



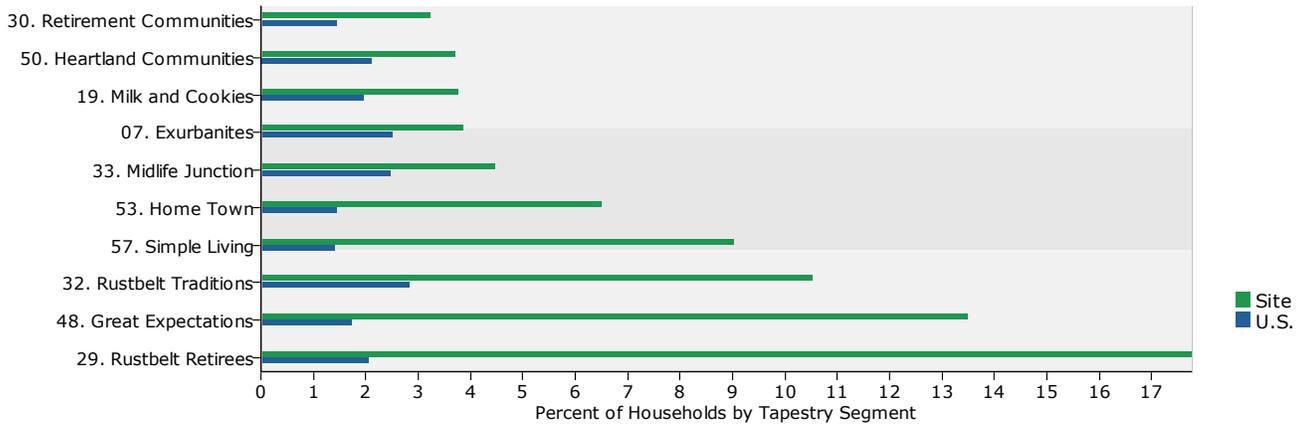
Tapestry Segmentation Area Profile

City of Pueblo

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	17.8%	17.8%	2.1%	2.1%	859
2	48. Great Expectations	13.5%	31.3%	1.7%	3.8%	777
3	32. Rustbelt Traditions	10.5%	41.8%	2.8%	6.6%	374
4	57. Simple Living	9.0%	50.8%	1.4%	8.0%	642
5	53. Home Town	6.5%	57.3%	1.4%	9.5%	449
Subtotal		57.3%		9.5%		
6	33. Midlife Junction	4.5%	61.8%	2.5%	11.9%	181
7	07. Exurbanites	3.9%	65.6%	2.5%	14.5%	154
8	19. Milk and Cookies	3.8%	69.4%	2.0%	16.4%	192
9	50. Heartland Communities	3.7%	73.1%	2.1%	18.5%	175
10	30. Retirement Communities	3.2%	76.4%	1.5%	20.0%	223
Subtotal		19.0%		10.5%		
11	60. City Dimensions	3.2%	79.6%	0.9%	20.9%	370
12	65. Social Security Set	2.5%	82.0%	0.6%	21.5%	383
13	14. Prosperous Empty Nesters	2.2%	84.2%	1.8%	23.3%	118
14	49. Senior Sun Seekers	2.1%	86.2%	1.2%	24.5%	172
15	17. Green Acres	1.9%	88.2%	3.2%	27.8%	60
Subtotal		11.8%		7.8%		
16	18. Cozy and Comfortable	1.7%	89.9%	2.8%	30.6%	61
17	24. Main Street, USA	1.7%	91.6%	2.6%	33.2%	65
18	36. Old and Newcomers	1.5%	93.1%	1.9%	35.1%	79
19	62. Modest Income Homes	1.4%	94.5%	1.0%	36.1%	142
20	52. Inner City Tenants	1.1%	95.6%	1.5%	37.6%	71
Subtotal		7.4%		9.9%		
Total		95.6%		37.6%		254

Top Ten Tapestry Segments Site vs. U.S.



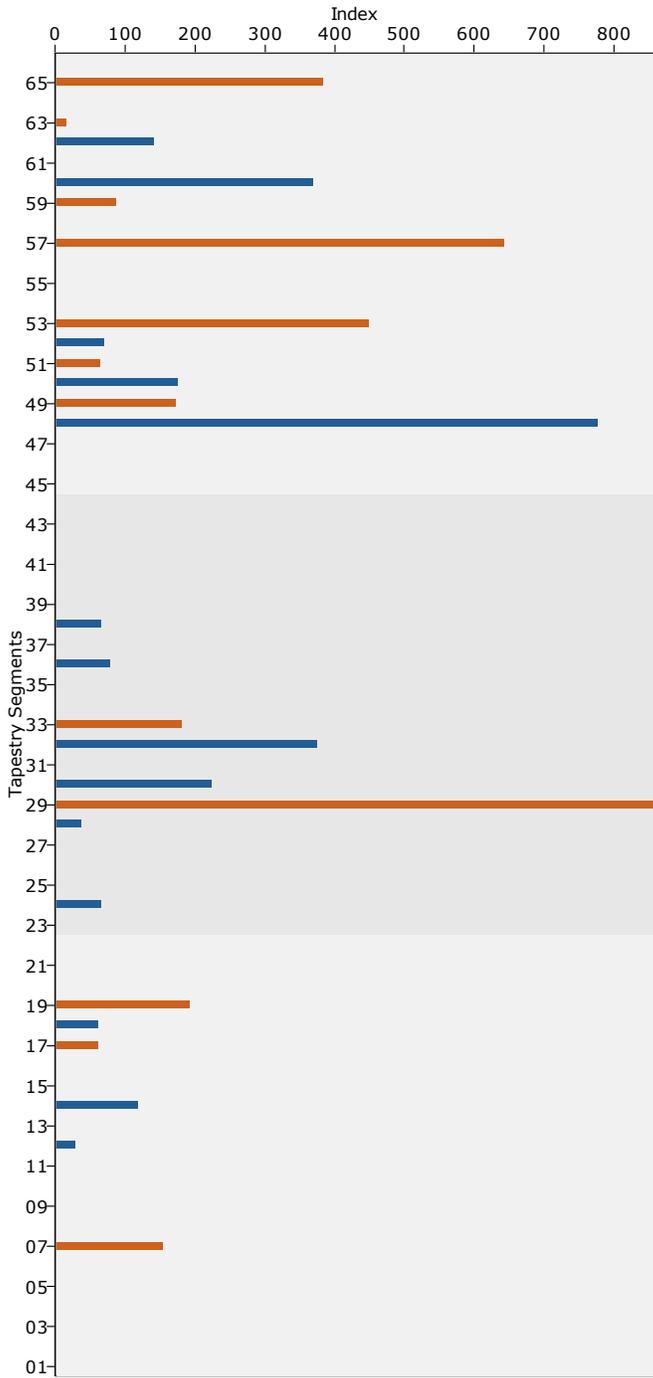
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



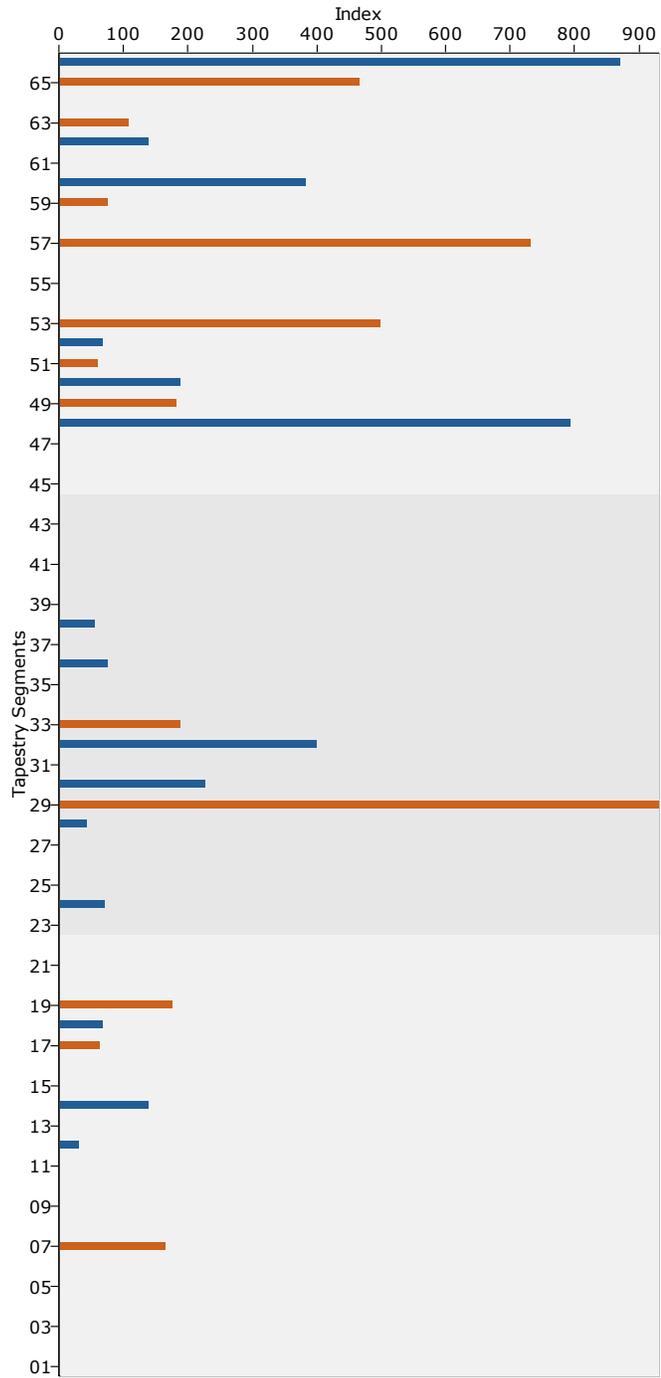
Tapestry Segmentation Area Profile

City of Pueblo

Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

City of Pueblo

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,351	100.0%		106,750	100.0%	
L1. High Society	1,674	3.9%	30	4,556	4.3%	30
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	1,674	3.9%	154	4,556	4.3%	166
L2. Upscale Avenues	1,575	3.6%	26	4,314	4.0%	29
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	833	1.9%	60	2,292	2.1%	64
18 Cozy and Comfortable	742	1.7%	61	2,022	1.9%	68
L3. Metropolis	878	2.0%	39	2,171	2.0%	39
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	261	0.6%	64	673	0.6%	61
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	617	1.4%	142	1,498	1.4%	139
L4. Solo Acts	663	1.5%	22	1,219	1.1%	22
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	663	1.5%	79	1,219	1.1%	76
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	17,525	40.4%	329	40,846	38.3%	371
14 Prosperous Empty Nesters	937	2.2%	118	2,469	2.3%	138
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	7,698	17.8%	859	18,500	17.3%	931
30 Retirement Communities	1,403	3.2%	223	2,701	2.5%	228
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	889	2.1%	172	1,955	1.8%	182
50 Heartland Communities	1,607	3.7%	175	3,834	3.6%	189
57 Simple Living	3,914	9.0%	642	9,032	8.5%	731
65 Social Security Set	1,077	2.5%	383	2,355	2.2%	466
L6. Scholars & Patriots	33	0.1%	5	773	0.7%	40
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	33	0.1%	17	773	0.7%	108

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Tapestry Segmentation Area Profile

City of Pueblo

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,351	100.0%		106,750	100.0%	
L7. High Hopes	6,241	14.4%	352	14,172	13.3%	348
28 Aspiring Young Families	390	0.9%	38	1,040	1.0%	43
48 Great Expectations	5,851	13.5%	777	13,132	12.3%	794
L8. Global Roots	2,285	5.3%	64	5,906	5.5%	57
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	433	1.0%	65	1,197	1.1%	56
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	465	1.1%	71	1,018	1.0%	67
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,387	3.2%	370	3,691	3.5%	382
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	2,420	5.6%	71	6,438	6.0%	65
12 Up and Coming Families	419	1.0%	28	1,271	1.2%	31
19 Milk and Cookies	1,631	3.8%	192	4,131	3.9%	177
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	370	0.9%	87	1,036	1.0%	74
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	7,230	16.7%	192	17,651	16.5%	200
24 Main Street, USA	732	1.7%	65	1,890	1.8%	71
32 Rustbelt Traditions	4,564	10.5%	374	11,355	10.6%	400
33 Midlife Junction	1,934	4.5%	181	4,406	4.1%	188
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	2,823	6.5%	69	7,363	6.9%	75
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	2,823	6.5%	449	7,363	6.9%	499
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	4	0.0%	0	9	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	4	0.0%	1	9	0.0%	1
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	1,332	1.2%	871

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Tapestry Segmentation Area Profile

City of Pueblo

Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	43,351	100.0%		106,750	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	1,077	2.5%	53	2,355	2.2%	40
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	1,077	2.5%	383	2,355	2.2%	466
U3. Metro Cities I	1,631	3.8%	33	4,131	3.9%	34
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	1,631	3.8%	192	4,131	3.9%	177
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	4,341	10.0%	92	10,442	9.8%	99
28 Aspiring Young Families	390	0.9%	38	1,040	1.0%	43
30 Retirement Communities	1,403	3.2%	223	2,701	2.5%	228
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	663	1.5%	79	1,219	1.1%	76
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	465	1.1%	71	1,018	1.0%	67
60 City Dimensions	1,387	3.2%	370	3,691	3.5%	382
63 Dorms to Diplomas	33	0.1%	17	773	0.7%	108
U5. Urban Outskirts I	11,580	26.7%	244	27,574	25.8%	227
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	732	1.7%	65	1,890	1.8%	71
32 Rustbelt Traditions	4,564	10.5%	374	11,355	10.6%	400
38 Industrious Urban Fringe	433	1.0%	65	1,197	1.1%	56
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Total:	43,351	100.0%		106,750	100.0%	
U6. Urban Outskirts II	5,162	11.9%	232	12,239	11.5%	218
51 Metro City Edge	261	0.6%	64	673	0.6%	61
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	3,914	9.0%	642	9,032	8.5%	731
59 Southwestern Families	370	0.9%	87	1,036	1.0%	74
62 Modest Income Homes	617	1.4%	142	1,498	1.4%	0
U7. Suburban Periphery I	3,030	7.0%	44	8,296	7.8%	48
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,674	3.9%	154	4,556	4.3%	166
12 Up and Coming Families	419	1.0%	28	1,271	1.2%	31
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	937	2.2%	118	2,469	2.3%	138
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	13,197	30.4%	317	32,291	30.2%	336
18 Cozy and Comfortable	742	1.7%	61	2,022	1.9%	68
29 Rustbelt Retirees	7,698	17.8%	859	18,500	17.3%	931
33 Midlife Junction	1,934	4.5%	181	4,406	4.1%	188
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	2,823	6.5%	449	7,363	6.9%	499
U9. Small Towns	2,500	5.8%	119	5,798	5.4%	121
41 Crossroads	4	0.0%	1	9	0.0%	1
49 Senior Sun Seekers	889	2.1%	172	1,955	1.8%	182
50 Heartland Communities	1,607	3.7%	175	3,834	3.6%	189
U10. Rural I	833	1.9%	17	2,292	2.1%	19
17 Green Acres	833	1.9%	60	2,292	2.1%	64
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
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	1,332	1.2%	871

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