



Tapestry Segmentation Area Profile

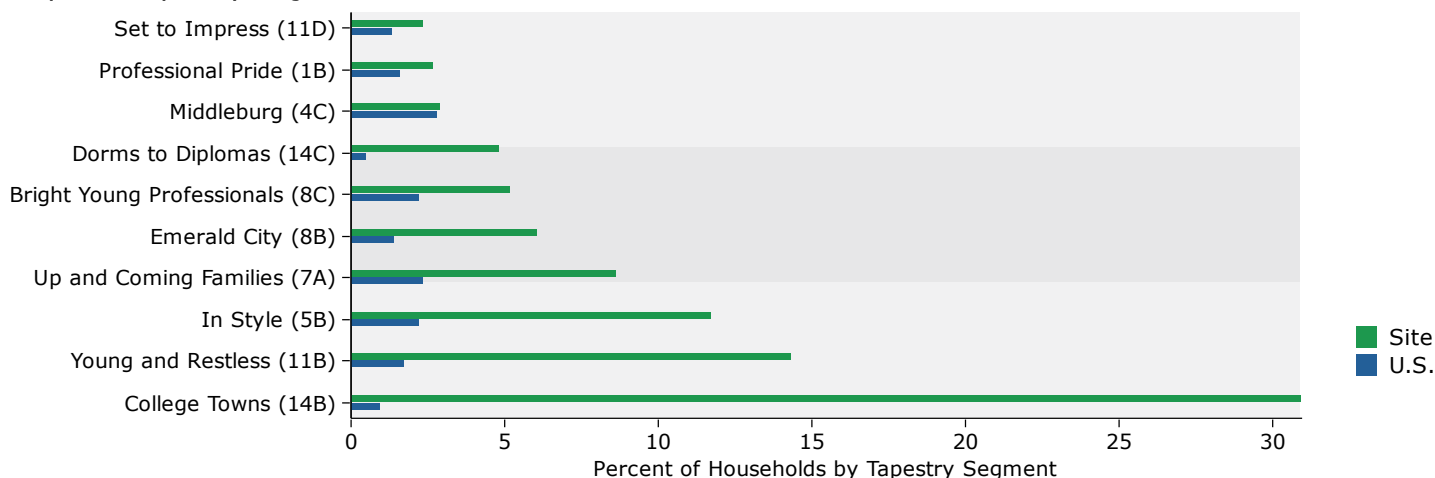
Fayetteville City, AR
 Fayetteville City, AR (0523290)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	31.0%	31.0%	1.0%	1.0%	3241
2	Young and Restless (11B)	14.3%	45.3%	1.7%	2.7%	827
3	In Style (5B)	11.8%	57.1%	2.2%	4.9%	524
4	Up and Coming Families (7A)	8.7%	65.8%	2.4%	7.3%	368
5	Emerald City (8B)	6.1%	71.9%	1.4%	8.7%	427
Subtotal		71.9%		8.7%		
6	Bright Young Professionals (8C)	5.2%	77.1%	2.2%	10.9%	233
7	Dorms to Diplomas (14C)	4.8%	81.9%	0.5%	11.4%	945
8	Middleburg (4C)	2.9%	84.8%	2.9%	14.3%	103
9	Professional Pride (1B)	2.7%	87.5%	1.6%	15.9%	167
10	Set to Impress (11D)	2.4%	89.9%	1.4%	17.3%	170
Subtotal		18.0%		8.6%		
11	Soccer Moms (4A)	2.1%	92.0%	2.9%	20.2%	74
12	Old and Newcomers (8F)	1.9%	93.9%	2.3%	22.5%	83
13	Green Acres (6A)	1.6%	95.5%	3.2%	25.7%	51
14	Metro Fusion (11C)	1.6%	97.1%	1.4%	27.1%	110
15	Small Town Simplicity (12C)	1.4%	98.5%	1.9%	29.0%	74
Subtotal		8.6%		11.7%		
16	Midlife Constants (5E)	0.8%	99.3%	2.5%	31.5%	33
17	Front Porches (8E)	0.6%	99.9%	1.6%	33.1%	35
18	The Great Outdoors (6C)	0.1%	100.0%	1.5%	34.6%	8
19	Unclassified (15)	0.0%	100.0%	0.0%	34.6%	1,333
Subtotal		1.5%		5.6%		
Total		100.0%		34.6%		289

Top Ten Tapestry Segments Site vs. U.S.



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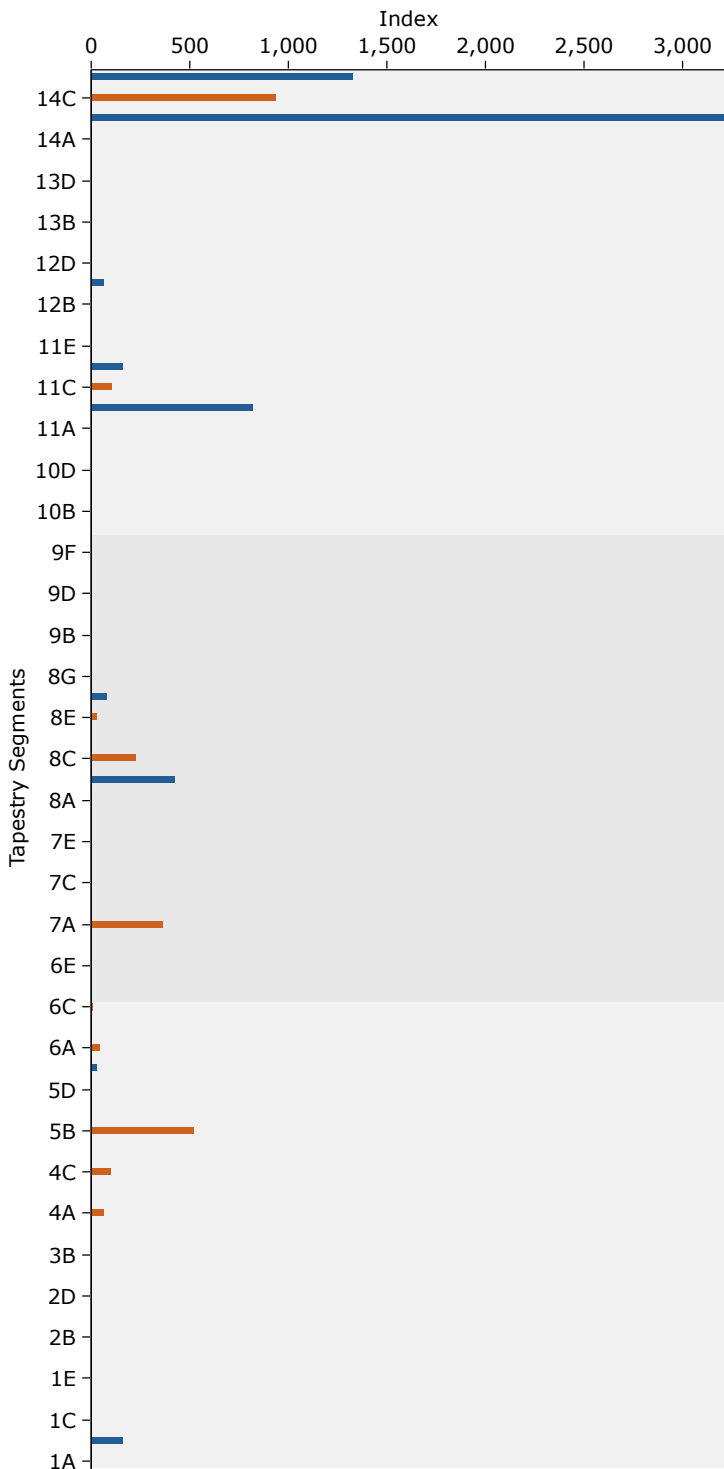


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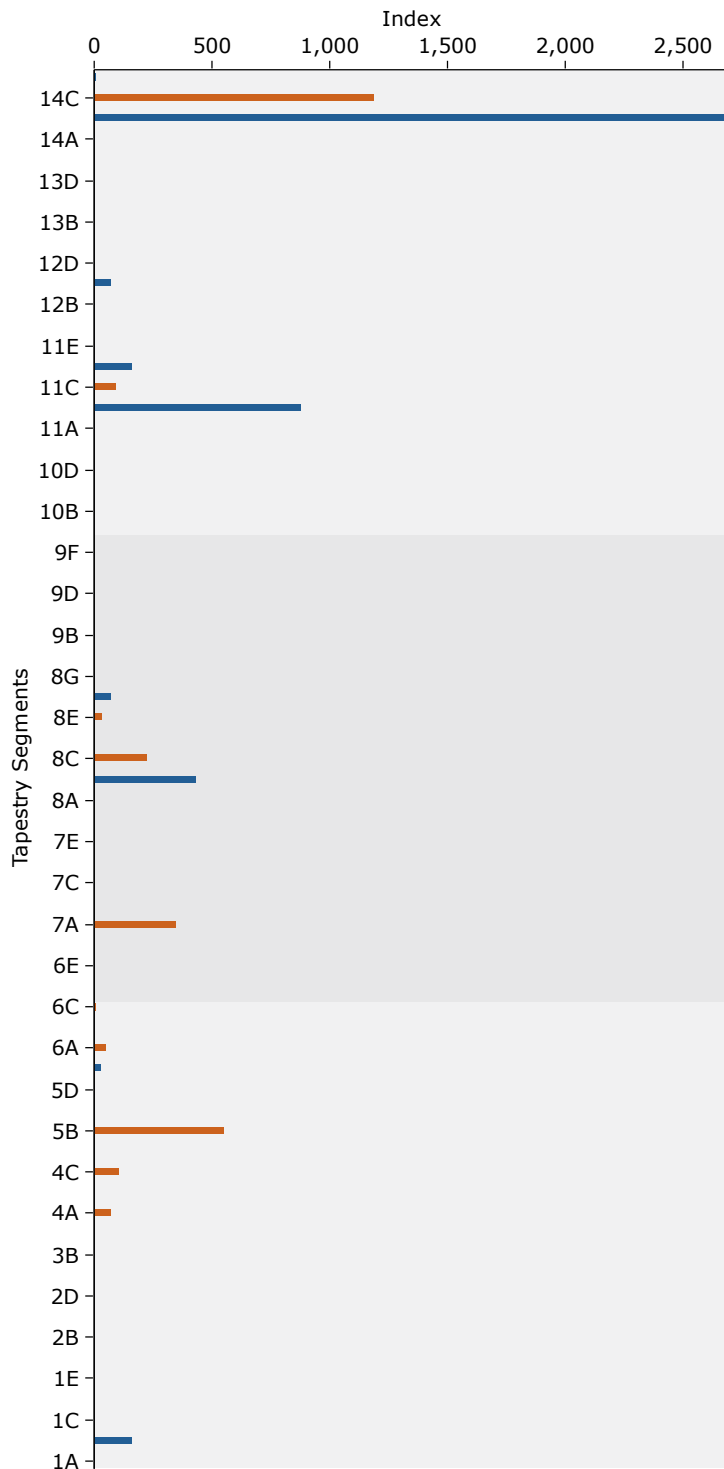
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,770	100.0%		70,279	100.0%	
1. Affluent Estates	961	2.7%	27	2,040	2.9%	27
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	961	2.7%	167	2,040	2.9%	162
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	1,813	5.1%	67	3,799	5.4%	69
Soccer Moms (4A)	766	2.1%	74	1,637	2.3%	76
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,047	2.9%	103	2,162	3.1%	108
5. GenXurban	4,503	12.6%	109	8,726	12.4%	112
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	4,205	11.8%	524	8,176	11.6%	555
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)	298	0.8%	33	550	0.8%	33
6. Cozy Country Living	632	1.8%	15	1,311	1.9%	16
Green Acres (6A)	585	1.6%	51	1,221	1.7%	53
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	47	0.1%	8	90	0.1%	8
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	3,105	8.7%	122	6,128	8.7%	105
Up and Coming Families (7A)	3,105	8.7%	368	6,128	8.7%	351
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Total:	35,770	100.0%		70,279	100.0%	
8. Middle Ground	4,927	13.8%	125	8,456	12.0%	116
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,171	6.1%	427	3,712	5.3%	433
Bright Young Professionals (8C)	1,864	5.2%	233	3,256	4.6%	230
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	201	0.6%	35	384	0.5%	36
Old and Newcomers (8F)	691	1.9%	83	1,104	1.6%	78
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	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
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)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	6,525	18.2%	290	10,863	15.5%	276
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,120	14.3%	827	8,574	12.2%	882
Metro Fusion (11C)	559	1.6%	110	930	1.3%	100
Set to Impress (11D)	846	2.4%	170	1,359	1.9%	162
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	497	1.4%	22	930	1.3%	22
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	497	1.4%	74	930	1.3%	78
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	12,801	35.8%	2,185	28,014	39.9%	1,707
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,071	31.0%	3,241	19,769	28.1%	2,713
Dorms to Diplomas (14C)	1,730	4.8%	945	8,245	11.7%	1,188
Unclassified (15)	6	0.0%	1,333	12	0.0%	8

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Total:	35,770	100.0%		70,279	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	2,423	6.8%	40	4,186	6.0%	33
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
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Metro Fusion (11C)	559	1.6%	110	930	1.3%	100
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	26,035	72.8%	394	51,323	73.0%	424
In Style (5B)	4,205	11.8%	524	8,176	11.6%	555
Emerald City (8B)	2,171	6.1%	427	3,712	5.3%	433
Front Porches (8E)	201	0.6%	35	384	0.5%	36
Old and Newcomers (8F)	691	1.9%	83	1,104	1.6%	78
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
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4. Suburban Periphery	5,130	14.3%	45	10,355	14.7%	45
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	961	2.7%	167	2,040	2.9%	162
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)	766	2.1%	74	1,637	2.3%	76
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)	298	0.8%	33	550	0.8%	33
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Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,544	4.3%	46	3,092	4.4%	48
Middleburg (4C)	1,047	2.9%	103	2,162	3.1%	108
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)	497	1.4%	74	930	1.3%	78
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Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	47	0.1%	8	90	0.1%	8
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
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