



Retail Goods and Services Expenditures

City of Pueblo

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Rustbelt Retirees	17.8%	Population	106,750	110,442
Great Expectations	13.5%	Households	43,350	45,147
Rustbelt Traditions	10.5%	Families	26,385	27,233
Simple Living	9.0%	Median Age	37.6	38.3
Home Town	6.5%	Median Household Income	\$31,119	\$35,740
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		46	\$1,070.79	\$46,419,288
Men's		43	\$192.22	\$8,332,578
Women's		41	\$332.66	\$14,420,968
Children's		49	\$190.29	\$8,249,032
Footwear		33	\$131.53	\$5,701,879
Watches & Jewelry		65	\$121.68	\$5,274,734
Apparel Products and Services (1)		113	\$102.42	\$4,440,097
Computer				
Computers and Hardware for Home Use		65	\$121.53	\$5,268,495
Software and Accessories for Home Use		65	\$17.82	\$772,343
Entertainment & Recreation		67	\$2,079.50	\$90,147,124
Fees and Admissions		64	\$381.96	\$16,558,054
Membership Fees for Clubs (2)		65	\$103.02	\$4,465,879
Fees for Participant Sports, excl. Trips		64	\$66.53	\$2,884,243
Admission to Movie/Theatre/Opera/Ballet		64	\$94.20	\$4,083,763
Admission to Sporting Events, excl. Trips		66	\$37.85	\$1,640,977
Fees for Recreational Lessons		60	\$79.87	\$3,462,339
Dating Services		64	\$0.48	\$20,854
TV/Video/Audio		67	\$811.02	\$35,157,768
Community Antenna or Cable TV		70	\$487.38	\$21,128,023
Televisions		65	\$120.97	\$5,243,857
VCRs, Video Cameras, and DVD Players		66	\$12.94	\$560,836
Video Cassettes and DVDs		66	\$33.91	\$1,469,810
Video and Computer Game Hardware and Software		68	\$36.70	\$1,590,882
Satellite Dishes		60	\$0.73	\$31,734
Rental of Video Cassettes and DVDs		67	\$26.57	\$1,151,581
Streaming/Downloaded Video		65	\$0.88	\$38,210
Audio (3)		61	\$86.43	\$3,746,729
Rental and Repair of TV/Radio/Sound Equipment		62	\$4.52	\$196,108
Pets		81	\$337.62	\$14,636,038
Toys and Games (4)		67	\$94.17	\$4,082,121
Recreational Vehicles and Fees (5)		58	\$180.83	\$7,838,937
Sports/Recreation/Exercise Equipment (6)		51	\$88.83	\$3,850,758
Photo Equipment and Supplies (7)		65	\$65.34	\$2,832,552
Reading (8)		68	\$102.82	\$4,457,171
Catered Affairs (9)		71	\$16.93	\$733,723
Food		67	\$5,007.17	\$217,062,597
Food at Home		68	\$2,929.32	\$126,986,812
Bakery and Cereal Products		68	\$394.03	\$17,081,378
Meats, Poultry, Fish, and Eggs		68	\$678.54	\$29,415,044
Dairy Products		68	\$326.80	\$14,166,849
Fruits and Vegetables		67	\$507.30	\$21,991,415
Snacks and Other Food at Home (10)		68	\$1,022.65	\$44,332,125
Food Away from Home		67	\$2,077.86	\$90,075,785
Alcoholic Beverages		68	\$376.78	\$16,333,482
Nonalcoholic Beverages at Home		68	\$287.40	\$12,458,934

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	64	\$1,075.28	\$46,613,710
Vehicle Loans	66	\$3,132.06	\$135,775,617
Health			
Nonprescription Drugs	68	\$68.10	\$2,951,923
Prescription Drugs	73	\$352.30	\$15,272,111
Eyeglasses and Contact Lenses	68	\$51.01	\$2,211,456
Home			
Mortgage Payment and Basics (11)	63	\$5,676.48	\$246,077,267
Maintenance and Remodeling Services	63	\$1,213.80	\$52,618,709
Maintenance and Remodeling Materials (12)	63	\$225.59	\$9,779,470
Utilities, Fuel, and Public Services	69	\$3,050.54	\$132,241,922
Household Furnishings and Equipment			
Household Textiles (13)	65	\$83.43	\$3,616,910
Furniture	64	\$371.00	\$16,082,737
Floor Coverings	69	\$49.99	\$2,167,108
Major Appliances (14)	66	\$192.97	\$8,365,298
Housewares (15)	58	\$48.00	\$2,080,643
Small Appliances	69	\$21.84	\$946,690
Luggage	64	\$5.71	\$247,513
Telephones and Accessories	45	\$18.48	\$800,878
Household Operations			
Child Care	62	\$276.98	\$12,007,069
Lawn and Garden (16)	65	\$263.18	\$11,408,764
Moving/Storage/Freight Express	59	\$34.67	\$1,502,867
Housekeeping Supplies (17)	68	\$460.60	\$19,967,129
Insurance			
Owners and Renters Insurance	67	\$302.71	\$13,122,592
Vehicle Insurance	67	\$759.18	\$32,910,636
Life/Other Insurance	68	\$276.56	\$11,989,018
Health Insurance	71	\$1,337.68	\$57,988,789
Personal Care Products (18)	66	\$256.45	\$11,117,144
School Books and Supplies (19)	72	\$74.50	\$3,229,565
Smoking Products	74	\$305.43	\$13,240,386
Transportation			
Vehicle Purchases (Net Outlay) (20)	65	\$2,782.37	\$120,616,757
Gasoline and Motor Oil	68	\$1,889.56	\$81,913,159
Vehicle Maintenance and Repairs	66	\$605.56	\$26,251,132
Travel			
Airline Fares	62	\$274.52	\$11,900,331
Lodging on Trips	63	\$267.39	\$11,591,587
Auto/Truck/Van Rental on Trips	61	\$21.94	\$951,099
Food and Drink on Trips	64	\$268.70	\$11,648,319

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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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