



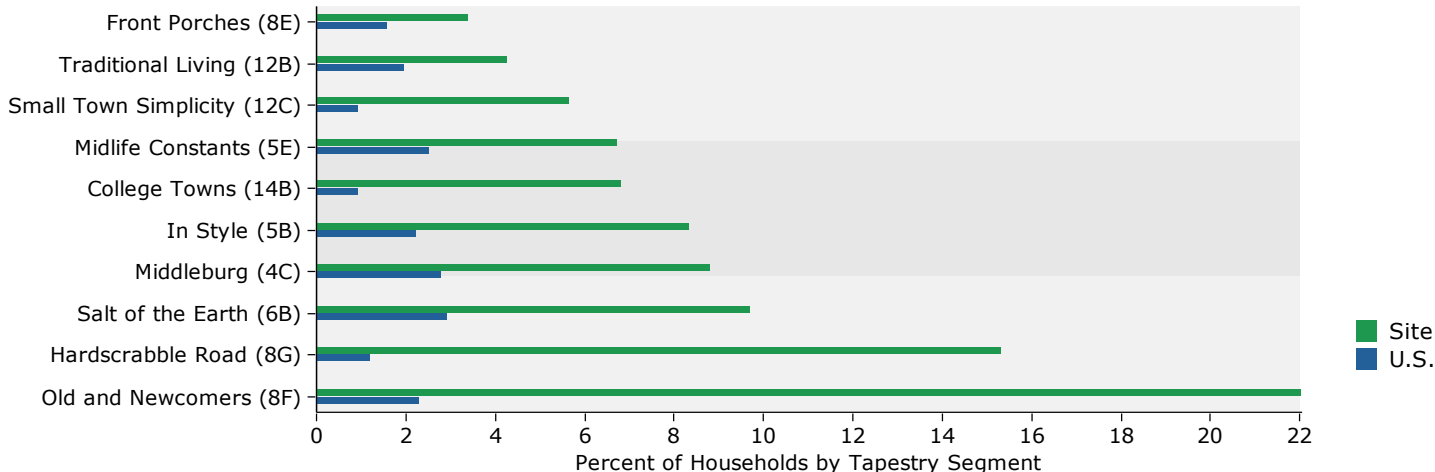
Tapestry Segmentation Area Profile (2014)

Cleveland City, TN
 Cleveland city, TN (4715400)
 Place

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Old and Newcomers (8F)	22.0%	22.0%	2.3%	2.3%	948
2	Hardscrabble Road (8G)	15.3%	37.3%	1.2%	3.5%	1,234
3	Salt of the Earth (6B)	9.7%	47.0%	2.9%	6.4%	330
4	Middleburg (4C)	8.8%	55.8%	2.8%	9.2%	315
5	In Style (5B)	8.3%	64.1%	2.3%	11.5%	371
Subtotal		64.1%		11.5%		
6	College Towns (14B)	6.8%	70.9%	0.9%	12.4%	726
7	Midlife Constants (5E)	6.8%	77.7%	2.5%	14.9%	266
8	Small Town Simplicity (12C)	5.7%	83.4%	1.0%	15.9%	594
9	Traditional Living (12B)	4.3%	87.7%	2.0%	17.9%	218
10	Front Porches (8E)	3.4%	91.1%	1.6%	19.5%	212
Subtotal		27.0%		8.0%		
11	Social Security Set (9F)	3.1%	94.2%	0.8%	20.3%	388
12	Heartland Communities (6F)	2.7%	96.9%	2.4%	22.7%	111
13	Bright Young Professionals (8C)	2.0%	98.9%	2.2%	24.9%	93
14	Southern Satellites (10A)	0.9%	99.8%	3.2%	28.1%	29
Subtotal		8.7%		8.6%		
Total		100.0%		28.2%		355

Top Ten Tapestry Segments Site vs. U.S.



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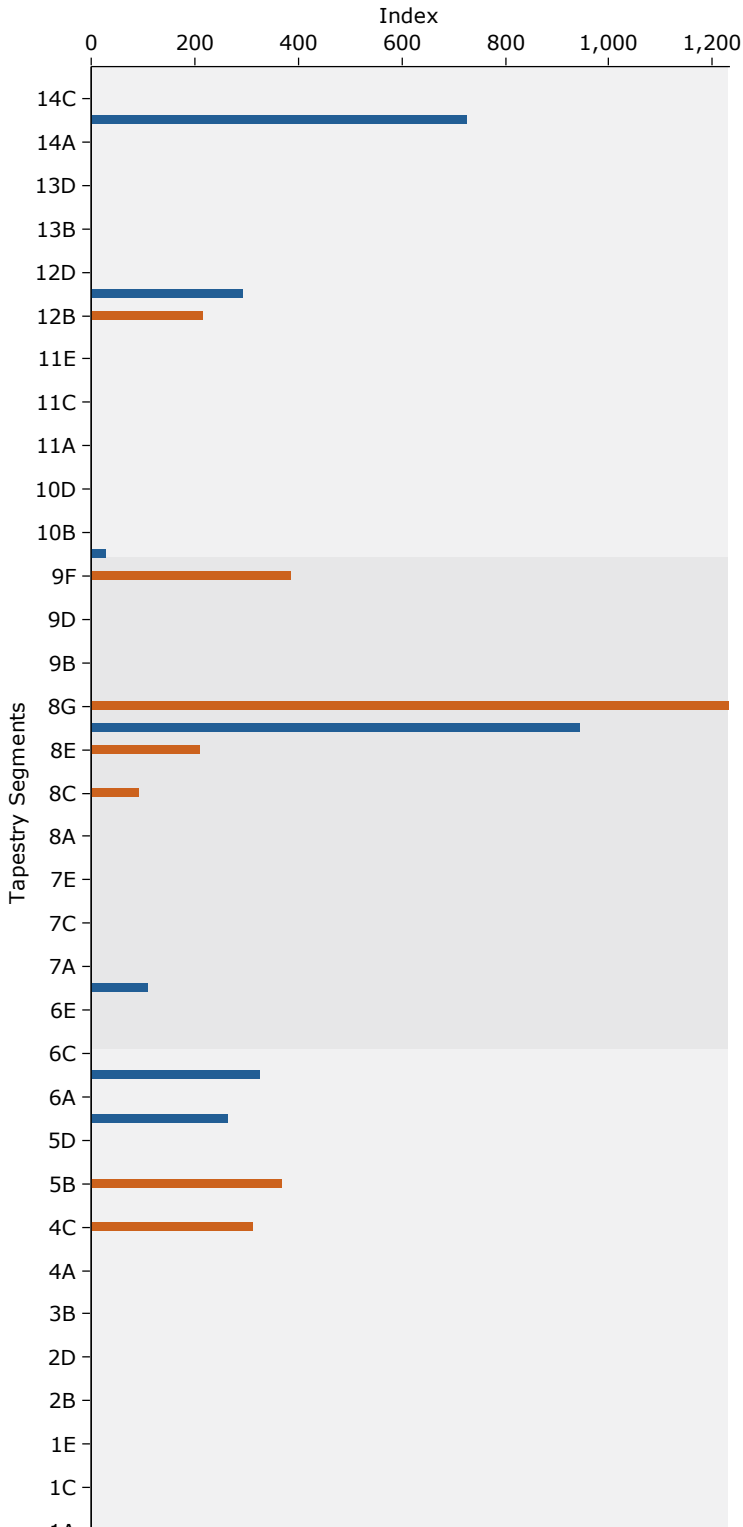
Source: Esri



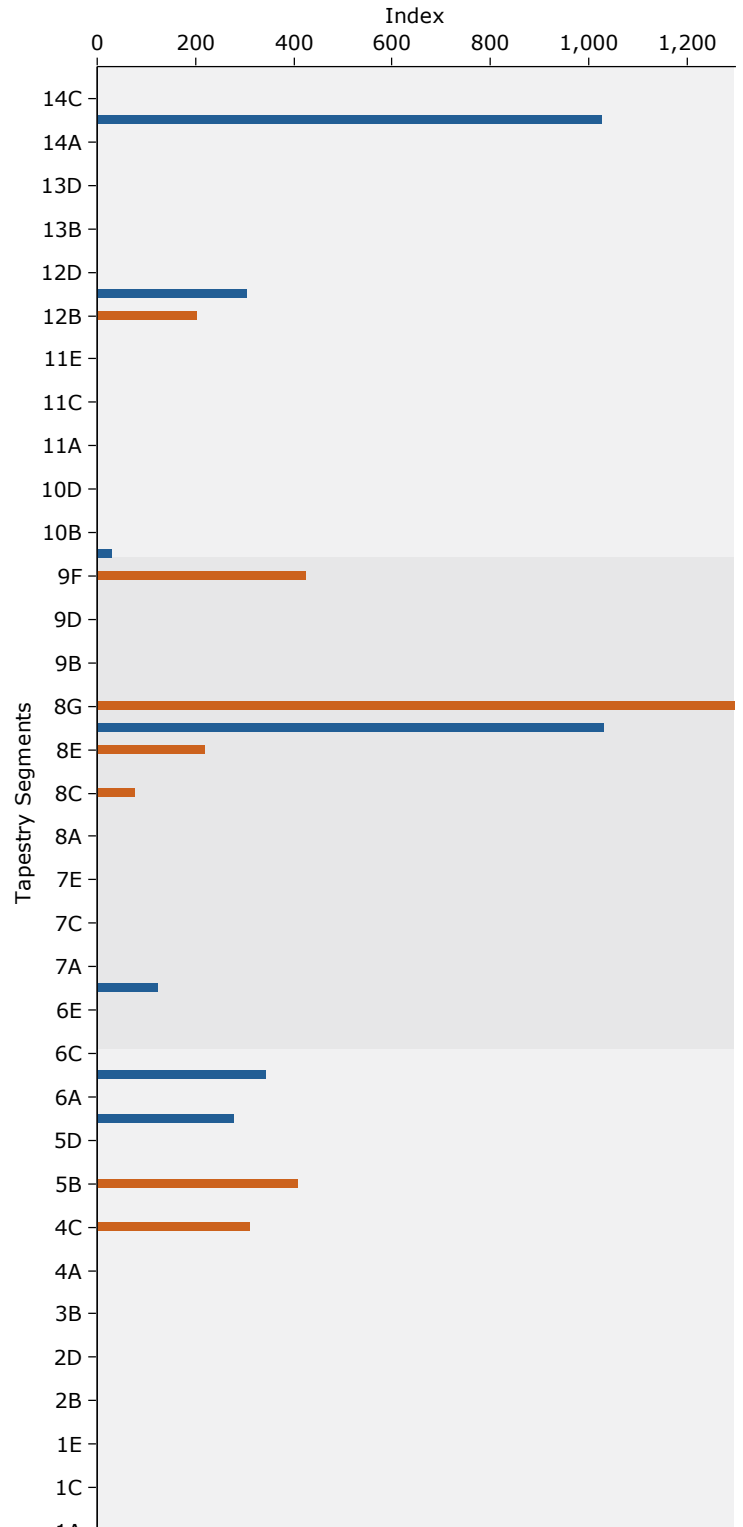
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2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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Source: Esri



Tapestry Segmentation Area Profile (2014)

Cleveland City, TN
 Cleveland city, TN (4715400)
 Place

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,935	100.0%		43,410	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 (2D)	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	1,492	8.8%	120	3,969	9.1%	115
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	1,492	8.8%	315	3,969	9.1%	313
5. GenXurban	2,560	15.1%	131	6,420	14.8%	138
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,414	8.3%	371	3,625	8.4%	412
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	6.8%	266	2,795	6.4%	282
6. Cozy Country Living	2,098	12.4%	101	5,541	12.8%	109
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,647	9.7%	330	4,353	10.0%	346
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)	451	2.7%	111	1,188	2.7%	124
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



Tapestry Segmentation Area Profile (2014)

Cleveland City, TN
 Cleveland city, TN (4715400)
 Place

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,935	100.0%		43,410	100.0%	
8. Middle Ground	7,252	42.8%	392	17,969	41.4%	411
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)	345	2.0%	93	676	1.6%	77
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	575	3.4%	212	1,497	3.4%	220
Old and Newcomers (8F)	3,734	22.0%	948	8,587	19.8%	1,034
Hardscrabble Road (8G)	2,598	15.3%	1,234	7,209	16.6%	1,299
9. Senior Styles	529	3.1%	54	1,110	2.6%	58
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	3.1%	388	1,110	2.6%	427
10. Rustic Outposts	155	0.9%	11	416	1.0%	11
Southern Satellites (10A)	155	0.9%	29	416	1.0%	30
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
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
11. Midtown Singles	0	0.0%	0	0	0.0%	0
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
12. Hometown	1,690	10.0%	158	3,983	9.2%	179
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	729	4.3%	218	1,697	3.9%	206
Small Town Simplicity (12C)	961	5.7%	295	2,286	5.3%	308
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
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	1,159	6.8%	427	4,002	9.2%	426
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,159	6.8%	726	4,002	9.2%	1,029
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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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,935	100.0%		43,410	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	345	2.0%	12	676	1.6%	8
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)	345	2.0%	93	676	1.6%	77
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
3. Metro Cities	10,738	63.4%	347	27,727	63.9%	409
In Style (5B)	1,414	8.3%	371	3,625	8.4%	412
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	575	3.4%	212	1,497	3.4%	220
Old and Newcomers (8F)	3,734	22.0%	948	8,587	19.8%	1,034
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Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	529	3.1%	388	1,110	2.6%	427
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)	729	4.3%	218	1,697	3.9%	206
College Towns (14B)	1,159	6.8%	726	4,002	9.2%	1,029
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	16,935	100.0%		43,410	100.0%	
4. Suburban Periphery	1,146	6.8%	22	2,795	6.4%	20
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	6.8%	266	2,795	6.4%	282
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	2,904	17.1%	182	7,443	17.1%	187
Middleburg (4C)	1,492	8.8%	315	3,969	9.1%	313
Heartland Communities (6F)	451	2.7%	111	1,188	2.7%	124
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)	961	5.7%	295	2,286	5.3%	308
6. Rural	1,802	10.6%	62	4,769	11.0%	65
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	1,647	9.7%	330	4,353	10.0%	346
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)	155	0.9%	29	416	1.0%	30
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
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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