



Tapestry Segmentation Area Profile

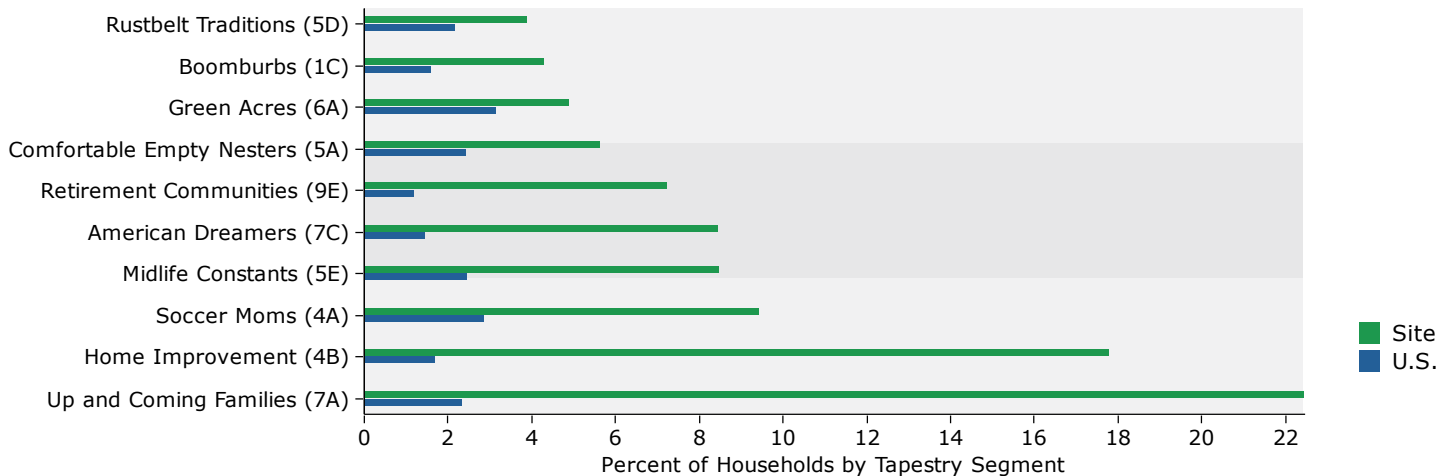
Rio Rancho City, NM
 Rio Rancho City, NM (3563460)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	22.5%	22.5%	2.4%	2.4%	954
2	Home Improvement (4B)	17.8%	40.3%	1.7%	4.1%	1,038
3	Soccer Moms (4A)	9.5%	49.8%	2.9%	7.0%	329
4	Midlife Constants (5E)	8.5%	58.3%	2.5%	9.5%	342
5	American Dreamers (7C)	8.5%	66.8%	1.5%	11.0%	572
Subtotal		66.8%		11.0%		
6	Retirement Communities (9E)	7.3%	74.1%	1.2%	12.2%	595
7	Comfortable Empty Nesters (5A)	5.7%	79.8%	2.5%	14.7%	230
8	Green Acres (6A)	4.9%	84.7%	3.2%	17.9%	154
9	Boomburbs (1C)	4.3%	89.0%	1.6%	19.5%	265
10	Rustbelt Traditions (5D)	3.9%	92.9%	2.2%	21.7%	178
Subtotal		26.1%		10.7%		
11	Savvy Suburbanites (1D)	2.8%	95.7%	3.0%	24.7%	95
12	Middleburg (4C)	1.5%	97.2%	2.9%	27.6%	54
13	Parks and Rec (5C)	1.5%	98.7%	2.0%	29.6%	74
14	Front Porches (8E)	1.3%	100.0%	1.6%	31.2%	83
15	Old and Newcomers (8F)	0.0%	100.0%	2.3%	33.5%	1
Subtotal		7.1%		11.8%		
16	Rooted Rural (10B)	0.0%	100.0%	2.0%	35.5%	0
				2.0%		
Total		100.0%		35.3%		283

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

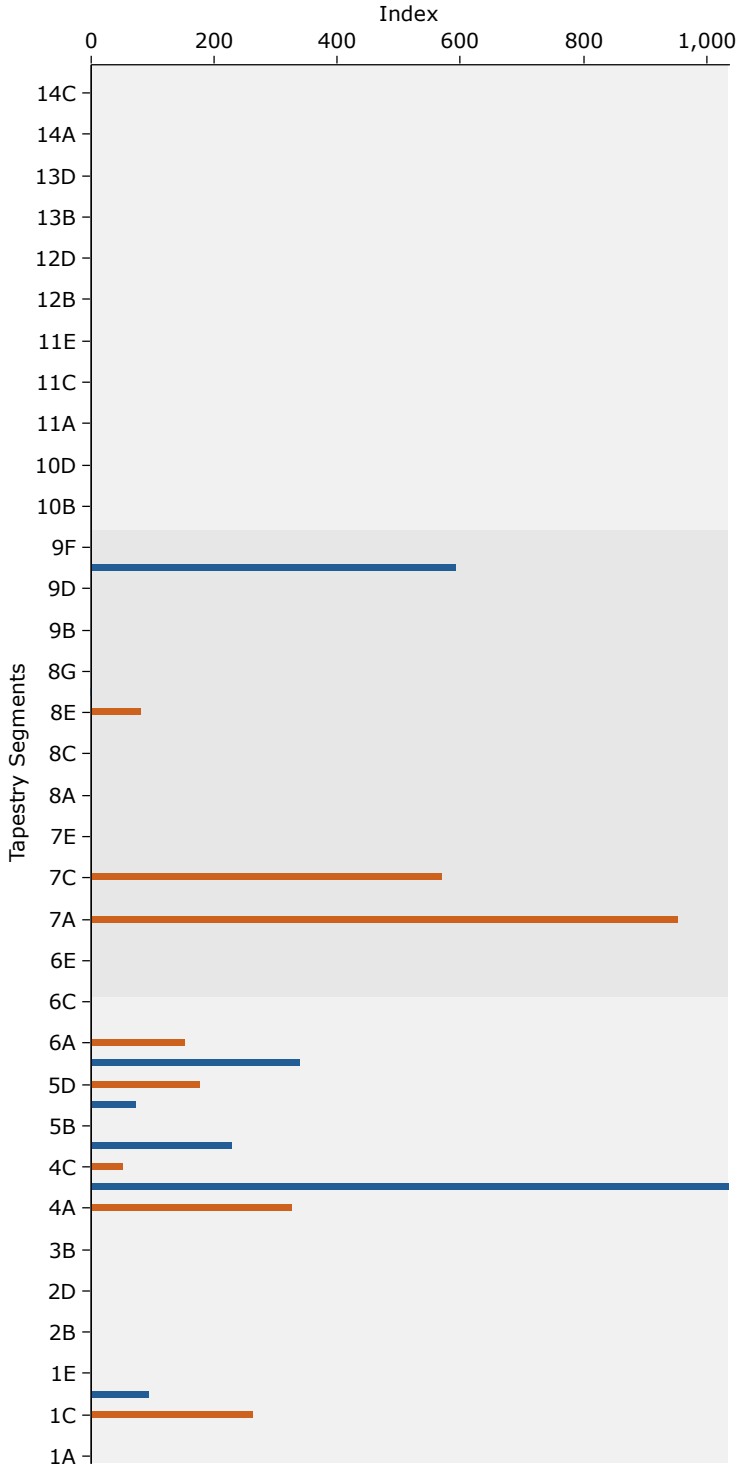


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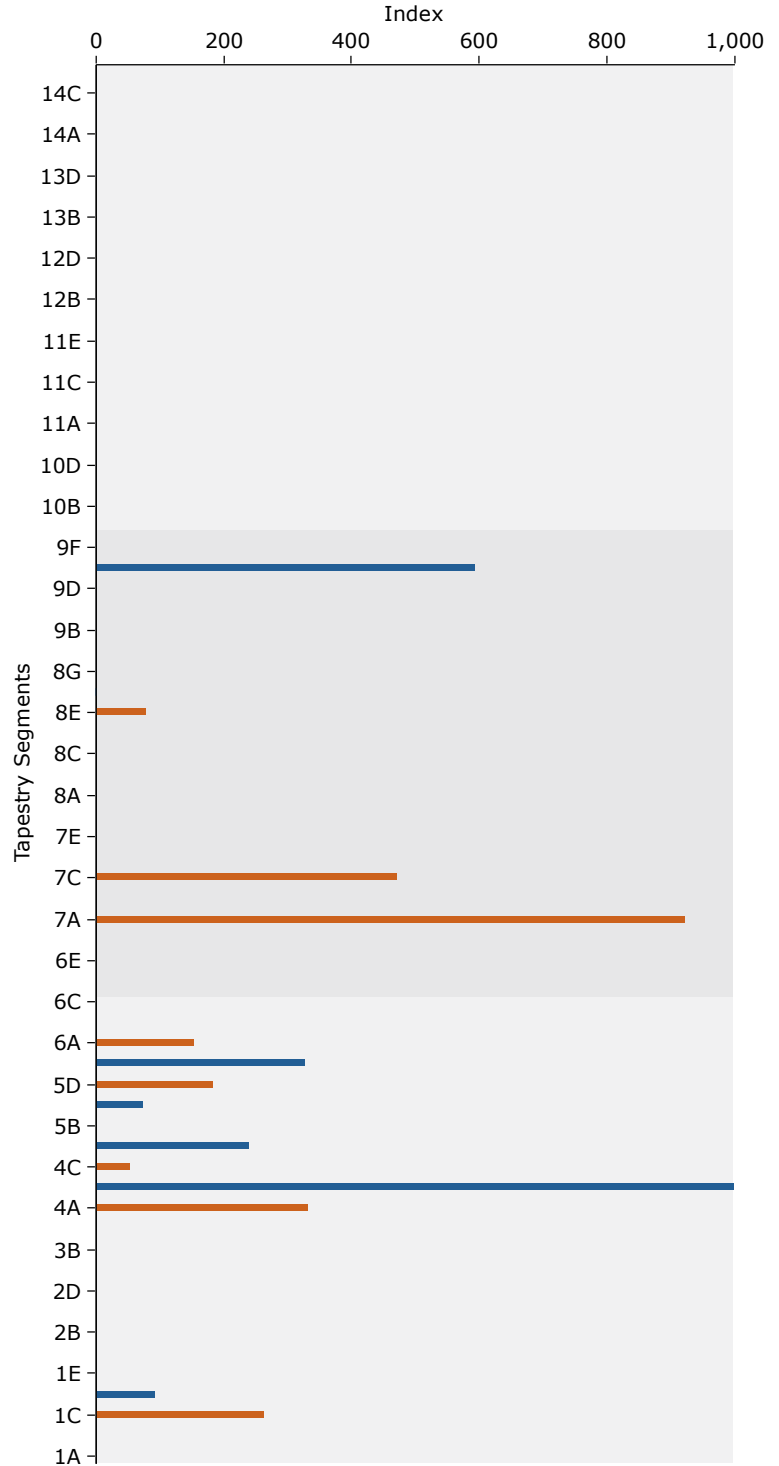
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,517	100.0%		71,071	100.0%	
1. Affluent Estates	2,463	7.1%	72	5,390	7.6%	72
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	1,488	4.3%	265	3,240	4.6%	264
Savvy Suburbanites (1D)	975	2.8%	95	2,150	3.0%	94
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	9,950	28.8%	387	21,486	30.2%	390
Soccer Moms (4A)	3,264	9.5%	329	7,249	10.2%	333
Home Improvement (4B)	6,154	17.8%	1,038	13,149	18.5%	1,001
Middleburg (4C)	532	1.5%	54	1,088	1.5%	54
5. GenXurban	6,753	19.6%	172	13,442	18.9%	173
Comfortable Empty Nesters (5A)	1,953	5.7%	230	4,189	5.9%	240
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	506	1.5%	74	1,019	1.4%	74
Rustbelt Traditions (5D)	1,356	3.9%	178	2,735	3.8%	185
Midlife Constants (5E)	2,938	8.5%	342	5,499	7.7%	328
6. Cozy Country Living	1,698	4.9%	41	3,602	5.1%	43
Green Acres (6A)	1,698	4.9%	154	3,602	5.1%	154
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	10,684	31.0%	440	21,946	30.9%	379
Up and Coming Families (7A)	7,756	22.5%	954	16,315	23.0%	925
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,928	8.5%	572	5,631	7.9%	473
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	34,517	100.0%		71,071	100.0%	
8. Middle Ground	462	1.3%	12	890	1.3%	12
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	457	1.3%	83	882	1.2%	81
Old and Newcomers (8F)	5	0.0%	1	8	0.0%	1
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,505	7.3%	125	4,311	6.1%	121
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,505	7.3%	595	4,311	6.1%	595
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	2	0.0%	0	4	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	2	0.0%	0	4	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	34,517	100.0%		71,071	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,284	12.4%	74	8,366	11.8%	66
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,356	3.9%	178	2,735	3.8%	185
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,928	8.5%	572	5,631	7.9%	473
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	2,967	8.6%	47	5,201	7.3%	43
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	457	1.3%	83	882	1.2%	81
Old and Newcomers (8F)	5	0.0%	1	8	0.0%	1
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,505	7.3%	595	4,311	6.1%	595
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	34,517	100.0%		71,071	100.0%	
4. Suburban Periphery	25,034	72.5%	229	52,810	74.3%	229
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	1,488	4.3%	265	3,240	4.6%	264
Savvy Suburbanites (1D)	975	2.8%	95	2,150	3.0%	94
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	3,264	9.5%	329	7,249	10.2%	333
Home Improvement (4B)	6,154	17.8%	1,038	13,149	18.5%	1,001
Comfortable Empty Nesters (5A)	1,953	5.7%	230	4,189	5.9%	240
Parks and Rec (5C)	506	1.5%	74	1,019	1.4%	74
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Up and Coming Families (7A)	7,756	22.5%	954	16,315	23.0%	925
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	532	1.5%	17	1,088	1.5%	17
Middleburg (4C)	532	1.5%	54	1,088	1.5%	54
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,700	4.9%	29	3,606	5.1%	30
Green Acres (6A)	1,698	4.9%	154	3,602	5.1%	154
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	2	0.0%	0	4	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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