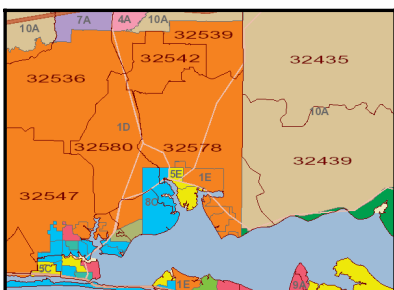
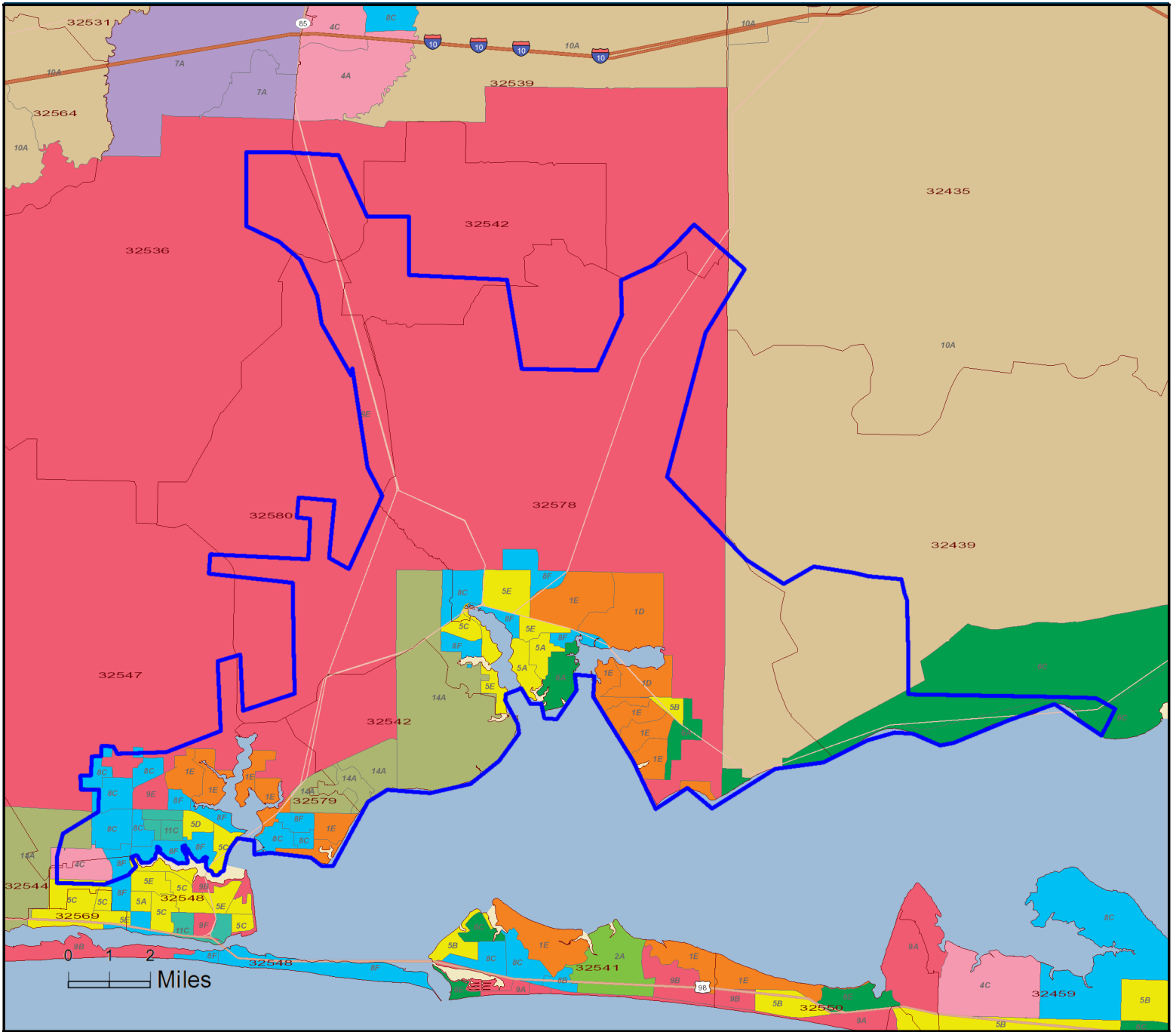




# Dominant Tapestry Map

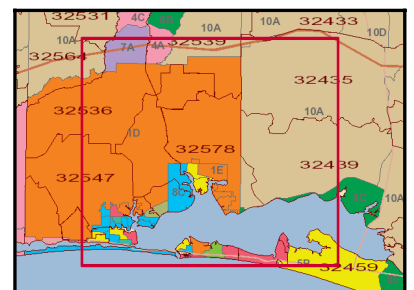
Niceville Retail Trade Area 2016  
Area: 165.62 square miles

Prepared by Esri



## Tapestry LifeMode

- |                        |                            |
|------------------------|----------------------------|
| L1: Affluent Estates   | L8: Middle Ground          |
| L2: Upscale Avenues    | L9: Senior Styles          |
| L3: Uptown Individuals | L10: Rustic Outposts       |
| L4: Family Landscapes  | L11: Midtown Singles       |
| L5: GenXurban          | L12: Hometown              |
| L6: Cozy Country       | L13: Next Wave             |
| L7: Ethnic Enclaves    | L14: Scholars and Patriots |



Source: Esri

January 21, 2016

## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-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. Click each segment below for a detailed description.

- |   |   |
|---|---|
| <a href="#">Segment 1A (Top Tier)</a>                   | <a href="#">Segment 8C (Bright Young Professionals)</a> |
| <a href="#">Segment 1B (Professional Pride)</a>         | <a href="#">Segment 8D (Downtown Melting Pot)</a>       |
| <a href="#">Segment 1C (Boomburbs)</a>                  | <a href="#">Segment 8E (Front Porches)</a>              |
| <a href="#">Segment 1D (Savvy Suburbanites)</a>         | <a href="#">Segment 8F (Old and Newcomers)</a>          |
| <a href="#">Segment 1E (Exurbanites)</a>                | <a href="#">Segment 8G (Hardscrabble Road)</a>          |
| <a href="#">Segment 2A (Urban Chic)</a>                 | <a href="#">Segment 9A (Silver &amp; Gold)</a>          |
| <a href="#">Segment 2B (Pleasantville)</a>              | <a href="#">Segment 9B (Golden Years)</a>               |
| <a href="#">Segment 2C (Pacific Heights)</a>            | <a href="#">Segment 9C (The Elders)</a>                 |
| <a href="#">Segment 2D (Enterprising Professionals)</a> | <a href="#">Segment 9D (Senior Escapes)</a>             |
| <a href="#">Segment 3A (Laptops and Lattes)</a>         | <a href="#">Segment 9E (Retirement Communities)</a>     |
| <a href="#">Segment 3B (Metro Renters)</a>              | <a href="#">Segment 9F (Social Security Set)</a>        |
| <a href="#">Segment 3C (Trendsetters)</a>               | <a href="#">Segment 10A (Southern Satellites)</a>       |
| <a href="#">Segment 4A (Soccer Moms)</a>                | <a href="#">Segment 10B (Rooted Rural)</a>              |
| <a href="#">Segment 4B (Home Improvement)</a>           | <a href="#">Segment 10C (Diners &amp; Miners)</a>       |
| <a href="#">Segment 4C (Middleburg)</a>                 | <a href="#">Segment 10D (Down the Road)</a>             |
| <a href="#">Segment 5A (Comfortable Empty Nesters)</a>  | <a href="#">Segment 10E (Rural Bypasses)</a>            |
| <a href="#">Segment 5B (In Style)</a>                   | <a href="#">Segment 11A (City Strivers)</a>             |
| <a href="#">Segment 5C (Parks and Rec)</a>              | <a href="#">Segment 11B (Young and Restless)</a>        |
| <a href="#">Segment 5D (Rustbelt Traditions)</a>        | <a href="#">Segment 11C (Metro Fusion)</a>              |
| <a href="#">Segment 5E (Midlife Constants)</a>          | <a href="#">Segment 11D (Set to Impress)</a>            |
| <a href="#">Segment 6A (Green Acres)</a>                | <a href="#">Segment 11E (City Commons)</a>              |
| <a href="#">Segment 6B (Salt of the Earth)</a>          | <a href="#">Segment 12A (Family Foundations)</a>        |
| <a href="#">Segment 6C (The Great Outdoors)</a>         | <a href="#">Segment 12B (Traditional Living)</a>        |
| <a href="#">Segment 6D (Prairie Living)</a>             | <a href="#">Segment 12C (Small Town Simplicity)</a>     |
| <a href="#">Segment 6E (Rural Resort Dwellers)</a>      | <a href="#">Segment 12D (Modest Income Homes)</a>       |
| <a href="#">Segment 6F (Heartland Communities)</a>      | <a href="#">Segment 13A (International Marketplace)</a> |
| <a href="#">Segment 7A (Up and Coming Families)</a>     | <a href="#">Segment 13B (Las Casas)</a>                 |
| <a href="#">Segment 7B (Urban Villages)</a>             | <a href="#">Segment 13C (NeWest Residents)</a>          |
| <a href="#">Segment 7C (American Dreamers)</a>          | <a href="#">Segment 13D (Fresh Ambitions)</a>           |
| <a href="#">Segment 7D (Barrios Urbanos)</a>            | <a href="#">Segment 13E (High Rise Renters)</a>         |
| <a href="#">Segment 7E (Valley Growers)</a>             | <a href="#">Segment 14A (Military Proximity)</a>        |
| <a href="#">Segment 7F (Southwestern Families)</a>      | <a href="#">Segment 14B (College Towns)</a>             |
| <a href="#">Segment 8A (City Lights)</a>                | <a href="#">Segment 14C (Dorms to Diplomas)</a>         |
| <a href="#">Segment 8B (Emerald City)</a>               | <a href="#">Segment 15 (Unclassified)</a>               |