



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

Population Summary	
2010 Total Population	6,505
2020 Total Population	6,176
2020 Group Quarters	9
2023 Total Population	6,093
2023 Group Quarters	9
2028 Total Population	5,976
2023-2028 Annual Rate	-0.39%
2023 Total Daytime Population	5,073
Workers	1,246
Residents	3,827
Household Summary	
2010 Households	1,588
2010 Average Household Size	4.09
2020 Total Households	1,618
2020 Average Household Size	3.81
2023 Households	1,605
2023 Average Household Size	3.79
2028 Households	1,590
2028 Average Household Size	3.75
2023-2028 Annual Rate	-0.19%
2010 Families	1,367
2010 Average Family Size	4.42
2023 Families	1,353
2023 Average Family Size	4.16
2028 Families	1,337
2028 Average Family Size	4.12
2023-2028 Annual Rate	-0.24%
Housing Unit Summary	
2000 Housing Units	1,635
Owner Occupied Housing Units	81.4%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	8.3%
2010 Housing Units	1,713
Owner Occupied Housing Units	83.0%
Renter Occupied Housing Units	9.8%
Vacant Housing Units	7.3%
2020 Housing Units	1,693
Owner Occupied Housing Units	84.0%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	4.4%
2023 Housing Units	1,676
Owner Occupied Housing Units	93.3%
Renter Occupied Housing Units	2.5%
Vacant Housing Units	4.2%
2028 Housing Units	1,658
Owner Occupied Housing Units	93.5%
Renter Occupied Housing Units	2.4%
Vacant Housing Units	4.1%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

2023 Households by Income

Household Income Base	1,605
<\$15,000	16.1%
\$15,000 - \$24,999	13.0%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	2.0%
\$200,000+	1.7%
Average Household Income	\$63,981

2028 Households by Income

Household Income Base	1,590
<\$15,000	15.7%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	3.1%
\$200,000+	2.3%
Average Household Income	\$72,356

2023 Owner Occupied Housing Units by Value

Total	1,563
<\$50,000	23.9%
\$50,000 - \$99,999	33.4%
\$100,000 - \$149,999	25.2%
\$150,000 - \$199,999	8.3%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	0.6%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	0.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$107,230

2028 Owner Occupied Housing Units by Value

Total	1,551
<\$50,000	23.4%
\$50,000 - \$99,999	33.1%
\$100,000 - \$149,999	24.1%
\$150,000 - \$199,999	8.4%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	6.0%
\$300,000 - \$399,999	0.5%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$110,477

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

	Zuni Pueblo C...
Median Household Income	
2023	\$50,068
2028	\$53,717
Median Home Value	
2023	\$89,128
2028	\$90,126
Per Capita Income	
2023	\$16,857
2028	\$19,255
Median Age	
2010	32.3
2020	35.8
2023	35.4
2028	38.3
2020 Population by Age	
Total	6,176
0 - 4	4.8%
5 - 9	7.9%
10 - 14	8.7%
15 - 24	13.1%
25 - 34	14.4%
35 - 44	11.3%
45 - 54	14.0%
55 - 64	14.2%
65 - 74	7.7%
75 - 84	3.1%
85 +	0.8%
18 +	73.9%
2023 Population by Age	
Total	6,093
0 - 4	7.2%
5 - 9	7.9%
10 - 14	7.5%
15 - 24	10.1%
25 - 34	16.8%
35 - 44	12.9%
45 - 54	12.9%
55 - 64	13.0%
65 - 74	8.2%
75 - 84	2.9%
85 +	0.7%
18 +	73.8%
2028 Population by Age	
Total	5,976
0 - 4	7.0%
5 - 9	7.1%
10 - 14	7.9%
15 - 24	11.7%
25 - 34	10.7%
35 - 44	14.9%
45 - 54	12.5%
55 - 64	13.0%
65 - 74	10.1%
75 - 84	4.1%
85 +	1.0%
18 +	73.6%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

	Zuni Pueblo C...
Males	2,993
Females	3,183
2023 Population by Sex	
Males	3,081
Females	3,012
2028 Population by Sex	
Males	3,047
Females	2,929
2010 Population by Race/Ethnicity	
Total	6,504
White Alone	1.2%
Black Alone	0.1%
American Indian Alone	97.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	2.7%
Diversity Index	10.7
2020 Population by Race/Ethnicity	
Total	6,176
White Alone	0.9%
Black Alone	0.1%
American Indian Alone	97.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.2%
Hispanic Origin	1.9%
Diversity Index	8.4
2023 Population by Race/Ethnicity	
Total	6,093
White Alone	0.9%
Black Alone	0.1%
American Indian Alone	97.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.2%
Hispanic Origin	1.8%
Diversity Index	8.4
2028 Population by Race/Ethnicity	
Total	5,976
White Alone	0.8%
Black Alone	0.1%
American Indian Alone	97.4%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.3%
Hispanic Origin	1.9%
Diversity Index	8.6

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

2020 Population by Relationship and Household Type	
Total	6,176
In Households	99.9%
Householder	26.1%
Opposite-Sex Spouse	8.0%
Same-Sex Spouse	0.0%
Opposite-Sex Unmarried Partner	3.4%
Same-Sex Unmarried Partner	0.1%
Biological Child	29.8%
Adopted Child	0.5%
Stepchild	1.0%
Grandchild	16.8%
Brother or Sister	3.9%
Parent	1.4%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	3.5%
Other Relatives	4.2%
Foster Child	0.1%
Other Nonrelatives	1.2%
In Group Quarters	0.1%
Institutionalized	0.0%
Noninstitutionalized	0.1%
2023 Population 25+ by Educational Attainment	
Total	4,100
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	17.9%
High School Graduate	31.8%
GED/Alternative Credential	6.3%
Some College, No Degree	26.1%
Associate Degree	7.6%
Bachelor's Degree	3.9%
Graduate/Professional Degree	1.8%
2023 Population 15+ by Marital Status	
Total	4,717
Never Married	51.8%
Married	32.7%
Widowed	8.8%
Divorced	6.7%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	2,535
Population 16+ Employed	90.8%
Population 16+ Unemployment rate	9.2%
Population 16-24 Employed	5.8%
Population 16-24 Unemployment rate	20.7%
Population 25-54 Employed	71.8%
Population 25-54 Unemployment rate	8.7%
Population 55-64 Employed	18.7%
Population 55-64 Unemployment rate	8.5%
Population 65+ Employed	3.7%
Population 65+ Unemployment rate	2.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

2023 Employed Population 16+ by Industry

Total	2,301
Agriculture/Mining	0.0%
Construction	4.8%
Manufacturing	16.1%
Wholesale Trade	1.4%
Retail Trade	11.0%
Transportation/Utilities	4.2%
Information	0.6%
Finance/Insurance/Real Estate	1.7%
Services	45.9%
Public Administration	14.1%

2023 Employed Population 16+ by Occupation

Total	2,301
White Collar	38.4%
Management/Business/Financial	6.0%
Professional	18.2%
Sales	8.2%
Administrative Support	6.0%
Services	32.6%
Blue Collar	29.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	1.8%
Production	18.0%
Transportation/Material Moving	3.0%

2020 Households by Type

Total	1,618
Married Couple Households	30.5%
With Own Children <18	10.4%
Without Own Children <18	20.1%
Cohabiting Couple Households	13.0%
With Own Children <18	6.4%
Without Own Children <18	6.6%
Male Householder, No Spouse/Partner	14.4%
Living Alone	6.8%
65 Years and over	1.2%
With Own Children <18	1.1%
Without Own Children <18, With Relatives	5.5%
No Relatives Present	1.1%
Female Householder, No Spouse/Partner	42.1%
Living Alone	7.7%
65 Years and over	4.3%
With Own Children <18	6.7%
Without Own Children <18, With Relatives	27.3%
No Relatives Present	0.4%

2020 Households by Size

Total	1,618
1 Person Household	14.5%
2 Person Household	20.0%
3 Person Household	18.2%
4 Person Household	15.3%
5 Person Household	10.7%
6 Person Household	8.0%
7 + Person Household	13.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

2020 Households by Tenure and Mortgage Status	
Total	1,618
Owner Occupied	87.9%
Owned with a Mortgage/Loan	13.4%
Owned Free and Clear	74.5%
Renter Occupied	12.1%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	249
Percent of Income for Mortgage	10.7%
Wealth Index	49
2020 Housing Units By Urban/ Rural Status	
Total	1,693
Urban Housing Units	0.0%
Rural Housing Units	100.0%
2020 Population By Urban/ Rural Status	
Total	6,176
Urban Population	0.0%
Rural Population	100.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023



Market Profile

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

Prepared by Esri

Zuni Pueblo C...

Top 3 Tapestry Segments	
1.	Rural Bypasses (10E)
2.	Southern Satellites (10A)
3.	Fresh Ambitions (13D)
2023 Consumer Spending	
Apparel & Services: Total \$	\$1,974,407
Average Spent	\$1,230.16
Spending Potential Index	56
Education: Total \$	\$1,258,781
Average Spent	\$784.29
Spending Potential Index	44
Entertainment/Recreation: Total \$	\$3,880,082
Average Spent	\$2,417.50
Spending Potential Index	64
Food at Home: Total \$	\$7,374,643
Average Spent	\$4,594.79
Spending Potential Index	68
Food Away from Home: Total \$	\$3,635,425
Average Spent	\$2,265.06
Spending Potential Index	61
Health Care: Total \$	\$8,695,709
Average Spent	\$5,417.89
Spending Potential Index	74
HH Furnishings & Equipment: Total \$	\$2,964,720
Average Spent	\$1,847.18
Spending Potential Index	63
Personal Care Products & Services: Total \$	\$863,859
Average Spent	\$538.23
Spending Potential Index	56
Shelter: Total \$	\$20,662,772
Average Spent	\$12,874.00
Spending Potential Index	52
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,440,568
Average Spent	\$2,143.66
Spending Potential Index	69
Travel: Total \$	\$2,071,871
Average Spent	\$1,290.89
Spending Potential Index	57
Vehicle Maintenance & Repairs: Total \$	\$1,438,737
Average Spent	\$896.41
Spending Potential Index	68

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

October 27, 2023