



Retail MarketPlace Profile

81007 (Pueblo West)

81007 (Pueblo, CO)

Geography: ZIP Code

Summary Demographics	
2010 Population	27,809
2010 Households	9,807
2010 Median Disposable Income	\$48,968
2010 Per Capita Income	\$24,524

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$253,074,048	\$130,820,200	\$122,253,848	31.8	127
Total Retail Trade	44-45	\$217,475,020	\$113,669,674	\$103,805,346	31.3	87
Total Food & Drink	722	\$35,599,028	\$17,150,526	\$18,448,502	35.0	40

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$52,525,002	\$19,756,801	\$32,768,201	45.3	16
Automobile Dealers	4411	\$44,257,892	\$4,638,234	\$39,619,658	81.0	2
Other Motor Vehicle Dealers	4412	\$4,247,781	\$13,042,307	-\$8,794,526	-50.9	9
Auto Parts, Accessories & Tire Stores	4413	\$4,019,329	\$2,076,260	\$1,943,069	31.9	5
Furniture & Home Furnishings Stores	442	\$7,696,131	\$2,639,623	\$5,056,508	48.9	6
Furniture Stores	4421	\$4,935,264	\$752,132	\$4,183,132	73.6	1
Home Furnishings Stores	4422	\$2,760,867	\$1,887,491	\$873,376	18.8	5
Electronics & Appliance Stores	4431	\$5,359,104	\$2,723,579	\$2,635,525	32.6	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,917,390	\$3,984,575	\$4,932,815	38.2	18
Bldg Material & Supplies Dealers	4441	\$8,247,218	\$2,558,955	\$5,688,263	52.6	13
Lawn & Garden Equip & Supply Stores	4442	\$670,172	\$1,425,620	-\$755,448	-36.0	5
Food & Beverage Stores	445	\$41,881,475	\$22,634,326	\$19,247,149	29.8	12
Grocery Stores	4451	\$37,287,692	\$19,841,862	\$17,445,830	30.5	1
Specialty Food Stores	4452	\$1,071,391	\$459,978	\$611,413	39.9	5
Beer, Wine & Liquor Stores	4453	\$3,522,392	\$2,332,486	\$1,189,906	20.3	6
Health & Personal Care Stores	446,4461	\$6,490,352	\$3,001,399	\$3,488,953	36.8	7
Gasoline Stations	447,4471	\$37,597,794	\$41,447,178	-\$3,849,384	-4.9	4
Clothing & Clothing Accessories Stores	448	\$8,801,063	\$1,563,404	\$7,237,659	69.8	6
Clothing Stores	4481	\$6,396,562	\$1,023,276	\$5,373,286	72.4	4
Shoe Stores	4482	\$1,180,979	\$395,445	\$785,534	49.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,223,522	\$144,683	\$1,078,839	78.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,904,006	\$751,028	\$2,152,978	58.9	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,525,851	\$267,428	\$1,258,423	70.2	5
Book, Periodical & Music Stores	4512	\$1,378,155	\$483,600	\$894,555	48.0	1
General Merchandise Stores	452	\$36,912,776	\$14,640,694	\$22,272,082	43.2	3
Department Stores Excluding Leased Depts.	4521	\$14,950,072	\$11,499,539	\$3,450,533	13.0	1
Other General Merchandise Stores	4529	\$21,962,704	\$3,141,155	\$18,821,549	75.0	2
Miscellaneous Store Retailers	453	\$4,207,653	\$333,095	\$3,874,558	85.3	3
Florists	4531	\$433,291	\$0	\$433,291	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,649,828	\$0	\$1,649,828	100.0	0
Used Merchandise Stores	4533	\$296,316	\$0	\$296,316	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,828,218	\$333,095	\$1,495,123	69.2	3
Nonstore Retailers	454	\$4,182,274	\$193,972	\$3,988,302	91.1	1
Electronic Shopping & Mail-Order Houses	4541	\$2,239,836	\$0	\$2,239,836	100.0	0
Vending Machine Operators	4542	\$302,700	\$193,972	\$108,728	21.9	1
Direct Selling Establishments	4543	\$1,639,738	\$0	\$1,639,738	100.0	0
Food Services & Drinking Places	722	\$35,599,028	\$17,150,526	\$18,448,502	35.0	40
Full-Service Restaurants	7221	\$14,568,531	\$7,908,782	\$6,659,749	29.6	24
Limited-Service Eating Places	7222	\$18,117,432	\$8,060,253	\$10,057,179	38.4	12
Special Food Services	7223	\$1,986,121	\$183,858	\$1,802,263	83.1	1
Drinking Places - Alcoholic Beverages	7224	\$926,944	\$997,633	-\$70,689	-3.7	3

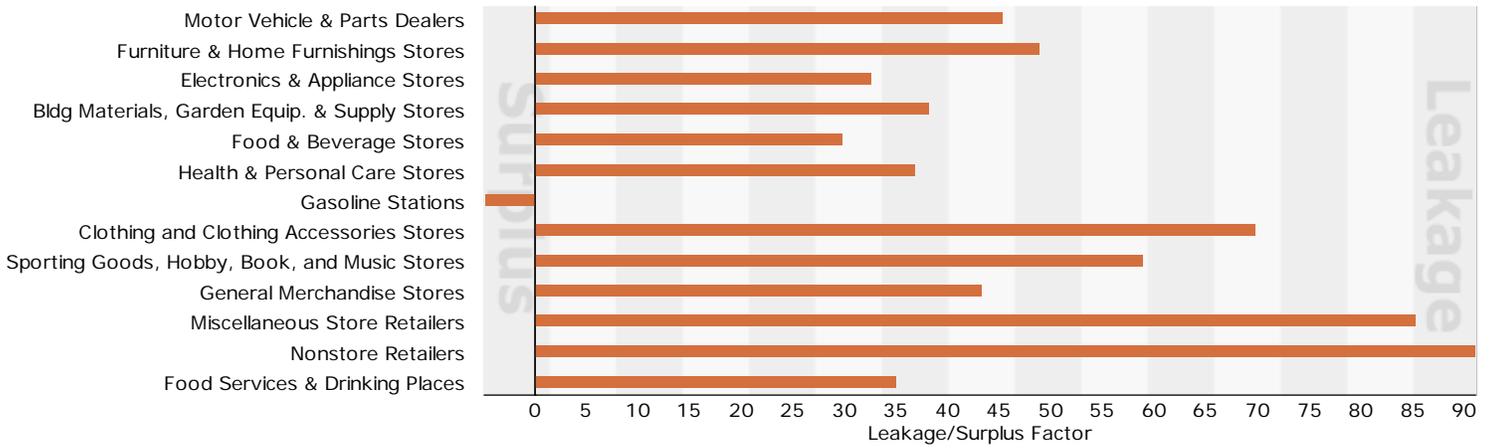
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

