

Psychographics/Lifestyles

Downtown Pueblo

Market Profile

Largest Trade Area lifestyle segments (Tapestry)

Segment	Trade Area Households	Index to U.S.
Rustbelt Traditions	6,458	378
Home Town	5,521	620
Rustbelt Retirees	5,068	404
Up and Coming Families	3,423	180
Simple Living	3,301	383
Green Acres	3,159	171
Midlife Junction	3,133	211
City Dimensions	1,959	370
Prosperous Empty Nesters	1,789	164

Psychographic profiling helps marketers better understand the attitudes and purchasing behavior of target markets within a given neighborhood or trade area -- using geo-demographic segmentation and lifestyle preference research to go beyond simple demographic analysis

in other words, there are four times as many Rustbelt Retirees in Pueblo County, per capita, as is the United States overall

Prosperous Empty Nesters are not the largest lifestyle segment in the county, but they are well-represented (at 64% higher than national averages) and constitute a promising target for low-maintenance attached residential units in a walkable mixed-use environment

Other predominant Pueblo County lifestyle segments reflect the working class history of the area. While these groups now tend to favor single family housing, many come from small town backgrounds that are actually rooted in a more compact, walkable urban form.

Others, like *Midlife Junction*, contain an age cohort that could soon appreciate the benefits of lower-maintenance attached housing

Prosperous Empty Nesters

Prosperous Empty Nesters are well-established neighborhoods located throughout the U.S., with about a third of the households on the eastern seaboard. The median age is 47.2 years. More than half of these householders are aged 55 years or older. Forty percent of households consist of married couples with no children living at home. Educated and experienced, residents are enjoying the transition from child rearing to retirement. The median household income is \$66,200.

Residents place a high value on their physical and financial well-being, and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes being members of civic clubs, engaging in fund raising, and working as volunteers.