



## Retail Goods and Services Expenditures

81005 (Pueblo)  
81005 (PUEBLO, CO)  
Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rustbelt Retirees	42.7%	Population	29,800	30,884
Green Acres	10.2%	Households	12,170	12,698
Exurbanites	9.3%	Families	8,333	8,636
Simple Living	6.6%	Median Age	42.9	44.2
Midlife Junction	5.5%	Median Household Income	\$41,783	\$51,765
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		57	\$1,316.03	\$16,016,047
Men's		53	\$237.44	\$2,889,685
Women's		52	\$417.60	\$5,082,132
Children's		59	\$227.55	\$2,769,311
Footwear		39	\$157.61	\$1,918,047
Watches & Jewelry		83	\$156.26	\$1,901,737
Apparel Products and Services (1)		132	\$119.57	\$1,455,134
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$147.26	\$1,792,127
Software and Accessories for Home Use		79	\$21.86	\$266,048
<b>Entertainment &amp; Recreation</b>		84	\$2,634.68	\$32,064,002
Fees and Admissions		85	\$510.51	\$6,212,960
Membership Fees for Clubs (2)		88	\$140.40	\$1,708,638
Fees for Participant Sports, excl. Trips		85	\$87.60	\$1,066,051
Admission to Movie/Theatre/Opera/Ballet		81	\$119.53	\$1,454,656
Admission to Sporting Events, excl. Trips		87	\$50.35	\$612,808
Fees for Recreational Lessons		85	\$112.06	\$1,363,757
Dating Services		77	\$0.58	\$7,049
TV/Video/Audio		82	\$988.65	\$12,031,811
Community Antenna or Cable TV		85	\$594.66	\$7,236,974
Televisions		81	\$151.59	\$1,844,814
VCRs, Video Cameras, and DVD Players		78	\$15.29	\$186,119
Video Cassettes and DVDs		77	\$39.07	\$475,508
Video and Computer Game Hardware and Software		82	\$44.12	\$536,897
Satellite Dishes		75	\$0.92	\$11,159
Rental of Video Cassettes and DVDs		77	\$30.69	\$373,477
Streaming/Downloaded Video		84	\$1.14	\$13,848
Audio (3)		74	\$105.49	\$1,283,855
Rental and Repair of TV/Radio/Sound Equipment		77	\$5.68	\$69,161
Pets		103	\$429.36	\$5,225,282
Toys and Games (4)		82	\$115.75	\$1,408,634
Recreational Vehicles and Fees (5)		77	\$240.84	\$2,930,987
Sports/Recreation/Exercise Equipment (6)		64	\$111.57	\$1,357,851
Photo Equipment and Supplies (7)		82	\$82.59	\$1,005,063
Reading (8)		89	\$133.99	\$1,630,698
Catered Affairs (9)		89	\$21.42	\$260,717
<b>Food</b>		82	\$6,117.14	\$74,445,592
Food at Home		82	\$3,561.96	\$43,348,991
Bakery and Cereal Products		84	\$483.31	\$5,881,913
Meats, Poultry, Fish, and Eggs		82	\$821.43	\$9,996,754
Dairy Products		83	\$398.90	\$4,854,664
Fruits and Vegetables		82	\$623.34	\$7,585,997
Snacks and Other Food at Home (10)		82	\$1,234.98	\$15,029,663
Food Away from Home		82	\$2,555.19	\$31,096,601
Alcoholic Beverages		83	\$458.82	\$5,583,782
Nonalcoholic Beverages at Home		81	\$344.54	\$4,193,011

**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.



## Retail Goods and Services Expenditures

81005 (Pueblo)  
 81005 (PUEBLO, CO)  
 Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	87	\$1,460.61	\$17,775,589
Vehicle Loans	80	\$3,795.94	\$46,196,609
<b>Health</b>			
Nonprescription Drugs	84	\$83.47	\$1,015,829
Prescription Drugs	92	\$446.02	\$5,427,998
Eyeglasses and Contact Lenses	88	\$65.83	\$801,132
<b>Home</b>			
Mortgage Payment and Basics (11)	87	\$7,862.92	\$95,691,690
Maintenance and Remodeling Services	90	\$1,728.05	\$21,030,309
Maintenance and Remodeling Materials (12)	86	\$308.16	\$3,750,307
Utilities, Fuel, and Public Services	86	\$3,774.98	\$45,941,461
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	82	\$105.30	\$1,281,440
Furniture	81	\$471.56	\$5,738,862
Floor Coverings	96	\$69.56	\$846,540
Major Appliances (14)	85	\$250.68	\$3,050,806
Housewares (15)	71	\$59.14	\$719,689
Small Appliances	86	\$27.27	\$331,878
Luggage	83	\$7.46	\$90,827
Telephones and Accessories	52	\$21.35	\$259,805
<b>Household Operations</b>			
Child Care	77	\$343.63	\$4,181,982
Lawn and Garden (16)	88	\$357.31	\$4,348,448
Moving/Storage/Freight Express	69	\$40.50	\$492,836
Housekeeping Supplies (17)	84	\$569.60	\$6,932,015
<b>Insurance</b>			
Owners and Renters Insurance	90	\$405.37	\$4,933,301
Vehicle Insurance	84	\$943.49	\$11,482,269
Life/Other Insurance	92	\$371.79	\$4,524,666
Health Insurance	91	\$1,713.61	\$20,854,636
Personal Care Products (18)	81	\$313.34	\$3,813,352
School Books and Supplies (19)	79	\$81.93	\$997,052
Smoking Products	83	\$342.19	\$4,164,441
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	80	\$3,421.71	\$41,642,155
Gasoline and Motor Oil	82	\$2,276.48	\$27,704,815
Vehicle Maintenance and Repairs	83	\$753.82	\$9,174,011
<b>Travel</b>			
Airline Fares	82	\$366.48	\$4,460,091
Lodging on Trips	86	\$364.74	\$4,438,925
Auto/Truck/Van Rental on Trips	82	\$29.33	\$356,992
Food and Drink on Trips	84	\$355.48	\$4,326,150

**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.



## Retail Goods and Services Expenditures

81005 (Pueblo)  
81005 (PUEBLO, CO)  
Geography: ZIP Code

- (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.

**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.