



Retail Goods and Services Expenditures

Pueblo West

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Up and Coming Families	27.2%	Population	28,322	29,674
Green Acres	19.3%	Households	10,276	10,816
Midland Crowd	9.7%	Families	8,024	8,400
Aspiring Young Families	9.3%	Median Age	37.6	38.3
Main Street, USA	9.1%	Median Household Income	\$53,440	\$62,464
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,574.56	\$16,179,464
Men's		64	\$283.38	\$2,911,836
Women's		60	\$486.53	\$4,999,386
Children's		74	\$287.30	\$2,952,122
Footwear		48	\$192.01	\$1,972,955
Watches & Jewelry		98	\$183.92	\$1,889,892
Apparel Products and Services (1)		156	\$141.43	\$1,453,273
Computer				
Computers and Hardware for Home Use		99	\$183.08	\$1,881,221
Software and Accessories for Home Use		99	\$27.37	\$281,280
Entertainment & Recreation		100	\$3,129.15	\$32,153,677
Fees and Admissions		101	\$607.39	\$6,241,262
Membership Fees for Clubs (2)		100	\$158.44	\$1,628,028
Fees for Participant Sports, excl. Trips		103	\$106.32	\$1,092,535
Admission to Movie/Theatre/Opera/Ballet		99	\$145.39	\$1,493,986
Admission to Sporting Events, excl. Trips		105	\$60.75	\$624,222
Fees for Recreational Lessons		103	\$135.88	\$1,396,255
Dating Services		81	\$0.61	\$6,237
TV/Video/Audio		97	\$1,162.88	\$11,949,249
Community Antenna or Cable TV		95	\$666.28	\$6,846,430
Televisions		102	\$191.06	\$1,963,191
VCRs, Video Cameras, and DVD Players		98	\$19.28	\$198,155
Video Cassettes and DVDs		97	\$49.64	\$510,093
Video and Computer Game Hardware and Software		102	\$55.32	\$568,452
Satellite Dishes		106	\$1.29	\$13,227
Rental of Video Cassettes and DVDs		100	\$39.75	\$408,496
Streaming/Downloaded Video		97	\$1.32	\$13,582
Audio (3)		93	\$131.91	\$1,355,424
Rental and Repair of TV/Radio/Sound Equipment		96	\$7.03	\$72,201
Pets		122	\$509.93	\$5,239,817
Toys and Games (4)		99	\$140.02	\$1,438,793
Recreational Vehicles and Fees (5)		96	\$299.43	\$3,076,832
Sports/Recreation/Exercise Equipment (6)		79	\$139.50	\$1,433,475
Photo Equipment and Supplies (7)		100	\$100.67	\$1,034,485
Reading (8)		96	\$144.48	\$1,484,599
Catered Affairs (9)		104	\$24.83	\$255,165
Food		96	\$7,187.17	\$73,852,083
Food at Home		95	\$4,133.62	\$42,475,193
Bakery and Cereal Products		95	\$551.05	\$5,662,344
Meats, Poultry, Fish, and Eggs		95	\$954.17	\$9,804,640
Dairy Products		95	\$458.28	\$4,709,071
Fruits and Vegetables		95	\$721.03	\$7,409,013
Snacks and Other Food at Home (10)		96	\$1,449.08	\$14,890,125
Food Away from Home		98	\$3,053.55	\$31,376,890
Alcoholic Beverages		97	\$534.82	\$5,495,592
Nonalcoholic Beverages at Home		95	\$404.81	\$4,159,663

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.