



Retail Goods and Services Expenditures

Pueblo County, CO
 Pueblo County, CO (08101)
 Geography: County

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Rustbelt Retirees	13.5%	Population	159,841	166,172
Great Expectations	9.3%	Households	63,289	66,253
Green Acres	7.7%	Families	41,568	43,195
Rustbelt Traditions	7.3%	Median Age	38.8	39.5
Simple Living	6.2%	Median Household Income	\$36,837	\$43,291
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,204.31	\$76,219,315
Men's		49	\$216.67	\$13,712,726
Women's		47	\$374.02	\$23,671,109
Children's		56	\$215.54	\$13,641,463
Footwear		37	\$147.91	\$9,361,197
Watches & Jewelry		73	\$138.14	\$8,743,022
Apparel Products and Services (1)		123	\$112.02	\$7,089,797
Computer				
Computers and Hardware for Home Use		74	\$137.67	\$8,712,898
Software and Accessories for Home Use		73	\$20.28	\$1,283,647
Entertainment & Recreation		76	\$2,376.87	\$150,429,896
Fees and Admissions		73	\$437.55	\$27,692,122
Membership Fees for Clubs (2)		74	\$117.14	\$7,413,864
Fees for Participant Sports, excl. Trips		74	\$76.59	\$4,847,514
Admission to Movie/Theatre/Opera/Ballet		73	\$106.89	\$6,764,986
Admission to Sporting Events, excl. Trips		75	\$43.45	\$2,749,742
Fees for Recreational Lessons		70	\$92.96	\$5,883,490
Dating Services		69	\$0.51	\$32,527
TV/Video/Audio		76	\$910.53	\$57,626,375
Community Antenna or Cable TV		78	\$543.26	\$34,382,193
Televisions		74	\$138.20	\$8,746,620
VCRs, Video Cameras, and DVD Players		74	\$14.62	\$925,093
Video Cassettes and DVDs		75	\$38.10	\$2,411,083
Video and Computer Game Hardware and Software		76	\$41.27	\$2,611,777
Satellite Dishes		72	\$0.87	\$55,267
Rental of Video Cassettes and DVDs		75	\$29.99	\$1,897,919
Streaming/Downloaded Video		72	\$0.98	\$62,154
Audio (3)		69	\$98.11	\$6,209,043
Rental and Repair of TV/Radio/Sound Equipment		70	\$5.14	\$325,226
Pets		93	\$388.99	\$24,619,013
Toys and Games (4)		76	\$106.84	\$6,761,934
Recreational Vehicles and Fees (5)		70	\$220.38	\$13,947,691
Sports/Recreation/Exercise Equipment (6)		59	\$103.18	\$6,530,218
Photo Equipment and Supplies (7)		75	\$74.87	\$4,738,279
Reading (8)		77	\$115.59	\$7,315,857
Catered Affairs (9)		79	\$18.94	\$1,198,409
Food		76	\$5,629.66	\$356,295,832
Food at Home		76	\$3,287.25	\$208,046,420
Bakery and Cereal Products		76	\$442.05	\$27,977,157
Meats, Poultry, Fish, and Eggs		76	\$759.22	\$48,050,454
Dairy Products		76	\$367.41	\$23,253,148
Fruits and Vegetables		75	\$569.18	\$36,022,958
Snacks and Other Food at Home (10)		76	\$1,149.37	\$72,742,703
Food Away from Home		75	\$2,342.42	\$148,249,413
Alcoholic Beverages		76	\$418.92	\$26,513,025
Nonalcoholic Beverages at Home		76	\$322.18	\$20,390,165

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,242.86	\$78,659,164
Vehicle Loans	76	\$3,610.17	\$228,484,173
Health			
Nonprescription Drugs	78	\$77.43	\$4,900,686
Prescription Drugs	82	\$394.82	\$24,987,783
Eyeglasses and Contact Lenses	78	\$57.92	\$3,665,799
Home			
Mortgage Payment and Basics (11)	74	\$6,676.25	\$422,533,412
Maintenance and Remodeling Services	74	\$1,415.77	\$89,602,544
Maintenance and Remodeling Materials (12)	74	\$267.93	\$16,956,723
Utilities, Fuel, and Public Services	78	\$3,417.43	\$216,285,780
Household Furnishings and Equipment			
Household Textiles (13)	74	\$95.42	\$6,038,825
Furniture	73	\$424.58	\$26,871,304
Floor Coverings	78	\$56.42	\$3,570,570
Major Appliances (14)	76	\$222.94	\$14,109,861
Housewares (15)	65	\$54.56	\$3,453,015
Small Appliances	77	\$24.55	\$1,553,732
Luggage	73	\$6.59	\$416,843
Telephones and Accessories	50	\$20.84	\$1,319,069
Household Operations			
Child Care	72	\$320.93	\$20,311,084
Lawn and Garden (16)	75	\$305.44	\$19,330,851
Moving/Storage/Freight Express	68	\$39.83	\$2,521,078
Housekeeping Supplies (17)	77	\$520.57	\$32,946,309
Insurance			
Owners and Renters Insurance	78	\$350.60	\$22,188,880
Vehicle Insurance	76	\$857.60	\$54,276,567
Life/Other Insurance	78	\$316.73	\$20,045,320
Health Insurance	80	\$1,500.60	\$94,971,149
Personal Care Products (18)	75	\$290.55	\$18,388,492
School Books and Supplies (19)	79	\$81.24	\$5,141,730
Smoking Products	81	\$334.12	\$21,146,166
Transportation			
Vehicle Purchases (Net Outlay) (20)	75	\$3,193.74	\$202,128,694
Gasoline and Motor Oil	77	\$2,139.81	\$135,426,291
Vehicle Maintenance and Repairs	75	\$687.72	\$43,525,334
Travel			
Airline Fares	71	\$315.35	\$19,958,008
Lodging on Trips	73	\$309.02	\$19,557,530
Auto/Truck/Van Rental on Trips	71	\$25.33	\$1,602,920
Food and Drink on Trips	73	\$309.52	\$19,588,919

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- (1) **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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