



Tapestry Segmentation Area Profile

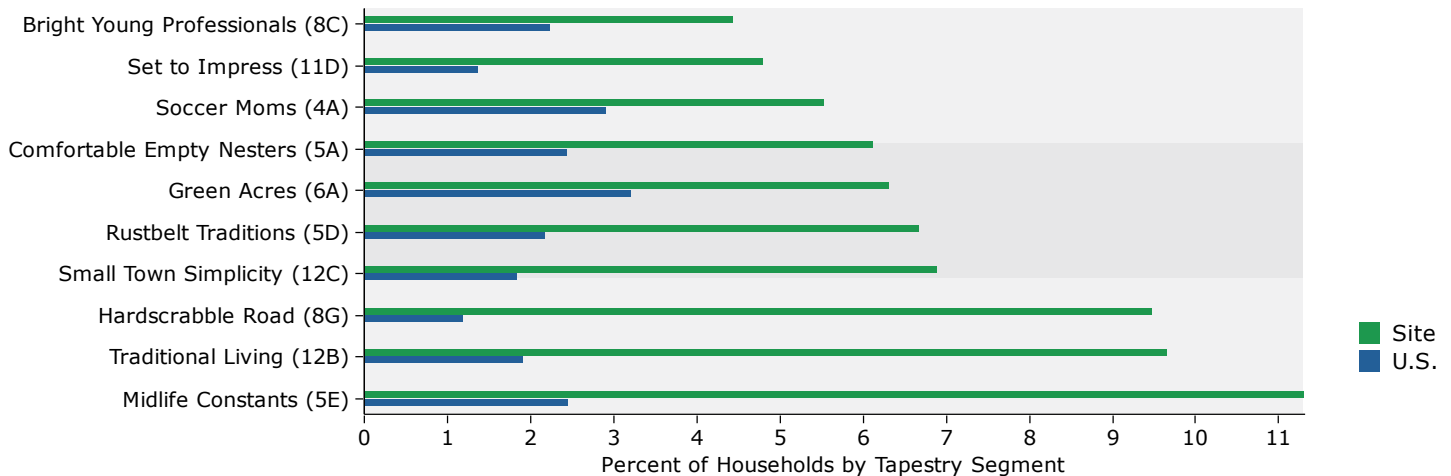
Pueblo County, CO 2
 Pueblo County, CO (08101)
 Geography: County

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)	11.3%	11.3%	2.5%	2.5%	458
2	Traditional Living (12B)	9.7%	21.0%	1.9%	4.4%	504
3	Hardscrabble Road (8G)	9.5%	30.5%	1.2%	5.6%	788
4	Small Town Simplicity (12C)	6.9%	37.4%	1.8%	7.4%	373
5	Rustbelt Traditions (5D)	6.7%	44.1%	2.2%	9.6%	305
Subtotal		44.1%		9.6%		
6	Green Acres (6A)	6.3%	50.4%	3.2%	12.8%	197
7	Comfortable Empty Nesters (5A)	6.1%	56.5%	2.4%	15.2%	250
8	Soccer Moms (4A)	5.5%	62.0%	2.9%	18.1%	189
9	Set to Impress (11D)	4.8%	66.8%	1.4%	19.5%	348
10	Bright Young Professionals (8C)	4.5%	71.3%	2.3%	21.8%	198
Subtotal		27.2%		12.2%		
11	Middleburg (4C)	2.8%	74.1%	2.9%	24.7%	95
12	Exurbanites (1E)	2.6%	76.7%	1.9%	26.6%	133
13	Down the Road (10D)	2.5%	79.2%	1.2%	27.8%	218
14	Retirement Communities (9E)	2.2%	81.4%	1.2%	29.0%	181
15	Old and Newcomers (8F)	2.0%	83.4%	2.3%	31.3%	86
Subtotal		12.1%		9.5%		
16	Rural Resort Dwellers (6E)	1.7%	85.1%	1.0%	32.3%	171
17	Social Security Set (9F)	1.7%	86.8%	0.8%	33.1%	212
18	Savvy Suburbanites (1D)	1.7%	88.5%	3.0%	36.1%	57
19	Southwestern Families (7F)	1.7%	90.2%	0.8%	36.9%	205
20	The Great Outdoors (6C)	1.4%	91.6%	1.6%	38.5%	90
Subtotal		8.2%		7.2%		
Total		91.5%		38.5%		238

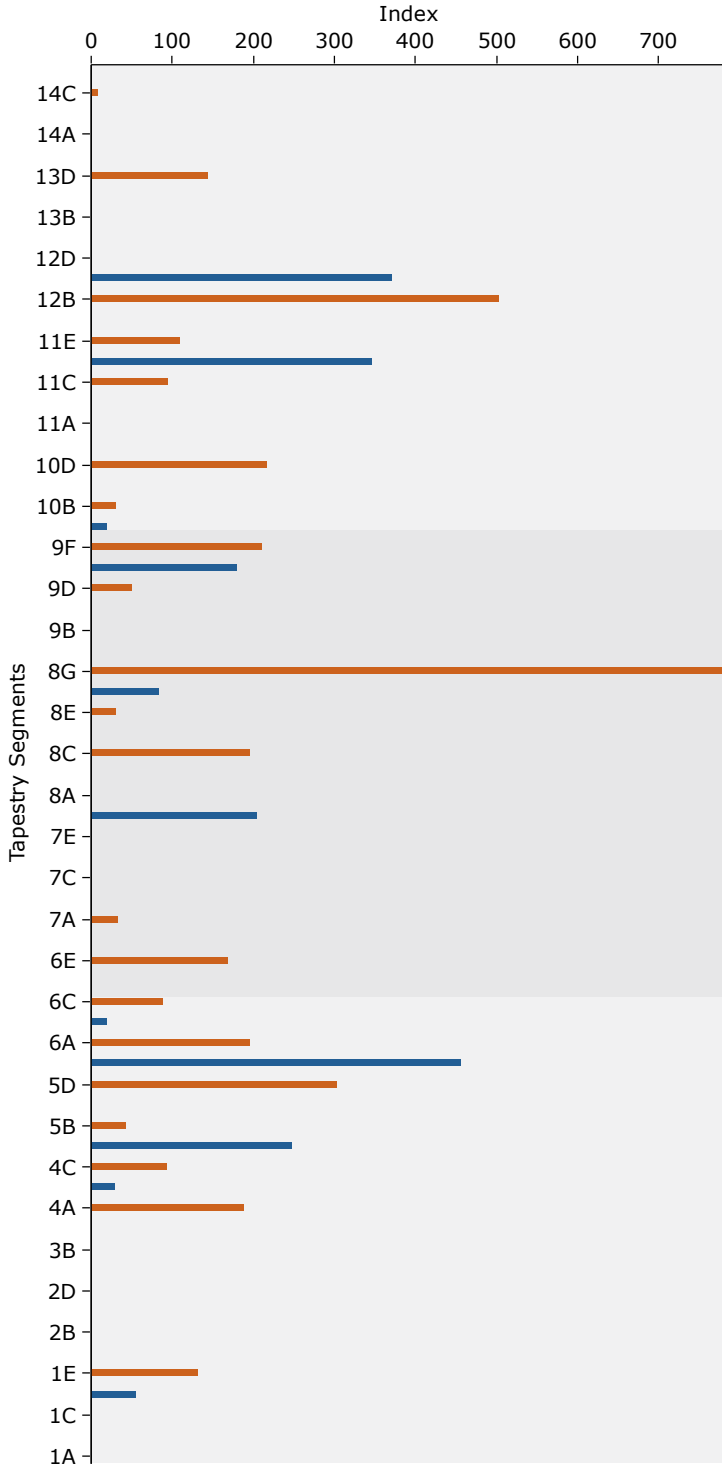
Top Ten Tapestry Segments Site vs. U.S.



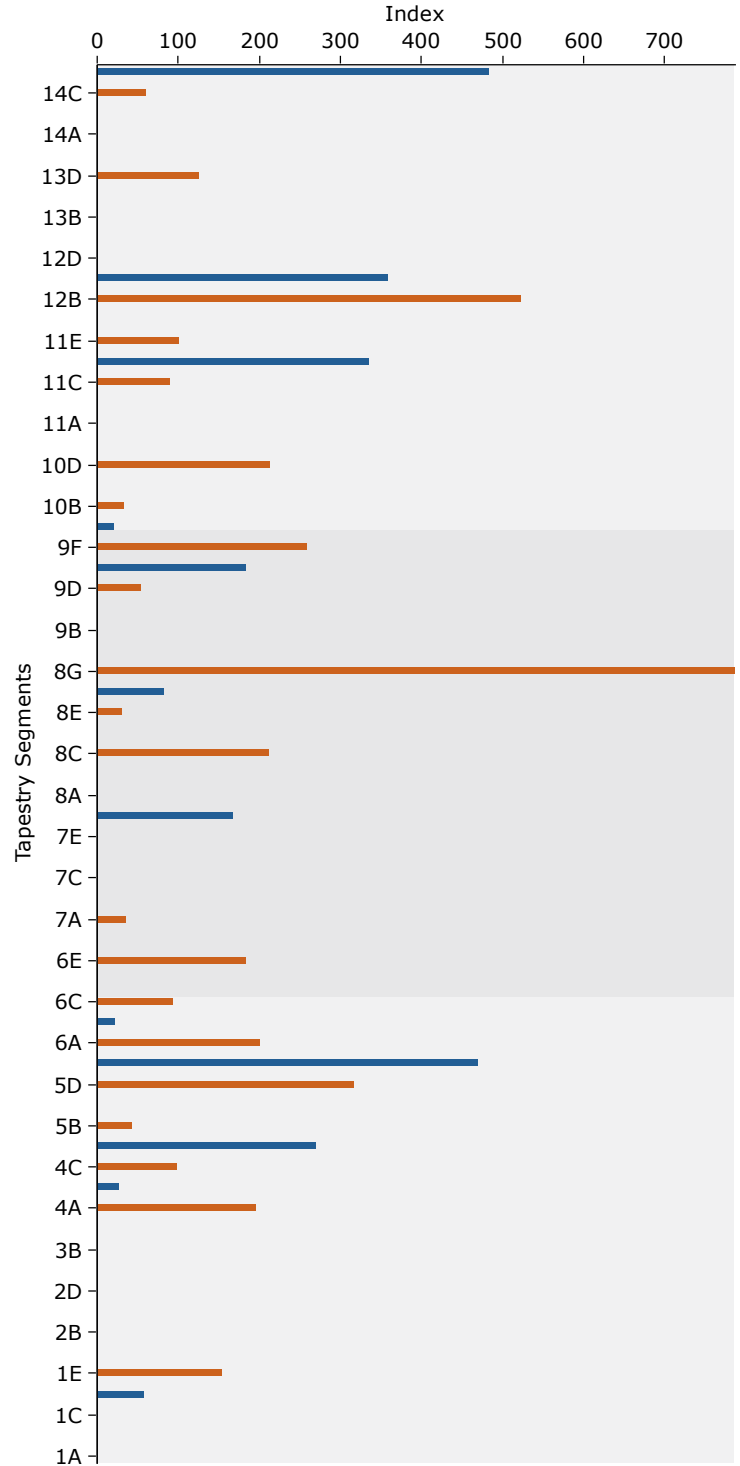
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

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:	66,756	100.0%		131,793	100.0%	
1. Affluent Estates	2,855	4.3%	43	6,425	4.9%	46
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	1.7%	57	2,451	1.9%	58
Exurbanites (1E)	1,731	2.6%	133	3,974	3.0%	155
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	5,883	8.8%	117	12,633	9.6%	122
Soccer Moms (4A)	3,697	5.5%	189	8,126	6.2%	197
Home Improvement (4B)	337	0.5%	30	694	0.5%	29
Middleburg (4C)	1,849	2.8%	95	3,813	2.9%	100
5. GenXurban	16,768	25.1%	222	33,165	25.2%	232
Comfortable Empty Nesters (5A)	4,087	6.1%	250	8,799	6.7%	272
In Style (5B)	669	1.0%	45	1,253	1.0%	45
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,457	6.7%	305	8,640	6.6%	318
Midlife Constants (5E)	7,555	11.3%	458	14,473	11.0%	470
6. Cozy Country Living	6,713	10.1%	84	13,926	10.6%	89
Green Acres (6A)	4,224	6.3%	197	8,904	6.8%	202
Salt of the Earth (6B)	399	0.6%	21	855	0.6%	23
The Great Outdoors (6C)	937	1.4%	90	1,899	1.4%	94
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	1,153	1.7%	171	2,268	1.7%	184
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,691	2.5%	36	3,337	2.5%	31
Up and Coming Families (7A)	571	0.9%	34	1,238	0.9%	36
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)	1,120	1.7%	205	2,099	1.6%	169

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Total:	66,756	100.0%		131,793	100.0%	
8. Middle Ground	10,958	16.4%	151	20,433	15.5%	154
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)	2,971	4.5%	198	5,674	4.3%	213
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	329	0.5%	31	609	0.5%	31
Old and Newcomers (8F)	1,327	2.0%	86	2,184	1.7%	83
Hardscrabble Road (8G)	6,331	9.5%	788	11,966	9.1%	788
9. Senior Styles	2,928	4.4%	76	5,363	4.1%	81
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)	316	0.5%	52	626	0.5%	56
Retirement Communities (9E)	1,460	2.2%	181	2,452	1.9%	185
Social Security Set (9F)	1,152	1.7%	212	2,285	1.7%	261
10. Rustic Outposts	2,504	3.8%	45	5,092	3.9%	46
Southern Satellites (10A)	413	0.6%	20	931	0.7%	22
Rooted Rural (10B)	419	0.6%	32	874	0.7%	34
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,672	2.5%	218	3,287	2.5%	214
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,752	7.1%	115	7,885	6.0%	110
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	1.4%	96	1,587	1.2%	92
Set to Impress (11D)	3,209	4.8%	348	5,245	4.0%	337
City Commons (11E)	641	1.0%	110	1,053	0.8%	102
12. Hometown	11,057	16.6%	272	20,273	15.4%	267
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	6,457	9.7%	504	12,362	9.4%	525
Small Town Simplicity (12C)	4,600	6.9%	373	7,911	6.0%	360
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	613	0.9%	24	1,141	0.9%	20
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	0.9%	145	1,141	0.9%	127
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	34	0.1%	3	781	0.6%	26
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%	10	781	0.6%	61
Unclassified (15)	0	0.0%	0	1,339	1.0%	485

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Total:	66,756	100.0%		131,793	100.0%	
1. Principal Urban Center	613	0.9%	13	1,141	0.9%	13
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	0.9%	145	1,141	0.9%	127
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	9,450	14.2%	85	18,000	13.7%	77
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,457	6.7%	305	8,640	6.6%	318
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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Bright Young Professionals (8C)	2,971	4.5%	198	5,674	4.3%	213
Metro Fusion (11C)	902	1.4%	96	1,587	1.2%	92
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	21,609	32.4%	178	40,190	30.5%	182
In Style (5B)	669	1.0%	45	1,253	1.0%	45
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	329	0.5%	31	609	0.5%	31
Old and Newcomers (8F)	1,327	2.0%	86	2,184	1.7%	83
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4. Suburban Periphery	19,102	28.6%	90	39,755	30.2%	92
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	1.7%	57	2,451	1.9%	58
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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	8,437	12.6%	135	15,637	11.9%	131
Middleburg (4C)	1,849	2.8%	95	3,813	2.9%	100
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