



Retail MarketPlace Profile

81005 (Pueblo) 2
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 Geography: ZIP Code

Prepared by Esri

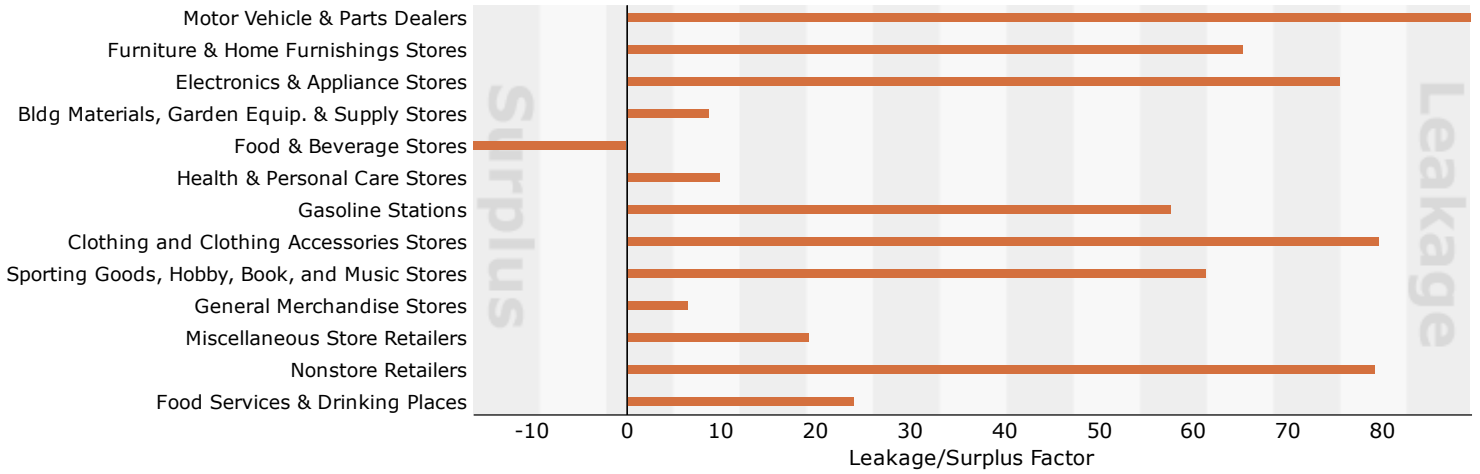
Summary Demographics						
2019 Population						31,403
2019 Households						12,781
2019 Median Disposable Income						\$39,362
2019 Per Capita Income						\$26,229
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$426,535,026	\$255,792,033	\$170,742,993	25.0	127
Total Retail Trade	44-45	\$386,109,482	\$231,119,646	\$154,989,836	25.1	87
Total Food & Drink	722	\$40,425,544	\$24,672,387	\$15,753,157	24.2	40
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$83,135,898	\$4,602,828	\$78,533,070	89.5	5
Automobile Dealers	4411	\$64,737,546	\$0	\$64,737,546	100.0	0
Other Motor Vehicle Dealers	4412	\$11,124,099	\$0	\$11,124,099	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$7,274,253	\$4,602,828	\$2,671,425	22.5	5
Furniture & Home Furnishings Stores	442	\$12,829,156	\$2,679,569	\$10,149,587	65.4	3
Furniture Stores	4421	\$7,729,871	\$2,103,170	\$5,626,701	57.2	2
Home Furnishings Stores	4422	\$5,099,285	\$576,399	\$4,522,886	79.7	1
Electronics & Appliance Stores	443	\$13,034,456	\$1,805,773	\$11,228,683	75.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,505,455	\$22,165,790	\$4,339,665	8.9	8
Bldg Material & Supplies Dealers	4441	\$24,577,910	\$22,165,790	\$2,412,120	5.2	8
Lawn & Garden Equip & Supply Stores	4442	\$1,927,545	\$0	\$1,927,545	100.0	0
Food & Beverage Stores	445	\$67,731,477	\$93,879,857	-\$26,148,380	-16.2	16
Grocery Stores	4451	\$54,621,972	\$88,109,599	-\$33,487,627	-23.5	9
Specialty Food Stores	4452	\$5,402,532	\$337,828	\$5,064,704	88.2	1
Beer, Wine & Liquor Stores	4453	\$7,706,973	\$5,432,430	\$2,274,543	17.3	6
Health & Personal Care Stores	446,4461	\$32,096,827	\$26,267,956	\$5,828,871	10.0	13
Gasoline Stations	447,4471	\$37,253,933	\$9,964,985	\$27,288,948	57.8	3
Clothing & Clothing Accessories Stores	448	\$16,661,771	\$1,876,705	\$14,785,066	79.8	6
Clothing Stores	4481	\$11,063,917	\$1,157,763	\$9,906,154	81.1	4
Shoe Stores	4482	\$2,161,426	\$718,942	\$1,442,484	50.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$3,436,428	\$0	\$3,436,428	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$14,327,968	\$3,424,831	\$10,903,137	61.4	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,906,170	\$3,424,831	\$9,481,339	58.1	5
Book, Periodical & Music Stores	4512	\$1,421,798	\$0	\$1,421,798	100.0	0
General Merchandise Stores	452	\$61,621,019	\$54,125,341	\$7,495,678	6.5	7
Department Stores Excluding Leased Depts.	4521	\$40,151,762	\$48,746,378	-\$8,594,616	-9.7	2
Other General Merchandise Stores	4529	\$21,469,257	\$5,378,963	\$16,090,294	59.9	5
Miscellaneous Store Retailers	453	\$14,181,019	\$9,550,219	\$4,630,800	19.5	14
Florists	4531	\$622,013	\$271,915	\$350,098	39.2	1
Office Supplies, Stationery & Gift Stores	4532	\$2,887,139	\$2,112,717	\$774,422	15.5	2
Used Merchandise Stores	4533	\$1,536,958	\$3,479,692	-\$1,942,734	-38.7	2
Other Miscellaneous Store Retailers	4539	\$9,134,909	\$3,685,895	\$5,449,014	42.5	9
Nonstore Retailers	454	\$6,730,503	\$775,792	\$5,954,711	79.3	2
Electronic Shopping & Mail-Order Houses	4541	\$4,938,719	\$756,373	\$4,182,346	73.4	1
Vending Machine Operators	4542	\$129,622	\$19,419	\$110,203	73.9	1
Direct Selling Establishments	4543	\$1,662,162	\$0	\$1,662,162	100.0	0
Food Services & Drinking Places	722	\$40,425,544	\$24,672,387	\$15,753,157	24.2	40
Special Food Services	7223	\$667,489	\$0	\$667,489	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,634,028	\$923,497	\$710,531	27.8	3
Restaurants/Other Eating Places	7225	\$38,124,027	\$23,748,890	\$14,375,137	23.2	37

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

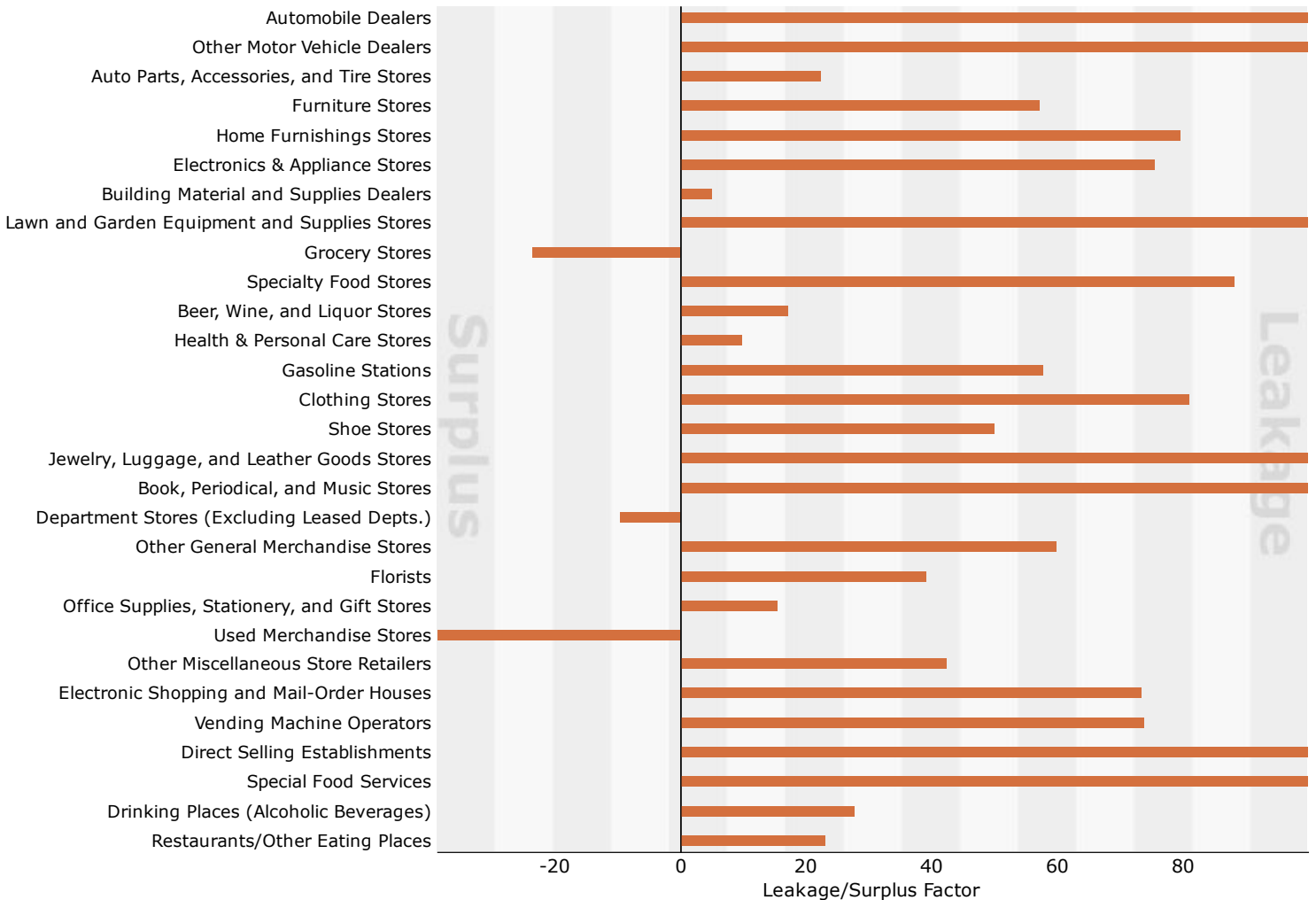
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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