



# Retail MarketPlace Profile

81001 (Pueblo) 2  
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 Geography: ZIP Code

Prepared by Esri

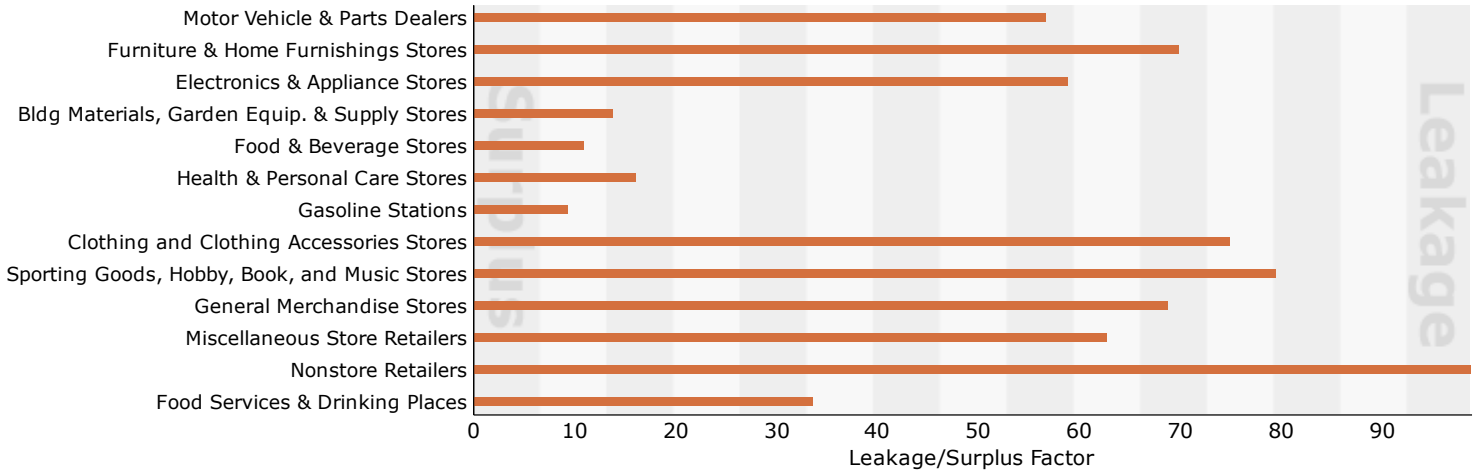
Summary Demographics						
2019 Population						31,500
2019 Households						12,185
2019 Median Disposable Income						\$27,823
2019 Per Capita Income						\$19,582
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$299,766,774	\$137,252,495	\$162,514,279	37.2	105
Total Retail Trade	44-45	\$271,030,146	\$123,015,972	\$148,014,174	37.6	80
Total Food & Drink	722	\$28,736,628	\$14,236,523	\$14,500,105	33.7	25
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$57,728,216	\$15,886,929	\$41,841,287	56.8	18
Automobile Dealers	4411	\$45,097,518	\$6,723,973	\$38,373,545	74.0	3
Other Motor Vehicle Dealers	4412	\$7,561,530	\$3,590,081	\$3,971,449	35.6	5
Auto Parts, Accessories & Tire Stores	4413	\$5,069,168	\$5,572,875	-\$503,707	-4.7	10
Furniture & Home Furnishings Stores	442	\$8,962,037	\$1,583,825	\$7,378,212	70.0	2
Furniture Stores	4421	\$5,538,419	\$1,583,825	\$3,954,594	55.5	2
Home Furnishings Stores	4422	\$3,423,618	\$0	\$3,423,618	100.0	0
Electronics & Appliance Stores	443	\$9,201,344	\$2,376,232	\$6,825,112	59.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,987,317	\$12,811,026	\$4,176,291	14.0	4
Bldg Material & Supplies Dealers	4441	\$15,733,304	\$12,689,534	\$3,043,770	10.7	3
Lawn & Garden Equip & Supply Stores	4442	\$1,254,013	\$121,492	\$1,132,521	82.3	1
Food & Beverage Stores	445	\$48,657,073	\$38,986,959	\$9,670,114	11.0	21
Grocery Stores	4451	\$39,325,340	\$32,745,909	\$6,579,431	9.1	10
Specialty Food Stores	4452	\$3,921,483	\$1,977,874	\$1,943,609	32.9	4
Beer, Wine & Liquor Stores	4453	\$5,410,250	\$4,263,176	\$1,147,074	11.9	7
Health & Personal Care Stores	446,4461	\$22,224,998	\$16,034,401	\$6,190,597	16.2	3
Gasoline Stations	447,4471	\$26,701,607	\$22,080,635	\$4,620,972	9.5	6
Clothing & Clothing Accessories Stores	448	\$11,871,782	\$1,688,623	\$10,183,159	75.1	5
Clothing Stores	4481	\$7,938,703	\$1,341,302	\$6,597,401	71.1	4
Shoe Stores	4482	\$1,564,449	\$0	\$1,564,449	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,368,630	\$347,321	\$2,021,309	74.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$10,167,551	\$1,157,890	\$9,009,661	79.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,119,727	\$814,453	\$8,305,274	83.6	2
Book, Periodical & Music Stores	4512	\$1,047,824	\$343,437	\$704,387	50.6	1
General Merchandise Stores	452	\$44,044,870	\$8,139,550	\$35,905,320	68.8	5
Department Stores Excluding Leased Depts.	4521	\$28,604,682	\$0	\$28,604,682	100.0	0
Other General Merchandise Stores	4529	\$15,440,188	\$8,139,550	\$7,300,638	31.0	5
Miscellaneous Store Retailers	453	\$9,866,640	\$2,243,521	\$7,623,119	62.9	9
Florists	4531	\$391,787	\$427,296	-\$35,509	-4.3	2
Office Supplies, Stationery & Gift Stores	4532	\$2,038,154	\$0	\$2,038,154	100.0	0
Used Merchandise Stores	4533	\$1,112,874	\$888,432	\$224,442	11.2	3
Other Miscellaneous Store Retailers	4539	\$6,323,825	\$927,793	\$5,396,032	74.4	4
Nonstore Retailers	454	\$4,616,711	\$26,381	\$4,590,330	98.9	1
Electronic Shopping & Mail-Order Houses	4541	\$3,479,876	\$0	\$3,479,876	100.0	0
Vending Machine Operators	4542	\$94,040	\$0	\$94,040	100.0	0
Direct Selling Establishments	4543	\$1,042,795	\$26,381	\$1,016,414	95.1	1
Food Services & Drinking Places	722	\$28,736,628	\$14,236,523	\$14,500,105	33.7	25
Special Food Services	7223	\$466,701	\$741,000	-\$274,299	-22.7	2
Drinking Places - Alcoholic Beverages	7224	\$1,171,826	\$175,651	\$996,175	73.9	1
Restaurants/Other Eating Places	7225	\$27,098,101	\$13,319,872	\$13,778,229	34.1	22

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>

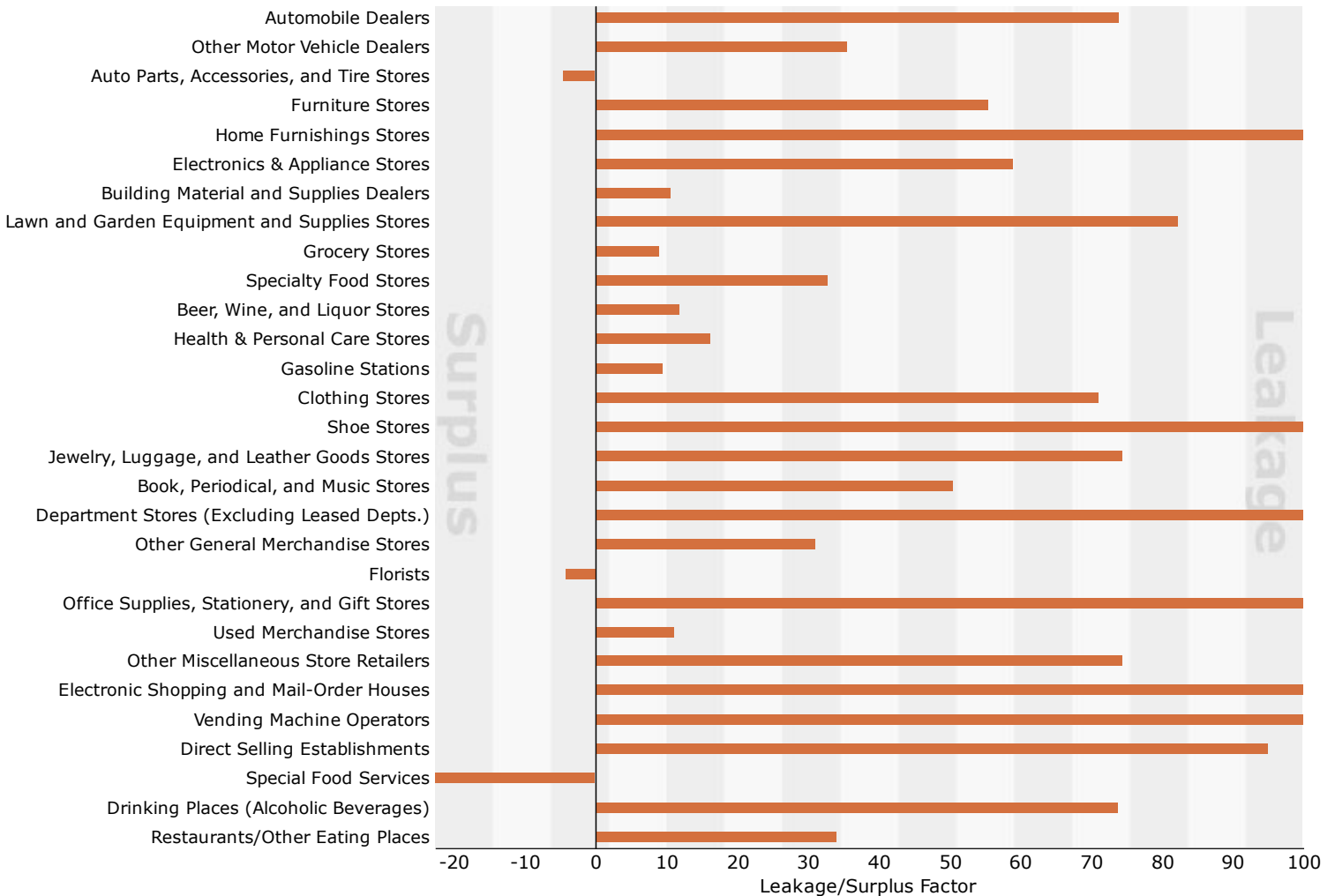
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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