

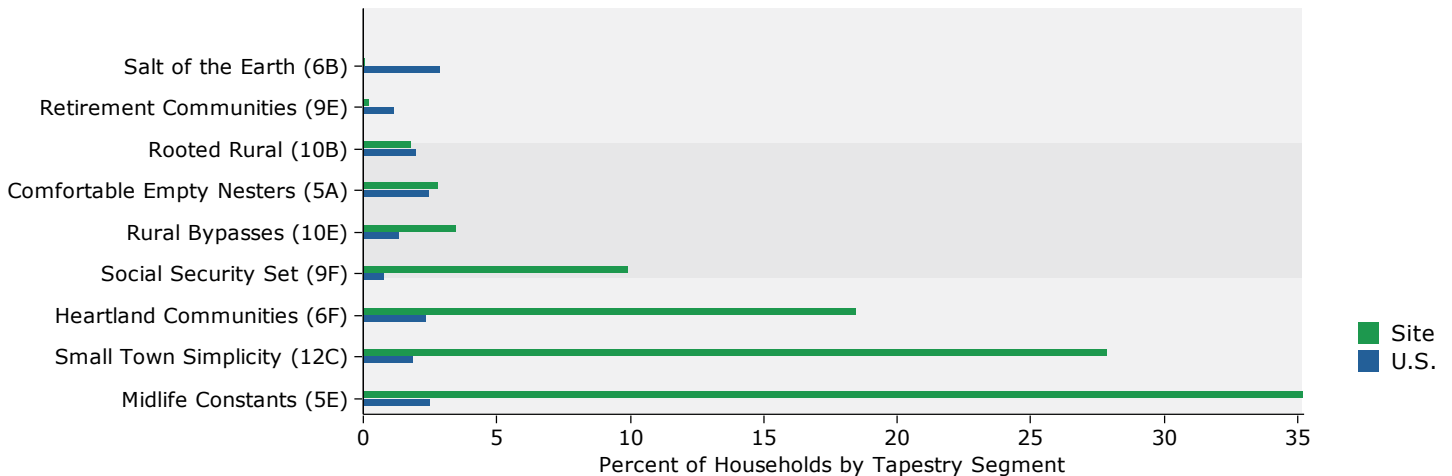
City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 5 minute

Latitude: 36.16316
 Longitude: -82.83099

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	35.2%	35.2%	2.5%	2.5%	1385
2	Small Town Simplicity (12C)	27.9%	63.1%	1.9%	4.4%	1,451
3	Heartland Communities (6F)	18.5%	81.6%	2.4%	6.8%	773
4	Social Security Set (9F)	10.0%	91.6%	0.8%	7.6%	1,237
5	Rural Bypasses (10E)	3.5%	95.1%	1.4%	9.0%	252
Subtotal		95.1%		9.0%		
6	Comfortable Empty Nesters (5A)	2.8%	97.9%	2.5%	11.5%	114
7	Rooted Rural (10B)	1.8%	99.7%	2.0%	13.5%	89
8	Retirement Communities (9E)	0.2%	99.9%	1.2%	14.7%	18
9	Salt of the Earth (6B)	0.0%	99.9%	2.9%	17.6%	1
Subtotal		4.8%		8.6%		
Total		100.0%		17.7%		564

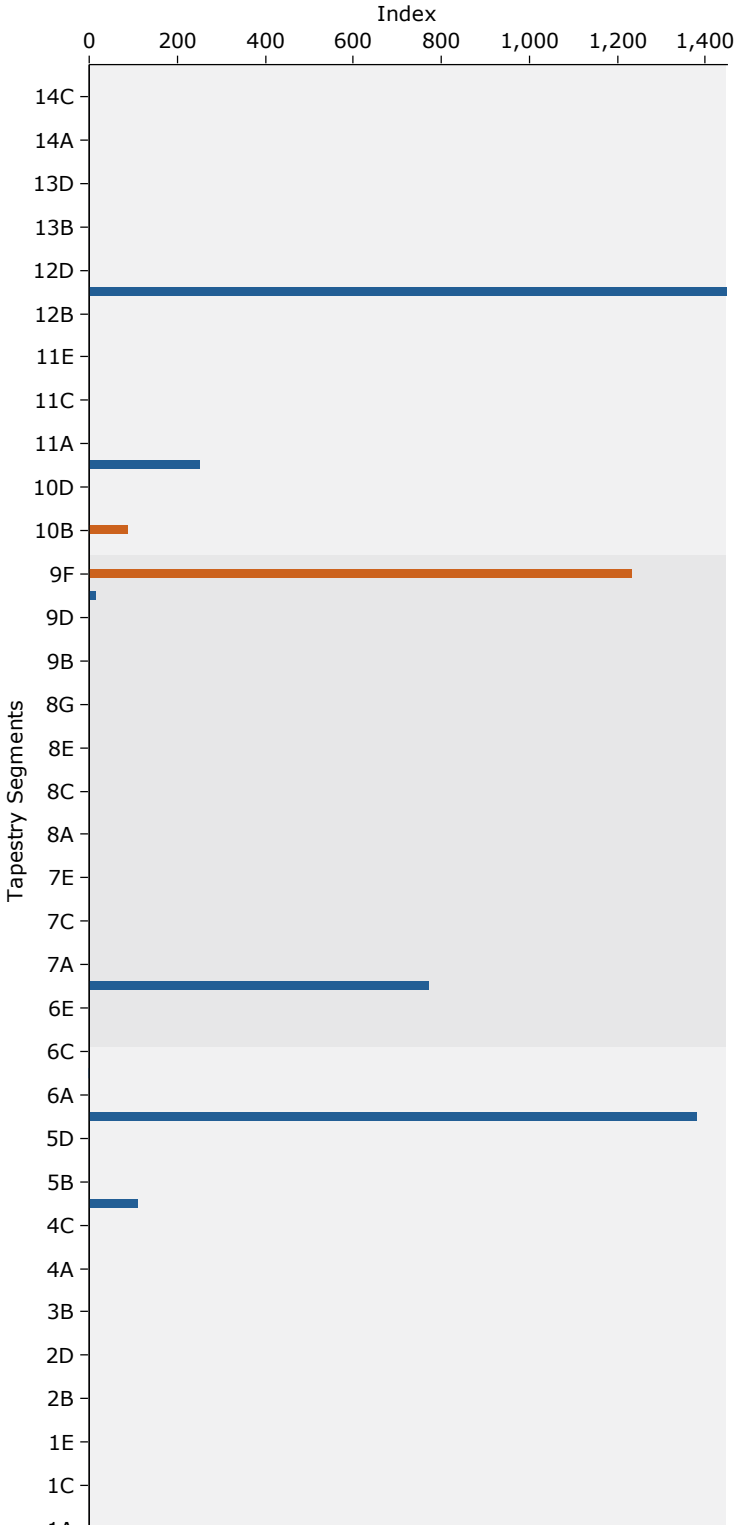
Top Ten Tapestry Segments Site vs. U.S.



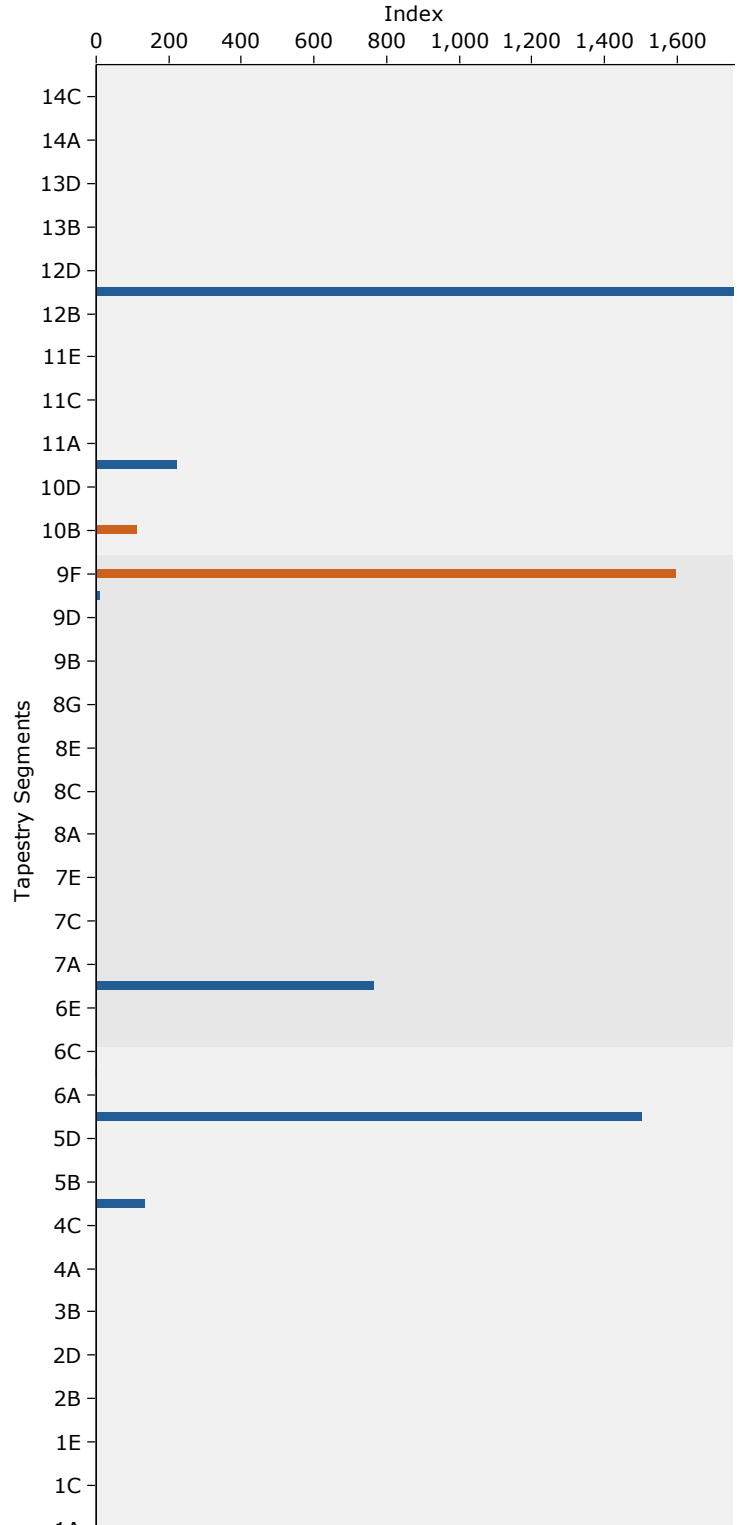
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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City of Greenville, TN 5-10-15 Minute Drive Time 2
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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,597	100.0%		10,789	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	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	1,750	38.1%	330	4,067	37.7%	351
Comfortable Empty Nesters (5A)	130	2.8%	114	357	3.3%	139
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)	1,620	35.2%	1,385	3,710	34.4%	1,504
6. Cozy Country Living	852	18.5%	152	1,830	17.0%	144
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	2	0.0%	1	3	0.0%	1
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)	850	18.5%	773	1,827	16.9%	767
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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City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 5 minute

Latitude: 36.16316
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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,597	100.0%		10,789	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	468	10.2%	177	1,047	9.7%	220
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)	10	0.2%	18	13	0.1%	13
Social Security Set (9F)	458	10.0%	1,237	1,034	9.6%	1,601
10. Rustic Outposts	244	5.3%	63	596	5.5%	65
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	83	1.8%	89	248	2.3%	118
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)	161	3.5%	252	348	3.2%	226
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	1,283	27.9%	441	3,249	30.1%	496
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)	1,283	27.9%	1,451	3,249	30.1%	1,759
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	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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 5 minute

Latitude: 36.16316
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,597	100.0%		10,789	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	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	468	10.2%	56	1,047	9.7%	59
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)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	10	0.2%	18	13	0.1%	13
Social Security Set (9F)	458	10.0%	1,237	1,034	9.6%	1,601
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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Source: Esri

Tapestry Segmentation Area Profile (2014)

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
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Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,597	100.0%		10,789	100.0%	
4. Suburban Periphery	1,750	38.1%	121	4,067	37.7%	117
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)	130	2.8%	114	357	3.3%	139
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,620	35.2%	1,385	3,710	34.4%	1,504
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	2,133	46.4%	493	5,076	47.0%	512
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	850	18.5%	773	1,827	16.9%	767
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)	1,283	27.9%	1,451	3,249	30.1%	1,759
6. Rural	246	5.4%	31	599	5.6%	33
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	2	0.0%	1	3	0.0%	1
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)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	83	1.8%	89	248	2.3%	118
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	161	3.5%	252	348	3.2%	226
Unclassified (15)	0	0.0%	0	0	0.0%	0

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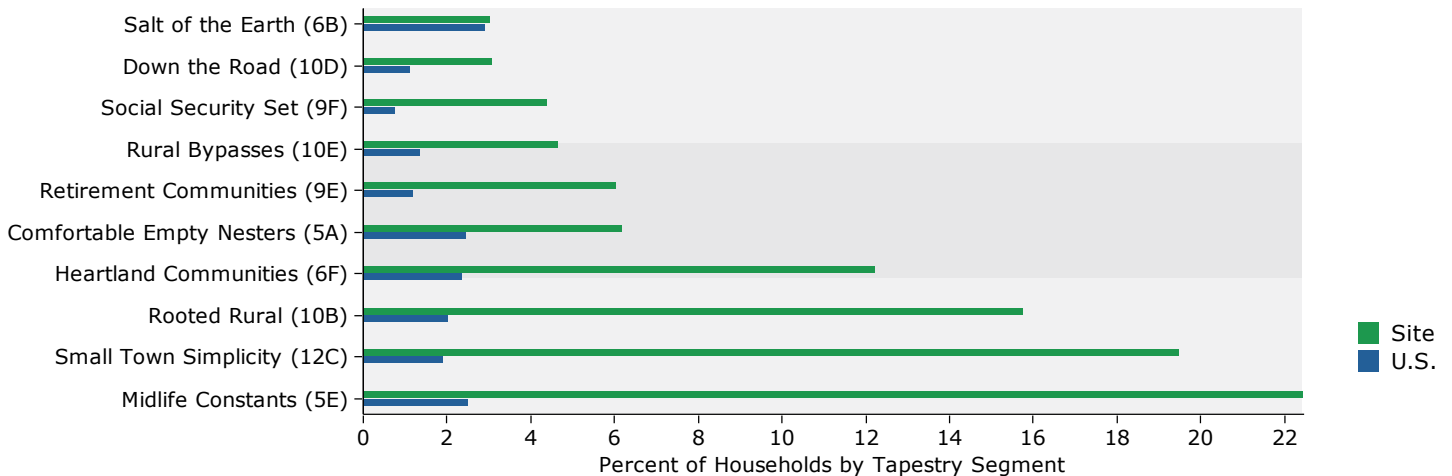
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	22.5%	22.5%	2.5%	2.5%	883
2	Small Town Simplicity (12C)	19.5%	42.0%	1.9%	4.4%	1,014
3	Rooted Rural (10B)	15.8%	57.8%	2.0%	6.4%	775
4	Heartland Communities (6F)	12.3%	70.1%	2.4%	8.8%	513
5	Comfortable Empty Nesters (5A)	6.2%	76.3%	2.5%	11.3%	250
Subtotal		76.3%		11.3%		
6	Retirement Communities (9E)	6.1%	82.4%	1.2%	12.5%	500
7	Rural Bypasses (10E)	4.7%	87.1%	1.4%	13.9%	335
8	Social Security Set (9F)	4.4%	91.5%	0.8%	14.7%	546
9	Down the Road (10D)	3.1%	94.6%	1.1%	15.8%	271
10	Salt of the Earth (6B)	3.1%	97.7%	2.9%	18.7%	104
Subtotal		21.4%		7.4%		
11	Southern Satellites (10A)	2.2%	99.9%	3.2%	21.9%	70
12	Silver & Gold (9A)	0.3%	100.2%	0.8%	22.7%	40
Subtotal		2.5%		4.0%		
Total		100.0%		22.8%		439

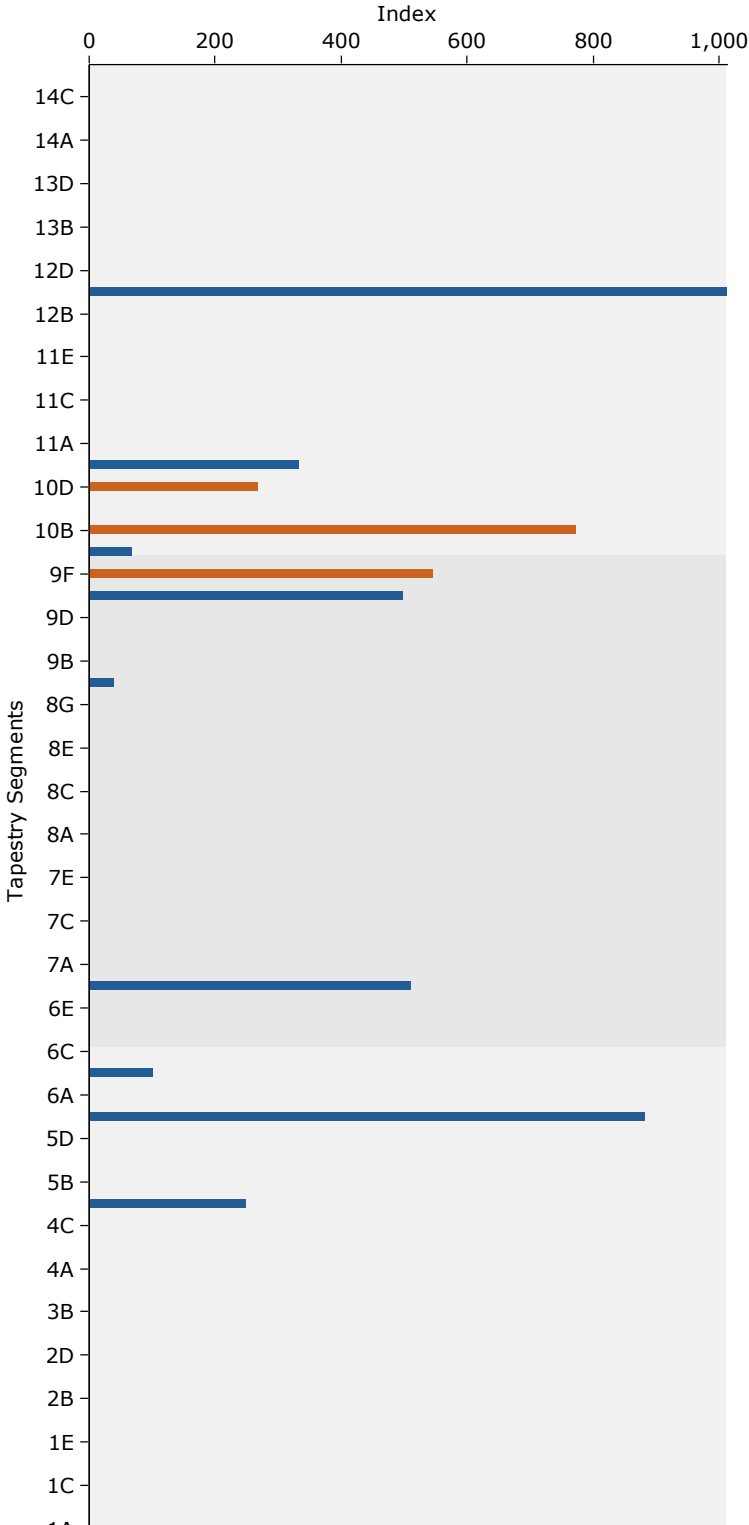
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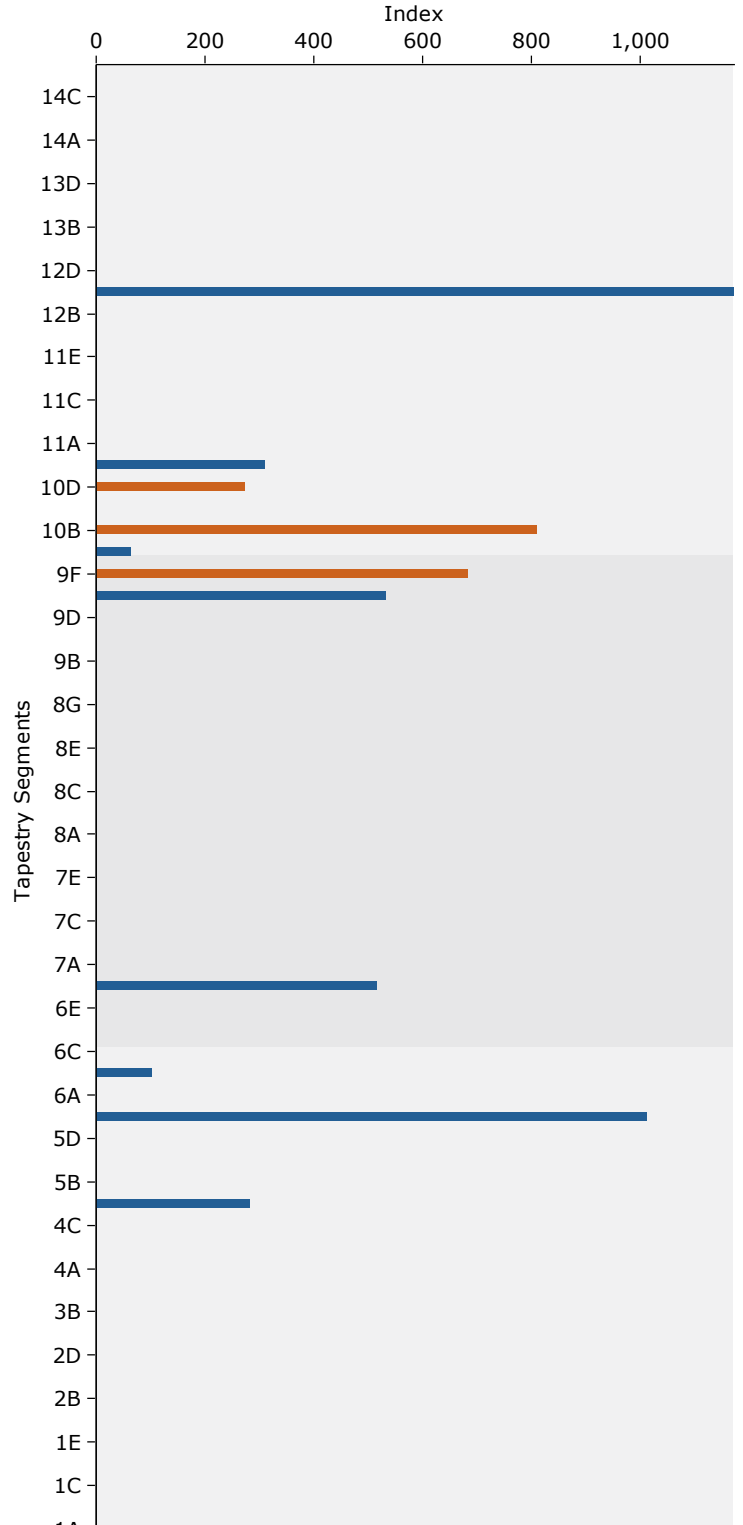
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2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,422	100.0%		25,290	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	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	2,990	28.7%	248	7,575	30.0%	279
Comfortable Empty Nesters (5A)	648	6.2%	250	1,717	6.8%	285
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)	2,342	22.5%	883	5,858	23.2%	1,013
6. Cozy Country Living	1,599	15.3%	126	3,643	14.4%	122
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	320	3.1%	104	765	3.0%	104
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)	1,279	12.3%	513	2,878	11.4%	516
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

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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 10 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,422	100.0%		25,290	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,121	10.8%	187	2,510	9.9%	225
Silver & Gold (9A)	31	0.3%	40	250	1.0%	170
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)	632	6.1%	500	1,226	4.8%	533
Social Security Set (9F)	458	4.4%	546	1,034	4.1%	683
10. Rustic Outposts	2,680	25.7%	306	6,485	25.6%	303
Southern Satellites (10A)	230	2.2%	70	530	2.1%	65
Rooted Rural (10B)	1,643	15.8%	775	3,986	15.8%	810
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	321	3.1%	271	838	3.3%	276
Rural Bypasses (10E)	486	4.7%	335	1,131	4.5%	313
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	2,032	19.5%	308	5,077	20.1%	331
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)	2,032	19.5%	1,014	5,077	20.1%	1,173
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	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

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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 10 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,422	100.0%		25,290	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	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	1,090	10.5%	57	2,260	8.9%	54
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)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	632	6.1%	500	1,226	4.8%	533
Social Security Set (9F)	458	4.4%	546	1,034	4.1%	683
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

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)

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 10 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,422	100.0%		25,290	100.0%	
4. Suburban Periphery	3,021	29.0%	92	7,825	30.9%	96
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)	648	6.2%	250	1,717	6.8%	285
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,342	22.5%	883	5,858	23.2%	1,013
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	31	0.3%	40	250	1.0%	170
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	3,632	34.8%	370	8,793	34.8%	378
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,279	12.3%	513	2,878	11.4%	516
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)	321	3.1%	271	838	3.3%	276
Small Town Simplicity (12C)	2,032	19.5%	1,014	5,077	20.1%	1,173
6. Rural	2,679	25.7%	150	6,412	25.4%	151
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	320	3.1%	104	765	3.0%	104
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)	230	2.2%	70	530	2.1%	65
Rooted Rural (10B)	1,643	15.8%	775	3,986	15.8%	810
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	486	4.7%	335	1,131	4.5%	313
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

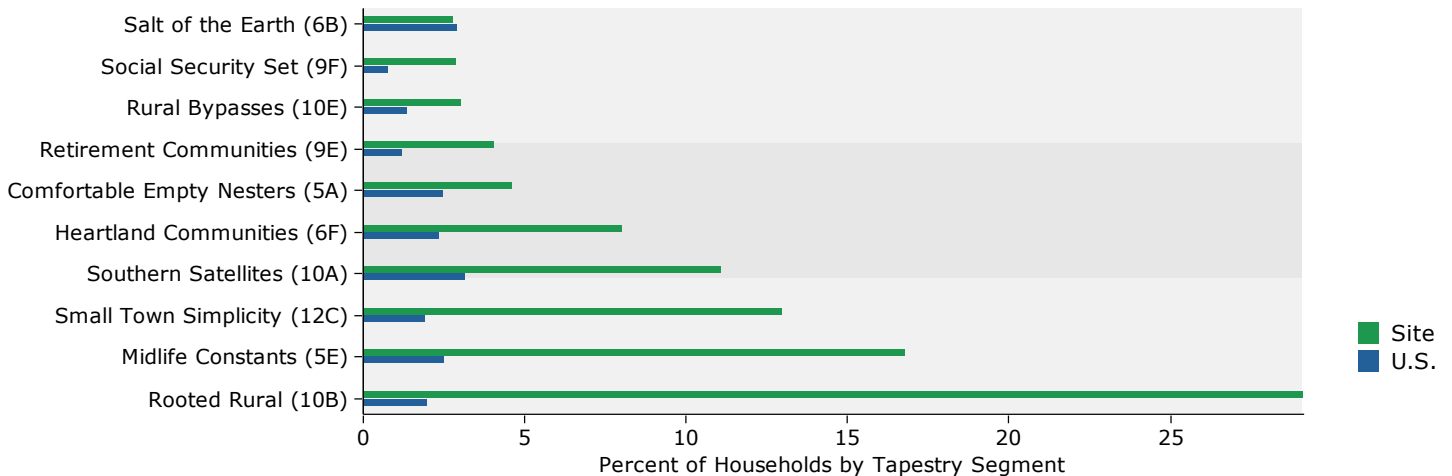
City of Greeneville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greeneville, Tennessee, 37743
 Drive Time: 15 minute

Latitude: 36.16316
 Longitude: -82.83099

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2014 Households		2014 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rooted Rural (10B)	29.1%	29.1%	2.0%	2.0%	1433
2	Midlife Constants (5E)	16.8%	45.9%	2.5%	4.5%	661
3	Small Town Simplicity (12C)	13.0%	58.9%	1.9%	6.4%	677
4	Southern Satellites (10A)	11.1%	70.0%	3.2%	9.6%	350
5	Heartland Communities (6F)	8.0%	78.0%	2.4%	12.0%	336
Subtotal		78.0%		12.0%		
6	Comfortable Empty Nesters (5A)	4.6%	82.6%	2.5%	14.5%	186
7	Retirement Communities (9E)	4.1%	86.7%	1.2%	15.7%	338
8	Rural Bypasses (10E)	3.1%	89.8%	1.4%	17.1%	220
9	Social Security Set (9F)	2.9%	92.7%	0.8%	17.9%	358
10	Salt of the Earth (6B)	2.8%	95.5%	2.9%	20.8%	95
Subtotal		17.5%		8.8%		
11	Silver & Gold (9A)	2.3%	97.8%	0.8%	21.6%	305
12	Down the Road (10D)	2.1%	99.9%	1.1%	22.7%	186
Subtotal		4.4%		1.9%		
Total		100.0%		22.8%		439

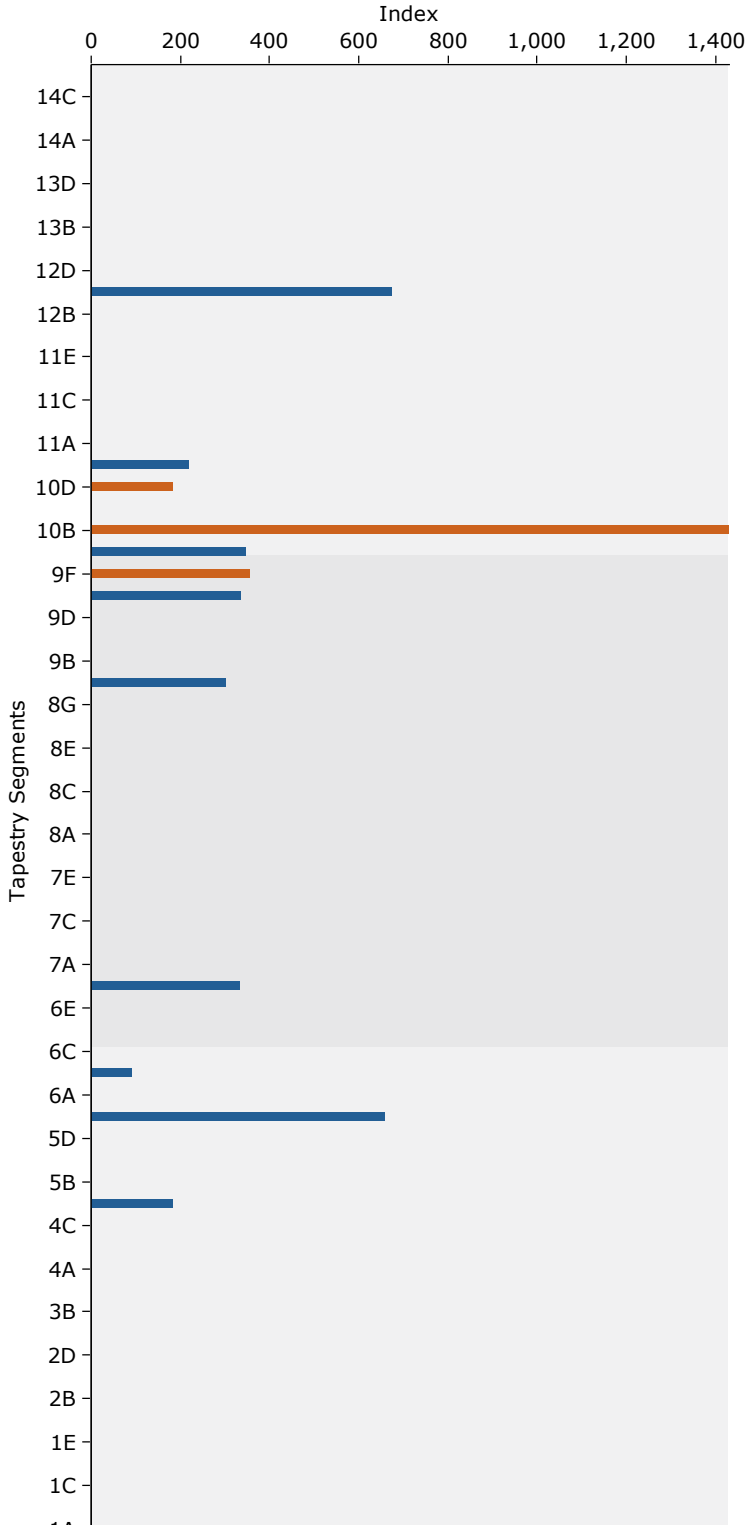
Top Ten Tapestry Segments Site vs. U.S.



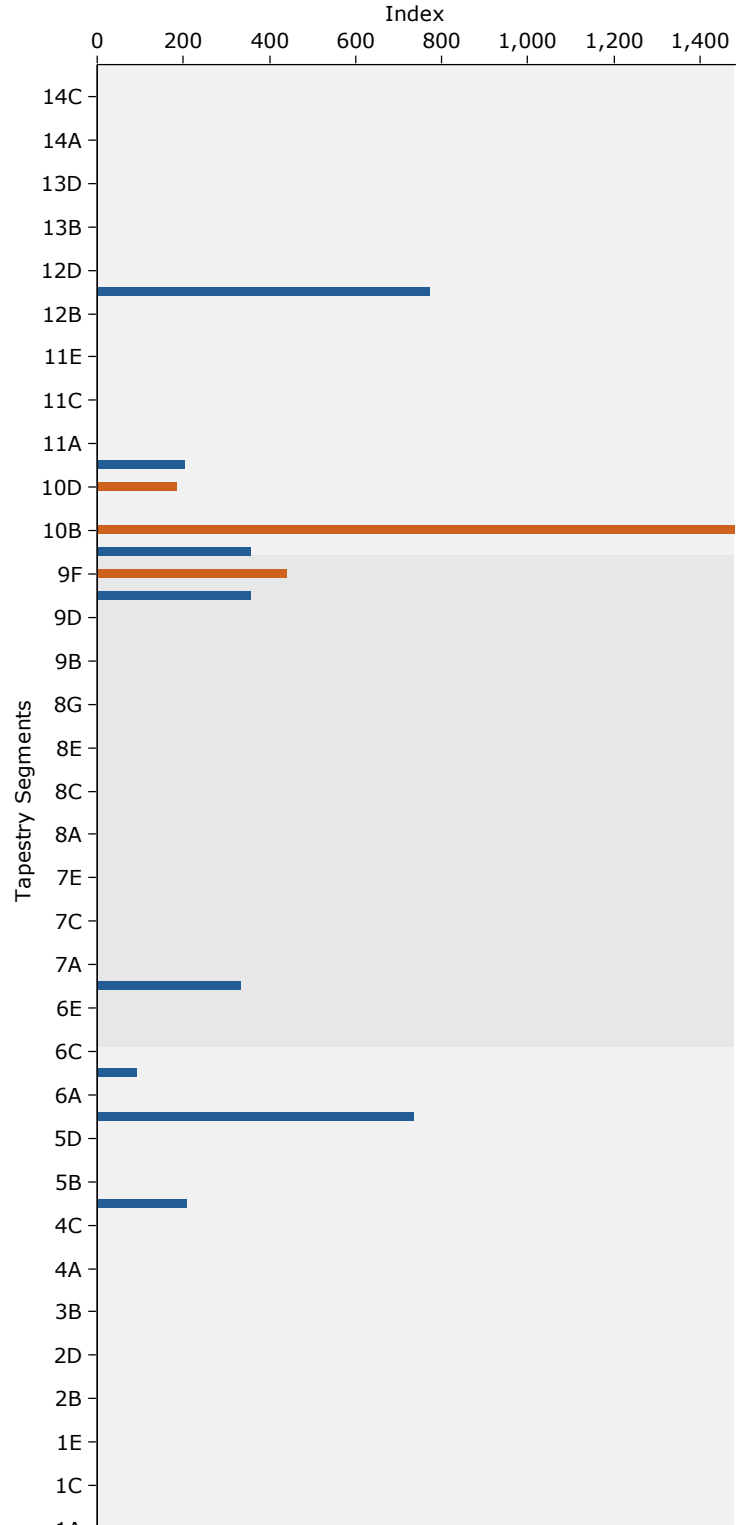
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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

Source: Esri

2014 Tapestry Indexes by Households



2014 Tapestry Indexes by Population



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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 15 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,895	100.0%		38,878	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	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	3,411	21.5%	186	8,521	21.9%	204
Comfortable Empty Nesters (5A)	738	4.6%	186	1,958	5.0%	211
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)	2,673	16.8%	661	6,563	16.9%	738
6. Cozy Country Living	1,726	10.9%	89	3,958	10.2%	87
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	447	2.8%	95	1,080	2.8%	96
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)	1,279	8.0%	336	2,878	7.4%	336
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

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

City of Greeneville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greeneville, Tennessee, 37743
 Drive Time: 15 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry LifeMode Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,895	100.0%		38,878	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,473	9.3%	161	3,534	9.1%	206
Silver & Gold (9A)	364	2.3%	305	1,222	3.1%	541
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)	651	4.1%	338	1,278	3.3%	361
Social Security Set (9F)	458	2.9%	358	1,034	2.7%	444
10. Rustic Outposts	7,217	45.4%	540	17,710	45.6%	538
Southern Satellites (10A)	1,763	11.1%	350	4,489	11.5%	359
Rooted Rural (10B)	4,632	29.1%	1,433	11,217	28.9%	1,484
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	336	2.1%	186	873	2.2%	187
Rural Bypasses (10E)	486	3.1%	220	1,131	2.9%	204
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	2,068	13.0%	205	5,155	13.3%	218
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)	2,068	13.0%	677	5,155	13.3%	775
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	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

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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 15 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,895	100.0%		38,878	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	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	1,109	7.0%	38	2,312	5.9%	36
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)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	651	4.1%	338	1,278	3.3%	361
Social Security Set (9F)	458	2.9%	358	1,034	2.7%	444
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

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

City of Greenville, TN 5-10-15 Minute Drive Time 2
 100 S Main St, Greenville, Tennessee, 37743
 Drive Time: 15 minute

Latitude: 36.16316
 Longitude: -82.83099

Tapestry Urbanization Groups	2014 Households			2014 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	15,895	100.0%		38,878	100.0%	
4. Suburban Periphery	3,775	23.7%	76	9,743	25.1%	78
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)	738	4.6%	186	1,958	5.0%	211
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	2,673	16.8%	661	6,563	16.9%	738
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	364	2.3%	305	1,222	3.1%	541
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	3,683	23.2%	246	8,906	22.9%	249
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,279	8.0%	336	2,878	7.4%	336
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)	336	2.1%	186	873	2.2%	187
Small Town Simplicity (12C)	2,068	13.0%	677	5,155	13.3%	775
6. Rural	7,328	46.1%	270	17,917	46.1%	274
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	447	2.8%	95	1,080	2.8%	96
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)	1,763	11.1%	350	4,489	11.5%	359
Rooted Rural (10B)	4,632	29.1%	1,433	11,217	28.9%	1,484
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	486	3.1%	220	1,131	2.9%	204
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri