



# Tapestry Segmentation Area Profile

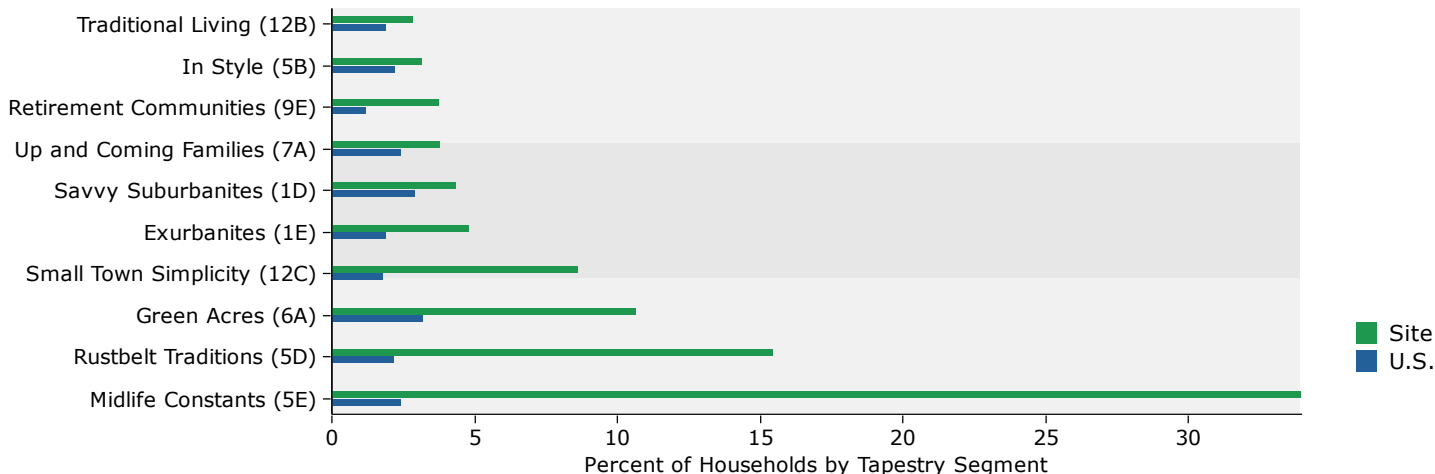
81005 (Pueblo) 2  
 81005 (Pueblo)  
 Geography: ZIP Code

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	34.0%	34.0%	2.5%	2.5%	1375
2	Rustbelt Traditions (5D)	15.5%	49.5%	2.2%	4.7%	707
3	Green Acres (6A)	10.7%	60.2%	3.2%	7.9%	332
4	Small Town Simplicity (12C)	8.6%	68.8%	1.8%	9.7%	468
5	Exurbanites (1E)	4.8%	73.6%	1.9%	11.6%	249
<b>Subtotal</b>		<b>73.6%</b>		<b>11.6%</b>		
6	Savvy Suburbanites (1D)	4.4%	78.0%	3.0%	14.6%	147
7	Up and Coming Families (7A)	3.8%	81.8%	2.5%	17.1%	153
8	Retirement Communities (9E)	3.8%	85.6%	1.2%	18.3%	312
9	In Style (5B)	3.2%	88.8%	2.2%	20.5%	141
10	Traditional Living (12B)	2.9%	91.7%	1.9%	22.4%	149
<b>Subtotal</b>		<b>18.1%</b>		<b>10.8%</b>		
11	Old and Newcomers (8F)	2.9%	94.6%	2.3%	24.7%	124
12	Home Improvement (4B)	2.6%	97.2%	1.7%	26.4%	154
13	Front Porches (8E)	2.6%	99.8%	1.6%	28.0%	163
14	Rural Resort Dwellers (6E)	0.3%	100.1%	1.0%	29.0%	34
<b>Subtotal</b>		<b>8.4%</b>		<b>6.6%</b>		
<b>Total</b>		<b>100.0%</b>		<b>29.1%</b>		<b>344</b>

## 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

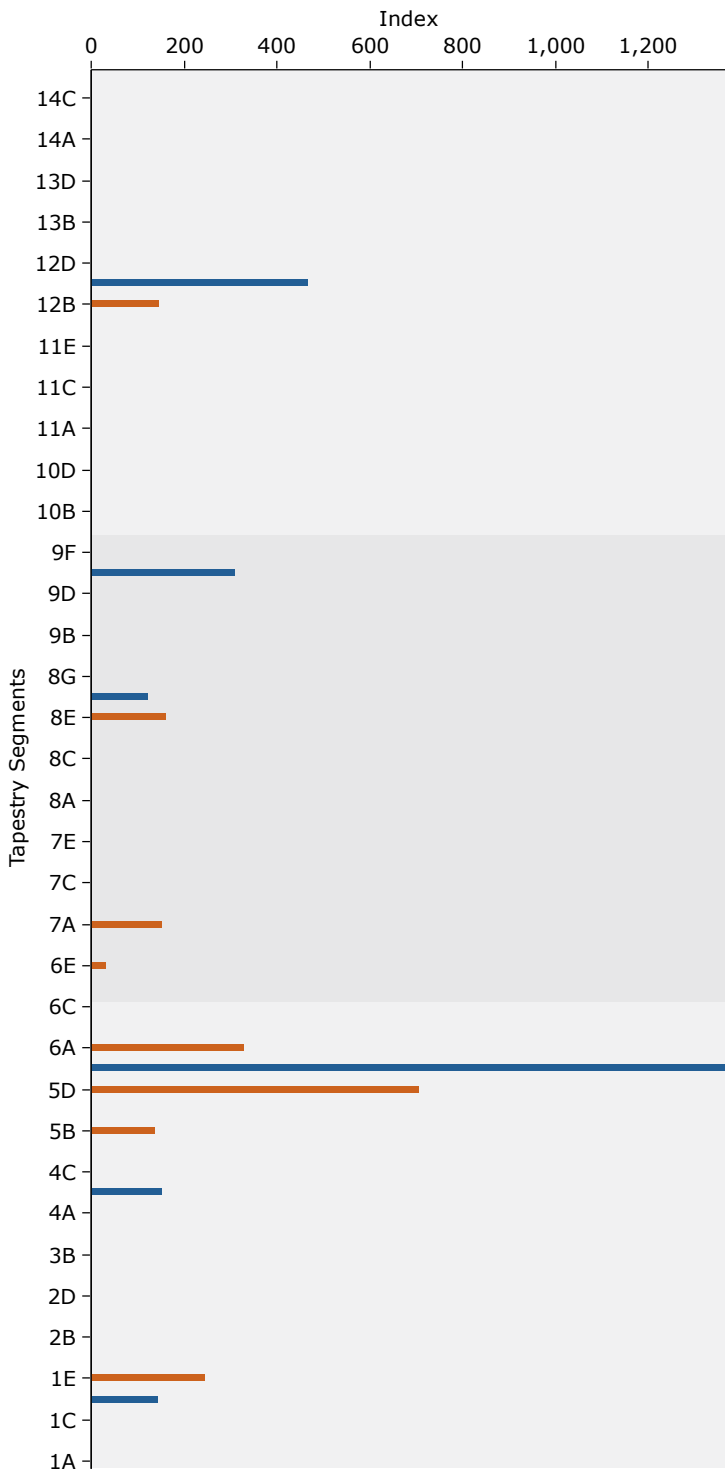


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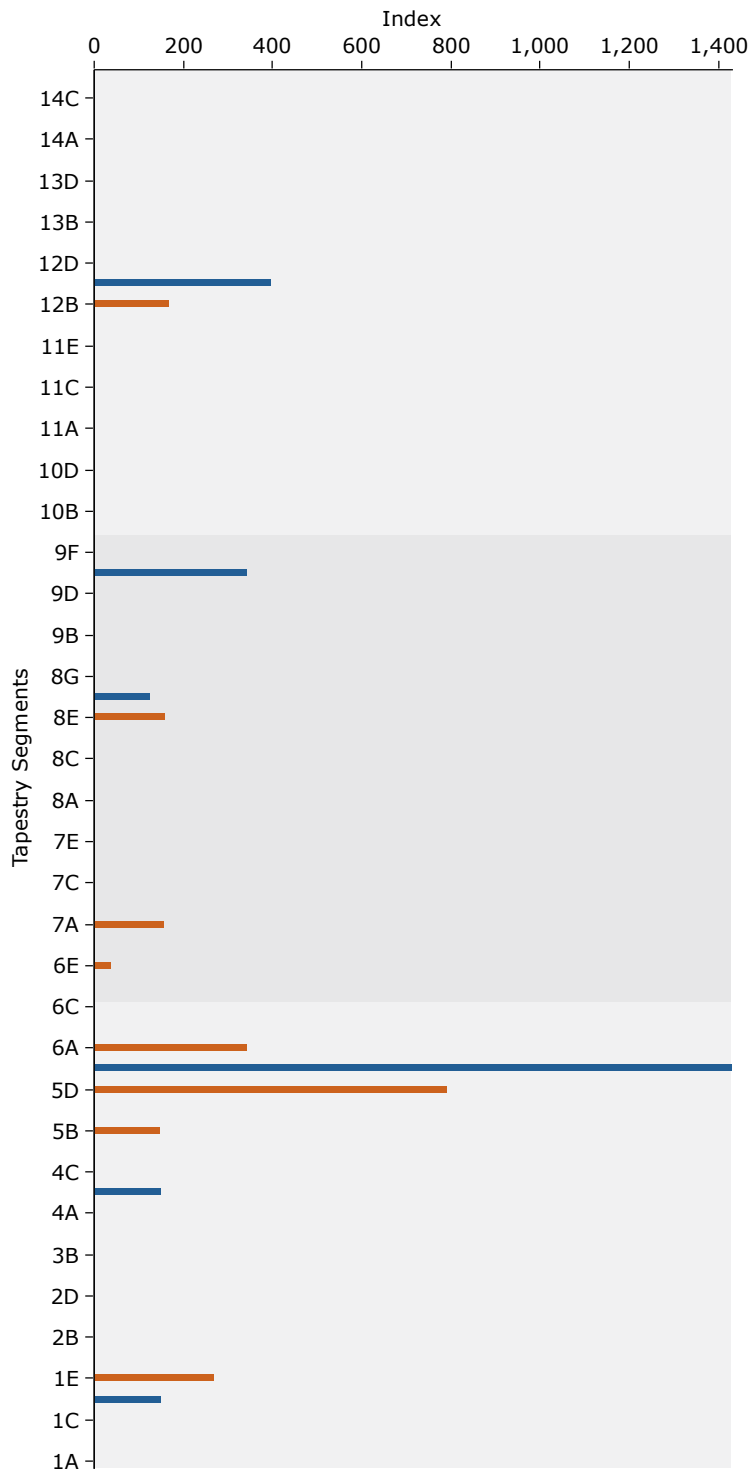
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### 2019 Tapestry Indexes by Households



### 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
<b>Total:</b>	12,781	100.0%		24,881	100.0%	
<b>1. Affluent Estates</b>	<b>1,178</b>	<b>9.2%</b>	<b>93</b>	<b>2,521</b>	<b>10.1%</b>	<b>95</b>
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)	559	4.4%	147	1,207	4.9%	151
Exurbanites (1E)	619	4.8%	249	1,314	5.3%	271
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>337</b>	<b>2.6%</b>	<b>35</b>	<b>694</b>	<b>2.8%</b>	<b>35</b>
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	337	2.6%	154	694	2.8%	151
Middleburg (4C)	0	0.0%	0	0	0.0%	0
<b>5. GenXurban</b>	<b>6,725</b>	<b>52.6%</b>	<b>465</b>	<b>13,165</b>	<b>52.9%</b>	<b>487</b>
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	405	3.2%	141	782	3.1%	150
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,978	15.5%	707	4,057	16.3%	792
Midlife Constants (5E)	4,342	34.0%	1,375	8,326	33.5%	1,432
<b>6. Cozy Country Living</b>	<b>1,409</b>	<b>11.0%</b>	<b>92</b>	<b>2,953</b>	<b>11.9%</b>	<b>100</b>
Green Acres (6A)	1,365	10.7%	332	2,860	11.5%	344
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)	44	0.3%	34	93	0.4%	40
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
<b>7. Ethnic Enclaves</b>	<b>485</b>	<b>3.8%</b>	<b>53</b>	<b>1,031</b>	<b>4.1%</b>	<b>50</b>
Up and Coming Families (7A)	485	3.8%	153	1,031	4.1%	158
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

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,781	100.0%		24,881	100.0%	
<b>8. Middle Ground</b>	<b>694</b>	<b>5.4%</b>	<b>50</b>	<b>1,234</b>	<b>5.0%</b>	<b>49</b>
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)	329	2.6%	163	609	2.4%	162
Old and Newcomers (8F)	365	2.9%	124	625	2.5%	126
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>482</b>	<b>3.8%</b>	<b>65</b>	<b>866</b>	<b>3.5%</b>	<b>70</b>
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)	482	3.8%	312	866	3.5%	345
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>12. Hometown</b>	<b>1,471</b>	<b>11.5%</b>	<b>189</b>	<b>2,417</b>	<b>9.7%</b>	<b>169</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	366	2.9%	149	758	3.0%	170
Small Town Simplicity (12C)	1,105	8.6%	468	1,659	6.7%	400
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,781	100.0%		24,881	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>1,978</b>	<b>15.5%</b>	<b>93</b>	<b>4,057</b>	<b>16.3%</b>	<b>92</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,978	15.5%	707	4,057	16.3%	792
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)	0	0.0%	0	0	0.0%	0
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
<b>3. Metro Cities</b>	<b>1,947</b>	<b>15.2%</b>	<b>84</b>	<b>3,640</b>	<b>14.6%</b>	<b>87</b>
In Style (5B)	405	3.2%	141	782	3.1%	150
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	329	2.6%	163	609	2.4%	162
Old and Newcomers (8F)	365	2.9%	124	625	2.5%	126
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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)	366	2.9%	149	758	3.0%	170
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>Total:</b>	12,781	100.0%		24,881	100.0%	
<b>4. Suburban Periphery</b>	<b>6,342</b>	<b>49.6%</b>	<b>156</b>	<b>12,572</b>	<b>50.5%</b>	<b>155</b>
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)	559	4.4%	147	1,207	4.9%	151
Exurbanites (1E)	619	4.8%	249	1,314	5.3%	271
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)	337	2.6%	154	694	2.8%	151
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)	4,342	34.0%	1,375	8,326	33.5%	1,432
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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
<b>5. Semirural</b>	<b>1,105</b>	<b>8.6%</b>	<b>93</b>	<b>1,659</b>	<b>6.7%</b>	<b>74</b>
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)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	1,105	8.6%	468	1,659	6.7%	400
<b>6. Rural</b>	<b>1,409</b>	<b>11.0%</b>	<b>66</b>	<b>2,953</b>	<b>11.9%</b>	<b>70</b>
Green Acres (6A)	1,365	10.7%	332	2,860	11.5%	344
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)	44	0.3%	34	93	0.4%	40
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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