



Retail MarketPlace Profile

City of Pueblo

Summary Demographics						
2010 Population						109,043
2010 Households						43,415
2010 Median Disposable Income						\$31,401
2010 Per Capita Income						\$19,990
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$797,311,536	\$1,210,942,501	-\$413,630,965	-20.6	942
Total Retail Trade	44-45	\$686,280,211	\$1,047,191,947	-\$360,911,736	-20.8	647
Total Food & Drink	722	\$111,031,325	\$163,750,554	-\$52,719,229	-19.2	295
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$159,499,520	\$287,108,725	-\$127,609,205	-28.6	100
Automobile Dealers	4411	\$134,354,306	\$254,025,466	-\$119,671,160	-30.8	55
Other Motor Vehicle Dealers	4412	\$12,524,821	\$13,148,227	-\$623,406	-2.4	10
Auto Parts, Accessories & Tire Stores	4413	\$12,620,393	\$19,935,032	-\$7,314,639	-22.5	35
Furniture & Home Furnishings Stores	442	\$22,736,029	\$33,530,703	-\$10,794,674	-19.2	34
Furniture Stores	4421	\$14,529,091	\$23,859,148	-\$9,330,057	-24.3	16
Home Furnishings Stores	4422	\$8,206,939	\$9,671,555	-\$1,464,617	-8.2	18
Electronics & Appliance Stores	4431	\$16,212,542	\$8,689,739	\$7,522,803	30.2	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,310,076	\$50,129,126	-\$23,819,050	-31.2	52
Bldg Material & Supplies Dealers	4441	\$24,192,929	\$49,058,693	-\$24,865,764	-33.9	44
Lawn & Garden Equip & Supply Stores	4442	\$2,117,147	\$1,070,433	\$1,046,714	32.8	8
Food & Beverage Stores	445	\$136,103,038	\$208,823,891	-\$72,720,853	-21.1	87
Grocery Stores	4451	\$121,603,168	\$190,708,660	-\$69,105,492	-22.1	34
Specialty Food Stores	4452	\$3,475,262	\$2,244,388	\$1,230,874	21.5	20
Beer, Wine & Liquor Stores	4453	\$11,024,608	\$15,870,843	-\$4,846,235	-18.0	33
Health & Personal Care Stores	446,4461	\$22,002,219	\$30,565,610	-\$8,563,391	-16.3	46
Gasoline Stations	447,4471	\$121,865,555	\$185,911,702	-\$64,046,147	-20.8	29
Clothing & Clothing Accessories Stores	448	\$27,244,738	\$30,848,493	-\$3,603,755	-6.2	71
Clothing Stores	4481	\$19,842,941	\$21,616,116	-\$1,773,175	-4.3	44
Shoe Stores	4482	\$3,689,410	\$4,949,424	-\$1,260,015	-14.6	13
Jewelry, Luggage & Leather Goods Stores	4483	\$3,712,387	\$4,282,953	-\$570,565	-7.1	15
Sporting Goods, Hobby, Book & Music Stores	451	\$8,914,937	\$11,334,435	-\$2,419,498	-11.9	53
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,605,750	\$6,972,681	-\$2,366,931	-20.4	43
Book, Periodical & Music Stores	4512	\$4,309,187	\$4,361,754	-\$52,567	-0.6	11
General Merchandise Stores	452	\$117,254,263	\$168,656,185	-\$51,401,922	-18.0	31
Department Stores Excluding Leased Depts.	4521	\$46,318,604	\$55,822,611	-\$9,504,007	-9.3	10
Other General Merchandise Stores	4529	\$70,935,658	\$112,833,574	-\$41,897,915	-22.8	21
Miscellaneous Store Retailers	453	\$13,292,684	\$19,234,746	-\$5,942,062	-18.3	105
Florists	4531	\$1,339,422	\$1,940,734	-\$601,312	-18.3	11
Office Supplies, Stationery & Gift Stores	4532	\$5,196,350	\$7,240,409	-\$2,044,059	-16.4	26
Used Merchandise Stores	4533	\$890,005	\$1,678,314	-\$788,309	-30.7	25
Other Miscellaneous Store Retailers	4539	\$5,866,907	\$8,375,289	-\$2,508,382	-17.6	42
Nonstore Retailers	454	\$14,844,610	\$12,358,592	\$2,486,018	9.1	8
Electronic Shopping & Mail-Order Houses	4541	\$7,011,481	\$4,953,001	\$2,058,480	17.2	1
Vending Machine Operators	4542	\$975,653	\$1,745,743	-\$770,090	-28.3	2
Direct Selling Establishments	4543	\$6,857,476	\$5,659,848	\$1,197,628	9.6	5
Food Services & Drinking Places	722	\$111,031,325	\$163,750,554	-\$52,719,229	-19.2	295
Full-Service Restaurants	7221	\$45,423,683	\$63,307,889	-\$17,884,206	-16.4	142
Limited-Service Eating Places	7222	\$56,336,866	\$82,106,620	-\$25,769,754	-18.6	90
Special Food Services	7223	\$6,250,272	\$12,863,418	-\$6,613,146	-34.6	19
Drinking Places - Alcoholic Beverages	7224	\$3,020,504	\$5,472,626	-\$2,452,122	-28.9	43

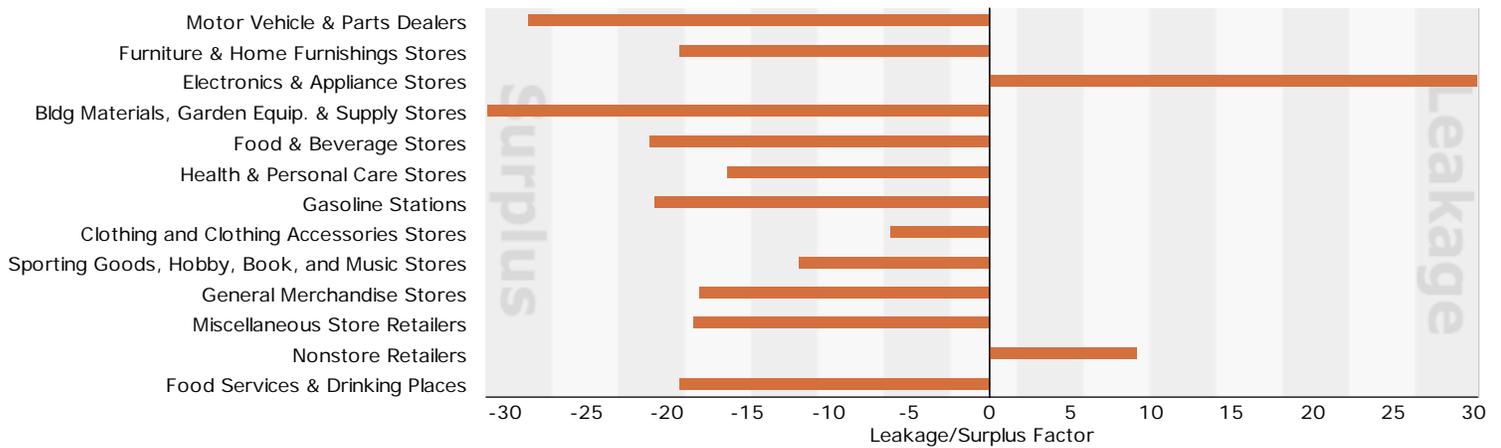
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. E



Retail MarketPlace Profile

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

