

# Santa Fe County Marketing Profile

Santa Fe County, NM  
 Santa Fe County, NM (35049)  
 Geography: County

Prepared by Esri

## MARKETING PROFILE

Santa Fe County, NM



Geography: County

### KEY FACTS

151,515  
Population



2.3  
Average Household Size

45.5  
Median Age

\$57,498  
Median Household Income

### ANNUAL HOUSEHOLD SPENDING

\$2,040  
Apparel & Services

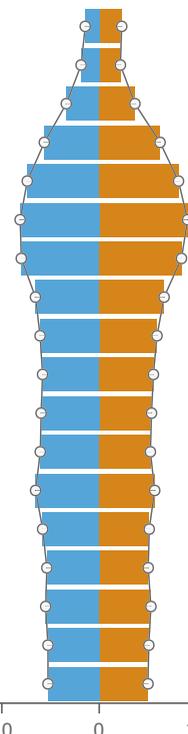
\$4,984  
Groceries

\$158  
Computers & Hardware

\$5,731  
Health Care

\$3,517  
Eating Out

## Age Pyramid



The largest group:  
 2019 Female  
 Population Age 60-64  
 (Esri)

The smallest group:  
 2019 Male Population  
 Age 85+ (Esri)

Dots show comparison to  
 Santa Fe County

### EDUCATION

10%  
No High School Diploma

22%  
High School Graduate

26%  
Some College

42%  
Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

\$2,174  
Travel

\$59  
Sports Events

\$72  
Theatre/Operas/  
Concerts

\$4  
Online Games

\$84  
Movies/Museums/  
Parks

### Tapestry Segments

6C	<b>The Great Outdoors</b> 8,048 households	<b>12.4%</b> of Households
1E	<b>Exurbanites</b> 6,225 households	<b>9.6%</b> of Households
10D	<b>Down the Road</b> 6,074 households	<b>9.3%</b> of Households