



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

	Paris city, TN (...)
Population Summary	
2000 Total Population	9,891
2010 Total Population	10,156
2014 Total Population	10,102
2014 Group Quarters	409
2019 Total Population	10,035
2014-2019 Annual Rate	-0.13%
Household Summary	
2000 Households	4,414
2000 Average Household Size	2.16
2010 Households	4,404
2010 Average Household Size	2.21
2014 Households	4,376
2014 Average Household Size	2.22
2019 Households	4,341
2019 Average Household Size	2.22
2014-2019 Annual Rate	-0.16%
2010 Families	2,559
2010 Average Family Size	2.86
2014 Families	2,526
2014 Average Family Size	2.87
2019 Families	2,479
2019 Average Family Size	2.88
2014-2019 Annual Rate	-0.37%
Housing Unit Summary	
2000 Housing Units	4,985
Owner Occupied Housing Units	57.0%
Renter Occupied Housing Units	31.6%
Vacant Housing Units	11.5%
2010 Housing Units	5,058
Owner Occupied Housing Units	51.2%
Renter Occupied Housing Units	35.9%
Vacant Housing Units	12.9%
2014 Housing Units	5,101
Owner Occupied Housing Units	48.1%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	14.2%
2019 Housing Units	5,127
Owner Occupied Housing Units	47.3%
Renter Occupied Housing Units	37.4%
Vacant Housing Units	15.3%
Median Household Income	
2014	\$25,450
2019	\$29,086
Median Home Value	
2014	\$93,511
2019	\$114,437
Per Capita Income	
2014	\$16,409
2019	\$18,528
Median Age	
2010	41.4
2014	42.1
2019	43.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

Paris city, TN (...)

2014 Households by Income	
Household Income Base	4,375
<\$15,000	30.3%
\$15,000 - \$24,999	18.9%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	2.6%
\$150,000 - \$199,999	1.4%
\$200,000+	0.7%
Average Household Income	\$37,543
2019 Households by Income	
Household Income Base	4,341
<\$15,000	29.0%
\$15,000 - \$24,999	15.4%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	13.7%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	1.7%
\$200,000+	0.9%
Average Household Income	\$42,368
2014 Owner Occupied Housing Units by Value	
Total	2,456
<\$50,000	16.7%
\$50,000 - \$99,999	38.3%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	10.5%
\$200,000 - \$249,999	5.2%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	3.0%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	1.0%
Average Home Value	\$129,876
2019 Owner Occupied Housing Units by Value	
Total	2,424
<\$50,000	12.0%
\$50,000 - \$99,999	31.2%
\$100,000 - \$149,999	23.4%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	7.5%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	1.3%
Average Home Value	\$152,238

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

	Paris city, TN (...)
2010 Population by Age	
Total	10,156
0 - 4	7.5%
5 - 9	6.3%
10 - 14	5.6%
15 - 24	11.9%
25 - 34	11.8%
35 - 44	11.0%
45 - 54	12.9%
55 - 64	11.9%
65 - 74	9.7%
75 - 84	7.7%
85 +	3.8%
18 +	77.1%
2014 Population by Age	
Total	10,104
0 - 4	6.9%
5 - 9	6.5%
10 - 14	5.8%
15 - 24	11.4%
25 - 34	11.7%
35 - 44	11.0%
45 - 54	12.1%
55 - 64	12.7%
65 - 74	10.5%
75 - 84	7.6%
85 +	3.8%
18 +	77.7%
2019 Population by Age	
Total	10,038
0 - 4	6.8%
5 - 9	6.1%
10 - 14	5.9%
15 - 24	11.2%
25 - 34	11.8%
35 - 44	10.5%
45 - 54	11.0%
55 - 64	12.8%
65 - 74	11.5%
75 - 84	8.3%
85 +	4.2%
18 +	78.0%
2010 Population by Sex	
Males	4,617
Females	5,539
2014 Population by Sex	
Males	4,615
Females	5,489
2019 Population by Sex	
Males	4,603
Females	5,435

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

	Paris city, TN (...)
2010 Population by Race/Ethnicity	
Total	10,156
White Alone	77.0%
Black Alone	19.2%
American Indian Alone	0.3%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.3%
Hispanic Origin	1.6%
Diversity Index	39.0
2014 Population by Race/Ethnicity	
Total	10,102
White Alone	77.2%
Black Alone	18.2%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	2.7%
Hispanic Origin	2.1%
Diversity Index	39.6
2019 Population by Race/Ethnicity	
Total	10,035
White Alone	76.1%
Black Alone	18.0%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	3.3%
Hispanic Origin	2.7%
Diversity Index	42.1
2010 Population by Relationship and Household Type	
Total	10,156
In Households	95.8%
In Family Households	74.7%
Householder	25.2%
Spouse	15.3%
Child	28.3%
Other relative	3.3%
Nonrelative	2.6%
In Nonfamily Households	21.1%
In Group Quarters	4.2%
Institutionalized Population	4.1%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

Paris city, TN (...)

2014 Population 25+ by Educational Attainment	
Total	7,016
Less than 9th Grade	8.1%
9th - 12th Grade, No Diploma	13.9%
High School Graduate	36.7%
GED/Alternative Credential	6.2%
Some College, No Degree	17.7%
Associate Degree	2.2%
Bachelor's Degree	8.7%
Graduate/Professional Degree	6.5%
2014 Population 15+ by Marital Status	
Total	8,167
Never Married	22.6%
Married	45.6%
Widowed	11.0%
Divorced	20.8%
2014 Civilian Population 16+ in Labor Force	
Civilian Employed	89.1%
Civilian Unemployed	10.9%
2014 Employed Population 16+ by Industry	
Total	3,474
Agriculture/Mining	0.9%
Construction	2.7%
Manufacturing	14.5%
Wholesale Trade	4.8%
Retail Trade	12.2%
Transportation/Utilities	4.6%
Information	0.3%
Finance/Insurance/Real Estate	4.1%
Services	51.1%
Public Administration	4.8%
2014 Employed Population 16+ by Occupation	
Total	3,477
White Collar	56.8%
Management/Business/Financial	6.8%
Professional	19.0%
Sales	11.5%
Administrative Support	19.6%
Services	16.1%
Blue Collar	27.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	3.6%
Production	13.6%
Transportation/Material Moving	7.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

Paris city, TN (...)

2010 Households by Type	
Total	4,404
Households with 1 Person	36.7%
Households with 2+ People	63.3%
Family Households	58.1%
Husband-wife Families	35.3%
With Related Children	13.4%
Other Family (No Spouse Present)	22.8%
Other Family with Male Householder	4.9%
With Related Children	3.0%
Other Family with Female Householder	17.9%
With Related Children	12.1%
Nonfamily Households	5.2%
All Households with Children	29.1%
Multigenerational Households	3.7%
Unmarried Partner Households	6.9%
Male-female	6.4%
Same-sex	0.5%
2010 Households by Size	
Total	4,404
1 Person Household	36.7%
2 Person Household	32.4%
3 Person Household	14.4%
4 Person Household	9.8%
5 Person Household	4.6%
6 Person Household	1.4%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	4,404
Owner Occupied	58.8%
Owned with a Mortgage/Loan	32.6%
Owned Free and Clear	26.2%
Renter Occupied	41.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014



Market Profile

Paris City, TN 2
 Paris city, TN (4756720)
 Place

Paris city, TN (...)

Top 3 Tapestry Segments

1. Midlife Constants (5E)
2. Small Town Simplicity
3. Retirement Communities

2014 Consumer Spending

Apparel & Services: Total \$	\$3,346,697
Average Spent	\$764.78
Spending Potential Index	34
Computers & Accessories: Total \$	\$557,717
Average Spent	\$127.45
Spending Potential Index	50
Education: Total \$	\$3,016,758
Average Spent	\$689.39
Spending Potential Index	46
Entertainment/Recreation: Total \$	\$7,619,760
Average Spent	\$1,741.26
Spending Potential Index	54
Food at Home: Total \$	\$12,325,342
Average Spent	\$2,816.58
Spending Potential Index	55
Food Away from Home: Total \$	\$7,198,821
Average Spent	\$1,645.07
Spending Potential Index	51
Health Care: Total \$	\$11,436,853
Average Spent	\$2,613.54
Spending Potential Index	57
HH Furnishings & Equipment: Total \$	\$3,610,116
Average Spent	\$824.98
Spending Potential Index	46
Investments: Total \$	\$5,021,798
Average Spent	\$1,147.58
Spending Potential Index	43
Retail Goods: Total \$	\$57,102,469
Average Spent	\$13,049.01
Spending Potential Index	53
Shelter: Total \$	\$35,234,268
Average Spent	\$8,051.71
Spending Potential Index	50
TV/Video/Audio: Total \$	\$3,135,496
Average Spent	\$716.52
Spending Potential Index	56
Travel: Total \$	\$3,951,101
Average Spent	\$902.90
Spending Potential Index	47
Vehicle Maintenance & Repairs: Total \$	\$2,503,758
Average Spent	\$572.16
Spending Potential Index	53

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

October 15, 2014