



Tapestry Segmentation Area Profile

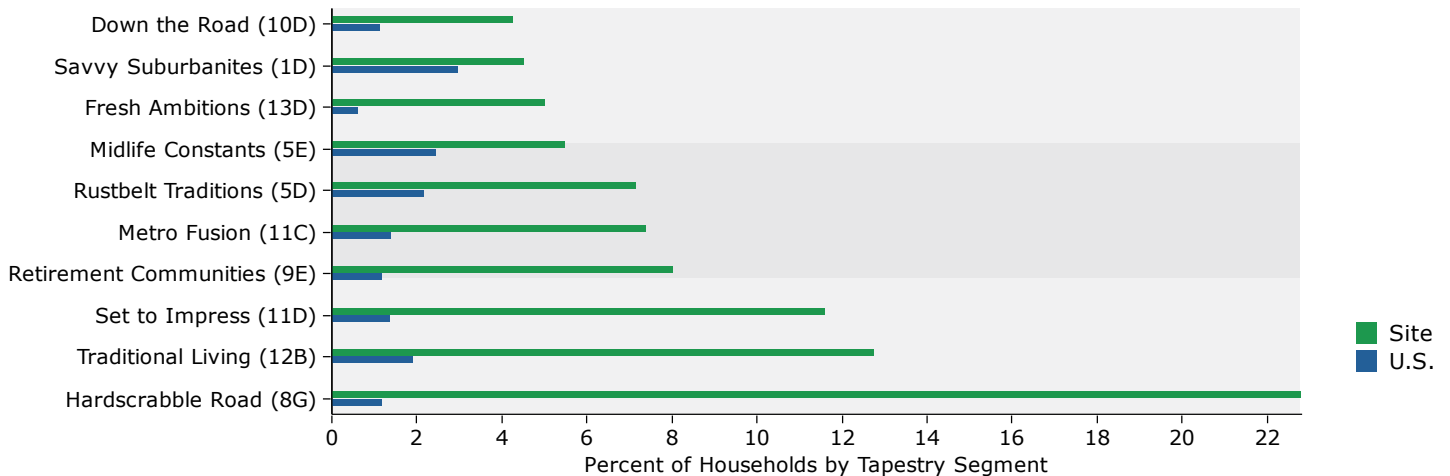
81001 (Pueblo) 2
 81001 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	22.8%	22.8%	1.2%	1.2%	1898
2	Traditional Living (12B)	12.8%	35.6%	1.9%	3.1%	665
3	Set to Impress (11D)	11.6%	47.2%	1.4%	4.5%	841
4	Retirement Communities (9E)	8.0%	55.2%	1.2%	5.7%	665
5	Metro Fusion (11C)	7.4%	62.6%	1.4%	7.1%	527
Subtotal		62.6%		7.1%		
6	Rustbelt Traditions (5D)	7.2%	69.8%	2.2%	9.3%	327
7	Midlife Constants (5E)	5.5%	75.3%	2.5%	11.8%	223
8	Fresh Ambitions (13D)	5.0%	80.3%	0.6%	12.4%	795
9	Savvy Suburbanites (1D)	4.5%	84.8%	3.0%	15.4%	153
10	Down the Road (10D)	4.3%	89.1%	1.2%	16.6%	372
Subtotal		26.5%		9.5%		
11	Southwestern Families (7F)	3.9%	93.0%	0.8%	17.4%	471
12	Exurbanites (1E)	3.4%	96.4%	1.9%	19.3%	177
13	Salt of the Earth (6B)	3.3%	99.7%	2.9%	22.2%	114
14	Dorms to Diplomas (14C)	0.3%	100.0%	0.5%	22.7%	55
Subtotal		10.9%		6.1%		
Total		100.0%		22.7%		441

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

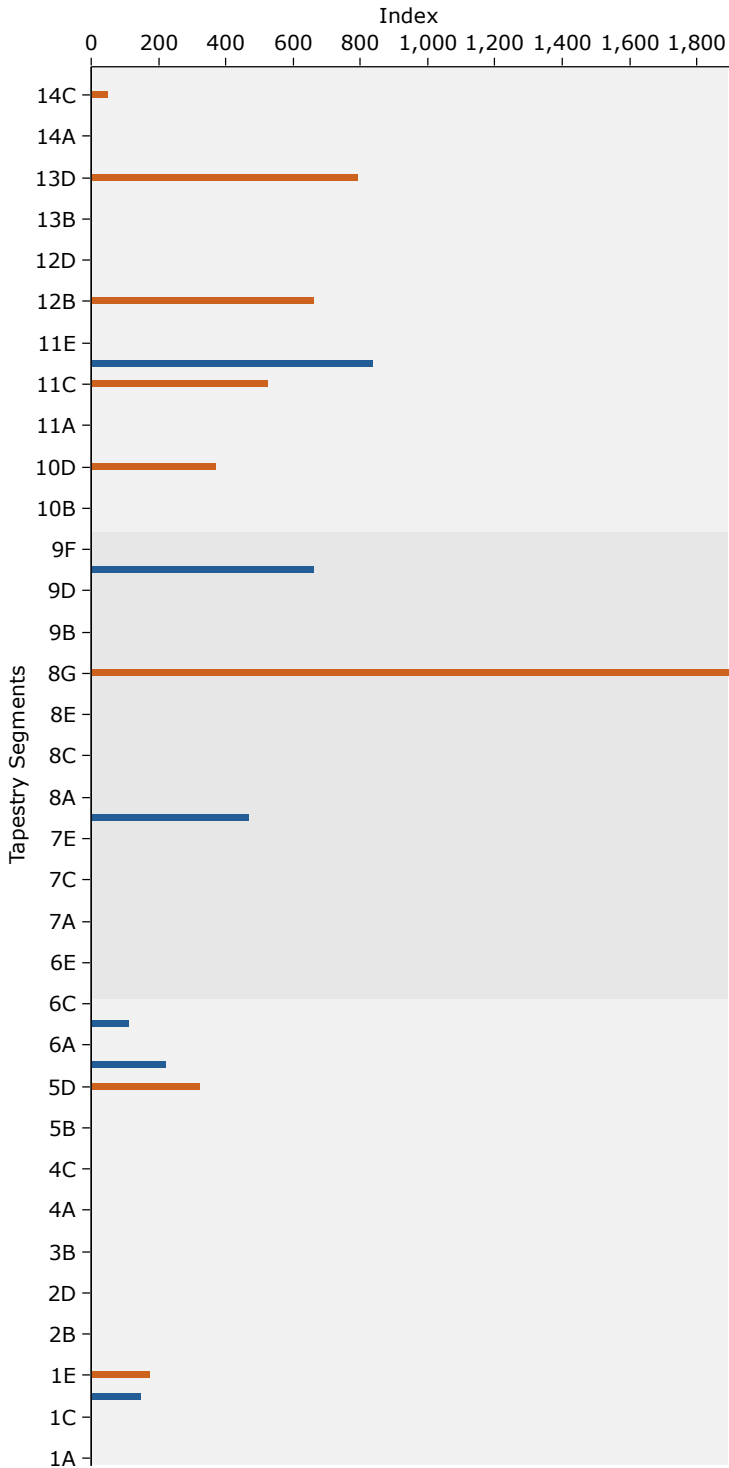


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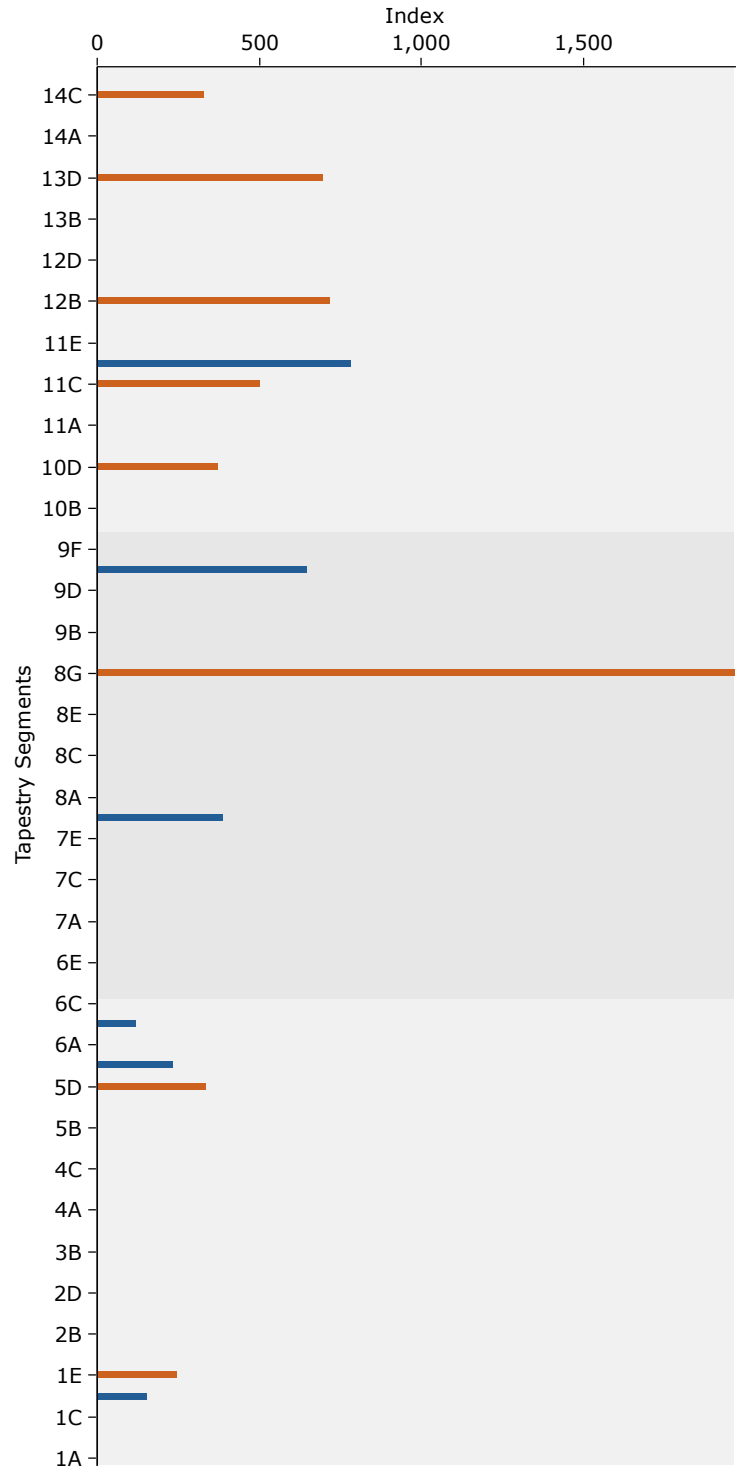
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,185	100.0%		24,100	100.0%	
1. Affluent Estates	972	8.0%	80	2,394	9.9%	94
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)	554	4.5%	153	1,221	5.1%	158
Exurbanites (1E)	418	3.4%	177	1,173	4.9%	250
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	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,544	12.7%	112	3,012	12.5%	115
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
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)	872	7.2%	327	1,686	7.0%	340
Midlife Constants (5E)	672	5.5%	223	1,326	5.5%	235
6. Cozy Country Living	399	3.3%	27	855	3.5%	30
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	399	3.3%	114	855	3.5%	123
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	470	3.9%	54	888	3.7%	45
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)	470	3.9%	471	888	3.7%	390

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,185	100.0%		24,100	100.0%	
8. Middle Ground	2,781	22.8%	210	5,469	22.7%	225
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)	0	0.0%	0	0	0.0%	0
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)	2,781	22.8%	1,898	5,469	22.7%	1,970
9. Senior Styles	978	8.0%	139	1,586	6.6%	132
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)	978	8.0%	665	1,586	6.6%	653
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	522	4.3%	52	1,053	4.4%	52
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)	522	4.3%	372	1,053	4.4%	375
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,318	19.0%	309	3,815	15.8%	291
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)	902	7.4%	527	1,587	6.6%	505
Set to Impress (11D)	1,416	11.6%	841	2,228	9.2%	784
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	1,554	12.8%	209	3,106	12.9%	224
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,554	12.8%	665	3,106	12.9%	721
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	613	5.0%	131	1,141	4.7%	107
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)	613	5.0%	795	1,141	4.7%	697
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	34	0.3%	17	781	3.2%	142
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)	34	0.3%	55	781	3.2%	332
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
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Total:	12,185	100.0%		24,100	100.0%	
1. Principal Urban Center	613	5.0%	71	1,141	4.7%	71
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)	613	5.0%	795	1,141	4.7%	697
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,244	18.4%	111	4,161	17.3%	97
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	872	7.2%	327	1,686	7.0%	340
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)	470	3.9%	471	888	3.7%	390
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	902	7.4%	527	1,587	6.6%	505
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	6,763	55.5%	306	13,170	54.6%	326
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)	2,781	22.8%	1,898	5,469	22.7%	1,970
Retirement Communities (9E)	978	8.0%	665	1,586	6.6%	653
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)	1,416	11.6%	841	2,228	9.2%	784
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,554	12.8%	665	3,106	12.9%	721
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	34	0.3%	55	781	3.2%	332

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Total:	12,185	100.0%		24,100	100.0%	
4. Suburban Periphery	1,644	13.5%	42	3,720	15.4%	47
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)	554	4.5%	153	1,221	5.1%	158
Exurbanites (1E)	418	3.4%	177	1,173	4.9%	250
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)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	672	5.5%	223	1,326	5.5%	235
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	522	4.3%	46	1,053	4.4%	48
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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)	522	4.3%	372	1,053	4.4%	375
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	399	3.3%	19	855	3.5%	21
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	399	3.3%	114	855	3.5%	123
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

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