



## Retail Goods and Services Expenditures

81001 (Pueblo)  
 81001 (PUEBLO, CO)  
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Home Town	18.0%	Population	30,086	31,112
Great Expectations	12.7%	Households	11,716	12,191
Rustbelt Retirees	12.5%	Families	7,188	7,395
Retirement Communities	8.1%	Median Age	34.6	35.4
Old and Newcomers	5.7%	Median Household Income	\$29,477	\$33,272
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		46	\$1,067.68	\$12,508,899
Men's		43	\$191.34	\$2,241,753
Women's		41	\$328.95	\$3,853,967
Children's		49	\$191.45	\$2,243,030
Footwear		33	\$131.92	\$1,545,550
Watches & Jewelry		63	\$119.46	\$1,399,569
Apparel Products and Services (1)		115	\$104.56	\$1,225,030
<b>Computer</b>				
Computers and Hardware for Home Use		65	\$121.06	\$1,418,302
Software and Accessories for Home Use		64	\$17.76	\$208,120
<b>Entertainment &amp; Recreation</b>		65	\$2,026.87	\$23,746,852
Fees and Admissions		63	\$375.59	\$4,400,412
Membership Fees for Clubs (2)		63	\$100.57	\$1,178,260
Fees for Participant Sports, excl. Trips		63	\$65.11	\$762,839
Admission to Movie/Theatre/Opera/Ballet		64	\$94.17	\$1,103,268
Admission to Sporting Events, excl. Trips		64	\$36.87	\$431,963
Fees for Recreational Lessons		59	\$78.38	\$918,279
Dating Services		66	\$0.50	\$5,803
TV/Video/Audio		66	\$799.95	\$9,372,246
Community Antenna or Cable TV		68	\$476.38	\$5,581,296
Televisions		64	\$120.34	\$1,409,894
VCRs, Video Cameras, and DVD Players		66	\$12.99	\$152,211
Video Cassettes and DVDs		67	\$34.13	\$399,836
Video and Computer Game Hardware and Software		68	\$36.78	\$430,938
Satellite Dishes		58	\$0.71	\$8,349
Rental of Video Cassettes and DVDs		67	\$26.78	\$313,724
Streaming/Downloaded Video		64	\$0.88	\$10,266
Audio (3)		61	\$86.42	\$1,012,549
Rental and Repair of TV/Radio/Sound Equipment		62	\$4.54	\$53,183
Pets		78	\$324.98	\$3,807,438
Toys and Games (4)		66	\$92.72	\$1,086,278
Recreational Vehicles and Fees (5)		53	\$167.32	\$1,960,293
Sports/Recreation/Exercise Equipment (6)		49	\$86.44	\$1,012,773
Photo Equipment and Supplies (7)		64	\$64.15	\$751,544
Reading (8)		66	\$98.92	\$1,158,908
Catered Affairs (9)		70	\$16.81	\$196,960
<b>Food</b>		66	\$4,952.15	\$58,019,368
Food at Home		67	\$2,890.68	\$33,867,205
Bakery and Cereal Products		67	\$386.29	\$4,525,785
Meats, Poultry, Fish, and Eggs		67	\$673.04	\$7,885,333
Dairy Products		67	\$320.59	\$3,755,990
Fruits and Vegetables		66	\$502.25	\$5,884,338
Snacks and Other Food at Home (10)		67	\$1,008.52	\$11,815,759
Food Away from Home		66	\$2,061.47	\$24,152,163
Alcoholic Beverages		68	\$375.75	\$4,402,287
Nonalcoholic Beverages at Home		67	\$284.45	\$3,332,661

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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<b>Financial</b>			
Investments	60	\$1,012.61	\$11,863,678
Vehicle Loans	64	\$3,071.59	\$35,986,693
<b>Health</b>			
Nonprescription Drugs	65	\$65.15	\$763,325
Prescription Drugs	68	\$330.48	\$3,871,918
Eyeglasses and Contact Lenses	66	\$49.16	\$575,949
<b>Home</b>			
Mortgage Payment and Basics (11)	61	\$5,493.97	\$64,367,381
Maintenance and Remodeling Services	60	\$1,162.42	\$13,618,855
Maintenance and Remodeling Materials (12)	59	\$213.13	\$2,496,969
Utilities, Fuel, and Public Services	68	\$2,983.35	\$34,952,881
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	63	\$81.82	\$958,590
Furniture	63	\$367.41	\$4,304,565
Floor Coverings	66	\$47.91	\$561,328
Major Appliances (14)	63	\$185.03	\$2,167,819
Housewares (15)	57	\$47.65	\$558,245
Small Appliances	67	\$21.23	\$248,760
Luggage	62	\$5.58	\$65,337
Telephones and Accessories	45	\$18.63	\$218,224
<b>Household Operations</b>			
Child Care	62	\$278.74	\$3,265,690
Lawn and Garden (16)	61	\$249.54	\$2,923,586
Moving/Storage/Freight Express	59	\$34.90	\$408,904
Housekeeping Supplies (17)	66	\$450.82	\$5,281,834
<b>Insurance</b>			
Owners and Renters Insurance	64	\$286.51	\$3,356,698
Vehicle Insurance	66	\$746.19	\$8,742,306
Life/Other Insurance	65	\$261.78	\$3,066,999
Health Insurance	68	\$1,269.64	\$14,875,117
Personal Care Products (18)	66	\$254.24	\$2,978,709
School Books and Supplies (19)	73	\$75.54	\$885,001
Smoking Products	72	\$297.54	\$3,486,019
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	64	\$2,734.56	\$32,038,150
Gasoline and Motor Oil	67	\$1,857.36	\$21,760,817
Vehicle Maintenance and Repairs	65	\$594.80	\$6,968,679
<b>Travel</b>			
Airline Fares	61	\$272.45	\$3,192,071
Lodging on Trips	61	\$258.56	\$3,029,265
Auto/Truck/Van Rental on Trips	61	\$21.78	\$255,156
Food and Drink on Trips	62	\$261.45	\$3,063,108

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## Retail Goods and Services Expenditures

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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