



Health and Beauty Market Potential

Zuni Pueblo CDP, NM
 Zuni Pueblo CDP, NM (3586595)
 Geography: Place

Prepared by Esri

Demographic Summary		2023	2028
Population		6,093	5,976
Population 18+		4,496	4,398
Households		1,605	1,590
Median Household Income		\$50,068	\$53,717
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	1,017	22.6%	90
Typically Spend 4-6 Hrs Exercising/Wk	809	18.0%	81
Typically Spend 7+ Hrs Exercising/Wk	859	19.1%	79
Exercise at Home 2+ Times/Wk	1,680	37.4%	76
Exercise at Club 2+ Times/Wk	431	9.6%	82
Exercise at Oth Facility (Not Club) 2+ Times/Wk	236	5.2%	68
Member of LA Fitness Club/Gym	23	0.5%	30
Member of Planet Fitness Club/Gym	224	5.0%	113
Member of YMCA Fitness Club/Gym	106	2.4%	85
Own Elliptical	206	4.6%	85
Own Stationary Bicycle	329	7.3%	69
Own Treadmill	446	9.9%	84
Own Weight Lifting Equipment	612	13.6%	71
Control Diet for Blood Sugar Level	706	15.7%	130
Control Diet for Cholesterol Level	704	15.7%	122
Control Diet for Food Allergies	67	1.5%	64
Control Diet to Maintain Weight	450	10.0%	86
Control Diet for Physical Fitness	583	13.0%	90
Control Diet for Salt Restriction	246	5.5%	131
Control Diet for Weight Loss	977	21.7%	103
Use Doctor's Care/Diet for Diet Method	344	7.7%	175
Use Exercise Program for Diet Method	290	6.5%	65
Buy Foods Specifically Labeled: Fat-Free	446	9.9%	107
Buy Foods Specifically Labeled: Gluten-Free	176	3.9%	70
Buy Foods Specifically Labeled: High Fiber	308	6.9%	86
Buy Foods Specifically Labeled: High Protein	372	8.3%	83
Buy Foods Specifically Labeled: Hormone-Free	103	2.3%	69
Buy Foods Specifically Labeled: Lactose-Free	162	3.6%	65
Buy Foods Specifically Labeled: Low-Calorie	374	8.3%	111
Buy Foods Specifically Labeled: Low-Carb	522	11.6%	114
Buy Foods Specifically Labeled: Low-Cholesterol	253	5.6%	109
Buy Foods Specifically Labeled: Low-Fat	307	6.8%	74
Buy Foods Specifically Labeled: Low-Sodium	606	13.5%	105
Buy Foods Specifically Labeled: Natural/Organic	502	11.2%	65
Buy Foods Specifically Labeled: Probiotic	140	3.1%	65
Buy Foods Specifically Labeled: Sugar-Free	580	12.9%	100
Consider Self to Be Semi-Vegetarian	407	9.1%	106
Used Meal/Dietary/Weight Loss Supplement/6 Mo	544	12.1%	121
Used Vitamins or Dietary Supplements/6 Mo	2,849	63.4%	96
Provide Services as Primary Caregiver/Caretaker	455	10.1%	167
Assist w/Chores as Caregiver/Caretaker	290	6.5%	164
Assist w/Personal Care as Caregiver/Caretaker	227	5.0%	168
Give Medication as Caregiver/Caretaker	205	4.6%	171
Make Doctor Appointments as Caregiver/Caretaker	266	5.9%	163
Provide Transportation as Caregiver/Caretaker	320	7.1%	165

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Visited Doctor/12 Mo	3,493	77.7%	97
Visited Doctor 1-2 Times/12 Mo	907	20.2%	90
Visited Doctor 3-5 Times/12 Mo	928	20.6%	89
Visited Doctor 6+ Times/12 Mo	1,659	36.9%	108
Visited Acupuncturist Doctor/12 Mo	43	1.0%	57
Visited Allergist Doctor/12 Mo	77	1.7%	83
Visited Cardiologist Doctor/12 Mo	560	12.5%	148
Visited Chiropractor/12 Mo	336	7.5%	89
Visited Dentist/12 Mo	1,602	35.6%	86
Visited Dermatologist Doctor/12 Mo	408	9.1%	79
Visited Ear or Nose or Throat Doctor/12 Mo	178	4.0%	87
Visited Eye Doctor/12 Mo	996	22.2%	103
Visited Gastroenterologist Doctor/12 Mo	272	6.0%	112
Visited General or Family Doctor/12 Mo	2,012	44.8%	105
Visited Internist Doctor/12 Mo	185	4.1%	77
Visited Physical Therapist Doctor/12 Mo	263	5.8%	104
Visited Podiatrist Doctor/12 Mo	156	3.5%	102
Visited Psychiatrist/Psychologist Doctor/12 Mo	138	3.1%	68
Visited Urologist Doctor/12 Mo	275	6.1%	131
Visited Nurse Practitioner/12 Mo	530	11.8%	163
Wear Regular/Sun/Tinted Prescription Eyeglasses	1,977	44.0%	95
Wear Bi-Focal/Multi-Focal/Progressive Glasses	916	20.4%	99
Wear Soft Contact Lenses	514	11.4%	77
Spent \$1-99 on Eyeglasses/12 Mo	169	3.8%	104
Spent \$100-199 on Eyeglasses/12 Mo	256	5.7%	105
Spent \$200-249 on Eyeglasses/12 Mo	143	3.2%	95
Spent \$250+ on Eyeglasses/12 Mo	492	10.9%	99
Spent \$1-199 on Contact Lenses/12 Mo	231	5.1%	89
Spent \$200+ on Contact Lenses/12 Mo	171	3.8%	69
Bought Prescrp Eyewear at Discount Optical Ctr	481	10.7%	156
Bought Prescrp Eyewear at Private Eye Doctor	1,155	25.7%	100
Bought Prescrp Eyewear at Retail Optical Chain	577	12.8%	85
Bought Prescrp Eyewear Online	203	4.5%	70
Used Acne Prescription Drug	77	1.7%	60
Used Allergy or Hay Fever Prescription Drug	397	8.8%	134
Used Anxiety or Panic Prescription Drug	425	9.5%	119
Used Arthritis/Osteoarthritis Prescription Drug	307	6.8%	193
Used Rheumatoid Arthritis Prescription Drug	152	3.4%	143
Used Asthma Prescription Drug	276	6.1%	127
Used Backache or Back Pain Prescription Drug	484	10.8%	146
Used Depression Prescription Drug	377	8.4%	114
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	399	8.9%	146
Used Heartburn or Acid Reflux Prescription Drug	401	8.9%	129
Used High Blood Pressure Prescription Drug	938	20.9%	133
Used High Cholesterol Prescription Drug	661	14.7%	125
Used Insomnia Prescription Drug	159	3.5%	138
Used Migraine Headache Prescription Drug	143	3.2%	106
Used Sinus Congestion/Headache Prescription Drug	186	4.1%	136
Used Urinary Tract Infection Prescription Drug	186	4.1%	125
Filled Prescription at Discount/Dept Store/12 Mo	235	5.2%	116
Filled Prescription at Drug Store/Pharmacy/12 Mo	1,774	39.5%	109
Filled Prescription at Supermarket/12 Mo	463	10.3%	97
Filled Prescription by Mail Order/12 Mo	468	10.4%	93
Filled Prescription Online/12 Mo	228	5.1%	69
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	347	7.7%	97
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	516	11.5%	111
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	343	7.6%	106
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	480	10.7%	140
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	431	9.6%	135
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	138	3.1%	95
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	237	5.3%	154

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Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	2,403	53.4%	118
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	1,303	29.0%	128
Used Medicated Skin Cream/Lotion/Spray/6 Mo	1,355	30.1%	103
Used Non-Medicated Nasal Spray/6 Mo	525	11.7%	105
Used Pain Relieving Rub or Liquid or Patch/6 Mo	1,417	31.5%	114
Used Sleeping Aid or Snore Relief/6 Mo	766	17.0%	121
Used Sore Throat Remedy or Cough Drops/6 Mo	2,015	44.8%	124
Used Sunburn Remedy/12 Mo	546	12.1%	105
Used Suntan or Sunscreen Prod/12 Mo	1,362	30.3%	76
Used Toothache/Gum/Canker Sore Remedy/6 Mo	477	10.6%	146
HH Used Children`s Cold Tablets/Liquids/6 Mo	164	10.2%	128
HH Used Children`s Cough Syrup/6 Mo	103	6.4%	104
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	260	16.2%	110
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	180	11.2%	98
Used Body Wash or Shower Gel/6 Mo	2,931	65.2%	102
Used Breath Freshener/6 Mo	1,739	38.7%	118
Used Gum Breath Freshener/6 Mo	1,069	23.8%	121
Used Mints Breath Freshener/6 Mo	792	17.6%	120
Used Thin Film Breath Freshener/6 Mo	110	2.4%	109
Used Complexion Care Prod/6 Mo	2,141	47.6%	90
Used Denture Adhesive or Fixative/6 Mo	262	5.8%	151
Used Denture Cleaner/6 Mo	479	10.7%	143
Used Eyeliner/Eyebrow Pencil/6 Mo	903	20.1%	83
Used Facial Moisturizer/6 Mo	2,007	44.6%	91
Used Personal Foot Care Prod/6 Mo	806	17.9%	98
Used Hair Coloring Prod at Home/6 Mo	906	20.2%	120
Used Hair Conditioning Treatment at Home/6 Mo	1,304	29.0%	113
Used Hair Growth Prod/6 Mo	226	5.0%	125
Used Hair Spray at Home/6 Mo	1,210	26.9%	109
Used Hair Styling Gel/Lotion/Mousse/6 Mo	1,429	31.8%	89
Used Mouthwash/6 Mo	3,082	68.5%	105
Used Mouthwash 8+ Times/7 Days	845	18.8%	116
Used Sensitive Toothpaste/6 Mo	879	19.6%	97
Used Whitening Toothpaste/6 Mo	1,720	38.3%	97
Used Tooth Whitener (Not Toothpaste)/6 Mo	364	8.1%	87
Used Tooth Whitener (Gel)/6 Mo	72	1.6%	95
Used Tooth Whitener (Strips)/6 Mo	210	4.7%	89
Visited Day Spa/6 Mo	146	3.2%	84
Purchased Prod at Salon or Day Spa/6 Mo	135	3.0%	80
Used Prof Service for Haircut/6 Mo	2,433	54.1%	93
Used Prof Svc for Hair Color/Highlights/6 Mo	554	12.3%	87
Used Prof Service for Facial/6 Mo	71	1.6%	67
Used Prof Service for Massage/6 Mo	211	4.7%	73
Used Prof Service for Manicure/6 Mo	431	9.6%	94
Used Prof Service for Pedicure/6 Mo	547	12.2%	91
Spent \$1-99 at Barber Shop/6 Mo	757	16.8%	116
Spent \$100+ at Barber Shop/6 Mo	287	6.4%	79
Spent \$1-99 at Beauty Salon/6 Mo	619	13.8%	109
Spent \$100+ at Beauty Salon/6 Mo	729	16.2%	85

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