



Retail MarketPlace Profile

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

Summary Demographics	
2010 Population	30,085
2010 Households	11,648
2010 Median Disposable Income	\$30,404
2010 Per Capita Income	\$19,202

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$213,887,696	\$128,198,080	\$85,689,616	25.0	111
Total Retail Trade	44-45	\$184,167,467	\$114,163,663	\$70,003,804	23.5	80
Total Food & Drink	722	\$29,720,229	\$14,034,417	\$15,685,812	35.8	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$42,806,625	\$13,598,595	\$29,208,030	51.8	17
Automobile Dealers	4411	\$36,126,601	\$9,583,635	\$26,542,966	58.1	8
Other Motor Vehicle Dealers	4412	\$3,314,536	\$2,301,584	\$1,012,952	18.0	5
Auto Parts, Accessories & Tire Stores	4413	\$3,365,488	\$1,713,376	\$1,652,112	32.5	4
Furniture & Home Furnishings Stores	442	\$5,987,778	\$391,523	\$5,596,255	87.7	1
Furniture Stores	4421	\$3,850,128	\$0	\$3,850,128	100.0	0
Home Furnishings Stores	4422	\$2,137,650	\$391,523	\$1,746,127	69.0	1
Electronics & Appliance Stores	4431	\$4,326,270	\$2,110,702	\$2,215,568	34.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,807,978	\$7,044,089	-\$236,111	-1.7	6
Bldg Material & Supplies Dealers	4441	\$6,260,150	\$7,044,089	-\$783,939	-5.9	6
Lawn & Garden Equip & Supply Stores	4442	\$547,828	\$0	\$547,828	100.0	0
Food & Beverage Stores	445	\$36,726,641	\$29,287,699	\$7,438,942	11.3	22
Grocery Stores	4451	\$32,838,372	\$25,771,432	\$7,066,940	12.1	8
Specialty Food Stores	4452	\$941,361	\$1,012,590	-\$71,229	-3.6	6
Beer, Wine & Liquor Stores	4453	\$2,946,908	\$2,503,677	\$443,231	8.1	8
Health & Personal Care Stores	446,4461	\$5,842,707	\$2,960,000	\$2,882,707	32.7	3
Gasoline Stations	447,4471	\$33,037,950	\$30,983,798	\$2,054,152	3.2	6
Clothing & Clothing Accessories Stores	448	\$7,306,290	\$632,575	\$6,673,715	84.1	2
Clothing Stores	4481	\$5,321,715	\$270,867	\$5,050,848	90.3	1
Shoe Stores	4482	\$1,007,972	\$0	\$1,007,972	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$976,603	\$361,708	\$614,895	45.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,393,321	\$545,127	\$1,848,194	62.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,232,428	\$222,727	\$1,009,701	69.4	1
Book, Periodical & Music Stores	4512	\$1,160,893	\$322,400	\$838,493	56.5	2
General Merchandise Stores	452	\$31,478,648	\$21,421,646	\$10,057,002	19.0	4
Department Stores Excluding Leased Depts.	4521	\$12,377,475	\$0	\$12,377,475	100.0	0
Other General Merchandise Stores	4529	\$19,101,173	\$21,421,646	-\$2,320,473	-5.7	4
Miscellaneous Store Retailers	453	\$3,532,159	\$1,885,340	\$1,646,819	30.4	10
Florists	4531	\$345,269	\$0	\$345,269	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,379,414	\$37,192	\$1,342,222	94.7	1
Used Merchandise Stores	4533	\$237,071	\$633,332	-\$396,261	-45.5	3
Other Miscellaneous Store Retailers	4539	\$1,570,405	\$1,214,816	\$355,589	12.8	6
Nonstore Retailers	454	\$3,921,100	\$3,302,569	\$618,531	8.6	3
Electronic Shopping & Mail-Order Houses	4541	\$1,872,261	\$0	\$1,872,261	100.0	0
Vending Machine Operators	4542	\$263,882	\$1,357,801	-\$1,093,919	-67.5	1
Direct Selling Establishments	4543	\$1,784,957	\$1,944,768	-\$159,811	-4.3	2
Food Services & Drinking Places	722	\$29,720,229	\$14,034,417	\$15,685,812	35.8	31
Full-Service Restaurants	7221	\$12,120,454	\$5,470,858	\$6,649,596	37.8	16
Limited-Service Eating Places	7222	\$15,112,130	\$7,314,960	\$7,797,170	34.8	9
Special Food Services	7223	\$1,676,827	\$912,082	\$764,745	29.5	4
Drinking Places - Alcoholic Beverages	7224	\$810,818	\$336,517	\$474,301	41.3	2

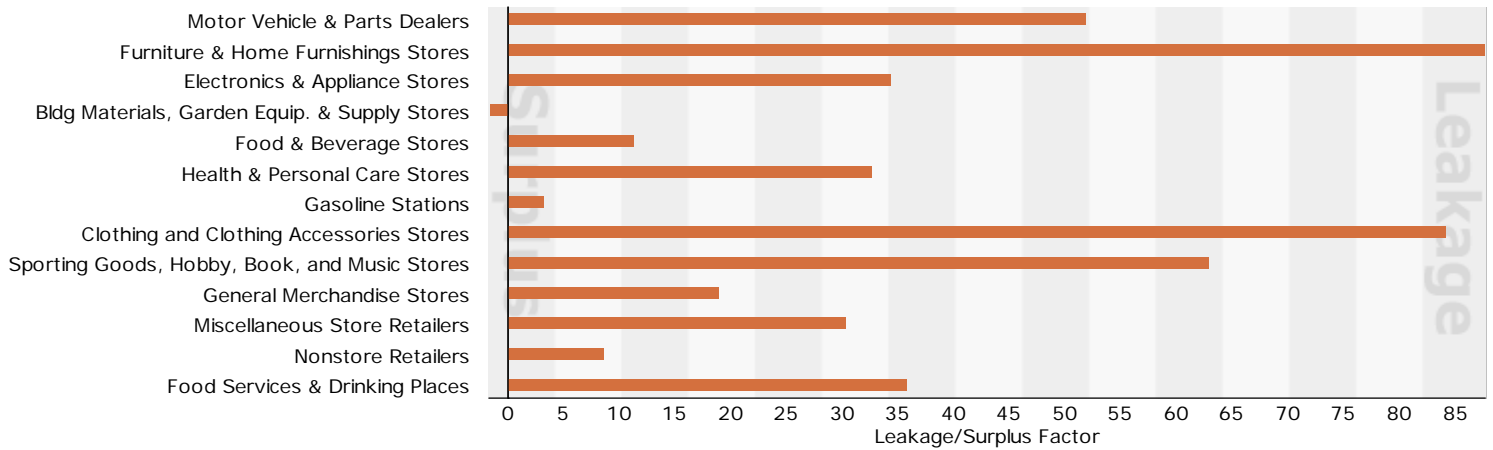
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

