



Tapestry Segmentation Area Profile

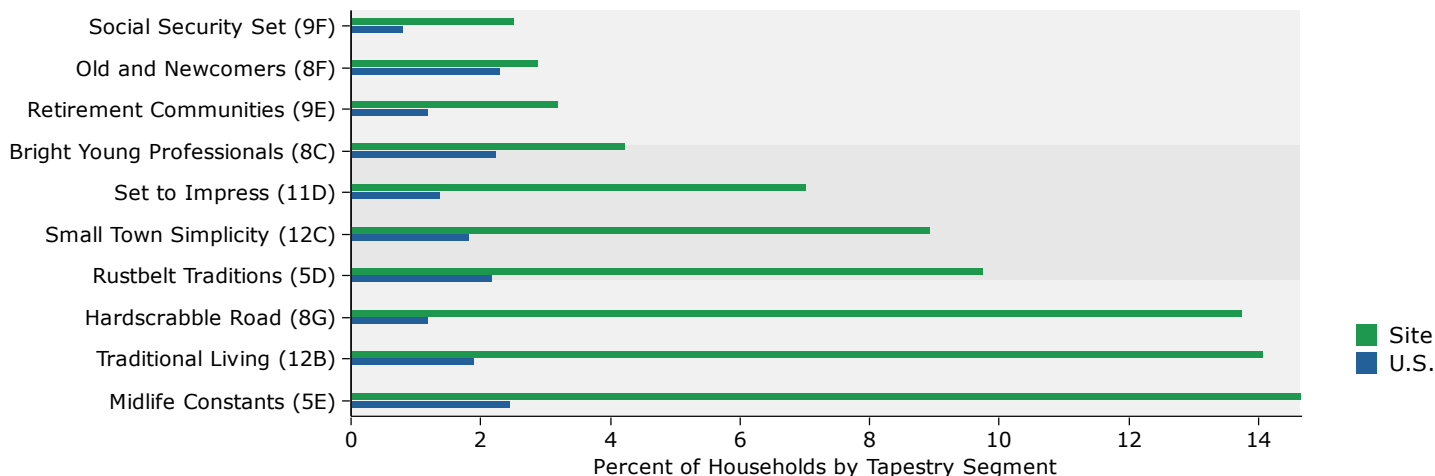
Pueblo City, CO
 Pueblo City, CO (0862000)
 Geography: Place

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	14.7%	14.7%	2.5%	2.5%	594
2	Traditional Living (12B)	14.1%	28.8%	1.9%	4.4%	734
3	Hardscrabble Road (8G)	13.8%	42.6%	1.2%	5.6%	1,144
4	Rustbelt Traditions (5D)	9.8%	52.4%	2.2%	7.8%	446
5	Small Town Simplicity (12C)	9.0%	61.4%	1.8%	9.6%	485
	Subtotal	61.4%		9.6%		
6	Set to Impress (11D)	7.0%	68.4%	1.4%	11.0%	509
7	Bright Young Professionals (8C)	4.3%	72.7%	2.3%	13.3%	189
8	Retirement Communities (9E)	3.2%	75.9%	1.2%	14.5%	265
9	Old and Newcomers (8F)	2.9%	78.8%	2.3%	16.8%	126
10	Social Security Set (9F)	2.5%	81.3%	0.8%	17.6%	311
	Subtotal	19.9%		8.0%		
11	Savvy Suburbanites (1D)	2.5%	83.8%	3.0%	20.6%	83
12	Exurbanites (1E)	2.3%	86.1%	1.9%	22.5%	117
13	Green Acres (6A)	2.0%	88.1%	3.2%	25.7%	62
14	Metro Fusion (11C)	2.0%	90.1%	1.4%	27.1%	141
15	Southwestern Families (7F)	1.6%	91.7%	0.8%	27.9%	200
	Subtotal	10.4%		10.3%		
16	In Style (5B)	1.5%	93.2%	2.2%	30.1%	65
17	City Commons (11E)	1.4%	94.6%	0.9%	31.0%	160
18	Fresh Ambitions (13D)	1.3%	95.9%	0.6%	31.6%	212
19	Up and Coming Families (7A)	1.0%	96.9%	2.5%	34.1%	39
20	Down the Road (10D)	0.9%	97.8%	1.2%	35.3%	78
	Subtotal	6.1%		7.4%		
	Total	97.6%		35.3%		276

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

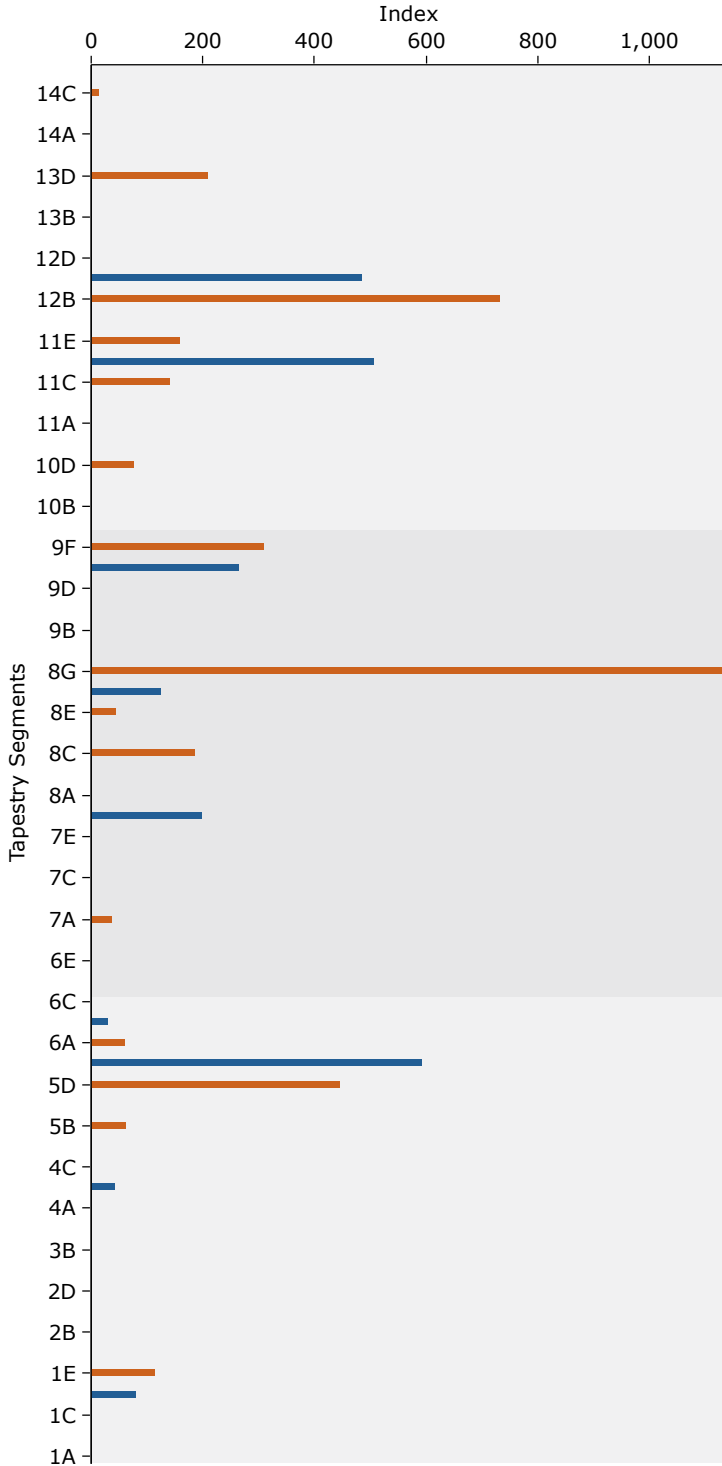


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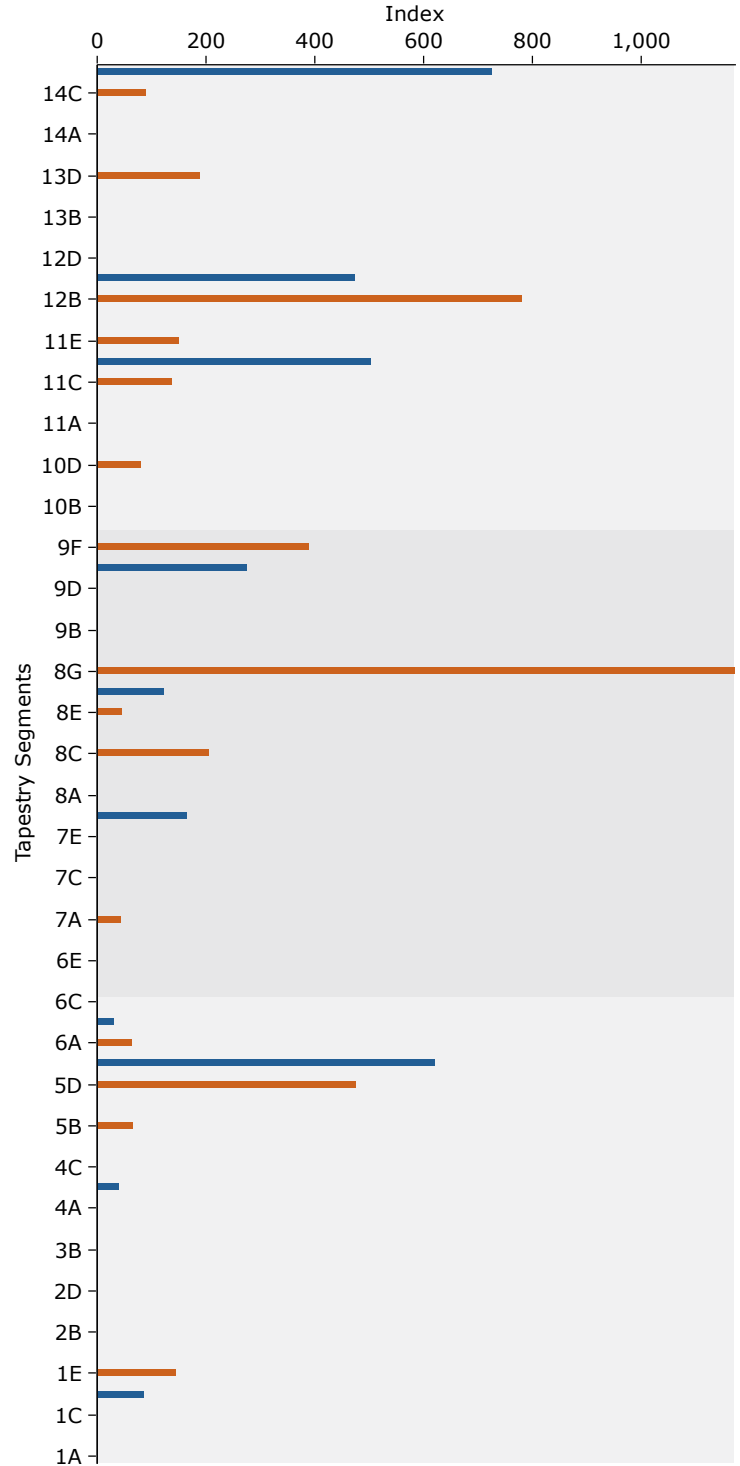
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	45,649	100.0%		87,879	100.0%	
1. Affluent Estates	2,158	4.7%	47	4,929	5.6%	53
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,124	2.5%	83	2,451	2.8%	87
Exurbanites (1E)	1,034	2.3%	117	2,478	2.8%	145
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	337	0.7%	10	694	0.8%	10
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	337	0.7%	43	694	0.8%	43
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	11,825	25.9%	229	22,693	25.8%	238
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	669	1.5%	65	1,253	1.4%	68
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,457	9.8%	446	8,640	9.8%	477
Midlife Constants (5E)	6,699	14.7%	594	12,800	14.6%	623
6. Cozy Country Living	1,314	2.9%	24	2,805	3.2%	27
Green Acres (6A)	915	2.0%	62	1,950	2.2%	66
Salt of the Earth (6B)	399	0.9%	31	855	1.0%	34
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,193	2.6%	37	2,399	2.7%	33
Up and Coming Families (7A)	447	1.0%	39	1,009	1.1%	44
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	746	1.6%	200	1,390	1.6%	168

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
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Total:	45,649	100.0%		87,879	100.0%	
8. Middle Ground	9,879	21.6%	199	18,366	20.9%	207
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,941	4.3%	189	3,682	4.2%	207
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	329	0.7%	46	609	0.7%	46
Old and Newcomers (8F)	1,327	2.9%	126	2,184	2.5%	125
Hardscrabble Road (8G)	6,282	13.8%	1,144	11,891	13.5%	1,175
9. Senior Styles	2,613	5.7%	99	4,738	5.4%	108
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1	0.0%	0	1	0.0%	0
Retirement Communities (9E)	1,460	3.2%	265	2,452	2.8%	277
Social Security Set (9F)	1,152	2.5%	311	2,285	2.6%	392
10. Rustic Outposts	412	0.9%	11	845	1.0%	12
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	412	0.9%	78	845	1.0%	83
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,752	10.4%	169	7,885	9.0%	165
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	902	2.0%	141	1,587	1.8%	139
Set to Impress (11D)	3,209	7.0%	509	5,245	6.0%	506
City Commons (11E)	641	1.4%	160	1,053	1.2%	153
12. Hometown	10,519	23.0%	378	19,264	21.9%	381
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,430	14.1%	734	12,310	14.0%	784
Small Town Simplicity (12C)	4,089	9.0%	485	6,954	7.9%	475
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	613	1.3%	35	1,141	1.3%	29
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	613	1.3%	212	1,141	1.3%	191
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	34	0.1%	5	781	0.9%	39
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	34	0.1%	15	781	0.9%	91
Unclassified (15)	0	0.0%	0	1,339	1.5%	727

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Total:	45,649	100.0%		87,879	100.0%	
1. Principal Urban Center	613	1.3%	19	1,141	1.3%	19
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	613	1.3%	212	1,141	1.3%	191
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	8,046	17.6%	106	15,299	17.4%	98
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,457	9.8%	446	8,640	9.8%	477
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
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Metro Fusion (11C)	902	2.0%	141	1,587	1.8%	139
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	21,533	47.2%	260	40,063	45.6%	272
In Style (5B)	669	1.5%	65	1,253	1.4%	68
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	329	0.7%	46	609	0.7%	46
Old and Newcomers (8F)	1,327	2.9%	126	2,184	2.5%	125
Hardscrabble Road (8G)	6,282	13.8%	1,144	11,891	13.5%	1,175
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Social Security Set (9F)	1,152	2.5%	311	2,285	2.6%	392
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	3,209	7.0%	509	5,245	6.0%	506
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4. Suburban Periphery	9,641	21.1%	66	19,432	22.1%	68
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
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Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	337	0.7%	43	694	0.8%	43
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	6,699	14.7%	594	12,800	14.6%	623
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Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,502	9.9%	106	7,800	8.9%	98
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	1	0.0%	0	1	0.0%	0
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The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	1,339	1.5%	727

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