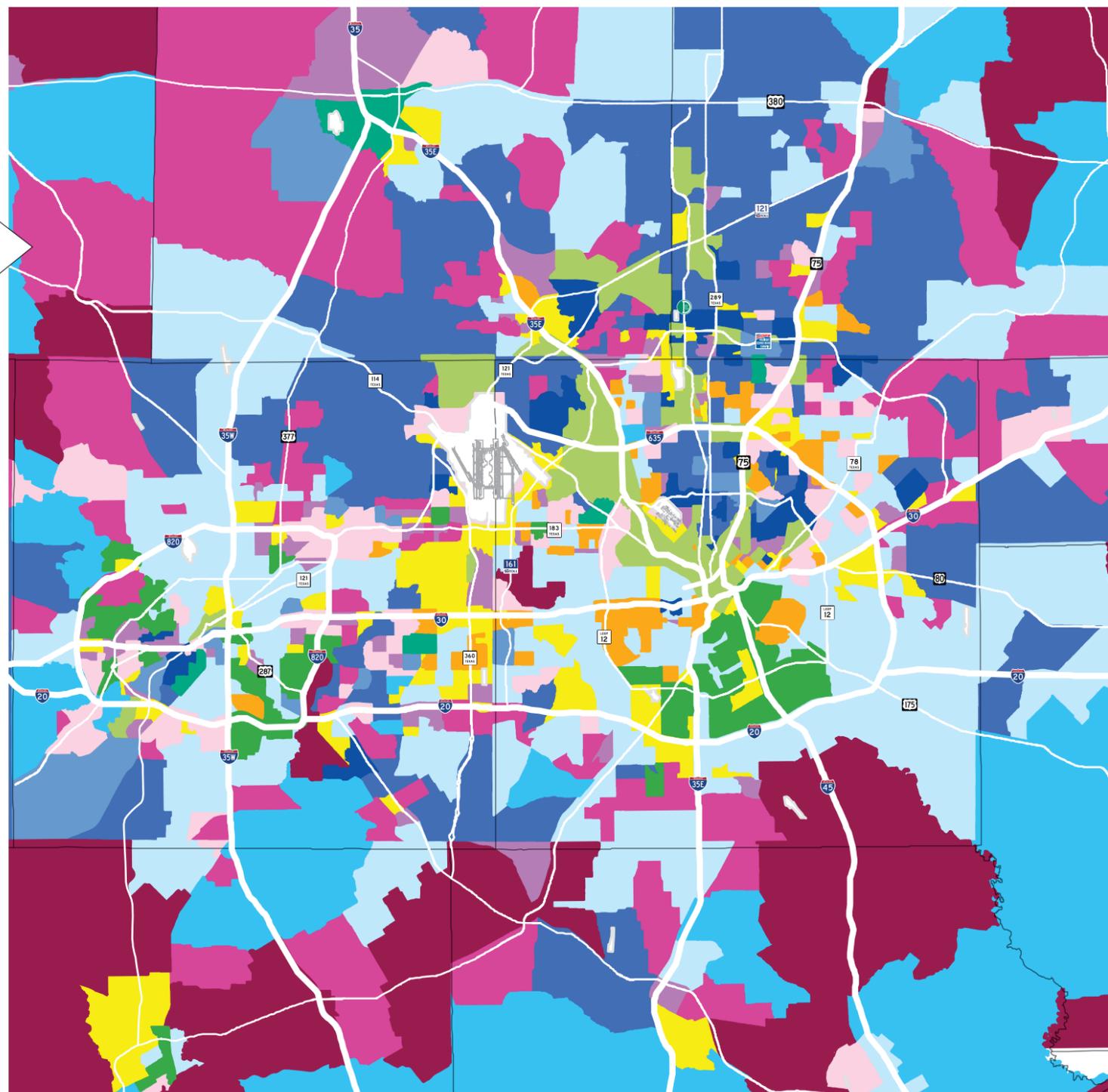


Dallas-Fort Worth Market Tapestry

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.

ESRI’s Tapestry Segmentation shown on the map 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 life stage and share an experience such as being born in the same time period or a trait such as affluence.

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.



Source: ESRI Business Analyst

	Median Household Income	Median Net Worth	Population	Percentage of DFW Population
AFFLUENT ESTATES Established wealth—educated, well-traveled married couples	\$129,800	\$715,900	1,084,940	18.7%
UPSCALE AVENUES Prosperous, married couples in higher density neighborhoods	\$102,500	\$268,400	166,675	2.9%
UPTOWN INDIVIDUAL Younger, urban singles on the move	\$89,700	\$44,500	250,910	4.3%
FAMILY LANDSCAPES Successful younger families in newer housing	\$81,100	\$184,000	728,360	12.6%
GEN X URBAN Gen X in middle age—families with fewer kids and a mortgage	\$66,800	\$157,800	347,718	6.0%
COZY COUNTRY LIVING Empty nesters in bucolic settings	\$62,700	\$163,200	237,404	4.1%
ETHNIC ENCLAVES Established diversity—young, Hispanic homeowners with families	\$59,500	\$79,800	1,355,215	23.4%
MIDDLE GROUND Lifestyles of thirtysomethings	\$54,500	\$36,800	312,625	5.4%
SENIOR STYLES Senior lifestyles reveal the effects of saving for retirement	\$50,800	\$111,600	82,398	1.4%
RUSTIC OUTPOSTS Country life with older families, older homes	\$46,300	\$75,400	230,323	4.0%
MIDTOWN SINGLES Millennials on the move—single, diverse and urban	\$39,100	\$12,900	478,136	8.2%
HOMETOWN Growing up and staying close to home—single householders	\$37,300	\$23,000	188,176	3.2%
NEXT WAVE Urban denizens—young, diverse, hardworking families	\$39,900	\$13,300	281,073	4.8%
SCHOLARS & PATRIOTS College campuses and military neighborhoods	\$33,300	\$10,900	58,195	1.0%