



Tapestry Segmentation Area Profile

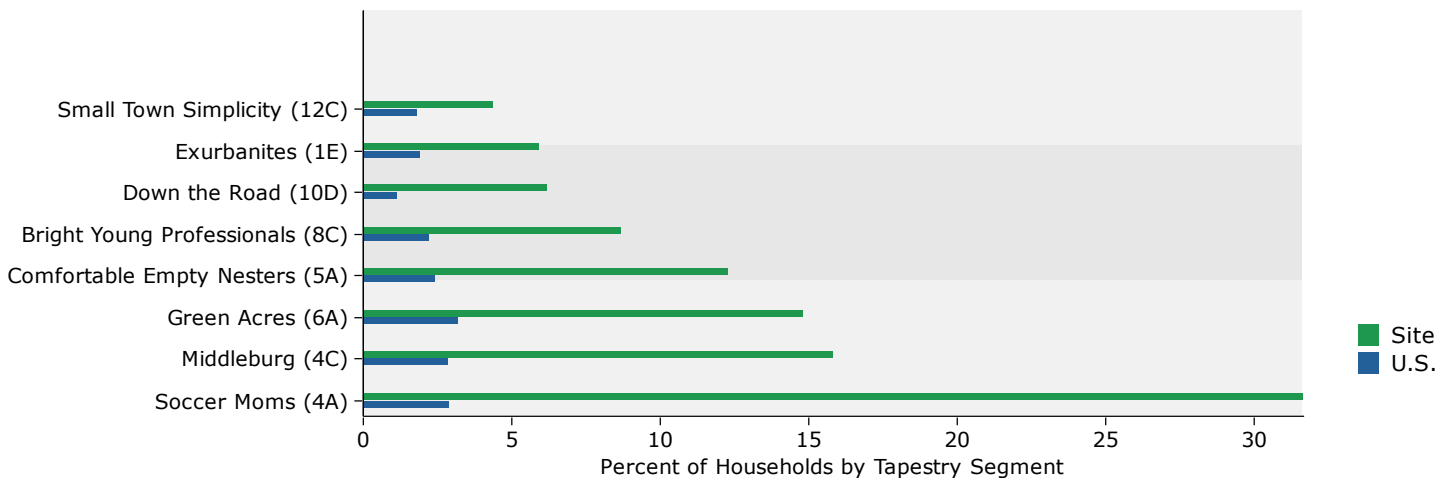
81007 (Pueblo) 2
 81007 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2019 Households | | 2019 U.S. Households | | Index |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
| | | Percent | Cumulative Percent | Percent | Cumulative Percent | |
| 1 | Soccer Moms (4A) | 31.7% | 31.7% | 2.9% | 2.9% | 1083 |
| 2 | Middleburg (4C) | 15.9% | 47.6% | 2.9% | 5.8% | 545 |
| 3 | Green Acres (6A) | 14.8% | 62.4% | 3.2% | 9.0% | 461 |
| 4 | Comfortable Empty Nesters (5A) | 12.3% | 74.7% | 2.5% | 11.4% | 504 |
| 5 | Bright Young Professionals (8C) | 8.7% | 83.4% | 2.2% | 13.7% | 387 |
| Subtotal | | 83.4% | | 13.7% | | |
| 6 | Down the Road (10D) | 6.2% | 89.6% | 1.2% | 14.9% | 541 |
| 7 | Exurbanites (1E) | 5.9% | 95.5% | 1.9% | 16.8% | 306 |
| 8 | Small Town Simplicity (12C) | 4.4% | 99.9% | 1.8% | 18.6% | 237 |
| Subtotal | | 16.5% | | 4.9% | | |
| Total | | 100.0% | | 18.7% | | 535 |

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

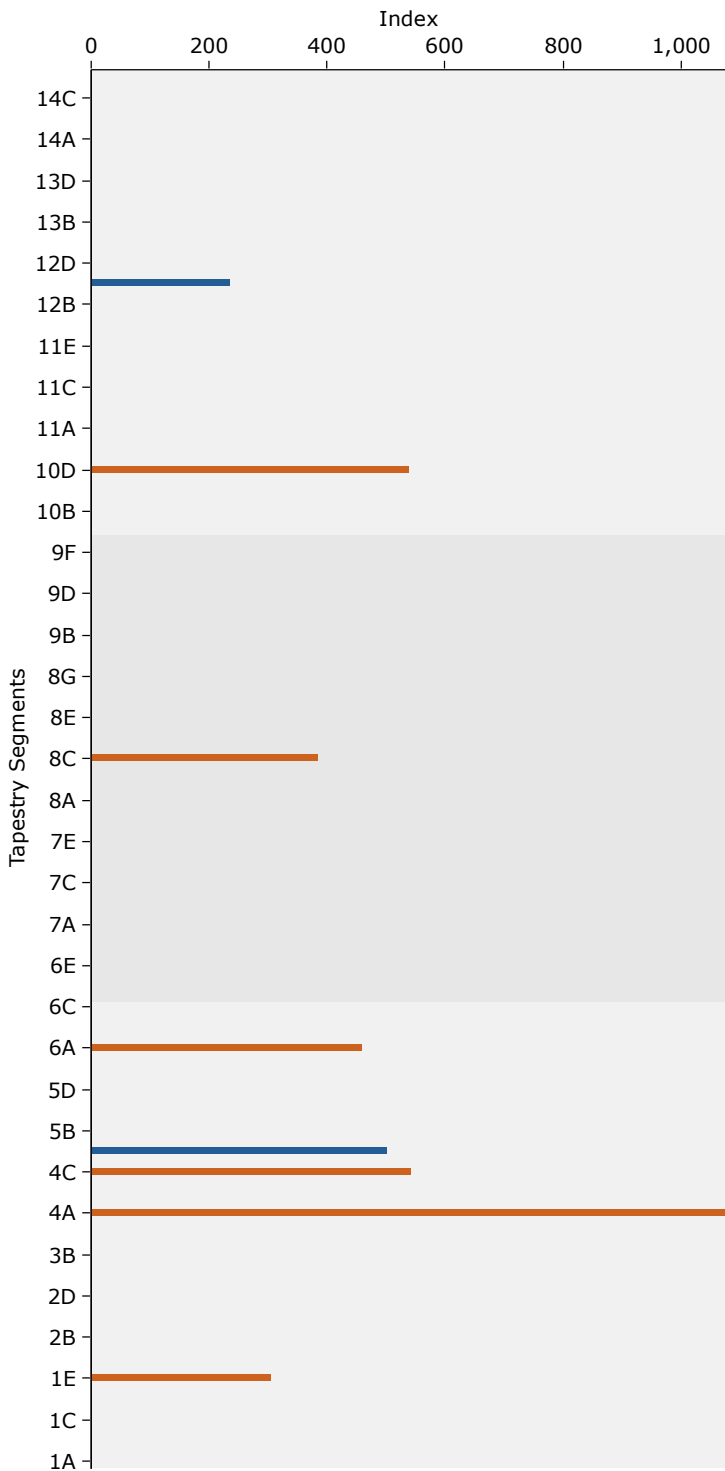


Tapestry Segmentation Area Profile

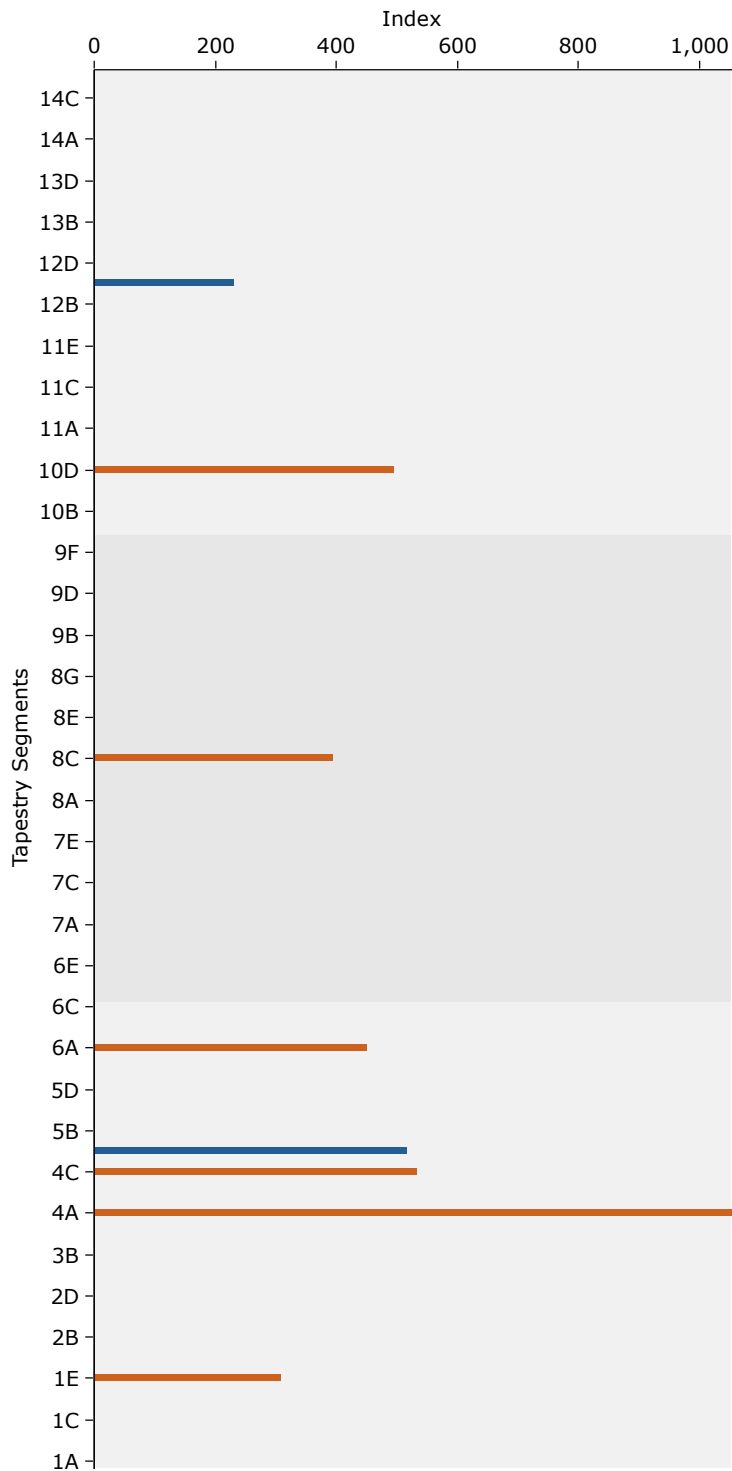
81007 (Pueblo) 2
81007 (Pueblo)
Geography: ZIP Code

Prepared by Esri

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

81007 (Pueblo) 2
 81007 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 11,665 | 100.0% | | 24,634 | 100.0% | |
| 1. Affluent Estates | 694 | 5.9% | 60 | 1,487 | 6.0% | 57 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 694 | 5.9% | 306 | 1,487 | 6.0% | 310 |
| 2. Upscale Avenues | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Uptown Individuals | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 4. Family Landscapes | 5,546 | 47.5% | 630 | 11,941 | 48.5% | 616 |
| Soccer Moms (4A) | 3,697 | 31.7% | 1,083 | 8,128 | 33.0% | 1,055 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Middleburg (4C) | 1,849 | 15.9% | 545 | 3,813 | 15.5% | 534 |
| 5. GenXurban | 1,440 | 12.3% | 109 | 3,127 | 12.7% | 117 |
| Comfortable Empty Nesters (5A) | 1,440 | 12.3% | 504 | 3,127 | 12.7% | 518 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 6. Cozy Country Living | 1,732 | 14.8% | 124 | 3,728 | 15.1% | 128 |
| Green Acres (6A) | 1,732 | 14.8% | 461 | 3,728 | 15.1% | 453 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 7. Ethnic Enclaves | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

81007 (Pueblo) 2
 81007 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

| Tapestry LifeMode Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 11,665 | 100.0% | | 24,634 | 100.0% | |
| 8. Middle Ground | 1,016 | 8.7% | 80 | 1,969 | 8.0% | 79 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 1,016 | 8.7% | 387 | 1,969 | 8.0% | 395 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 9. Senior Styles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 10. Rustic Outposts | 726 | 6.2% | 75 | 1,425 | 5.8% | 69 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 726 | 6.2% | 541 | 1,425 | 5.8% | 497 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 11. Midtown Singles | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 12. Hometown | 511 | 4.4% | 72 | 957 | 3.9% | 67 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Small Town Simplicity (12C) | 511 | 4.4% | 237 | 957 | 3.9% | 233 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 13. Next Wave | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 14. Scholars and Patriots | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

81007 (Pueblo) 2
 81007 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|----------------------------------|-----------------|-------------|-----------|-----------------------|-------------|-----------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 11,665 | 100.0% | | 24,634 | 100.0% | |
| 1. Principal Urban Center | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Laptops and Lattes (3A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Metro Renters (3B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Trendsetters (3C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Downtown Melting Pot (8D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Strivers (11A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| NeWest Residents (13C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Fresh Ambitions (13D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| High Rise Renters (13E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 2. Urban Periphery | 1,016 | 8.7% | 52 | 1,969 | 8.0% | 45 |
| Pacific Heights (2C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rustbelt Traditions (5D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Urban Villages (7B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| American Dreamers (7C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Barrios Urbanos (7D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southwestern Families (7F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Lights (8A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Bright Young Professionals (8C) | 1,016 | 8.7% | 387 | 1,969 | 8.0% | 395 |
| Metro Fusion (11C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Family Foundations (12A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Modest Income Homes (12D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| International Marketplace (13A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Las Casas (13B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 3. Metro Cities | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| In Style (5B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Emerald City (8B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Front Porches (8E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Old and Newcomers (8F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Hardscrabble Road (8G) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Retirement Communities (9E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Social Security Set (9F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Young and Restless (11B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Set to Impress (11D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| City Commons (11E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Traditional Living (12B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| College Towns (14B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Dorms to Diplomas (14C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

81007 (Pueblo) 2
 81007 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

| Tapestry Urbanization Groups | 2019 Households | | | 2019 Adult Population | | |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
| | Number | Percent | Index | Number | Percent | Index |
| Total: | 11,665 | 100.0% | | 24,634 | 100.0% | |
| 4. Suburban Periphery | 5,831 | 50.0% | 157 | 12,742 | 51.7% | 158 |
| Top Tier (1A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Professional Pride (1B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Boomburbs (1C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Savvy Suburbanites (1D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Exurbanites (1E) | 694 | 5.9% | 306 | 1,487 | 6.0% | 310 |
| Urban Chic (2A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Pleasantville (2B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Enterprising Professionals (2D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Soccer Moms (4A) | 3,697 | 31.7% | 1,083 | 8,128 | 33.0% | 1,055 |
| Home Improvement (4B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Comfortable Empty Nesters (5A) | 1,440 | 12.3% | 504 | 3,127 | 12.7% | 518 |
| Parks and Rec (5C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Midlife Constants (5E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Up and Coming Families (7A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Silver & Gold (9A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Golden Years (9B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Elders (9C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Military Proximity (14A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| 5. Semirural | 3,086 | 26.5% | 283 | 6,195 | 25.1% | 279 |
| Middleburg (4C) | 1,849 | 15.9% | 545 | 3,813 | 15.5% | 534 |
| Heartland Communities (6F) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Valley Growers (7E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Senior Escapes (9D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Down the Road (10D) | 726 | 6.2% | 541 | 1,425 | 5.8% | 497 |
| Small Town Simplicity (12C) | 511 | 4.4% | 237 | 957 | 3.9% | 233 |
| 6. Rural | 1,732 | 14.8% | 88 | 3,728 | 15.1% | 90 |
| Green Acres (6A) | 1,732 | 14.8% | 461 | 3,728 | 15.1% | 453 |
| Salt of the Earth (6B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| The Great Outdoors (6C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Prairie Living (6D) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Resort Dwellers (6E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Southern Satellites (10A) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rooted Rural (10B) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Diners & Miners (10C) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Rural Bypasses (10E) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |
| Unclassified (15) | 0 | 0.0% | 0 | 0 | 0.0% | 0 |

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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri