



Retail Goods and Services Expenditures

81004 (Pueblo)
 81004 (PUEBLO, CO)
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Simple Living	24.5%	Population	24,963	25,534
Great Expectations	19.3%	Households	10,610	10,878
Rustbelt Traditions	18.5%	Families	6,033	6,119
Heartland Communities	10.4%	Median Age	37.5	38.2
Rustbelt Retirees	10.1%	Median Household Income	\$25,975	\$27,517
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		38	\$891.91	\$9,463,144
Men's		36	\$159.84	\$1,695,876
Women's		34	\$275.15	\$2,919,349
Children's		42	\$161.58	\$1,714,310
Footwear		27	\$111.06	\$1,178,318
Watches & Jewelry		53	\$100.05	\$1,061,529
Apparel Products and Services (1)		93	\$84.24	\$893,762
Computer				
Computers and Hardware for Home Use		55	\$101.82	\$1,080,307
Software and Accessories for Home Use		53	\$14.74	\$156,354
Entertainment & Recreation		56	\$1,744.25	\$18,506,444
Fees and Admissions		50	\$301.64	\$3,200,374
Membership Fees for Clubs (2)		51	\$81.00	\$859,443
Fees for Participant Sports, excl. Trips		51	\$53.09	\$563,309
Admission to Movie/Theatre/Opera/Ballet		52	\$75.82	\$804,405
Admission to Sporting Events, excl. Trips		53	\$30.41	\$322,651
Fees for Recreational Lessons		46	\$60.93	\$646,436
Dating Services		52	\$0.39	\$4,131
TV/Video/Audio		57	\$688.90	\$7,309,238
Community Antenna or Cable TV		60	\$420.25	\$4,458,809
Televisions		53	\$98.58	\$1,045,949
VCRs, Video Cameras, and DVD Players		55	\$10.91	\$115,716
Video Cassettes and DVDs		57	\$29.10	\$308,763
Video and Computer Game Hardware and Software		57	\$30.71	\$325,821
Satellite Dishes		50	\$0.62	\$6,525
Rental of Video Cassettes and DVDs		57	\$22.73	\$241,181
Streaming/Downloaded Video		51	\$0.69	\$7,301
Audio (3)		50	\$71.68	\$760,480
Rental and Repair of TV/Radio/Sound Equipment		50	\$3.65	\$38,694
Pets		69	\$287.07	\$3,045,783
Toys and Games (4)		57	\$80.29	\$851,866
Recreational Vehicles and Fees (5)		50	\$156.41	\$1,659,534
Sports/Recreation/Exercise Equipment (6)		43	\$75.53	\$801,370
Photo Equipment and Supplies (7)		54	\$54.53	\$578,552
Reading (8)		57	\$85.84	\$910,788
Catered Affairs (9)		59	\$14.04	\$148,939
Food		57	\$4,235.48	\$44,938,403
Food at Home		58	\$2,495.77	\$26,480,102
Bakery and Cereal Products		58	\$336.90	\$3,574,547
Meats, Poultry, Fish, and Eggs		57	\$576.89	\$6,120,812
Dairy Products		58	\$280.28	\$2,973,795
Fruits and Vegetables		56	\$425.39	\$4,513,406
Snacks and Other Food at Home (10)		58	\$876.30	\$9,297,541
Food Away from Home		56	\$1,739.71	\$18,458,301
Alcoholic Beverages		57	\$314.35	\$3,335,223
Nonalcoholic Beverages at Home		58	\$246.20	\$2,612,150

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.



Retail Goods and Services Expenditures

81004 (Pueblo)
 81004 (PUEBLO, CO)
 Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$902.12	\$9,571,485
Vehicle Loans	57	\$2,712.61	\$28,780,743
Health			
Nonprescription Drugs	60	\$59.67	\$633,061
Prescription Drugs	65	\$311.83	\$3,308,486
Eyeglasses and Contact Lenses	57	\$42.86	\$454,725
Home			
Mortgage Payment and Basics (11)	49	\$4,455.84	\$47,276,451
Maintenance and Remodeling Services	49	\$944.71	\$10,023,380
Maintenance and Remodeling Materials (12)	52	\$188.06	\$1,995,267
Utilities, Fuel, and Public Services	60	\$2,617.23	\$27,768,834
Household Furnishings and Equipment			
Household Textiles (13)	54	\$69.43	\$736,601
Furniture	52	\$304.01	\$3,225,497
Floor Coverings	55	\$40.30	\$427,569
Major Appliances (14)	56	\$163.61	\$1,735,856
Housewares (15)	48	\$40.06	\$425,073
Small Appliances	59	\$18.65	\$197,914
Luggage	52	\$4.63	\$49,134
Telephones and Accessories	38	\$15.79	\$167,552
Household Operations			
Child Care	50	\$225.23	\$2,389,653
Lawn and Garden (16)	54	\$217.18	\$2,304,229
Moving/Storage/Freight Express	49	\$28.88	\$306,463
Housekeeping Supplies (17)	58	\$392.11	\$4,160,255
Insurance			
Owners and Renters Insurance	56	\$252.20	\$2,675,811
Vehicle Insurance	57	\$641.22	\$6,803,386
Life/Other Insurance	58	\$232.79	\$2,469,917
Health Insurance	62	\$1,152.73	\$12,230,450
Personal Care Products (18)	56	\$215.37	\$2,285,048
School Books and Supplies (19)	63	\$65.59	\$695,887
Smoking Products	68	\$281.37	\$2,985,366
Transportation			
Vehicle Purchases (Net Outlay) (20)	56	\$2,371.05	\$25,156,811
Gasoline and Motor Oil	59	\$1,641.62	\$17,417,586
Vehicle Maintenance and Repairs	56	\$508.90	\$5,399,437
Travel			
Airline Fares	48	\$212.32	\$2,252,743
Lodging on Trips	51	\$213.42	\$2,264,428
Auto/Truck/Van Rental on Trips	48	\$16.88	\$179,104
Food and Drink on Trips	52	\$218.37	\$2,316,879

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.



Retail Goods and Services Expenditures

81004 (Pueblo)
81004 (PUEBLO, CO)
Geography: ZIP Code

- (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.

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.