



# Retail Goods and Services Expenditures

81008 (Pueblo) 2  
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 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Bright Young Professionals (8C)	42.1%	Population	10,834	11,453
Midlife Constants (5E)	26.6%	Households	4,647	4,904
Rustbelt Traditions (5D)	20.0%	Families	2,949	3,102
Hardscrabble Road (8G)	6.8%	Median Age	38.2	38.1
Small Town Simplicity (12C)	2.3%	Median Household Income	\$55,113	\$67,307
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$1,840.10	\$8,550,938
Men's		84	\$349.76	\$1,625,340
Women's		85	\$613.09	\$2,849,011
Children's		89	\$287.85	\$1,337,644
Footwear		86	\$414.82	\$1,927,646
Watches & Jewelry		88	\$121.38	\$564,030
Apparel Products and Services (1)		80	\$53.21	\$247,267
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$143.01	\$664,587
Portable Memory		82	\$3.66	\$16,992
Computer Software		88	\$8.95	\$41,582
Computer Accessories		88	\$16.62	\$77,229
<b>Entertainment &amp; Recreation</b>		85	\$2,774.20	\$12,891,690
Fees and Admissions		81	\$579.09	\$2,691,020
Membership Fees for Clubs (2)		80	\$188.23	\$874,726
Fees for Participant Sports, excl. Trips		85	\$91.29	\$424,224
Tickets to Theatre/Operas/Concerts		80	\$60.03	\$278,942
Tickets to Movies		86	\$47.29	\$219,760
Tickets to Parks or Museums		84	\$27.13	\$126,074
Admission to Sporting Events, excl. Trips		84	\$53.20	\$247,222
Fees for Recreational Lessons		78	\$111.23	\$516,885
Dating Services		98	\$0.69	\$3,186
TV/Video/Audio		88	\$1,080.84	\$5,022,670
Cable and Satellite Television Services		88	\$769.78	\$3,577,173
Televisions		89	\$96.83	\$449,984
Satellite Dishes		81	\$1.26	\$5,876
VCRs, Video Cameras, and DVD Players		94	\$5.40	\$25,090
Miscellaneous Video Equipment		94	\$23.79	\$110,529
Video Cassettes and DVDs		91	\$10.43	\$48,485
Video Game Hardware/Accessories		97	\$26.91	\$125,033
Video Game Software		93	\$14.18	\$65,913
Rental/Streaming/Downloaded Video		94	\$43.75	\$203,307
Installation of Televisions		80	\$0.91	\$4,221
Audio (3)		87	\$84.58	\$393,063
Rental and Repair of TV/Radio/Sound Equipment		96	\$3.01	\$13,996
Pets		84	\$557.23	\$2,589,444
Toys/Games/Crafts/Hobbies (4)		89	\$105.27	\$489,169
Recreational Vehicles and Fees (5)		73	\$117.06	\$543,996
Sports/Recreation/Exercise Equipment (6)		86	\$177.25	\$823,688
Photo Equipment and Supplies (7)		88	\$45.84	\$213,024
Reading (8)		84	\$89.54	\$416,073
Catered Affairs (9)		83	\$22.08	\$102,606
<b>Food</b>		87	\$7,668.10	\$35,633,655
Food at Home		87	\$4,489.59	\$20,863,133
Bakery and Cereal Products		87	\$589.99	\$2,741,661
Meats, Poultry, Fish, and Eggs		86	\$988.76	\$4,594,781
Dairy Products		86	\$461.24	\$2,143,374
Fruits and Vegetables		85	\$869.42	\$4,040,194
Snacks and Other Food at Home (10)		88	\$1,580.19	\$7,343,123
Food Away from Home		86	\$3,178.51	\$14,770,522
Alcoholic Beverages		84	\$482.53	\$2,242,299

**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	82	\$17,532.97	\$81,475,708
Value of Retirement Plans	82	\$78,059.28	\$362,741,481
Value of Other Financial Assets	86	\$4,910.88	\$22,820,868
Vehicle Loan Amount excluding Interest	91	\$2,604.81	\$12,104,544
Value of Credit Card Debt	85	\$2,088.28	\$9,704,239
<b>Health</b>			
Nonprescription Drugs	89	\$128.16	\$595,566
Prescription Drugs	89	\$324.88	\$1,509,727
Eyeglasses and Contact Lenses	87	\$78.73	\$365,878
<b>Home</b>			
Mortgage Payment and Basics (11)	81	\$8,114.53	\$37,708,203
Maintenance and Remodeling Services	80	\$1,698.11	\$7,891,110
Maintenance and Remodeling Materials (12)	85	\$414.40	\$1,925,703
Utilities, Fuel, and Public Services	88	\$4,275.93	\$19,870,250
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$87.89	\$408,443
Furniture	87	\$532.87	\$2,476,240
Rugs	87	\$28.35	\$131,723
Major Appliances (14)	86	\$304.31	\$1,414,129
Housewares (15)	87	\$92.61	\$430,338
Small Appliances	87	\$42.41	\$197,074
Luggage	84	\$11.75	\$54,588
Telephones and Accessories	85	\$64.40	\$299,249
<b>Household Operations</b>			
Child Care	83	\$424.83	\$1,974,200
Lawn and Garden (16)	82	\$383.12	\$1,780,340
Moving/Storage/Freight Express	93	\$61.74	\$286,883
Housekeeping Supplies (17)	87	\$655.62	\$3,046,681
<b>Insurance</b>			
Owners and Renters Insurance	87	\$502.42	\$2,334,742
Vehicle Insurance	88	\$1,368.17	\$6,357,896
Life/Other Insurance	84	\$387.64	\$1,801,376
Health Insurance	87	\$3,426.72	\$15,923,991
Personal Care Products (18)	89	\$443.79	\$2,062,292
School Books and Supplies (19)	86	\$133.18	\$618,904
Smoking Products	91	\$368.39	\$1,711,914
<b>Transportation</b>			
Payments on Vehicles excluding Leases	89	\$2,269.92	\$10,548,311
Gasoline and Motor Oil	88	\$2,019.52	\$9,384,715
Vehicle Maintenance and Repairs	89	\$1,013.30	\$4,708,807
<b>Travel</b>			
Airline Fares	80	\$436.12	\$2,026,670
Lodging on Trips	81	\$502.50	\$2,335,097
Auto/Truck Rental on Trips	83	\$21.66	\$100,648
Food and Drink on Trips	83	\$445.76	\$2,071,464

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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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