



# Tapestry Segmentation Area Profile

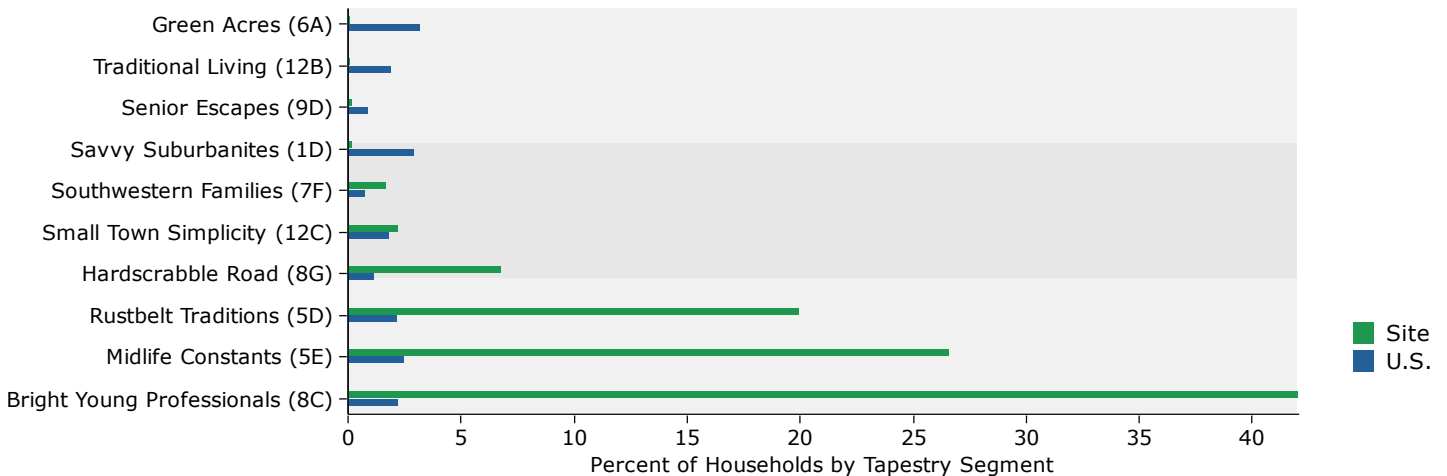
81008 (Pueblo) 2  
 81008 (Pueblo)  
 Geography: ZIP Code

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	42.1%	42.1%	2.2%	2.3%	1870
2	Midlife Constants (5E)	26.6%	68.7%	2.5%	4.8%	1,076
3	Rustbelt Traditions (5D)	20.0%	88.7%	2.2%	7.0%	913
4	Hardscrabble Road (8G)	6.8%	95.5%	1.2%	8.2%	564
5	Small Town Simplicity (12C)	2.3%	97.8%	1.8%	10.0%	122
<b>Subtotal</b>		<b>97.8%</b>		<b>10.0%</b>		
6	Southwestern Families (7F)	1.7%	99.5%	0.8%	10.8%	205
7	Savvy Suburbanites (1D)	0.2%	99.7%	3.0%	13.8%	8
8	Senior Escapes (9D)	0.2%	99.9%	0.9%	14.7%	26
9	Traditional Living (12B)	0.1%	100.0%	1.9%	16.6%	6
10	Green Acres (6A)	0.0%	100.0%	3.2%	19.8%	1
<b>Subtotal</b>		<b>2.2%</b>		<b>9.8%</b>		
<b>Total</b>		<b>100.0%</b>		<b>19.8%</b>		<b>505</b>

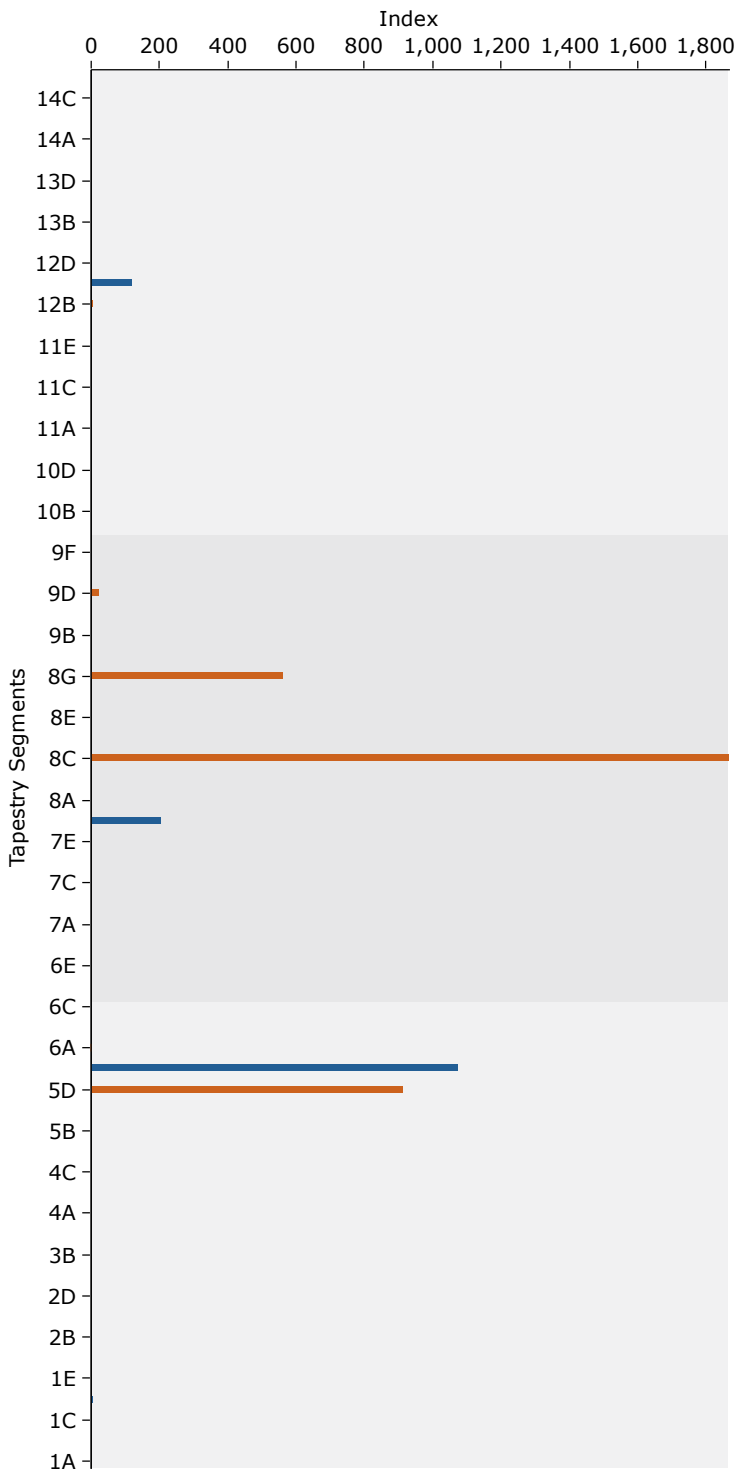
## Top Ten Tapestry Segments Site vs. U.S.



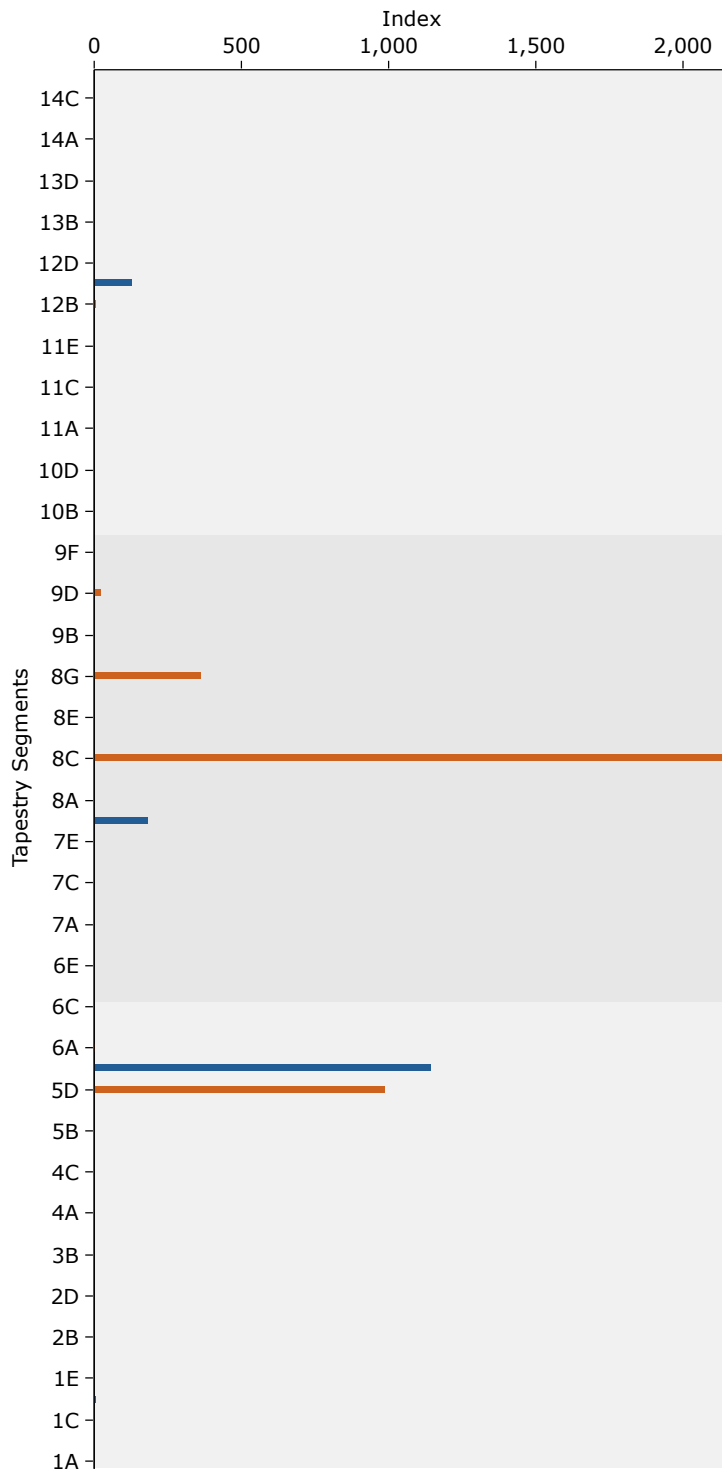
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

### 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>	4,647	100.0%		8,438	100.0%	
<b>1. Affluent Estates</b>	<b>11</b>	<b>0.2%</b>	<b>2</b>	<b>23</b>	<b>0.3%</b>	<b>3</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)	11	0.2%	8	23	0.3%	8
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
<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>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>5. GenXurban</b>	<b>2,165</b>	<b>46.6%</b>	<b>411</b>	<b>3,991</b>	<b>47.3%</b>	<b>435</b>
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)	929	20.0%	913	1,726	20.5%	993
Midlife Constants (5E)	1,236	26.6%	1,076	2,265	26.8%	1,149
<b>6. Cozy Country Living</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	2	0.0%	1	2	0.0%	1
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
<b>7. Ethnic Enclaves</b>	<b>78</b>	<b>1.7%</b>	<b>24</b>	<b>148</b>	<b>1.8%</b>	<b>21</b>
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)	78	1.7%	205	148	1.8%	186

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,647	100.0%		8,438	100.0%	
<b>8. Middle Ground</b>	<b>2,270</b>	<b>48.8%</b>	<b>450</b>	<b>4,061</b>	<b>48.1%</b>	<b>477</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)	1,955	42.1%	1,870	3,706	43.9%	2,170
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)	315	6.8%	564	355	4.2%	365
<b>9. Senior Styles</b>	<b>11</b>	<b>0.2%</b>	<b>4</b>	<b>20</b>	<b>0.2%</b>	<b>5</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)	11	0.2%	26	20	0.2%	28
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
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>110</b>	<b>2.4%</b>	<b>39</b>	<b>193</b>	<b>2.3%</b>	<b>40</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	5	0.1%	6	9	0.1%	6
Small Town Simplicity (12C)	105	2.3%	122	184	2.2%	131
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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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,647	100.0%		8,438	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>2,962</b>	<b>63.7%</b>	<b>383</b>	<b>5,580</b>	<b>66.1%</b>	<b>373</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	929	20.0%	913	1,726	20.5%	993
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
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City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,955	42.1%	1,870	3,706	43.9%	2,170
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>320</b>	<b>6.9%</b>	<b>38</b>	<b>364</b>	<b>4.3%</b>	<b>26</b>
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)	315	6.8%	564	355	4.2%	365
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)	5	0.1%	6	9	0.1%	6
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>	4,647	100.0%		8,438	100.0%	
<b>4. Suburban Periphery</b>	<b>1,247</b>	<b>26.8%</b>	<b>84</b>	<b>2,288</b>	<b>27.1%</b>	<b>83</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)	11	0.2%	8	23	0.3%	8
Exurbanites (1E)	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
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)	1,236	26.6%	1,076	2,265	26.8%	1,149
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
<b>5. Semirural</b>	<b>116</b>	<b>2.5%</b>	<b>27</b>	<b>204</b>	<b>2.4%</b>	<b>27</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)	11	0.2%	26	20	0.2%	28
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	105	2.3%	122	184	2.2%	131
<b>6. Rural</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
Green Acres (6A)	2	0.0%	1	2	0.0%	1
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

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