



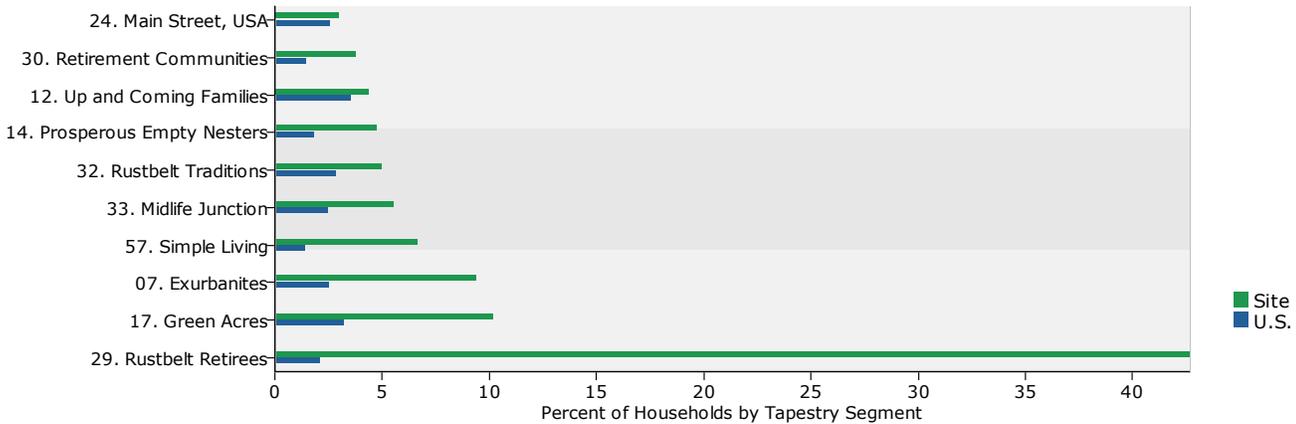
# Tapestry Segmentation Area Profile

81005 (Pueblo)  
 81005 (PUEBLO, CO)  
 Geography: ZIP Code

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	42.7%	42.7%	2.1%	2.1%	2,064
2	17. Green Acres	10.2%	52.8%	3.2%	5.3%	316
3	07. Exurbanites	9.3%	62.2%	2.5%	7.8%	372
4	57. Simple Living	6.6%	68.8%	1.4%	9.2%	472
5	33. Midlife Junction	5.5%	74.3%	2.5%	11.7%	223
<b>Subtotal</b>		<b>74.3%</b>		<b>11.7%</b>		
6	32. Rustbelt Traditions	5.0%	79.3%	2.8%	14.5%	176
7	14. Prosperous Empty Nesters	4.7%	84.0%	1.8%	16.3%	257
8	12. Up and Coming Families	4.4%	88.4%	3.5%	19.8%	124
9	30. Retirement Communities	3.8%	92.1%	1.5%	21.3%	259
10	24. Main Street, USA	3.0%	95.2%	2.6%	23.9%	117
<b>Subtotal</b>		<b>20.8%</b>		<b>12.2%</b>		
11	18. Cozy and Comfortable	2.9%	98.1%	2.8%	26.7%	103
12	50. Heartland Communities	1.6%	99.7%	2.1%	28.8%	76
13	31. Rural Resort Dwellers	0.3%	100.0%	1.6%	30.4%	19
<b>Subtotal</b>		<b>4.8%</b>		<b>6.6%</b>		
<b>Total</b>		<b>100.0%</b>		<b>30.4%</b>		<b>329</b>

## Top Ten Tapestry Segments Site vs. U.S.



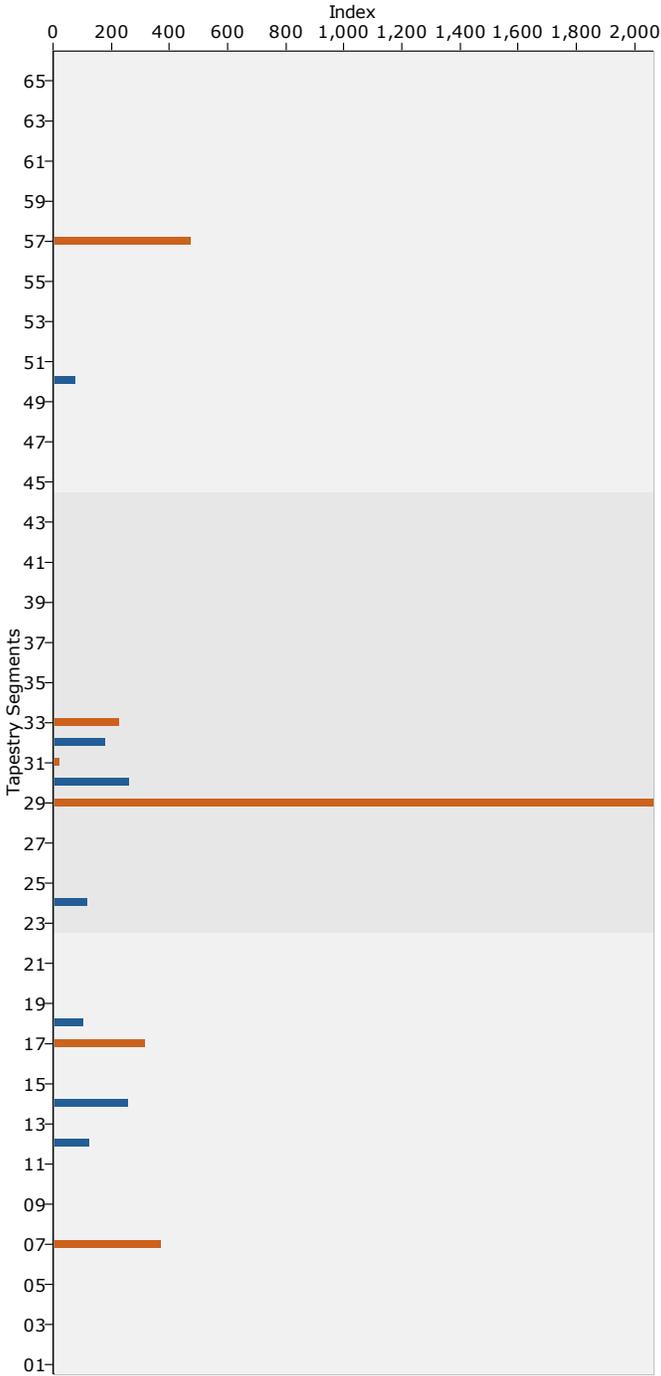
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United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



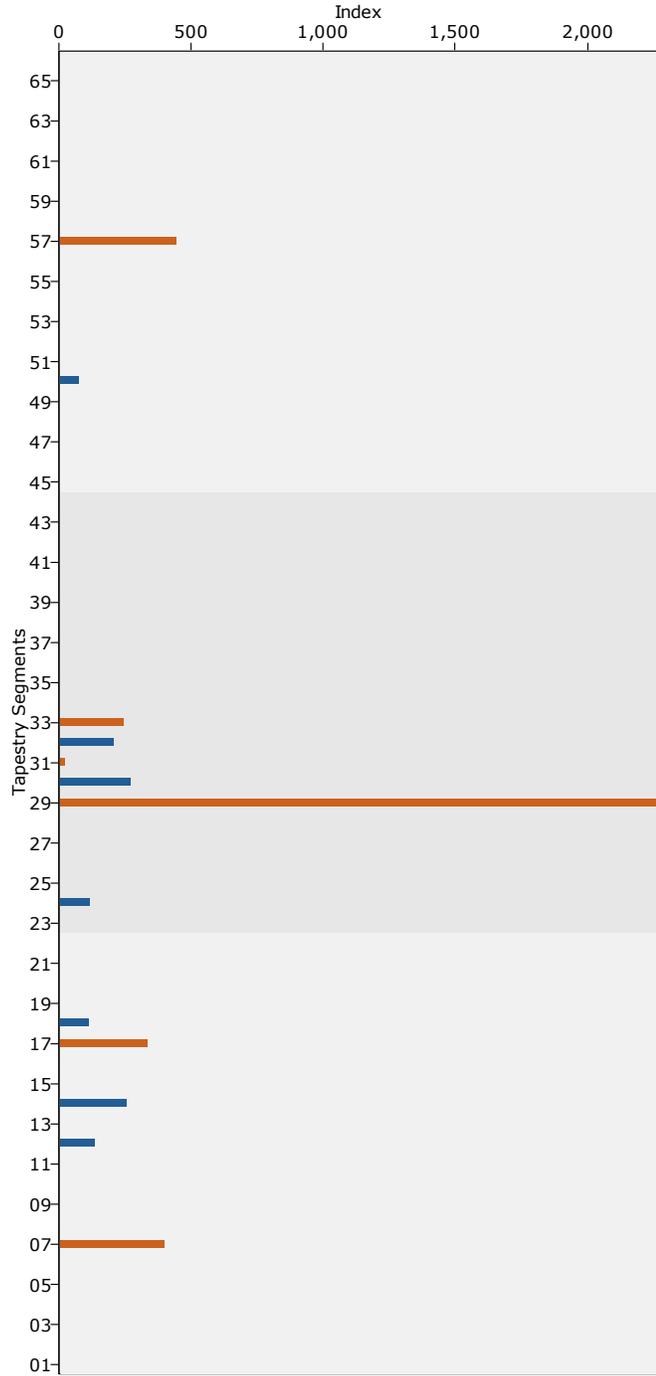
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Tapestry Indexes by Households



Tapestry Indexes by Population



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# Tapestry Segmentation Area Profile

81005 (Pueblo)  
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,170	100.0%		29,800	100.0%	
<b>L1. High Society</b>	<b>1,137</b>	<b>9.3%</b>	<b>73</b>	<b>3,061</b>	<b>10.3%</b>	<b>73</b>
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	1,137	9.3%	372	3,061	10.3%	399
<b>L2. Upscale Avenues</b>	<b>1,594</b>	<b>13.1%</b>	<b>94</b>	<b>4,283</b>	<b>14.4%</b>	<b>104</b>
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	1,240	10.2%	316	3,335	11.2%	334
18 Cozy and Comfortable	354	2.9%	103	948	3.2%	114
<b>L3. Metropolis</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>L5. Senior Styles</b>	<b>7,229</b>	<b>59.4%</b>	<b>484</b>	<b>16,699</b>	<b>56.0%</b>	<b>543</b>
14 Prosperous Empty Nesters	574	4.7%	257	1,279	4.3%	256
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	5,191	42.7%	2,064	12,595	42.3%	2,271
30 Retirement Communities	459	3.8%	259	894	3.0%	270
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	197	1.6%	76	406	1.4%	72
57 Simple Living	808	6.6%	472	1,525	5.1%	442
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,170	100.0%		29,800	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>L9. Family Portrait</b>	<b>531</b>	<b>4.4%</b>	<b>55</b>	<b>1,554</b>	<b>5.2%</b>	<b>56</b>
12 Up and Coming Families	531	4.4%	124	1,554	5.2%	134
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
<b>L10. Traditional Living</b>	<b>1,641</b>	<b>13.5%</b>	<b>155</b>	<b>4,109</b>	<b>13.8%</b>	<b>167</b>
24 Main Street, USA	367	3.0%	117	887	3.0%	119
32 Rustbelt Traditions	603	5.0%	176	1,647	5.5%	208
33 Midlife Junction	671	5.5%	223	1,575	5.3%	241
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>L12. American Quilt</b>	<b>38</b>	<b>0.3%</b>	<b>3</b>	<b>94</b>	<b>0.3%</b>	<b>3</b>
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	38	0.3%	19	94	0.3%	22
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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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,170	100.0%		29,800	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>U2. Principal Urban Centers</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>U3. Metro Cities I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>U4. Metro Cities II</b>	<b>459</b>	<b>3.8%</b>	<b>35</b>	<b>894</b>	<b>3.0%</b>	<b>30</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	459	3.8%	259	894	3.0%	270
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
<b>U5. Urban Outskirts I</b>	<b>970</b>	<b>8.0%</b>	<b>73</b>	<b>2,534</b>	<b>8.5%</b>	<b>75</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	367	3.0%	117	887	3.0%	119
32 Rustbelt Traditions	603	5.0%	176	1,647	5.5%	208
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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<b>U6. Urban Outskirts II</b>	<b>808</b>	<b>6.6%</b>	<b>129</b>	<b>1,525</b>	<b>5.1%</b>	<b>97</b>
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	808	6.6%	472	1,525	5.1%	442
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>2,242</b>	<b>18.4%</b>	<b>117</b>	<b>5,894</b>	<b>19.8%</b>	<b>121</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,137	9.3%	372	3,061	10.3%	399
12 Up and Coming Families	531	4.4%	124	1,554	5.2%	134
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	574	4.7%	257	1,279	4.3%	256
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>6,216</b>	<b>51.1%</b>	<b>531</b>	<b>15,118</b>	<b>50.7%</b>	<b>564</b>
18 Cozy and Comfortable	354	2.9%	103	948	3.2%	114
29 Rustbelt Retirees	5,191	42.7%	2,064	12,595	42.3%	2,271
33 Midlife Junction	671	5.5%	223	1,575	5.3%	241
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
<b>U9. Small Towns</b>	<b>197</b>	<b>1.6%</b>	<b>34</b>	<b>406</b>	<b>1.4%</b>	<b>30</b>
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	197	1.6%	76	406	1.4%	72
<b>U10. Rural I</b>	<b>1,278</b>	<b>10.5%</b>	<b>92</b>	<b>3,429</b>	<b>11.5%</b>	<b>101</b>
17 Green Acres	1,240	10.2%	316	3,335	11.2%	334
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	38	0.3%	19	94	0.3%	22
<b>U11. Rural II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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