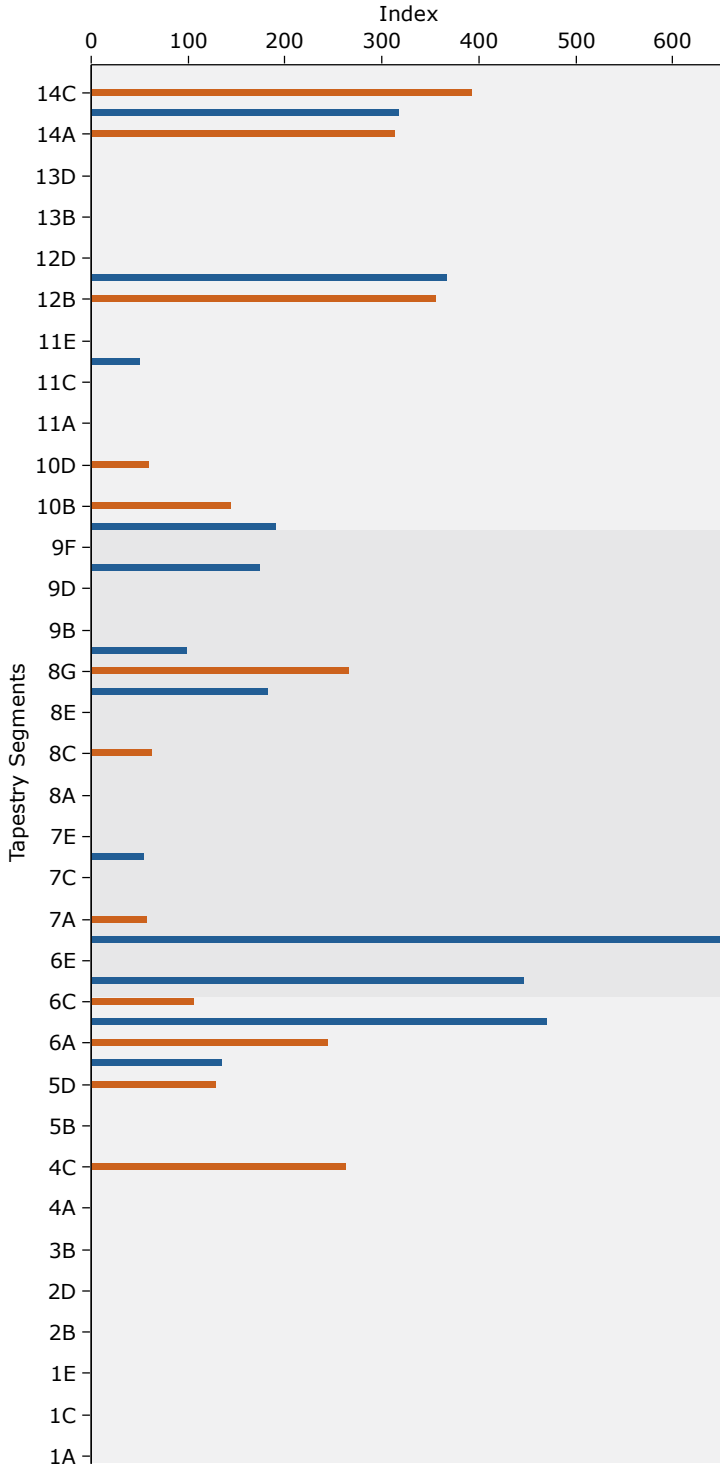
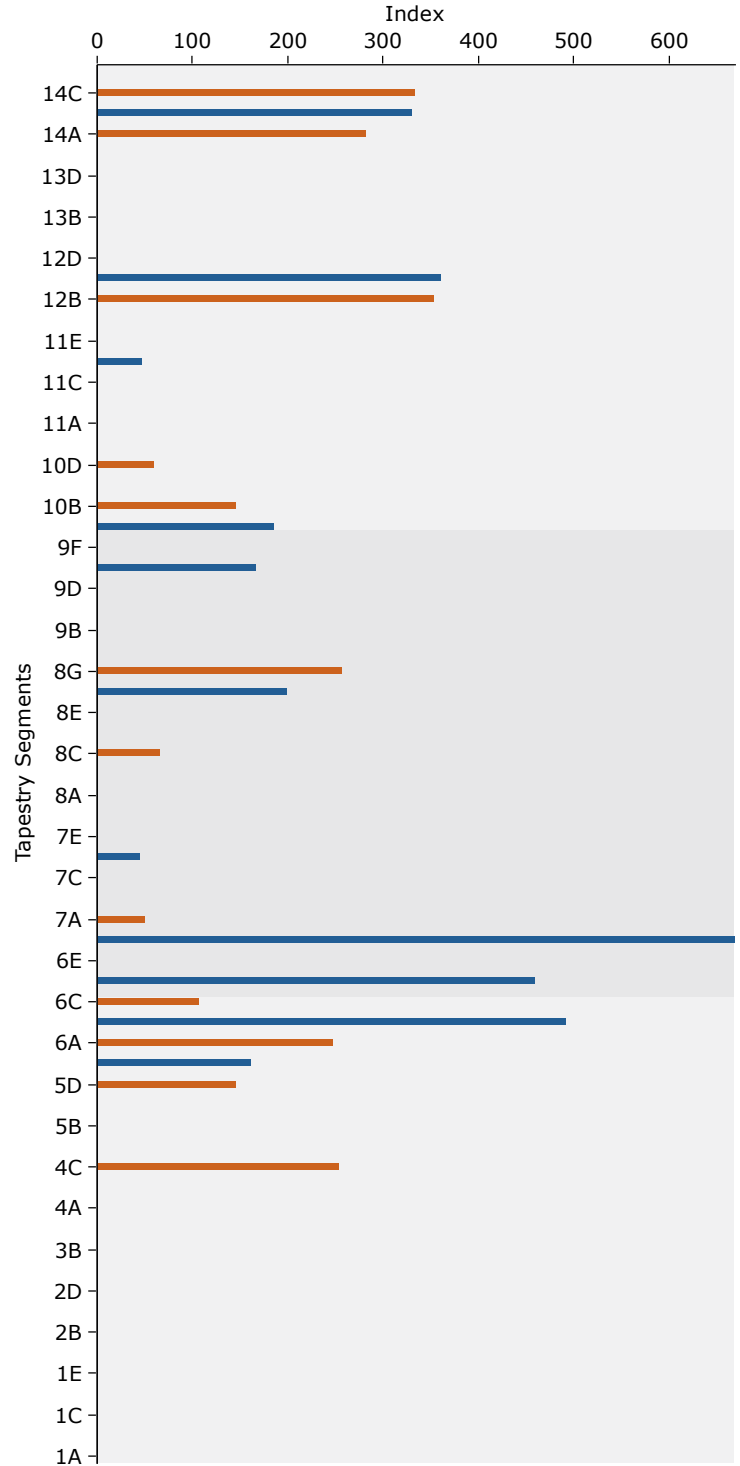
Top Twenty Tapestry Segments

Rank	Tapestry Segment	2020 Households		2020 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	15.0%	15.0%	2.3%	2.3%	659
2	Salt of the Earth (6B)	13.5%	28.5%	2.9%	5.2%	472
3	Green Acres (6A)	7.9%	36.5%	3.2%	8.4%	245
4	Middleburg (4C)	7.8%	44.2%	2.9%	11.3%	264
5	Traditional Living (12B)	6.8%	51.0%	1.9%	13.2%	356
	Subtotal	51.0%		13.2%		
6	Small Town Simplicity (12C)	6.8%	57.8%	1.8%	15.0%	368
7	Southern Satellites (10A)	6.0%	63.8%	3.2%	18.2%	191
8	Prairie Living (6D)	4.8%	68.6%	1.1%	19.3%	448
9	Old and Newcomers (8F)	4.2%	72.8%	2.3%	21.6%	184
10	Midlife Constants (5E)	3.3%	76.1%	2.5%	24.1%	136
	Subtotal	25.1%		10.9%		
11	Hardscrabble Road (8G)	3.2%	79.3%	1.2%	25.3%	267
12	College Towns (14B)	3.0%	82.4%	1.0%	26.3%	318
13	Rooted Rural (10B)	2.9%	85.2%	2.0%	28.3%	145
14	Rustbelt Traditions (5D)	2.8%	88.0%	2.2%	30.5%	130
15	Retirement Communities (9E)	2.1%	90.2%	1.2%	31.7%	175
	Subtotal	14.0%		7.6%		
16	Dorms to Diplomas (14C)	2.0%	92.2%	0.5%	32.2%	394
17	The Great Outdoors (6C)	1.7%	93.8%	1.6%	33.8%	107
18	Up and Coming Families (7A)	1.5%	95.3%	2.5%	36.3%	58
19	Bright Young Professionals (8C)	1.4%	96.8%	2.3%	38.6%	64
20	Silver & Gold (9A)	0.8%	97.6%	0.8%	39.4%	100
	Subtotal	7.4%		7.7%		
	Total	97.6%		39.2%		249

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

2020 Tapestry Indexes by Households

2020 Tapestry Indexes by Total Population 18+


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Source: Esri



Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,273	100.0%		137,739	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	5,295	7.8%	102	10,305	7.5%	94
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	5,295	7.8%	264	10,305	7.5%	255
5. GenXurban	4,215	6.2%	55	9,334	6.8%	63
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)	1,930	2.8%	130	4,122	3.0%	146
Midlife Constants (5E)	2,285	3.3%	136	5,212	3.8%	162
6. Cozy Country Living	29,292	42.9%	356	59,475	43.2%	364
Green Acres (6A)	5,419	7.9%	245	11,548	8.4%	249
Salt of the Earth (6B)	9,231	13.5%	472	19,507	14.2%	493
The Great Outdoors (6C)	1,145	1.7%	107	2,295	1.7%	108
Prairie Living (6D)	3,248	4.8%	448	6,513	4.7%	461
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	10,249	15.0%	659	19,612	14.2%	670
7. Ethnic Enclaves	1,402	2.1%	29	2,685	1.9%	23
Up and Coming Families (7A)	1,010	1.5%	58	1,884	1.4%	51
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)	392	0.6%	55	801	0.6%	46
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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Source: Esri



tapestry_profileNEW

Lafayette County, MO (29107) et al.
Geography: County

Tapestry LifeMode Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,273	100.0%		137,739	100.0%	
8. Middle Ground	6,057	8.9%	82	11,405	8.3%	82
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	989	1.4%	64	1,869	1.4%	67
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)	2,893	4.2%	184	5,467	4.0%	200
Hardscrabble Road (8G)	2,175	3.2%	267	4,069	3.0%	258
9. Senior Styles	1,981	2.9%	50	3,389	2.5%	49
Silver & Gold (9A)	537	0.8%	100	1,059	0.8%	108
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)	1,444	2.1%	175	2,330	1.7%	168
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	6,546	9.6%	116	13,204	9.6%	115
Southern Satellites (10A)	4,118	6.0%	191	8,287	6.0%	187
Rooted Rural (10B)	1,950	2.9%	145	3,934	2.9%	146
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	478	0.7%	61	983	0.7%	61
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	485	0.7%	12	795	0.6%	11
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)	485	0.7%	51	795	0.6%	49
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	9,244	13.5%	224	16,898	12.3%	215
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,634	6.8%	356	8,663	6.3%	354
Small Town Simplicity (12C)	4,610	6.8%	368	8,235	6.0%	361
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	3,756	5.5%	342	10,249	7.4%	327
Military Proximity (14A)	314	0.5%	314	1,057	0.8%	283
College Towns (14B)	2,074	3.0%	318	4,715	3.4%	332
Dorms to Diplomas (14C)	1,368	2.0%	394	4,477	3.3%	334
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,273	100.0%		137,739	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	3,311	4.8%	29	6,792	4.9%	28
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,930	2.8%	130	4,122	3.0%	146
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)	392	0.6%	55	801	0.6%	46
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)	989	1.4%	64	1,869	1.4%	67
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	15,073	22.1%	122	30,516	22.2%	132
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,893	4.2%	184	5,467	4.0%	200
Hardscrabble Road (8G)	2,175	3.2%	267	4,069	3.0%	258
Retirement Communities (9E)	1,444	2.1%	175	2,330	1.7%	168
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	485	0.7%	51	795	0.6%	49
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,634	6.8%	356	8,663	6.3%	354
College Towns (14B)	2,074	3.0%	318	4,715	3.4%	332
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Tapestry Urbanization Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,273	100.0%		137,739	100.0%	
4. Suburban Periphery	4,146	6.1%	19	9,212	6.7%	20
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)	2,285	3.3%	136	5,212	3.8%	162
Up and Coming Families (7A)	1,010	1.5%	58	1,884	1.4%	51
Silver & Gold (9A)	537	0.8%	100	1,059	0.8%	108
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)	314	0.5%	314	1,057	0.8%	283
5. Semirural	20,632	30.2%	323	39,135	28.4%	314
Middleburg (4C)	5,295	7.8%	264	10,305	7.5%	255
Heartland Communities (6F)	10,249	15.0%	659	19,612	14.2%	670
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)	478	0.7%	61	983	0.7%	61
Small Town Simplicity (12C)	4,610	6.8%	368	8,235	6.0%	361
6. Rural	25,111	36.8%	218	52,084	37.8%	223
Green Acres (6A)	5,419	7.9%	245	11,548	8.4%	249
Salt of the Earth (6B)	9,231	13.5%	472	19,507	14.2%	493
The Great Outdoors (6C)	1,145	1.7%	107	2,295	1.7%	108
Prairie Living (6D)	3,248	4.8%	448	6,513	4.7%	461
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	4,118	6.0%	191	8,287	6.0%	187
Rooted Rural (10B)	1,950	2.9%	145	3,934	2.9%	146
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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