

Dallas-Fort Worth Market Tapestry

The concept of “character” through segmentation transforms a massive, diverse metropolis like Dallas-Fort Worth into a readable narrative of human behavior. The Market Tapestry is a geo-demographic system that classifies neighborhoods into distinct segments. This system operates on the principle that shared socioeconomic status and life stages lead people to cluster into discernible pockets.

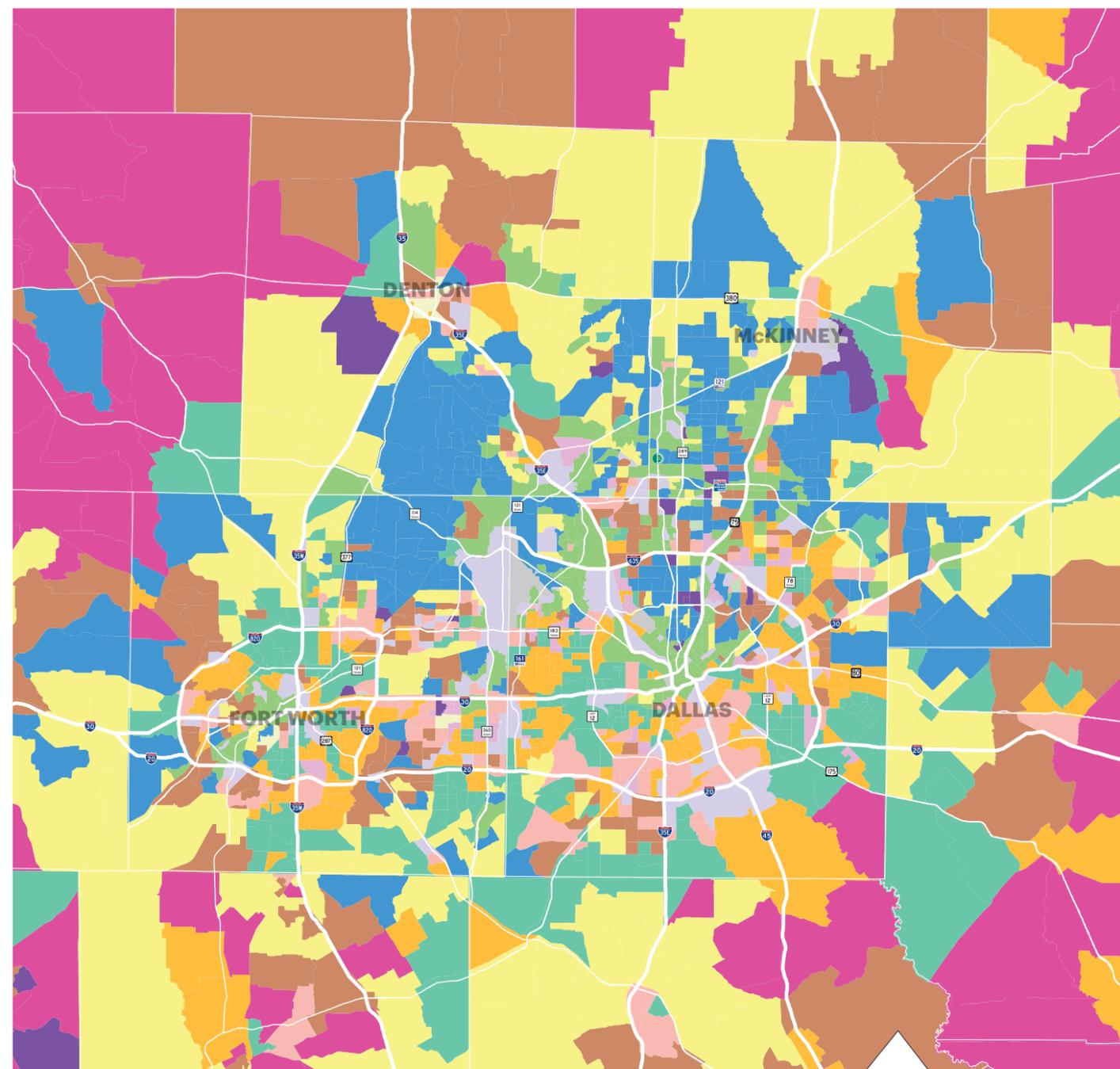
The Tapestry map helps us understand not just where people live, but their “why”—their media habits, buying power, and even the types of community spaces they are likely to support.

Ultimately, this segmentation serves as a tool for targeted engagement. Whether it’s a city government deciding where to place a new park or a retailer choosing a storefront, the Tapestry map provides a high-fidelity snapshot of the population’s pulse. It moves beyond simple census data by layering in consumer preferences and attitudes, allowing us to see DFW as a living, breathing ecosystem, with each segment contributing a unique thread to the overall regional character.

	Median Household Income	Median Net Worth	Number of Households	Percentage of DFW Households
URBAN THREADS Urban-dwelling young families and immigrants renting near jobs and transit.	\$41,533	\$13,479	310,989	10.1%
BOOKS AND BOOTS Young, mobile renters attending college or serving in the military.	\$42,329	\$12,015	22,158	0.7%
METRO VIBES Diverse urban thirty-somethings in service jobs with affordable housing.	\$59,236	\$59,337	211,419	6.9%
TECH TRAILBLAZERS Urban professionals renting in major cities; many work remotely.	\$92,973	\$91,293	395,233	12.9%
COMMUNITY CONNECTIONS Multigenerational urban/suburban households with some of the lowest rents.	\$53,098	\$87,804	319,742	10.4%
URBAN HARMONY Urban multigenerational families with high housing costs using public transit.	\$75,345	\$81,142	7,330	0.2%
FAMILY FABRIC Large suburban families with low marriage rates and limited transit.	\$83,488	\$219,742	369,126	12.0%
FAMILY PROSPERITY High-income suburban married couples with multiple cars in new developments.	\$127,003	\$563,551	521,180	17.0%
COUNTRYSAPES Older rural residents in traditional labor with long commutes; seasonal.	\$63,017	\$208,710	95,412	3.1%
MATURE REFLECTIONS Retired seniors on fixed incomes in seasonal or assisted housing.	\$77,167	\$383,511	37,169	1.2%
SUBURBAN SHINE Established middle-income homeowners over 45 driving solo to trade jobs.	\$87,864	\$329,093	323,457	10.5%
PREMIER ESTATES Wealthy, educated professionals and families in new, high-end suburban homes.	\$167,070	\$1,173,458	458,559	14.9%

Source: ESRI Business Analyst

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 60 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 life stage and share an experience such as being born in the same time period or a trait such as affluence.