

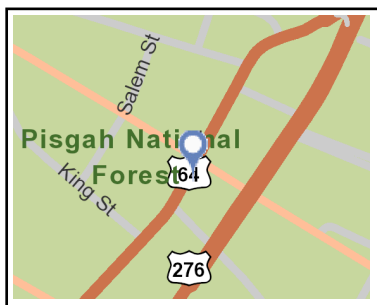
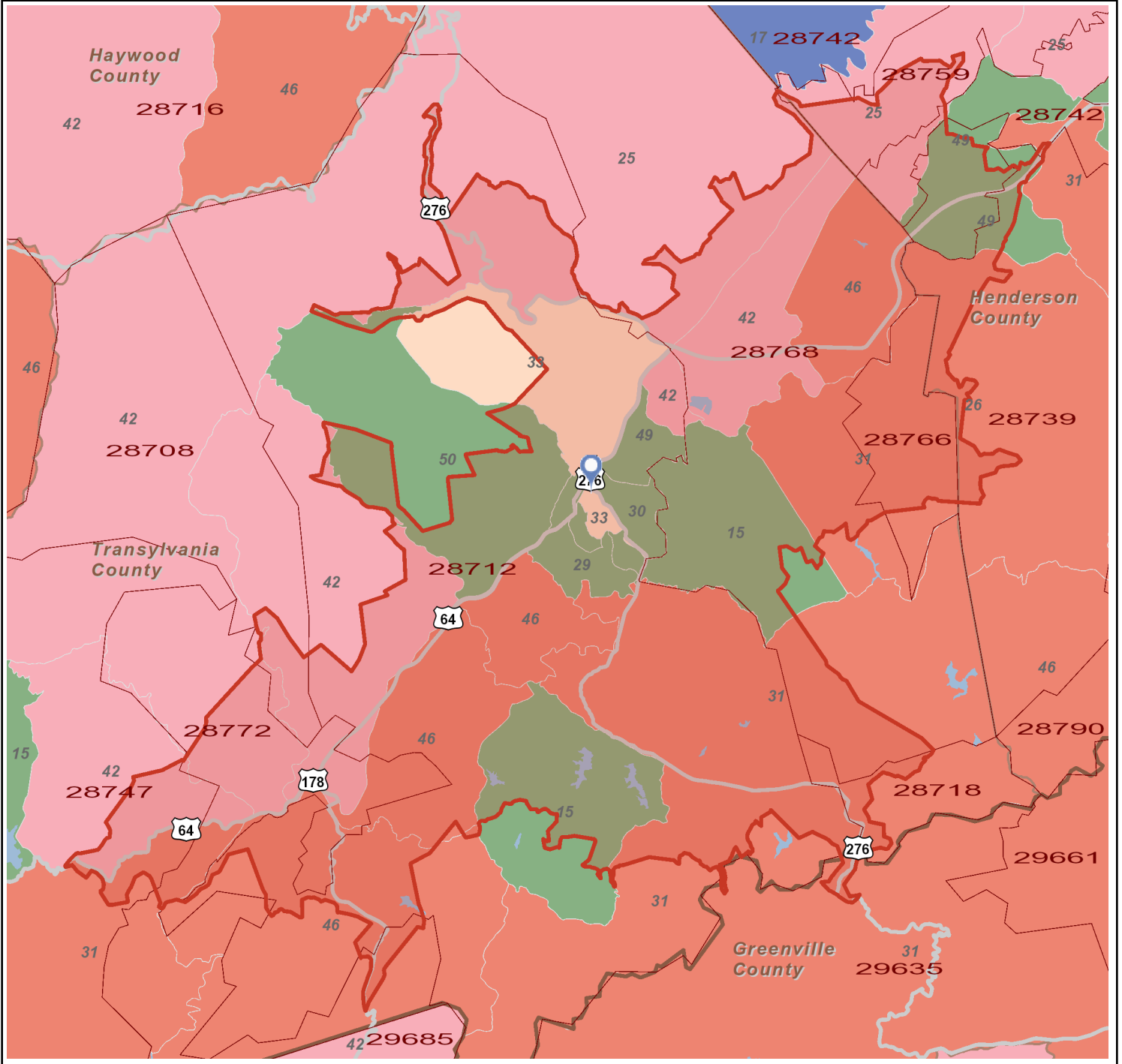


Dominant Tapestry Site Map

Prepared by Craig Melby

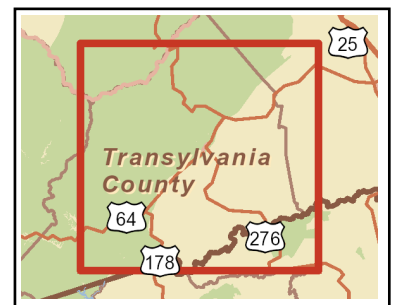
French Broad Place
W French Broad St, Brevard, NC 28712
Drive Time: 20 Minutes

Latitude: 35.237035
Longitude: -82.733043



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: ESRI



Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- | | |
|--|---------------------------------------|
| Segment 01: Top Rung | Segment 34: Family Foundations |
| Segment 02: Suburban Splendor | Segment 35: International Marketplace |
| Segment 03: Connoisseurs | Segment 36: Old and Newcomers |
| Segment 04: Boomburbs | Segment 37: Prairie Living |
| Segment 05: Wealthy Seaboard Suburbs | Segment 38: Industrious Urban Fringe |
| Segment 06: Sophisticated Squires | Segment 39: Young and Restless |
| Segment 07: Exurbanites | Segment 40: Military Proximity |
| Segment 08: Laptops and Lattes | Segment 41: Crossroads |
| Segment 09: Urban Chic | Segment 42: Southern Satellites |
| Segment 10: Pleasant-Ville | Segment 43: The Elders |
| Segment 11: Pacific Heights | Segment 44: Urban Melting Pot |
| Segment 12: Up and Coming Families | Segment 45: City Strivers |
| Segment 13: In Style | Segment 46: Rooted Rural |
| Segment 14: Prosperous Empty Nesters | Segment 47: Las Casas |
| Segment 15: Silver and Gold | Segment 48: Great Expectations |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers |
| Segment 17: Green Acres | Segment 50: Heartland Communities |
| Segment 18: Cozy and Comfortable | Segment 51: Metro City Edge |
| Segment 19: Milk and Cookies | Segment 52: Inner City Tenants |
| Segment 20: City Lights | Segment 53: Home Town |
| Segment 21: Urban Villages | Segment 54: Urban Rows |
| Segment 22: Metropolitans | Segment 55: College Towns |
| Segment 23: Trendsetters | Segment 56: Rural Bypasses |
| Segment 24: Main Street, USA | Segment 57: Simple Living |
| Segment 25: Salt of the Earth | Segment 58: NeWest Residents |
| Segment 26: Midland Crowd | Segment 59: Southwestern Families |
| Segment 27: Metro Renters | Segment 60: City Dimensions |
| Segment 28: Aspiring Young Families | Segment 61: High Rise Renters |
| Segment 29: Rustbelt Retirees | Segment 62: Modest Income Homes |
| Segment 30: Retirement Communities | Segment 63: Dorms to Diplomas |
| Segment 31: Rural Resort Dwellers | Segment 64: City Commons |
| Segment 32: Rustbelt Traditions | Segment 65: Social Security Set |
| Segment 33: Midlife Junction | Segment 66: Unclassified |