



# Retail MarketPlace Profile

81006 (Pueblo)  
 81006 (Pueblo, CO)  
 Geography: ZIP Code

Summary Demographics	
2010 Population	12,899
2010 Households	4,731
2010 Median Disposable Income	\$40,227
2010 Per Capita Income	\$21,629

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$105,087,688	\$44,893,715	\$60,193,973	40.1	86
Total Retail Trade	44-45	\$90,582,343	\$38,060,243	\$52,522,100	40.8	64
Total Food & Drink	722	\$14,505,345	\$6,833,472	\$7,671,873	36.0	22

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$21,168,398	\$9,158,466	\$12,009,932	39.6	8
Automobile Dealers	4411	\$17,757,832	\$7,187,726	\$10,570,106	42.4	4
Other Motor Vehicle Dealers	4412	\$1,764,135	\$1,074,073	\$690,062	24.3	2
Auto Parts, Accessories & Tire Stores	4413	\$1,646,431	\$896,667	\$749,764	29.5	2
Furniture & Home Furnishings Stores	442	\$3,013,155	\$864,857	\$2,148,298	55.4	2
Furniture Stores	4421	\$1,909,686	\$0	\$1,909,686	100.0	0
Home Furnishings Stores	4422	\$1,103,469	\$864,857	\$238,612	12.1	2
Electronics & Appliance Stores	4431	\$2,136,001	\$0	\$2,136,001	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,611,514	\$6,571,787	-\$2,960,273	-29.1	9
Bldg Material & Supplies Dealers	4441	\$3,312,035	\$5,766,291	-\$2,454,256	-27.0	4
Lawn & Garden Equip & Supply Stores	4442	\$299,479	\$805,496	-\$506,017	-45.8	5
Food & Beverage Stores	445	\$17,713,837	\$7,311,034	\$10,402,803	41.6	22
Grocery Stores	4451	\$15,843,813	\$4,184,122	\$11,659,691	58.2	6
Specialty Food Stores	4452	\$450,561	\$2,292,353	-\$1,841,792	-67.1	14
Beer, Wine & Liquor Stores	4453	\$1,419,463	\$834,559	\$584,904	25.9	2
Health & Personal Care Stores	446,4461	\$2,889,148	\$1,704,243	\$1,184,905	25.8	3
Gasoline Stations	447,4471	\$16,074,252	\$8,025,312	\$8,048,940	33.4	3
Clothing & Clothing Accessories Stores	448	\$3,559,427	\$397,603	\$3,161,824	79.9	2
Clothing Stores	4481	\$2,593,735	\$180,578	\$2,413,157	87.0	1
Shoe Stores	4482	\$474,242	\$0	\$474,242	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$491,450	\$217,025	\$274,425	38.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,168,946	\$667,006	\$501,940	27.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$618,073	\$425,206	\$192,867	18.5	3
Book, Periodical & Music Stores	4512	\$550,873	\$241,800	\$309,073	39.0	1
General Merchandise Stores	452	\$15,403,551	\$2,677,706	\$12,725,845	70.4	1
Department Stores Excluding Leased Depts.	4521	\$6,117,599	\$0	\$6,117,599	100.0	0
Other General Merchandise Stores	4529	\$9,285,952	\$2,677,706	\$6,608,246	55.2	1
Miscellaneous Store Retailers	453	\$1,778,562	\$682,229	\$1,096,333	44.6	10
Florists	4531	\$189,355	\$268,391	-\$79,036	-17.3	3
Office Supplies, Stationery & Gift Stores	4532	\$686,256	\$74,384	\$611,872	80.4	2
Used Merchandise Stores	4533	\$116,502	\$70,739	\$45,763	24.4	3
Other Miscellaneous Store Retailers	4539	\$786,449	\$268,715	\$517,734	49.1	2
Nonstore Retailers	454	\$2,065,552	\$0	\$2,065,552	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$921,043	\$0	\$921,043	100.0	0
Vending Machine Operators	4542	\$126,650	\$0	\$126,650	100.0	0
Direct Selling Establishments	4543	\$1,017,859	\$0	\$1,017,859	100.0	0
Food Services & Drinking Places	722	\$14,505,345	\$6,833,472	\$7,671,873	36.0	22
Full-Service Restaurants	7221	\$5,941,895	\$4,784,261	\$1,157,634	10.8	17
Limited-Service Eating Places	7222	\$7,359,255	\$1,738,368	\$5,620,887	61.8	1
Special Food Services	7223	\$814,012	\$0	\$814,012	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$390,183	\$310,843	\$79,340	11.3	4

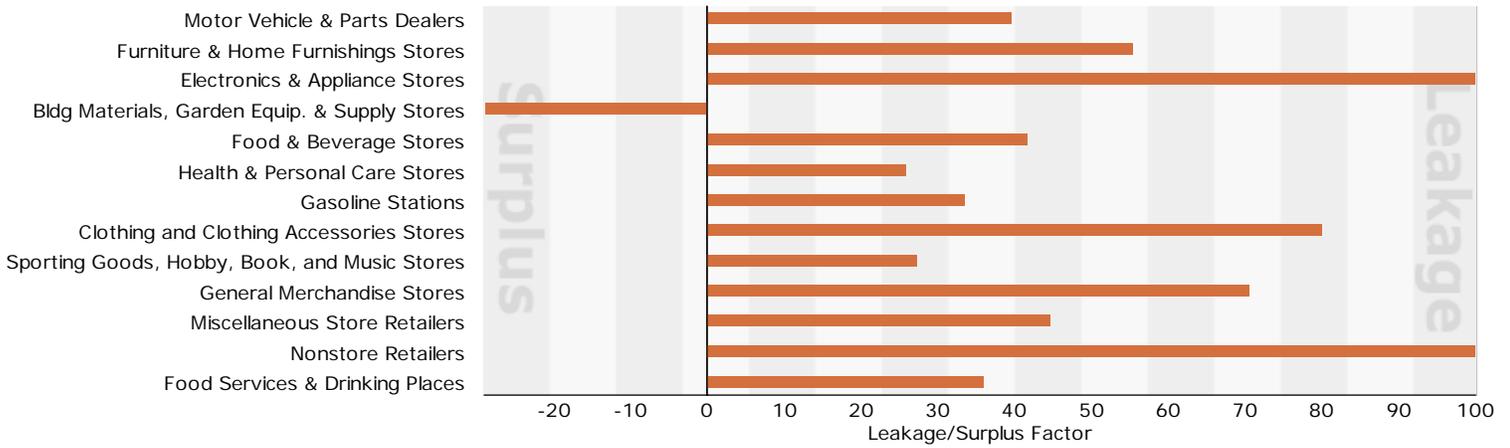
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

