



Retail MarketPlace Profile

81004 (Pueblo) 2
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 Geography: ZIP Code

Prepared by Esri

Summary Demographics

2019 Population	26,967
2019 Households	11,337
2019 Median Disposable Income	\$27,216
2019 Per Capita Income	\$19,381

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	\$247,844,309	\$194,578,711	\$53,265,598	12.0	182
Total Retail Trade	44-45	\$224,849,204	\$174,059,460	\$50,789,744	12.7	126
Total Food & Drink	722	\$22,995,105	\$20,519,251	\$2,475,854	5.7	56

2017 Industry Group

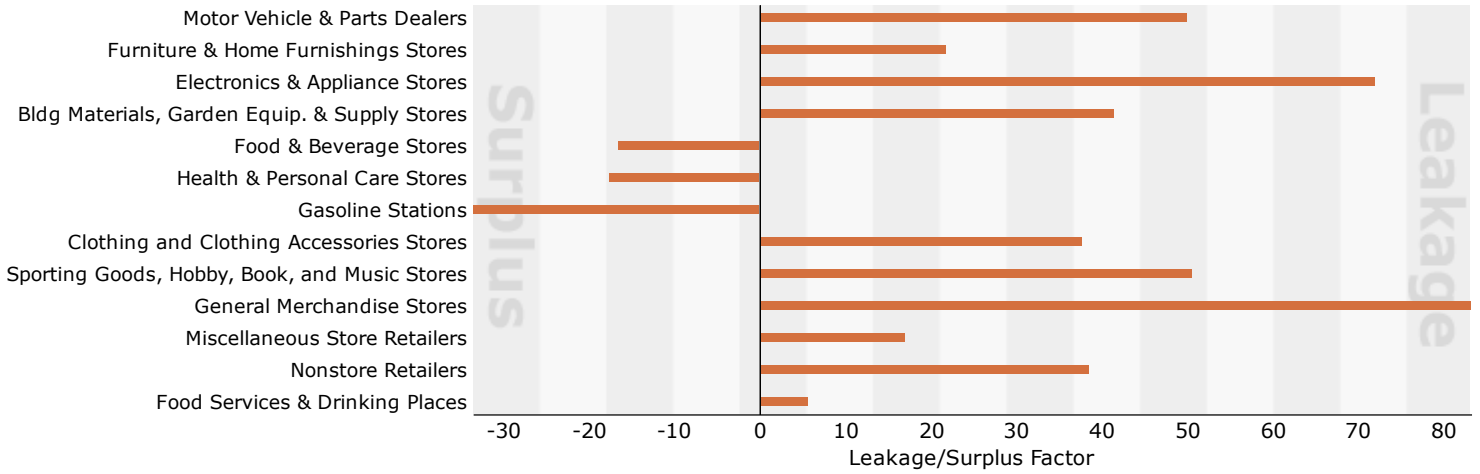
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$48,879,162	\$16,234,241	\$32,644,921	50.1	19
Automobile Dealers	4411	\$38,245,873	\$11,043,860	\$27,202,013	55.2	9
Other Motor Vehicle Dealers	4412	\$6,448,803	\$523,477	\$5,925,326	85.0	2
Auto Parts, Accessories & Tire Stores	4413	\$4,184,486	\$4,666,904	-\$482,418	-5.5	8
Furniture & Home Furnishings Stores	442	\$7,229,977	\$4,643,891	\$2,586,086	21.8	6
Furniture Stores	4421	\$4,479,259	\$2,103,170	\$2,376,089	36.1	2
Home Furnishings Stores	4422	\$2,750,718	\$2,540,721	\$209,997	4.0	4
Electronics & Appliance Stores	443	\$7,408,802	\$1,206,186	\$6,202,616	72.0	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,245,868	\$5,892,686	\$8,353,182	41.5	12
Bldg Material & Supplies Dealers	4441	\$13,175,575	\$5,892,686	\$7,282,889	38.2	12
Lawn & Garden Equip & Supply Stores	4442	\$1,070,293	\$0	\$1,070,293	100.0	0
Food & Beverage Stores	445	\$40,176,217	\$56,189,789	-\$16,013,572	-16.6	19
Grocery Stores	4451	\$32,628,438	\$49,597,374	-\$16,968,936	-20.6	8
Specialty Food Stores	4452	\$3,243,233	\$810,122	\$2,433,111	60.0	3
Beer, Wine & Liquor Stores	4453	\$4,304,546	\$5,782,293	-\$1,477,747	-14.7	8
Health & Personal Care Stores	446,4461	\$18,607,400	\$26,631,165	-\$8,023,765	-17.7	9
Gasoline Stations	447,4471	\$22,560,227	\$45,440,871	-\$22,880,644	-33.6	13
Clothing & Clothing Accessories Stores	448	\$9,354,514	\$4,224,497	\$5,130,017	37.8	8
Clothing Stores	4481	\$6,316,419	\$3,632,446	\$2,683,973	27.0	6
Shoe Stores	4482	\$1,241,834	\$331,787	\$910,047	57.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,796,261	\$260,264	\$1,535,997	74.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$8,176,437	\$2,683,031	\$5,493,406	50.6	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,329,523	\$2,596,703	\$4,732,820	47.7	9
Book, Periodical & Music Stores	4512	\$846,914	\$86,328	\$760,586	81.5	1
General Merchandise Stores	452	\$36,001,692	\$3,280,521	\$32,721,171	83.3	4
Department Stores Excluding Leased Depts.	4521	\$23,158,942	\$0	\$23,158,942	100.0	0
Other General Merchandise Stores	4529	\$12,842,750	\$3,280,521	\$9,562,229	59.3	4
Miscellaneous Store Retailers	453	\$8,355,715	\$5,926,876	\$2,428,839	17.0	16
Florists	4531	\$317,808	\$633,053	-\$315,245	-33.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,635,636	\$282,785	\$1,352,851	70.5	3
Used Merchandise Stores	4533	\$899,838	\$1,998,972	-\$1,099,134	-37.9	2
Other Miscellaneous Store Retailers	4539	\$5,502,433	\$3,012,066	\$2,490,367	29.2	10
Nonstore Retailers	454	\$3,853,193	\$1,705,706	\$2,147,487	38.6	4
Electronic Shopping & Mail-Order Houses	4541	\$2,840,416	\$1,512,746	\$1,327,670	30.5	2
Vending Machine Operators	4542	\$77,559	\$0	\$77,559	100.0	0
Direct Selling Establishments	4543	\$935,218	\$192,960	\$742,258	65.8	2
Food Services & Drinking Places	722	\$22,995,105	\$20,519,251	\$2,475,854	5.7	56
Special Food Services	7223	\$384,686	\$994,496	-\$609,810	-44.2	5
Drinking Places - Alcoholic Beverages	7224	\$941,021	\$1,583,518	-\$642,497	-25.5	10
Restaurants/Other Eating Places	7225	\$21,669,398	\$17,941,237	\$3,728,161	9.4	41

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>

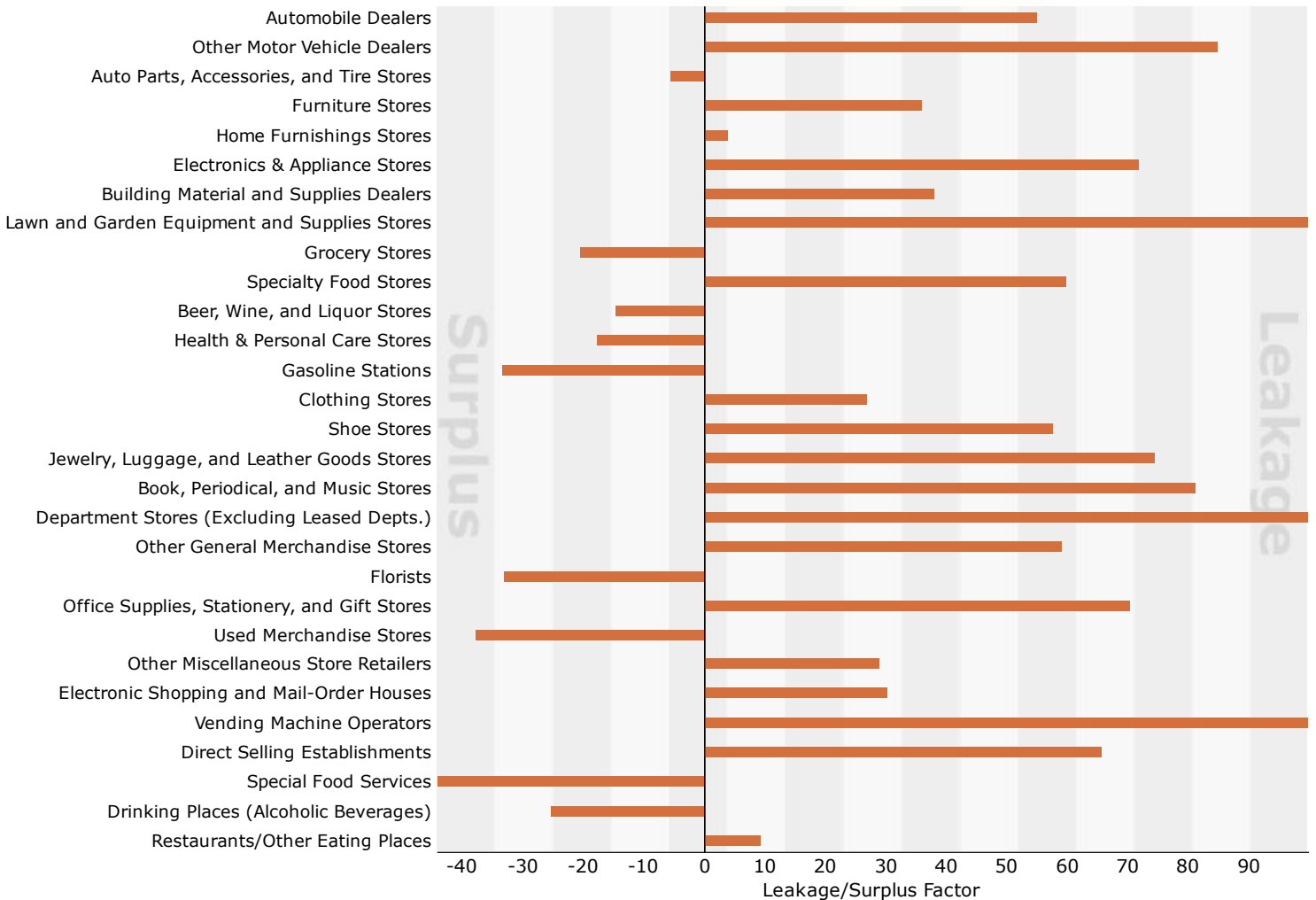
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December 27, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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