



Retail MarketPlace Profile

Pueblo West CDP, CO
 Pueblo West CDP, CO (0862220)
 Geography: Place

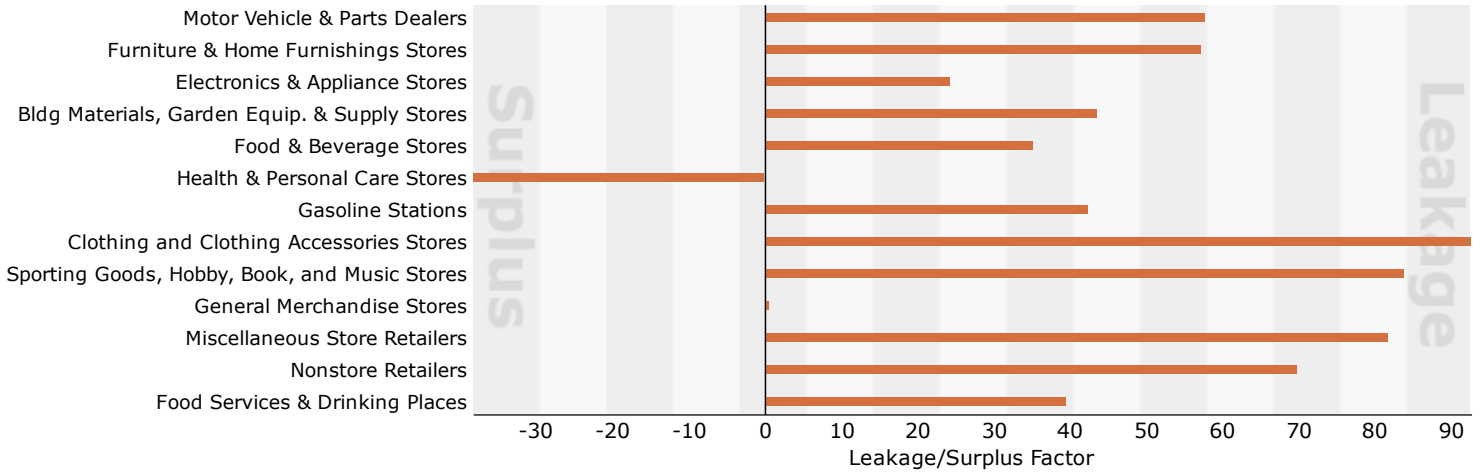
Prepared by Esri

Summary Demographics						
2019 Population						32,240
2019 Households						11,584
2019 Median Disposable Income						\$52,920
2019 Per Capita Income						\$28,006
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	\$408,637,259	\$234,593,579	\$174,043,680	27.1	130
Total Retail Trade	44-45	\$368,839,687	\$217,390,398	\$151,449,289	25.8	90
Total Food & Drink	722	\$39,797,572	\$17,203,181	\$22,594,391	39.6	40
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$79,048,927	\$21,142,944	\$57,905,983	57.8	16
Automobile Dealers	4411	\$61,544,951	\$4,227,060	\$57,317,891	87.1	3
Other Motor Vehicle Dealers	4412	\$10,594,591	\$13,439,734	-\$2,845,143	-11.8	8
Auto Parts, Accessories & Tire Stores	4413	\$6,909,385	\$3,476,150	\$3,433,235	33.1	5
Furniture & Home Furnishings Stores	442	\$12,617,172	\$3,421,613	\$9,195,559	57.3	4
Furniture Stores	4421	\$7,582,518	\$1,529,406	\$6,053,112	66.4	2
Home Furnishings Stores	4422	\$5,034,654	\$1,892,207	\$3,142,447	45.4	2
Electronics & Appliance Stores	443	\$12,686,388	\$7,726,170	\$4,960,218	24.3	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,477,966	\$10,006,412	\$15,471,554	43.6	12
Bldg Material & Supplies Dealers	4441	\$23,696,429	\$8,306,819	\$15,389,610	48.1	8
Lawn & Garden Equip & Supply Stores	4442	\$1,781,537	\$1,699,593	\$81,944	2.4	4
Food & Beverage Stores	445	\$64,292,547	\$30,819,581	\$33,472,966	35.2	8
Grocery Stores	4451	\$51,728,018	\$27,005,408	\$24,722,610	31.4	2
Specialty Food Stores	4452	\$5,124,012	\$0	\$5,124,012	100.0	0
Beer, Wine & Liquor Stores	4453	\$7,440,517	\$3,814,173	\$3,626,344	32.2	6
Health & Personal Care Stores	446,4461	\$29,872,664	\$66,881,735	-\$37,009,071	-38.3	14
Gasoline Stations	447,4471	\$35,222,880	\$14,233,053	\$20,989,827	42.4	3
Clothing & Clothing Accessories Stores	448	\$16,415,357	\$617,874	\$15,797,483	92.7	2
Clothing Stores	4481	\$10,865,283	\$617,874	\$10,247,409	89.2	2
Shoe Stores	4482	\$2,169,495	\$0	\$2,169,495	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$3,380,579	\$0	\$3,380,579	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$14,083,186	\$1,231,821	\$12,851,365	83.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,706,426	\$1,231,821	\$11,474,605	82.3	5
Book, Periodical & Music Stores	4512	\$1,376,760	\$0	\$1,376,760	100.0	0
General Merchandise Stores	452	\$59,522,250	\$58,859,097	\$663,153	0.6	7
Department Stores Excluding Leased Depts.	4521	\$39,120,415	\$54,061,066	-\$14,940,651	-16.0	2
Other General Merchandise Stores	4529	\$20,401,835	\$4,798,031	\$15,603,804	61.9	5
Miscellaneous Store Retailers	453	\$13,403,407	\$1,352,332	\$12,051,075	81.7	10
Florists	4531	\$587,105	\$271,915	\$315,190	36.7	1
Office Supplies, Stationery & Gift Stores	4532	\$2,840,167	\$0	\$2,840,167	100.0	0
Used Merchandise Stores	4533	\$1,511,530	\$74,036	\$1,437,494	90.7	1
Other Miscellaneous Store Retailers	4539	\$8,464,605	\$1,006,381	\$7,458,224	78.7	8
Nonstore Retailers	454	\$6,196,943	\$1,097,766	\$5,099,177	69.9	3
Electronic Shopping & Mail-Order Houses	4541	\$4,744,041	\$0	\$4,744,041	100.0	0
Vending Machine Operators	4542	\$123,263	\$122,338	\$925	0.4	2
Direct Selling Establishments	4543	\$1,329,639	\$975,428	\$354,211	15.4	1
Food Services & Drinking Places	722	\$39,797,572	\$17,203,181	\$22,594,391	39.6	40
Special Food Services	7223	\$659,191	\$0	\$659,191	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,598,784	\$351,302	\$1,247,482	64.0	1
Restaurants/Other Eating Places	7225	\$37,539,597	\$16,851,879	\$20,687,718	38.0	39

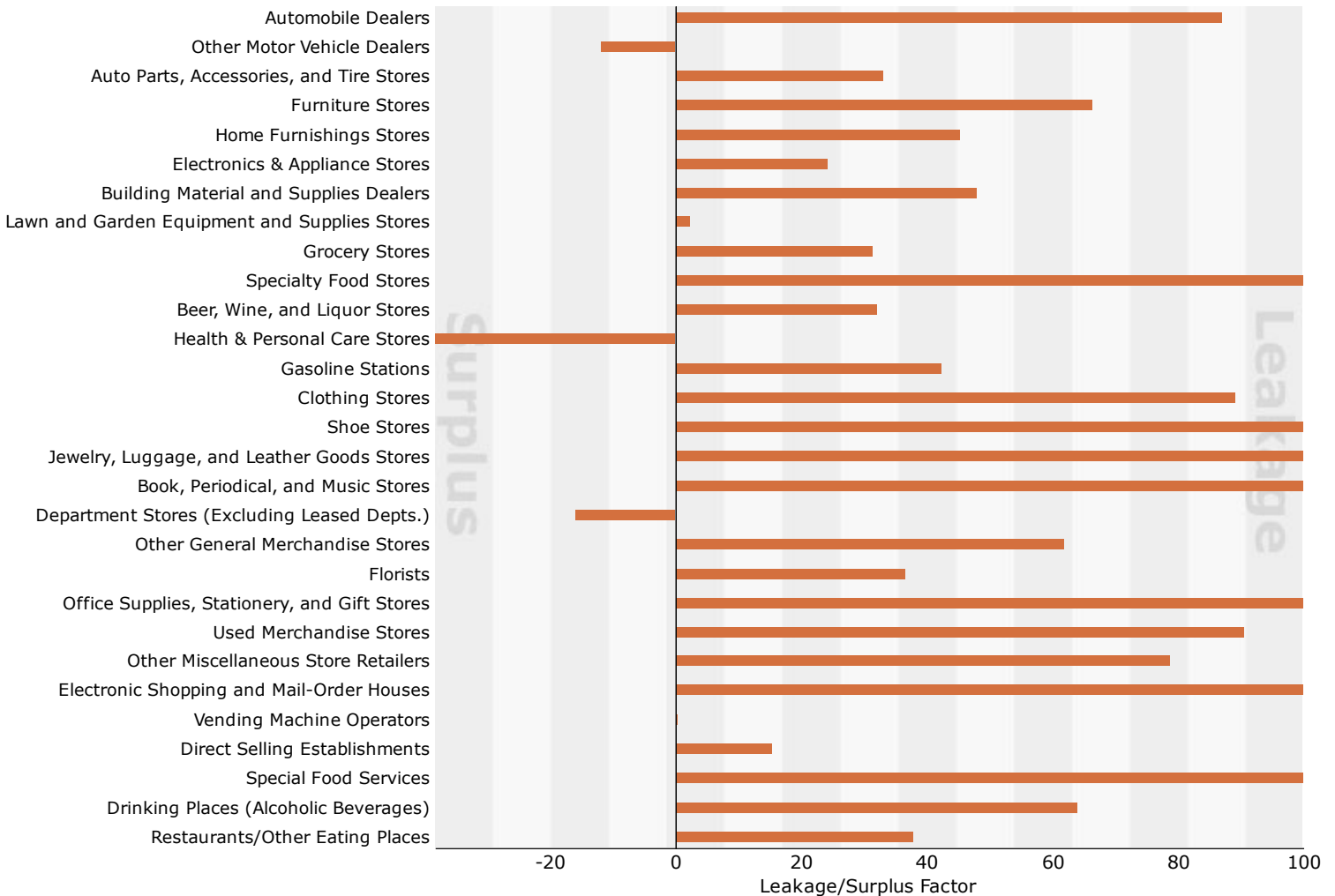
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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