



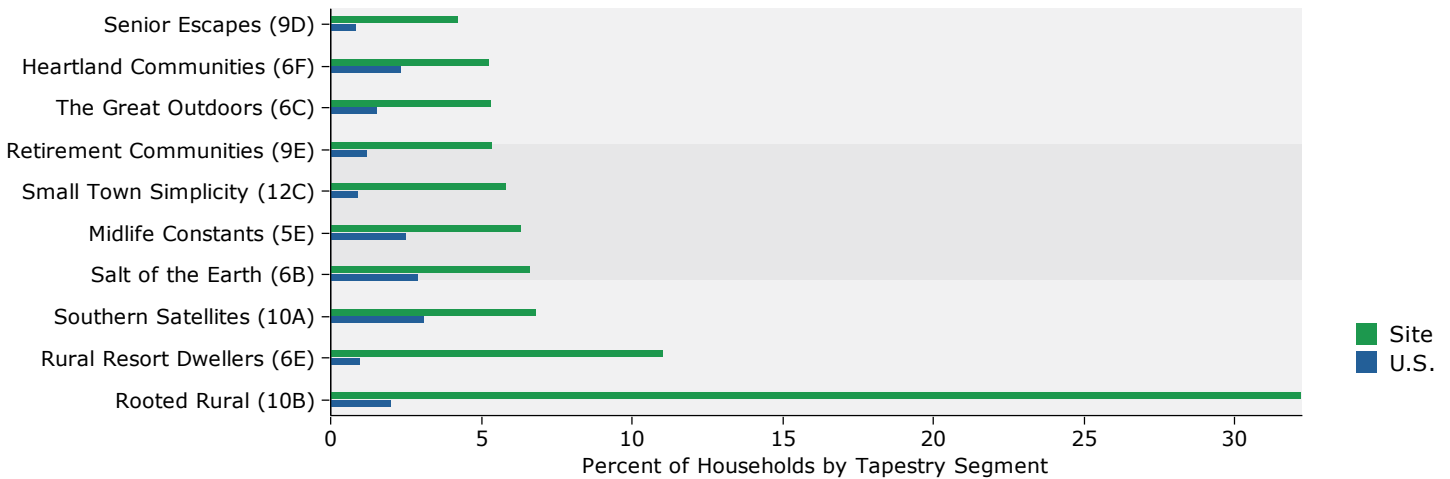
Tapestry Segmentation Area Profile (2014)

Henry County, TN 2
 Henry County, TN (47079)
 Geography: County

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rooted Rural (10B)	32.2%	32.2%	2.0%	2.0%	1586
2	Rural Resort Dwellers (6E)	11.1%	43.3%	1.0%	3.0%	1,079
3	Southern Satellites (10A)	6.8%	50.1%	3.2%	6.2%	216
4	Salt of the Earth (6B)	6.7%	56.8%	2.9%	9.1%	226
5	Midlife Constants (5E)	6.3%	63.1%	2.5%	11.6%	249
Subtotal		63.1%		11.6%		
6	Small Town Simplicity (12C)	5.9%	69.0%	1.0%	12.6%	615
7	Retirement Communities (9E)	5.4%	74.4%	1.2%	13.8%	444
8	The Great Outdoors (6C)	5.4%	79.8%	1.6%	15.4%	343
9	Heartland Communities (6F)	5.3%	85.1%	2.4%	17.8%	221
10	Senior Escapes (9D)	4.2%	89.3%	0.9%	18.7%	464
Subtotal		26.2%		7.1%		
11	City Commons (11E)	3.4%	92.7%	0.9%	19.6%	377
12	Hardscrabble Road (8G)	2.8%	95.5%	1.2%	20.8%	229
13	Modest Income Homes (12D)	2.3%	97.8%	1.4%	22.2%	171
14	Rural Bypasses (10E)	2.1%	99.9%	1.4%	23.6%	155
Subtotal		10.6%		4.9%		
Total		100.0%		23.6%		423

Top Ten Tapestry Segments Site vs. U.S.



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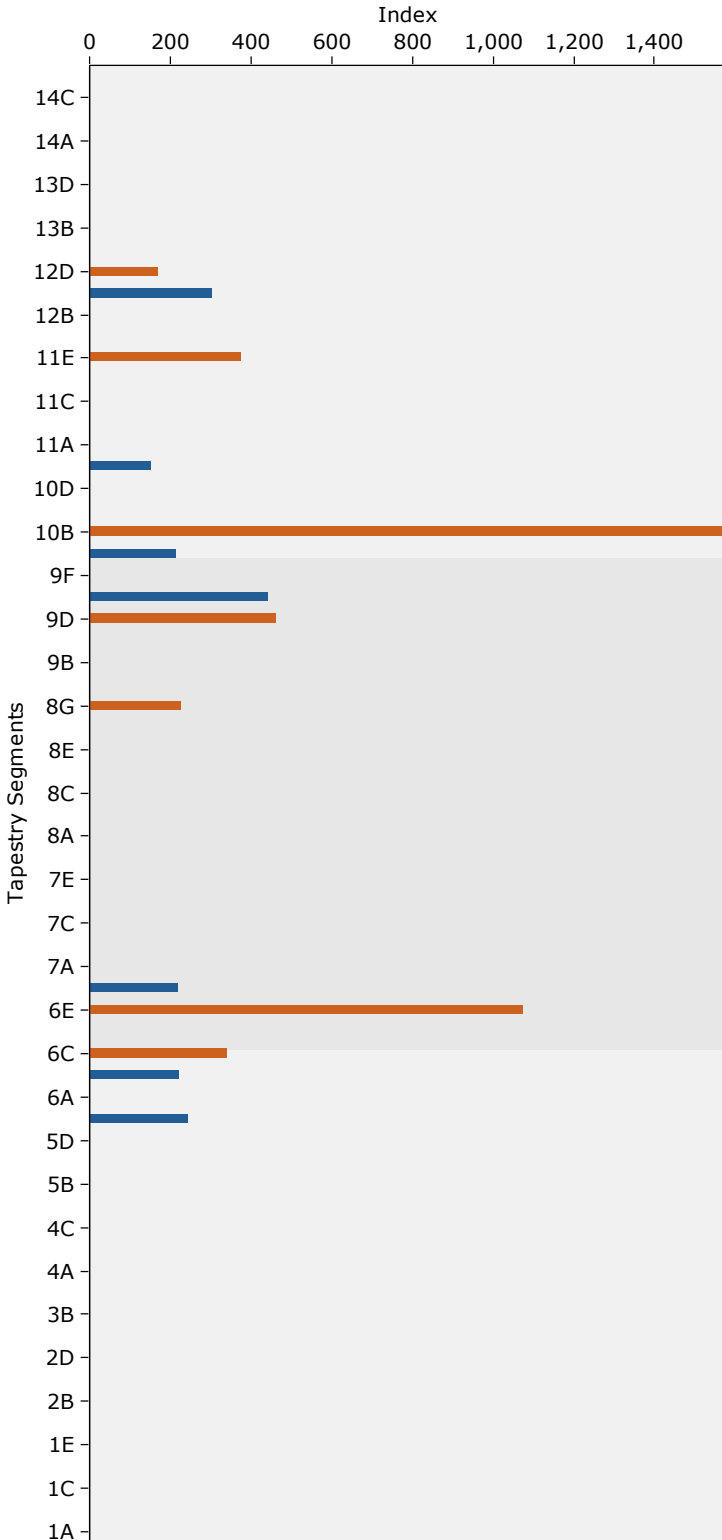
Source: Esri



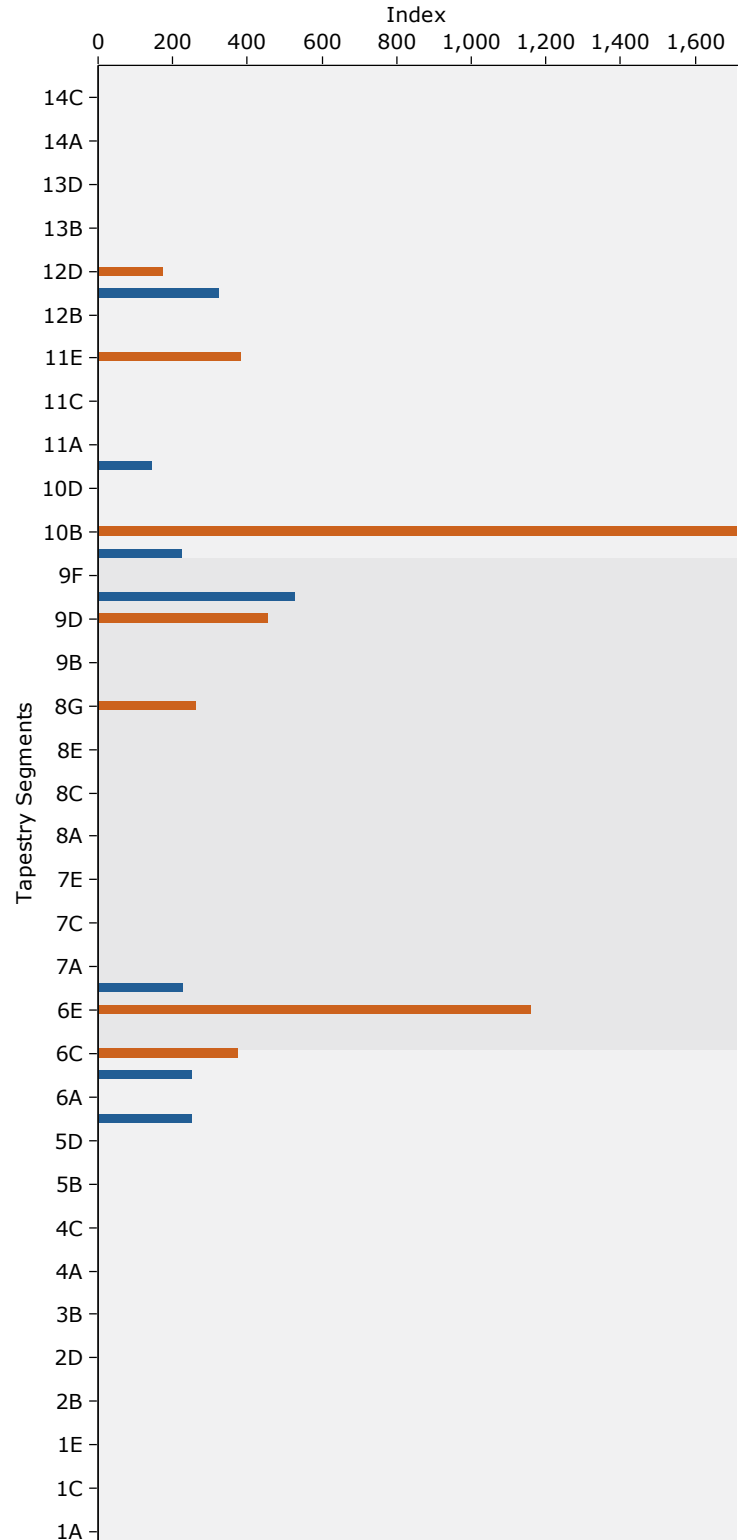
Tapestry Segmentation Area Profile (2014)

Henry County, TN 2
 Henry County, TN (47079)
 Geography: County

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

Henry County, TN 2
 Henry County, TN (47079)
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,723	100.0%		32,553	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	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	868	6.3%	55	1,909	5.9%	55
Comfortable Empty Nesters In Style (5B)	0	0.0%	0	0	0.0%	0
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)	868	6.3%	249	1,909	5.9%	256
6. Cozy Country Living	3,892	28.4%	232	9,146	28.1%	239
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	913	6.7%	226	2,402	7.4%	254
The Great Outdoors (6C)	735	5.4%	343	1,792	5.5%	378
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,519	11.1%	1,079	3,295	10.1%	1,163
Heartland Communities (6F)	725	5.3%	221	1,657	5.1%	231
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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Source: Esri

October 15, 2014



Tapestry Segmentation Area Profile (2014)

Henry County, TN 2
 Henry County, TN (47079)
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,723	100.0%		32,553	100.0%	
8. Middle Ground	390	2.8%	26	1,095	3.4%	33
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	0	0.0%	0	0	0.0%	0
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)	390	2.8%	229	1,095	3.4%	263
9. Senior Styles	1,320	9.6%	167	2,723	8.4%	189
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)	581	4.2%	464	1,157	3.6%	458
Retirement Communities (9E)	739	5.4%	444	1,566	4.8%	529
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	5,658	41.2%	490	13,914	42.7%	505
Southern Satellites (10A)	938	6.8%	216	2,371	7.3%	226
Rooted Rural (10B)	4,425	32.2%	1,586	10,855	33.3%	1,715
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)	295	2.1%	155	688	2.1%	148
11. Midtown Singles	468	3.4%	55	1,173	3.6%	61
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)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	468	3.4%	377	1,173	3.6%	384
12. Hometown	1,127	8.2%	130	2,593	8.0%	156
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)	807	5.9%	306	1,825	5.6%	328
Modest Income Homes (12D)	320	2.3%	171	768	2.4%	174
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace	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	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile (2014)

Henry County, TN 2
 Henry County, TN (47079)
 Geography: County

Tapestry Urbanization	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,723	100.0%		32,553	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	320	2.3%	14	768	2.4%	13
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)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	320	2.3%	171	768	2.4%	174
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	1,597	11.6%	64	3,834	11.8%	75
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	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)	390	2.8%	229	1,095	3.4%	263
Retirement Communities (9E)	739	5.4%	444	1,566	4.8%	529
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)	0	0.0%	0	0	0.0%	0
City Commons (11E)	468	3.4%	377	1,173	3.6%	384
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,723	100.0%		32,553	100.0%	
4. Suburban Periphery	868	6.3%	20	1,909	5.9%	18
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	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	868	6.3%	249	1,909	5.9%	256
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	2,113	15.4%	164	4,639	14.3%	155
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	725	5.3%	221	1,657	5.1%	231
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	581	4.2%	464	1,157	3.6%	458
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	807	5.9%	306	1,825	5.6%	328
6. Rural	8,825	64.3%	376	21,403	65.7%	391
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	913	6.7%	226	2,402	7.4%	254
The Great Outdoors (6C)	735	5.4%	343	1,792	5.5%	378
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,519	11.1%	1,079	3,295	10.1%	1,163
Southern Satellites (10A)	938	6.8%	216	2,371	7.3%	226
Rooted Rural (10B)	4,425	32.2%	1,586	10,855	33.3%	1,715
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	295	2.1%	155	688	2.1%	148
Unclassified (15)	0	0.0%	0	0	0.0%	0

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