



Retail Goods and Services Expenditures

81001 (Pueblo) 2
 81001 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Hardscrabble Road (8G)	22.8%	Population	31,500	32,316
Traditional Living (12B)	12.8%	Households	12,185	12,498
Set to Impress (11D)	11.6%	Families	7,396	7,554
Retirement Communities (9E)	8.0%	Median Age	35.2	36.2
Metro Fusion (11C)	7.4%	Median Household Income	\$34,152	\$39,848
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,273.94	\$15,522,994
Men's		59	\$244.81	\$2,983,015
Women's		59	\$422.56	\$5,148,933
Children's		61	\$196.53	\$2,394,718
Footwear		61	\$294.08	\$3,583,318
Watches & Jewelry		57	\$78.86	\$960,886
Apparel Products and Services (1)		56	\$37.10	\$452,123
Computer				
Computers and Hardware for Home Use		60	\$98.73	\$1,202,999
Portable Memory		57	\$2.52	\$30,710
Computer Software		62	\$6.33	\$77,102
Computer Accessories		60	\$11.33	\$138,077
Entertainment & Recreation		58	\$1,880.03	\$22,908,116
Fees and Admissions		55	\$392.10	\$4,777,730
Membership Fees for Clubs (2)		54	\$127.05	\$1,548,120
Fees for Participant Sports, excl. Trips		55	\$59.45	\$724,436
Tickets to Theatre/Operas/Concerts		56	\$41.86	\$510,038
Tickets to Movies		59	\$32.46	\$395,500
Tickets to Parks or Museums		58	\$18.78	\$228,820
Admission to Sporting Events, excl. Trips		57	\$36.25	\$441,673
Fees for Recreational Lessons		53	\$75.73	\$922,823
Dating Services		74	\$0.52	\$6,320
TV/Video/Audio		61	\$748.26	\$9,117,525
Cable and Satellite Television Services		61	\$536.02	\$6,531,349
Televisions		61	\$66.68	\$812,468
Satellite Dishes		54	\$0.85	\$10,381
VCRs, Video Cameras, and DVD Players		62	\$3.57	\$43,463
Miscellaneous Video Equipment		62	\$15.73	\$191,611
Video Cassettes and DVDs		61	\$7.01	\$85,412
Video Game Hardware/Accessories		68	\$18.92	\$230,540
Video Game Software		66	\$10.10	\$123,010
Rental/Streaming/Downloaded Video		63	\$29.43	\$358,585
Installation of Televisions		50	\$0.57	\$6,952
Audio (3)		59	\$57.22	\$697,270
Rental and Repair of TV/Radio/Sound Equipment		69	\$2.17	\$26,484
Pets		56	\$368.73	\$4,492,966
Toys/Games/Crafts/Hobbies (4)		61	\$72.16	\$879,313
Recreational Vehicles and Fees (5)		48	\$76.48	\$931,871
Sports/Recreation/Exercise Equipment (6)		56	\$115.59	\$1,408,471
Photo Equipment and Supplies (7)		58	\$30.43	\$370,785
Reading (8)		57	\$60.76	\$740,368
Catered Affairs (9)		58	\$15.52	\$189,087
Food		60	\$5,281.62	\$64,356,483
Food at Home		60	\$3,110.80	\$37,905,102
Bakery and Cereal Products		60	\$408.94	\$4,982,918
Meats, Poultry, Fish, and Eggs		61	\$693.85	\$8,454,507
Dairy Products		60	\$318.80	\$3,884,588
Fruits and Vegetables		59	\$601.78	\$7,332,658
Snacks and Other Food at Home (10)		60	\$1,087.44	\$13,250,431
Food Away from Home		59	\$2,170.82	\$26,451,382
Alcoholic Beverages		57	\$329.73	\$4,017,780

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	54	\$11,545.60	\$140,683,160
Value of Retirement Plans	54	\$51,816.25	\$631,380,982
Value of Other Financial Assets	64	\$3,632.14	\$44,257,594
Vehicle Loan Amount excluding Interest	60	\$1,725.33	\$21,023,092
Value of Credit Card Debt	58	\$1,422.15	\$17,328,882
Health			
Nonprescription Drugs	60	\$86.05	\$1,048,462
Prescription Drugs	60	\$220.67	\$2,688,841
Eyeglasses and Contact Lenses	59	\$53.51	\$652,000
Home			
Mortgage Payment and Basics (11)	53	\$5,294.60	\$64,514,752
Maintenance and Remodeling Services	51	\$1,094.36	\$13,334,811
Maintenance and Remodeling Materials (12)	55	\$267.66	\$3,261,489
Utilities, Fuel, and Public Services	61	\$2,970.49	\$36,195,382
Household Furnishings and Equipment			
Household Textiles (13)	60	\$60.38	\$735,778
Furniture	60	\$367.92	\$4,483,076
Rugs	58	\$18.78	\$228,848
Major Appliances (14)	58	\$205.04	\$2,498,360
Housewares (15)	58	\$62.10	\$756,640
Small Appliances	61	\$29.61	\$360,843
Luggage	57	\$8.03	\$97,848
Telephones and Accessories	56	\$42.00	\$511,737
Household Operations			
Child Care	55	\$280.01	\$3,411,876
Lawn and Garden (16)	53	\$251.10	\$3,059,644
Moving/Storage/Freight Express	63	\$41.59	\$506,748
Housekeeping Supplies (17)	60	\$447.88	\$5,457,471
Insurance			
Owners and Renters Insurance	57	\$331.20	\$4,035,651
Vehicle Insurance	61	\$942.35	\$11,482,484
Life/Other Insurance	56	\$258.97	\$3,155,543
Health Insurance	59	\$2,325.31	\$28,333,868
Personal Care Products (18)	61	\$305.23	\$3,719,265
School Books and Supplies (19)	59	\$91.00	\$1,108,864
Smoking Products	67	\$271.60	\$3,309,444
Transportation			
Payments on Vehicles excluding Leases	60	\$1,516.97	\$18,484,283
Gasoline and Motor Oil	61	\$1,385.79	\$16,885,824
Vehicle Maintenance and Repairs	61	\$697.37	\$8,497,466
Travel			
Airline Fares	54	\$295.69	\$3,602,927
Lodging on Trips	54	\$334.14	\$4,071,529
Auto/Truck Rental on Trips	56	\$14.56	\$177,445
Food and Drink on Trips	55	\$297.46	\$3,624,610

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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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