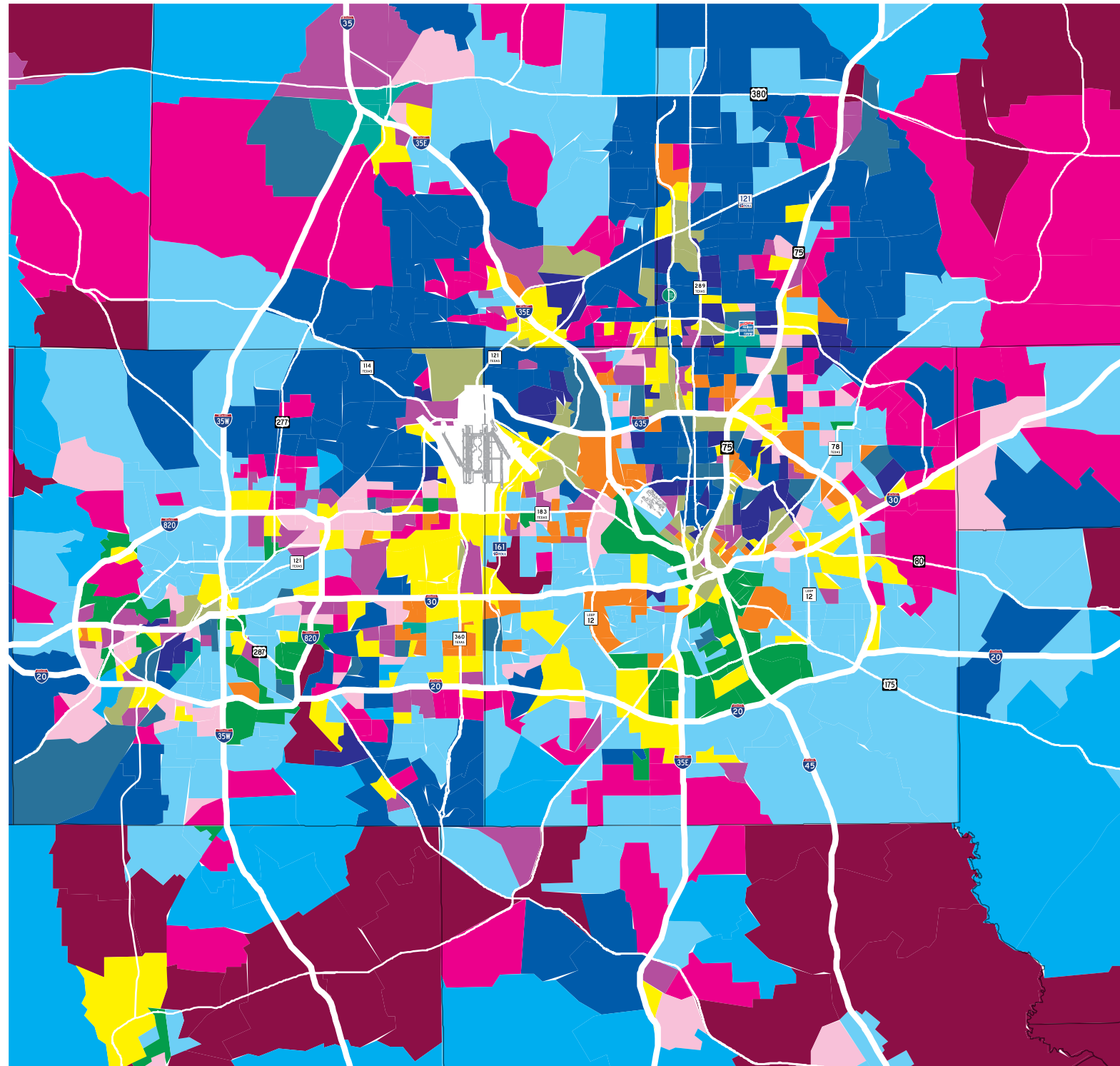


# DALLAS-FORT WORTH MARKET TAPESTRY

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	MEDIAN NET WORTH	POPULATION	PERCENTAGE OF DFW POPULATION
<b>AFFLUENT ESTATES</b> Established wealth—educated, well-traveled married couples	\$123,500	\$534,000	1,015,664	18.2%
<b>UPSCALE AVENUES</b> Prosperous, married couples in higher density neighborhoods	\$99,800	\$271,900	158,238	2.8%
<b>UPTOWN INDIVIDUAL</b> Younger, urban singles on the move	\$80,200	\$42,900	232,404	4.2%
<b>FAMILY LANDSCAPES</b> Successful younger families in newer housing	\$77,000	\$197,000	693,823	12.4%
<b>GEN X URBAN</b> Gen X in middle age—families with fewer kids and a mortgage	\$62,600	\$169,400	346,092	6.2%
<b>COZY COUNTRY LIVING</b> Empty nesters in bucolic settings	\$58,600	\$173,300	237,841	4.3%
<b>ETHNIC ENCLAVES</b> Established diversity—young, Hispanic homeowners with families	\$55,600	\$84,300	1,281,949	22.9%
<b>MIDDLE GROUND</b> Lifestyles of thirtysomethings	\$51,200	\$38,700	309,033	5.5%
<b>SENIOR STYLES</b> Senior lifestyles reveal the effects of saving for retirement	\$47,400	\$115,600	87,994	1.6%
<b>RUSTIC OUTPOSTS</b> Country life with older families, older homes	\$43,200	\$83,600	234,602	4.2%
<b>MIDTOWN SINGLES</b> Millennials on the move—single, diverse and urban	\$36,400	\$12,600	464,677	8.3%
<b>HOMETOWN</b> Growing up and staying close to home—single householders	\$35,400	\$24,700	187,039	3.3%
<b>NEXT WAVE</b> Urban denizens—young, diverse, hardworking families	\$36,400	\$13,000	279,305	5.0%
<b>SCHOLARS &amp; PATRIOTS</b> College campuses and military neighborhoods	\$29,500	\$10,600	56,039	1.0%