

Tapestry Segmentation Area Profile

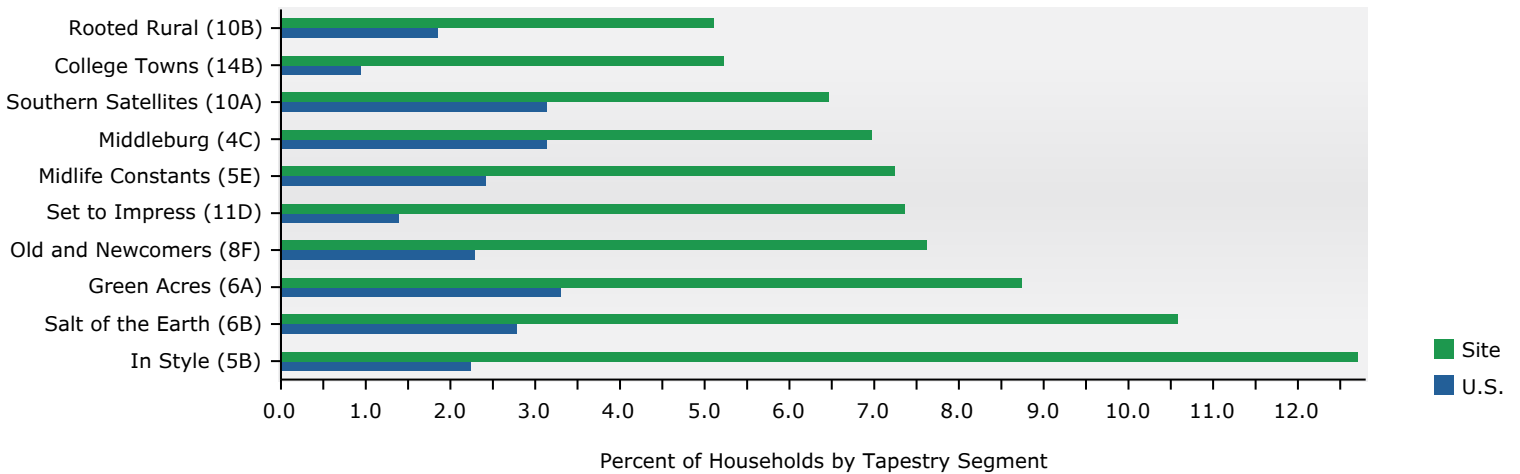
Washington County, TN (47179)
 Washington County
 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	12.7%	12.7%	2.2%	2.2%	570
2	Salt of the Earth (6B)	10.6%	23.3%	2.8%	5.0%	380
3	Green Acres (6A)	8.7%	32.0%	3.3%	8.3%	265
4	Old and Newcomers (8F)	7.6%	39.6%	2.3%	10.6%	334
5	Set to Impress (11D)	7.4%	47.0%	1.4%	12.0%	532
Subtotal		47.0%		12.0%		
6	Midlife Constants (5E)	7.2%	54.2%	2.4%	14.4%	300
7	Middleburg (4C)	7.0%	61.2%	3.1%	17.5%	223
8	Southern Satellites (10A)	6.5%	67.7%	3.1%	20.7%	206
9	College Towns (14B)	5.2%	72.9%	0.9%	21.6%	559
10	Rooted Rural (10B)	5.1%	78.0%	1.8%	23.4%	276
Subtotal		31.0%		11.3%		
11	Small Town Sincerity (12C)	4.9%	82.9%	1.8%	25.2%	276
12	Rustbelt Traditions (5D)	3.6%	86.5%	2.1%	27.3%	170
13	Exurbanites (1E)	1.9%	88.4%	1.9%	29.3%	101
14	Retirement Communities (9E)	1.9%	90.3%	1.2%	30.4%	159
15	The Great Outdoors (6C)	1.6%	91.9%	1.6%	32.0%	102
Subtotal		13.9%		8.6%		
16	Comfortable Empty Nesters (5A)	1.5%	93.4%	2.4%	34.4%	63
17	Hometown Heritage (8G)	1.5%	94.9%	1.2%	35.6%	126
18	Golden Years (9B)	1.3%	96.2%	1.3%	36.9%	98
19	Rural Bypasses (10E)	1.1%	97.3%	1.2%	38.1%	92
20	City Commons (11E)	0.8%	98.1%	0.9%	39.0%	96
Subtotal		6.2%		7.0%		
Total		98.1%		39.0%		252

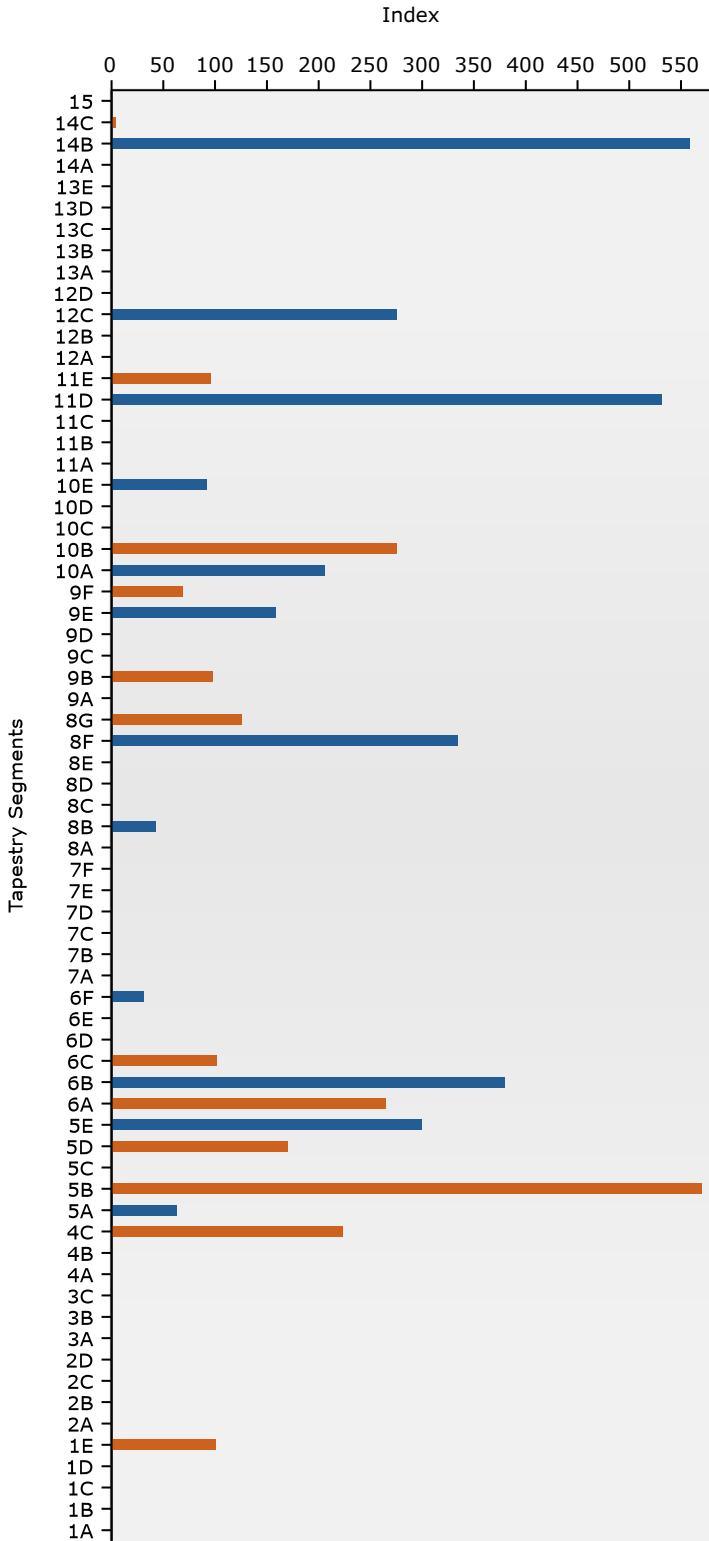
Top Ten Tapestry Segments Site vs. U.S.



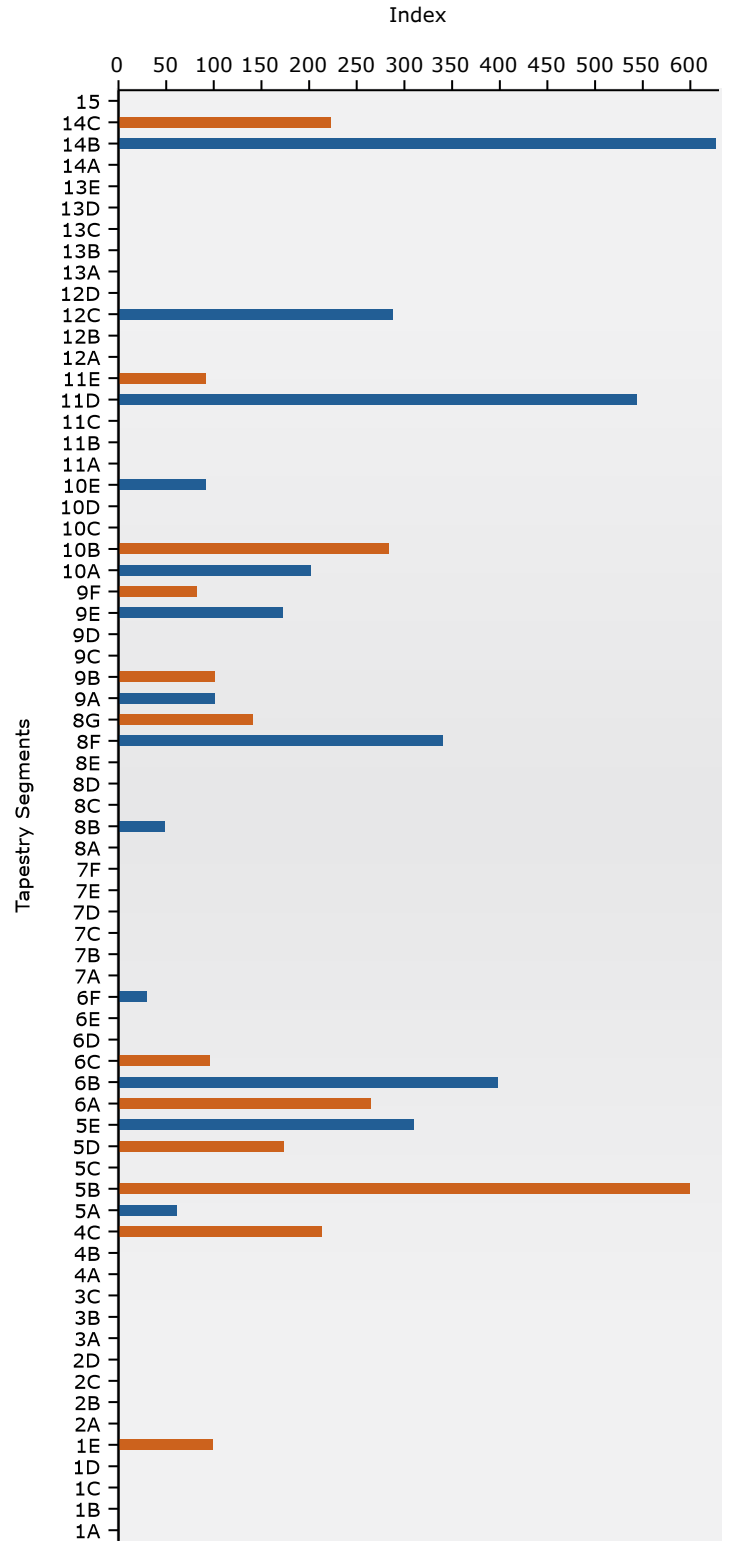
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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Source: Esri

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	57,604	100.0%		112,499	100.0%	
1. Affluent Estates	1,111	1.9%	19	2,170	1.9%	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)	1,111	1.9%	101	2,170	1.9%	99
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	4,015	7.0%	88	7,508	6.7%	81
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	4,015	7.0%	223	7,508	6.7%	213
5. GenXurban	14,447	25.1%	225	27,562	24.5%	230
Comfortable Empty Nesters (5A)	874	1.5%	63	1,650	1.5%	61
In Style (5B)	7,320	12.7%	570	14,050	12.5%	599
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,084	3.6%	170	3,909	3.5%	174
Midlife Constants (5E)	4,169	7.2%	300	7,953	7.1%	310
6. Cozy Country Living	12,423	21.6%	183	24,584	21.9%	190
Green Acres (6A)	5,030	8.7%	265	10,042	8.9%	265
Salt of the Earth (6B)	6,091	10.6%	380	12,218	10.9%	398
The Great Outdoors (6C)	914	1.6%	102	1,653	1.5%	96
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)	388	0.7%	31	671	0.6%	30
7. Sprouting Explorers	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
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

Washington County, TN (47179)
Washington County
Geography: County

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Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	57,604	100.0%		112,499	100.0%	
8. Middle Ground	5,587	9.7%	90	10,000	8.9%	88
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	351	0.6%	43	677	0.6%	49
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)	4,390	7.6%	334	7,594	6.8%	340
Hometown Heritage (8G)	846	1.5%	126	1,729	1.5%	141
9. Senior Styles	2,160	3.7%	65	4,007	3.6%	70
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	744	1.3%	98	1,357	1.2%	101
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)	1,083	1.9%	159	2,005	1.8%	173
Social Security Set (9F)	333	0.6%	69	645	0.6%	82
10. Rustic Outposts	7,300	12.7%	160	14,101	12.5%	159
Southern Satellites (10A)	3,719	6.5%	206	7,137	6.3%	202
Rooted Rural (10B)	2,938	5.1%	276	5,720	5.1%	284
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	643	1.1%	92	1,244	1.1%	92
11. Midtown Singles	4,715	8.2%	131	8,010	7.1%	128
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)	4,236	7.4%	532	7,222	6.4%	544
City Commons (11E)	479	0.8%	96	788	0.7%	92
12. Hometown	2,823	4.9%	83	5,186	4.6%	84
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	2,823	4.9%	276	5,186	4.6%	288
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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	3,023	5.2%	334	9,371	8.3%	377
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	3,011	5.2%	559	6,933	6.2%	627
Dorms to Diplomas (14C)	12	0.0%	4	2,438	2.2%	223
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Total:	57,604	100.0%		112,499	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	2,084	3.6%	22	3,909	3.5%	20
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,084	3.6%	170	3,909	3.5%	174
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	22,061	38.3%	213	44,081	39.2%	235
In Style (5B)	7,320	12.7%	570	14,050	12.5%	599
Emerald City (8B)	351	0.6%	43	677	0.6%	49
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	4,390	7.6%	334	7,594	6.8%	340
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Total:	57,604	100.0%		112,499	100.0%	
4. Suburban Periphery	6,898	12.0%	37	13,130	11.7%	35
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)	1,111	1.9%	101	2,170	1.9%	99
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
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	874	1.5%	63	1,650	1.5%	61
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	4,169	7.2%	300	7,953	7.1%	310
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The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	7,226	12.5%	133	13,365	11.9%	131
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