



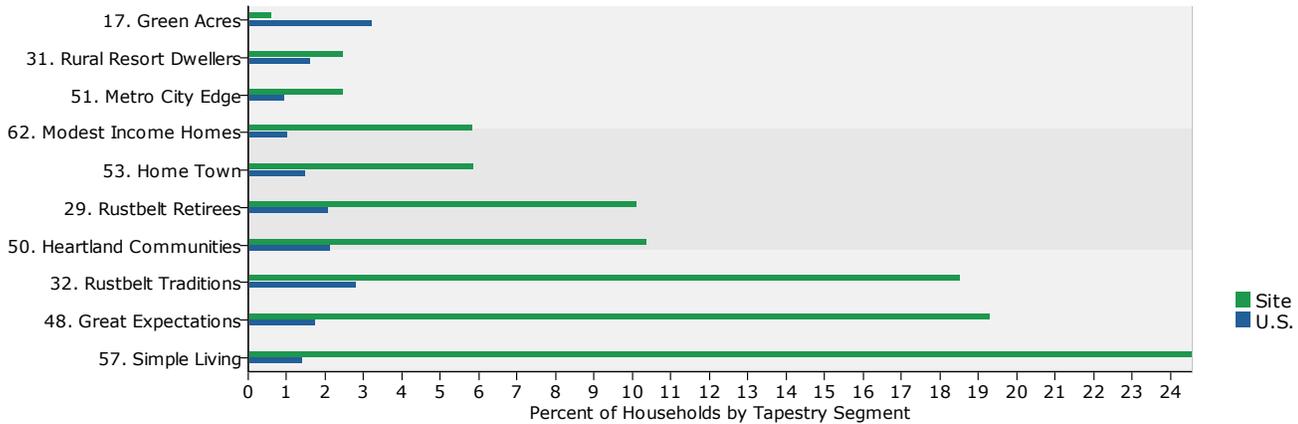
Tapestry Segmentation Area Profile

81004 (Pueblo)
 81004 (PUEBLO, CO)
 Geography: ZIP Code

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	57. Simple Living	24.5%	24.5%	1.4%	1.4%	1,746
2	48. Great Expectations	19.3%	43.8%	1.7%	3.1%	1,110
3	32. Rustbelt Traditions	18.5%	62.3%	2.8%	6.0%	658
4	50. Heartland Communities	10.4%	72.7%	2.1%	8.1%	489
5	29. Rustbelt Retirees	10.1%	82.8%	2.1%	10.1%	489
Subtotal		82.8%		10.1%		
6	53. Home Town	5.8%	88.6%	1.4%	11.6%	403
7	62. Modest Income Homes	5.8%	94.5%	1.0%	12.6%	580
8	51. Metro City Edge	2.5%	96.9%	0.9%	13.5%	263
9	31. Rural Resort Dwellers	2.5%	99.4%	1.6%	15.1%	151
10	17. Green Acres	0.6%	100.0%	3.2%	18.4%	19
Subtotal		17.2%		8.2%		
11	12. Up and Coming Families	0.0%	100.0%	3.5%	21.9%	1
Subtotal		0.0%		3.5%		
Total		100.0%		21.9%		457

Top Ten Tapestry Segments Site vs. U.S.



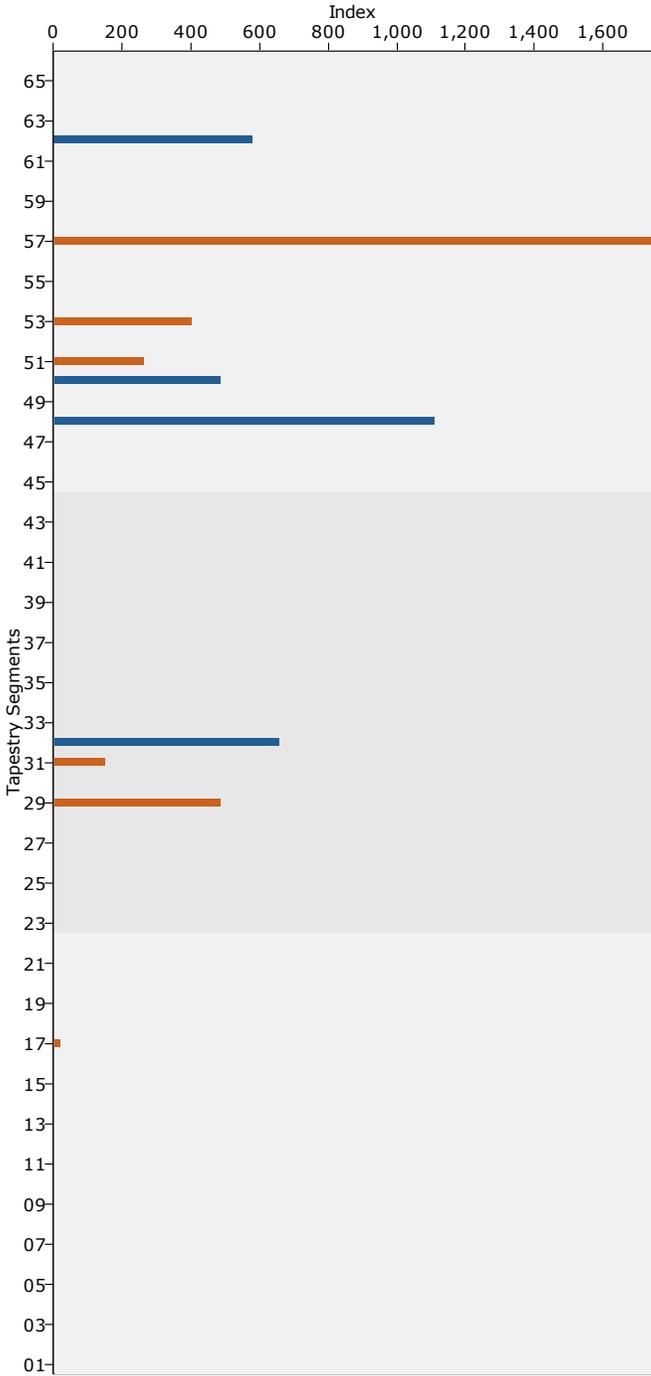
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



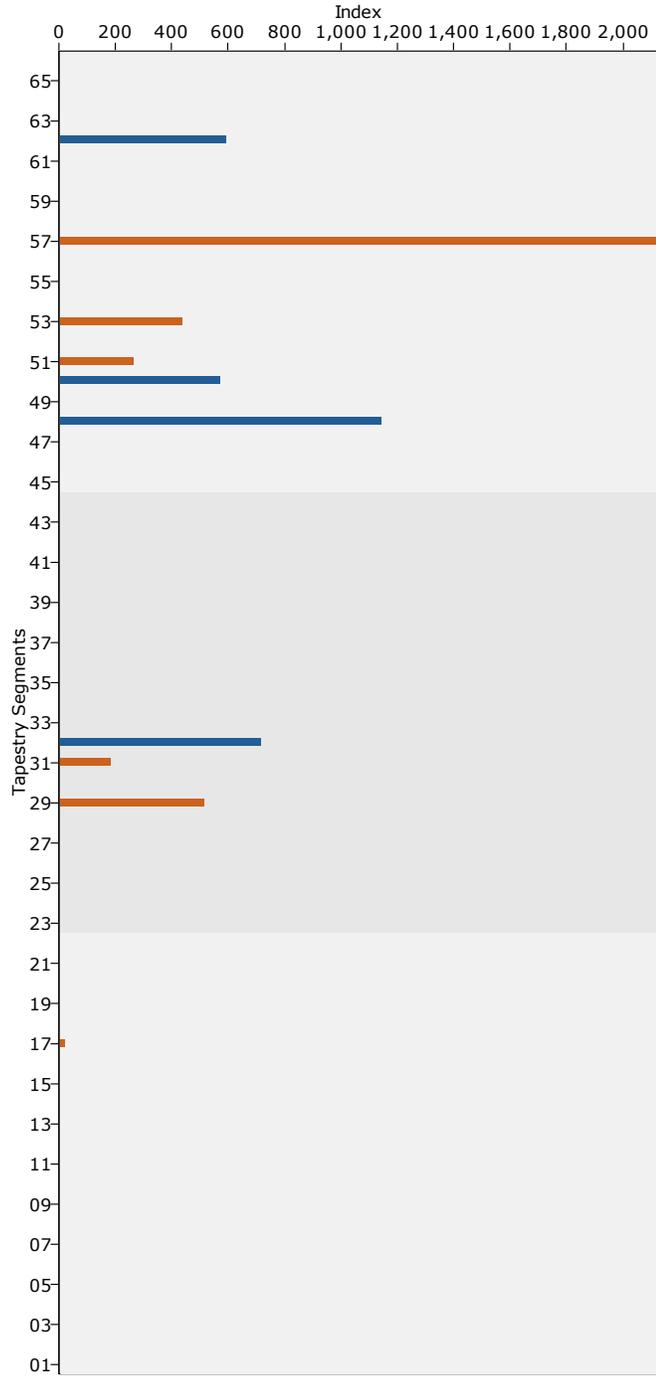
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

81004 (Pueblo)
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,610	100.0%		24,963	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	64	0.6%	4	167	0.7%	5
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	64	0.6%	19	167	0.7%	20
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	878	8.3%	158	2,171	8.7%	166
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	261	2.5%	263	673	2.7%	263
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	617	5.8%	580	1,498	6.0%	594
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	4,775	45.0%	367	11,271	45.2%	437
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,072	10.1%	489	2,401	9.6%	517
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	1,099	10.4%	489	2,720	10.9%	574
57 Simple Living	2,604	24.5%	1,746	6,150	24.6%	2,128
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:	10,610	100.0%		24,963	100.0%	
L7. High Hopes	2,046	19.3%	471	4,428	17.7%	465
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	2,046	19.3%	1,110	4,428	17.7%	1,145
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	3	0.0%	0	5	0.0%	0
12 Up and Coming Families	3	0.0%	1	5	0.0%	1
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	1,964	18.5%	213	4,744	19.0%	230
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,964	18.5%	658	4,744	19.0%	715
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	620	5.8%	62	1,516	6.1%	66
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	620	5.8%	403	1,516	6.1%	439
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	260	2.5%	26	661	2.6%	28
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	260	2.5%	151	661	2.6%	182
41 Crossroads	0	0.0%	0	0	0.0%	0
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

81004 (Pueblo)
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Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,610	100.0%		24,963	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	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
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	4,010	37.8%	345	9,172	36.7%	323
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	1,964	18.5%	658	4,744	19.0%	715
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	2,046	19.3%	1,110	4,428	17.7%	1,145

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Total:	10,610	100.0%		24,963	100.0%	
U6. Urban Outskirts II	3,482	32.8%	640	8,321	33.3%	633
51 Metro City Edge	261	2.5%	263	673	2.7%	263
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	2,604	24.5%	1,746	6,150	24.6%	2,128
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	617	5.8%	580	1,498	6.0%	0
U7. Suburban Periphery I	3	0.0%	0	5	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	3	0.0%	1	5	0.0%	1
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,692	15.9%	166	3,917	15.7%	174
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,072	10.1%	489	2,401	9.6%	517
33 Midlife Junction	0	0.0%	0	0	0.0%	0
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	620	5.8%	403	1,516	6.1%	439
U9. Small Towns	1,099	10.4%	214	2,720	10.9%	242
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,099	10.4%	489	2,720	10.9%	574
U10. Rural I	324	3.1%	27	828	3.3%	29
17 Green Acres	64	0.6%	19	167	0.7%	20
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	260	2.5%	151	661	2.6%	182
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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