



Retail MarketPlace Profile

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

Summary Demographics	
2010 Population	31,125
2010 Households	12,354
2010 Median Disposable Income	\$38,231
2010 Per Capita Income	\$23,112

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$266,434,525	\$253,879,780	\$12,554,745	2.4	156
Total Retail Trade	44-45	\$229,061,810	\$224,498,704	\$4,563,106	1.0	109
Total Food & Drink	722	\$37,372,715	\$29,381,076	\$7,991,639	12.0	47

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$52,883,495	\$16,293,892	\$36,589,603	52.9	13
Automobile Dealers	4411	\$44,461,998	\$12,769,439	\$31,692,559	55.4	7
Other Motor Vehicle Dealers	4412	\$4,162,091	\$0	\$4,162,091	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,259,406	\$3,524,453	\$734,953	9.4	6
Furniture & Home Furnishings Stores	442	\$7,738,874	\$190,045	\$7,548,829	95.2	1
Furniture Stores	4421	\$4,916,030	\$0	\$4,916,030	100.0	0
Home Furnishings Stores	4422	\$2,822,844	\$190,045	\$2,632,799	87.4	1
Electronics & Appliance Stores	4431	\$5,402,973	\$1,361,791	\$4,041,182	59.7	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,160,698	\$8,748,656	\$412,042	2.3	10
Bldg Material & Supplies Dealers	4441	\$8,429,145	\$8,748,656	-\$319,511	-1.9	10
Lawn & Garden Equip & Supply Stores	4442	\$731,553	\$0	\$731,553	100.0	0
Food & Beverage Stores	445	\$45,409,704	\$91,749,549	-\$46,339,845	-33.8	14
Grocery Stores	4451	\$40,547,797	\$88,263,789	-\$47,715,992	-37.0	8
Specialty Food Stores	4452	\$1,158,311	\$0	\$1,158,311	100.0	0
Beer, Wine & Liquor Stores	4453	\$3,703,596	\$3,485,760	\$217,836	3.0	6
Health & Personal Care Stores	446,4461	\$7,413,608	\$7,265,455	\$148,153	1.0	12
Gasoline Stations	447,4471	\$40,081,431	\$33,934,554	\$6,146,877	8.3	6
Clothing & Clothing Accessories Stores	448	\$9,154,121	\$1,672,423	\$7,481,698	69.1	8
Clothing Stores	4481	\$6,663,276	\$1,118,800	\$5,544,476	71.2	6
Shoe Stores	4482	\$1,216,414	\$553,623	\$662,791	37.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,274,431	\$0	\$1,274,431	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,940,336	\$1,198,303	\$1,742,033	42.1	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,534,887	\$1,198,303	\$336,584	12.3	8
Book, Periodical & Music Stores	4512	\$1,405,449	\$0	\$1,405,449	100.0	0
General Merchandise Stores	452	\$39,193,160	\$50,566,260	-\$11,373,100	-12.7	9
Department Stores Excluding Leased Depts.	4521	\$15,546,931	\$29,299,098	-\$13,752,167	-30.7	2
Other General Merchandise Stores	4529	\$23,646,229	\$21,267,162	\$2,379,067	5.3	7
Miscellaneous Store Retailers	453	\$4,470,436	\$3,790,616	\$679,820	8.2	16
Florists	4531	\$461,209	\$345,074	\$116,135	14.4	2
Office Supplies, Stationery & Gift Stores	4532	\$1,754,790	\$1,435,051	\$319,739	10.0	4
Used Merchandise Stores	4533	\$298,513	\$51,449	\$247,064	70.6	1
Other Miscellaneous Store Retailers	4539	\$1,955,924	\$1,959,042	-\$3,118	-0.1	9
Nonstore Retailers	454	\$5,212,974	\$7,727,160	-\$2,514,186	-19.4	4
Electronic Shopping & Mail-Order Houses	4541	\$2,345,746	\$4,953,006	-\$2,607,260	-35.7	1
Vending Machine Operators	4542	\$325,517	\$387,943	-\$62,426	-8.7	1
Direct Selling Establishments	4543	\$2,541,711	\$2,386,211	\$155,500	3.2	2
Food Services & Drinking Places	722	\$37,372,715	\$29,381,076	\$7,991,639	12.0	47
Full-Service Restaurants	7221	\$15,341,605	\$7,668,289	\$7,673,316	33.3	19
Limited-Service Eating Places	7222	\$18,919,818	\$20,964,563	-\$2,044,745	-5.1	24
Special Food Services	7223	\$2,098,410	\$0	\$2,098,410	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,012,882	\$748,224	\$264,658	15.0	4

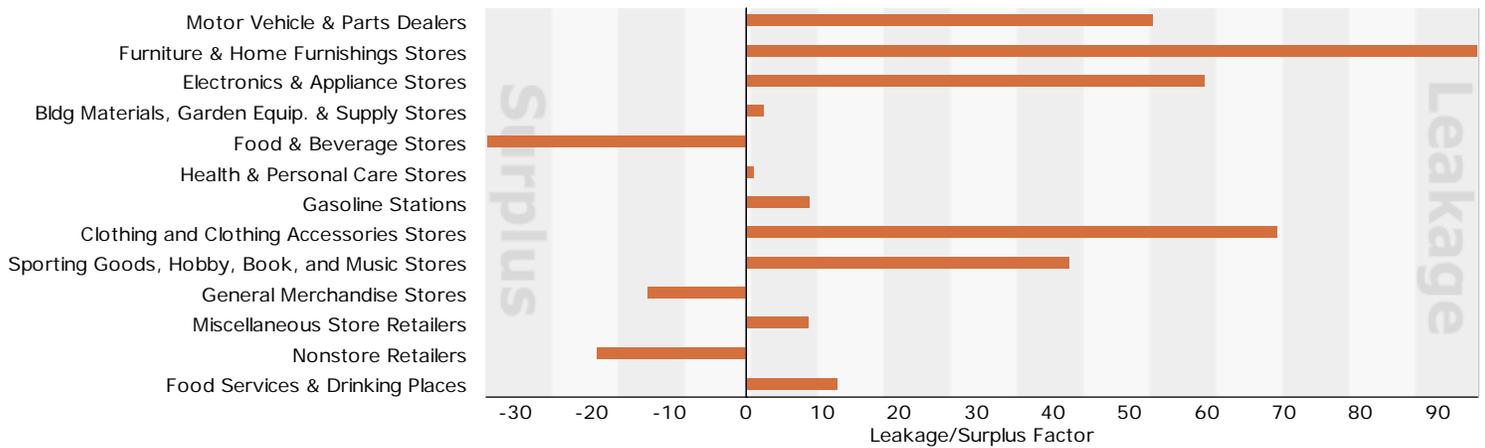
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

