



Retail MarketPlace Profile

Pueblo City, CO
 Pueblo City, CO (0862000)
 Geography: Place

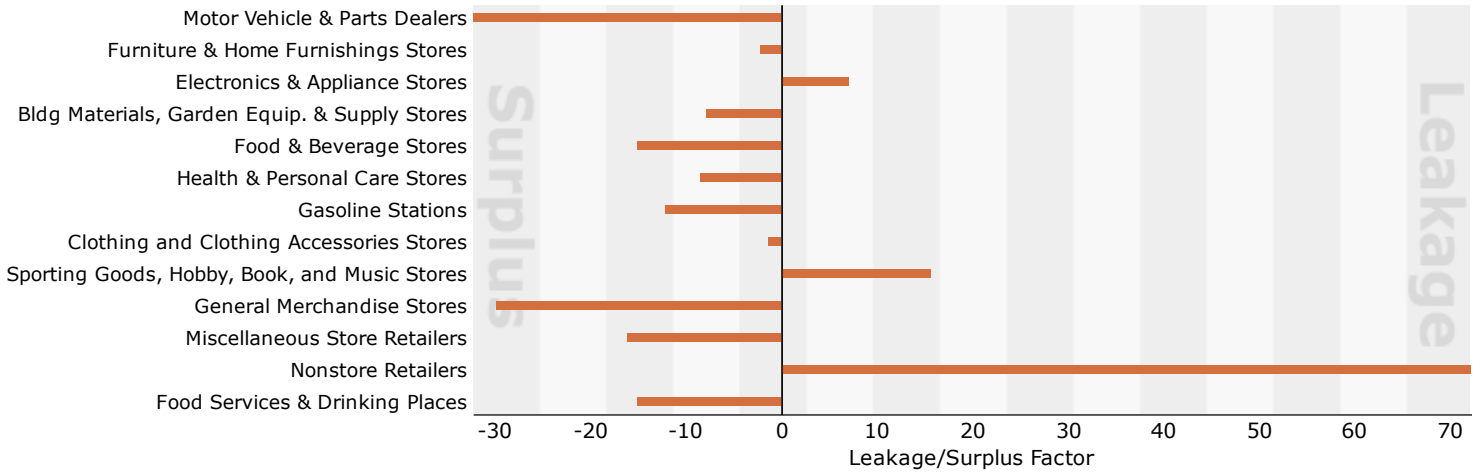
Prepared by Esri

Summary Demographics						
2019 Population						113,116
2019 Households						45,649
2019 Median Disposable Income						\$30,507
2019 Per Capita Income						\$21,597
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	\$1,186,758,808	\$1,707,544,105	-\$520,785,297	-18.0	855
Total Retail Trade	44-45	\$1,074,218,750	\$1,554,698,996	-\$480,480,246	-18.3	590
Total Food & Drink	722	\$112,540,058	\$152,845,109	-\$40,305,051	-15.2	265
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$230,963,776	\$450,937,652	-\$219,973,876	-32.3	91
Automobile Dealers	4411	\$180,384,806	\$411,606,845	-\$231,222,039	-39.1	45
Other Motor Vehicle Dealers	4412	\$30,475,136	\$11,532,517	\$18,942,619	45.1	9
Auto Parts, Accessories & Tire Stores	4413	\$20,103,834	\$27,798,290	-\$7,694,456	-16.1	37
Furniture & Home Furnishings Stores	442	\$35,345,178	\$37,018,670	-\$1,673,492	-2.3	28
Furniture Stores	4421	\$21,720,847	\$28,651,082	-\$6,930,235	-13.8	17
Home Furnishings Stores	4422	\$13,624,331	\$8,367,588	\$5,256,743	23.9	11
Electronics & Appliance Stores	443	\$36,134,876	\$31,345,727	\$4,789,149	7.1	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$69,150,633	\$81,036,344	-\$11,885,711	-7.9	40
Bldg Material & Supplies Dealers	4441	\$64,048,165	\$79,937,442	-\$15,889,277	-11.0	33
Lawn & Garden Equip & Supply Stores	4442	\$5,102,468	\$1,098,902	\$4,003,566	64.6	7
Food & Beverage Stores	445	\$191,354,212	\$259,288,051	-\$67,933,839	-15.1	86
Grocery Stores	4451	\$154,765,020	\$229,017,793	-\$74,252,773	-19.3	43
Specialty Food Stores	4452	\$15,383,122	\$6,984,267	\$8,398,855	37.5	15
Beer, Wine & Liquor Stores	4453	\$21,206,070	\$23,285,991	-\$2,079,921	-4.7	28
Health & Personal Care Stores	446,4461	\$88,648,455	\$105,353,436	-\$16,704,981	-8.6	48
Gasoline Stations	447,4471	\$105,794,073	\$135,070,886	-\$29,276,813	-12.2	33
Clothing & Clothing Accessories Stores	448	\$46,190,792	\$47,601,097	-\$1,410,305	-1.5	62
Clothing Stores	4481	\$30,902,123	\$34,853,098	-\$3,950,975	-6.0	40
Shoe Stores	4482	\$6,075,420	\$8,669,920	-\$2,594,500	-17.6	12
Jewelry, Luggage & Leather Goods Stores	4483	\$9,213,249	\$4,078,079	\$5,135,170	38.6	10
Sporting Goods, Hobby, Book & Music Stores	451	\$39,829,254	\$29,033,915	\$10,795,339	15.7	35
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,760,659	\$25,564,876	\$10,195,783	16.6	30
Book, Periodical & Music Stores	4512	\$4,068,595	\$3,469,039	\$599,556	8.0	5
General Merchandise Stores	452	\$172,964,907	\$320,346,157	-\$147,381,250	-29.9	31
Department Stores Excluding Leased Depts.	4521	\$112,137,708	\$221,672,773	-\$109,535,065	-32.8	11
Other General Merchandise Stores	4529	\$60,827,199	\$98,673,384	-\$37,846,185	-23.7	20
Miscellaneous Store Retailers	453	\$39,437,255	\$54,711,729	-\$15,274,474	-16.2	100
Florists	4531	\$1,586,119	\$2,263,967	-\$677,848	-17.6	8
Office Supplies, Stationery & Gift Stores	4532	\$8,001,521	\$14,451,155	-\$6,449,634	-28.7	28
Used Merchandise Stores	4533	\$4,348,921	\$17,711,978	-\$13,363,057	-60.6	20
Other Miscellaneous Store Retailers	4539	\$25,500,694	\$20,284,629	\$5,216,065	11.4	44
Nonstore Retailers	454	\$18,405,339	\$2,955,332	\$15,450,007	72.3	8
Electronic Shopping & Mail-Order Houses	4541	\$13,722,097	\$2,346,476	\$11,375,621	70.8	3
Vending Machine Operators	4542	\$368,737	\$73,791	\$294,946	66.7	1
Direct Selling Establishments	4543	\$4,314,505	\$535,065	\$3,779,440	77.9	4
Food Services & Drinking Places	722	\$112,540,058	\$152,845,109	-\$40,305,051	-15.2	265
Special Food Services	7223	\$1,845,638	\$3,295,717	-\$1,450,079	-28.2	10
Drinking Places - Alcoholic Beverages	7224	\$4,584,398	\$5,705,648	-\$1,121,250	-10.9	34
Restaurants/Other Eating Places	7225	\$106,110,022	\$143,843,744	-\$37,733,722	-15.1	221

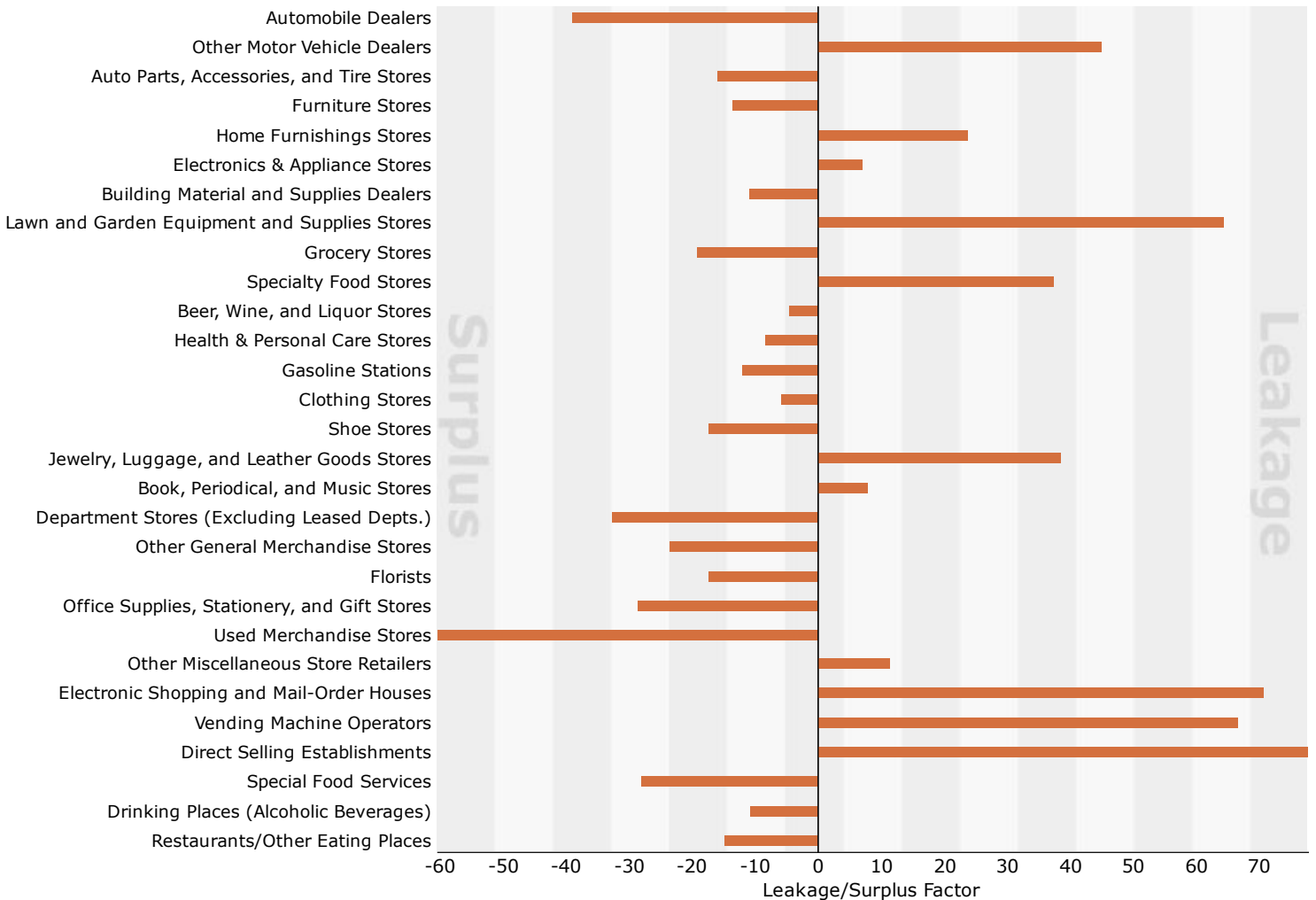
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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