



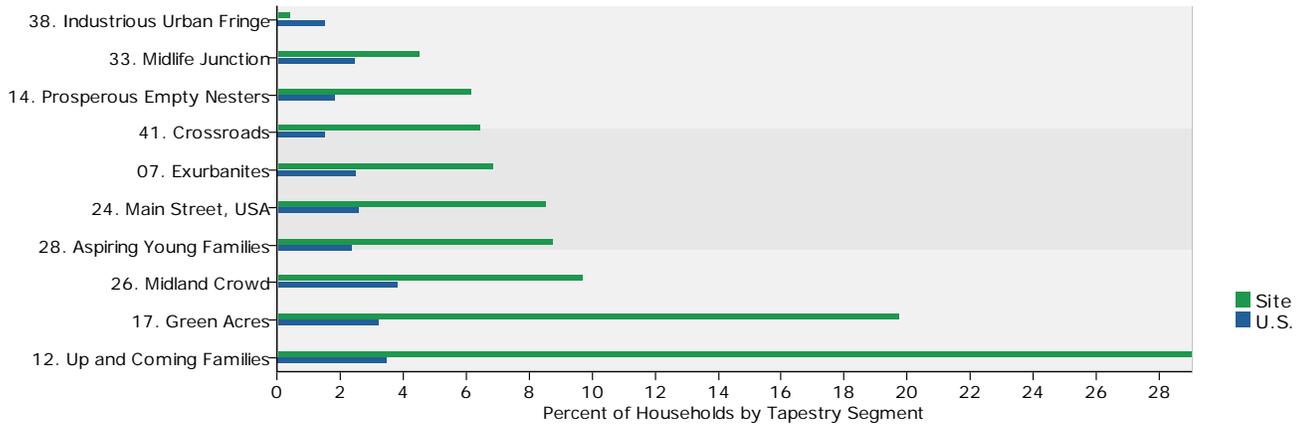
Tapestry Segmentation Area Profile

81007 (Pueblo West)
 81007 (PUEBLO, CO)
 Geography: ZIP Code

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	29.0%	29.0%	3.5%	3.5%	827
2	17. Green Acres	19.7%	48.7%	3.2%	6.7%	612
3	26. Midland Crowd	9.7%	58.4%	3.8%	10.5%	254
4	28. Aspiring Young Families	8.7%	67.2%	2.4%	12.9%	371
5	24. Main Street, USA	8.5%	75.7%	2.6%	15.5%	330
Subtotal		75.7%		15.5%		
6	07. Exurbanites	6.8%	82.5%	2.5%	18.0%	272
7	41. Crossroads	6.5%	89.0%	1.5%	19.5%	425
8	14. Prosperous Empty Nesters	6.1%	95.1%	1.8%	21.3%	335
9	33. Midlife Junction	4.5%	99.6%	2.5%	23.8%	183
10	38. Industrious Urban Fringe	0.4%	100.0%	1.5%	25.3%	25
Subtotal		24.3%		9.9%		
Total		100.0%		25.3%		395

Top Ten Tapestry Segments Site vs. U.S.



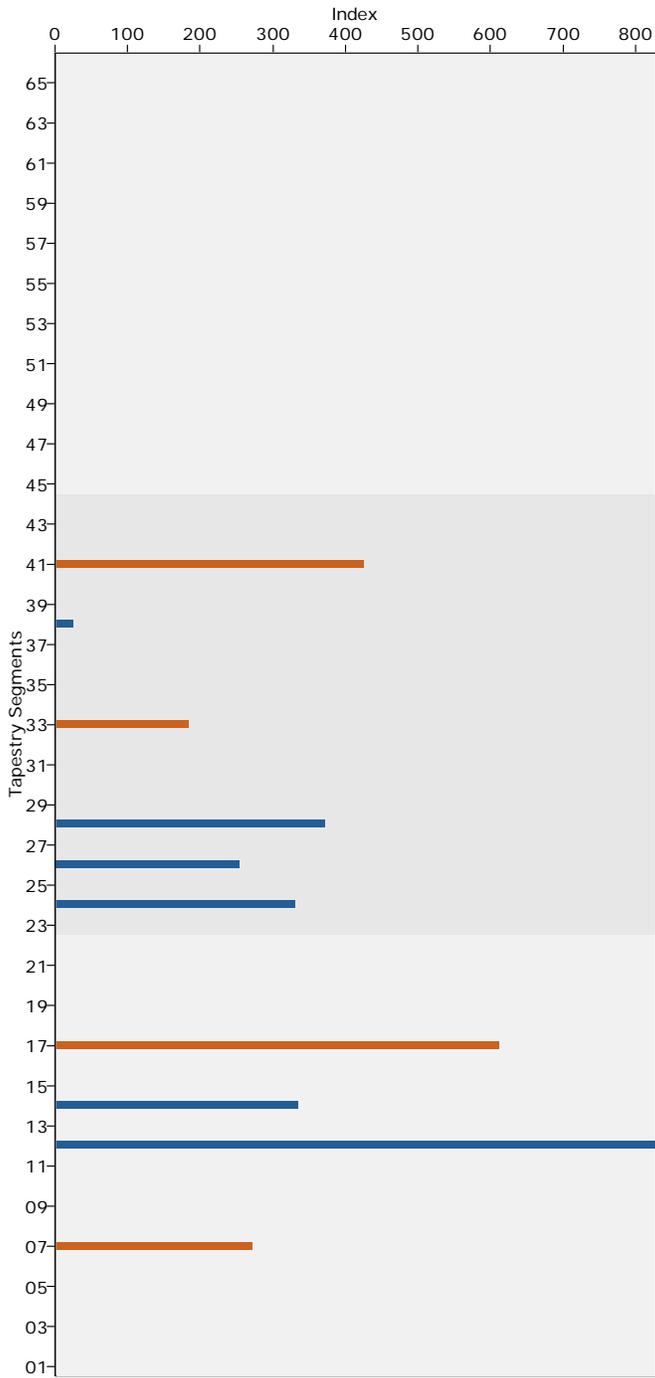
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



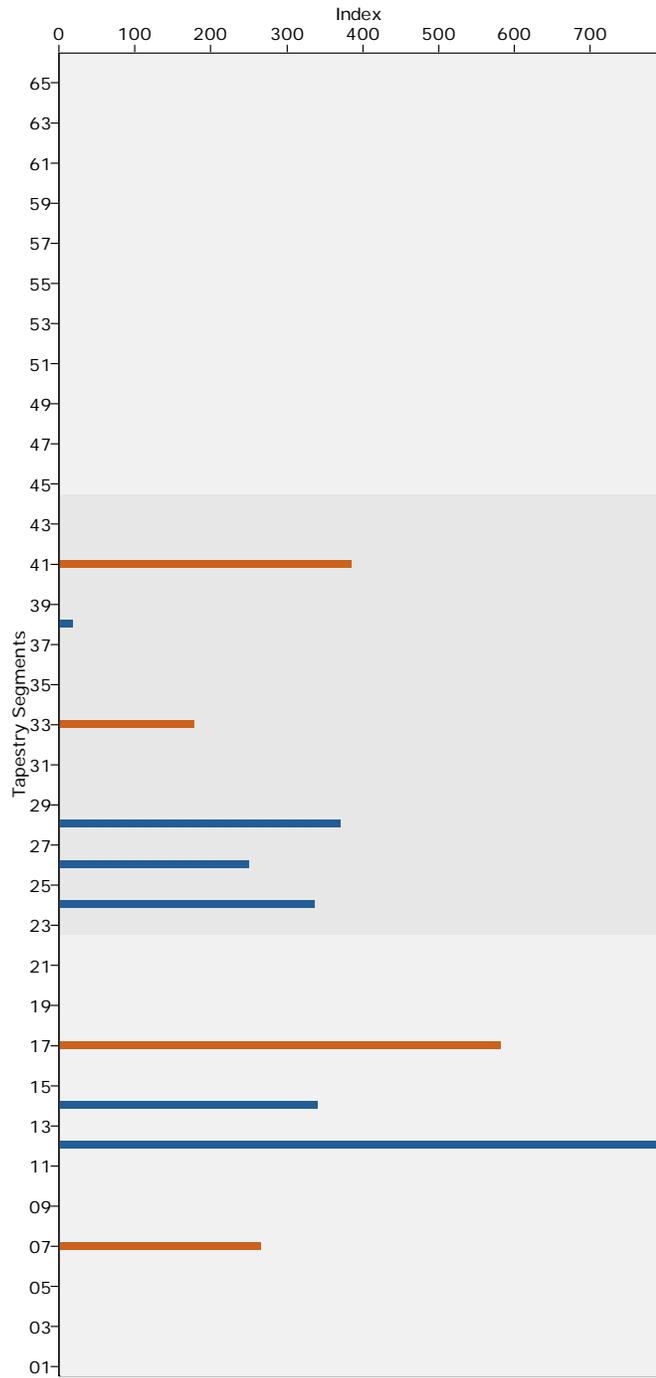
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Source: Esri



Tapestry Segmentation Area Profile

81007 (Pueblo West)
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,942	100.0%		30,214	100.0%	
L1. High Society	747	6.8%	54	2,067	6.8%	49
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	747	6.8%	272	2,067	6.8%	266
L2. Upscale Avenues	2,158	19.7%	142	5,895	19.5%	142
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	2,158	19.7%	612	5,895	19.5%	582
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	672	6.1%	50	1,726	5.7%	55
14 Prosperous Empty Nesters	672	6.1%	335	1,726	5.7%	341
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,942	100.0%		30,214	100.0%	
L7. High Hopes	957	8.7%	214	2,549	8.4%	221
28 Aspiring Young Families	957	8.7%	371	2,549	8.4%	372
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	42	0.4%	5	109	0.4%	4
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	42	0.4%	25	109	0.4%	18
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	3,175	29.0%	367	9,321	30.8%	333
12 Up and Coming Families	3,175	29.0%	827	9,321	30.8%	790
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	1,426	13.0%	150	3,731	12.3%	150
24 Main Street, USA	931	8.5%	330	2,549	8.4%	337
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	495	4.5%	183	1,182	3.9%	178
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	1,765	16.1%	172	4,816	15.9%	171
26 Midland Crowd	1,058	9.7%	254	2,961	9.8%	250
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	707	6.5%	425	1,855	6.1%	385
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Segmentation Area Profile

81007 (Pueblo West)
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Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,942	100.0%		30,214	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	957	8.7%	81	2,549	8.4%	85
28 Aspiring Young Families	957	8.7%	371	2,549	8.4%	372
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	973	8.9%	81	2,658	8.8%	77
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	931	8.5%	330	2,549	8.4%	337
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	42	0.4%	25	109	0.4%	18
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Total:	10,942	100.0%		30,214	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	4,594	42.0%	266	13,114	43.4%	266
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	747	6.8%	272	2,067	6.8%	266
12 Up and Coming Families	3,175	29.0%	827	9,321	30.8%	790
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	672	6.1%	335	1,726	5.7%	341
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	495	4.5%	47	1,182	3.9%	43
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	495	4.5%	183	1,182	3.9%	178
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	707	6.5%	134	1,855	6.1%	136
41 Crossroads	707	6.5%	425	1,855	6.1%	385
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	3,216	29.4%	258	8,856	29.3%	256
17 Green Acres	2,158	19.7%	612	5,895	19.5%	582
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,058	9.7%	254	2,961	9.8%	250
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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