



Tapestry Segmentation Area Profile

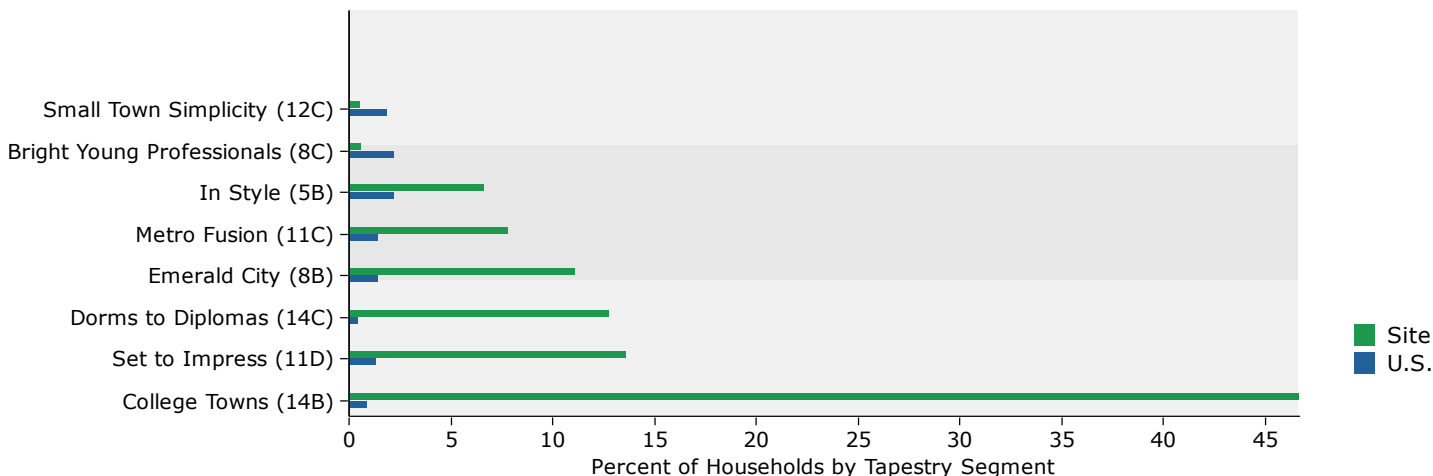
Fayetteville, Arkansas
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	46.7%	46.7%	1.0%	1.0%	4891
2	Set to Impress (11D)	13.6%	60.3%	1.4%	2.4%	980
3	Dorms to Diplomas (14C)	12.8%	73.1%	0.5%	2.9%	2,505
4	Emerald City (8B)	11.1%	84.2%	1.4%	4.3%	784
5	Metro Fusion (11C)	7.9%	92.1%	1.4%	5.7%	554
Subtotal		92.1%		5.7%		
6	In Style (5B)	6.6%	98.7%	2.2%	7.9%	296
7	Bright Young Professionals (8C)	0.6%	99.3%	2.2%	10.1%	28
8	Small Town Simplicity (12C)	0.5%	99.8%	1.9%	12.0%	29
Subtotal		7.7%		6.3%		
Total		100.0%		12.1%		830

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

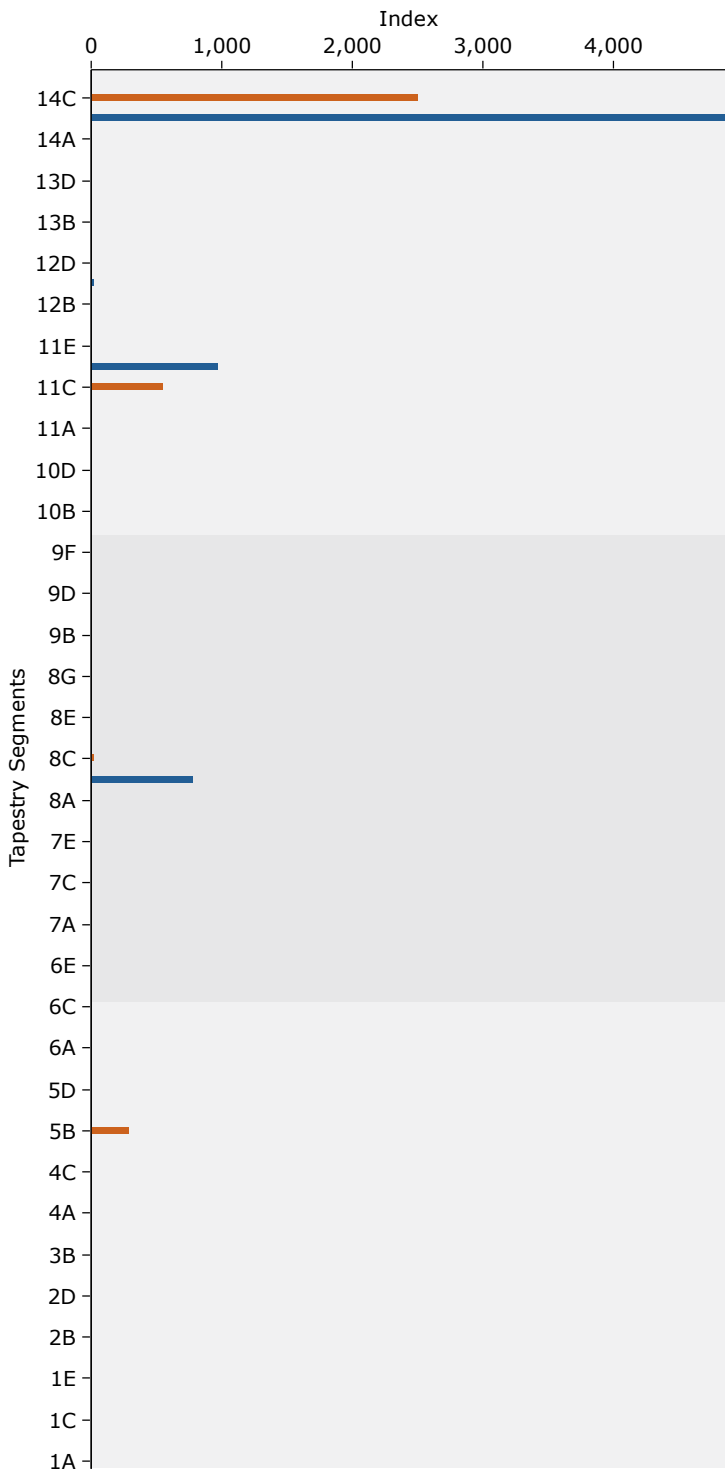


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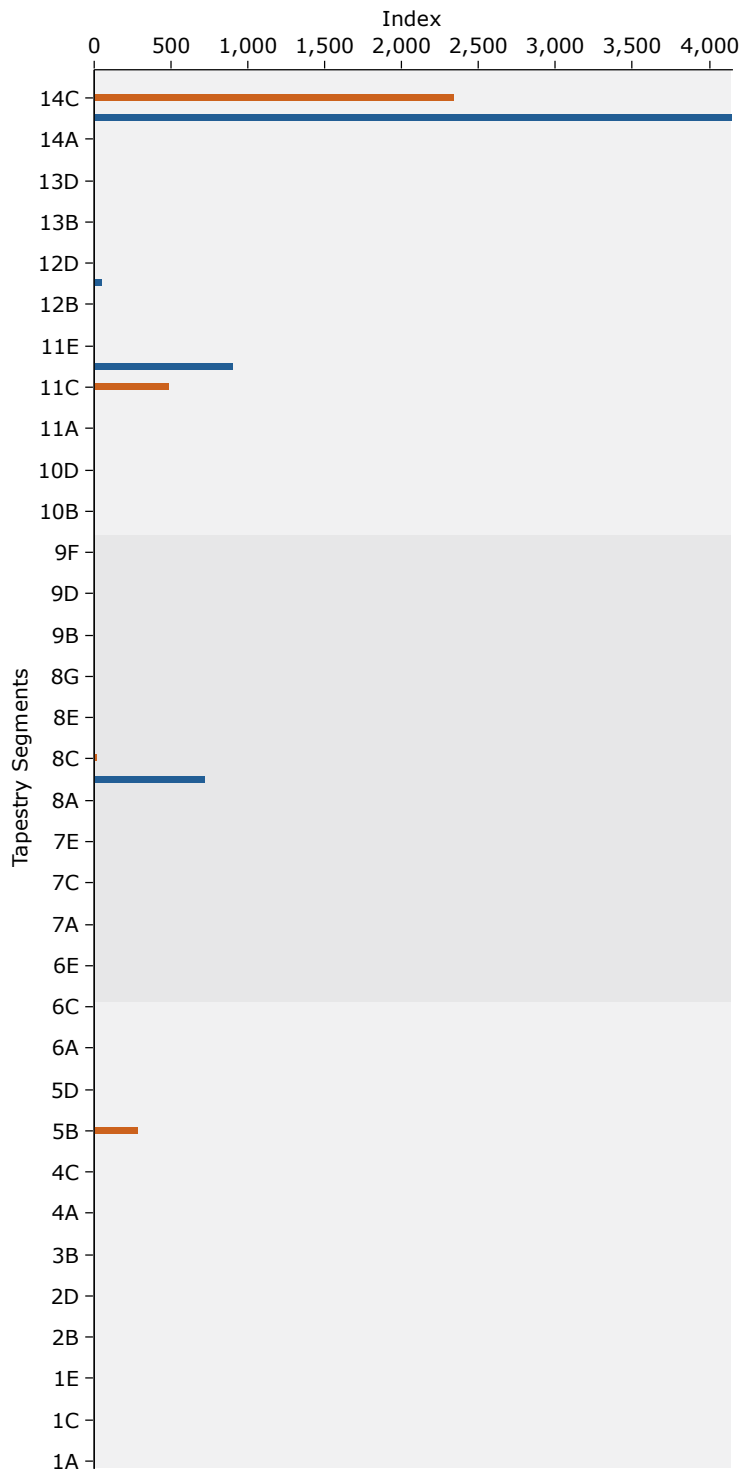
Fayetteville, Arkansas
Drive Time: 5 minute radius

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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

Fayetteville, Arkansas
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 36.06320
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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,202	100.0%		12,586	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	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	412	6.6%	58	761	6.0%	54
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	412	6.6%	296	761	6.0%	289
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
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
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
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
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

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,202	100.0%		12,586	100.0%	
8. Middle Ground	729	11.8%	106	1,182	9.4%	91
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	690	11.1%	784	1,113	8.8%	725
Bright Young Professionals (8C)	39	0.6%	28	69	0.5%	27
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)	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	1,335	21.5%	342	2,180	17.3%	309
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)	489	7.9%	554	821	6.5%	495
Set to Impress (11D)	846	13.6%	980	1,359	10.8%	906
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	34	0.5%	9	124	1.0%	17
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)	34	0.5%	29	124	1.0%	58
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	3,692	59.5%	3,635	8,339	66.3%	2,837
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,897	46.7%	4,891	5,421	43.1%	4,154
Dorms to Diplomas (14C)	795	12.8%	2,505	2,918	23.2%	2,348
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,202	100.0%		12,586	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	528	8.5%	50	890	7.1%	39
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)	39	0.6%	28	69	0.5%	27
Metro Fusion (11C)	489	7.9%	554	821	6.5%	495
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	5,640	90.9%	492	11,572	91.9%	534
In Style (5B)	412	6.6%	296	761	6.0%	289
Emerald City (8B)	690	11.1%	784	1,113	8.8%	725
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)	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
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	846	13.6%	980	1,359	10.8%	906
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	2,897	46.7%	4,891	5,421	43.1%	4,154
Dorms to Diplomas (14C)	795	12.8%	2,505	2,918	23.2%	2,348

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,202	100.0%		12,586	100.0%	
4. Suburban Periphery	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
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
5. Semirural	34	0.5%	6	124	1.0%	11
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)	34	0.5%	29	124	1.0%	58
6. Rural	0	0.0%	0	0	0.0%	0
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

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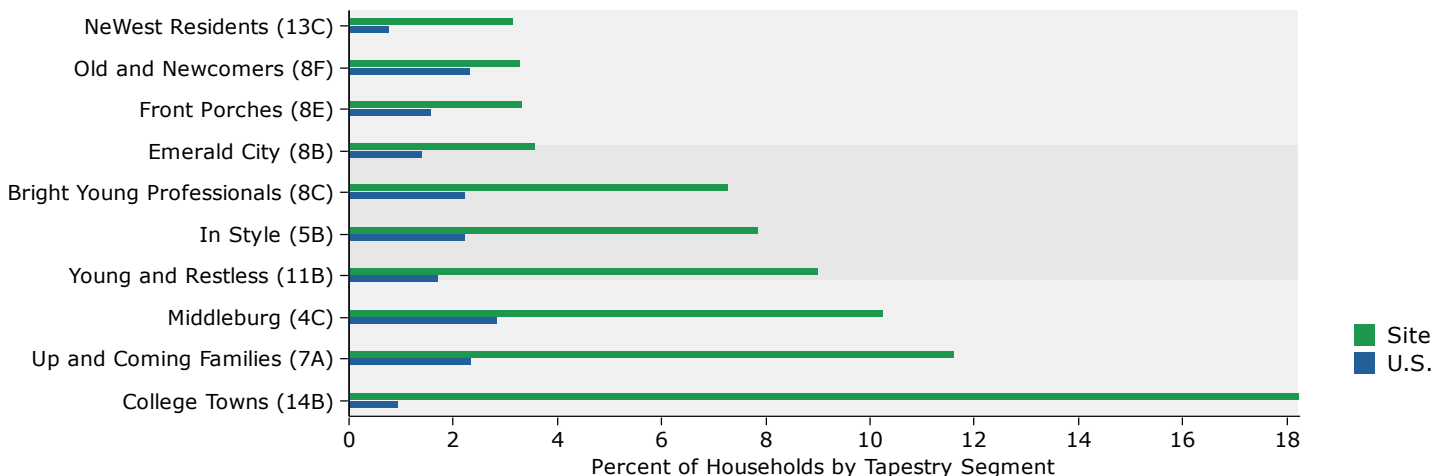
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	College Towns (14B)	18.3%	18.3%	1.0%	1.0%	1911
2	Up and Coming Families (7A)	11.6%	29.9%	2.4%	3.4%	494
3	Middleburg (4C)	10.3%	40.2%	2.9%	6.3%	360
4	Young and Restless (11B)	9.0%	49.2%	1.7%	8.0%	521
5	In Style (5B)	7.9%	57.1%	2.2%	10.2%	350
Subtotal		57.1%		10.2%		
6	Bright Young Professionals (8C)	7.3%	64.4%	2.2%	12.4%	327
7	Emerald City (8B)	3.6%	68.0%	1.4%	13.8%	252
8	Front Porches (8E)	3.3%	71.3%	1.6%	15.4%	209
9	Old and Newcomers (8F)	3.3%	74.6%	2.3%	17.7%	142
10	NeWest Residents (13C)	3.2%	77.8%	0.8%	18.5%	403
Subtotal		20.7%		8.3%		
11	Professional Pride (1B)	3.1%	80.9%	1.6%	20.1%	191
12	Dorms to Diplomas (14C)	2.9%	83.8%	0.5%	20.6%	557
13	Green Acres (6A)	2.8%	86.6%	3.2%	23.8%	88
14	Soccer Moms (4A)	2.8%	89.4%	2.9%	26.7%	96
15	Metro Fusion (11C)	1.4%	90.8%	1.4%	28.1%	102
Subtotal		13.0%		9.6%		
16	Set to Impress (11D)	1.4%	92.2%	1.4%	29.5%	100
17	American Dreamers (7C)	1.3%	93.5%	1.5%	31.0%	87
18	Rustbelt Traditions (5D)	1.1%	94.6%	2.2%	33.2%	51
19	Barrios Urbanos (7D)	1.1%	95.7%	1.0%	34.2%	101
20	Small Town Simplicity (12C)	0.9%	96.6%	1.9%	36.1%	48
Subtotal		5.8%		8.0%		
Total		96.4%		36.1%		267

Top Ten Tapestry Segments Site vs. U.S.



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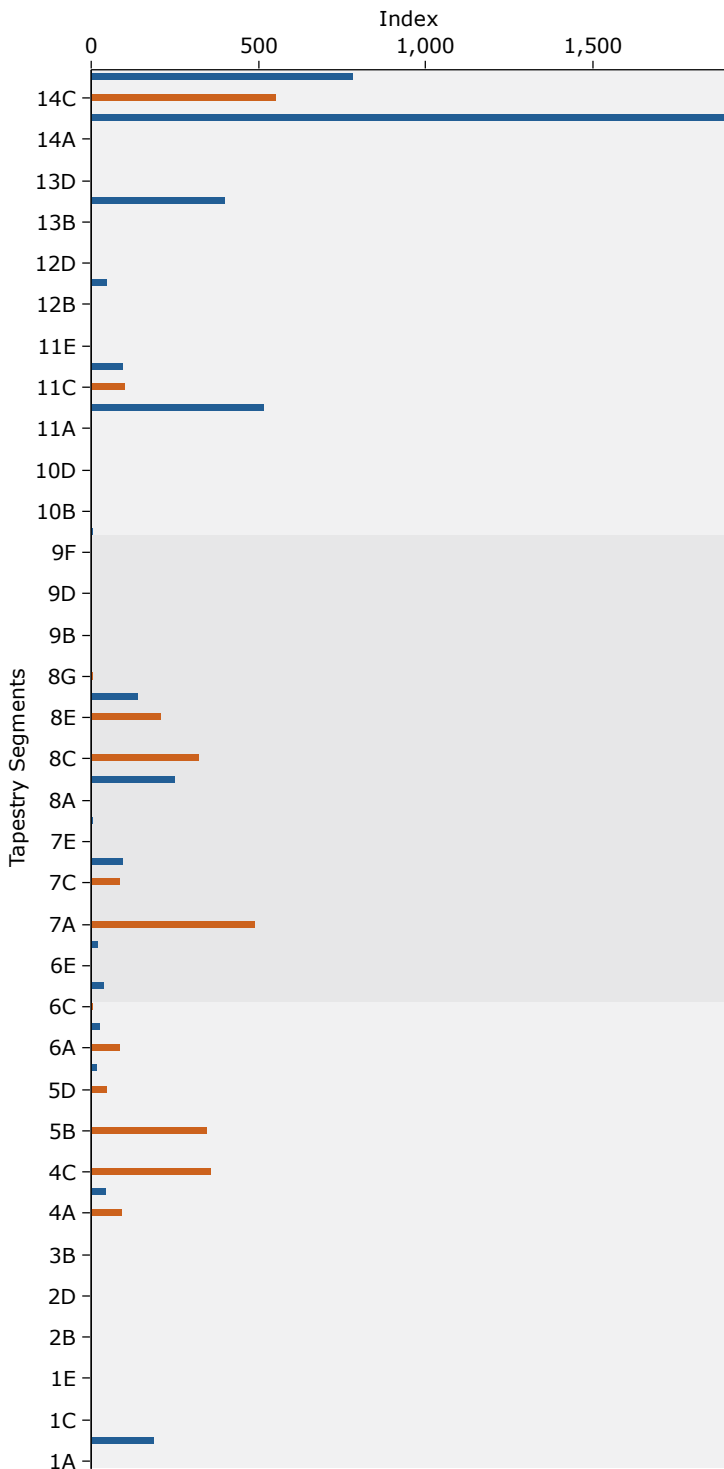


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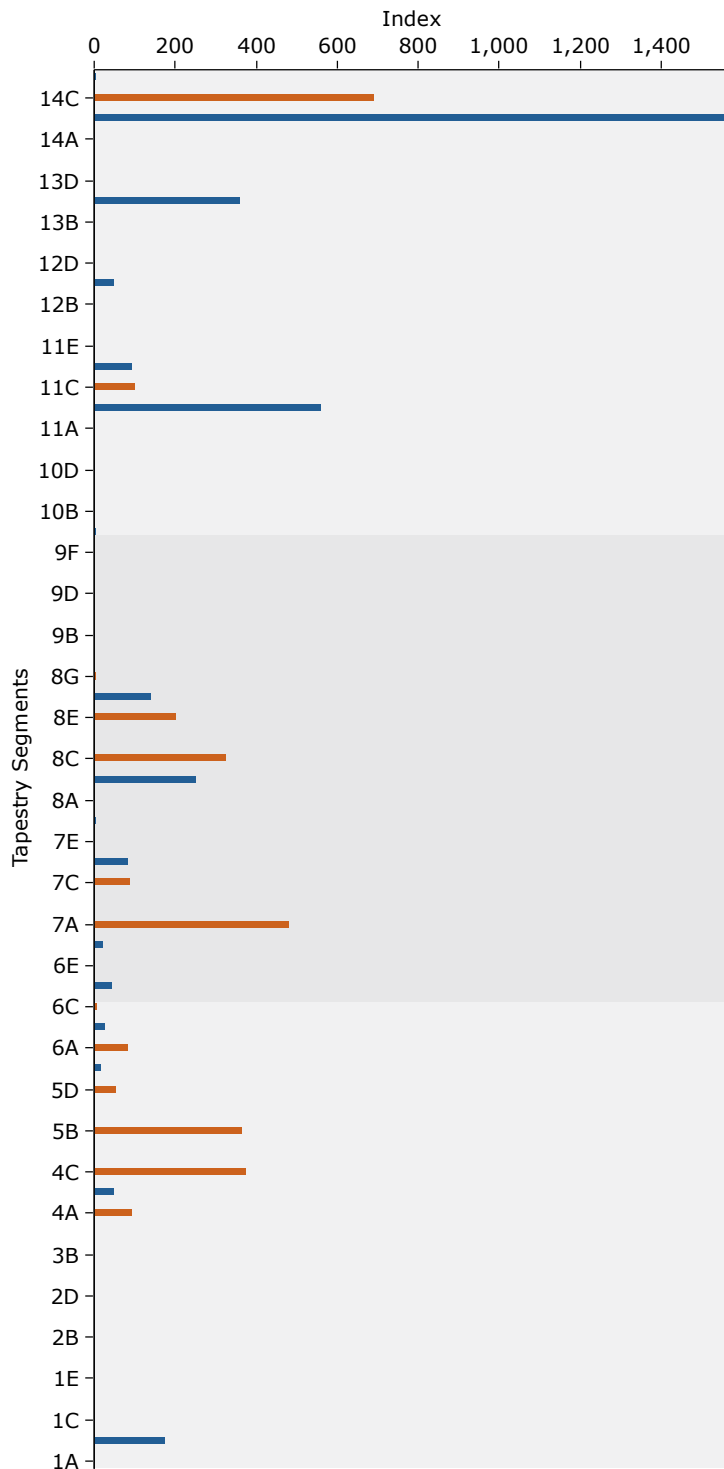
Fayetteville, Arkansas
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2017 Tapestry Indexes by Households



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:	60,651	100.0%		120,895	100.0%	
1. Affluent Estates	1,863	3.1%	31	3,843	3.2%	30
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,863	3.1%	191	3,843	3.2%	177
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	8,380	13.8%	184	17,541	14.5%	184
Soccer Moms (4A)	1,670	2.8%	96	3,517	2.9%	95
Home Improvement (4B)	483	0.8%	46	1,114	0.9%	50
Middleburg (4C)	6,227	10.3%	360	12,910	10.7%	376
5. GenXurban	5,742	9.5%	82	11,217	9.3%	83
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	4,766	7.9%	350	9,264	7.7%	366
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	678	1.1%	51	1,403	1.2%	56
Midlife Constants (5E)	298	0.5%	20	550	0.5%	19
6. Cozy Country Living	2,888	4.8%	39	5,899	4.9%	41
Green Acres (6A)	1,695	2.8%	88	3,434	2.8%	86
Salt of the Earth (6B)	513	0.8%	29	1,058	0.9%	30
The Great Outdoors (6C)	72	0.1%	8	147	0.1%	8
Prairie Living (6D)	274	0.5%	42	604	0.5%	48
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	334	0.6%	24	656	0.5%	25
7. Ethnic Enclaves	8,511	14.0%	197	17,791	14.7%	177
Up and Coming Families (7A)	7,051	11.6%	494	14,562	12.0%	485
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	783	1.3%	87	1,861	1.5%	92
Barrios Urbanos (7D)	639	1.1%	101	1,286	1.1%	85
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	38	0.1%	8	82	0.1%	7

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

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	60,651	100.0%		120,895	100.0%	
8. Middle Ground	10,649	17.6%	159	19,005	15.7%	152
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,171	3.6%	252	3,712	3.1%	252
Bright Young Professionals (8C)	4,430	7.3%	327	8,012	6.6%	330
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,020	3.3%	209	3,760	3.1%	204
Old and Newcomers (8F)	1,999	3.3%	142	3,458	2.9%	143
Hardscrabble Road (8G)	29	0.0%	4	63	0.1%	4
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	143	0.2%	3	280	0.2%	3
Southern Satellites (10A)	143	0.2%	8	280	0.2%	7
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	7,194	11.9%	188	12,417	10.3%	183
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,471	9.0%	521	9,389	7.8%	561
Metro Fusion (11C)	877	1.4%	102	1,669	1.4%	105
Set to Impress (11D)	846	1.4%	100	1,359	1.1%	94
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	546	0.9%	14	1,038	0.9%	14
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)	546	0.9%	48	1,038	0.9%	51
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	1,928	3.2%	80	3,839	3.2%	69
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)	1,928	3.2%	403	3,839	3.2%	364
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	21.1%	1,289	28,013	23.2%	992
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,071	18.3%	1,911	19,768	16.4%	1,577
Dorms to Diplomas (14C)	1,730	2.9%	557	8,245	6.8%	691
Unclassified (15)	6	0.0%	786	12	0.0%	5

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Source: Esri



Tapestry Segmentation Area Profile

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	60,651	100.0%		120,895	100.0%	
1. Principal Urban Center	1,928	3.2%	44	3,839	3.2%	47
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)	1,928	3.2%	403	3,839	3.2%	364
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	7,445	12.3%	72	14,313	11.8%	65
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	678	1.1%	51	1,403	1.2%	56
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	783	1.3%	87	1,861	1.5%	92
Barrios Urbanos (7D)	639	1.1%	101	1,286	1.1%	85
Southwestern Families (7F)	38	0.1%	8	82	0.1%	7
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,430	7.3%	327	8,012	6.6%	330
Metro Fusion (11C)	877	1.4%	102	1,669	1.4%	105
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	30,103	49.6%	269	59,018	48.8%	284
In Style (5B)	4,766	7.9%	350	9,264	7.7%	366
Emerald City (8B)	2,171	3.6%	252	3,712	3.1%	252
Front Porches (8E)	2,020	3.3%	209	3,760	3.1%	204
Old and Newcomers (8F)	1,999	3.3%	142	3,458	2.9%	143
Hardscrabble Road (8G)	29	0.0%	4	63	0.1%	4
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,471	9.0%	521	9,389	7.8%	561
Set to Impress (11D)	846	1.4%	100	1,359	1.1%	94
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,071	18.3%	1,911	19,768	16.4%	1,577
Dorms to Diplomas (14C)	1,730	2.9%	557	8,245	6.8%	691

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Source: Esri



Tapestry Segmentation Area Profile

Fayetteville, Arkansas
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	60,651	100.0%		120,895	100.0%	
4. Suburban Periphery	11,365	18.7%	58	23,586	19.5%	59
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,863	3.1%	191	3,843	3.2%	177
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)	1,670	2.8%	96	3,517	2.9%	95
Home Improvement (4B)	483	0.8%	46	1,114	0.9%	50
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	0.5%	20	550	0.5%	19
Up and Coming Families (7A)	7,051	11.6%	494	14,562	12.0%	485
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	7,107	11.7%	124	14,604	12.1%	132
Middleburg (4C)	6,227	10.3%	360	12,910	10.7%	376
Heartland Communities (6F)	334	0.6%	24	656	0.5%	25
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)	546	0.9%	48	1,038	0.9%	51
6. Rural	2,697	4.4%	26	5,523	4.6%	27
Green Acres (6A)	1,695	2.8%	88	3,434	2.8%	86
Salt of the Earth (6B)	513	0.8%	29	1,058	0.9%	30
The Great Outdoors (6C)	72	0.1%	8	147	0.1%	8
Prairie Living (6D)	274	0.5%	42	604	0.5%	48
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	143	0.2%	8	280	0.2%	7
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)	6	0.0%	786	12	0.0%	5

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

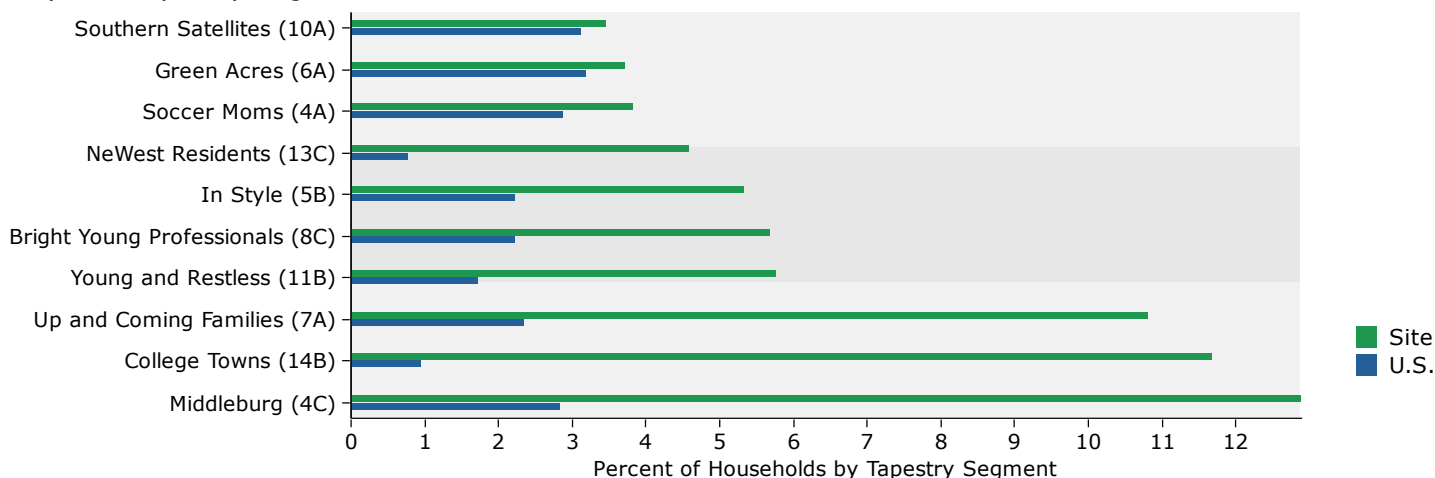
Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	12.9%	12.9%	2.9%	2.9%	452
2	College Towns (14B)	11.7%	24.6%	1.0%	3.9%	1,224
3	Up and Coming Families (7A)	10.8%	35.4%	2.4%	6.3%	459
4	Young and Restless (11B)	5.8%	41.2%	1.7%	8.0%	334
5	Bright Young Professionals (8C)	5.7%	46.9%	2.2%	10.2%	255
Subtotal		46.9%		10.2%		
6	In Style (5B)	5.4%	52.3%	2.2%	12.4%	239
7	NeWest Residents (13C)	4.6%	56.9%	0.8%	13.2%	585
8	Soccer Moms (4A)	3.8%	60.7%	2.9%	16.1%	133
9	Green Acres (6A)	3.7%	64.4%	3.2%	19.3%	117
10	Southern Satellites (10A)	3.5%	67.9%	3.1%	22.4%	111
Subtotal		21.0%		12.2%		
11	Boomburbs (1C)	3.1%	71.0%	1.6%	24.0%	190
12	Barrios Urbanos (7D)	2.8%	73.8%	1.0%	25.0%	266
13	Front Porches (8E)	2.3%	76.1%	1.6%	26.6%	145
14	Salt of the Earth (6B)	2.3%	78.4%	2.9%	29.5%	80
15	Emerald City (8B)	2.3%	80.7%	1.4%	30.9%	161
Subtotal		12.8%		8.5%		
16	Professional Pride (1B)	2.3%	83.0%	1.6%	32.5%	142
17	American Dreamers (7C)	2.2%	85.2%	1.5%	34.0%	149
18	Old and Newcomers (8F)	2.1%	87.3%	2.3%	36.3%	91
19	Dorms to Diplomas (14C)	1.8%	89.1%	0.5%	36.8%	357
20	Metro Fusion (11C)	1.6%	90.7%	1.4%	38.2%	110
Subtotal		10.0%		7.3%		
Total		90.6%		38.3%		237

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

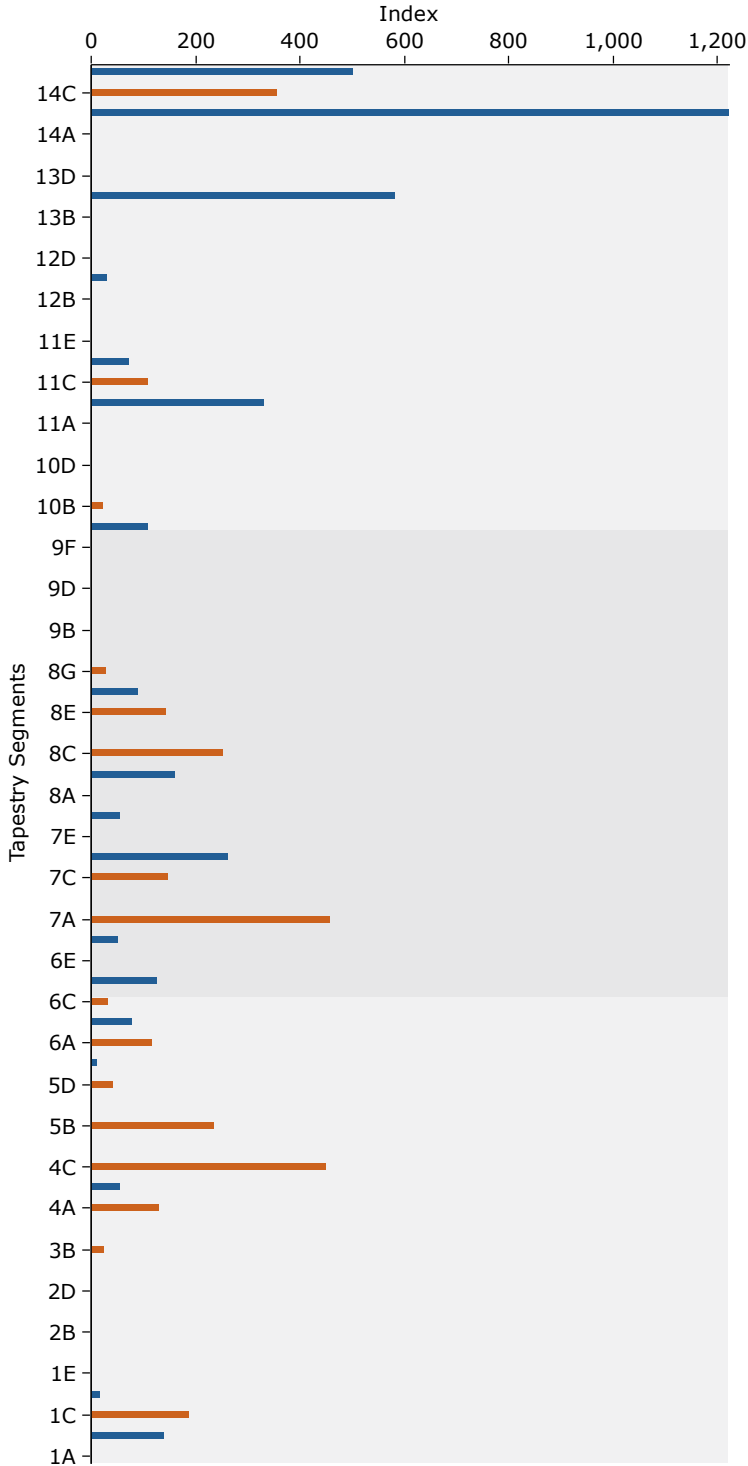


Tapestry Segmentation Area Profile

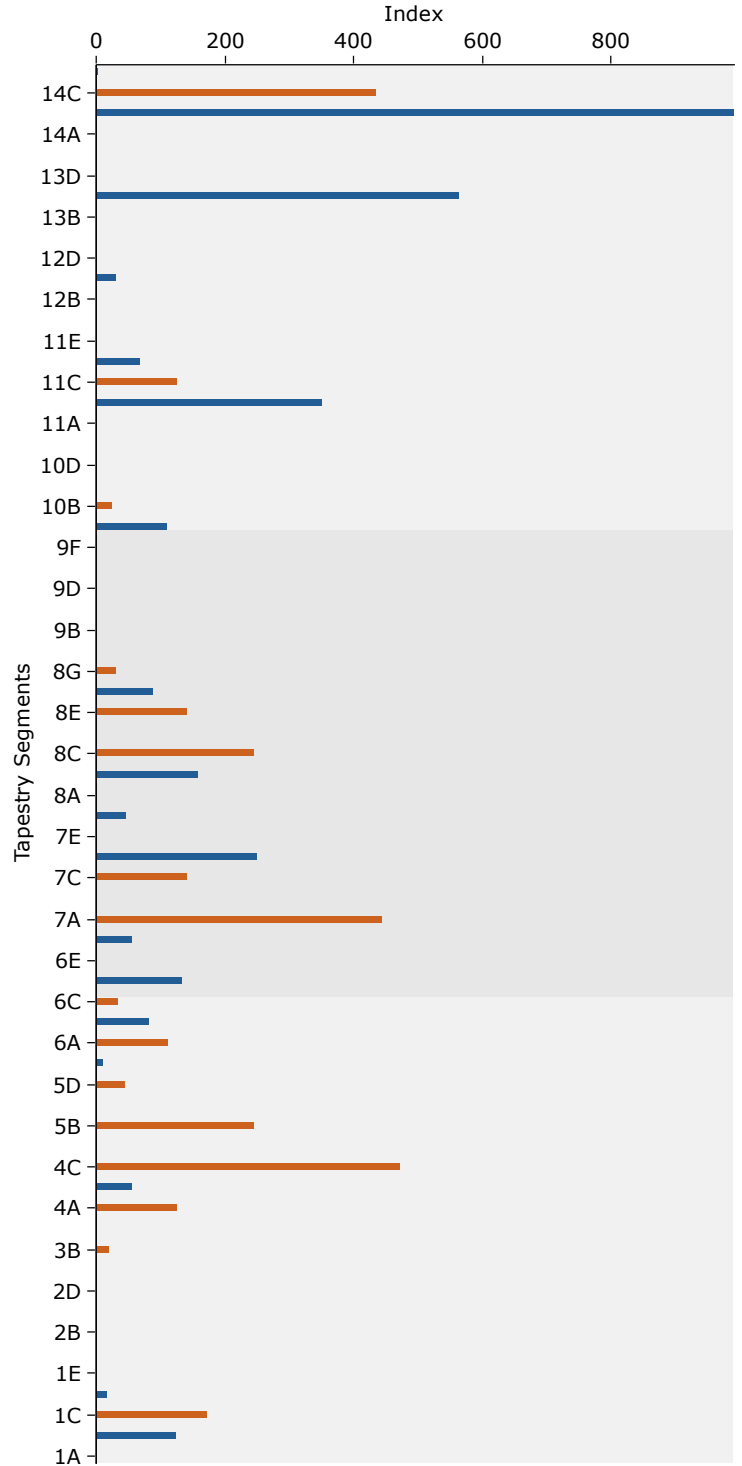
Fayetteville, Arkansas
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 36.06320
Longitude: -94.15791

2017 Tapestry Indexes by Households



2017 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

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	94,688	100.0%		191,998	100.0%	
1. Affluent Estates	5,623	5.9%	59	11,159	5.8%	54
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	2,165	2.3%	142	4,357	2.3%	126
Boomburbs (1C)	2,922	3.1%	190	5,728	3.0%	173
Savvy Suburbanites (1D)	536	0.6%	19	1,074	0.6%	17
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	389	0.4%	11	485	0.3%	8
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	389	0.4%	26	485	0.3%	21
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	16,774	17.7%	235	35,407	18.4%	234
Soccer Moms (4A)	3,634	3.8%	133	7,528	3.9%	128
Home Improvement (4B)	925	1.0%	57	2,050	1.1%	58
Middleburg (4C)	12,215	12.9%	452	25,829	13.5%	474
5. GenXurban	6,283	6.6%	58	12,301	6.4%	58
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	5,070	5.4%	239	9,913	5.2%	247
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	915	1.0%	44	1,838	1.0%	46
Midlife Constants (5E)	298	0.3%	13	550	0.3%	12
6. Cozy Country Living	8,736	9.2%	76	17,922	9.3%	78
Green Acres (6A)	3,531	3.7%	117	7,216	3.8%	114
Salt of the Earth (6B)	2,176	2.3%	80	4,577	2.4%	83
The Great Outdoors (6C)	518	0.5%	35	1,033	0.5%	35
Prairie Living (6D)	1,301	1.4%	128	2,702	1.4%	136
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,210	1.3%	55	2,394	1.2%	58
7. Ethnic Enclaves	15,402	16.3%	229	32,686	17.0%	205
Up and Coming Families (7A)	10,237	10.8%	459	21,177	11.0%	445
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,091	2.2%	149	4,617	2.4%	144
Barrios Urbanos (7D)	2,635	2.8%	266	6,032	3.1%	251
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	439	0.5%	56	860	0.4%	47

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Tapestry Segmentation Area Profile

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	94,688	100.0%		191,998	100.0%	
8. Middle Ground	12,094	12.8%	116	21,591	11.2%	109
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,171	2.3%	161	3,712	1.9%	159
Bright Young Professionals (8C)	5,390	5.7%	255	9,541	5.0%	247
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,190	2.3%	145	4,185	2.2%	143
Old and Newcomers (8F)	1,999	2.1%	91	3,458	1.8%	90
Hardscrabble Road (8G)	344	0.4%	30	695	0.4%	31
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	3,735	3.9%	47	7,704	4.0%	47
Southern Satellites (10A)	3,281	3.5%	111	6,775	3.5%	111
Rooted Rural (10B)	454	0.5%	24	929	0.5%	25
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	7,936	8.4%	133	14,189	7.4%	132
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,471	5.8%	334	9,389	4.9%	353
Metro Fusion (11C)	1,488	1.6%	110	3,227	1.7%	128
Set to Impress (11D)	977	1.0%	74	1,573	0.8%	69
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	546	0.6%	9	1,038	0.5%	9
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)	546	0.6%	31	1,038	0.5%	32
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	4,363	4.6%	116	9,491	4.9%	108
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)	4,363	4.6%	585	9,491	4.9%	566
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	13.5%	825	28,013	14.6%	625
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,071	11.7%	1,224	19,768	10.3%	993
Dorms to Diplomas (14C)	1,730	1.8%	357	8,245	4.3%	435
Unclassified (15)	6	0.0%	503	12	0.0%	3

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Source: Esri



Tapestry Segmentation Area Profile

Fayetteville, Arkansas
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 36.06320
 Longitude: -94.15791

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	94,688	100.0%		191,998	100.0%	
1. Principal Urban Center	4,752	5.0%	70	9,976	5.2%	77
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	389	0.4%	26	485	0.3%	21
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)	4,363	4.6%	585	9,491	4.9%	566
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	12,958	13.7%	80	26,115	13.6%	75
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	915	1.0%	44	1,838	1.0%	46
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,091	2.2%	149	4,617	2.4%	144
Barrios Urbanos (7D)	2,635	2.8%	266	6,032	3.1%	251
Southwestern Families (7F)	439	0.5%	56	860	0.4%	47
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	5,390	5.7%	255	9,541	5.0%	247
Metro Fusion (11C)	1,488	1.6%	110	3,227	1.7%	128
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	31,023	32.8%	177	60,938	31.7%	184
In Style (5B)	5,070	5.4%	239	9,913	5.2%	247
Emerald City (8B)	2,171	2.3%	161	3,712	1.9%	159
Front Porches (8E)	2,190	2.3%	145	4,185	2.2%	143
Old and Newcomers (8F)	1,999	2.1%	91	3,458	1.8%	90
Hardscrabble Road (8G)	344	0.4%	30	695	0.4%	31
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	5,471	5.8%	334	9,389	4.9%	353
Set to Impress (11D)	977	1.0%	74	1,573	0.8%	69
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	11,071	11.7%	1,224	19,768	10.3%	993
Dorms to Diplomas (14C)	1,730	1.8%	357	8,245	4.3%	435

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	94,688	100.0%		191,998	100.0%	
4. Suburban Periphery	20,717	21.9%	68	42,464	22.1%	67
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	2,165	2.3%	142	4,357	2.3%	126
Boomburbs (1C)	2,922	3.1%	190	5,728	3.0%	173
Savvy Suburbanites (1D)	536	0.6%	19	1,074	0.6%	17
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)	3,634	3.8%	133	7,528	3.9%	128
Home Improvement (4B)	925	1.0%	57	2,050	1.1%	58
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	0.3%	13	550	0.3%	12
Up and Coming Families (7A)	10,237	10.8%	459	21,177	11.0%	445
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	13,971	14.8%	156	29,261	15.2%	166
Middleburg (4C)	12,215	12.9%	452	25,829	13.5%	474
Heartland Communities (6F)	1,210	1.3%	55	2,394	1.2%	58
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)	546	0.6%	31	1,038	0.5%	32
6. Rural	11,261	11.9%	70	23,232	12.1%	71
Green Acres (6A)	3,531	3.7%	117	7,216	3.8%	114
Salt of the Earth (6B)	2,176	2.3%	80	4,577	2.4%	83
The Great Outdoors (6C)	518	0.5%	35	1,033	0.5%	35
Prairie Living (6D)	1,301	1.4%	128	2,702	1.4%	136
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	3,281	3.5%	111	6,775	3.5%	111
Rooted Rural (10B)	454	0.5%	24	929	0.5%	25
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	6	0.0%	503	12	0.0%	3

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