



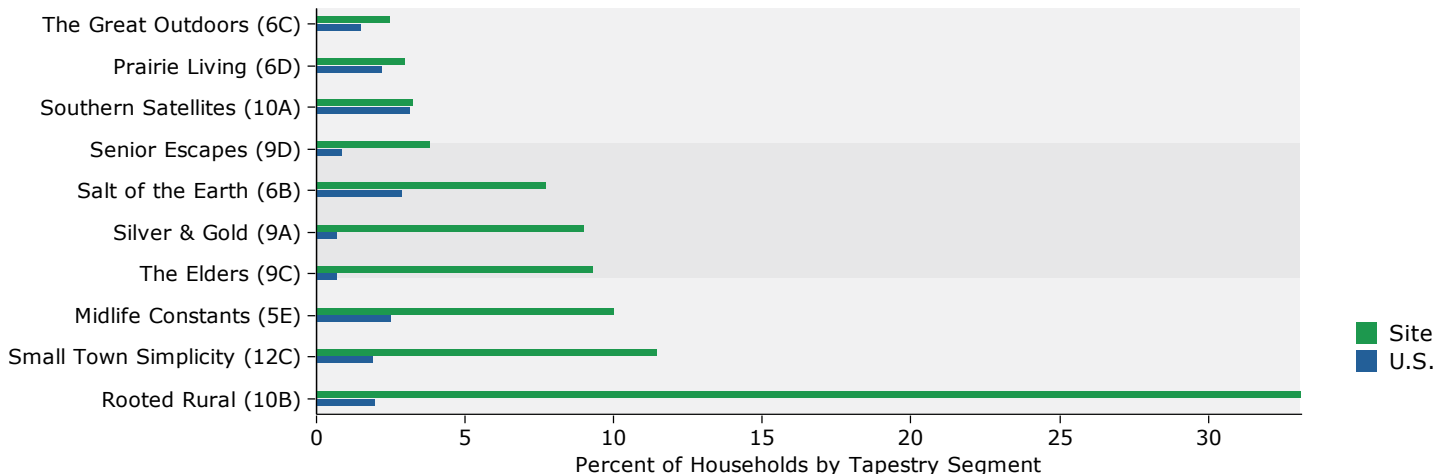
# Tapestry Segmentation Area Profile (2014)

Cumberland County, TN  
 Cumberland County, TN (47035)  
 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)	33.2%	33.2%	2.0%	2.0%	1630
2	Small Town Simplicity (12C)	11.5%	44.7%	1.9%	3.9%	599
3	Midlife Constants (5E)	10.0%	54.7%	2.5%	6.4%	394
4	The Elders (9C)	9.4%	64.1%	0.7%	7.1%	1,279
5	Silver & Gold (9A)	9.1%	73.2%	0.8%	7.9%	1,207
<b>Subtotal</b>		<b>73.2%</b>		<b>7.9%</b>		
6	Salt of the Earth (6B)	7.8%	81.0%	2.9%	10.8%	264
7	Senior Escapes (9D)	3.9%	84.9%	0.9%	11.7%	424
8	Southern Satellites (10A)	3.3%	88.2%	3.2%	14.9%	103
9	Prairie Living (6D)	3.0%	91.2%	2.2%	17.1%	135
10	The Great Outdoors (6C)	2.5%	93.7%	1.6%	18.7%	159
<b>Subtotal</b>		<b>20.5%</b>		<b>10.8%</b>		
11	Old and Newcomers (8F)	2.4%	96.1%	2.3%	21.0%	104
12	Hardscrabble Road (8G)	2.1%	98.2%	1.2%	22.2%	165
13	Rural Bypasses (10E)	2.0%	100.2%	1.4%	23.6%	146
<b>Subtotal</b>		<b>6.5%</b>		<b>4.9%</b>		
<b>Total</b>		<b>100.0%</b>		<b>23.8%</b>		<b>421</b>

## 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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

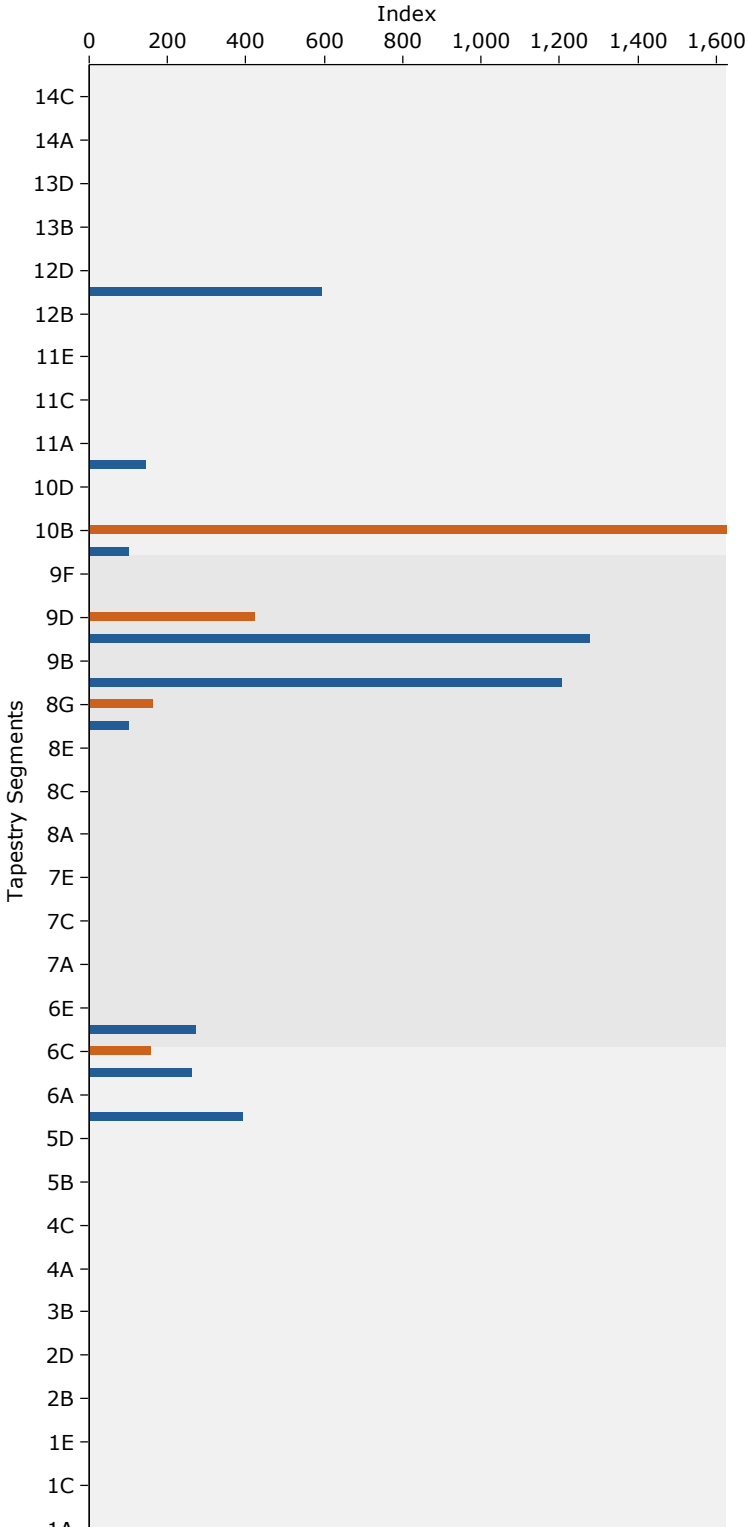
**Source:** Esri



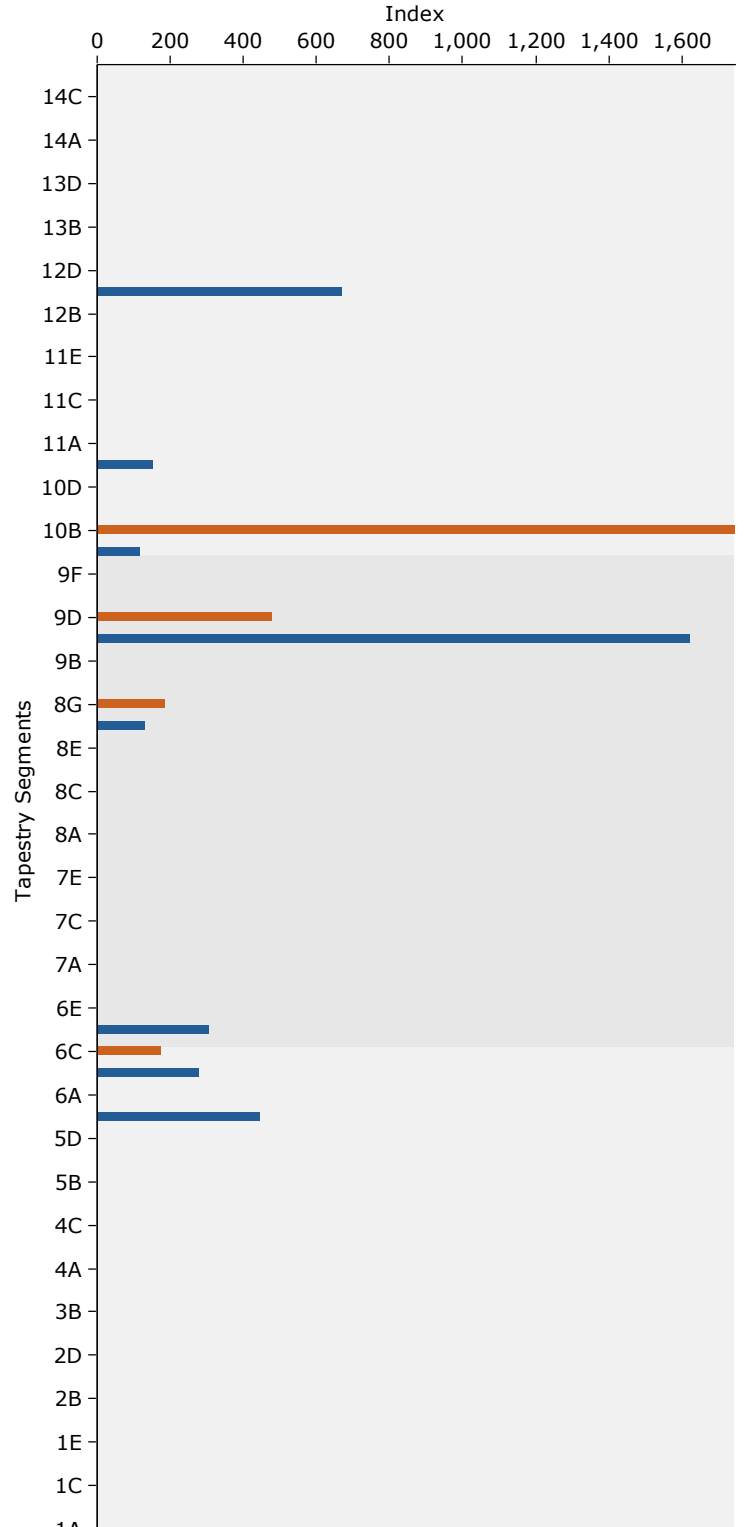
# Tapestry Segmentation Area Profile (2014)

Cumberland County, TN  
 Cumberland County, TN (47035)  
 Geography: County

### 2014 Tapestry Indexes by Households



### 2014 Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Cumberland County, TN  
 Cumberland County, TN (47035)  
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	24,797	100.0%		58,031	100.0%	
<b>1. Affluent Estates</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>2,484</b>	<b>10.0%</b>	<b>87</b>	<b>5,946</b>	<b>10.2%</b>	<b>95</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	2,484	10.0%	394	5,946	10.2%	448
<b>6. Cozy Country Living</b>	<b>3,290</b>	<b>13.3%</b>	<b>109</b>	<b>8,109</b>	<b>14.0%</b>	<b>119</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,926	7.8%	264	4,693	8.1%	279
The Great Outdoors (6C)	615	2.5%	159	1,523	2.6%	180
Prairie Living (6D)	749	3.0%	275	1,893	3.3%	309
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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



# Tapestry Segmentation Area Profile (2014)

Cumberland County, TN  
 Cumberland County, TN (47035)  
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	24,797	100.0%		58,031	100.0%	
<b>8. Middle Ground</b>	<b>1,107</b>	<b>4.5%</b>	<b>41</b>	<b>2,880</b>	<b>5.0%</b>	<b>49</b>
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 (8C)	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)	597	2.4%	104	1,483	2.6%	134
Hardscrabble Road (8G)	510	2.1%	165	1,397	2.4%	188
<b>9. Senior Styles</b>	<b>5,527</b>	<b>22.3%</b>	<b>387</b>	<b>11,216</b>	<b>19.3%</b>	<b>437</b>
Silver & Gold (9A)	2,247	9.1%	1,207	4,587	7.9%	1,360
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	2,321	9.4%	1,279	4,467	7.7%	1,626
Senior Escapes (9D)	959	3.9%	424	2,162	3.7%	480
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>9,533</b>	<b>38.4%</b>	<b>457</b>	<b>23,209</b>	<b>40.0%</b>	<b>473</b>
Southern Satellites (10A)	808	3.3%	103	2,195	3.8%	118
Rooted Rural (10B)	8,222	33.2%	1,630	19,732	34.0%	1,748
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)	503	2.0%	146	1,282	2.2%	155
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>2,856</b>	<b>11.5%</b>	<b>182</b>	<b>6,671</b>	<b>11.5%</b>	<b>189</b>
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)	2,856	11.5%	599	6,671	11.5%	672
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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# Tapestry Segmentation Area Profile (2014)

Cumberland County, TN  
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	24,797	100.0%		58,031	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	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
<b>3. Metro Cities</b>	<b>1,107</b>	<b>4.5%</b>	<b>24</b>	<b>2,880</b>	<b>5.0%</b>	<b>30</b>
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)	597	2.4%	104	1,483	2.6%	134
Hardscrabble Road (8G)	510	2.1%	165	1,397	2.4%	188
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)	0	0.0%	0	0	0.0%	0
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)	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 Groups	2014 Households			2014 Population		
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<b>Total:</b>	24,797	100.0%		58,031	100.0%	
<b>4. Suburban Periphery</b>	<b>7,052</b>	<b>28.4%</b>	<b>91</b>	<b>15,000</b>	<b>25.8%</b>	<b>80</b>
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)	2,484	10.0%	394	5,946	10.2%	448
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	2,247	9.1%	1,207	4,587	7.9%	1,360
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	2,321	9.4%	1,279	4,467	7.7%	1,626
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
<b>5. Semirural</b>	<b>3,815</b>	<b>15.4%</b>	<b>164</b>	<b>8,833</b>	<b>15.2%</b>	<b>166</b>
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)	959	3.9%	424	2,162	3.7%	480
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	2,856	11.5%	599	6,671	11.5%	672
<b>6. Rural</b>	<b>12,823</b>	<b>51.7%</b>	<b>303</b>	<b>31,318</b>	<b>54.0%</b>	<b>321</b>
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,926	7.8%	264	4,693	8.1%	279
The Great Outdoors (6C)	615	2.5%	159	1,523	2.6%	180
Prairie Living (6D)	749	3.0%	275	1,893	3.3%	309
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	808	3.3%	103	2,195	3.8%	118
Rooted Rural (10B)	8,222	33.2%	1,630	19,732	34.0%	1,748
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	503	2.0%	146	1,282	2.2%	155
Unclassified (15)	0	0.0%	0	0	0.0%	0

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