



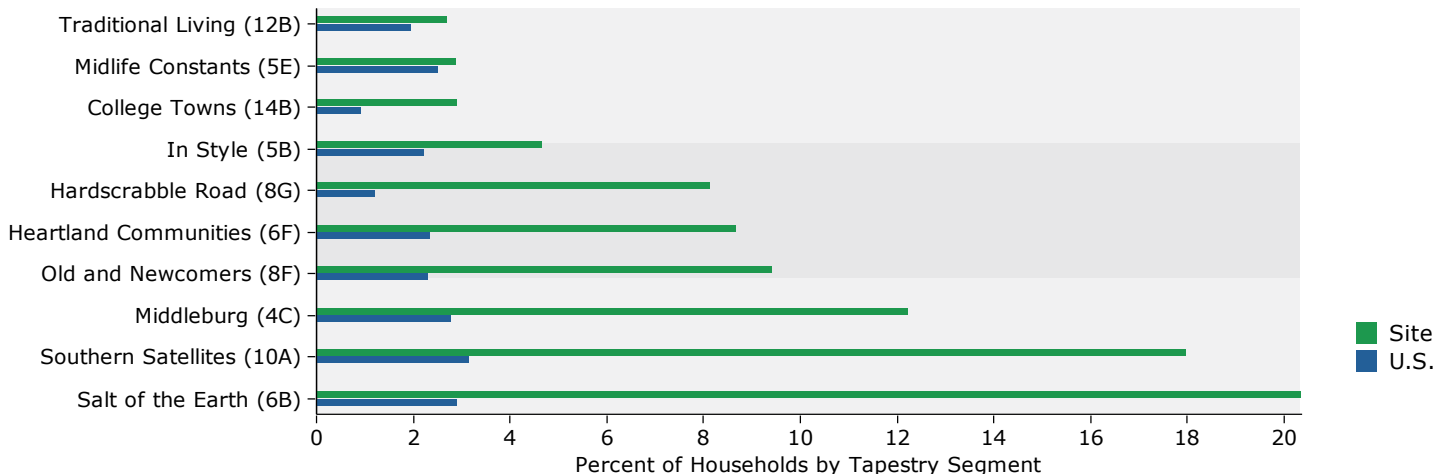
# Tapestry Segmentation Area Profile (2014)

Bradley County, TN  
 Bradley County, TN (47011)  
 Geography: County

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	20.4%	20.4%	2.9%	2.9%	692
2	Southern Satellites (10A)	18.0%	38.4%	3.2%	6.1%	568
3	Middleburg (4C)	12.2%	50.6%	2.8%	8.9%	438
4	Old and Newcomers (8F)	9.4%	60.0%	2.3%	11.2%	406
5	Heartland Communities (6F)	8.7%	68.7%	2.4%	13.6%	364
<b>Subtotal</b>		<b>68.7%</b>		<b>13.6%</b>		
6	Hardscrabble Road (8G)	8.2%	76.9%	1.2%	14.8%	656
7	In Style (5B)	4.7%	81.6%	2.3%	17.1%	208
8	College Towns (14B)	2.9%	84.5%	0.9%	18.0%	311
9	Midlife Constants (5E)	2.9%	87.4%	2.5%	20.5%	114
10	Traditional Living (12B)	2.7%	90.1%	2.0%	22.5%	138
<b>Subtotal</b>		<b>21.4%</b>		<b>8.9%</b>		
11	Small Town Simplicity (12C)	2.5%	92.6%	1.0%	23.5%	263
12	Green Acres (6A)	2.0%	94.6%	3.2%	26.7%	61
13	Front Porches (8E)	1.9%	96.5%	1.6%	28.3%	118
14	Social Security Set (9F)	1.3%	97.8%	0.8%	29.1%	166
15	Bright Young Professionals (8C)	1.3%	99.1%	2.2%	31.3%	59
<b>Subtotal</b>		<b>9.0%</b>		<b>8.8%</b>		
16	Rooted Rural (10B)	0.8%	99.9%	2.0%	33.3%	41
<b>Subtotal</b>		<b>0.8%</b>		<b>2.0%</b>		
<b>Total</b>		<b>100.0%</b>		<b>33.4%</b>		<b>300</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.

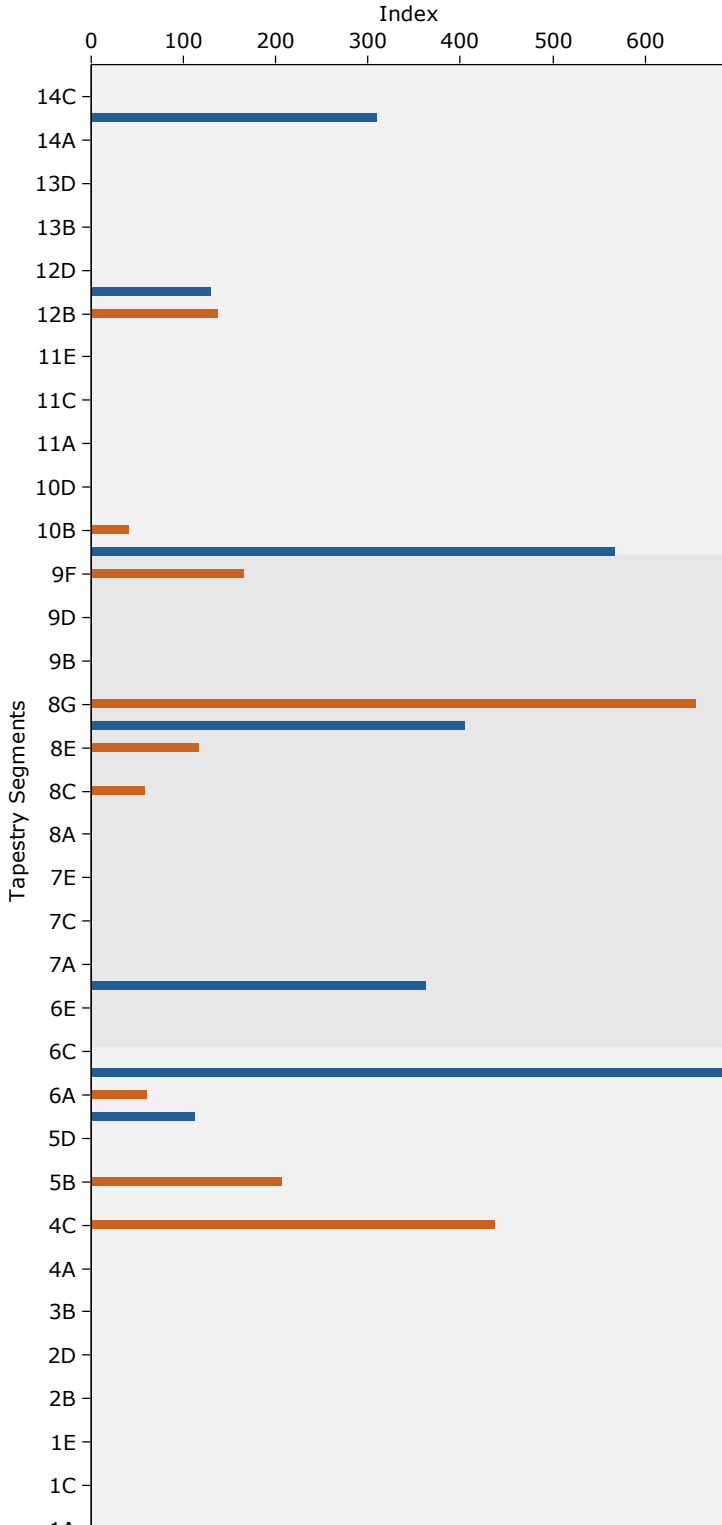
**Source:** Esri



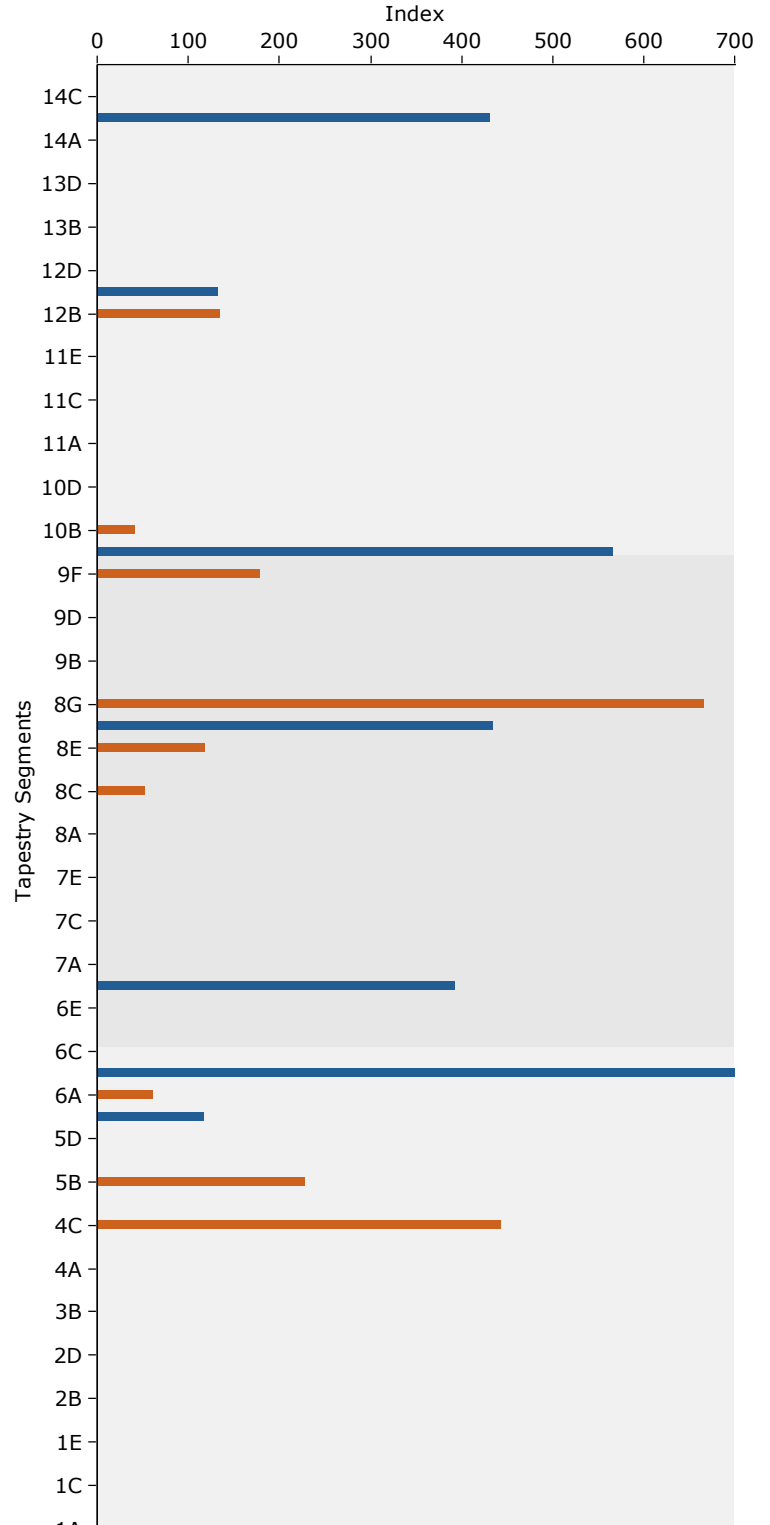
# Tapestry Segmentation Area Profile (2014)

Bradley County, TN  
 Bradley County, TN (47011)  
 Geography: County

### 2014 Tapestry Indexes by Households



### 2014 Tapestry Indexes by Population



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**Source:** Esri



# Tapestry Segmentation Area Profile (2014)

Bradley County, TN  
 Bradley County, TN (47011)  
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	39,533	100.0%		103,170	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>4,841</b>	<b>12.2%</b>	<b>167</b>	<b>13,376</b>	<b>13.0%</b>	<b>163</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)	4,841	12.2%	438	13,376	13.0%	444
<b>5. GenXurban</b>	<b>2,998</b>	<b>7.6%</b>	<b>66</b>	<b>7,586</b>	<b>7.4%</b>	<b>69</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,852	4.7%	208	4,791	4.6%	229
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)	1,146	2.9%	114	2,795	2.7%	118
<b>6. Cozy Country Living</b>	<b>12,270</b>	<b>31.0%</b>	<b>254</b>	<b>32,018</b>	<b>31.0%</b>	<b>264</b>
Green Acres (6A)	776	2.0%	61	2,083	2.0%	62
Salt of the Earth (6B)	8,053	20.4%	692	20,981	20.3%	701
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	3,441	8.7%	364	8,954	8.7%	393
<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)

Bradley County, TN  
 Bradley County, TN (47011)  
 Geography: County

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	39,533	100.0%		103,170	100.0%	
<b>8. Middle Ground</b>	<b>8,216</b>	<b>20.8%</b>	<b>190</b>	<b>20,414</b>	<b>19.8%</b>	<b>196</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)	516	1.3%	59	1,103	1.1%	53
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	743	1.9%	118	1,925	1.9%	119
Old and Newcomers (8F)	3,734	9.4%	406	8,587	8.3%	435
Hardscrabble Road (8G)	3,223	8.2%	656	8,799	8.5%	667
<b>9. Senior Styles</b>	<b>529</b>	<b>1.3%</b>	<b>23</b>	<b>1,110</b>	<b>1.1%</b>	<b>24</b>
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	529	1.3%	166	1,110	1.1%	180
<b>10. Rustic Outposts</b>	<b>7,446</b>	<b>18.8%</b>	<b>224</b>	<b>19,657</b>	<b>19.1%</b>	<b>225</b>
Southern Satellites (10A)	7,113	18.0%	568	18,811	18.2%	567
Rooted Rural (10B)	333	0.8%	41	846	0.8%	42
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)	0	0.0%	0	0	0.0%	0
<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>2,074</b>	<b>5.2%</b>	<b>83</b>	<b>5,007</b>	<b>4.9%</b>	<b>95</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,082	2.7%	138	2,656	2.6%	136
Small Town Simplicity (12C)	992	2.5%	130	2,351	2.3%	133
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>1,159</b>	<b>2.9%</b>	<b>183</b>	<b>4,002</b>	<b>3.9%</b>	<b>179</b>
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,159	2.9%	311	4,002	3.9%	433
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)

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 Geography: County

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	39,533	100.0%		103,170	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>516</b>	<b>1.3%</b>	<b>8</b>	<b>1,103</b>	<b>1.1%</b>	<b>6</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)	516	1.3%	59	1,103	1.1%	53
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>12,322</b>	<b>31.2%</b>	<b>171</b>	<b>31,870</b>	<b>30.9%</b>	<b>198</b>
In Style (5B)	1,852	4.7%	208	4,791	4.6%	229
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	743	1.9%	118	1,925	1.9%	119
Old and Newcomers (8F)	3,734	9.4%	406	8,587	8.3%	435
Hardscrabble Road (8G)	3,223	8.2%	656	8,799	8.5%	667
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	529	1.3%	166	1,110	1.1%	180
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)	1,082	2.7%	138	2,656	2.6%	136
College Towns (14B)	1,159	2.9%	311	4,002	3.9%	433
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	39,533	100.0%		103,170	100.0%	
<b>4. Suburban Periphery</b>	<b>1,146</b>	<b>2.9%</b>	<b>9</b>	<b>2,795</b>	<b>2.7%</b>	<b>8</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)	1,146	2.9%	114	2,795	2.7%	118
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
<b>5. Semirural</b>	<b>9,274</b>	<b>23.5%</b>	<b>249</b>	<b>24,681</b>	<b>23.9%</b>	<b>260</b>
Middleburg (4C)	4,841	12.2%	438	13,376	13.0%	444
Heartland Communities (6F)	3,441	8.7%	364	8,954	8.7%	393
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)	992	2.5%	130	2,351	2.3%	133
<b>6. Rural</b>	<b>16,275</b>	<b>41.2%</b>	<b>241</b>	<b>42,721</b>	<b>41.4%</b>	<b>246</b>
Green Acres (6A)	776	2.0%	61	2,083	2.0%	62
Salt of the Earth (6B)	8,053	20.4%	692	20,981	20.3%	701
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	7,113	18.0%	568	18,811	18.2%	567
Rooted Rural (10B)	333	0.8%	41	846	0.8%	42
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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