

Tapestry Segmentation Profile

2020 S Chadbourne St, San Angelo, Texas, 76903



Ring: 1 mile radius

Dominant Tapestry Segment



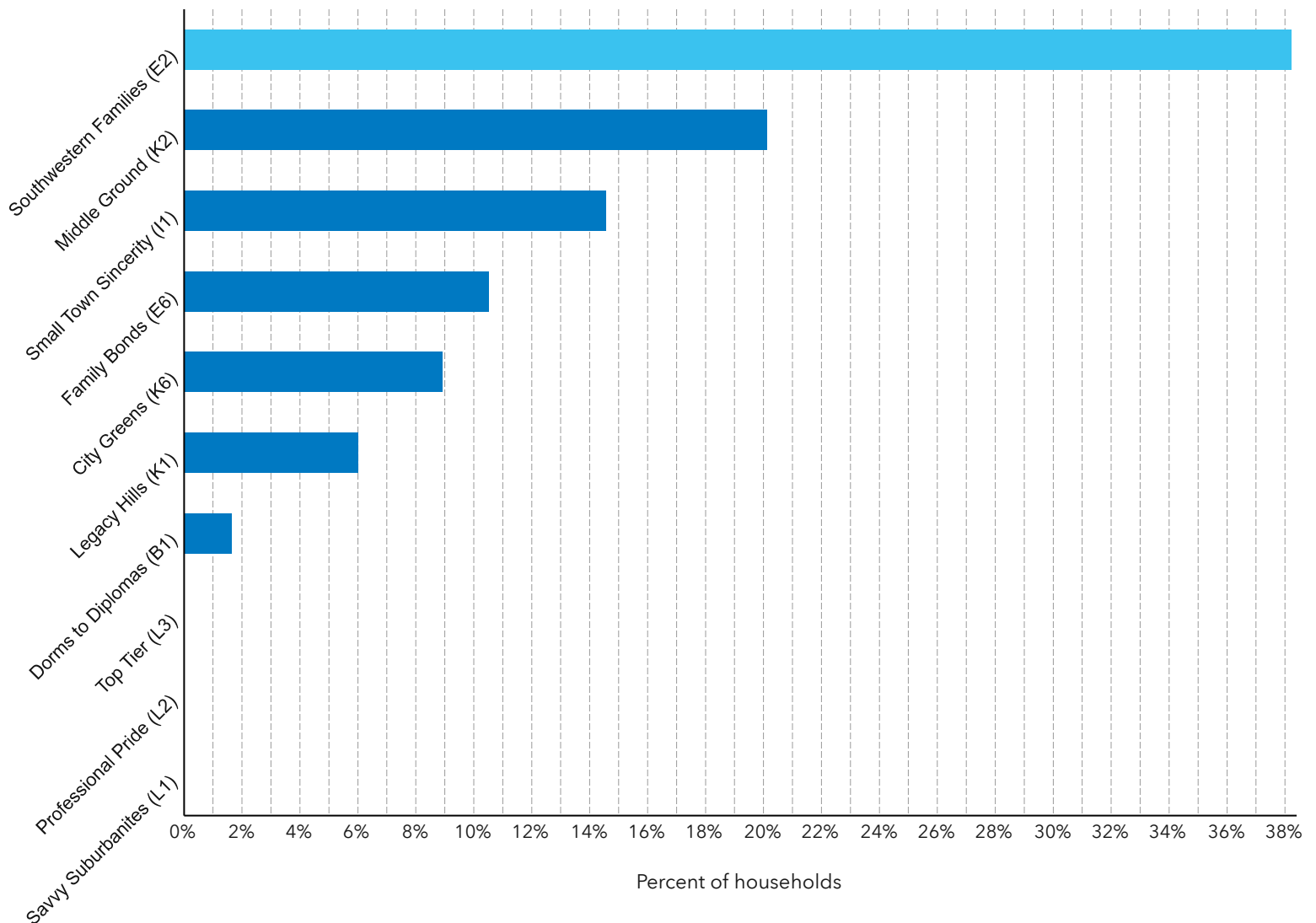
Southwestern Families: *Community Connections* LifeMode

This segment is characterized by Southwest urban and suburban neighborhoods with multigenerational families.

771 households are **Southwestern Families**. 38.2% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Source: ArcGIS Tapestry (2025)

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Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,017	100.0%		3,923	100.0%	
A. Urban Threads	0	0.0%	0	0	0.0%	0
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	33	1.6%	118	41	1.1%	50
Dorms to Diplomas (B1)	33	1.6%	321	41	1.1%	102
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	0	0.0%	0	0	0.0%	0
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	0	0.0%	0	0	0.0%	0
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,017	100.0%		3,923	100.0%	
E. Community Connections	983	48.7%	661	1,963	50.0%	673
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	771	38.2%	4,839	1,527	38.9%	4,526
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	212	10.5%	705	436	11.1%	658
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	0	0.0%	0	0	0.0%	0
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	0	0.0%	0	0	0.0%	0
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	0	0.0%	0	0	0.0%	0
Flourishing Families (H1)	0	0.0%	0	0	0.0%	0
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,017	100.0%		3,923	100.0%	
I. Countryscapes	294	14.6%	107	539	13.7%	104
Small Town Sincerity (I1)	294	14.6%	1,205	539	13.7%	1,227
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	0	0.0%	0	0	0.0%	0
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	707	35.0%	159	1,379	35.1%	164
Legacy Hills (K1)	121	6.0%	349	323	8.2%	556
Middle Ground (K2)	406	20.1%	883	730	18.6%	890
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	180	8.9%	349	326	8.3%	358
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	0	0.0%	0	0	0.0%	0
L. Premier Estates	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (L1)	0	0.0%	0	0	0.0%	0
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0

Tapestry Segmentation Profile

2020 S Chadbourne St, San Angelo, Texas, 76903



Ring: 5 mile radius

Dominant Tapestry Segment



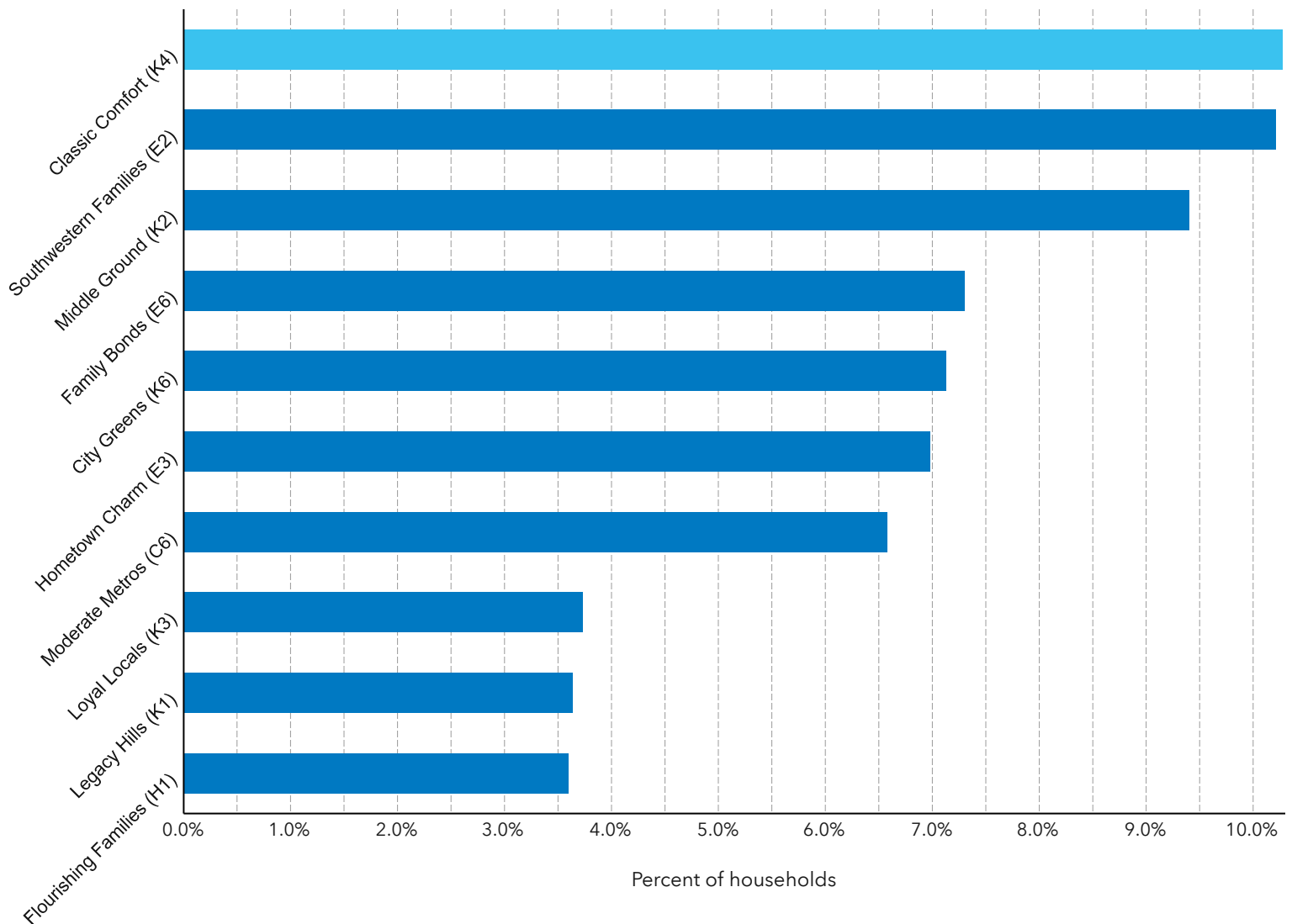
Classic Comfort: *Suburban Shine* LifeMode

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

4,046 households are **Classic Comfort**. 10.3% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Source: ArcGIS Tapestry (2025)

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Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	39,370	100.0%		76,434	100.0%	
A. Urban Threads	2,299	5.8%	129	3,979	5.2%	129
Independent Cityscapes (A1)	827	2.1%	304	1,761	2.3%	397
City Commons (A2)	276	0.7%	127	346	0.5%	96
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	1,196	3.0%	279	1,872	2.5%	278
B. Books and Boots	1,523	3.9%	278	4,245	5.6%	265
Dorms to Diplomas (B1)	810	2.1%	403	1,809	2.4%	232
College Towns (B2)	514	1.3%	176	750	1.0%	120
Military Proximity (B3)	199	0.5%	361	1,686	2.2%	882
C. Metro Vibes	4,594	11.7%	133	8,064	10.5%	130
Single Thrifties (C1)	570	1.4%	112	981	1.3%	117
Kids and Kin (C2)	338	0.9%	72	591	0.8%	69
Metro Fusion (C3)	1,094	2.8%	207	1,759	2.3%	204
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	2,592	6.6%	289	4,733	6.2%	296
D. Tech Trailblazers	372	0.9%	10	706	0.9%	12
Emerging Hub (D1)	372	0.9%	49	706	0.9%	59
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0



Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	39,370	100.0%		76,434	100.0%	
E. Community Connections	10,542	26.8%	363	21,003	27.5%	370
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	4,021	10.2%	1,293	8,174	10.7%	1,244
Hometown Charm (E3)	2,749	7.0%	478	5,324	7.0%	512
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	898	2.3%	145	1,600	2.1%	137
Family Bonds (E6)	2,874	7.3%	490	5,905	7.7%	457
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	900	2.3%	53	1,777	2.3%	45
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	900	2.3%	118	1,777	2.3%	109
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	1,417	3.6%	34	2,828	3.7%	32
Flourishing Families (H1)	1,417	3.6%	99	2,828	3.7%	96
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	39,370	100.0%		76,434	100.0%	
I. Countryscapes	2,331	5.9%	43	4,895	6.4%	49
Small Town Sincerity (I1)	1,021	2.6%	214	2,052	2.7%	240
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	964	2.5%	119	2,128	2.8%	147
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	255	0.7%	26	552	0.7%	28
Country Charm (I7)	91	0.2%	10	163	0.2%	9
J. Mature Reflections	350	0.9%	22	546	0.7%	20
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	350	0.9%	53	546	0.7%	48
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	14,641	37.2%	168	27,478	36.0%	168
Legacy Hills (K1)	1,433	3.6%	212	2,369	3.1%	209
Middle Ground (K2)	3,700	9.4%	412	7,171	9.4%	449
Loyal Locals (K3)	1,469	3.7%	132	2,610	3.4%	127
Classic Comfort (K4)	4,046	10.3%	350	7,809	10.2%	349
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	2,809	7.1%	279	5,052	6.6%	285
Room to Roam (K7)	1,017	2.6%	66	2,171	2.8%	71
Burbs and Beyond (K8)	167	0.4%	15	296	0.4%	14
L. Premier Estates	401	1.0%	11	913	1.2%	11
Savvy Suburbanites (L1)	401	1.0%	22	913	1.2%	25
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Profile

2020 S Chadbourne St, San Angelo, Texas, 76903



Ring: 10 mile radius

Dominant Tapestry Segment



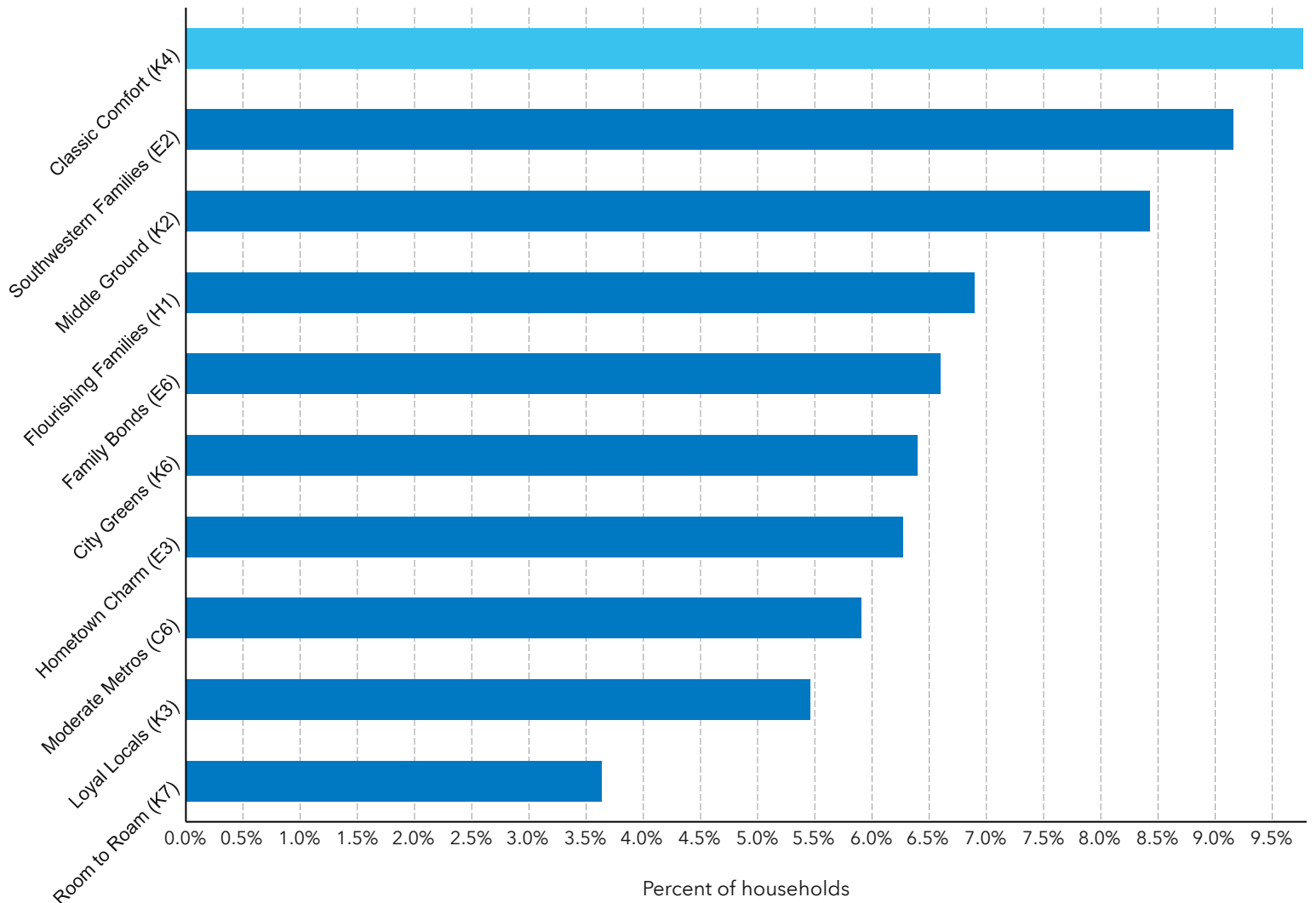
Classic Comfort: *Suburban Shine* LifeMode

This segment is characterized by aging Midwestern and Southern suburbanites with multiple vehicles.

4,287 households are **Classic Comfort**. 9.8% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)



Source: ArcGIS Tapestry (2025)

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Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,878	100.0%		85,173	100.0%	
A. Urban Threads	2,299	5.2%	116	3,979	4.7%	115
Independent Cityscapes (A1)	827	1.9%	273	1,761	2.1%	356
City Commons (A2)	276	0.6%	114	346	0.4%	86
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	1,196	2.7%	250	1,872	2.2%	250
B. Books and Boots	1,523	3.5%	250	4,245	5.0%	238
Dorms to Diplomas (B1)	810	1.9%	362	1,809	2.1%	208
College Towns (B2)	514	1.2%	158	750	0.9%	107
Military Proximity (B3)	199	0.5%	324	1,686	2.0%	792
C. Metro Vibes	4,594	10.5%	119	8,064	9.5%	117
Single Thrifties (C1)	570	1.3%	101	981	1.1%	105
Kids and Kin (C2)	338	0.8%	65	591	0.7%	62
Metro Fusion (C3)	1,094	2.5%	186	1,759	2.1%	183
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	2,592	5.9%	259	4,733	5.6%	266
D. Tech Trailblazers	372	0.8%	9	706	0.8%	11
Emerging Hub (D1)	372	0.8%	44	706	0.8%	53
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	0	0.0%	0	0	0.0%	0
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,878	100.0%		85,173	100.0%	
E. Community Connections	10,611	24.2%	328	21,135	24.8%	334
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	4,021	9.2%	1,160	8,174	9.6%	1,116
Hometown Charm (E3)	2,749	6.3%	429	5,324	6.3%	460
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	947	2.2%	137	1,674	2.0%	128
Family Bonds (E6)	2,894	6.6%	443	5,963	7.0%	414
F. Urban Harmony	0	0.0%	0	0	0.0%	0
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	900	2.0%	48	1,777	2.1%	40
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	900	2.0%	106	1,777	2.1%	98
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	3,026	6.9%	65	6,182	7.3%	63
Flourishing Families (H1)	3,026	6.9%	189	6,182	7.3%	189
Boomburbs (H2)	0	0.0%	0	0	0.0%	0
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0

Tapestry LifeMode Groups	2025 Households			2025 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,878	100.0%		85,173	100.0%	
I. Countryscapes	3,180	7.3%	53	6,604	7.8%	59
Small Town Sincerity (I1)	1,021	2.3%	192	2,052	2.4%	215
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	964	2.2%	107	2,128	2.5%	132
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	881	2.0%	80	1,836	2.2%	84
Country Charm (I7)	314	0.7%	31	588	0.7%	31
J. Mature Reflections	350	0.8%	20	546	0.6%	18
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	350	0.8%	47	546	0.6%	43
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	16,621	37.9%	172	31,020	36.4%	170
Legacy Hills (K1)	1,433	3.3%	190	2,369	2.8%	188
Middle Ground (K2)	3,700	8.4%	370	7,171	8.4%	403
Loyal Locals (K3)	2,394	5.5%	193	4,296	5.0%	188
Classic Comfort (K4)	4,287	9.8%	332	8,064	9.5%	323
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	2,809	6.4%	250	5,052	5.9%	256
Room to Roam (K7)	1,597	3.6%	92	3,347	3.9%	99
Burbs and Beyond (K8)	401	0.9%	32	721	0.8%	30
L. Premier Estates	401	0.9%	9	913	1.1%	10
Savvy Suburbanites (L1)	401	0.9%	20	913	1.1%	22
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	0	0.0%	0	0	0.0%	0
Unclassified	1	0.0%	0	2	0.0%	1