



Tapestry Segmentation Area Profile

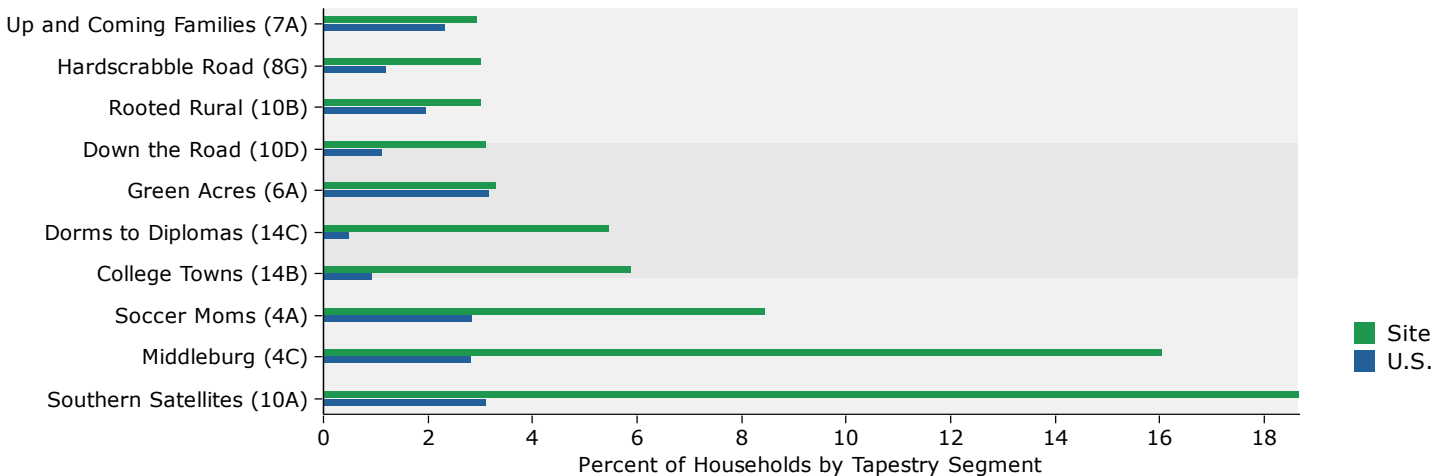
301 College Ave, Athens, Georgia, 30601
 Drive Time: 45 minute radius

Prepared by Esri
 Latitude: 33.95977
 Longitude: -83.37609

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Southern Satellites (10A)	18.7%	18.7%	3.1%	3.1%	597
2	Middleburg (4C)	16.1%	34.8%	2.9%	6.0%	564
3	Soccer Moms (4A)	8.5%	43.3%	2.9%	8.9%	295
4	College Towns (14B)	5.9%	49.2%	1.0%	9.9%	619
5	Dorms to Diplomas (14C)	5.5%	54.7%	0.5%	10.4%	1,071
Subtotal		54.7%		10.4%		
6	Green Acres (6A)	3.3%	58.0%	3.2%	13.6%	105
7	Down the Road (10D)	3.1%	61.1%	1.1%	14.7%	275
8	Rooted Rural (10B)	3.0%	64.1%	2.0%	16.7%	154
9	Hardscrabble Road (8G)	3.0%	67.1%	1.2%	17.9%	248
10	Up and Coming Families (7A)	3.0%	70.1%	2.4%	20.3%	126
Subtotal		15.4%		9.9%		
11	Small Town Simplicity (12C)	2.7%	72.8%	1.9%	22.2%	145
12	Salt of the Earth (6B)	2.4%	75.2%	2.9%	25.1%	83
13	Rural Bypasses (10E)	2.4%	77.6%	1.3%	26.4%	178
14	Savvy Suburbanites (1D)	2.1%	79.7%	3.0%	29.4%	70
15	Rustbelt Traditions (5D)	2.0%	81.7%	2.2%	31.6%	90
Subtotal		11.6%		11.3%		
16	Traditional Living (12B)	1.8%	83.5%	1.9%	33.5%	93
17	In Style (5B)	1.7%	85.2%	2.2%	35.7%	78
18	Metro Fusion (11C)	1.6%	86.8%	1.4%	37.1%	109
19	Midlife Constants (5E)	1.3%	88.1%	2.5%	39.6%	53
20	Young and Restless (11B)	1.3%	89.4%	1.7%	41.3%	74
Subtotal		7.7%		9.7%		
Total		89.4%		41.3%		216

Top Ten Tapestry Segments Site vs. U.S.



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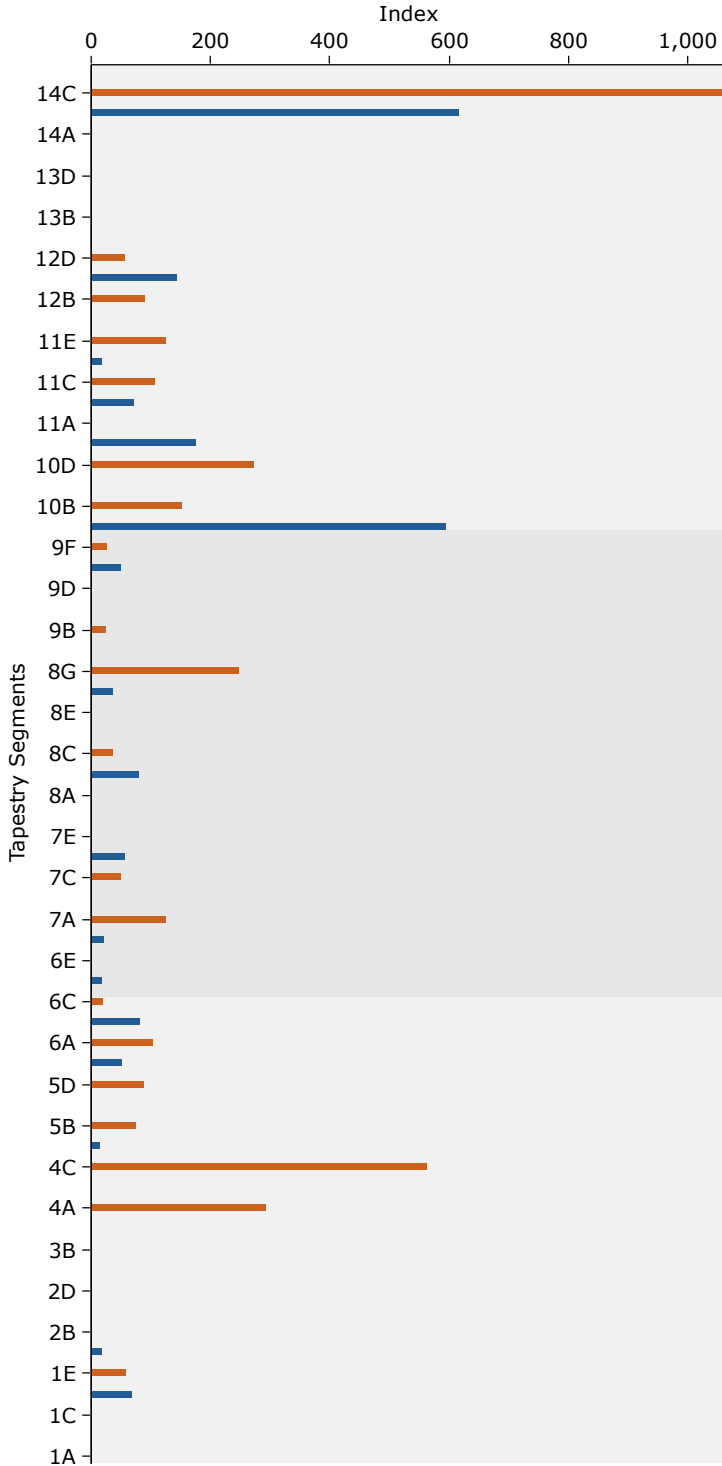


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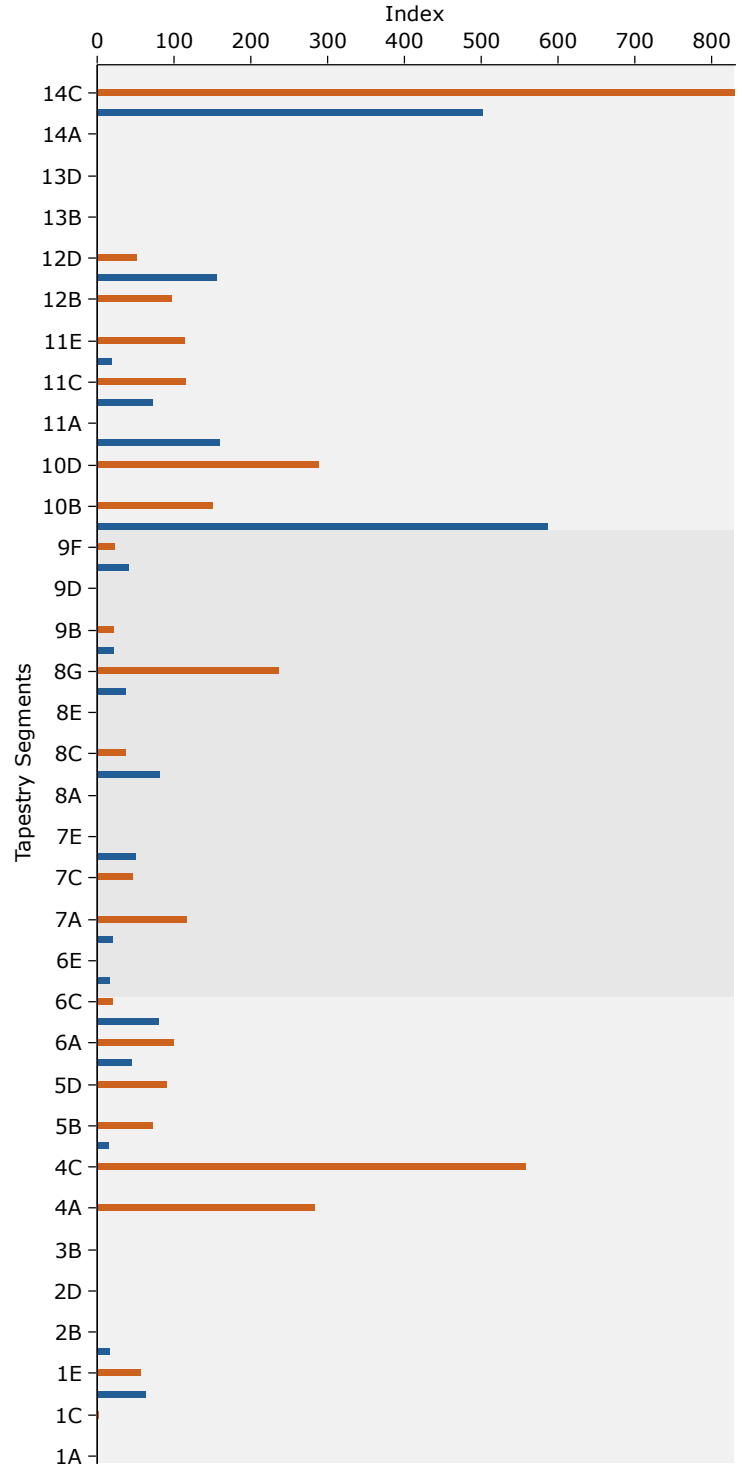
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2017 Tapestry Indexes by Households



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:	169,166	100.0%		363,986	100.0%	
1. Affluent Estates	5,539	3.3%	33	11,787	3.2%	31
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	18	0.0%	1	36	0.0%	1
Savvy Suburbanites (1D)	3,507	2.1%	70	7,568	2.1%	65
Exurbanites (1E)	2,014	1.2%	61	4,183	1.1%	59
2. Upscale Avenues	453	0.3%	5	827	0.2%	4
Urban Chic (2A)	453	0.3%	20	827	0.2%	18
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	41,545	24.6%	330	89,753	24.7%	318
Soccer Moms (4A)	14,346	8.5%	295	31,788	8.7%	285
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	27,199	16.1%	564	57,965	15.9%	561
5. GenXurban	9,226	5.5%	48	18,009	4.9%	45
Comfortable Empty Nesters (5A)	688	0.4%	17	1,451	0.4%	16
In Style (5B)	2,947	1.7%	78	5,534	1.5%	73
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,362	2.0%	90	6,957	1.9%	92
Midlife Constants (5E)	2,229	1.3%	53	4,067	1.1%	47
6. Cozy Country Living	11,482	6.8%	57	24,540	6.7%	57
Green Acres (6A)	5,636	3.3%	105	12,257	3.4%	102
Salt of the Earth (6B)	4,020	2.4%	83	8,639	2.4%	82
The Great Outdoors (6C)	568	0.3%	22	1,195	0.3%	22
Prairie Living (6D)	370	0.2%	20	731	0.2%	19
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	888	0.5%	23	1,718	0.5%	22
7. Ethnic Enclaves	7,333	4.3%	62	16,049	4.4%	54
Up and Coming Families (7A)	5,032	3.0%	126	10,712	2.9%	119
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,276	0.8%	51	2,982	0.8%	49
Barrios Urbanos (7D)	1,025	0.6%	58	2,355	0.6%	52
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:	169,166	100.0%		363,986	100.0%	
8. Middle Ground	10,083	6.0%	55	19,567	5.4%	53
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	1,978	1.2%	82	3,724	1.0%	84
Bright Young Professionals (8C)	1,433	0.8%	38	2,835	0.8%	39
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)	1,529	0.9%	39	2,835	0.8%	39
Hardscrabble Road (8G)	5,143	3.0%	248	10,173	2.8%	239
9. Senior Styles	2,048	1.2%	21	3,309	0.9%	18
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	600	0.4%	26	1,058	0.3%	24
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)	1,071	0.6%	52	1,644	0.5%	44
Social Security Set (9F)	377	0.2%	27	607	0.2%	25
10. Rustic Outposts	46,106	27.3%	331	99,034	27.2%	327
Southern Satellites (10A)	31,615	18.7%	597	67,861	18.6%	588
Rooted Rural (10B)	5,151	3.0%	154	10,811	3.0%	152
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	5,320	3.1%	275	12,191	3.3%	290
Rural Bypasses (10E)	4,020	2.4%	178	8,171	2.2%	161
11. Midtown Singles	7,181	4.2%	68	13,604	3.7%	68
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,162	1.3%	74	3,718	1.0%	74
Metro Fusion (11C)	2,623	1.6%	109	5,632	1.5%	117
Set to Impress (11D)	473	0.3%	20	877	0.2%	20
City Commons (11E)	1,923	1.1%	127	3,377	0.9%	115
12. Hometown	8,896	5.3%	85	18,621	5.1%	87
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	3,047	1.8%	93	6,511	1.8%	99
Small Town Simplicity (12C)	4,579	2.7%	145	9,592	2.6%	156
Modest Income Homes (12D)	1,270	0.8%	57	2,518	0.7%	54
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	19,274	11.4%	703	48,886	13.4%	585
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	10,001	5.9%	619	18,998	5.2%	503
Dorms to Diplomas (14C)	9,273	5.5%	1,071	29,888	8.2%	832
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Total:	169,166	100.0%		363,986	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	10,989	6.5%	39	23,279	6.4%	36
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,362	2.0%	90	6,957	1.9%	92
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
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City Lights (8A)	0	0.0%	0	0	0.0%	0
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Metro Fusion (11C)	2,623	1.6%	109	5,632	1.5%	117
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	1,270	0.8%	57	2,518	0.7%	54
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	39,924	23.6%	129	87,886	24.1%	143
In Style (5B)	2,947	1.7%	78	5,534	1.5%	73
Emerald City (8B)	1,978	1.2%	82	3,724	1.0%	84
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,529	0.9%	39	2,835	0.8%	39
Hardscrabble Road (8G)	5,143	3.0%	248	10,173	2.8%	239
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4. Suburban Periphery	28,887	17.1%	54	61,690	16.9%	52
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	18	0.0%	1	36	0.0%	1
Savvy Suburbanites (1D)	3,507	2.1%	70	7,568	2.1%	65
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Soccer Moms (4A)	14,346	8.5%	295	31,788	8.7%	285
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	688	0.4%	17	1,451	0.4%	16
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Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	37,986	22.5%	241	81,466	22.4%	249
Middleburg (4C)	27,199	16.1%	564	57,965	15.9%	561
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