



Retail MarketPlace Profile

81007 (Pueblo) 2
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 Geography: ZIP Code

Prepared by Esri

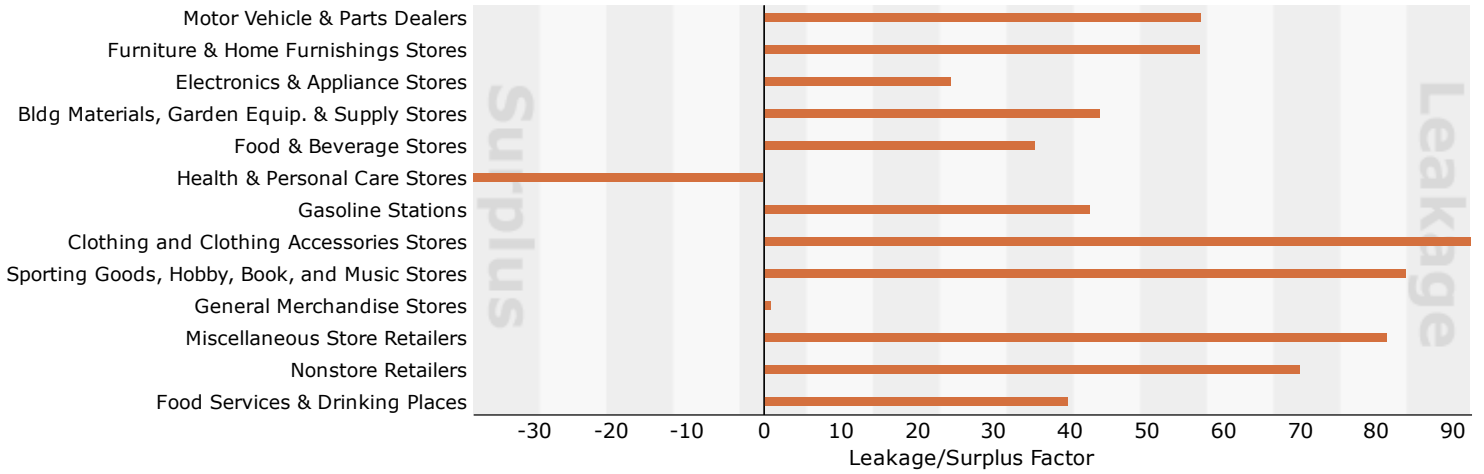
Summary Demographics						
2019 Population						32,429
2019 Households						11,665
2019 Median Disposable Income						\$52,943
2019 Per Capita Income						\$28,008
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$411,415,590	\$235,279,774	\$176,135,816	27.2	131
Total Retail Trade	44-45	\$371,348,901	\$218,039,738	\$153,309,163	26.0	91
Total Food & Drink	722	\$40,066,689	\$17,240,036	\$22,826,653	39.8	40
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$79,584,464	\$21,670,091	\$57,914,373	57.2	17
Automobile Dealers	4411	\$61,960,783	\$4,355,128	\$57,605,655	86.9	3
Other Motor Vehicle Dealers	4412	\$10,667,034	\$13,838,813	-\$3,171,779	-12.9	9
Auto Parts, Accessories & Tire Stores	4413	\$6,956,647	\$3,476,150	\$3,480,497	33.4	5
Furniture & Home Furnishings Stores	442	\$12,702,752	\$3,483,717	\$9,219,035	57.0	4
Furniture Stores	4421	\$7,633,415	\$1,529,406	\$6,104,009	66.6	2
Home Furnishings Stores	4422	\$5,069,337	\$1,954,311	\$3,115,026	44.4	2
Electronics & Appliance Stores	443	\$12,772,035	\$7,726,170	\$5,045,865	24.6	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,656,379	\$10,006,412	\$15,649,967	43.9	12
Bldg Material & Supplies Dealers	4441	\$23,862,026	\$8,306,819	\$15,555,207	48.4	8
Lawn & Garden Equip & Supply Stores	4442	\$1,794,353	\$1,699,593	\$94,760	2.7	4
Food & Beverage Stores	445	\$64,729,265	\$30,819,581	\$33,909,684	35.5	8
Grocery Stores	4451	\$52,078,878	\$27,005,408	\$25,073,470	31.7	2
Specialty Food Stores	4452	\$5,158,708	\$0	\$5,158,708	100.0	0
Beer, Wine & Liquor Stores	4453	\$7,491,679	\$3,814,173	\$3,677,506	32.5	6
Health & Personal Care Stores	446,4461	\$30,078,302	\$66,881,735	-\$36,803,433	-38.0	14
Gasoline Stations	447,4471	\$35,459,195	\$14,233,053	\$21,226,142	42.7	3
Clothing & Clothing Accessories Stores	448	\$16,526,779	\$642,800	\$15,883,979	92.5	2
Clothing Stores	4481	\$10,939,013	\$642,800	\$10,296,213	88.9	2
Shoe Stores	4482	\$2,184,022	\$0	\$2,184,022	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,403,744	\$0	\$3,403,744	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$14,178,629	\$1,231,821	\$12,946,808	84.0	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,792,578	\$1,231,821	\$11,560,757	82.4	5
Book, Periodical & Music Stores	4512	\$1,386,051	\$0	\$1,386,051	100.0	0
General Merchandise Stores	452	\$59,925,922	\$58,859,097	\$1,066,825	0.9	7
Department Stores Excluding Leased Depts.	4521	\$39,385,857	\$54,061,066	-\$14,675,209	-15.7	2
Other General Merchandise Stores	4529	\$20,540,065	\$4,798,031	\$15,742,034	62.1	5
Miscellaneous Store Retailers	453	\$13,494,740	\$1,387,495	\$12,107,245	81.4	10
Florists	4531	\$591,432	\$271,915	\$319,517	37.0	1
Office Supplies, Stationery & Gift Stores	4532	\$2,859,352	\$0	\$2,859,352	100.0	0
Used Merchandise Stores	4533	\$1,521,703	\$74,036	\$1,447,667	90.7	1
Other Miscellaneous Store Retailers	4539	\$8,522,253	\$1,041,544	\$7,480,709	78.2	8
Nonstore Retailers	454	\$6,240,439	\$1,097,766	\$5,142,673	70.1	3
Electronic Shopping & Mail-Order Houses	4541	\$4,776,325	\$0	\$4,776,325	100.0	0
Vending Machine Operators	4542	\$124,096	\$122,338	\$1,758	0.7	2
Direct Selling Establishments	4543	\$1,340,018	\$975,428	\$364,590	15.7	1
Food Services & Drinking Places	722	\$40,066,689	\$17,240,036	\$22,826,653	39.8	40
Special Food Services	7223	\$663,776	\$0	\$663,776	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,609,783	\$351,302	\$1,258,481	64.2	1
Restaurants/Other Eating Places	7225	\$37,793,130	\$16,888,734	\$20,904,396	38.2	39

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>

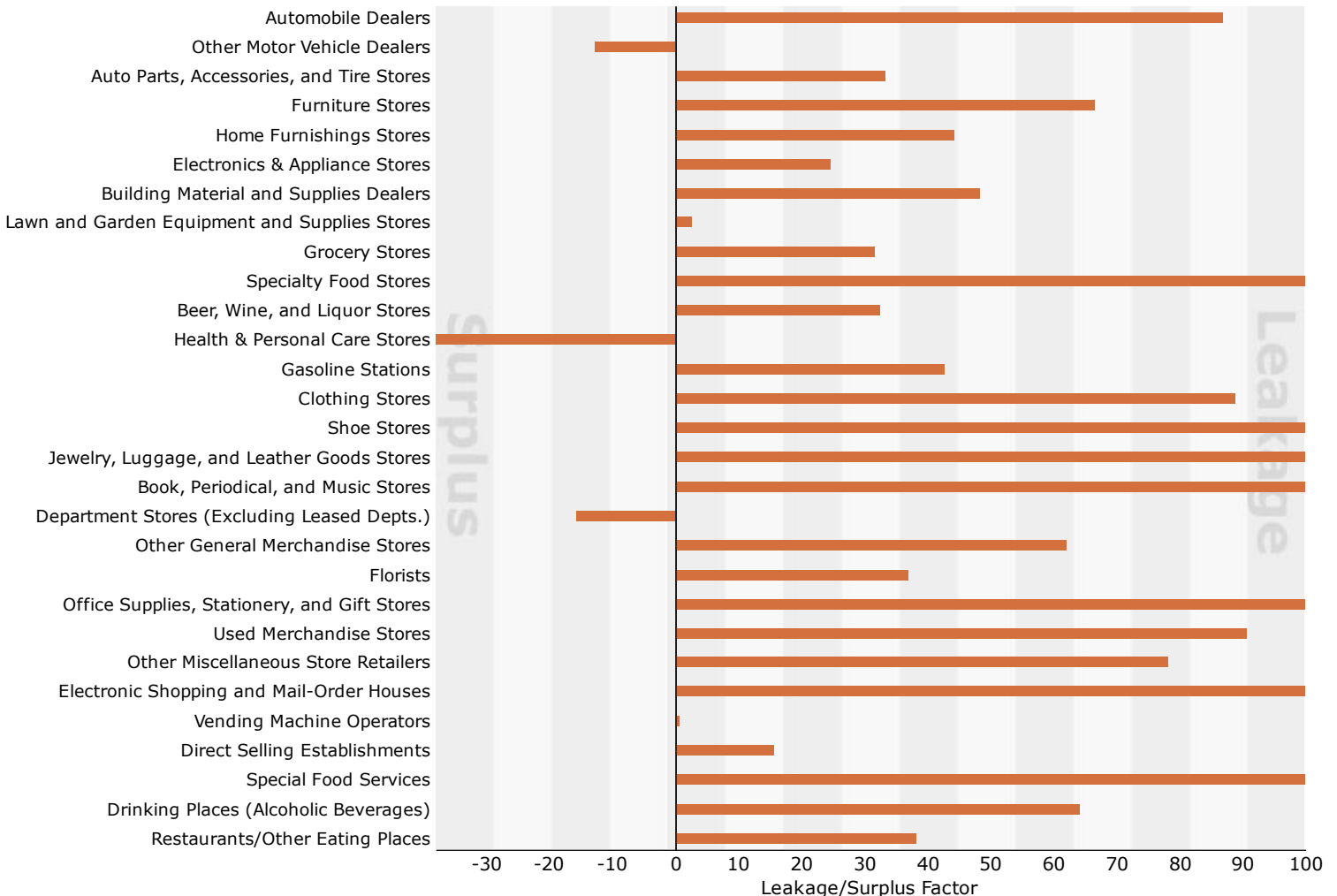
Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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