

Retail Goods and Services Expenditures

Prepared by Pueblo County GIS

Pueblo County, Colorado

Top Tapestry Segments:		Demographic Summary	2008	2013
Rustbelt Traditions	10.8%	Population	156,781	166,188
Home Town	9.1%	Households	60,776	64,614
Rustbelt Retirees	8.4%	Families	40,818	42,770
Up and Coming Families	6.0%	Median Age	37.8	38.7
Green Acres	5.6%	Median Household Income	\$42,758	\$50,569

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	63	\$1,680.55	\$102,137,282
Men's	63	\$313.40	\$19,047,191
Women's	60	\$566.20	\$34,411,143
Children's	70	\$289.92	\$17,620,164
Footwear	51	\$247.26	\$15,027,688
Watches & Jewelry	73	\$162.00	\$9,845,621
Apparel Products and Services (1)	81	\$101.77	\$6,185,475
Computer			
Computers and Hardware for Home Use	74	\$155.09	\$9,425,539
Software and Accessories for Home Use	73	\$20.97	\$1,274,512
Entertainment & Recreation	75	\$2,792.55	\$169,719,903
Fees and Admissions	73	\$454.38	\$27,615,172
Membership Fees for Clubs (2)	75	\$124.38	\$7,559,449
Fees for Participant Sports, excl. Trips	75	\$85.56	\$5,199,973
Admission to Movie/Theatre/Opera/Ballet	72	\$107.88	\$6,556,351
Admission to Sporting Events, excl. Trips	72	\$44.12	\$2,681,281
Fees for Recreational Lessons	72	\$92.05	\$5,594,391
Dating Services	66	\$0.39	\$23,727
TV/Video/Sound Equipment	76	\$1,087.23	\$66,077,474
Community Antenna or Cable TV	78	\$574.17	\$34,896,020
Televisions	73	\$215.41	\$13,091,881
VCRs, Video Cameras, and DVD Players	77	\$25.70	\$1,562,075
Video Cassettes and DVDs	75	\$49.27	\$2,994,438
Video Game Hardware and Software	76	\$27.08	\$1,645,952
Satellite Dishes	80	\$0.89	\$54,148
Rental of Video Cassettes and DVDs	76	\$38.52	\$2,340,927
Streaming/Downloaded Video	69	\$0.56	\$34,331
Sound Equipment (3)	71	\$151.19	\$9,189,002
Rental and Repair of TV/Radio/Sound Equipm	76	\$4.42	\$268,700
Pets	79	\$349.30	\$21,228,778
Toys and Games	75	\$112.52	\$6,838,441
Recreational Vehicles and Fees (4)	75	\$325.95	\$19,809,761
Sports/Recreation/Exercise Equipment (5)	68	\$146.61	\$8,910,365
Photo Equipment and Supplies (6)	75	\$95.08	\$5,778,458
Reading (7)	77	\$221.49	\$13,461,454
Food	76	\$6,288.51	\$382,190,539
Food at Home	76	\$3,707.89	\$225,350,938
Bakery and Cereal Products	76	\$514.99	\$31,298,779
Meat, Poultry, Fish, and Eggs	76	\$926.92	\$56,334,307
Dairy Products	76	\$422.87	\$25,700,289
Fruit and Vegetables	75	\$621.91	\$37,797,211
Snacks and Other Food at Home (8)	76	\$1,221.21	\$74,220,352
Food Away from Home	75	\$2,580.62	\$156,839,601
Alcoholic Beverages	75	\$445.73	\$27,089,702
Nonalcoholic Beverages at Home	76	\$335.49	\$20,389,516

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	73	\$739.92	\$44,969,588
Vehicle Loans	75	\$4,330.47	\$263,188,589
Health			
Nonprescription Drugs	78	\$88.59	\$5,384,342
Prescription Drugs	82	\$467.79	\$28,430,105
Eyeglasses and Contact Lenses	77	\$59.48	\$3,614,892
Home			
Mortgage Payment and Basics (9)	73	\$6,696.80	\$407,004,964
Maintenance and Remodeling Services	71	\$1,465.13	\$89,044,488
Maintenance and Remodeling Materials (10)	72	\$300.96	\$18,290,930
Utilities, Fuel, and Public Services	78	\$3,538.81	\$215,074,439
Household Furnishings and Equipment			
Household Textiles (11)	74	\$104.14	\$6,329,220
Furniture	72	\$476.73	\$28,973,817
Floor Coverings	73	\$71.00	\$4,315,121
Major Appliances (12)	74	\$223.00	\$13,552,915
Housewares (13)	71	\$67.58	\$4,107,202
Small Appliances	75	\$26.35	\$1,601,246
Luggage	73	\$7.34	\$446,154
Telephones and Accessories	63	\$27.39	\$1,664,410
Household Operations			
Child Care	74	\$304.54	\$18,508,617
Lawn and Garden (14)	77	\$325.85	\$19,803,730
Moving/Storage/Freight Express	71	\$37.37	\$2,271,495
Housekeeping Supplies (15)	77	\$587.78	\$35,723,054
Insurance			
Owners and Renters Insurance	78	\$384.45	\$23,365,088
Vehicle Insurance	75	\$1,052.49	\$63,966,338
Life/Other Insurance	78	\$446.16	\$27,115,574
Health Insurance	79	\$1,611.83	\$97,960,357
Personal Care Products (16)	76	\$328.67	\$19,975,382
School Books and Supplies (17)	79	\$92.62	\$5,629,370
Smoking Products	80	\$363.75	\$22,107,113
Transportation			
Vehicle Purchases (Net Outlay) (18)	73	\$3,794.46	\$230,612,010
Gasoline and Motor Oil	76	\$1,914.24	\$116,339,847
Vehicle Maintenance and Repairs	74	\$739.42	\$44,939,251
Travel			
Airline Fares	71	\$296.95	\$18,047,648
Lodging on Trips	74	\$313.51	\$19,053,837
Auto/Truck/Van Rental on Trips	70	\$27.40	\$1,665,510
Food and Drink on Trips	74	\$347.46	\$21,117,327

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.

Pueblo County, Colorado

- (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) **Sound Equipment** includes 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) **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.
- (10) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (11) **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.
- (12) **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.
- (13) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (14) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (15) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (16) **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.
- (17) **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.
- (18) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (19) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.
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