

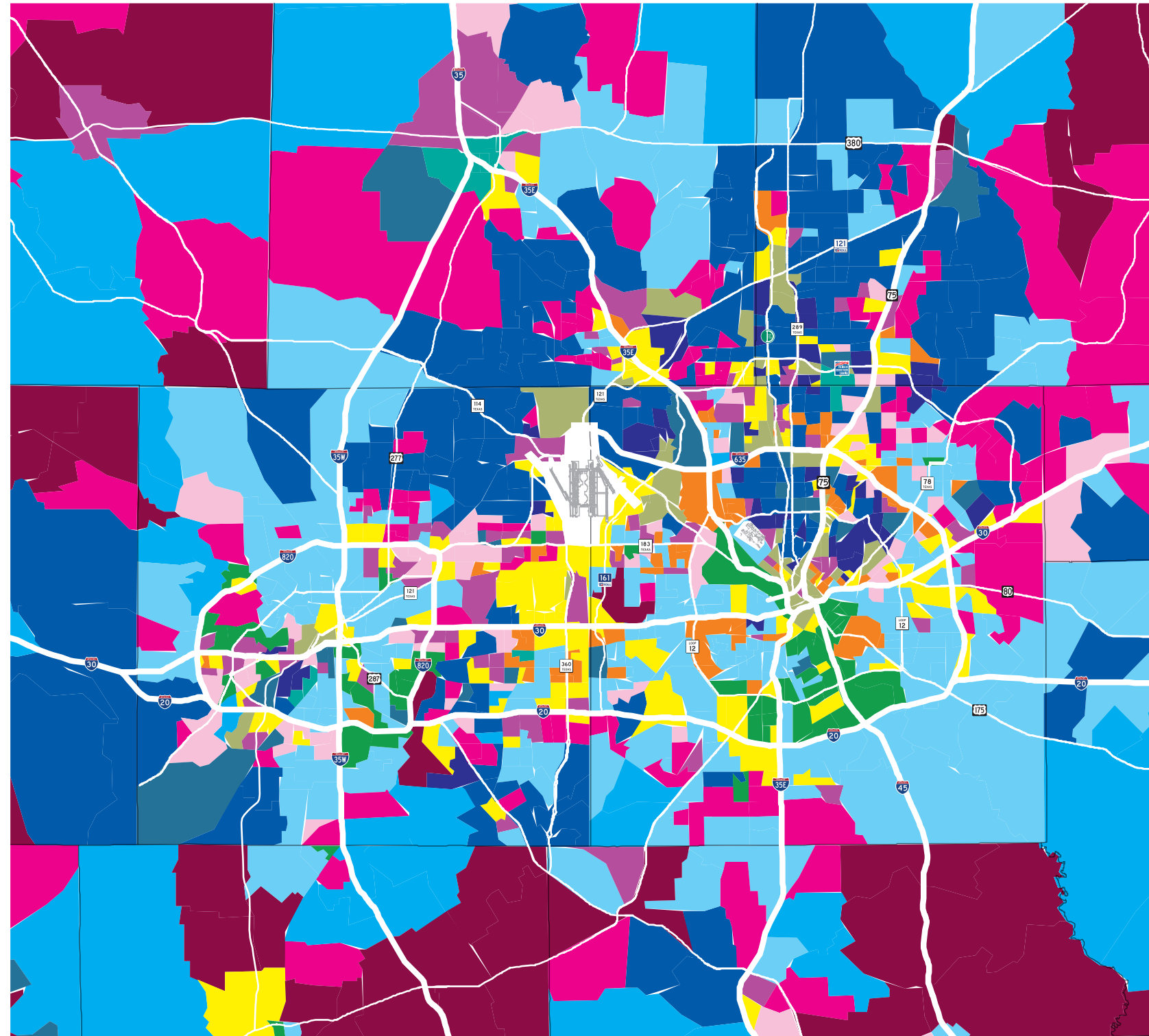
DALLAS-FORT WORTH MARKET TAPESTRY

Defining the “character” of the region sometimes involves segmentation. Segmentation systems suggest that people with similar tastes, backgrounds, and lifestyles gravitate toward and connect with one another. The market tapestry map presents areas within DFW where people with various similar characteristics and backgrounds tend to cluster.

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 income, 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. census tracts 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 14 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	\$119,700	974,761	18.1%
UPSCALE AVENUES Prosperous, married couples in higher density neighborhoods	\$94,900	156,719	2.9%
UPTOWN INDIVIDUAL Younger, urban singles on the move	\$76,700	200,399	3.7%
FAMILY LANDSCAPES Successful younger families in newer housing	\$75,000	677,433	12.6%
GEN X URBAN Gen X in middle age—families with fewer kids and a mortgage	\$60,700	340,718	6.3%
COZY COUNTRY LIVING Empty nesters in bucolic settings	\$56,900	227,778	4.2%
ETHNIC ENCLAVES Established diversity—young, Hispanic homeowners with families	\$53,500	1,233,466	22.9%
MIDDLE GROUND Lifestyles of thirtysomethings	\$49,600	303,520	5.6%
SENIOR STYLES Senior lifestyles reveal the effects of saving for retirement	\$45,500	83,698	1.6%
RUSTIC OUTPOSTS Country life with older families, older homes	\$41,900	227,107	4.2%
MIDTOWN SINGLES Millennials on the move—single, diverse and urban	\$35,000	451,361	8.4%
HOMETOWN Growing up and staying close to home—single householders	\$34,400	185,495	3.4%
NEXT WAVE Urban denizens—young, diverse, hardworking families	\$34,800	278,280	5.2%
SCHOLARS & PATRIOTS College campuses and military neighborhoods	\$28,500	54,716	1.0%