

Pueblo Mall

PUEBLO | COLORADO



STEEL CITY

PUEBLO, COLORADO

Situated at the meeting point of the Arkansas River and Fountain Creek, Pueblo lies approximately **two hours south of Denver** and **40 minutes south of Colorado Springs**.

Livability.com ranked Pueblo one of the **best cities for first-time homebuyers** due to its affordable housing, vibrant culture and access to outdoor activities

Earning the nickname "**Steel City**" in the late 19th century, Pueblo remains **one of the largest steel-producing cities in the U.S.**

Pueblo is home to one of **North America's only rail-producing steel mills**, manufacturing some of the longest seamless rails in the world, making it a critical player in modern infrastructure and a cornerstone of the city's economy.

Pueblo is home to Colorado's **largest single event**, the Colorado State Fair, which sees **509K+ attendees during the 11-day event** and generates approximately **\$44M in revenue**.



PROPERTY AERIAL

MORE THAN
145,980 CPD

MAJOR INTERSTATE OF WESTERN U.S. STRETCHING THROUGH NEW MEXICO, COLORADO & WYOMING

INTERSTATE 25 73,818 CPD

HART RD 1,643 CPD

MEL HARMON DR 3,061 CPD

47 39,643 CPD

W 29TH ST 18,215 CPD



Dillard's

JCPenney

DILLON DR 11,247 CPD

TARGET

Dillon Dr

47

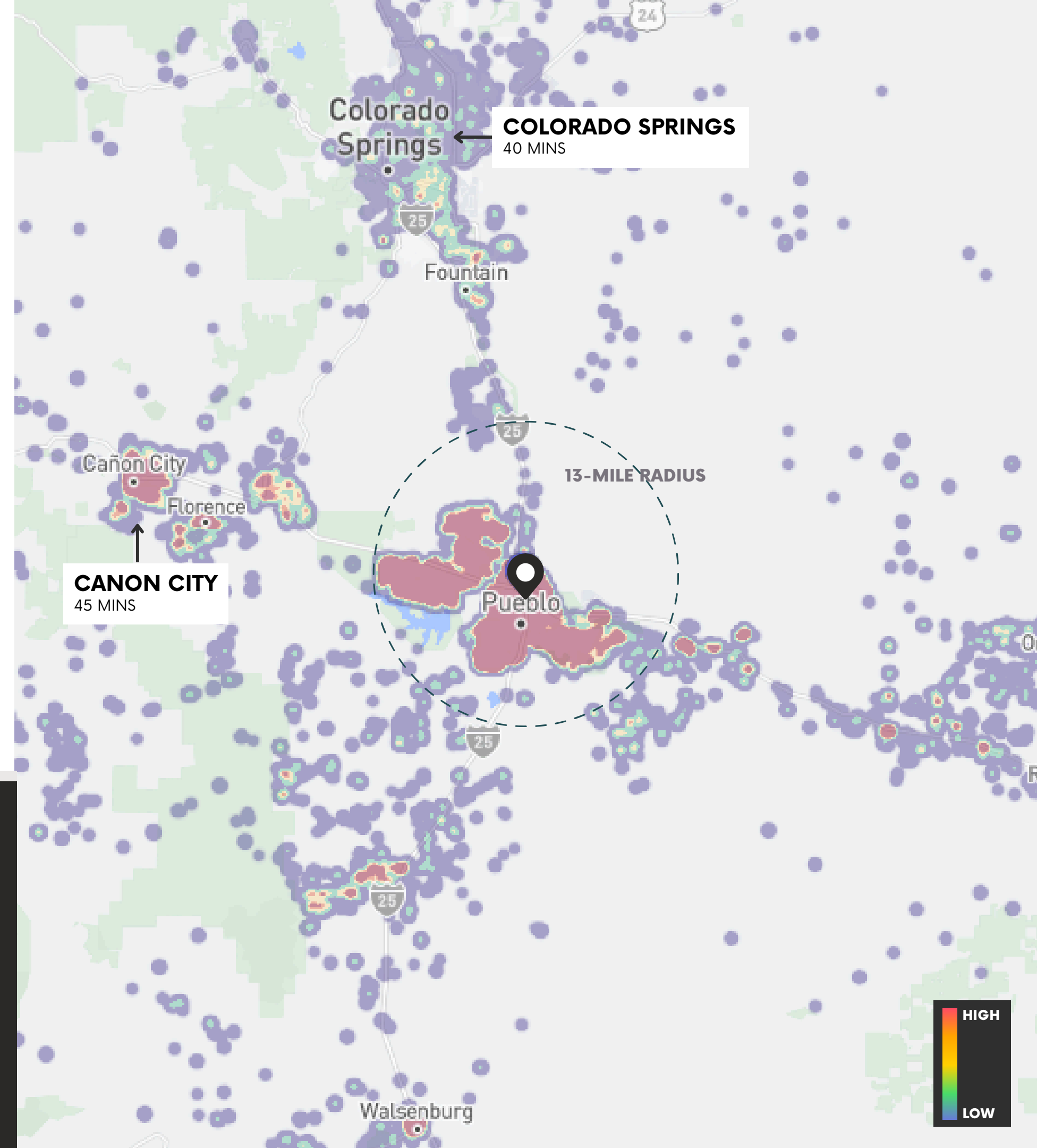
TRAFFIC DATA

Annual Visits **2.1M**
Annual Avg. Visit Frequency **6.8**
Avg. Dwell Time **53 MINS**

TRUE TRADE AREA DEMOGRAPHICS

Population	130,850	Average HHI	\$77,303
Daytime Population	149,690	HHI \$100K-\$125K	8%
Households	53,386	College Degree+	59%
Family Households	31,585		
Gen Alpha	18%		
Millennials	21%		
Baby Boomers	23%		

21,100+ FAMILY HOUSEHOLDS
WITHIN A 5 MILE RADIUS OF PUELO MALL



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$100K-\$150K **13%**
Avg. Discretionary Income **\$44,656**

PSYCHOGRAPHICS

Melting Pot Families **21%**

Hispanic families with lots of children working a mix of blue-collar, service, and farm-related jobs.

Small Town **19%**

Lower income households in or orbiting small towns.

Blue Collar Suburbs **18%**

Working-class singles and families in mainly blue-collar professions.



94% OF OUR CUSTOMER VISITS ARE LOYAL MAKING PUEBLO MALL THEIR GO-TO SHOPPING DESTINATION.



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Pueblo Mall

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