



Retail Goods and Services Expenditures

Pueblo County, CO 2
 Pueblo County, CO (08101)
 Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	11.3%	Population	169,742	175,706
Traditional Living (12B)	9.7%	Households	66,756	69,001
Hardscrabble Road (8G)	9.5%	Families	43,498	44,839
Small Town Simplicity (12C)	6.9%	Median Age	39.6	40.1
Rustbelt Traditions (5D)	6.7%	Median Household Income	\$44,816	\$52,482
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		70	\$1,490.90	\$99,526,692
Men's		69	\$286.67	\$19,137,176
Women's		69	\$499.14	\$33,320,883
Children's		71	\$228.51	\$15,254,579
Footwear		70	\$336.73	\$22,478,667
Watches & Jewelry		69	\$95.94	\$6,404,338
Apparel Products and Services (1)		66	\$43.91	\$2,931,049
Computer				
Computers and Hardware for Home Use		69	\$114.41	\$7,637,594
Portable Memory		67	\$2.98	\$199,108
Computer Software		70	\$7.11	\$474,737
Computer Accessories		71	\$13.49	\$900,670
Entertainment & Recreation		70	\$2,295.82	\$153,259,663
Fees and Admissions		66	\$473.18	\$31,587,420
Membership Fees for Clubs (2)		65	\$154.41	\$10,307,505
Fees for Participant Sports, excl. Trips		68	\$73.42	\$4,901,553
Tickets to Theatre/Operas/Concerts		66	\$49.64	\$3,313,744
Tickets to Movies		67	\$36.97	\$2,468,015
Tickets to Parks or Museums		68	\$21.93	\$1,463,777
Admission to Sporting Events, excl. Trips		70	\$44.43	\$2,965,916
Fees for Recreational Lessons		64	\$91.84	\$6,130,786
Dating Services		77	\$0.54	\$36,125
TV/Video/Audio		73	\$890.97	\$59,477,643
Cable and Satellite Television Services		73	\$643.49	\$42,956,672
Televisions		72	\$78.11	\$5,214,462
Satellite Dishes		67	\$1.05	\$69,832
VCRs, Video Cameras, and DVD Players		73	\$4.19	\$279,425
Miscellaneous Video Equipment		74	\$18.89	\$1,261,178
Video Cassettes and DVDs		73	\$8.40	\$561,066
Video Game Hardware/Accessories		75	\$20.88	\$1,393,687
Video Game Software		73	\$11.11	\$741,681
Rental/Streaming/Downloaded Video		72	\$33.58	\$2,241,444
Installation of Televisions		65	\$0.75	\$49,785
Audio (3)		70	\$68.11	\$4,546,754
Rental and Repair of TV/Radio/Sound Equipment		77	\$2.42	\$161,657
Pets		72	\$473.06	\$31,579,295
Toys/Games/Crafts/Hobbies (4)		72	\$84.89	\$5,666,711
Recreational Vehicles and Fees (5)		64	\$102.86	\$6,866,556
Sports/Recreation/Exercise Equipment (6)		69	\$142.98	\$9,544,617
Photo Equipment and Supplies (7)		70	\$36.33	\$2,425,522
Reading (8)		69	\$74.16	\$4,950,432
Catered Affairs (9)		65	\$17.40	\$1,161,467
Food		71	\$6,249.62	\$417,199,743
Food at Home		71	\$3,682.83	\$245,851,075
Bakery and Cereal Products		71	\$484.38	\$32,335,525
Meats, Poultry, Fish, and Eggs		71	\$812.06	\$54,209,804
Dairy Products		71	\$380.88	\$25,426,337
Fruits and Vegetables		70	\$710.81	\$47,450,822
Snacks and Other Food at Home (10)		72	\$1,294.69	\$86,428,586
Food Away from Home		70	\$2,566.79	\$171,348,668
Alcoholic Beverages		68	\$391.06	\$26,105,791

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	69	\$14,739.65	\$983,959,937
Value of Retirement Plans	70	\$66,672.02	\$4,450,757,421
Value of Other Financial Assets	74	\$4,213.36	\$281,266,800
Vehicle Loan Amount excluding Interest	73	\$2,092.69	\$139,699,645
Value of Credit Card Debt	70	\$1,714.31	\$114,440,505
Health			
Nonprescription Drugs	73	\$105.44	\$7,038,890
Prescription Drugs	75	\$275.67	\$18,402,738
Eyeglasses and Contact Lenses	73	\$66.14	\$4,415,367
Home			
Mortgage Payment and Basics (11)	68	\$6,845.05	\$456,947,962
Maintenance and Remodeling Services	67	\$1,434.43	\$95,756,654
Maintenance and Remodeling Materials (12)	73	\$356.59	\$23,804,778
Utilities, Fuel, and Public Services	73	\$3,538.56	\$236,220,006
Household Furnishings and Equipment			
Household Textiles (13)	71	\$71.46	\$4,770,052
Furniture	71	\$433.18	\$28,917,387
Rugs	73	\$23.57	\$1,573,402
Major Appliances (14)	72	\$254.24	\$16,972,039
Housewares (15)	71	\$75.81	\$5,060,509
Small Appliances	71	\$34.48	\$2,301,860
Luggage	67	\$9.40	\$627,367
Telephones and Accessories	67	\$50.49	\$3,370,272
Household Operations			
Child Care	66	\$335.87	\$22,421,256
Lawn and Garden (16)	70	\$328.17	\$21,907,057
Moving/Storage/Freight Express	70	\$46.64	\$3,113,447
Housekeeping Supplies (17)	72	\$540.03	\$36,050,529
Insurance			
Owners and Renters Insurance	73	\$425.39	\$28,397,558
Vehicle Insurance	72	\$1,114.44	\$74,395,605
Life/Other Insurance	72	\$330.46	\$22,060,334
Health Insurance	73	\$2,853.61	\$190,495,903
Personal Care Products (18)	71	\$358.09	\$23,904,395
School Books and Supplies (19)	69	\$106.83	\$7,131,463
Smoking Products	78	\$314.24	\$20,977,552
Transportation			
Payments on Vehicles excluding Leases	73	\$1,856.04	\$123,901,849
Gasoline and Motor Oil	72	\$1,648.23	\$110,029,136
Vehicle Maintenance and Repairs	72	\$828.55	\$55,310,734
Travel			
Airline Fares	65	\$355.03	\$23,700,678
Lodging on Trips	68	\$419.46	\$28,001,453
Auto/Truck Rental on Trips	67	\$17.62	\$1,175,990
Food and Drink on Trips	68	\$365.37	\$24,390,895

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December 27, 2019

- (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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