



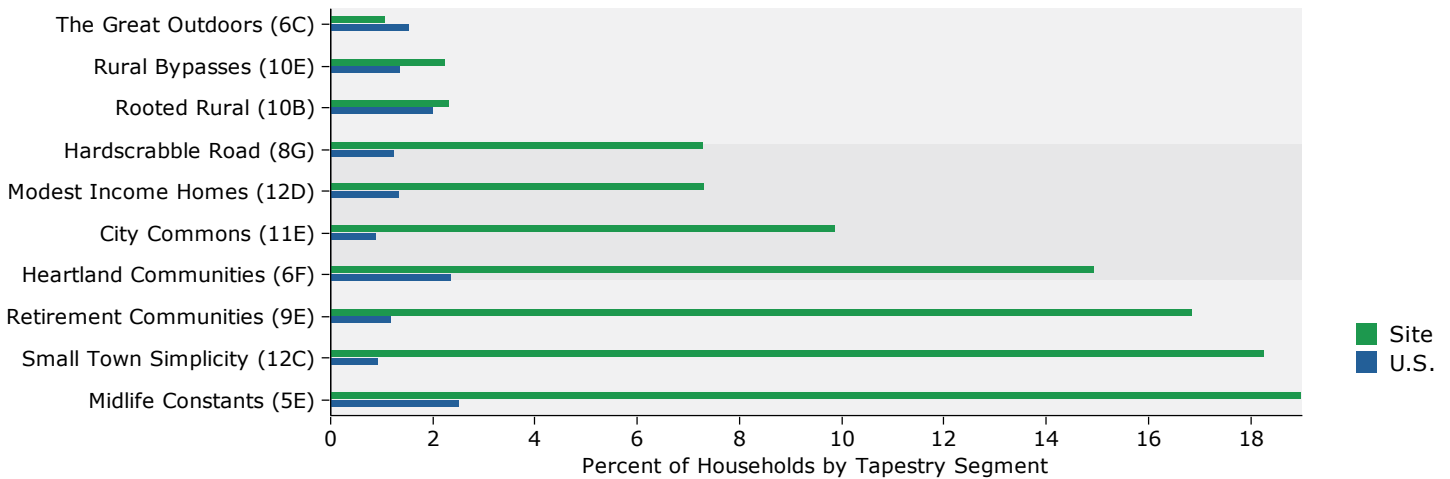
Tapestry Segmentation Area Profile (2014)

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

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	19.0%	19.0%	2.5%	2.5%	747
2	Small Town Simplicity (12C)	18.3%	37.3%	1.0%	3.5%	1,913
3	Retirement Communities (9E)	16.9%	54.2%	1.2%	4.7%	1,393
4	Heartland Communities (6F)	14.9%	69.1%	2.4%	7.1%	625
5	City Commons (11E)	9.9%	79.0%	0.9%	8.0%	1,091
Subtotal		79.0%		8.0%		
6	Modest Income Homes (12D)	7.3%	86.3%	1.4%	9.4%	538
7	Hardscrabble Road (8G)	7.3%	93.6%	1.2%	10.6%	586
8	Rooted Rural (10B)	2.3%	95.9%	2.0%	12.6%	115
9	Rural Bypasses (10E)	2.3%	98.2%	1.4%	14.0%	163
10	The Great Outdoors (6C)	1.1%	99.3%	1.6%	15.6%	69
Subtotal		20.3%		7.6%		
11	Southern Satellites (10A)	0.6%	99.9%	3.2%	18.8%	18
12	Salt of the Earth (6B)	0.2%	100.1%	2.9%	21.7%	5
Subtotal		0.8%		6.1%		
Total		100.0%		21.7%		461

Top Ten Tapestry Segments Site vs. U.S.



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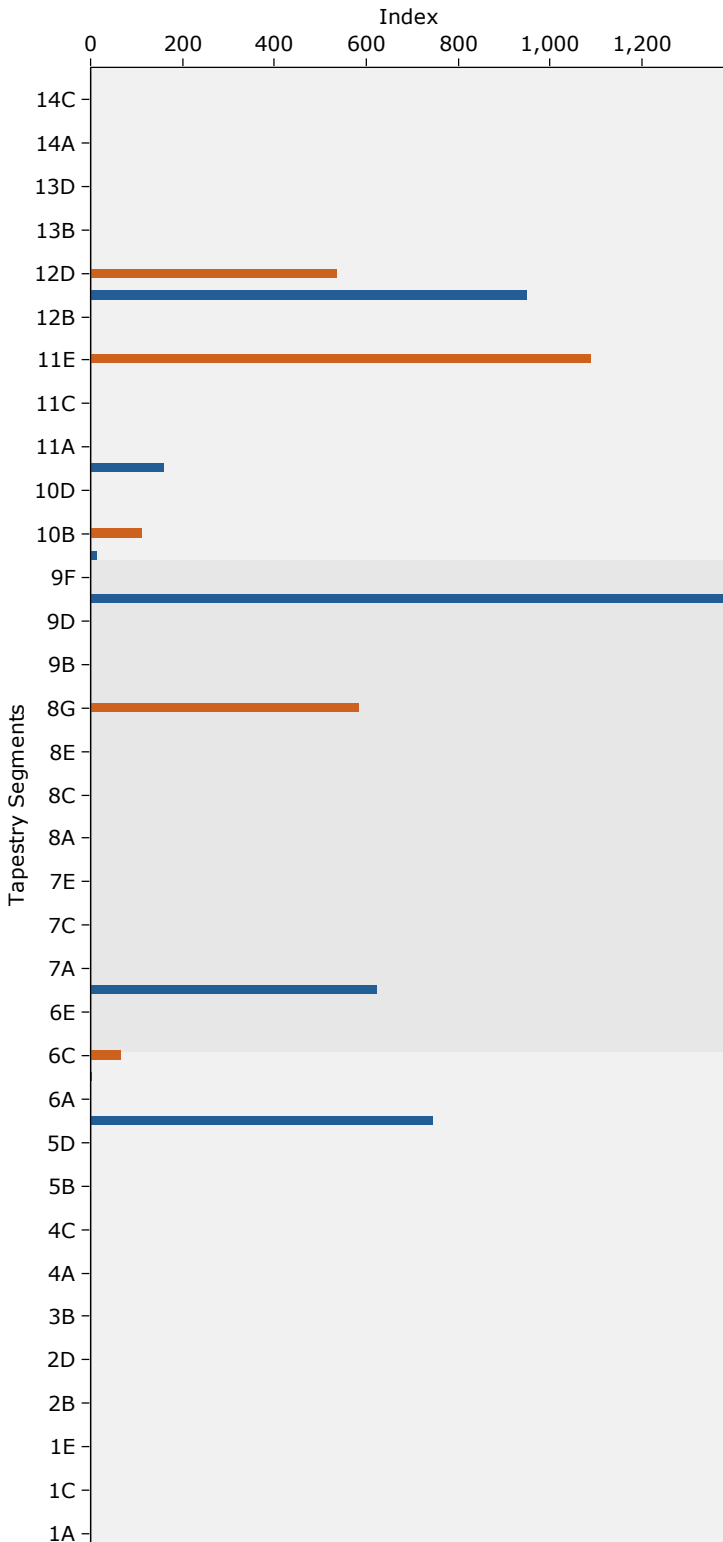
Source: Esri



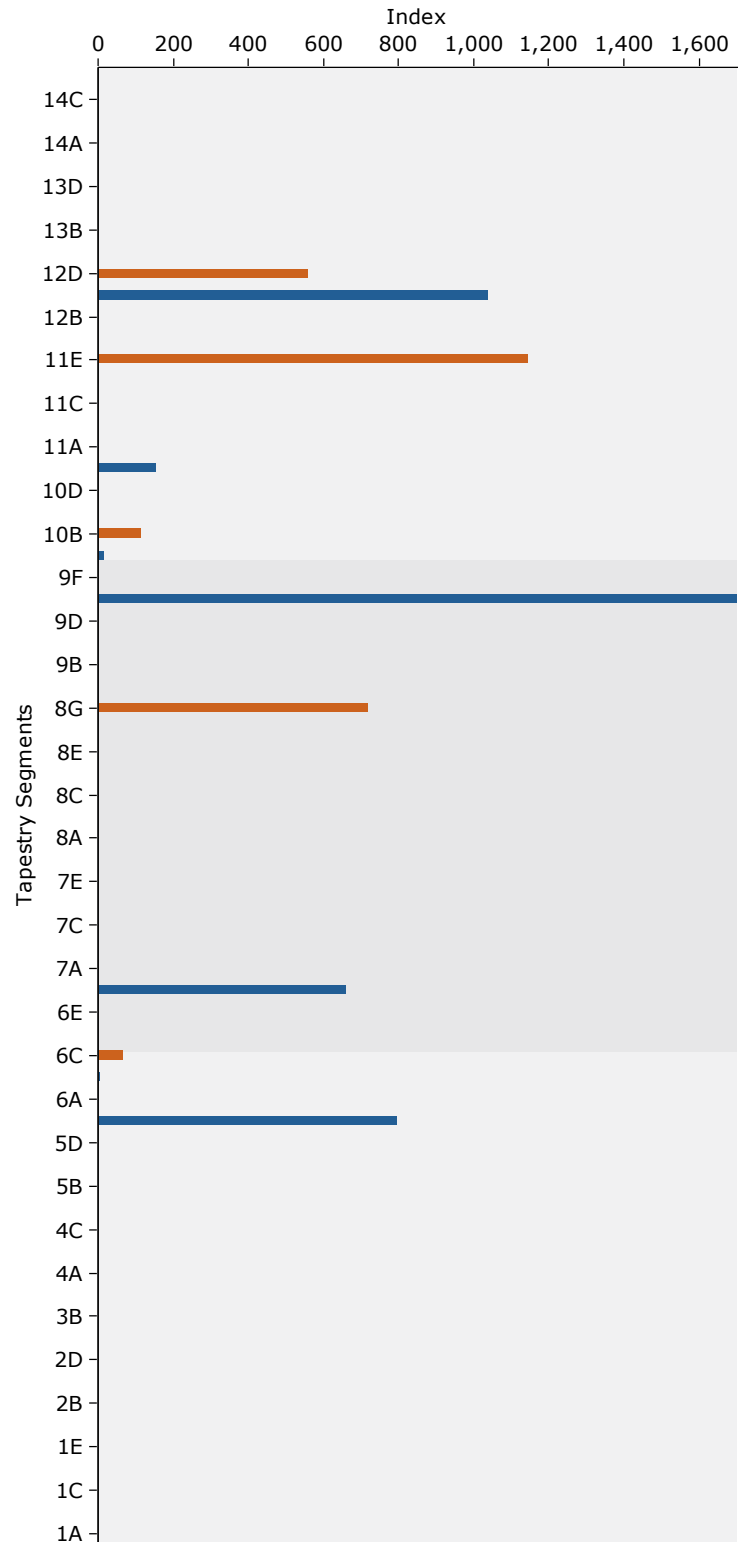
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2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile (2014)

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

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,376	100.0%		10,102	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	832	19.0%	165	1,844	18.3%	170
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)	832	19.0%	747	1,844	18.3%	798
6. Cozy Country Living	708	16.2%	132	1,597	15.8%	134
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	7	0.2%	5	18	0.2%	6
The Great Outdoors (6C)	47	1.1%	69	103	1.0%	70
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)	654	14.9%	625	1,476	14.6%	662
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)

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

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,376	100.0%		10,102	100.0%	
8. Middle Ground	319	7.3%	67	930	9.2%	91
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)	319	7.3%	586	930	9.2%	720
9. Senior Styles	739	16.9%	293	1,566	15.5%	351
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)	739	16.9%	1,393	1,566	15.5%	1,704
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	226	5.2%	61	508	5.0%	59
Southern Satellites (10A)	25	0.6%	18	57	0.6%	18
Rooted Rural (10B)	102	2.3%	115	225	2.2%	115
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)	99	2.3%	163	226	2.2%	157
11. Midtown Singles	432	9.9%	160	1,088	10.8%	183
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)	432	9.9%	1,091	1,088	10.8%	1,148
12. Hometown	1,120	25.6%	404	2,569	25.4%	497
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)	800	18.3%	951	1,801	17.8%	1,042
Modest Income Homes (12D)	320	7.3%	538	768	7.6%	561
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)

Paris City, TN 2
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 Place

Tapestry Urbanization	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,376	100.0%		10,102	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	7.3%	43	768	7.6%	41
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	7.3%	538	768	7.6%	561
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	1,490	34.0%	187	3,584	35.5%	227
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)	319	7.3%	586	930	9.2%	720
Retirement Communities (9E)	739	16.9%	1,393	1,566	15.5%	1,704
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)	432	9.9%	1,091	1,088	10.8%	1,148
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:	4,376	100.0%		10,102	100.0%	
4. Suburban Periphery	832	19.0%	61	1,844	18.3%	57
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)	832	19.0%	747	1,844	18.3%	798
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	1,454	33.2%	353	3,277	32.4%	353
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	654	14.9%	625	1,476	14.6%	662
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)	800	18.3%	951	1,801	17.8%	1,042
6. Rural	280	6.4%	37	629	6.2%	37
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	7	0.2%	5	18	0.2%	6
The Great Outdoors (6C)	47	1.1%	69	103	1.0%	70
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)	25	0.6%	18	57	0.6%	18
Rooted Rural (10B)	102	2.3%	115	225	2.2%	115
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	99	2.3%	163	226	2.2%	157
Unclassified (15)	0	0.0%	0	0	0.0%	0

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