



Retail MarketPlace Profile

Pueblo West

Summary Demographics						
2010 Population						25,400
2010 Households						8,995
2010 Median Disposable Income						\$48,555
2010 Per Capita Income						\$24,453
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$230,219,084	\$125,473,896	\$104,745,188	29.4	124
Total Retail Trade	44-45	\$197,794,798	\$108,576,533	\$89,218,266	29.1	85
Total Food & Drink	722	\$32,424,285	\$16,897,363	\$15,526,922	31.5	39
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$47,730,505	\$18,556,703	\$29,173,802	44.0	16
Automobile Dealers	4411	\$40,192,391	\$4,610,308	\$35,582,083	79.4	3
Other Motor Vehicle Dealers	4412	\$3,874,839	\$11,919,840	-\$8,045,002	-50.9	8
Auto Parts, Accessories & Tire Stores	4413	\$3,663,276	\$2,026,554	\$1,636,722	28.8	5
Furniture & Home Furnishings Stores	442	\$7,027,195	\$2,509,954	\$4,517,241	47.4	5
Furniture Stores	4421	\$4,502,973	\$752,129	\$3,750,844	71.4	1
Home Furnishings Stores	4422	\$2,524,223	\$1,757,825	\$766,397	17.9	4
Electronics & Appliance Stores	4431	\$4,879,013	\$2,723,570	\$2,155,443	28.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,159,116	\$4,066,766	\$4,092,349	33.5	18
Bldg Material & Supplies Dealers	4441	\$7,546,885	\$2,643,383	\$4,903,502	48.1	13
Lawn & Garden Equip & Supply Stores	4442	\$612,231	\$1,423,384	-\$811,152	-39.8	5
Food & Beverage Stores	445	\$38,090,347	\$22,240,918	\$15,849,429	26.3	12
Grocery Stores	4451	\$33,904,437	\$19,541,230	\$14,363,207	26.9	1
Specialty Food Stores	4452	\$974,280	\$459,977	\$514,303	35.9	5
Beer, Wine & Liquor Stores	4453	\$3,211,630	\$2,239,712	\$971,919	17.8	6
Health & Personal Care Stores	446,4461	\$5,903,488	\$2,992,610	\$2,910,878	32.7	7
Gasoline Stations	447,4471	\$34,097,323	\$38,138,573	-\$4,041,250	-5.6	4
Clothing & Clothing Accessories Stores	448	\$8,018,505	\$1,539,321	\$6,479,184	67.8	6
Clothing Stores	4481	\$5,826,657	\$999,195	\$4,827,463	70.7	4
Shoe Stores	4482	\$1,073,283	\$395,443	\$677,840	46.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,118,564	\$144,683	\$973,881	77.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,645,609	\$749,581	\$1,896,028	55.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,390,023	\$265,983	\$1,124,040	67.9	5
Book, Periodical & Music Stores	4512	\$1,255,586	\$483,598	\$771,988	44.4	1
General Merchandise Stores	452	\$33,588,870	\$14,531,471	\$19,057,399	39.6	3
Department Stores Excluding Leased Depts.	4521	\$13,614,623	\$11,499,493	\$2,115,130	8.4	1
Other General Merchandise Stores	4529	\$19,974,248	\$3,031,978	\$16,942,270	73.6	2
Miscellaneous Store Retailers	453	\$3,831,101	\$333,094	\$3,498,007	84.0	3
Florists	4531	\$395,840	\$0	\$395,840	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,503,522	\$0	\$1,503,522	100.0	0
Used Merchandise Stores	4533	\$270,224	\$0	\$270,224	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,661,515	\$333,094	\$1,328,420	66.6	3
Nonstore Retailers	454	\$3,823,725	\$193,971	\$3,629,754	90.3	1
Electronic Shopping & Mail-Order Houses	4541	\$2,039,707	\$0	\$2,039,707	100.0	0
Vending Machine Operators	4542	\$275,304	\$193,971	\$81,333	17.3	1
Direct Selling Establishments	4543	\$1,508,714	\$0	\$1,508,714	100.0	0
Food Services & Drinking Places	722	\$32,424,285	\$16,897,363	\$15,526,922	31.5	39
Full-Service Restaurants	7221	\$13,278,049	\$7,859,833	\$5,418,216	25.6	24
Limited-Service Eating Places	7222	\$16,492,462	\$7,856,040	\$8,636,422	35.5	12
Special Food Services	7223	\$1,808,711	\$183,857	\$1,624,854	81.5	1
Drinking Places - Alcoholic Beverages	7224	\$845,063	\$997,633	-\$152,570	-8.3	3

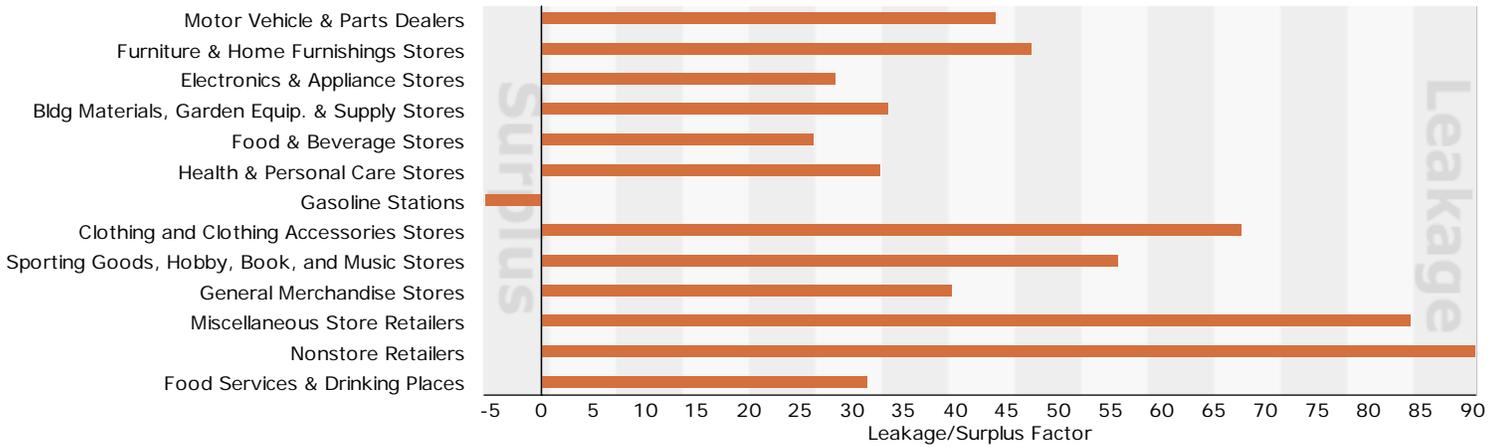
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.



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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

