



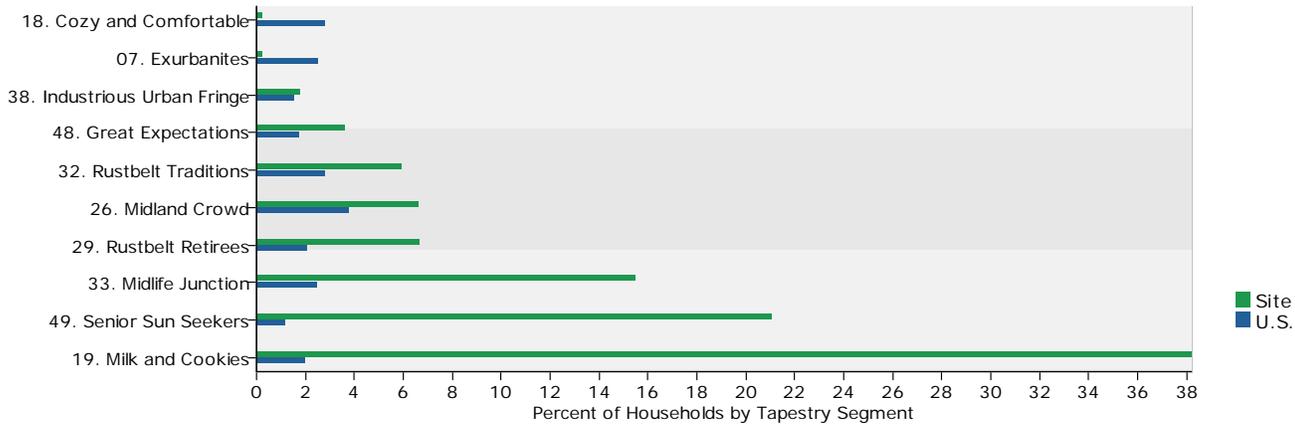
Tapestry Segmentation Area Profile

81008 (Pueblo)
 81008 (PUEBLO, CO)
 Geography: ZIP Code

Top Twenty Tapestry Segments

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	19. Milk and Cookies	38.2%	38.2%	2.0%	2.0%	1,947
2	49. Senior Sun Seekers	21.0%	59.2%	1.2%	3.2%	1,761
3	33. Midlife Junction	15.5%	74.7%	2.5%	5.6%	626
4	29. Rustbelt Retirees	6.7%	81.4%	2.1%	7.7%	322
5	26. Midland Crowd	6.6%	88.0%	3.8%	11.5%	174
Subtotal		88.0%		11.5%		
6	32. Rustbelt Traditions	5.9%	93.9%	2.8%	14.3%	211
7	48. Great Expectations	3.6%	97.5%	1.7%	16.1%	209
8	38. Industrious Urban Fringe	1.8%	99.3%	1.5%	17.6%	118
9	07. Exurbanites	0.3%	99.6%	2.5%	20.1%	10
10	18. Cozy and Comfortable	0.2%	99.8%	2.8%	22.9%	8
Subtotal		11.8%		11.4%		
11	17. Green Acres	0.2%	100.0%	3.2%	26.1%	5
Subtotal		0.2%		3.2%		
Total		100.0%		26.1%		383

Top Ten Tapestry Segments Site vs. U.S.



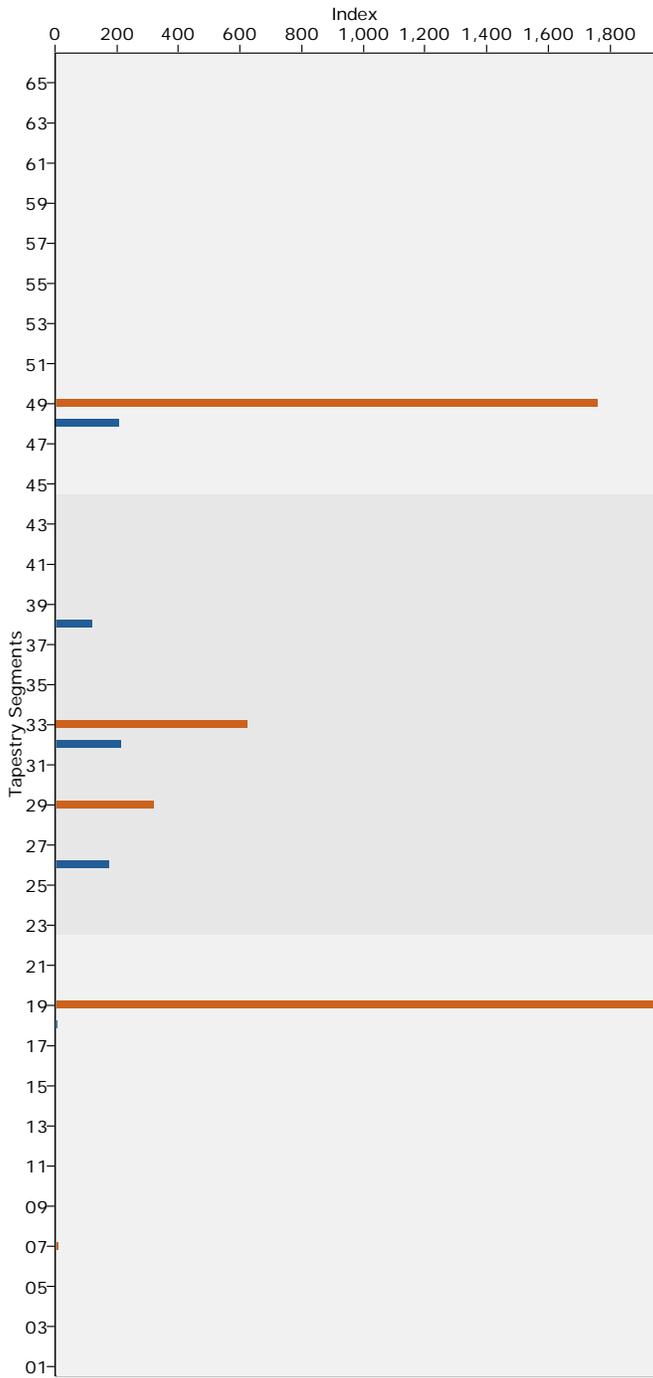
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States,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



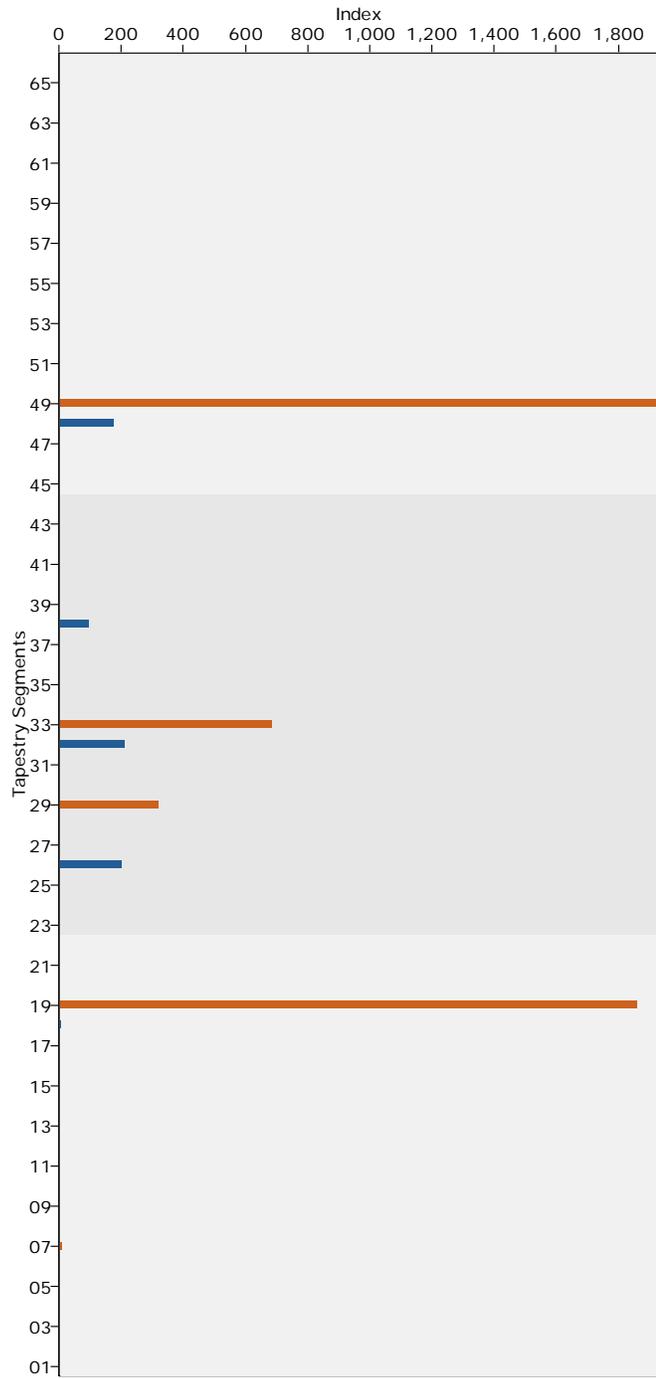
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry Segmentation Area Profile

81008 (Pueblo)
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Tapestry LifeMode Groups	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,279	100.0%		10,188	100.0%	
L1. High Society	11	0.3%	2	28	0.3%	2
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	11	0.3%	10	28	0.3%	11
L2. Upscale Avenues	17	0.4%	3	35	0.3%	2
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	7	0.2%	5	13	0.1%	4
18 Cozy and Comfortable	10	0.2%	8	22	0.2%	8
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	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	1,185	27.7%	226	2,589	25.4%	246
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	285	6.7%	322	610	6.0%	322
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	900	21.0%	1,761	1,979	19.4%	1,931
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
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:	4,279	100.0%		10,188	100.0%	
L7. High Hopes	155	3.6%	88	282	2.8%	72
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	155	3.6%	209	282	2.8%	179
L8. Global Roots	77	1.8%	22	197	1.9%	20
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	77	1.8%	118	197	1.9%	97
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	1,635	38.2%	484	4,140	40.6%	438
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,635	38.2%	1,947	4,140	40.6%	1,861
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	916	21.4%	246	2,105	20.7%	250
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	254	5.9%	211	569	5.6%	210
33 Midlife Junction	662	15.5%	626	1,536	15.1%	688
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
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
L12. American Quilt	283	6.6%	71	812	8.0%	86
26 Midland Crowd	283	6.6%	174	812	8.0%	204
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

81008 (Pueblo)
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Tapestry Urbanization	2010 Households			2010 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,279	100.0%		10,188	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	1,635	38.2%	337	4,140	40.6%	357
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	38.2%	1,947	4,140	40.6%	1,861
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	486	11.4%	104	1,048	10.3%	90
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	254	5.9%	211	569	5.6%	210
38 Industrious Urban Fringe	77	1.8%	118	197	1.9%	97
48 Great Expectations	155	3.6%	209	282	2.8%	179

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Total:	4,279	100.0%		10,188	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
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
U7. Suburban Periphery I	11	0.3%	2	28	0.3%	2
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	11	0.3%	10	28	0.3%	11
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	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	957	22.4%	233	2,168	21.3%	236
18 Cozy and Comfortable	10	0.2%	8	22	0.2%	8
29 Rustbelt Retirees	285	6.7%	322	610	6.0%	322
33 Midlife Junction	662	15.5%	626	1,536	15.1%	688
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
U9. Small Towns	900	21.0%	435	1,979	19.4%	432
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	900	21.0%	1,761	1,979	19.4%	1,931
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	290	6.8%	60	825	8.1%	71
17 Green Acres	7	0.2%	5	13	0.1%	4
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	283	6.6%	174	812	8.0%	204
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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