



Retail Goods and Services Expenditures

81003 (Pueblo)
 81003 (PUEBLO, CO)
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Great Expectations	36.8%	Population	15,281	15,840
Rustbelt Traditions	21.9%	Households	5,954	6,243
Social Security Set	18.1%	Families	3,127	3,253
City Dimensions	13.1%	Median Age	35.2	35.6
Midlife Junction	10.1%	Median Household Income	\$25,497	\$27,339
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		37	\$867.57	\$5,165,537
Men's		35	\$155.21	\$924,106
Women's		33	\$266.24	\$1,585,207
Children's		39	\$152.94	\$910,580
Footwear		26	\$107.03	\$637,257
Watches & Jewelry		51	\$95.49	\$568,546
Apparel Products and Services (1)		100	\$90.67	\$539,841
Computer				
Computers and Hardware for Home Use		53	\$99.32	\$591,326
Software and Accessories for Home Use		52	\$14.36	\$85,501
Entertainment & Recreation		51	\$1,607.79	\$9,572,759
Fees and Admissions		49	\$293.24	\$1,745,964
Membership Fees for Clubs (2)		49	\$78.37	\$466,616
Fees for Participant Sports, excl. Trips		49	\$50.22	\$299,001
Admission to Movie/Theatre/Opera/Ballet		51	\$75.59	\$450,068
Admission to Sporting Events, excl. Trips		50	\$28.91	\$172,133
Fees for Recreational Lessons		45	\$59.71	\$355,489
Dating Services		59	\$0.45	\$2,657
TV/Video/Audio		54	\$652.04	\$3,882,263
Community Antenna or Cable TV		56	\$389.31	\$2,317,922
Televisions		51	\$94.88	\$564,889
VCRs, Video Cameras, and DVD Players		55	\$10.78	\$64,180
Video Cassettes and DVDs		56	\$28.44	\$169,351
Video and Computer Game Hardware and Software		57	\$30.89	\$183,923
Satellite Dishes		43	\$0.52	\$3,110
Rental of Video Cassettes and DVDs		56	\$22.34	\$133,021
Streaming/Downloaded Video		55	\$0.74	\$4,427
Audio (3)		50	\$70.58	\$420,256
Rental and Repair of TV/Radio/Sound Equipment		48	\$3.56	\$21,185
Pets		61	\$254.50	\$1,515,284
Toys and Games (4)		53	\$74.69	\$444,692
Recreational Vehicles and Fees (5)		38	\$120.43	\$717,024
Sports/Recreation/Exercise Equipment (6)		39	\$67.77	\$403,494
Photo Equipment and Supplies (7)		51	\$51.19	\$304,758
Reading (8)		54	\$80.31	\$478,167
Catered Affairs (9)		57	\$13.62	\$81,113
Food		54	\$4,028.25	\$23,984,182
Food at Home		54	\$2,360.52	\$14,054,548
Bakery and Cereal Products		55	\$315.92	\$1,880,955
Meats, Poultry, Fish, and Eggs		55	\$548.28	\$3,264,431
Dairy Products		54	\$261.75	\$1,558,459
Fruits and Vegetables		54	\$409.34	\$2,437,223
Snacks and Other Food at Home (10)		55	\$825.24	\$4,913,480
Food Away from Home		53	\$1,667.73	\$9,929,634
Alcoholic Beverages		57	\$315.73	\$1,879,863
Nonalcoholic Beverages at Home		55	\$233.67	\$1,391,241

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	46	\$774.85	\$4,613,436
Vehicle Loans	50	\$2,390.89	\$14,235,347
Health			
Nonprescription Drugs	52	\$51.64	\$307,473
Prescription Drugs	55	\$263.56	\$1,569,250
Eyeglasses and Contact Lenses	53	\$39.31	\$234,048
Home			
Mortgage Payment and Basics (11)	44	\$3,997.22	\$23,799,429
Maintenance and Remodeling Services	44	\$836.17	\$4,978,538
Maintenance and Remodeling Materials (12)	43	\$153.37	\$913,133
Utilities, Fuel, and Public Services	54	\$2,384.85	\$14,199,407
Household Furnishings and Equipment			
Household Textiles (13)	50	\$64.58	\$384,499
Furniture	49	\$285.39	\$1,699,183
Floor Coverings	51	\$37.07	\$220,686
Major Appliances (14)	48	\$140.83	\$838,485
Housewares (15)	46	\$38.05	\$226,575
Small Appliances	54	\$17.23	\$102,606
Luggage	49	\$4.41	\$26,227
Telephones and Accessories	37	\$15.30	\$91,116
Household Operations			
Child Care	49	\$217.77	\$1,296,571
Lawn and Garden (16)	45	\$184.47	\$1,098,329
Moving/Storage/Freight Express	48	\$27.98	\$166,570
Housekeeping Supplies (17)	53	\$359.08	\$2,137,930
Insurance			
Owners and Renters Insurance	47	\$211.54	\$1,259,487
Vehicle Insurance	53	\$593.10	\$3,531,309
Life/Other Insurance	50	\$200.40	\$1,193,160
Health Insurance	54	\$1,016.04	\$6,049,525
Personal Care Products (18)	52	\$202.84	\$1,207,720
School Books and Supplies (19)	64	\$66.01	\$393,020
Smoking Products	63	\$263.00	\$1,565,907
Transportation			
Vehicle Purchases (Net Outlay) (20)	50	\$2,128.92	\$12,675,606
Gasoline and Motor Oil	53	\$1,478.86	\$8,805,109
Vehicle Maintenance and Repairs	52	\$473.29	\$2,817,960
Travel			
Airline Fares	48	\$211.78	\$1,260,930
Lodging on Trips	47	\$197.30	\$1,174,750
Auto/Truck/Van Rental on Trips	47	\$16.90	\$100,630
Food and Drink on Trips	48	\$201.92	\$1,202,249

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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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