



Retail Goods and Services Expenditures

81007 (Pueblo) 2
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 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Soccer Moms (4A)	31.7%	Population	32,429	33,883
Middleburg (4C)	15.9%	Households	11,665	12,160
Green Acres (6A)	14.8%	Families	9,103	9,475
Comfortable Empty Nesters (5A)	12.3%	Median Age	39.4	40.1
Bright Young Professionals (8C)	8.7%	Median Household Income	\$64,161	\$72,597
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		88	\$1,884.58	\$21,983,590
Men's		86	\$357.46	\$4,169,781
Women's		88	\$637.42	\$7,435,560
Children's		91	\$292.28	\$3,409,461
Footwear		86	\$411.62	\$4,801,517
Watches & Jewelry		93	\$127.91	\$1,492,104
Apparel Products and Services (1)		87	\$57.88	\$675,166
Computer				
Computers and Hardware for Home Use		88	\$146.27	\$1,706,247
Portable Memory		88	\$3.90	\$45,546
Computer Software		85	\$8.59	\$100,161
Computer Accessories		92	\$17.36	\$202,480
Entertainment & Recreation		89	\$2,915.89	\$34,013,876
Fees and Admissions		91	\$651.37	\$7,598,177
Membership Fees for Clubs (2)		90	\$213.00	\$2,484,620
Fees for Participant Sports, excl. Trips		97	\$103.84	\$1,211,336
Tickets to Theatre/Operas/Concerts		88	\$65.92	\$768,959
Tickets to Movies		88	\$48.10	\$561,074
Tickets to Parks or Museums		88	\$28.42	\$331,548
Admission to Sporting Events, excl. Trips		94	\$59.54	\$694,516
Fees for Recreational Lessons		92	\$131.97	\$1,539,433
Dating Services		82	\$0.57	\$6,691
TV/Video/Audio		88	\$1,077.75	\$12,571,998
Cable and Satellite Television Services		87	\$767.94	\$8,957,997
Televisions		89	\$96.19	\$1,122,102
Satellite Dishes		87	\$1.36	\$15,870
VCRs, Video Cameras, and DVD Players		94	\$5.43	\$63,304
Miscellaneous Video Equipment		99	\$25.18	\$293,673
Video Cassettes and DVDs		93	\$10.68	\$124,557
Video Game Hardware/Accessories		88	\$24.42	\$284,899
Video Game Software		87	\$13.17	\$153,641
Rental/Streaming/Downloaded Video		90	\$42.27	\$493,031
Installation of Televisions		95	\$1.08	\$12,632
Audio (3)		90	\$87.38	\$1,019,283
Rental and Repair of TV/Radio/Sound Equipment		84	\$2.66	\$31,008
Pets		89	\$585.98	\$6,835,498
Toys/Games/Crafts/Hobbies (4)		90	\$106.52	\$1,242,577
Recreational Vehicles and Fees (5)		83	\$133.32	\$1,555,125
Sports/Recreation/Exercise Equipment (6)		95	\$196.86	\$2,296,373
Photo Equipment and Supplies (7)		92	\$47.94	\$559,198
Reading (8)		89	\$94.58	\$1,103,308
Catered Affairs (9)		81	\$21.57	\$251,622
Food		88	\$7,801.23	\$91,001,305
Food at Home		88	\$4,531.96	\$52,865,345
Bakery and Cereal Products		88	\$595.78	\$6,949,717
Meats, Poultry, Fish, and Eggs		86	\$988.46	\$11,530,426
Dairy Products		87	\$467.30	\$5,451,025
Fruits and Vegetables		87	\$889.03	\$10,370,569
Snacks and Other Food at Home (10)		88	\$1,591.39	\$18,563,609
Food Away from Home		89	\$3,269.26	\$38,135,960
Alcoholic Beverages		89	\$511.23	\$5,963,516

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	93	\$19,936.88	\$232,563,683
Value of Retirement Plans	96	\$91,954.70	\$1,072,651,590
Value of Other Financial Assets	86	\$4,871.90	\$56,830,672
Vehicle Loan Amount excluding Interest	93	\$2,658.57	\$31,012,273
Value of Credit Card Debt	91	\$2,222.94	\$25,930,593
Health			
Nonprescription Drugs	91	\$130.73	\$1,524,963
Prescription Drugs	92	\$334.74	\$3,904,757
Eyeglasses and Contact Lenses	91	\$82.40	\$961,222
Home			
Mortgage Payment and Basics (11)	95	\$9,607.17	\$112,067,631
Maintenance and Remodeling Services	96	\$2,050.55	\$23,919,643
Maintenance and Remodeling Materials (12)	96	\$470.08	\$5,483,473
Utilities, Fuel, and Public Services	88	\$4,291.36	\$50,058,756
Household Furnishings and Equipment			
Household Textiles (13)	90	\$89.68	\$1,046,159
Furniture	90	\$553.73	\$6,459,291
Rugs	98	\$31.70	\$369,826
Major Appliances (14)	93	\$328.63	\$3,833,485
Housewares (15)	91	\$97.11	\$1,132,805
Small Appliances	86	\$41.73	\$486,782
Luggage	90	\$12.57	\$146,577
Telephones and Accessories	89	\$67.43	\$786,534
Household Operations			
Child Care	92	\$468.77	\$5,468,205
Lawn and Garden (16)	93	\$436.49	\$5,091,618
Moving/Storage/Freight Express	89	\$58.84	\$686,395
Housekeeping Supplies (17)	90	\$671.07	\$7,828,001
Insurance			
Owners and Renters Insurance	95	\$551.29	\$6,430,807
Vehicle Insurance	88	\$1,358.25	\$15,843,940
Life/Other Insurance	94	\$431.87	\$5,037,712
Health Insurance	90	\$3,554.99	\$41,468,923
Personal Care Products (18)	90	\$451.89	\$5,271,295
School Books and Supplies (19)	88	\$136.80	\$1,595,779
Smoking Products	82	\$330.48	\$3,855,013
Transportation			
Payments on Vehicles excluding Leases	92	\$2,333.01	\$27,214,618
Gasoline and Motor Oil	88	\$2,017.47	\$23,533,753
Vehicle Maintenance and Repairs	90	\$1,024.16	\$11,946,819
Travel			
Airline Fares	88	\$480.88	\$5,609,412
Lodging on Trips	91	\$566.64	\$6,609,909
Auto/Truck Rental on Trips	91	\$23.89	\$278,703
Food and Drink on Trips	91	\$488.73	\$5,701,089

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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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- (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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