

Audience Profile

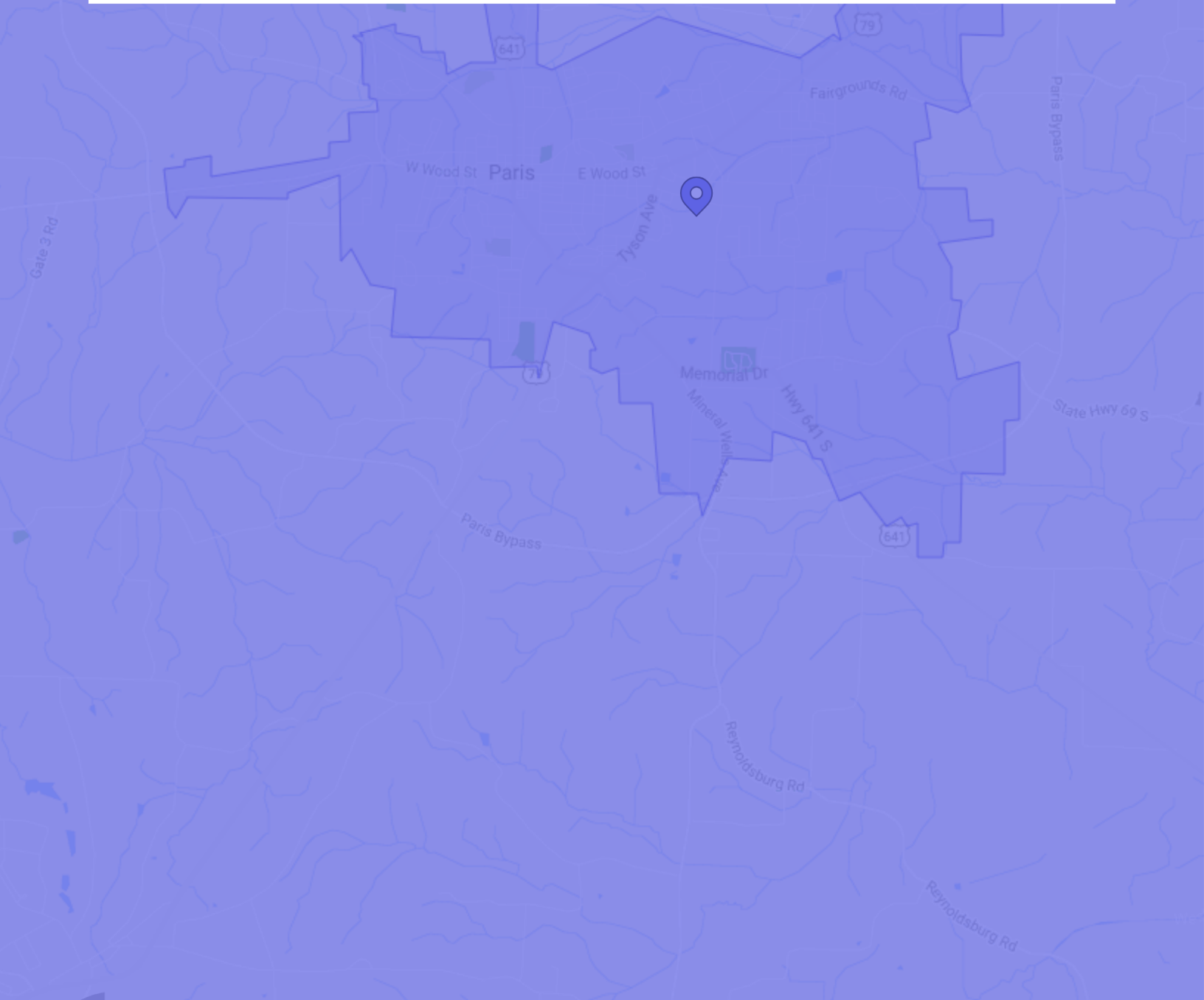
Jan 1 - Dec 31, 2023

Property:



Paris, TN

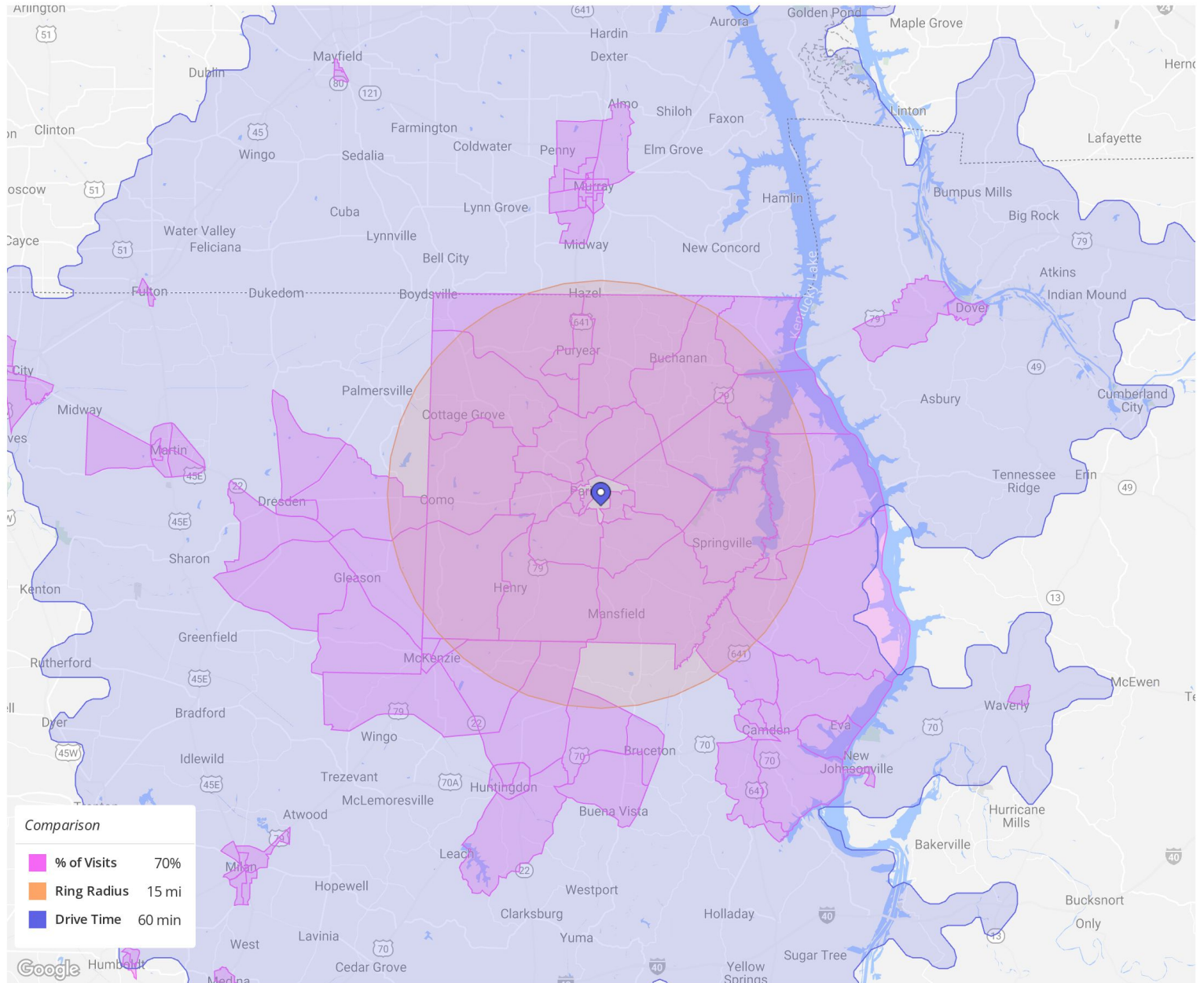
Paris, Tennessee, United States



Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN / , Paris, TN



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.



Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

● 70% of Visits

● 15 Mile

● Drive Time (60 Min)

Overview

Population	539,915		34,170		317,023	
Households	214,400		14,387		129,101	
Persons per Household	2.34	91	2.34	91	2.38	92
Household Median Income	\$55,147.65	79	\$43,356.93	62	\$47,125.21	68
Household Median Disposable Income	\$48,928.51	8	\$39,535.71	66	\$42,110.74	70
Household Median Discretionary Income	\$33,546.16	74	\$28,417.83	66	\$30,332.55	71
Average Income Per Person	\$31,448.88	84	\$25,210.94	68	\$26,093.42	70
Median Rent	\$1,112.98	88	\$680.38	54	\$717.68	57
Median House Value	\$269,650.47	66	\$164,058.16	40	\$182,286.58	44
Households in Poverty	35,267 (16.4%)	130	2,558 (17.8%)	141	23,235 (18%)	143
Household Median Wealth	\$63,826.18	8	\$74,638.85	95	\$72,019.21	92
Average Age	37.76	94	43.68	109	41.3	103
Median Age	35.69	93	43.91	114	40.41	105
Households with Children	51,565 (24.1%)	87	3,306 (23%)	83	31,632 (24.5%)	89
High School Graduate or Higher	304,992 (89.1%)	101	21,143 (86.4%)	97	189,861 (87.3%)	98

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats






Audience Profile

Jan 1 - Dec 31, 2023




Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits	15 Mile	Drive Time (60 Min)
Bachelor's Degree or Higher	105,137 (30.7%) 	4,500 (18.4%) 	42,952 (19.8%) 
Pop density (per sq mi)	392	54	66
Area (based on blockgroups)	1,379	630	4,794

Population

Population 2022 Q4	539,915	34,170	317,023
Population 2022 Q3	541,523	34,068	316,969
Population 2022 Q2	540,891	34,056	316,492
Population 2022 Q1	540,483	34,040	316,506
Population 2021 Q4	540,467	33,994	316,019
Population 2021 Q3	539,435	33,901	315,160
Population 2021 Q2	539,607	33,843	314,616
Population 2021 Q1	539,454	33,726	314,338
Population 2020 Q4	539,384	33,677	314,432
Population 5 Years Forecast	547,453	34,357	319,674
Population 10 Years Forecast	557,539	34,627	322,764
Persons per Household	2.34 	2.34 	2.38 

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	● 70% of Visits		● 15 Mile		● Drive Time (60 Min)				
Group Quarters	37,344	(6.9%)	296	477	(1.4%)	60	9,169	(2.9%)	124
Transient Population - Average Last 4 Quarters	9,601	(1.8%)	144	169	(<0.5%)	40	2,012	(0.6%)	51

Households

Households 2022 Q4	214,400		14,387		129,101
Households 2022 Q3	215,137		14,340		129,088
Households 2022 Q2	214,891		14,339		128,905
Households 2022 Q1	214,751		14,332		128,899
Households 2021 Q4	214,759		14,313		128,709
Households 2021 Q3	214,405		14,272		128,365
Households 2021 Q2	214,517		14,246		128,139
Households 2021 Q1	214,437		14,192		128,017
Households 2020 Q4	214,339		14,170		128,071
Households 5 Years Forecast	218,024		14,482		130,184
Households 10 Years Forecast	222,507		14,603		131,448

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Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

● 70% of Visits ● 15 Mile ● Drive Time (60 Min)

Gender

Male	262,127	(48.5%)	99	16,442	(48.1%)	98	153,399	(48.4%)	98
Female	277,788	(51.5%)	101	17,728	(51.9%)	102	163,624	(51.6%)	102

Ethnicity

White	348,750	(64.6%)	105	30,017	(87.8%)	143	272,830	(86.1%)	140
Black	92,976	(17.2%)	145	2,474	(7.2%)	61	23,678	(7.5%)	63
Hispanic (Ethnic)	58,805	(10.9%)	60	784	(2.3%)	13	10,235	(3.2%)	18
Asian	19,785	(3.7%)	72	163	(<0.5%)	9	2,077	(0.7%)	13
Other	19,599	(3.6%)	100	732	(2.1%)	59	8,203	(2.6%)	72

Household by Ethnicity

White	143,359	(66.9%)	104	12,803	(89%)	139	113,415	(87.8%)	137
Black	35,190	(16.4%)	146	930	(6.5%)	58	8,809	(6.8%)	61
Hispanic (Ethnic)	18,835	(8.8%)	59	297	(2.1%)	14	2,705	(2.1%)	14
Other	10,229	(4.8%)	88	335	(2.3%)	43	3,488	(2.7%)	50
Asian	6,787	(3.2%)	72	22	(<0.5%)	3	684	(0.5%)	12

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	● 70% of Visits			● 15 Mile			● Drive Time (60 Min)		
Household Average Income	\$76,509.29		77	\$59,134.12		61	\$63,039.92		65
Average Income Per Person	\$31,448.88		84	\$25,210.94		68	\$26,093.42		70
Household Median Income	\$55,147.65		77	\$43,356.93		62	\$47,125.21		68
<\$15K	24,861	(11.6%)	127	2,115	(14.7%)	161	18,439	(14.3%)	156
\$15K - \$25K	20,539	(9.6%)	125	1,763	(12.3%)	159	14,925	(11.6%)	150
\$25K - \$35K	21,546	(10%)	124	1,784	(12.4%)	153	14,624	(11.3%)	140
\$35K - \$50K	31,085	(14.5%)	127	2,482	(17.3%)	151	19,937	(15.4%)	135
\$50K - \$75K	39,851	(18.6%)	110	2,482	(17.3%)	102	22,947	(17.8%)	105
\$75K - \$100K	26,376	(12.3%)	95	1,482	(10.3%)	79	15,951	(12.4%)	95
\$100K - \$150K	28,275	(13.2%)	80	1,494	(10.4%)	63	14,575	(11.3%)	68
\$150K - \$175K	7,031	(3.3%)	62	352	(2.4%)	47	3,057	(2.4%)	45
\$175K - \$200K	5,825	(2.7%)	50	171	(1.2%)	22	2,153	(1.7%)	31
\$200K - \$250K	5,052	(2.4%)	63	145	(1%)	27	1,397	(1.1%)	29
\$250K - \$500K	2,141	(1%)	63	59	(<0.5%)	26	583	(<0.5%)	28
>\$500K	1,818	(0.8%)	64	58	(<0.5%)	30	513	(<0.5%)	30

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits			15 Mile			Drive Time (60 Min)		
Household Average Disposable Income	\$62,015.23		84	\$51,281.94		69	\$53,233.66		72
Household Median Disposable Income	\$48,928.51		8	\$39,535.71		66	\$42,110.74		70
<\$15K	27,074	(12.6%)	127	2,315	(16.1%)	162	19,975	(15.5%)	155
\$15K - \$25K	23,461	(10.9%)	121	1,881	(13.1%)	144	16,672	(12.9%)	143
\$25K - \$35K	24,110	(11.2%)	121	1,994	(13.9%)	149	16,446	(12.7%)	137
\$35K - \$50K	34,654	(16.2%)	120	2,489	(17.3%)	129	21,116	(16.4%)	122
\$50K - \$75K	41,143	(19.2%)	104	2,538	(17.6%)	95	24,096	(18.7%)	101
\$75K - \$100K	26,710	(12.5%)	90	1,574	(10.9%)	79	15,365	(11.9%)	86
\$100K - \$150K	24,090	(11.2%)	72	1,195	(8.3%)	53	11,410	(8.8%)	56
\$150K - \$175K	5,514	(2.6%)	53	163	(1.1%)	24	1,872	(1.5%)	30
\$175K - \$200K	2,271	(1.1%)	68	73	(0.5%)	33	634	(<0.5%)	32
\$200K - \$250K	2,146	(1%)	66	63	(<0.5%)	29	588	(<0.5%)	30
\$250K - \$500K	2,964	(1.4%)	66	90	(0.6%)	30	840	(0.7%)	31
>\$500K	263	(<0.5%)	67	12	(<0.5%)	45	87	(<0.5%)	37

Discretionary Households Income

Household Average Discretionary Income	\$42,836.88		83	\$36,682.67		71	\$38,277.9		74
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits		15 Mile		Drive Time (60 Min)	
Household Median Discretionary Income	\$33,546.16	71	\$28,417.83	66	\$30,332.55	71
<\$10K	28,584 (13.3%)	130	2,182 (15.2%)	148	18,950 (14.7%)	144
\$10K - \$20K	34,904 (16.3%)	125	2,618 (18.2%)	140	22,953 (17.8%)	137
\$20K - \$30K	32,716 (15.3%)	122	2,836 (19.7%)	157	22,073 (17.1%)	137
\$30K - \$40K	29,043 (13.5%)	119	1,788 (12.4%)	109	16,250 (12.6%)	111
\$40K - \$50K	20,813 (9.7%)	101	1,298 (9%)	94	13,009 (10.1%)	105
\$50K - \$75K	35,023 (16.3%)	90	2,200 (15.3%)	85	21,308 (16.5%)	91
\$75K - \$100K	16,271 (7.6%)	72	844 (5.9%)	55	8,472 (6.6%)	62
\$100K - \$125K	8,204 (3.8%)	57	359 (2.5%)	37	3,437 (2.7%)	39
\$125K - \$150K	5,550 (2.6%)	59	192 (1.3%)	30	1,931 (1.5%)	34
>\$150K	3,292 (1.5%)	61	70 (<0.5%)	19	718 (0.6%)	22

Households Income by Ethnicity

Average Income - White	\$71,467.72	81	\$57,073.43	66	\$60,277.24	69
Median Income - White	\$57,872.45	76	\$44,238.53	58	\$48,241.47	63
Average Income - Black	\$52,526.14	86	\$41,221.45	67	\$43,056.19	70
Median Income - Black	\$41,676.95	87	\$28,147.52	59	\$34,415.53	72

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Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits	15 Mile	Drive Time (60 Min)
Average Income - Asian	\$83,178.18 (8)	\$64,630.09 (62)	\$62,341.65 (60)
Median Income - Asian	\$72,335.91 (73)	\$59,999 (61)	\$51,999.8 (53)
Average Income - Hispanic	\$67,986.34 (95)	\$58,330.52 (8)	\$56,772.77 (8)
Median Income - Hispanic	\$57,113.32 (97)	\$44,422.19 (75)	\$51,961.01 (88)
Average Income - Other	\$65,758.9 (83)	\$43,031.24 (54)	\$53,604.15 (68)
Median Income - Other	\$53,949.04 (8)	\$36,549.69 (54)	\$44,549.99 (66)

Age

Average Age	37.76 (94)	43.68 (109)	41.3 (103)
Median Age	35.69 (93)	43.91 (114)	40.41 (105)
0-4	34,492 (6.4%) (105)	1,783 (5.2%) (86)	17,670 (5.6%) (91)
5-13	60,597 (11.2%) (102)	3,262 (9.5%) (87)	31,553 (10%) (90)
14-17	25,092 (4.6%) (94)	1,621 (4.7%) (96)	14,979 (4.7%) (96)
18-21	52,500 (9.7%) (161)	1,718 (5%) (83)	21,984 (6.9%) (115)
22-24	24,969 (4.6%) (113)	1,307 (3.8%) (93)	13,424 (4.2%) (103)
25-29	30,550 (5.7%) (87)	2,138 (6.3%) (97)	20,328 (6.4%) (99)
30-34	34,993 (6.5%) (106)	1,867 (5.5%) (90)	19,040 (6%) (98)

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Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits		15 Mile		Drive Time (60 Min)				
35-39	39,107	(7.2%)	121	1,665	(4.9%)	8	17,768	(5.6%)	93
40-44	35,546	(6.6%)	108	1,762	(5.2%)	85	17,387	(5.5%)	90
45-49	30,773	(5.7%)	95	1,896	(5.5%)	92	17,902	(5.6%)	94
50-54	28,902	(5.4%)	87	2,074	(6.1%)	99	18,771	(5.9%)	97
55-59	29,427	(5.5%)	85	2,296	(6.7%)	105	20,229	(6.4%)	100
60-64	29,716	(5.5%)	85	2,427	(7.1%)	110	20,783	(6.6%)	102
65-69	26,729	(5%)	85	2,356	(6.9%)	118	19,547	(6.2%)	106
70-74	22,135	(4.1%)	85	2,192	(6.4%)	133	17,339	(5.5%)	114
75-79	16,314	(3%)	86	1,832	(5.4%)	152	13,702	(4.3%)	123
80-84	10,439	(1.9%)	87	1,210	(3.5%)	159	8,867	(2.8%)	126
85+	7,634	(1.4%)	8	764	(2.2%)	130	5,750	(1.8%)	106

Age - Male

Male Average Age	36.53		94	42.07		108	39.88		103
Male Median Age	33.7		91	41.9		113	37.8		102
0-4	17,603	(6.7%)	106	906	(5.5%)	87	9,018	(5.9%)	93
5-13	30,870	(11.8%)	103	1,647	(10%)	87	16,054	(10.5%)	91

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Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

Paris, TN

Benchmark: Nationwide

	70% of Visits			15 Mile			Drive Time (60 Min)		
14-17	12,721	(4.9%)	94	811	(4.9%)	96	7,584	(4.9%)	96
18-21	25,528	(9.7%)	158	902	(5.5%)	88	10,828	(7.1%)	113
22-24	12,621	(4.8%)	111	700	(4.3%)	98	6,918	(4.5%)	104
25-29	15,619	(6%)	87	1,119	(6.8%)	99	10,471	(6.8%)	100
30-34	17,413	(6.6%)	104	932	(5.7%)	89	9,662	(6.3%)	99
35-39	19,295	(7.4%)	120	797	(4.8%)	77	8,791	(5.7%)	93
40-44	17,614	(6.7%)	109	855	(5.2%)	85	8,560	(5.6%)	91
45-49	15,288	(5.8%)	97	928	(5.6%)	93	8,824	(5.8%)	95
50-54	14,216	(5.4%)	89	1,006	(6.1%)	100	9,143	(6%)	97
55-59	14,175	(5.4%)	85	1,104	(6.7%)	106	9,722	(6.3%)	100
60-64	13,964	(5.3%)	85	1,154	(7%)	112	9,858	(6.4%)	102
65-69	12,179	(4.6%)	84	1,079	(6.6%)	118	9,014	(5.9%)	106
70-74	9,871	(3.8%)	84	977	(5.9%)	33	7,792	(5.1%)	114
75-79	6,927	(2.6%)	84	806	(4.9%)	156	5,948	(3.9%)	123
80-84	4,010	(1.5%)	8	494	(3%)	162	3,543	(2.3%)	24
85+	2,213	(0.8%)	7	225	(1.4%)	121	1,669	(1.1%)	96

Age - Female

Female Average Age	38.92		94	45.17		109	42.63		103
Female Median Age	36.63		90	46.69		114	41.99		103
0-4	16,889	(6.1%)	104	877	(4.9%)	84	8,652	(5.3%)	90
5-13	29,727	(10.7%)	101	1,615	(9.1%)	86	15,499	(9.5%)	89
14-17	12,371	(4.5%)	94	810	(4.6%)	96	7,395	(4.5%)	95
18-21	26,972	(9.7%)	166	816	(4.6%)	77	11,156	(6.8%)	117
22-24	12,348	(4.4%)	115	607	(3.4%)	89	6,506	(4%)	103
25-29	14,931	(5.4%)	88	1,019	(5.7%)	94	9,857	(6%)	98
30-34	17,580	(6.3%)	109	935	(5.3%)	90	9,378	(5.7%)	98
35-39	19,812	(7.1%)	121	868	(4.9%)	83	8,977	(5.5%)	93
40-44	17,932	(6.5%)	107	907	(5.1%)	85	8,827	(5.4%)	90
45-49	15,485	(5.6%)	93	968	(5.5%)	91	9,078	(5.5%)	93
50-54	14,686	(5.3%)	86	1,068	(6%)	98	9,628	(5.9%)	96
55-59	15,252	(5.5%)	85	1,192	(6.7%)	104	10,507	(6.4%)	99
60-64	15,752	(5.7%)	86	1,273	(7.2%)	109	10,925	(6.7%)	101
65-69	14,550	(5.2%)	86	1,277	(7.2%)	118	10,533	(6.4%)	105
70-74	12,264	(4.4%)	86	1,215	(6.9%)	33	9,547	(5.8%)	113
75-79	9,387	(3.4%)	87	1,026	(5.8%)	149	7,754	(4.7%)	122
80-84	6,429	(2.3%)	90	716	(4%)	156	5,324	(3.3%)	26
85+	5,421	(2%)	86	539	(3%)	33	4,081	(2.5%)	109

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

● 70% of Visits ● 15 Mile ● Drive Time (60 Min)

Employment by Occupation

Occupation	Total Employees (16+ Years Old)	Percentage	70% of Visits	15 Mile	Percentage	15 Mile	Drive Time (60 Min)	Percentage	Drive Time (60 Min)
Total Employees (16+ Years Old)	258,422			13,415			136,780		
Professional Specialty	58,275	(22.6%)	95	2,187	(16.3%)	69	25,774	(18.8%)	8
Production & Transportation	40,472	(15.7%)	119	2,806	(20.9%)	159	28,540	(20.9%)	158
Managerial/Executive	37,005	(14.3%)	87	1,720	(12.8%)	76	16,165	(11.8%)	72
Office Admin	29,086	(11.3%)	101	1,152	(8.6%)	77	15,566	(11.4%)	102
Sales	24,714	(9.6%)	98	1,629	(12.1%)	124	12,329	(9%)	92
Food Preparation & Serving	17,723	(6.9%)	129	864	(6.4%)	121	8,006	(5.9%)	110
Construction	17,153	(6.6%)	8	1,439	(10.7%)	131	13,408	(9.8%)	120
Building Maintenance & Cleaning	9,503	(3.7%)	101	497	(3.7%)	102	5,042	(3.7%)	102
Healthcare support	8,877	(3.4%)	105	516	(3.8%)	118	4,404	(3.2%)	99
Personal Care	8,659	(3.4%)	127	268	(2%)	76	3,532	(2.6%)	98
Protective	6,099	(2.4%)	108	234	(1.7%)	80	2,921	(2.1%)	98
Farming, Fishing & Forestry	856	(<0.5%)	51	103	(0.8%)	118	1,093	(0.8%)	123

Employment by Industry

Total Employees (16+ Years Old)	258,422			13,415			136,780		
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits		15 Mile		Drive Time (60 Min)				
Educational Services	65,093	(25.2%)	108	2,674	(19.9%)	85	32,448	(23.7%)	102
Wholesale Retail	36,163	(14%)	104	2,238	(16.7%)	124	20,239	(14.8%)	110
Manufacturing	28,604	(11.1%)	110	2,176	(16.2%)	161	22,899	(16.7%)	166
Entertainment Services	28,197	(10.9%)	121	1,206	(9%)	100	11,170	(8.2%)	90
Agriculture/Mining/Construction	16,088	(6.2%)	72	1,297	(9.7%)	112	13,125	(9.6%)	112
Professional Services	15,353	(5.9%)	74	501	(3.7%)	50	4,115	(3%)	40
Transportation	14,383	(5.6%)	99	871	(6.5%)	115	8,679	(6.3%)	113
Financial, Insurance & Real Estate	14,069	(5.4%)	84	729	(5.4%)	84	5,721	(4.2%)	63
Other Professional Services	13,072	(5.1%)	106	650	(4.8%)	102	7,015	(5.1%)	108
Administrative/Waste Services	11,177	(4.3%)	104	254	(1.9%)	45	4,058	(3%)	71
Public Administration	10,602	(4.1%)	85	569	(4.2%)	88	5,559	(4.1%)	85
Information	4,918	(1.9%)	101	222	(1.7%)	88	1,645	(1.2%)	64
Management Services	703	(<0.5%)	194	28	(<0.5%)	149	107	(<0.5%)	56

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

70% of Visits

15 Mile

Drive Time (60 Min)

Language Spoken

Speak English at Home	431,476	(85.4%)	110	31,349	(96.8%)	124	290,381	(97%)	124
Speak Spanish at Home	38,374	(7.6%)	54	419	(1.3%)	9	5,523	(1.8%)	13
Speak Other Language at Home	35,573	(7%)	87	619	(1.9%)	24	3,449	(1.2%)	14

Ancestry

Other	135,072	(25%)	115	5,051	(14.8%)	68	49,659	(15.7%)	72
Unclassified	108,270	(20.1%)	120	7,754	(22.7%)	136	92,564	(29.2%)	175
American	50,766	(9.4%)	191	10,616	(31.1%)	631	64,975	(20.5%)	416
Scottish/Irish	41,306	(7.7%)	113	3,224	(9.4%)	139	28,232	(8.9%)	31
British	35,610	(6.6%)	122	3,109	(9.1%)	168	31,382	(9.9%)	183
Mexican	33,981	(6.3%)	60	479	(1.4%)	13	6,433	(2%)	19
German	33,424	(6.2%)	77	1,585	(4.6%)	58	16,387	(5.2%)	64
Other European (e.g. Greek/Russian)	16,823	(3.1%)	97	304	(0.9%)	28	7,937	(2.5%)	7
Italian	11,010	(2%)	68	443	(1.3%)	43	3,196	(1%)	34
Puerto Rican	8,340	(1.5%)	60	72	(<0.5%)	8	1,130	(<0.5%)	14
Polish	6,794	(1.3%)	8	366	(1.1%)	69	2,104	(0.7%)	43

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

			70% of Visits		15 Mile		Drive Time (60 Min)		
South East Asian (e.g. Vietnamese)	6,427	(1.2%)	74	67	(<0.5%)	12	671	(<0.5%)	13
Scandinavian	5,887	(1.1%)	56	172	(0.5%)	26	2,048	(0.6%)	33
French	5,299	(1%)	74	258	(0.8%)	60	2,820	(0.9%)	71
Central American	4,787	(0.9%)	60	26	(<0.5%)	5	544	(<0.5%)	12
Other Hispanic	4,636	(0.9%)	65	100	(<0.5%)	22	1,221	(<0.5%)	29
Chinese	4,492	(0.8%)	70	41	(<0.5%)	10	435	(<0.5%)	12
Middle Eastern	4,439	(0.8%)	30	25	(<0.5%)	12	382	(<0.5%)	19
South Central Asian (e.g. Indian)	4,284	(0.8%)	61	35	(<0.5%)	8	196	(<0.5%)	5
South American	3,577	(0.7%)	62	97	(<0.5%)	27	436	(<0.5%)	13
Native American (Indian/Eskimo)	2,962	(0.5%)	69	109	(<0.5%)	40	1,221	(<0.5%)	48
Dutch	2,719	(0.5%)	8	202	(0.6%)	95	1,679	(0.5%)	85
Korean	1,887	(<0.5%)	8				483	(<0.5%)	36
Cuban	1,787	(<0.5%)	50	10	(<0.5%)	4	450	(<0.5%)	22
Dominican	1,697	(<0.5%)	55				21	(<0.5%)	1
Other Asian	1,632	(<0.5%)	98	3	(<0.5%)	3	169	(<0.5%)	17
Japanese	1,063	(<0.5%)	85	17	(<0.5%)	21	123	(<0.5%)	17

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits		15 Mile		Drive Time (60 Min)				
Hawaiian/Pacific Islander	944	(<0.5%)	100	5	(<0.5%)	8	125	(<0.5%)	23

Education (Age 25+)

Total Educated Population	342,265		24,479		217,413				
Elementary (0 to 8 Years)	14,369	(4.2%)	85	1,372	(5.6%)	114	9,932	(4.6%)	93
Some High School (9 to 11 Years)	22,904	(6.7%)	104	1,964	(8%)	125	17,620	(8.1%)	127
High School Graduate (12 Years)	100,970	(29.5%)	111	10,947	(44.7%)	168	88,077	(40.5%)	152
Some College (13 to 16 Years)	73,702	(21.5%)	108	4,481	(18.3%)	92	43,793	(20.1%)	101
Associates Degree Only	25,183	(7.4%)	84	1,215	(5%)	57	15,039	(6.9%)	71
Bachelor's Degree Only	64,049	(18.7%)	92	2,774	(11.3%)	56	26,094	(12%)	59
Graduate Degree	41,088	(12%)	93	1,726	(7.1%)	55	16,858	(7.8%)	60

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

● 70% of Visits ● 15 Mile ● Drive Time (60 Min)

Household Type

Household Type	Count	Percentage	70% of Visits	Count	Percentage	15 Mile	Count	Percentage	Drive Time (60 Min)
Households	214,400			14,387			129,101		
One Person Households	70,685	(33%)	125	4,056	(28.2%)	107	36,456	(28.2%)	107
Married Couple	84,364	(39.3%)	8	7,289	(50.7%)	103	65,115	(50.4%)	103
Male Householder	10,529	(4.9%)	97	696	(4.8%)	96	6,217	(4.8%)	95
Female Householder	28,788	(13.4%)	106	1,718	(11.9%)	94	14,260	(11%)	87
Non Family Households	20,034	(9.3%)	136	628	(4.4%)	63	7,053	(5.5%)	7

Household Size

Household Size	Count	Percentage	70% of Visits	Count	Percentage	15 Mile	Count	Percentage	Drive Time (60 Min)
Households	214,400			14,387			129,101		
1 Person Household	70,685	(33%)	125	4,056	(28.2%)	107	36,456	(28.2%)	107
2 Person Household	69,967	(32.6%)	100	5,586	(38.8%)	118	46,842	(36.3%)	111
3 Person Household	32,845	(15.3%)	95	2,202	(15.3%)	95	20,817	(16.1%)	100
4 Person Household	23,315	(10.9%)	8	1,496	(10.4%)	7	15,158	(11.7%)	87
5 Person Household	10,655	(5%)	76	669	(4.7%)	71	6,432	(5%)	74
6 Person Household	4,137	(1.9%)	73	238	(1.7%)	63	2,185	(1.7%)	64
7+ Person Household	2,796	(1.3%)	68	140	(1%)	50	1,211	(0.9%)	49

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

70% of Visits

15 Mile

Drive Time (60 Min)

Housing Units

Total Housing Units	245,304	17,900	149,773
Owner Occupied Housing	116,892	10,736	92,070
Renter Occupied Housing	97,508	3,651	37,031
Vacant Housing	30,904	3,513	20,672

Housing Rent

Average Rent	\$1,203.86	86	\$718.31	52	\$778.38	56
Median Rent	\$1,112.98	88	\$680.38	54	\$717.68	57
Total Cash Rents Housing	93,677	3,044	32,243			
<\$300	3,445 (3.7%)	115	247 (8.1%)	255	2,345 (7.3%)	228
\$300-\$500	4,958 (5.3%)	121	464 (15.2%)	349	3,892 (12.1%)	276
\$500-\$750	13,625 (14.5%)	133	1,124 (36.9%)	337	11,352 (35.2%)	321
\$750-\$1000	18,113 (19.3%)	122	829 (27.2%)	171	8,193 (25.4%)	160
\$1000-\$1500	29,639 (31.6%)	109	278 (9.1%)	32	5,116 (15.9%)	55
\$1500-\$2000	15,216 (16.2%)	84	82 (2.7%)	14	1,104 (3.4%)	18
\$2000-\$2500	5,394 (5.8%)	63	20 (0.7%)	7	147 (<0.5%)	5

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

	70% of Visits		15 Mile	Drive Time (60 Min)	
\$2500-\$3000	1,890	(2%)	50	77	(<0.5%) 6
\$3000-\$3500	680	(0.7%)	37	17	(<0.5%) 3
>\$3500	717	(0.8%)	36		

Value of Owner-Occupied Housing Units

Average House Value	\$378,100.36	72	\$262,277.75	50	\$232,340.25	44			
Median House Value	\$269,650.47	66	\$164,058.16	40	\$182,286.58	44			
Owner Occupied Housing	116,892		10,736		92,070				
<\$100K	12,363	(10.6%)	112	2,506	(23.3%)	247	18,481	(20.1%)	213
\$100K - \$200K	27,916	(23.9%)	175	3,830	(35.7%)	261	32,044	(34.8%)	254
\$200K - \$300K	24,714	(21.1%)	149	1,905	(17.7%)	125	19,014	(20.7%)	146
\$300K - \$400K	15,128	(12.9%)	111	958	(8.9%)	77	10,376	(11.3%)	97
\$400K - \$500K	9,926	(8.5%)	89	577	(5.4%)	56	5,148	(5.6%)	59
\$500K - \$1000K	18,963	(16.2%)	63	705	(6.6%)	25	5,326	(5.8%)	22
>\$1000K	7,882	(6.7%)	43	255	(2.4%)	15	1,681	(1.8%)	12

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

, Paris, TN

Benchmark: Nationwide

70% of Visits

15 Mile

Drive Time (60 Min)

Poverty

Households in Poverty	35,267	(16.4%)	130	2,558	(17.8%)	141	23,235	(18%)	143
Households Above Poverty	179,133	(83.6%)	96	11,829	(82.2%)	94	105,866	(82%)	94
Households in Poverty (Married)	4,539	(2.1%)	95	645	(4.5%)	202	4,081	(3.2%)	142
Households in Poverty (Male Householder)	1,509	(0.7%)	110	35	(<0.5%)	38	1,083	(0.8%)	31
Households in Poverty (Female Householder)	8,085	(3.8%)	123	634	(4.4%)	143	4,835	(3.7%)	122
Households in Poverty (Non-Family)	16,978	(7.9%)	131	1,199	(8.3%)	138	12,099	(9.4%)	155
Households in Poverty (Non-Family Student)	4,156	(1.9%)	310	45	(<0.5%)	50	1,137	(0.9%)	141

Wealth per Household

Household Average Wealth	\$218,999.45		92	\$226,040.7		95	\$223,845.26		94
Household Median Wealth	\$63,826.18		8	\$74,638.85		95	\$72,019.21		92
<\$0K	40,400	(18.8%)	107	2,525	(17.6%)	100	23,113	(17.9%)	102
\$0K - \$5K	20,749	(9.7%)	111	1,315	(9.1%)	105	11,915	(9.2%)	106
\$5K - \$10K	10,791	(5%)	109	675	(4.7%)	102	6,146	(4.8%)	103
\$10K - \$25K	14,443	(6.7%)	105	932	(6.5%)	101	8,448	(6.5%)	102
\$25K - \$50K	14,800	(6.9%)	101	995	(6.9%)	101	8,944	(6.9%)	101

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

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Benchmark: Nationwide

	70% of Visits			15 Mile			Drive Time (60 Min)		
\$50K - \$100K	21,759	(10.1%)	99	1,525	(10.6%)	103	13,589	(10.5%)	102
\$100K - \$250K	37,235	(17.4%)	96	2,659	(18.5%)	102	23,522	(18.2%)	101
\$250K - \$500K	26,173	(12.2%)	93	1,841	(12.8%)	98	16,352	(12.7%)	97
>\$500K	28,050	(13.1%)	90	1,920	(13.3%)	92	17,072	(13.2%)	91

Vehicles per Household

Total Number of Vehicles	352,093			27,377			249,891		
Average Number of Vehicles	1.64		89	1.9		104	1.94		105
No Vehicles	22,264	(10.4%)	126	907	(6.3%)	7	8,032	(6.2%)	76
1 Vehicle	82,071	(38.3%)	118	4,639	(32.2%)	100	40,380	(31.3%)	97
2 Vehicles	74,164	(34.6%)	93	5,046	(35.1%)	94	47,329	(36.7%)	99
3 or more Vehicles	35,901	(16.7%)	75	3,795	(26.4%)	118	33,360	(25.8%)	116

Population Change

Births	6,136			375			3,813		
Deaths	5,630			594			4,741		
Migration	-1,058			395			1,932		

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Audience Profile

Jan 1 - Dec 31, 2023

Paris, TN

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Benchmark: Nationwide

● 70% of Visits

● 15 Mile

● Drive Time (60 Min)

Workplace

Total Businesses	12,743	796	6,896
Total Employees	242,864	10,560	93,322

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

