



# Retail Goods and Services Expenditures

Pueblo City, CO  
 Pueblo City, CO (0862000)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	14.7%	Population	113,116	116,751
Traditional Living (12B)	14.1%	Households	45,649	47,071
Hardscrabble Road (8G)	13.8%	Families	27,503	28,253
Rustbelt Traditions (5D)	9.8%	Median Age	38.3	38.6
Small Town Simplicity (12C)	9.0%	Median Household Income	\$37,431	\$44,285
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		62	\$1,323.65	\$60,423,151
Men's		61	\$254.13	\$11,601,003
Women's		61	\$440.81	\$20,122,322
Children's		63	\$203.97	\$9,311,039
Footwear		63	\$302.53	\$13,810,058
Watches & Jewelry		61	\$83.81	\$3,826,005
Apparel Products and Services (1)		58	\$38.40	\$1,752,723
<b>Computer</b>				
Computers and Hardware for Home Use		62	\$102.00	\$4,655,995
Portable Memory		58	\$2.61	\$119,047
Computer Software		64	\$6.49	\$296,044
Computer Accessories		63	\$11.87	\$541,744
<b>Entertainment &amp; Recreation</b>		61	\$2,008.93	\$91,705,423
Fees and Admissions		57	\$409.15	\$18,677,366
Membership Fees for Clubs (2)		56	\$132.94	\$6,068,698
Fees for Participant Sports, excl. Trips		59	\$62.77	\$2,865,460
Tickets to Theatre/Operas/Concerts		58	\$43.46	\$1,983,907
Tickets to Movies		60	\$32.89	\$1,501,234
Tickets to Parks or Museums		60	\$19.34	\$882,734
Admission to Sporting Events, excl. Trips		61	\$38.69	\$1,766,279
Fees for Recreational Lessons		55	\$78.55	\$3,585,504
Dating Services		74	\$0.52	\$23,550
TV/Video/Audio		65	\$794.60	\$36,272,914
Cable and Satellite Television Services		65	\$573.38	\$26,174,052
Televisions		64	\$69.73	\$3,182,883
Satellite Dishes		58	\$0.91	\$41,438
VCRs, Video Cameras, and DVD Players		64	\$3.72	\$169,708
Miscellaneous Video Equipment		65	\$16.60	\$757,971
Video Cassettes and DVDs		65	\$7.46	\$340,665
Video Game Hardware/Accessories		70	\$19.43	\$886,997
Video Game Software		68	\$10.28	\$469,485
Rental/Streaming/Downloaded Video		65	\$30.36	\$1,385,868
Installation of Televisions		54	\$0.62	\$28,238
Audio (3)		61	\$59.85	\$2,731,883
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.27	\$103,726
Pets		62	\$407.76	\$18,613,874
Toys/Games/Crafts/Hobbies (4)		64	\$75.80	\$3,460,245
Recreational Vehicles and Fees (5)		54	\$86.03	\$3,927,054
Sports/Recreation/Exercise Equipment (6)		59	\$122.79	\$5,605,199
Photo Equipment and Supplies (7)		62	\$32.10	\$1,465,321
Reading (8)		61	\$64.87	\$2,961,288
Catered Affairs (9)		59	\$15.82	\$722,163
<b>Food</b>		63	\$5,537.32	\$252,773,220
Food at Home		63	\$3,269.21	\$149,236,272
Bakery and Cereal Products		63	\$430.25	\$19,640,678
Meats, Poultry, Fish, and Eggs		63	\$723.93	\$33,046,656
Dairy Products		63	\$337.13	\$15,389,515
Fruits and Vegetables		62	\$628.17	\$28,675,257
Snacks and Other Food at Home (10)		64	\$1,149.73	\$52,484,167
Food Away from Home		62	\$2,268.11	\$103,536,948
Alcoholic Beverages		59	\$342.87	\$15,651,692

**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.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	59	\$12,573.00	\$573,944,856
Value of Retirement Plans	59	\$56,533.80	\$2,580,711,383
Value of Other Financial Assets	67	\$3,825.86	\$174,646,771
Vehicle Loan Amount excluding Interest	64	\$1,842.53	\$84,109,753
Value of Credit Card Debt	62	\$1,504.77	\$68,691,281
<b>Health</b>			
Nonprescription Drugs	65	\$92.65	\$4,229,429
Prescription Drugs	66	\$242.56	\$11,072,755
Eyeglasses and Contact Lenses	64	\$58.00	\$2,647,824
<b>Home</b>			
Mortgage Payment and Basics (11)	57	\$5,748.20	\$262,399,636
Maintenance and Remodeling Services	56	\$1,190.55	\$54,347,615
Maintenance and Remodeling Materials (12)	61	\$299.55	\$13,673,984
Utilities, Fuel, and Public Services	65	\$3,148.93	\$143,745,724
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	63	\$63.47	\$2,897,461
Furniture	62	\$383.29	\$17,496,753
Rugs	64	\$20.60	\$940,218
Major Appliances (14)	62	\$220.10	\$10,047,177
Housewares (15)	62	\$66.20	\$3,022,083
Small Appliances	64	\$30.97	\$1,413,775
Luggage	59	\$8.26	\$377,249
Telephones and Accessories	58	\$43.48	\$1,984,754
<b>Household Operations</b>			
Child Care	57	\$292.75	\$13,363,524
Lawn and Garden (16)	59	\$276.99	\$12,644,473
Moving/Storage/Freight Express	63	\$42.13	\$1,923,067
Housekeeping Supplies (17)	64	\$476.06	\$21,731,528
<b>Insurance</b>			
Owners and Renters Insurance	63	\$364.94	\$16,659,335
Vehicle Insurance	64	\$992.77	\$45,318,796
Life/Other Insurance	62	\$284.66	\$12,994,557
Health Insurance	64	\$2,505.52	\$114,374,260
Personal Care Products (18)	64	\$318.46	\$14,537,453
School Books and Supplies (19)	61	\$94.61	\$4,318,727
Smoking Products	72	\$291.31	\$13,298,019
<b>Transportation</b>			
Payments on Vehicles excluding Leases	64	\$1,629.95	\$74,405,557
Gasoline and Motor Oil	64	\$1,463.17	\$66,792,219
Vehicle Maintenance and Repairs	64	\$736.50	\$33,620,462
<b>Travel</b>			
Airline Fares	56	\$307.04	\$14,016,174
Lodging on Trips	58	\$358.65	\$16,371,879
Auto/Truck Rental on Trips	58	\$15.28	\$697,689
Food and Drink on Trips	58	\$315.37	\$14,396,413

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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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