



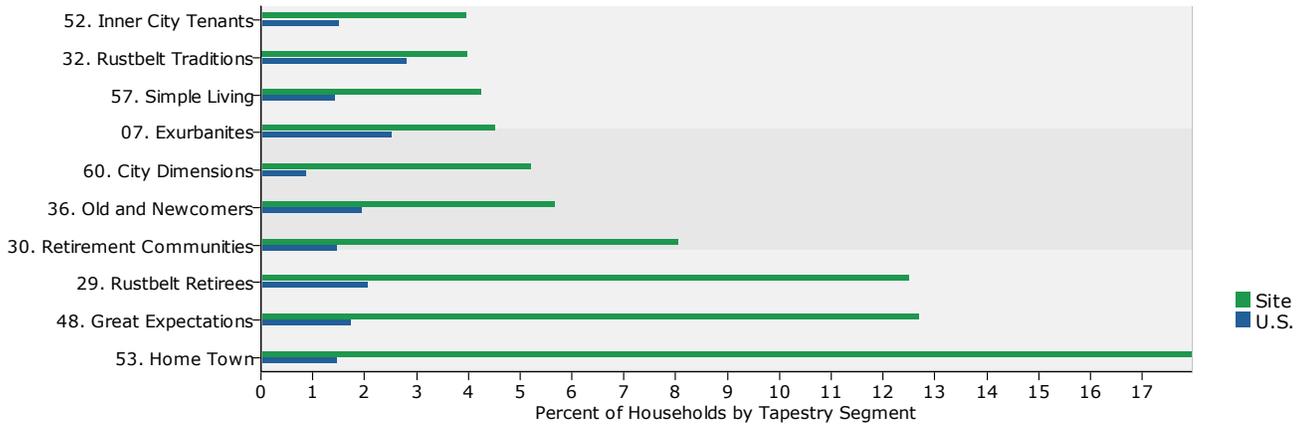
Tapestry Segmentation Area Profile

81001 (Pueblo)
 81001 (PUEBLO, CO)
 Geography: ZIP Code

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	53. Home Town	17.9%	17.9%	1.4%	1.4%	1,238
2	48. Great Expectations	12.7%	30.6%	1.7%	3.2%	730
3	29. Rustbelt Retirees	12.5%	43.1%	2.1%	5.3%	606
4	30. Retirement Communities	8.1%	51.2%	1.5%	6.7%	554
5	36. Old and Newcomers	5.7%	56.9%	1.9%	8.7%	291
Subtotal		56.9%		8.7%		
6	60. City Dimensions	5.2%	62.1%	0.9%	9.5%	602
7	07. Exurbanites	4.5%	66.6%	2.5%	12.0%	180
8	57. Simple Living	4.2%	70.8%	1.4%	13.4%	302
9	32. Rustbelt Traditions	4.0%	74.8%	2.8%	16.3%	142
10	52. Inner City Tenants	4.0%	78.8%	1.5%	17.8%	263
Subtotal		21.9%		9.1%		
11	38. Industrious Urban Fringe	3.9%	82.6%	1.5%	19.3%	253
12	28. Aspiring Young Families	3.3%	86.0%	2.4%	21.6%	141
13	18. Cozy and Comfortable	3.3%	89.3%	2.8%	24.5%	118
14	59. Southwestern Families	3.2%	92.4%	1.0%	25.4%	323
15	24. Main Street, USA	3.1%	95.6%	2.6%	28.0%	121
Subtotal		16.8%		10.3%		
16	14. Prosperous Empty Nesters	3.1%	98.7%	1.8%	29.9%	169
17	41. Crossroads	1.1%	99.7%	1.5%	31.4%	70
18	63. Dorms to Diplomas	0.3%	100.0%	0.4%	31.8%	63
Subtotal		4.4%		3.8%		
Total		100.0%		31.8%		314

Top Ten Tapestry Segments Site vs. U.S.



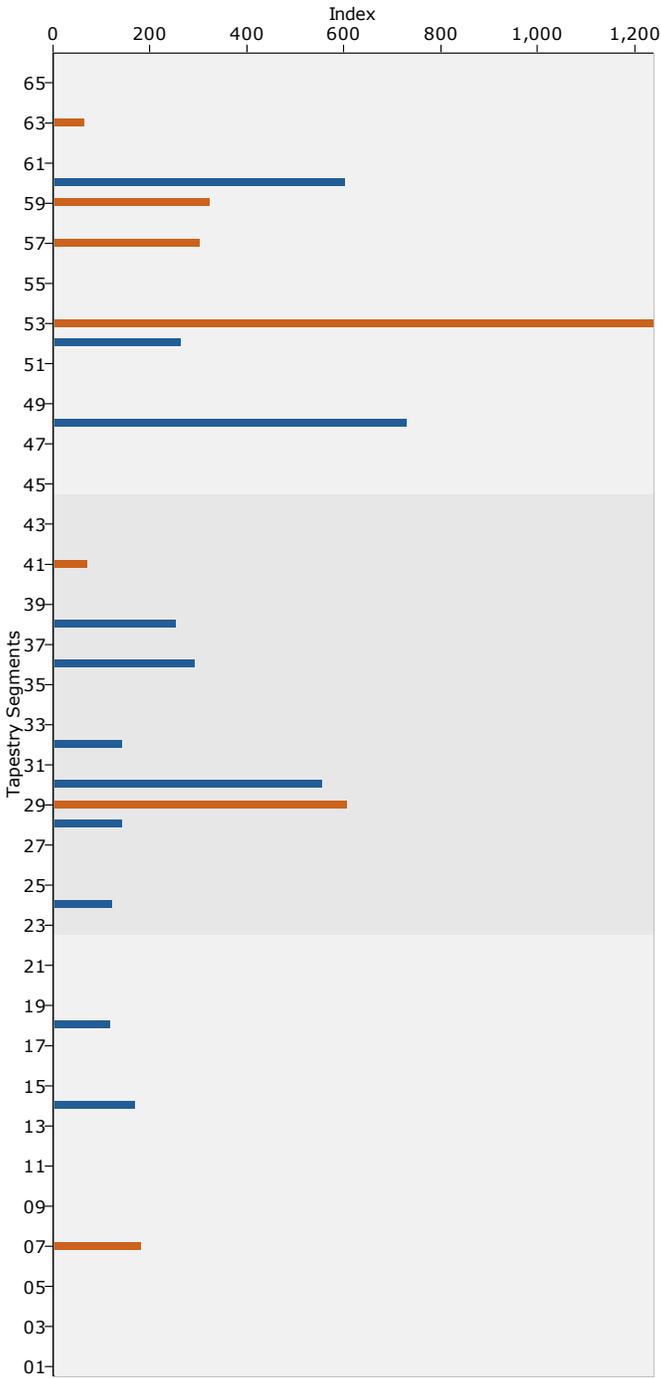
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



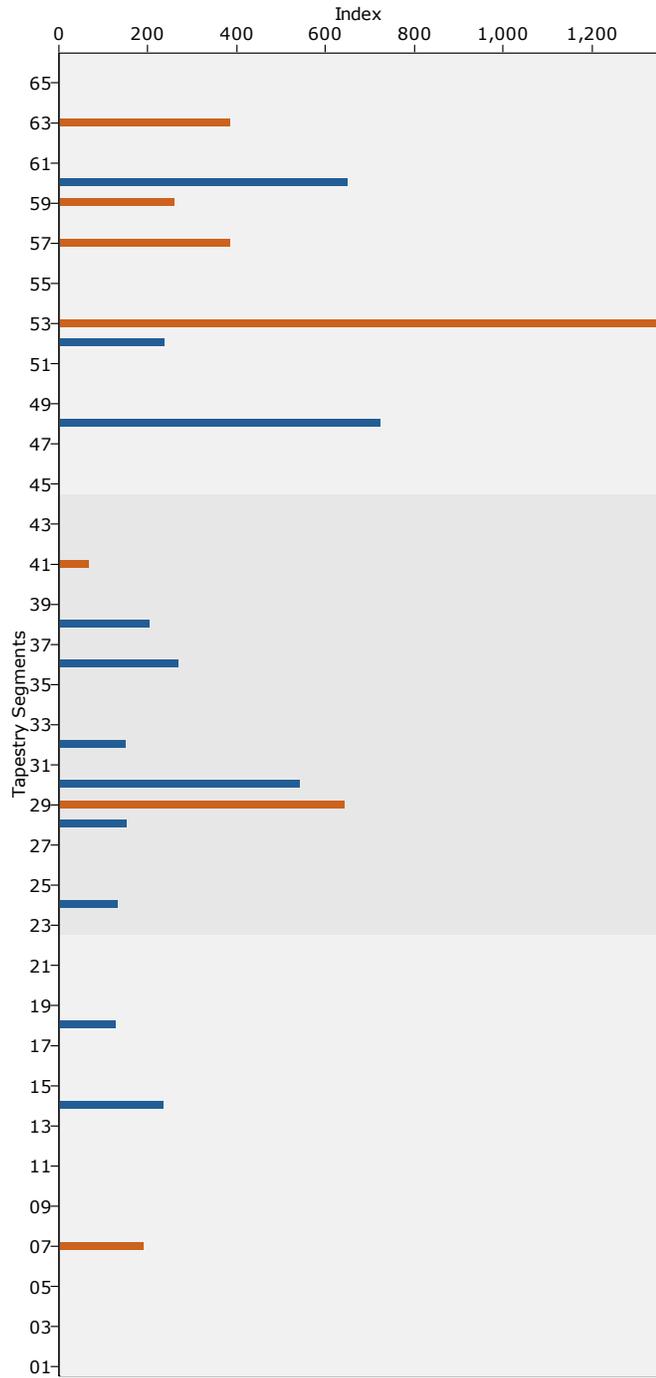
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

81001 (Pueblo)
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,716	100.0%		30,086	100.0%	
L1. High Society	529	4.5%	35	1,478	4.9%	35
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	529	4.5%	180	1,478	4.9%	191
L2. Upscale Avenues	388	3.3%	24	1,074	3.6%	26
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	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	388	3.3%	118	1,074	3.6%	128
L3. Metropolis	0	0.0%	0	0	0.0%	0
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
L4. Solo Acts	663	5.7%	83	1,219	4.1%	80
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	5.7%	291	1,219	4.1%	268
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	3,270	27.9%	227	7,931	26.4%	255
14 Prosperous Empty Nesters	363	3.1%	169	1,190	4.0%	236
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,466	12.5%	606	3,592	11.9%	642
30 Retirement Communities	944	8.1%	554	1,807	6.0%	542
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	0	0.0%	0	0	0.0%	0
57 Simple Living	497	4.2%	302	1,342	4.5%	385
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	33	0.3%	19	773	2.6%	143
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	0.3%	63	773	2.6%	385

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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:	11,716	100.0%		30,086	100.0%	
L7. High Hopes	1,875	16.0%	391	4,405	14.6%	383
28 Aspiring Young Families	390	3.3%	141	1,040	3.5%	152
48 Great Expectations	1,485	12.7%	730	3,365	11.2%	722
L8. Global Roots	1,528	13.0%	159	4,023	13.4%	137
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	453	3.9%	253	1,231	4.1%	205
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	4.0%	263	1,018	3.4%	238
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	610	5.2%	602	1,774	5.9%	652
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	370	3.2%	40	1,036	3.4%	37
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	370	3.2%	323	1,036	3.4%	262
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	833	7.1%	82	2,209	7.3%	89
24 Main Street, USA	365	3.1%	121	1,003	3.3%	133
32 Rustbelt Traditions	468	4.0%	142	1,206	4.0%	151
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	2,103	17.9%	191	5,621	18.7%	202
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	2,103	17.9%	1,238	5,621	18.7%	1,351
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	124	1.1%	11	317	1.1%	11
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	124	1.1%	70	317	1.1%	66
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
Total:	11,716	100.0%		30,086	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	3,105	26.5%	244	7,631	25.4%	257
28 Aspiring Young Families	390	3.3%	141	1,040	3.5%	152
30 Retirement Communities	944	8.1%	554	1,807	6.0%	542
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	663	5.7%	291	1,219	4.1%	268
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	465	4.0%	263	1,018	3.4%	238
60 City Dimensions	610	5.2%	602	1,774	5.9%	652
63 Dorms to Diplomas	33	0.3%	63	773	2.6%	385
U5. Urban Outskirts I	2,771	23.7%	216	6,805	22.6%	199
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	365	3.1%	121	1,003	3.3%	133
32 Rustbelt Traditions	468	4.0%	142	1,206	4.0%	151
38 Industrious Urban Fringe	453	3.9%	253	1,231	4.1%	205
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Total:	11,716	100.0%		30,086	100.0%	
U6. Urban Outskirts II	867	7.4%	144	2,378	7.9%	150
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	497	4.2%	302	1,342	4.5%	385
59 Southwestern Families	370	3.2%	323	1,036	3.4%	262
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	892	7.6%	48	2,668	8.9%	54
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	529	4.5%	180	1,478	4.9%	191
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	363	3.1%	169	1,190	4.0%	236
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,957	33.8%	351	10,287	34.2%	380
18 Cozy and Comfortable	388	3.3%	118	1,074	3.6%	128
29 Rustbelt Retirees	1,466	12.5%	606	3,592	11.9%	642
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	2,103	17.9%	1,238	5,621	18.7%	1,351
U9. Small Towns	124	1.1%	22	317	1.1%	23
41 Crossroads	124	1.1%	70	317	1.1%	66
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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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