



Retail Goods and Services Expenditures

81005 (Pueblo) 2
 81005 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	34.0%	Population	31,403	32,425
Rustbelt Traditions (5D)	15.5%	Households	12,781	13,164
Green Acres (6A)	10.7%	Families	8,652	8,886
Small Town Simplicity (12C)	8.6%	Median Age	44.2	44.1
Exurbanites (1E)	4.8%	Median Household Income	\$49,789	\$55,308
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,539.73	\$19,679,306
Men's		72	\$296.66	\$3,791,655
Women's		73	\$523.62	\$6,692,346
Children's		72	\$231.27	\$2,955,919
Footwear		71	\$340.47	\$4,351,573
Watches & Jewelry		73	\$101.00	\$1,290,875
Apparel Products and Services (1)		70	\$46.71	\$596,938
Computer				
Computers and Hardware for Home Use		72	\$118.62	\$1,516,097
Portable Memory		69	\$3.08	\$39,399
Computer Software		71	\$7.23	\$92,373
Computer Accessories		76	\$14.32	\$183,059
Entertainment & Recreation		75	\$2,446.91	\$31,274,005
Fees and Admissions		72	\$511.49	\$6,537,333
Membership Fees for Clubs (2)		71	\$168.57	\$2,154,526
Fees for Participant Sports, excl. Trips		74	\$79.43	\$1,015,156
Tickets to Theatre/Operas/Concerts		72	\$54.11	\$691,527
Tickets to Movies		69	\$37.63	\$480,945
Tickets to Parks or Museums		71	\$22.97	\$293,641
Admission to Sporting Events, excl. Trips		77	\$48.59	\$620,970
Fees for Recreational Lessons		69	\$99.67	\$1,273,892
Dating Services		75	\$0.52	\$6,676
TV/Video/Audio		76	\$927.94	\$11,860,053
Cable and Satellite Television Services		77	\$675.41	\$8,632,458
Televisions		74	\$79.98	\$1,022,245
Satellite Dishes		71	\$1.11	\$14,170
VCRs, Video Cameras, and DVD Players		74	\$4.26	\$54,494
Miscellaneous Video Equipment		77	\$19.59	\$250,390
Video Cassettes and DVDs		76	\$8.72	\$111,401
Video Game Hardware/Accessories		73	\$20.42	\$260,967
Video Game Software		71	\$10.85	\$138,653
Rental/Streaming/Downloaded Video		72	\$33.64	\$429,925
Installation of Televisions		75	\$0.85	\$10,917
Audio (3)		73	\$70.78	\$904,589
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.34	\$29,845
Pets		77	\$508.78	\$6,502,754
Toys/Games/Crafts/Hobbies (4)		74	\$87.77	\$1,121,787
Recreational Vehicles and Fees (5)		76	\$121.07	\$1,547,415
Sports/Recreation/Exercise Equipment (6)		74	\$152.38	\$1,947,630
Photo Equipment and Supplies (7)		73	\$38.22	\$488,428
Reading (8)		76	\$80.76	\$1,032,238
Catered Affairs (9)		69	\$18.49	\$236,366
Food		73	\$6,489.19	\$82,938,372
Food at Home		74	\$3,824.67	\$48,883,106
Bakery and Cereal Products		74	\$503.90	\$6,440,355
Meats, Poultry, Fish, and Eggs		73	\$836.51	\$10,691,482
Dairy Products		74	\$398.41	\$5,092,131
Fruits and Vegetables		73	\$741.31	\$9,474,625
Snacks and Other Food at Home (10)		75	\$1,344.54	\$17,184,514
Food Away from Home		73	\$2,664.52	\$34,055,267
Alcoholic Beverages		72	\$413.03	\$5,278,888

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
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$16,966.67	\$216,851,021
Value of Retirement Plans	80	\$75,763.28	\$968,330,479
Value of Other Financial Assets	80	\$4,570.30	\$58,413,021
Vehicle Loan Amount excluding Interest	75	\$2,154.05	\$27,530,907
Value of Credit Card Debt	74	\$1,819.90	\$23,260,175
Health			
Nonprescription Drugs	78	\$112.24	\$1,434,501
Prescription Drugs	82	\$298.03	\$3,809,158
Eyeglasses and Contact Lenses	79	\$71.52	\$914,110
Home			
Mortgage Payment and Basics (11)	77	\$7,710.80	\$98,551,692
Maintenance and Remodeling Services	76	\$1,624.86	\$20,767,281
Maintenance and Remodeling Materials (12)	82	\$401.46	\$5,131,050
Utilities, Fuel, and Public Services	76	\$3,689.40	\$47,154,239
Household Furnishings and Equipment			
Household Textiles (13)	75	\$74.78	\$955,725
Furniture	74	\$453.19	\$5,792,263
Rugs	81	\$26.22	\$335,070
Major Appliances (14)	77	\$272.20	\$3,478,933
Housewares (15)	76	\$80.70	\$1,031,489
Small Appliances	73	\$35.46	\$453,180
Luggage	70	\$9.82	\$125,549
Telephones and Accessories	70	\$52.67	\$673,174
Household Operations			
Child Care	69	\$352.81	\$4,509,233
Lawn and Garden (16)	78	\$367.00	\$4,690,595
Moving/Storage/Freight Express	70	\$46.35	\$592,372
Housekeeping Supplies (17)	76	\$566.98	\$7,246,555
Insurance			
Owners and Renters Insurance	81	\$468.33	\$5,985,723
Vehicle Insurance	74	\$1,151.64	\$14,719,107
Life/Other Insurance	79	\$366.26	\$4,681,110
Health Insurance	78	\$3,062.70	\$39,144,342
Personal Care Products (18)	74	\$370.60	\$4,736,685
School Books and Supplies (19)	71	\$109.92	\$1,404,866
Smoking Products	78	\$313.50	\$4,006,845
Transportation			
Payments on Vehicles excluding Leases	76	\$1,931.91	\$24,691,806
Gasoline and Motor Oil	74	\$1,695.29	\$21,667,472
Vehicle Maintenance and Repairs	76	\$870.71	\$11,128,545
Travel			
Airline Fares	70	\$382.50	\$4,888,688
Lodging on Trips	74	\$461.99	\$5,904,656
Auto/Truck Rental on Trips	73	\$19.02	\$243,124
Food and Drink on Trips	73	\$395.35	\$5,053,028

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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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