



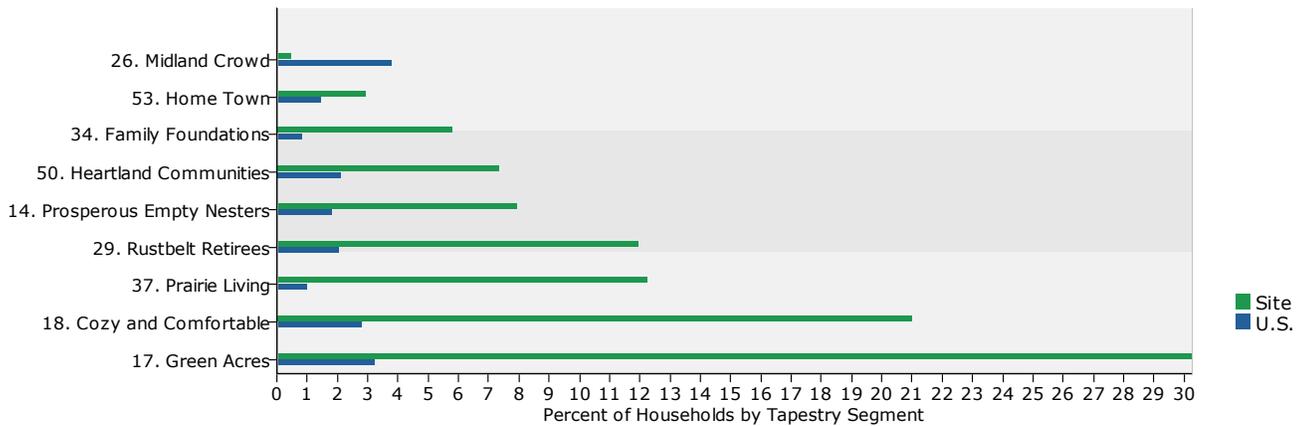
# Tapestry Segmentation Area Profile

81006 (Pueblo)  
 81006 (PUEBLO, CO)  
 Geography: ZIP Code

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	17. Green Acres	30.2%	30.2%	3.2%	3.2%	939
2	18. Cozy and Comfortable	21.0%	51.3%	2.8%	6.0%	747
3	37. Prairie Living	12.3%	63.5%	1.0%	7.0%	1,232
4	29. Rustbelt Retirees	12.0%	75.5%	2.1%	9.1%	579
5	14. Prosperous Empty Nesters	7.9%	83.4%	1.8%	10.9%	432
<b>Subtotal</b>		<b>83.4%</b>		<b>10.9%</b>		
6	50. Heartland Communities	7.4%	90.8%	2.1%	13.0%	349
7	34. Family Foundations	5.8%	96.6%	0.8%	13.9%	690
8	53. Home Town	2.9%	99.5%	1.4%	15.3%	202
9	26. Midland Crowd	0.5%	100.0%	3.8%	19.1%	12
<b>Subtotal</b>		<b>16.6%</b>		<b>8.2%</b>		
<b>Total</b>		<b>100.0%</b>		<b>19.1%</b>		<b>522</b>

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



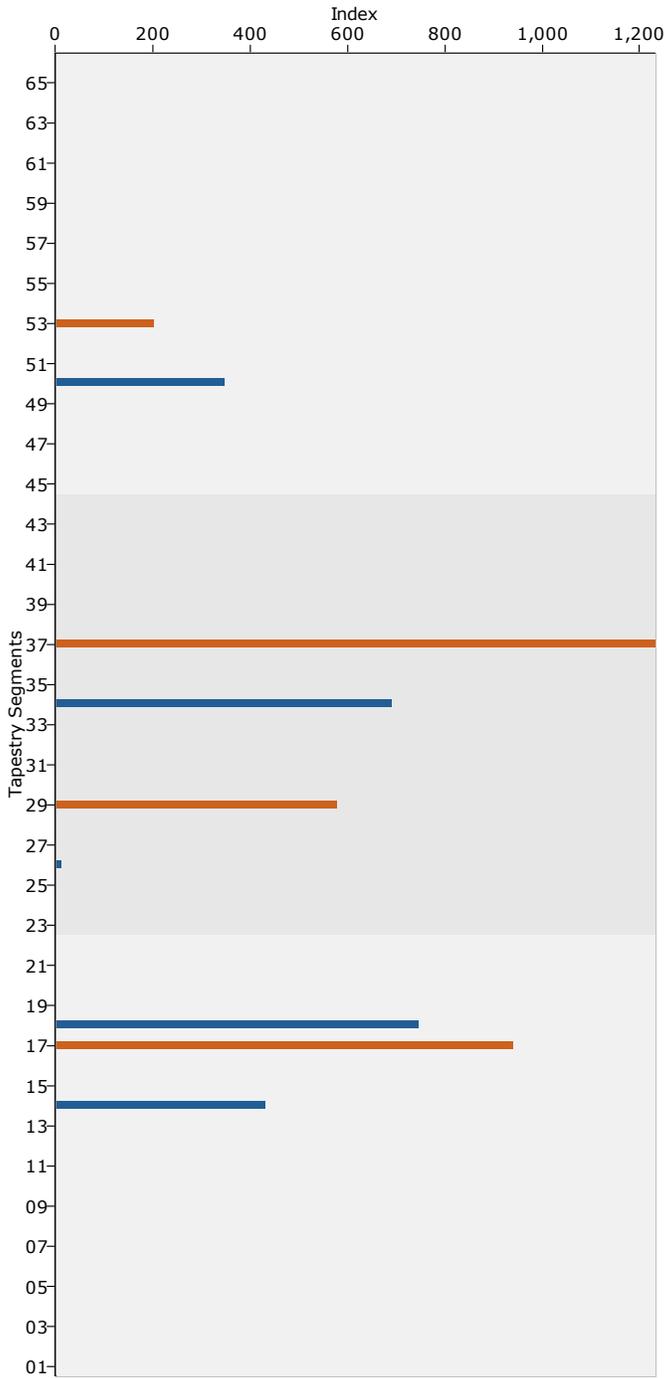
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United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



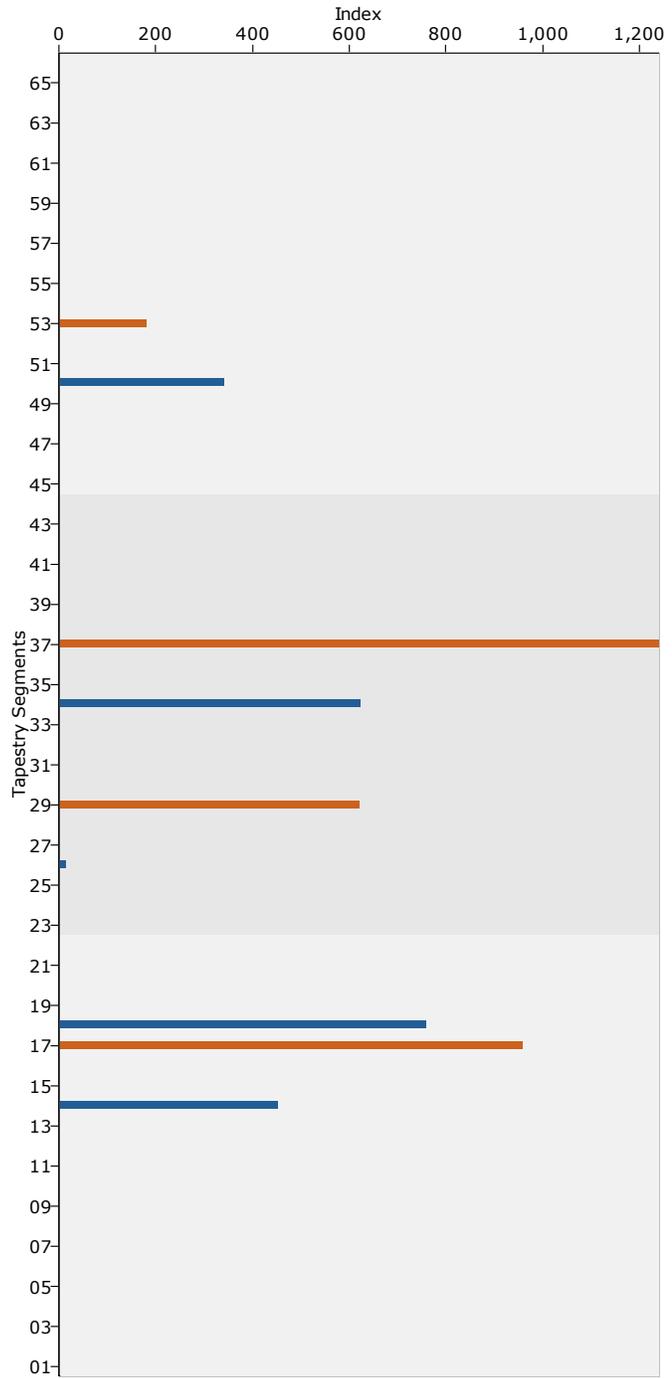
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Tapestry Indexes by Households



Tapestry Indexes by Population



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# Tapestry Segmentation Area Profile

81006 (Pueblo)  
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 Geography: ZIP Code

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,269	100.0%		11,096	100.0%	
<b>L1. High Society</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
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
<b>L2. Upscale Avenues</b>	<b>2,189</b>	<b>51.3%</b>	<b>370</b>	<b>5,919</b>	<b>53.3%</b>	<b>388</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	1,291	30.2%	939	3,565	32.1%	959
18 Cozy and Comfortable	898	21.0%	747	2,354	21.2%	759
<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>1,164</b>	<b>27.3%</b>	<b>222</b>	<b>2,844</b>	<b>25.6%</b>	<b>248</b>
14 Prosperous Empty Nesters	338	7.9%	432	841	7.6%	452
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	511	12.0%	579	1,283	11.6%	621
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	315	7.4%	349	720	6.5%	342
57 Simple Living	0	0.0%	0	0	0.0%	0
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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## Tapestry Segmentation Area Profile

81006 (Pueblo)  
 81006 (PUEBLO, CO)  
 Geography: ZIP Code

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,269	100.0%		11,096	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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
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>248</b>	<b>5.8%</b>	<b>67</b>	<b>622</b>	<b>5.6%</b>	<b>68</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	248	5.8%	690	622	5.6%	623
<b>L11. Factories &amp; Farms</b>	<b>648</b>	<b>15.2%</b>	<b>162</b>	<b>1,646</b>	<b>14.8%</b>	<b>161</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	523	12.3%	1,232	1,370	12.3%	1,240
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	125	2.9%	202	276	2.5%	180
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>20</b>	<b>0.5%</b>	<b>5</b>	<b>65</b>	<b>0.6%</b>	<b>6</b>
26 Midland Crowd	20	0.5%	12	65	0.6%	15
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
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

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Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,269	100.0%		11,096	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>248</b>	<b>5.8%</b>	<b>54</b>	<b>622</b>	<b>5.6%</b>	<b>57</b>
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	248	5.8%	690	622	5.6%	623
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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	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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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,269	100.0%		11,096	100.0%	
<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</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	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
<b>U7. Suburban Periphery I</b>	<b>338</b>	<b>7.9%</b>	<b>50</b>	<b>841</b>	<b>7.6%</b>	<b>46</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	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	338	7.9%	432	841	7.6%	452
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>1,534</b>	<b>35.9%</b>	<b>374</b>	<b>3,913</b>	<b>35.3%</b>	<b>392</b>
18 Cozy and Comfortable	898	21.0%	747	2,354	21.2%	759
29 Rustbelt Retirees	511	12.0%	579	1,283	11.6%	621
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	125	2.9%	202	276	2.5%	180
<b>U9. Small Towns</b>	<b>315</b>	<b>7.4%</b>	<b>153</b>	<b>720</b>	<b>6.5%</b>	<b>144</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	315	7.4%	349	720	6.5%	342
<b>U10. Rural I</b>	<b>1,311</b>	<b>30.7%</b>	<b>270</b>	<b>3,630</b>	<b>32.7%</b>	<b>286</b>
17 Green Acres	1,291	30.2%	939	3,565	32.1%	959
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	20	0.5%	12	65	0.6%	15
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>523</b>	<b>12.3%</b>	<b>161</b>	<b>1,370</b>	<b>12.3%</b>	<b>165</b>
37 Prairie Living	523	12.3%	1,232	1,370	12.3%	1,240
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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