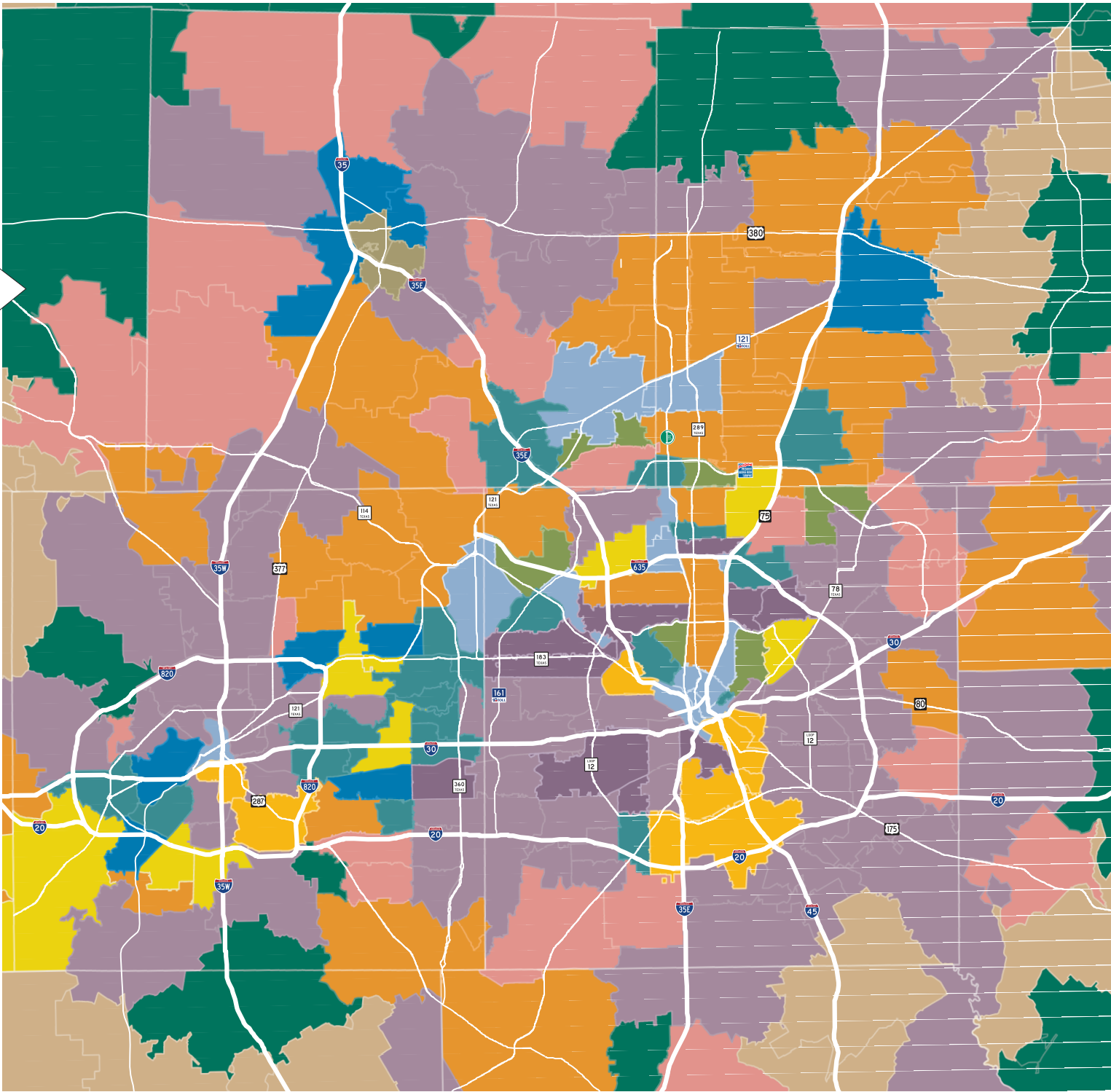# Dallas–Fort Worth Market Tapestry

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.

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 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 67 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.

Source: ESRI Business Analyst

		Median Household Income	Median Net Worth	Households	Percentage of DFW Households
	AFFLUENT ESTATES Established wealth — educated, well-travelled married couples	$143,800	$786,400	501,084	17.4%
	UPSCALE AVENUES Prosperous married couples living in older suburban enclaves.	$115,900	$379,200	93,218	3.2%
	UPTOWN INDIVIDUALS Young, successful singles in the city.	$105,500	$78,600	162,424	5.6%
	FAMILY LANDSCAPES Successful young families in their first homes.	$90,200	$253,000	337,655	11.7%
	GEN X URBAN Gen X in middle age; families with fewer kids and a mortgage.	$76,400	$219,000	166,148	5.8%
	COZY COUNTRY LIVING Empty nesters in bucolic settings.	$73,200	$233,300	111,612	3.9%
	SPROUTING EXPLORERS Young homeowners with families.	$70,000	$129,500	620,578	21.6%
	MIDDLE GROUND Lifestyles of thirtysomethings.	$62,100	$70,300	178,233	6.2%
	SENIOR STYLES Senior lifestyles reveal the effects of saving for retirement.	$58,000	$165,000	51,212	1.8%
	RUSTIC OUTPOSTS Country life with older families in older homes.	$53,600	$129,100	109,309	3.8%
	MIDTOWN SINGLES Millennials on the move— single, urban.	$46,400	$14,400	301,491	10.5%
	HOMETOWN Growing up and staying close to home; single householders.	$42,800	$43,400	90,506	3.1%
	NEXT WAVE Urban dwellers; young, hardworking families.	$47,400	$14,400	132,076	4.6%
	SCHOLARS AND PATRIOTS Highly mobile college and military populations.	$38,400	$11,600	22,115	0.8%