



Tapestry Segmentation Area Profile

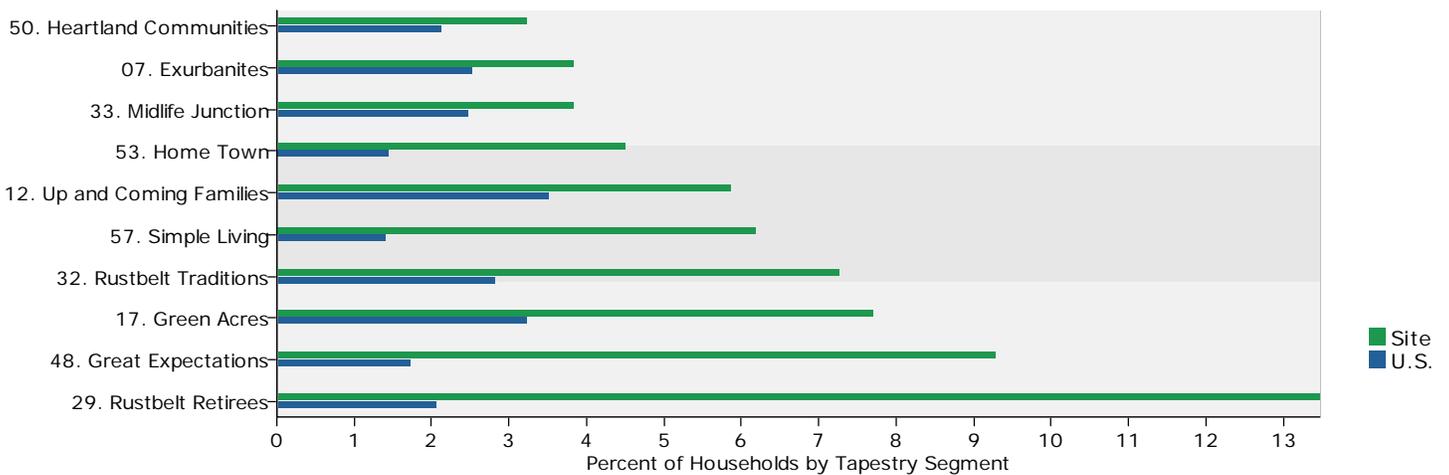
Pueblo County, CO
 Pueblo County, CO (08101)
 Geography: County

Top Twenty Tapestry Segments

Tapestry descriptions can be [her](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	13.5%	13.5%	2.1%	2.1%	652
2	48. Great Expectations	9.3%	22.8%	1.7%	3.8%	534
3	17. Green Acres	7.7%	30.5%	3.2%	7.0%	239
4	32. Rustbelt Traditions	7.3%	37.7%	2.8%	9.8%	258
5	57. Simple Living	6.2%	43.9%	1.4%	11.2%	440
Subtotal		43.9%		11.2%		
6	12. Up and Coming Families	5.9%	49.7%	3.5%	14.8%	167
7	53. Home Town	4.5%	54.2%	1.4%	16.2%	310
8	33. Midlife Junction	3.8%	58.1%	2.5%	18.7%	155
9	07. Exurbanites	3.8%	61.9%	2.5%	21.2%	152
10	50. Heartland Communities	3.2%	65.1%	2.1%	23.3%	152
Subtotal		21.2%		12.1%		
11	14. Prosperous Empty Nesters	3.1%	68.2%	1.8%	25.1%	168
12	24. Main Street, USA	2.6%	70.8%	2.6%	27.7%	102
13	18. Cozy and Comfortable	2.6%	73.4%	2.8%	30.5%	92
14	19. Milk and Cookies	2.6%	76.0%	2.0%	32.5%	132
15	31. Rural Resort Dwellers	2.3%	78.3%	1.6%	34.1%	142
Subtotal		13.2%		10.8%		
16	26. Midland Crowd	2.3%	80.6%	3.8%	37.9%	60
17	30. Retirement Communities	2.2%	82.8%	1.5%	39.4%	152
18	60. City Dimensions	2.2%	85.0%	0.9%	40.2%	253
19	28. Aspiring Young Families	2.1%	87.1%	2.4%	42.6%	90
20	49. Senior Sun Seekers	1.9%	89.0%	1.2%	43.8%	159
Subtotal		10.7%		9.7%		
Total		89.0%		43.8%		203

Top Ten Tapestry Segments Site vs. U.S.



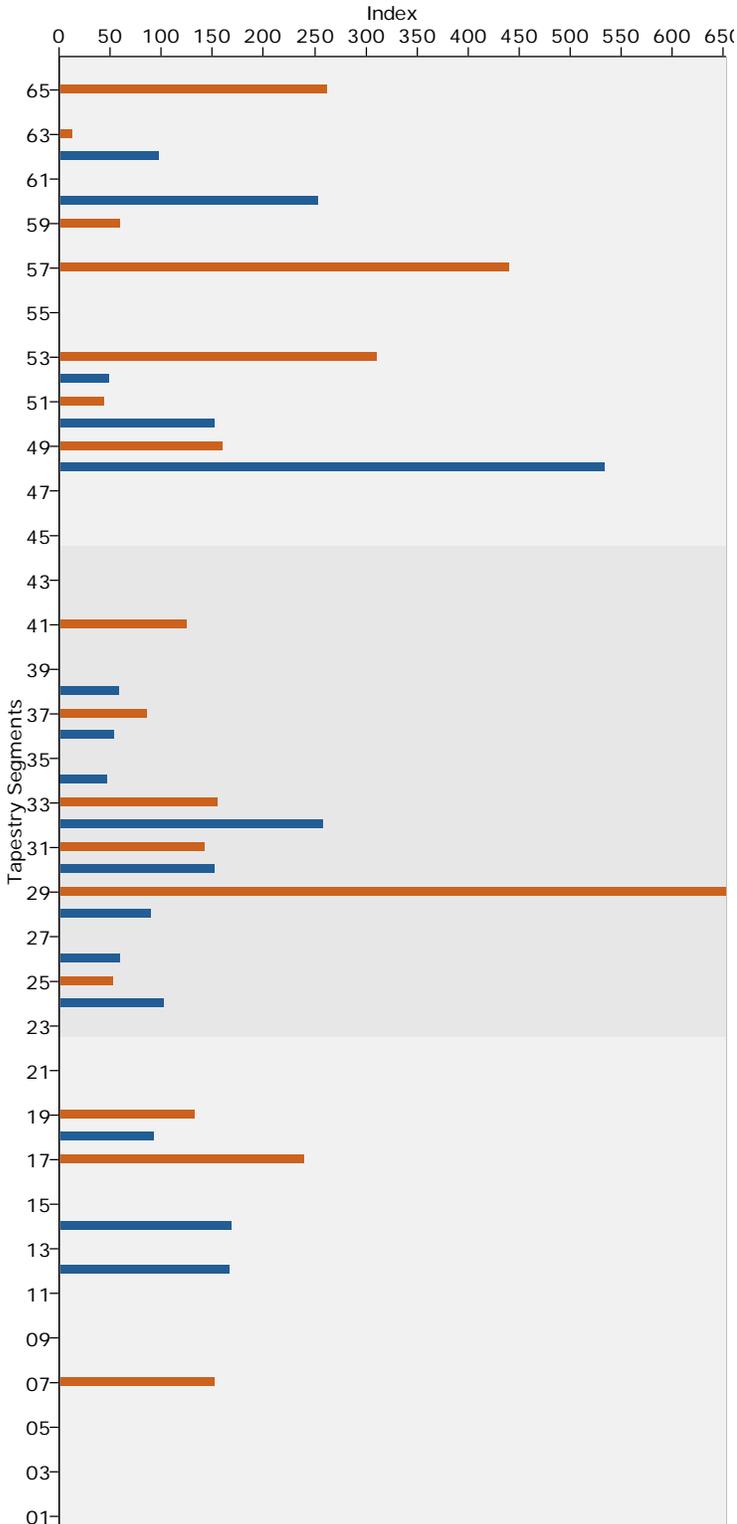
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



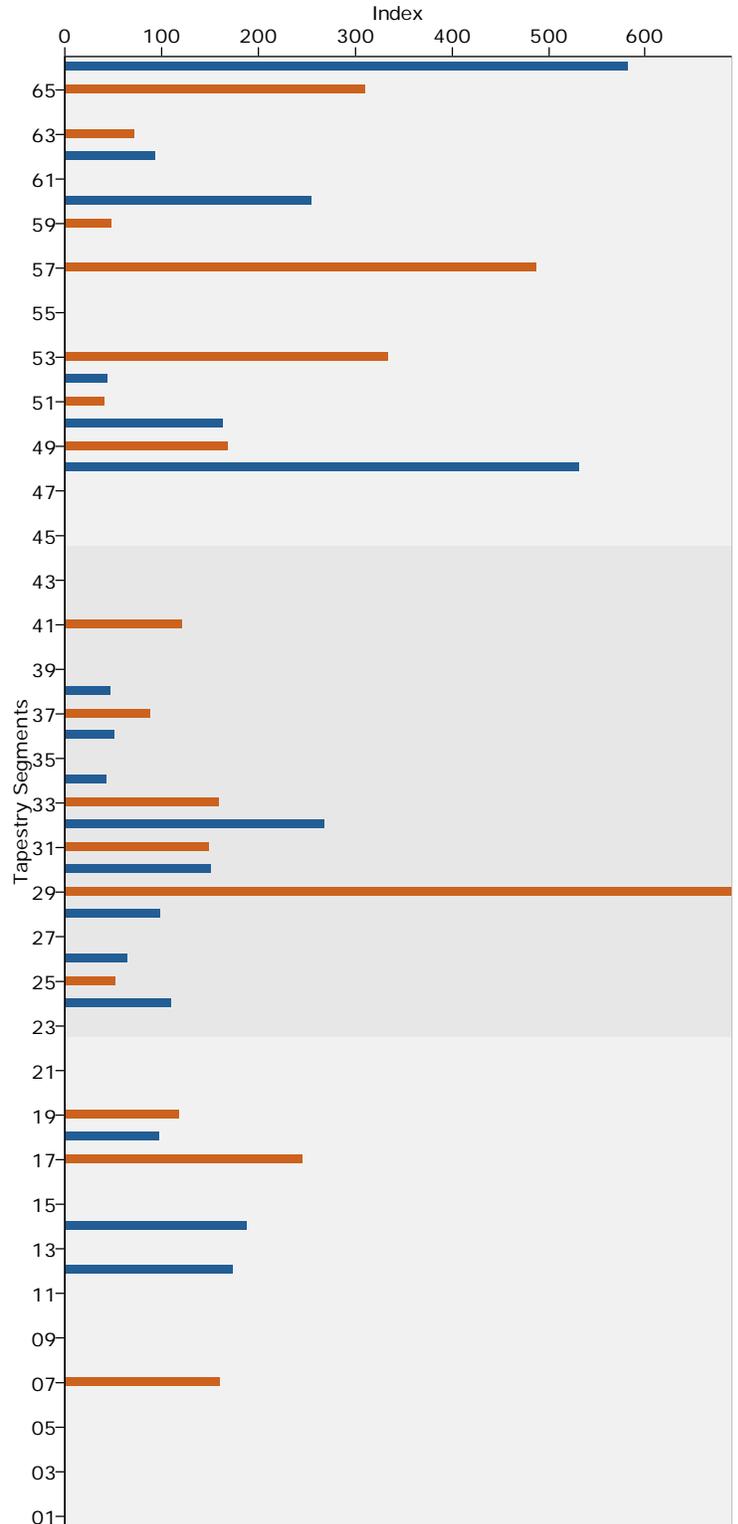
Tapestry Segmentation Area Profile

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

Tapestry Indexes by Households



Tapestry Indexes by Population



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.



Tapestry Segmentation Area Profile

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

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	63,289	100.0%		159,841	100.0%	
L1. High Society	2,424	3.8%	30	6,634	4.2%	30
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	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	2,424	3.8%	152	6,634	4.2%	161
L2. Upscale Avenues	6,513	10.3%	74	17,611	11.0%	80
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	4,873	7.7%	239	13,235	8.3%	247
18 Cozy and Comfortable	1,640	2.6%	92	4,376	2.7%	98
L3. Metropolis	878	1.4%	26	2,171	1.4%	26
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	261	0.4%	44	673	0.4%	41
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	617	1.0%	97	1,498	0.9%	93
L4. Solo Acts	663	1.0%	15	1,219	0.8%	15
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	663	1.0%	54	1,219	0.8%	51
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	20,107	31.8%	259	47,306	29.6%	287
14 Prosperous Empty Nesters	1,947	3.1%	168	5,036	3.2%	188
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	8,524	13.5%	652	20,481	12.8%	689
30 Retirement Communities	1,403	2.2%	152	2,701	1.7%	152
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	1,204	1.9%	159	2,709	1.7%	168
50 Heartland Communities	2,038	3.2%	152	4,992	3.1%	164
57 Simple Living	3,914	6.2%	440	9,032	5.7%	488
65 Social Security Set	1,077	1.7%	262	2,355	1.5%	311
L6. Scholars & Patriots	33	0.1%	4	773	0.5%	27
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	33	0.1%	12	773	0.5%	72

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.



Tapestry Segmentation Area Profile

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

Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	63,289	100.0%		159,841	100.0%	
L7. High Hopes	7,222	11.4%	279	16,771	10.5%	275
28 Aspiring Young Families	1,347	2.1%	90	3,589	2.2%	99
48 Great Expectations	5,875	9.3%	534	13,182	8.2%	532
L8. Global Roots	2,423	3.8%	47	6,246	3.9%	40
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	571	0.9%	59	1,537	1.0%	48
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	465	0.7%	49	1,018	0.6%	45
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,387	2.2%	253	3,691	2.3%	255
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	5,714	9.0%	114	16,056	10.0%	108
12 Up and Coming Families	3,709	5.9%	167	10,880	6.8%	174
19 Milk and Cookies	1,635	2.6%	132	4,140	2.6%	119
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	370	0.6%	60	1,036	0.6%	49
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	8,931	14.1%	162	22,071	13.8%	167
24 Main Street, USA	1,663	2.6%	102	4,439	2.8%	111
32 Rustbelt Traditions	4,591	7.3%	258	11,422	7.1%	269
33 Midlife Junction	2,429	3.8%	155	5,588	3.5%	160
34 Family Foundations	248	0.4%	47	622	0.4%	43
L11. Factories & Farms	4,281	6.8%	72	11,094	6.9%	75
25 Salt of the Earth	894	1.4%	52	2,275	1.4%	53
37 Prairie Living	539	0.9%	86	1,406	0.9%	88
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	2,848	4.5%	310	7,413	4.6%	335
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	4,100	6.5%	69	10,557	6.6%	71
26 Midland Crowd	1,445	2.3%	60	4,000	2.5%	64
31 Rural Resort Dwellers	1,458	2.3%	142	3,463	2.2%	149
41 Crossroads	1,197	1.9%	125	3,094	1.9%	121
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	1,332	0.8%	582

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.



Tapestry Segmentation Area Profile

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

Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	63,289	100.0%		159,841	100.0%	
U1. Principal Urban Centers	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	1,077	1.7%	36	2,355	1.5%	26
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	1,077	1.7%	262	2,355	1.5%	311
U3. Metro Cities I	1,635	2.6%	23	4,140	2.6%	23
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	1,635	2.6%	132	4,140	2.6%	119
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	5,546	8.8%	81	13,613	8.5%	86
28 Aspiring Young Families	1,347	2.1%	90	3,589	2.2%	99
30 Retirement Communities	1,403	2.2%	152	2,701	1.7%	152
34 Family Foundations	248	0.4%	47	622	0.4%	43
36 Old and Newcomers	663	1.0%	54	1,219	0.8%	51
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	465	0.7%	49	1,018	0.6%	45
60 City Dimensions	1,387	2.2%	253	3,691	2.3%	255
63 Dorms to Diplomas	33	0.1%	12	773	0.5%	72
U5. Urban Outskirts I	12,700	20.1%	183	30,580	19.1%	168
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	1,663	2.6%	102	4,439	2.8%	111
32 Rustbelt Traditions	4,591	7.3%	258	11,422	7.1%	269
38 Industrious Urban Fringe	571	0.9%	59	1,537	1.0%	48
48 Great Expectations	5,875	9.3%	534	13,182	8.2%	532

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.