## Criteria Used for Analysis

| Median Household Income | | Total Population | 1st Dominant Segment |
|---|---|---|---|
| **$71,477** | **38.7** | **36,493** | **Middleburg** |

## Consumer Segmentation

**Life Mode**

**What are the people like that live in this area?**

## Family Landscapes

Successful young families in their first homes

**Urbanization**

**Where do people like this usually live?**

## Semirural

The most affordable housing—in smaller towns and communities located throughout the country

| Top Tapestry Segments | Middleburg | Comfortable Empty Nesters | Manufacturing Traditions | Green Acres | Rooted Rural |
|---|---|---|---|---|---|
| **% of Households** | 9,899 (71.4%) | 1,444 (10.4%) | 1,126 (8.1%) | 1,096 (7.9%) | 215 (1.5%) |
| **% of Christian County** | 16,301 (47.4%) | 1,866 (5.4%) | 1,126 (3.3%) | 4,831 (14.1%) | 359 (1.0%) |
| **Lifestyle Group** | Family Landscapes | GenXurban | GenXurban | Cozy Country Living | Rustic Outposts |
| **Urbanization Group** | Semirural | Suburban Periphery | Urban Periphery | Rural | Rural |
| **Residence Type** | Single Family | Single Family | Single Family | Single Family | Single Family ; Mobile Homes |
| **Household Type** | Married Couples | Married Couples | Married Couples | Married Couples | Married Couples |
| **Average Household Size** | 2.7 | 2.5 | 2.43 | 2.66 | 2.42 |
| **Median Age** | 37 | 49 | 39.8 | 44.8 | 46.1 |
| **Diversity Index** | 58.6 | 45.2 | 59.4 | 36.4 | 34.4 |
| **Median Household Income** | $76,600 | $89,300 | $62,200 | $94,600 | $54,000 |
| **Median Net Worth** | $177,100 | $363,500 | $152,400 | $347,000 | $155,300 |
| **Median Home Value** | $239,300 | $262,100 | $165,100 | $300,900 | $157,100 |
| **Homeownership** | 75.7 % | 87.7 % | 72.1 % | 87.9 % | 82 % |
| **Employment** | Professional or Mgmnt/Bus/Financial | Professional or Mgmnt/Bus/Financial | Professional or Services | Professional or Mgmnt/Bus/Financial | Professional or Services |
| **Education** | High School Diploma | Bachelor's Degree | High School Diploma | High School Diploma | High School Diploma |
| **Preferred Activities** | Spending priorities also focus on family . Enjoy hunting, fishing, bowling and baseball. | Play golf, ski and work out regularly . Home maintenance a priority among these homeowners. | Value time spent at home . Watching television and gaming are common pastimes. | Pursue physical fitness vigorously, . Active in communities and social organizations. | Do-it-yourself mentality . Go hunting, fishing. |
| **Financial** | Carry some debt; invest for future | Portfolio includes stocks, CODs, mutual funds and real estate | Budget aware shoppers | Comfortable with debt, and investments. | Avoid using the Internet for financial transactions. |
| **Media** | TV and magazines provide entertainment and information | Listen to sports radio; watch sports on TV | Read newspapers, especially Sunday editions | Provided by satellite service, radio and television | Listen to faith-based radio, gospel music |
| **Vehicle** | Like to drive trucks, SUVs, or motorcycles | Own 1-2 vehicles | Own 2-3 vehicles | Late model trucks SUVs, ATVs and motorcycles | Own, maintain cars, ATVs |

# Nixa, MO 65714: Economic Comparison

## Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- ■ 2022
- ■ 2027 (Projected)

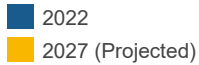| | 2022 | 2027 (Projected) |
|---|---|---|
| 65714 | $95,365 | $111,413 |
| Christian County | $89,371 | $104,767 |
| Missouri | $88,215 | $102,480 |

## Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- ■ 2022
- ■ 2027 (Projected)

| | 2022 | 2027 (Projected) |
|---|---|---|
| 65714 | $71,477 | $82,593 |
| Christian County | $66,501 | $78,682 |
| Missouri | $61,808 | $73,492 |

## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

- ■ 2022
- ■ 2027 (Projected)

| | 2022 | 2027 (Projected) |
|---|---|---|
| 65714 | $36,425 | $42,532 |
| Christian County | $33,594 | $39,378 |
| Missouri | $35,740 | $41,658 |

## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

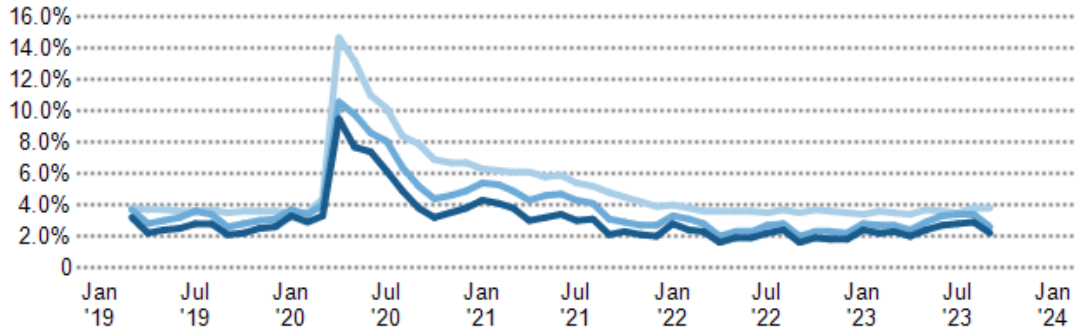| | 2022 |
|---|---|
| 65714 | $72,747 |
| Christian County | $69,102 |
| Missouri | $67,830 |

## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Christian County
- Missouri
- USA

## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually

| Industry | Count |
|---|---|
| Health Care and Social Assistance | 3,568 |
| Retail Trade | 2,371 |
| Construction | 1,488 |
| Education | 1,413 |
| Other | 1,374 |
| Finance and Insurance | 1,256 |
| Manufacturing | 1,126 |
| Accommodation and Food | 1,047 |
| Professional, Scientific and Technical | 925 |
| Transportation and Warehousing | 879 |
| Administrative Support and Waste Management | 693 |
| Wholesale Trade | 569 |
| Public Administration | 546 |
| Real Estate, Rental and Leasing | 359 |
| Arts, Entertainment and Recreation | 264 |
| Information | 168 |
| Agriculture, Forestry, Fishing and Hunting | 135 |
| Utilities | 71 |
| Business Management | 25 |
| Mining | 11 |