

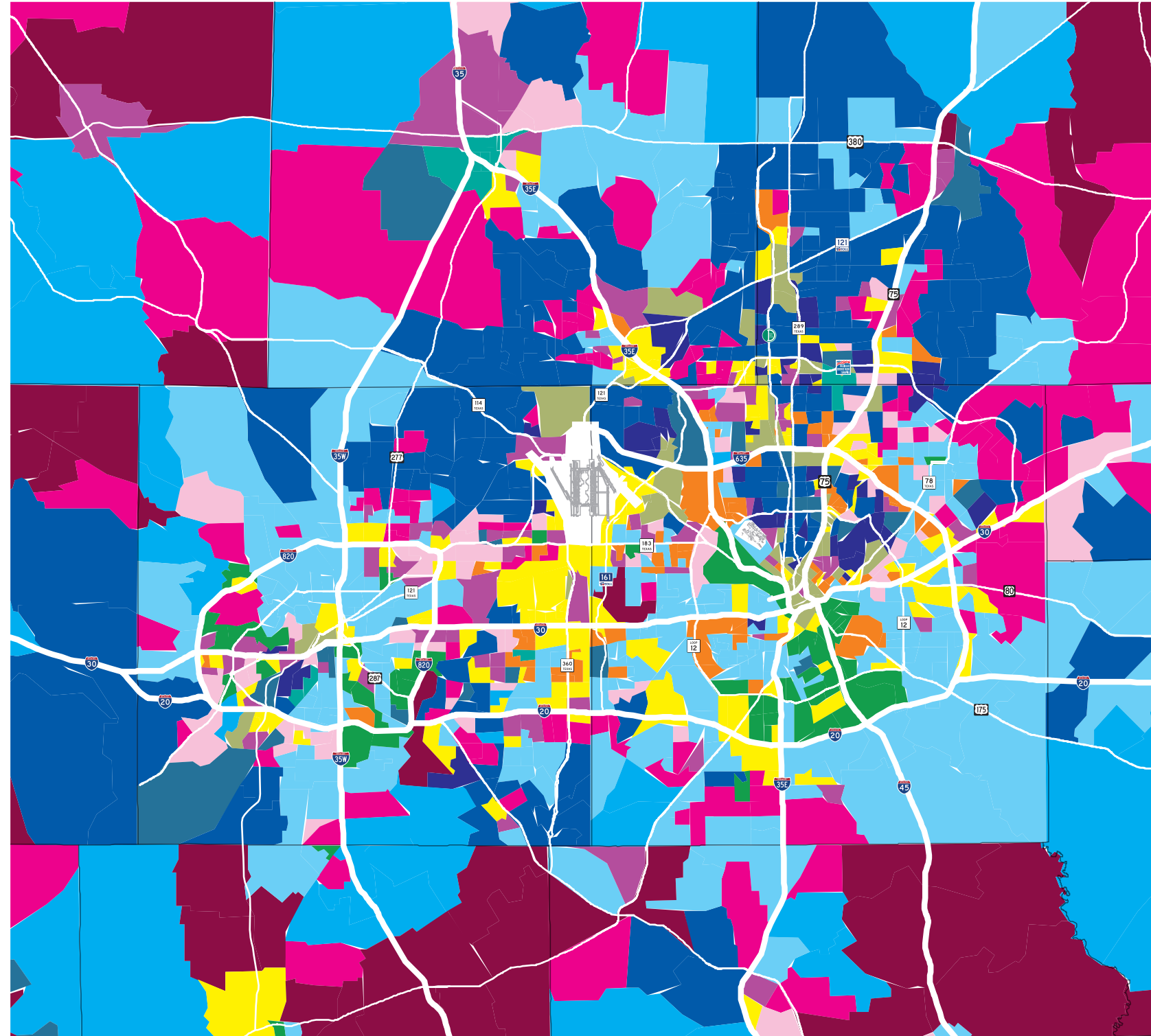
DALLAS-FORT WORTH MARKET TAPESTRY

For more than 30 years, companies, agencies and organizations have used segmentation to divide and group their consumer markets to more precisely target their best customers and prospects. This targeting method is superior to “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and lifestage and incorporates a wide range of data. Segmentation systems operate on the theory that people with similar tastes, lifestyles and behaviors seek others with the same tastes—“like seeks like.” These behaviors can be measured, predicted and targeted.

MARKET TAPESTRY

The market tapestry is a fascinating snapshot of lifestyle choices. Based on demography and geography, the main purpose of this type of data is targeted marketing efforts, but the high-level picture of types of neighborhoods and the people who live in them based on the activities and expenses of those people is a compelling story all on its own. Some segments develop as a result of age, some show up as a result of money and still others result from ethnic influence.

ESRI’s Tapestry Segmentation, shown on the map below, combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments. To create this map, U.S. residential areas are divided into 65 distinctive segments based on socioeconomic and demographic characteristics to provide an accurate, detailed description of U.S. neighborhoods. These segments are then grouped into the 12 Tapestry Segmentation LifeMode Summary Groups, which are characterized by lifestyle and lifestage and share an experience such as being born in the same time period or a trait such as affluence.



	MEDIAN HOUSEHOLD INCOME	POPULATION	PERCENTAGE OF DFW POPULATION
AFFLUENT ESTATES Established wealth—educated, well-traveled married couples	\$101,800 - \$166,000	1,235,261	17.9%
UPSCALE AVENUES Prosperous, married couples in higher density neighborhoods	\$81,500 - \$103,600	187,400	2.7%
UPTOWN INDIVIDUAL Younger, urban singles on the move	\$57,100 - \$101,600	199,004	2.9%
FAMILY LANDSCAPES Successful younger families in newer housing	\$58,200 - \$88,600	856,416	12.4%
GEN X URBAN Gen X in middle age; families with fewer kids and a mortgage	\$48,000 - \$70,200	411,555	6.0%
COZY COUNTRY LIVING Empty nesters in bucolic settings	\$40,900 - \$76,600	275,938	4.0%
ETHNIC ENCLAVES Established diversity—young, Hispanic homeowners with families	\$27,800 - \$67,700	1,695,855	24.6%
MIDDLE GROUND Lifestyles of thirtysomethings	\$27,600 - \$63,600	377,469	5.5%
SENIOR STYLES Senior lifestyles reveal the effects of saving for retirement	\$16,800 - \$65,500	92,950	1.3%
RUSTIC OUTPOSTS Country life with older families, older homes	\$29,600 - \$45,000	288,824	4.2%
MIDTOWN SINGLES Millennials on the move; single, diverse and urban	\$17,800 - \$42,200	574,832	8.3%
HOMETOWN Growing up and staying close to home; single householders	\$22,300 - \$41,400	236,530	3.4%
NEXT WAVE Urban denizens; young, diverse, hardworking families	\$22,100 - \$42,900	397,204	5.8%
SCHOLARS & PATRIOTS College campuses and military neighborhoods	\$18,100 - \$43,400	57,420	0.8%