



Retail Goods and Services Expenditures

Pueblo West CDP, CO
 Pueblo West CDP, CO (0862220)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Soccer Moms (4A)	31.8%	Population	32,240	33,685
Middleburg (4C)	16.0%	Households	11,584	12,076
Green Acres (6A)	14.5%	Families	9,037	9,406
Comfortable Empty Nesters (5A)	12.4%	Median Age	39.3	40.1
Bright Young Professionals (8C)	8.8%	Median Household Income	\$64,128	\$72,547
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		88	\$1,884.65	\$21,831,754
Men's		86	\$357.45	\$4,140,727
Women's		88	\$637.35	\$7,383,077
Children's		91	\$292.35	\$3,386,566
Footwear		86	\$411.68	\$4,768,899
Watches & Jewelry		93	\$127.94	\$1,482,102
Apparel Products and Services (1)		87	\$57.87	\$670,383
Computer				
Computers and Hardware for Home Use		88	\$146.27	\$1,694,338
Portable Memory		88	\$3.91	\$45,237
Computer Software		85	\$8.59	\$99,467
Computer Accessories		91	\$17.35	\$201,028
Entertainment & Recreation		89	\$2,915.36	\$33,771,488
Fees and Admissions		91	\$651.14	\$7,542,850
Membership Fees for Clubs (2)		90	\$212.92	\$2,466,438
Fees for Participant Sports, excl. Trips		97	\$103.83	\$1,202,751
Tickets to Theatre/Operas/Concerts		88	\$65.88	\$763,149
Tickets to Movies		88	\$48.11	\$557,322
Tickets to Parks or Museums		88	\$28.42	\$329,178
Admission to Sporting Events, excl. Trips		94	\$59.50	\$689,228
Fees for Recreational Lessons		92	\$131.92	\$1,528,138
Dating Services		82	\$0.57	\$6,645
TV/Video/Audio		88	\$1,077.74	\$12,484,489
Cable and Satellite Television Services		87	\$767.87	\$8,895,011
Televisions		89	\$96.21	\$1,114,454
Satellite Dishes		87	\$1.36	\$15,764
VCRs, Video Cameras, and DVD Players		94	\$5.43	\$62,889
Miscellaneous Video Equipment		99	\$25.17	\$291,614
Video Cassettes and DVDs		93	\$10.68	\$123,706
Video Game Hardware/Accessories		88	\$24.43	\$283,036
Video Game Software		87	\$13.18	\$152,625
Rental/Streaming/Downloaded Video		90	\$42.28	\$489,791
Installation of Televisions		95	\$1.08	\$12,545
Audio (3)		90	\$87.38	\$1,012,244
Rental and Repair of TV/Radio/Sound Equipment		84	\$2.66	\$30,811
Pets		89	\$585.87	\$6,786,662
Toys/Games/Crafts/Hobbies (4)		90	\$106.52	\$1,233,921
Recreational Vehicles and Fees (5)		83	\$133.19	\$1,542,894
Sports/Recreation/Exercise Equipment (6)		95	\$196.85	\$2,280,303
Photo Equipment and Supplies (7)		92	\$47.94	\$555,310
Reading (8)		89	\$94.55	\$1,095,291
Catered Affairs (9)		81	\$21.56	\$249,767
Food		88	\$7,801.22	\$90,369,337
Food at Home		88	\$4,531.94	\$52,497,943
Bakery and Cereal Products		88	\$595.76	\$6,901,237
Meats, Poultry, Fish, and Eggs		86	\$988.51	\$11,450,930
Dairy Products		87	\$467.26	\$5,412,790
Fruits and Vegetables		87	\$889.01	\$10,298,313
Snacks and Other Food at Home (10)		88	\$1,591.39	\$18,434,672
Food Away from Home		89	\$3,269.28	\$37,871,394
Alcoholic Beverages		89	\$511.12	\$5,920,777

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	93	\$19,922.20	\$230,778,773
Value of Retirement Plans	96	\$91,871.29	\$1,064,237,004
Value of Other Financial Assets	86	\$4,869.25	\$56,405,414
Vehicle Loan Amount excluding Interest	93	\$2,659.16	\$30,803,702
Value of Credit Card Debt	91	\$2,222.52	\$25,745,672
Health			
Nonprescription Drugs	91	\$130.72	\$1,514,204
Prescription Drugs	92	\$334.64	\$3,876,440
Eyeglasses and Contact Lenses	91	\$82.36	\$954,089
Home			
Mortgage Payment and Basics (11)	95	\$9,601.73	\$111,226,401
Maintenance and Remodeling Services	96	\$2,049.64	\$23,743,065
Maintenance and Remodeling Materials (12)	96	\$469.76	\$5,441,690
Utilities, Fuel, and Public Services	88	\$4,291.16	\$49,708,788
Household Furnishings and Equipment			
Household Textiles (13)	90	\$89.67	\$1,038,790
Furniture	90	\$553.64	\$6,413,391
Rugs	98	\$31.67	\$366,915
Major Appliances (14)	93	\$328.57	\$3,806,126
Housewares (15)	91	\$97.09	\$1,124,689
Small Appliances	86	\$41.73	\$483,432
Luggage	90	\$12.57	\$145,556
Telephones and Accessories	89	\$67.45	\$781,309
Household Operations			
Child Care	92	\$468.79	\$5,430,429
Lawn and Garden (16)	93	\$436.28	\$5,053,868
Moving/Storage/Freight Express	89	\$58.87	\$681,936
Housekeeping Supplies (17)	90	\$671.04	\$7,773,287
Insurance			
Owners and Renters Insurance	95	\$551.08	\$6,383,683
Vehicle Insurance	88	\$1,358.35	\$15,735,182
Life/Other Insurance	94	\$431.59	\$4,999,542
Health Insurance	90	\$3,554.05	\$41,170,135
Personal Care Products (18)	90	\$451.89	\$5,234,669
School Books and Supplies (19)	88	\$136.82	\$1,584,942
Smoking Products	82	\$330.50	\$3,828,531
Transportation			
Payments on Vehicles excluding Leases	92	\$2,333.09	\$27,026,543
Gasoline and Motor Oil	88	\$2,017.71	\$23,373,132
Vehicle Maintenance and Repairs	90	\$1,024.14	\$11,863,686
Travel			
Airline Fares	88	\$480.79	\$5,569,434
Lodging on Trips	91	\$566.41	\$6,561,277
Auto/Truck Rental on Trips	91	\$23.88	\$276,667
Food and Drink on Trips	91	\$488.62	\$5,660,122

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(1) Apparel Products and Services includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

(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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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