



Pets and Products 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 Households	Percent	MPI
HH Owns Cat	477	29.7%	129
HH Owns Dog	848	52.8%	134
HH Owns 1 Cat	218	13.6%	114
HH Owns 2+ Cats	260	16.2%	145
HH Owns 1 Dog	396	24.7%	103
HH Owns 2+ Dogs	452	28.2%	180
HH Used Canned or Wet Cat Food/6 Mo	279	17.4%	122
HH Used Packaged Dry Cat Food/6 Mo	459	28.6%	129
HH Used Cat Treats/6 Mo	245	15.3%	106
HH Used Cat Litter/6 Mo	386	24.0%	114
HH Used Canned or Wet Dog Food/6 Mo	344	21.4%	133
HH Used Packaged Dry Dog Food/6 Mo	801	49.9%	133
HH Used Dog Biscuits or Treats/6 Mo	629	39.2%	126
HH Used Flea/Tick/Parasite Prod for Cat/Dog	787	49.0%	141
HH Purchased Pet Food/12 Mo	89	5.5%	123
HH Purchased Pet Food from Grocery Store/12 Mo	480	29.9%	132
HH Purchased Pet Food from Petco/12 Mo	101	6.3%	93
HH Purchased Pet Food from PetSmart/12 Mo	153	9.5%	103
HH Purchased Pet Food from Oth Spec Pet Store/12 Mo	76	4.7%	90
HH Purchased Pet Food from Wholesale Club/12 Mo	91	5.7%	112
HH Purchased Pet Food Online/12 Mo	217	13.5%	117
HH Purchased Pet Food from Vet/12 Mo	47	2.9%	89
HH Spent \$1-99 on Pet Food/12 Mo	131	8.2%	138
HH Spent \$100 -199 on Pet Food/12 Mo	192	12.0%	144
HH Spent \$200-499 on Pet Food/12 Mo	255	15.9%	104
HH Spent \$500+ on Pet Food/12 Mo	278	17.3%	123
HH Purchased Flea Control Online/12 Mo	153	9.5%	145
HH Purchased Flea Control from Vet/12 Mo	306	19.1%	148
HH Took Pet 1 Time to Veterinarian/12 Mo	217	13.5%	110
HH Took Pet 2 Times to Veterinarian/12 Mo	224	14.0%	122
HH Took Pet 3 Times to Veterinarian/12 Mo	123	7.7%	122
HH Took Pet 4 Times to Veterinarian/12 Mo	86	5.4%	118
HH Took Pet 5+ Times to Veterinarian/12 Mo	178	11.1%	153
HH Spent \$1-99 on Veterinarian Care/12 Mo	47	2.9%	130
HH Spent \$100-199 on Veterinarian Care/12 Mo	98	6.1%	122
HH Spent \$200-499 on Veterinarian Care/12 Mo	250	15.6%	124
HH Spent \$500-799 on Veterinarian Care/12 Mo	146	9.1%	142
HH Spent \$800+ on Veterinarian Care/12 Mo	185	11.5%	124
HH Used Professional Pet Service/12 Mo	333	20.7%	118
HH Used Professional Pet Service 3+ Times/12 Mo	205	12.8%	115
HH Used Professional Boarding or Kennel Pet Service/12 Mo	87	5.4%	134
HH Used Professional Grooming Pet Service/12 Mo	273	17.0%	122
HH Has Pet Insurance	65	4.0%	87

Data Note: An MPI (Market Potential Index) measures the relative likelihood of households 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.