



Retail MarketPlace Profile

81006 (Pueblo) 2
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 Geography: ZIP Code

Prepared by Esri

Summary Demographics

2019 Population	12,747
2019 Households	4,888
2019 Median Disposable Income	\$43,911
2019 Per Capita Income	\$26,474

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	\$163,590,196	\$124,253,882	\$39,336,314	13.7	102
Total Retail Trade	44-45	\$148,037,651	\$117,121,606	\$30,916,045	11.7	78
Total Food & Drink	722	\$15,552,545	\$7,132,276	\$8,420,269	37.1	24

2017 Industry Group

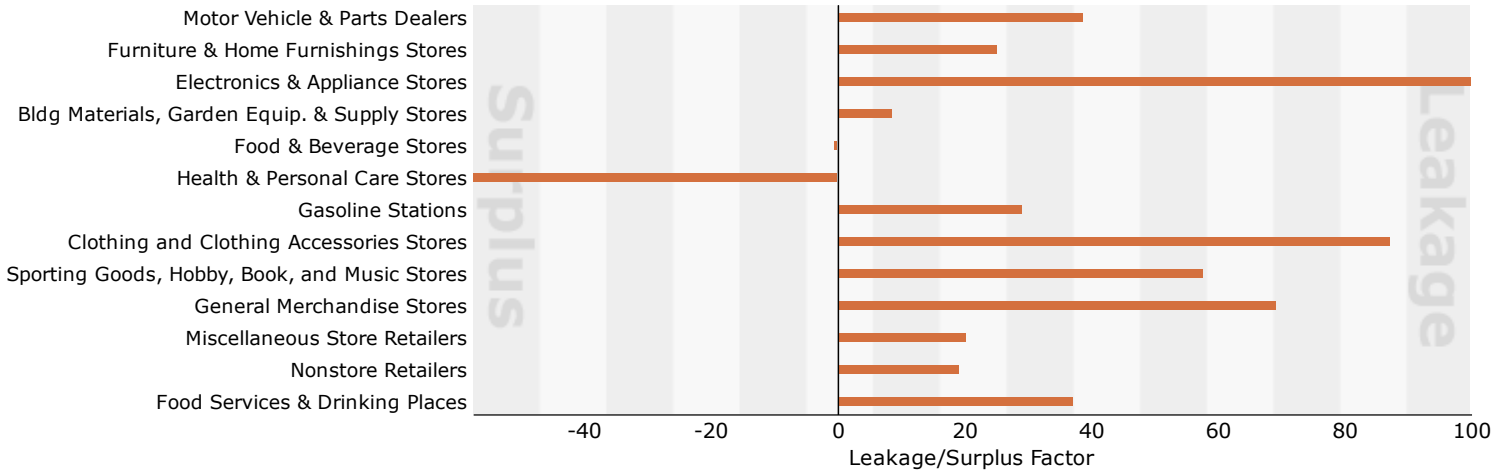
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$31,737,628	\$14,040,310	\$17,697,318	38.7	11
Automobile Dealers	4411	\$24,692,666	\$8,516,924	\$16,175,742	48.7	4
Other Motor Vehicle Dealers	4412	\$4,247,566	\$1,496,438	\$2,751,128	47.9	2
Auto Parts, Accessories & Tire Stores	4413	\$2,797,396	\$4,026,948	-\$1,229,552	-18.0	5
Furniture & Home Furnishings Stores	442	\$4,960,783	\$2,956,718	\$2,004,065	25.3	5
Furniture Stores	4421	\$2,965,915	\$2,294,109	\$671,806	12.8	3
Home Furnishings Stores	4422	\$1,994,868	\$662,609	\$1,332,259	50.1	2
Electronics & Appliance Stores	443	\$5,001,872	\$0	\$5,001,872	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,376,323	\$8,733,119	\$1,643,204	8.6	6
Bldg Material & Supplies Dealers	4441	\$9,631,155	\$8,186,622	\$1,444,533	8.1	3
Lawn & Garden Equip & Supply Stores	4442	\$745,168	\$546,497	\$198,671	15.4	3
Food & Beverage Stores	445	\$25,893,917	\$26,205,551	-\$311,634	-0.6	18
Grocery Stores	4451	\$20,870,349	\$6,455,018	\$14,415,331	52.8	5
Specialty Food Stores	4452	\$2,061,968	\$18,180,434	-\$16,118,466	-79.6	11
Beer, Wine & Liquor Stores	4453	\$2,961,600	\$1,570,099	\$1,391,501	30.7	2
Health & Personal Care Stores	446,4461	\$12,350,297	\$45,877,011	-\$33,526,714	-57.6	7
Gasoline Stations	447,4471	\$14,201,899	\$7,812,236	\$6,389,663	29.0	5
Clothing & Clothing Accessories Stores	448	\$6,430,260	\$434,750	\$5,995,510	87.3	2
Clothing Stores	4481	\$4,266,122	\$174,486	\$4,091,636	92.1	1
Shoe Stores	4482	\$836,843	\$0	\$836,843	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,327,295	\$260,264	\$1,067,031	67.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$5,511,045	\$1,472,002	\$4,039,043	57.8	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,972,637	\$1,213,955	\$3,758,682	60.8	5
Book, Periodical & Music Stores	4512	\$538,408	\$258,047	\$280,361	35.2	1
General Merchandise Stores	452	\$23,625,849	\$4,294,183	\$19,331,666	69.2	5
Department Stores Excluding Leased Depts.	4521	\$15,431,414	\$0	\$15,431,414	100.0	0
Other General Merchandise Stores	4529	\$8,194,435	\$4,294,183	\$3,900,252	31.2	5
Miscellaneous Store Retailers	453	\$5,377,785	\$3,553,416	\$1,824,369	20.4	11
Florists	4531	\$245,454	\$543,831	-\$298,377	-37.8	1
Office Supplies, Stationery & Gift Stores	4532	\$1,113,255	\$82,688	\$1,030,567	86.2	1
Used Merchandise Stores	4533	\$586,491	\$666,324	-\$79,833	-6.4	5
Other Miscellaneous Store Retailers	4539	\$3,432,585	\$2,260,573	\$1,172,012	20.6	4
Nonstore Retailers	454	\$2,569,993	\$1,742,310	\$827,683	19.2	2
Electronic Shopping & Mail-Order Houses	4541	\$1,888,586	\$1,663,166	\$225,420	6.3	1
Vending Machine Operators	4542	\$49,504	\$0	\$49,504	100.0	0
Direct Selling Establishments	4543	\$631,903	\$79,144	\$552,759	77.7	1
Food Services & Drinking Places	722	\$15,552,545	\$7,132,276	\$8,420,269	37.1	24
Special Food Services	7223	\$256,109	\$371,228	-\$115,119	-18.4	2
Drinking Places - Alcoholic Beverages	7224	\$624,772	\$792,203	-\$167,431	-11.8	6
Restaurants/Other Eating Places	7225	\$14,671,664	\$5,968,845	\$8,702,819	42.2	16

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>

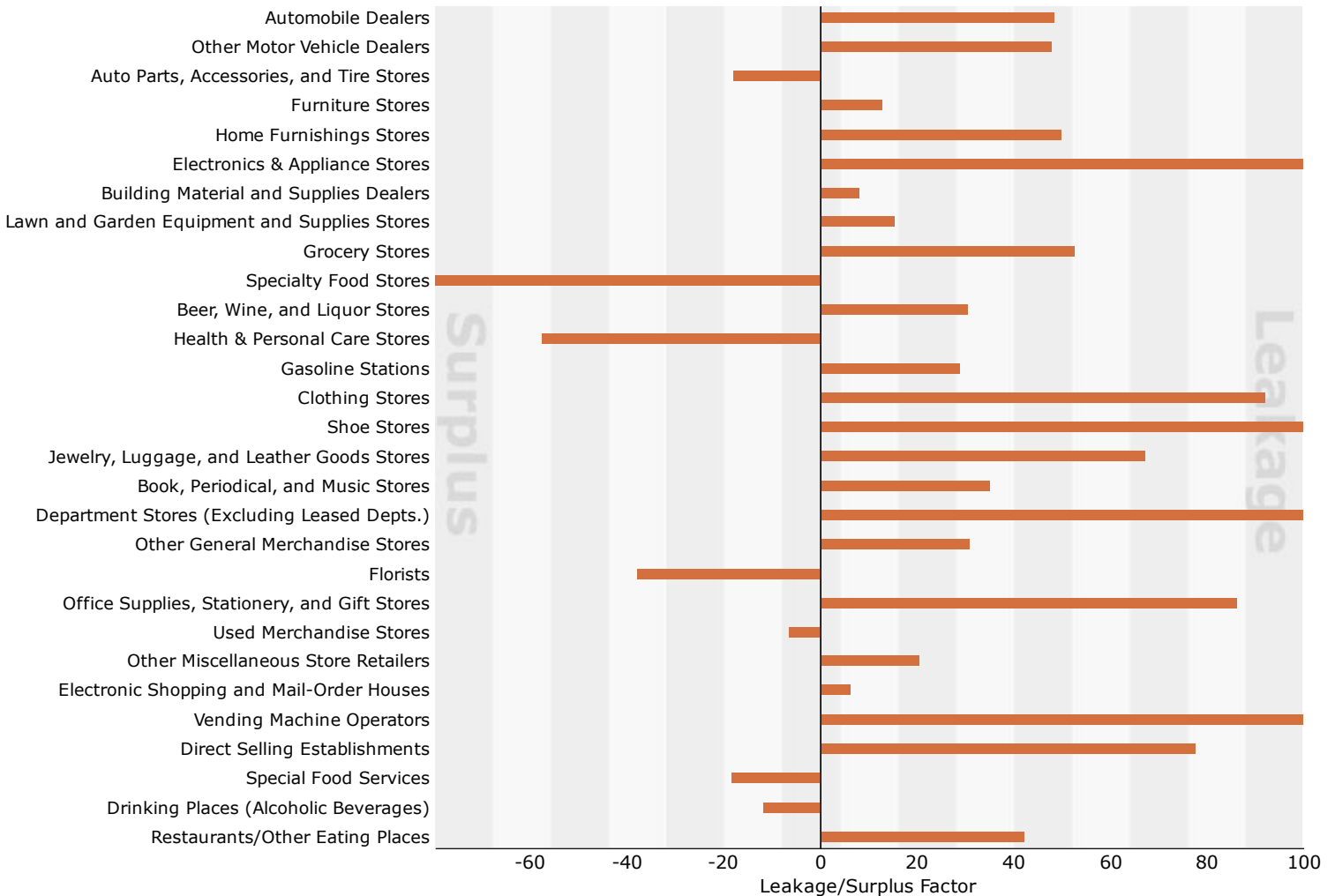
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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