



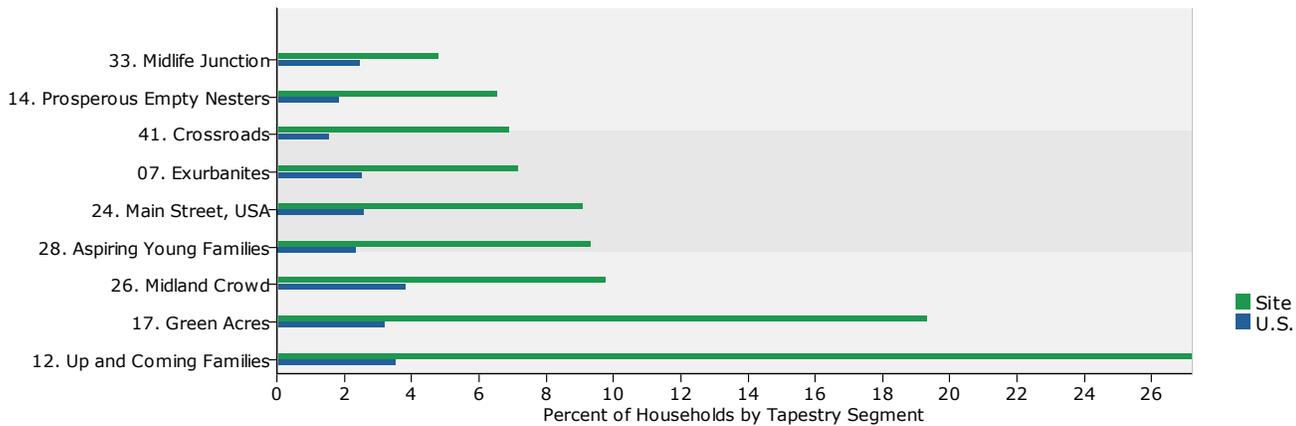
Tapestry Segmentation Area Profile

Pueblo West

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	27.2%	27.2%	3.5%	3.5%	775
2	17. Green Acres	19.3%	46.5%	3.2%	6.7%	599
3	26. Midland Crowd	9.7%	56.2%	3.8%	10.5%	256
4	28. Aspiring Young Families	9.3%	65.5%	2.4%	12.9%	395
5	24. Main Street, USA	9.1%	74.6%	2.6%	15.5%	351
Subtotal		74.6%		15.5%		
6	07. Exurbanites	7.2%	81.8%	2.5%	18.0%	285
7	41. Crossroads	6.9%	88.6%	1.5%	19.5%	453
8	14. Prosperous Empty Nesters	6.5%	95.2%	1.8%	21.3%	357
9	33. Midlife Junction	4.8%	100.0%	2.5%	23.8%	195
Subtotal		25.4%		8.3%		
Total		100.0%		23.8%		420

Top Ten Tapestry Segments Site vs. U.S.



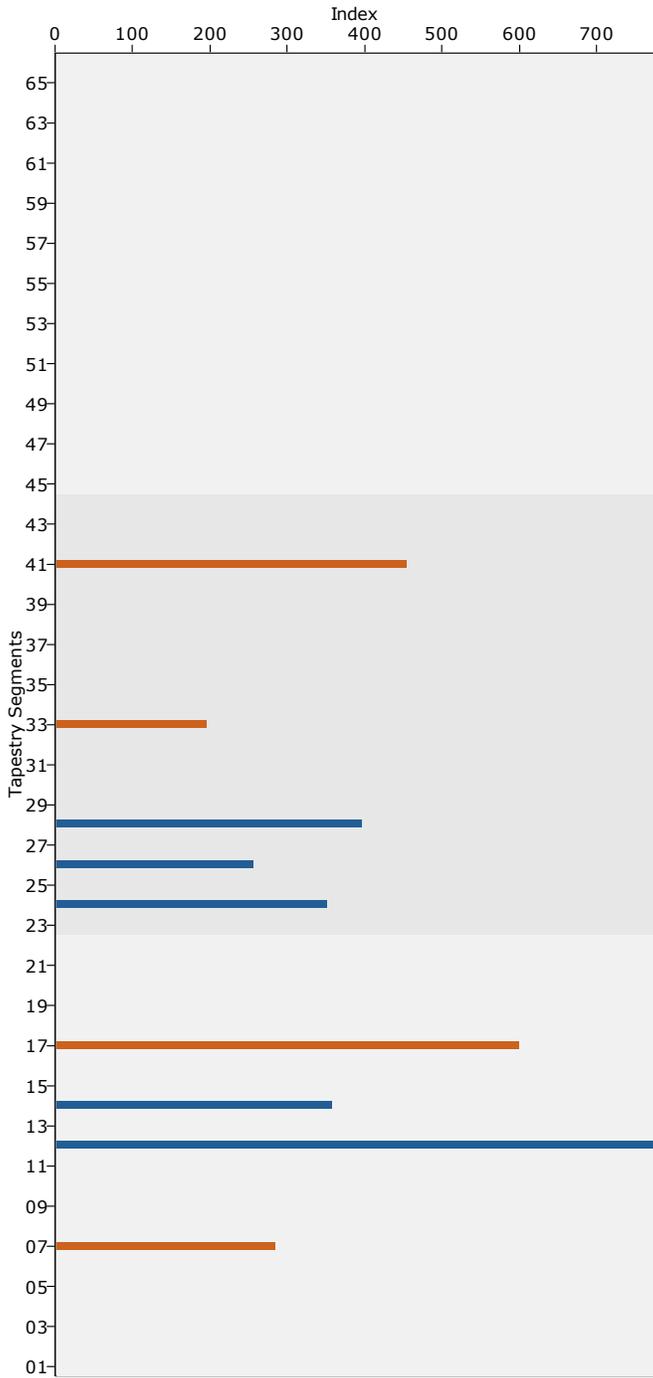
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



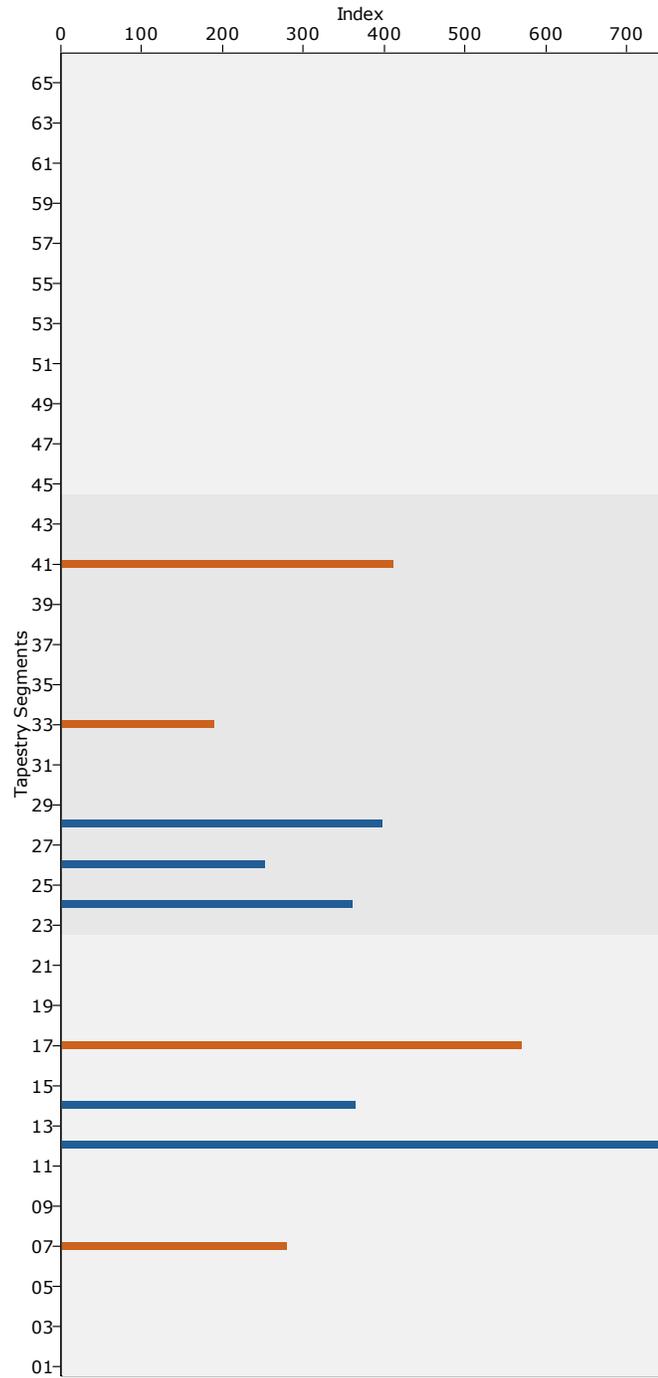
Tapestry Segmentation Area Profile

Pueblo West

Tapestry Indexes by Households



Tapestry Indexes by Population



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Source: Esri



Tapestry Segmentation Area Profile

Pueblo West

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,275	100.0%		28,323	100.0%	
L1. High Society	737	7.2%	56	2,038	7.2%	51
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	737	7.2%	285	2,038	7.2%	279
L2. Upscale Avenues	1,982	19.3%	139	5,413	19.1%	139
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	1,982	19.3%	599	5,413	19.1%	570
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 Metropolitans	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	6.5%	53	1,726	6.1%	59
14 Prosperous Empty Nesters	672	6.5%	357	1,726	6.1%	364
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

Pueblo West

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,275	100.0%		28,323	100.0%	
L7. High Hopes	957	9.3%	227	2,549	9.0%	236
28 Aspiring Young Families	957	9.3%	395	2,549	9.0%	397
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
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	2,793	27.2%	344	8,202	29.0%	312
12 Up and Coming Families	2,793	27.2%	775	8,202	29.0%	742
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	13.9%	159	3,731	13.2%	160
24 Main Street, USA	931	9.1%	351	2,549	9.0%	360
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	495	4.8%	195	1,182	4.2%	190
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	1,708	16.6%	178	4,664	16.5%	177
26 Midland Crowd	1,001	9.7%	256	2,809	9.9%	253
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	707	6.9%	453	1,855	6.5%	411
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

Pueblo West

Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,275	100.0%		28,323	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	9.3%	86	2,549	9.0%	91
28 Aspiring Young Families	957	9.3%	395	2,549	9.0%	397
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	931	9.1%	83	2,549	9.0%	79
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	931	9.1%	351	2,549	9.0%	360
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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Total:	10,275	100.0%		28,323	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	4,202	40.9%	259	11,966	42.2%	259
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	737	7.2%	285	2,038	7.2%	279
12 Up and Coming Families	2,793	27.2%	775	8,202	29.0%	742
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	672	6.5%	357	1,726	6.1%	364
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	495	4.8%	50	1,182	4.2%	46
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	4.8%	195	1,182	4.2%	190
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	6.9%	142	1,855	6.5%	146
41 Crossroads	707	6.9%	453	1,855	6.5%	411
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	2,983	29.0%	255	8,222	29.0%	254
17 Green Acres	1,982	19.3%	599	5,413	19.1%	570
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,001	9.7%	256	2,809	9.9%	253
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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