



Retail Goods and Services Expenditures

81004 (Pueblo) 2
 81004 (Pueblo)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Traditional Living (12B)	25.9%	Population	26,967	27,917
Small Town Simplicity (12C)	22.7%	Households	11,337	11,715
Hardscrabble Road (8G)	18.6%	Families	6,406	6,592
Set to Impress (11D)	15.8%	Median Age	38.1	38.4
Midlife Constants (5E)	6.8%	Median Household Income	\$32,822	\$39,690
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		54	\$1,155.05	\$13,094,810
Men's		53	\$221.46	\$2,510,702
Women's		53	\$380.27	\$4,311,160
Children's		56	\$182.09	\$2,064,409
Footwear		56	\$266.73	\$3,023,892
Watches & Jewelry		52	\$72.37	\$820,421
Apparel Products and Services (1)		48	\$32.13	\$364,226
Computer				
Computers and Hardware for Home Use		53	\$87.78	\$995,112
Portable Memory		50	\$2.24	\$25,354
Computer Software		56	\$5.65	\$64,100
Computer Accessories		54	\$10.21	\$115,731
Entertainment & Recreation		54	\$1,766.12	\$20,022,552
Fees and Admissions		48	\$341.10	\$3,867,059
Membership Fees for Clubs (2)		46	\$109.79	\$1,244,743
Fees for Participant Sports, excl. Trips		49	\$52.28	\$592,690
Tickets to Theatre/Operas/Concerts		48	\$36.10	\$409,224
Tickets to Movies		51	\$27.84	\$315,642
Tickets to Parks or Museums		51	\$16.53	\$187,425
Admission to Sporting Events, excl. Trips		53	\$33.28	\$377,272
Fees for Recreational Lessons		45	\$64.82	\$734,905
Dating Services		65	\$0.46	\$5,159
TV/Video/Audio		58	\$711.37	\$8,064,806
Cable and Satellite Television Services		59	\$515.71	\$5,846,632
Televisions		57	\$61.87	\$701,430
Satellite Dishes		51	\$0.80	\$9,020
VCRs, Video Cameras, and DVD Players		56	\$3.25	\$36,790
Miscellaneous Video Equipment		57	\$14.58	\$165,254
Video Cassettes and DVDs		59	\$6.70	\$75,973
Video Game Hardware/Accessories		64	\$17.75	\$201,233
Video Game Software		61	\$9.30	\$105,384
Rental/Streaming/Downloaded Video		57	\$26.69	\$302,639
Installation of Televisions		44	\$0.50	\$5,685
Audio (3)		53	\$52.10	\$590,676
Rental and Repair of TV/Radio/Sound Equipment		67	\$2.12	\$24,088
Pets		56	\$369.51	\$4,189,091
Toys/Games/Crafts/Hobbies (4)		57	\$67.49	\$765,156
Recreational Vehicles and Fees (5)		46	\$74.19	\$841,129
Sports/Recreation/Exercise Equipment (6)		51	\$105.66	\$1,197,915
Photo Equipment and Supplies (7)		53	\$27.84	\$315,600
Reading (8)		52	\$55.65	\$630,928
Catered Affairs (9)		50	\$13.31	\$150,869
Food		55	\$4,861.10	\$55,110,253
Food at Home		56	\$2,885.11	\$32,708,505
Bakery and Cereal Products		56	\$380.24	\$4,310,757
Meats, Poultry, Fish, and Eggs		56	\$638.29	\$7,236,253
Dairy Products		56	\$298.48	\$3,383,861
Fruits and Vegetables		54	\$545.97	\$6,189,626
Snacks and Other Food at Home (10)		57	\$1,022.14	\$11,588,009
Food Away from Home		54	\$1,975.99	\$22,401,747
Alcoholic Beverages		50	\$290.69	\$3,295,532

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	49	\$10,430.79	\$118,253,918
Value of Retirement Plans	50	\$47,864.35	\$542,638,177
Value of Other Financial Assets	58	\$3,298.40	\$37,393,937
Vehicle Loan Amount excluding Interest	58	\$1,659.60	\$18,814,894
Value of Credit Card Debt	54	\$1,312.05	\$14,874,721
Health			
Nonprescription Drugs	57	\$81.87	\$928,106
Prescription Drugs	60	\$219.40	\$2,487,346
Eyeglasses and Contact Lenses	57	\$51.85	\$587,850
Home			
Mortgage Payment and Basics (11)	48	\$4,878.14	\$55,303,474
Maintenance and Remodeling Services	46	\$990.85	\$11,233,219
Maintenance and Remodeling Materials (12)	54	\$265.73	\$3,012,616
Utilities, Fuel, and Public Services	58	\$2,821.86	\$31,991,457
Household Furnishings and Equipment			
Household Textiles (13)	56	\$55.69	\$631,304
Furniture	54	\$332.03	\$3,764,222
Rugs	56	\$18.04	\$204,481
Major Appliances (14)	55	\$194.43	\$2,204,297
Housewares (15)	54	\$57.88	\$656,199
Small Appliances	57	\$27.52	\$311,991
Luggage	50	\$6.99	\$79,268
Telephones and Accessories	48	\$36.54	\$414,286
Household Operations			
Child Care	49	\$251.20	\$2,847,892
Lawn and Garden (16)	51	\$240.93	\$2,731,428
Moving/Storage/Freight Express	54	\$35.55	\$403,035
Housekeeping Supplies (17)	56	\$420.56	\$4,767,888
Insurance			
Owners and Renters Insurance	56	\$324.14	\$3,674,806
Vehicle Insurance	57	\$885.50	\$10,038,873
Life/Other Insurance	54	\$251.11	\$2,846,839
Health Insurance	56	\$2,219.63	\$25,163,951
Personal Care Products (18)	56	\$278.38	\$3,155,997
School Books and Supplies (19)	53	\$82.70	\$937,596
Smoking Products	69	\$279.84	\$3,172,598
Transportation			
Payments on Vehicles excluding Leases	58	\$1,475.85	\$16,731,676
Gasoline and Motor Oil	58	\$1,314.97	\$14,907,869
Vehicle Maintenance and Repairs	57	\$648.32	\$7,350,053
Travel			
Airline Fares	47	\$253.99	\$2,879,541
Lodging on Trips	49	\$305.00	\$3,457,795
Auto/Truck Rental on Trips	49	\$12.86	\$145,795
Food and Drink on Trips	50	\$268.02	\$3,038,517

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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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