



Retail Goods and Services Expenditures

81006 (Pueblo)
 81006 (PUEBLO, CO)
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Green Acres	30.2%	Population	11,096	11,568
Cozy and Comfortable	21.0%	Households	4,269	4,500
Prairie Living	12.3%	Families	3,181	3,331
Rustbelt Retirees	12.0%	Median Age	44.5	45.8
Prosperous Empty Nesters	7.9%	Median Household Income	\$42,583	\$53,587
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		56	\$1,307.71	\$5,582,610
Men's		53	\$237.65	\$1,014,514
Women's		51	\$412.47	\$1,760,826
Children's		60	\$233.99	\$998,887
Footwear		39	\$159.36	\$680,304
Watches & Jewelry		81	\$153.17	\$653,870
Apparel Products and Services (1)		122	\$111.08	\$474,209
Computer				
Computers and Hardware for Home Use		80	\$149.16	\$636,742
Software and Accessories for Home Use		81	\$22.25	\$94,980
Entertainment & Recreation		87	\$2,716.09	\$11,595,001
Fees and Admissions		83	\$497.44	\$2,123,559
Membership Fees for Clubs (2)		85	\$135.01	\$576,339
Fees for Participant Sports, excl. Trips		84	\$86.83	\$370,675
Admission to Movie/Theatre/Opera/Ballet		79	\$116.76	\$498,446
Admission to Sporting Events, excl. Trips		86	\$49.71	\$212,217
Fees for Recreational Lessons		82	\$108.61	\$463,668
Dating Services		69	\$0.52	\$2,213
TV/Video/Audio		83	\$996.33	\$4,253,346
Community Antenna or Cable TV		86	\$600.33	\$2,562,788
Televisions		80	\$149.86	\$639,736
VCRs, Video Cameras, and DVD Players		79	\$15.65	\$66,801
Video Cassettes and DVDs		79	\$40.17	\$171,466
Video and Computer Game Hardware and Software		82	\$44.46	\$189,786
Satellite Dishes		81	\$0.99	\$4,245
Rental of Video Cassettes and DVDs		80	\$31.74	\$135,488
Streaming/Downloaded Video		76	\$1.04	\$4,426
Audio (3)		75	\$106.70	\$455,506
Rental and Repair of TV/Radio/Sound Equipment		74	\$5.41	\$23,105
Pets		109	\$453.80	\$1,937,289
Toys and Games (4)		85	\$119.19	\$508,809
Recreational Vehicles and Fees (5)		92	\$287.29	\$1,226,456
Sports/Recreation/Exercise Equipment (6)		69	\$120.78	\$515,629
Photo Equipment and Supplies (7)		85	\$85.71	\$365,907
Reading (8)		89	\$133.84	\$571,346
Catered Affairs (9)		91	\$21.71	\$92,661
Food		83	\$6,207.43	\$26,499,509
Food at Home		84	\$3,637.03	\$15,526,462
Bakery and Cereal Products		86	\$494.73	\$2,112,019
Meats, Poultry, Fish, and Eggs		83	\$830.73	\$3,546,399
Dairy Products		86	\$412.57	\$1,761,274
Fruits and Vegetables		82	\$625.28	\$2,669,311
Snacks and Other Food at Home (10)		84	\$1,273.71	\$5,437,458
Food Away from Home		82	\$2,570.40	\$10,973,048
Alcoholic Beverages		81	\$450.57	\$1,923,483
Nonalcoholic Beverages at Home		83	\$353.96	\$1,511,045

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	92	\$1,547.01	\$6,604,175
Vehicle Loans	86	\$4,096.86	\$17,489,474
Health			
Nonprescription Drugs	90	\$90.38	\$385,825
Prescription Drugs	98	\$471.84	\$2,014,294
Eyeglasses and Contact Lenses	92	\$68.55	\$292,618
Home			
Mortgage Payment and Basics (11)	87	\$7,883.33	\$33,653,923
Maintenance and Remodeling Services	88	\$1,686.17	\$7,198,261
Maintenance and Remodeling Materials (12)	93	\$336.54	\$1,436,705
Utilities, Fuel, and Public Services	87	\$3,841.50	\$16,399,366
Household Furnishings and Equipment			
Household Textiles (13)	84	\$108.38	\$462,681
Furniture	81	\$471.73	\$2,013,833
Floor Coverings	92	\$66.61	\$284,351
Major Appliances (14)	90	\$264.05	\$1,127,224
Housewares (15)	72	\$60.42	\$257,947
Small Appliances	88	\$28.03	\$119,662
Luggage	86	\$7.70	\$32,872
Telephones and Accessories	53	\$21.97	\$93,788
Household Operations			
Child Care	77	\$344.83	\$1,472,088
Lawn and Garden (16)	91	\$369.94	\$1,579,290
Moving/Storage/Freight Express	72	\$42.08	\$179,624
Housekeeping Supplies (17)	86	\$587.87	\$2,509,607
Insurance			
Owners and Renters Insurance	94	\$420.53	\$1,795,236
Vehicle Insurance	85	\$959.16	\$4,094,667
Life/Other Insurance	95	\$385.75	\$1,646,781
Health Insurance	94	\$1,757.08	\$7,500,990
Personal Care Products (18)	82	\$318.44	\$1,359,436
School Books and Supplies (19)	80	\$82.21	\$350,944
Smoking Products	89	\$368.95	\$1,575,065
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,591.93	\$15,333,940
Gasoline and Motor Oil	87	\$2,406.13	\$10,271,777
Vehicle Maintenance and Repairs	84	\$771.64	\$3,294,136
Travel			
Airline Fares	79	\$351.74	\$1,501,573
Lodging on Trips	87	\$366.76	\$1,565,686
Auto/Truck/Van Rental on Trips	79	\$28.29	\$120,765
Food and Drink on Trips	86	\$361.01	\$1,541,146

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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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