



Retail Goods and Services Expenditures

81003 (Pueblo) 2
 81003 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Traditional Living (12B)	27.0%	Population	15,541	15,927
Social Security Set (9F)	19.5%	Households	5,919	6,068
Hardscrabble Road (8G)	16.8%	Families	3,050	3,113
Old and Newcomers (8F)	16.3%	Median Age	36.1	36.7
City Commons (11E)	10.8%	Median Household Income	\$28,733	\$33,123
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		49	\$1,050.26	\$6,216,493
Men's		49	\$201.84	\$1,194,678
Women's		48	\$347.82	\$2,058,750
Children's		50	\$159.76	\$945,610
Footwear		51	\$245.96	\$1,455,815
Watches & Jewelry		47	\$64.71	\$383,011
Apparel Products and Services (1)		45	\$30.18	\$178,629
Computer				
Computers and Hardware for Home Use		49	\$81.91	\$484,822
Portable Memory		46	\$2.05	\$12,126
Computer Software		53	\$5.41	\$32,032
Computer Accessories		48	\$9.18	\$54,355
Entertainment & Recreation		47	\$1,546.79	\$9,155,463
Fees and Admissions		44	\$311.56	\$1,844,138
Membership Fees for Clubs (2)		43	\$100.52	\$594,956
Fees for Participant Sports, excl. Trips		44	\$46.89	\$277,571
Tickets to Theatre/Operas/Concerts		45	\$33.94	\$200,867
Tickets to Movies		48	\$26.23	\$155,246
Tickets to Parks or Museums		47	\$15.10	\$89,392
Admission to Sporting Events, excl. Trips		47	\$29.51	\$174,648
Fees for Recreational Lessons		41	\$58.91	\$348,700
Dating Services		67	\$0.47	\$2,758
TV/Video/Audio		52	\$632.09	\$3,741,361
Cable and Satellite Television Services		52	\$455.49	\$2,696,041
Televisions		51	\$55.56	\$328,885
Satellite Dishes		43	\$0.68	\$4,023
VCRs, Video Cameras, and DVD Players		51	\$2.94	\$17,403
Miscellaneous Video Equipment		51	\$12.85	\$76,073
Video Cassettes and DVDs		51	\$5.87	\$34,763
Video Game Hardware/Accessories		58	\$16.30	\$96,492
Video Game Software		57	\$8.70	\$51,481
Rental/Streaming/Downloaded Video		53	\$24.81	\$146,853
Installation of Televisions		37	\$0.42	\$2,503
Audio (3)		48	\$46.45	\$274,934
Rental and Repair of TV/Radio/Sound Equipment		64	\$2.01	\$11,908
Pets		46	\$306.04	\$1,811,480
Toys/Games/Crafts/Hobbies (4)		51	\$60.08	\$355,592
Recreational Vehicles and Fees (5)		36	\$57.60	\$340,925
Sports/Recreation/Exercise Equipment (6)		44	\$91.22	\$539,957
Photo Equipment and Supplies (7)		48	\$25.25	\$149,450
Reading (8)		47	\$50.13	\$296,725
Catered Affairs (9)		48	\$12.81	\$75,835
Food		50	\$4,383.57	\$25,946,351
Food at Home		50	\$2,598.20	\$15,378,766
Bakery and Cereal Products		50	\$341.85	\$2,023,415
Meats, Poultry, Fish, and Eggs		51	\$580.76	\$3,437,502
Dairy Products		50	\$266.38	\$1,576,728
Fruits and Vegetables		49	\$496.48	\$2,938,645
Snacks and Other Food at Home (10)		51	\$912.73	\$5,402,476
Food Away from Home		49	\$1,785.37	\$10,567,585
Alcoholic Beverages		47	\$269.26	\$1,593,771

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.

December 27, 2019



Retail Goods and Services Expenditures

81003 (Pueblo) 2
 81003 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	43	\$9,171.53	\$54,286,295
Value of Retirement Plans	43	\$40,920.12	\$242,206,187
Value of Other Financial Assets	56	\$3,198.44	\$18,931,583
Vehicle Loan Amount excluding Interest	50	\$1,418.61	\$8,396,747
Value of Credit Card Debt	48	\$1,167.15	\$6,908,342
Health			
Nonprescription Drugs	50	\$72.09	\$426,725
Prescription Drugs	51	\$187.54	\$1,110,036
Eyeglasses and Contact Lenses	49	\$44.33	\$262,370
Home			
Mortgage Payment and Basics (11)	40	\$3,985.11	\$23,587,868
Maintenance and Remodeling Services	38	\$819.96	\$4,853,318
Maintenance and Remodeling Materials (12)	42	\$207.10	\$1,225,803
Utilities, Fuel, and Public Services	51	\$2,478.55	\$14,670,536
Household Furnishings and Equipment			
Household Textiles (13)	50	\$50.22	\$297,247
Furniture	49	\$301.23	\$1,782,974
Rugs	49	\$15.77	\$93,356
Major Appliances (14)	46	\$164.01	\$970,772
Housewares (15)	48	\$50.73	\$300,292
Small Appliances	52	\$25.04	\$148,188
Luggage	46	\$6.47	\$38,283
Telephones and Accessories	43	\$32.42	\$191,893
Household Operations			
Child Care	44	\$222.45	\$1,316,695
Lawn and Garden (16)	42	\$196.97	\$1,165,845
Moving/Storage/Freight Express	53	\$35.51	\$210,159
Housekeeping Supplies (17)	50	\$373.48	\$2,210,610
Insurance			
Owners and Renters Insurance	46	\$263.74	\$1,561,069
Vehicle Insurance	51	\$782.75	\$4,633,100
Life/Other Insurance	46	\$210.75	\$1,247,406
Health Insurance	49	\$1,929.41	\$11,420,150
Personal Care Products (18)	51	\$253.56	\$1,500,811
School Books and Supplies (19)	48	\$74.62	\$441,692
Smoking Products	61	\$247.36	\$1,464,109
Transportation			
Payments on Vehicles excluding Leases	49	\$1,244.72	\$7,367,482
Gasoline and Motor Oil	50	\$1,145.21	\$6,778,496
Vehicle Maintenance and Repairs	51	\$582.46	\$3,447,567
Travel			
Airline Fares	43	\$234.49	\$1,387,917
Lodging on Trips	43	\$264.78	\$1,567,238
Auto/Truck Rental on Trips	45	\$11.70	\$69,272
Food and Drink on Trips	44	\$237.80	\$1,407,566

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.

December 27, 2019



Retail Goods and Services Expenditures

81003 (Pueblo) 2
81003 (Pueblo)
Geography: ZIP Code

Prepared by Esri

- (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.

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.

December 27, 2019