



# Retail 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 or HHs	Percent of Adults/HHs	MPI
<b>Apparel (Adults)</b>			
Bought Men`s Clothing/12 Mo	2,697	60.0%	98
Bought Women`s Clothing/12 Mo	2,351	52.3%	101
Bought Shoes/12 Mo	3,285	73.1%	98
Bought Fine Jewelry/12 Mo	1,055	23.5%	115
Bought Watch/12 Mo	761	16.9%	122
<b>Automobiles (Households)</b>			
HH Owns or Leases Any Vehicle	1,495	93.1%	102
HH Bought or Leased New Vehicle/12 Mo	139	8.7%	86
<b>Automotive Aftermarket (Adults)</b>			
Bought Gasoline/6 Mo	4,239	94.3%	104
Bought or Changed Motor Oil/12 Mo	2,644	58.8%	114
Had Vehicle Tune-Up/12 Mo	1,128	25.1%	101
<b>Beverages (Adults)</b>			
Drank Non-Diet (Regular) Cola/6 Mo	2,058	45.8%	124
Drank Beer or Ale/6 Mo	1,415	31.5%	79
<b>Cameras (Adults)</b>			
Own Digital Point and Shoot Camera/Camcorder	380	8.5%	77
Own Digital SLR Camera or Camcorder	460	10.2%	95
Printed Digital Photos/12 Mo	1,190	26.5%	98
<b>Cell Phones (Adults/Households)</b>			
Bought Cell Phone/12 Mo	1,703	37.9%	108
Have a Smartphone	4,194	93.3%	100
Have Android Phone (Any Brand) Smartphone	2,072	46.1%	119
Have Apple iPhone Smartphone	2,202	49.0%	87
HH Owns 1 Cell Phone	433	27.0%	88
HH Owns 2 Cell Phones	650	40.5%	104
HH Owns 3+ Cell Phones	503	31.3%	109
HH Has Cell Phone Only (No Landline Telephone)	1,112	69.3%	101
<b>Computers (Households)</b>			
HH Owns Computer	1,278	79.6%	93
HH Owns Desktop Computer	569	35.5%	89
HH Owns Laptop or Notebook	1,028	64.0%	91
HH Owns Apple/Mac Brand Computer	248	15.5%	64
HH Owns PC/Non-Apple Brand Computer	1,154	71.9%	101
HH Purchased Most Recent Home Computer at Store	619	38.6%	99
HH Purchased Most Recent Home Computer Online	402	25.0%	91
HH Spent \$1-499 on Most Recent Home Computer	299	18.6%	118
HH Spent \$500-999 on Most Recent Home Computer	321	20.0%	98
HH Spent \$1K-1499 on Most Recent Home Computer	134	8.3%	69
HH Spent \$1500-1999 on Most Recent Home Computer	58	3.6%	79
HH Spent \$2K+ on Most Recent Home Computer	50	3.1%	58

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



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<b>Convenience Stores (Adults)</b>			
Shopped at C-Store/6 Mo	3,274	72.8%	114
Bought Brewed Coffee at C-Store/30 Days	502	11.2%	93
Bought Cigarettes at C-Store/30 Days	549	12.2%	200
Bought Gas at C-Store/30 Days	2,377	52.9%	134
Spent \$1-19 at C-Store/30 Days	242	5.4%	73
Spent \$20-39 at C-Store/30 Days	484	10.8%	109
Spent \$40-50 at C-Store/30 Days	354	7.9%	101
Spent \$51-99 at C-Store/30 Days	356	7.9%	129
Spent \$100+ at C-Store/30 Days	1,340	29.8%	143
<b>Entertainment (Adults)</b>			
Attended Movie/6 Mo	1,375	30.6%	83
Went to Live Theater/12 Mo	215	4.8%	70
Went to Bar or Night Club/12 Mo	450	10.0%	62
Dined Out/12 Mo	2,422	53.9%	103
Gambled at Casino/12 Mo	487	10.8%	101
Visited Theme Park/12 Mo	498	11.1%	95
Viewed Movie (Video-on-Demand)/30 Days	430	9.6%	86
Viewed TV Show (Video-on-Demand)/30 Days	227	5.0%	67
Used Internet to Download Movie/30 Days	183	4.1%	68
Downloaded Individual Song/6 Mo	1,030	22.9%	114
Used Internet to Watch Movie/30 Days	1,173	26.1%	76
Used Internet to Watch TV Program/30 Days	787	17.5%	79
Played (Console) Video or Electronic Game/12 Mo	586	13.0%	102
Played (Portable) Video or Electronic Game/12 Mo	299	6.7%	100
<b>Financial (Adults)</b>			
Have 1st Home Mortgage	1,473	32.8%	86
Used ATM or Cash Machine/12 Mo	2,756	61.3%	97
Own Any Stock	435	9.7%	65
Own U.S. Savings Bonds	188	4.2%	59
Own Shares in Mutual Fund (Stocks)	336	7.5%	55
Own Shares in Mutual Fund (Bonds)	238	5.3%	62
Have Interest Checking Account	1,632	36.3%	92
Have Non-Interest Checking Account	1,714	38.1%	100
Have Savings Account	2,815	62.6%	85
Have 401(k) Retirement Savings Plan	807	17.9%	74
Own or Used Any Credit/Debit Card/12 Mo	4,102	91.2%	98
Avg \$1-110 Monthly Credit Card Expenditures	572	12.7%	111
Avg \$111-225 Monthly Credit Card Expenditures	381	8.5%	111
Avg \$226-450 Monthly Credit Card Expenditures	341	7.6%	82
Avg \$451-700 Monthly Credit Card Expenditures	388	8.6%	94
Avg \$701-1000 Monthly Credit Card Expenditures	264	5.9%	72
Avg \$1001-2000 Monthly Credit Card Expenditures	318	7.1%	60
Avg \$2001+ Monthly Credit Card Expenditures	341	7.6%	69
Did Banking Online/12 Mo	2,333	51.9%	88
Did Banking by Mobile Device/12 Mo	1,847	41.1%	86

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<b>Grocery (Adults)</b>			
HH Used Bread/6 Mo	1,520	94.7%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	1,110	69.2%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	227	14.1%	96
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	921	57.4%	95
HH Used Fresh Fruit or Vegetables/6 Mo	1,379	85.9%	97
HH Used Fresh Milk/6 Mo	1,334	83.1%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	921	57.4%	65
<b>Health (Adults)</b>			
Exercise at Home 2+ Times/Wk	1,680	37.4%	76
Exercise at Club 2+ Times/Wk	431	9.6%	82
Visited Doctor/12 Mo	3,493	77.7%	97
Used Vitamins or Dietary Supplements/6 Mo	2,849	63.4%	96
<b>Home (Households)</b>			
HH Did Home Improvement/12 Mo	604	37.6%	96
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	371	23.1%	76
HH Purchased Low Ticket HH Furnishing/12 Mo	395	24.6%	100
HH Purchased Big Ticket HH Furnishing/12 Mo	365	22.7%	80
HH Bought Small Kitchen Appliance/12 Mo	422	26.3%	101
HH Bought Large Kitchen Appliance/12 Mo	280	17.4%	107
<b>Insurance (Adults/Households)</b>			
Currently Carry Life Insurance	2,467	54.9%	107
Personally Carry Any Med/Hosp/Accident Insur	3,824	85.1%	100
Homeowner Carries Home/Personal Property Insurance	2,804	62.4%	101
Renter Carries Home/Pers Property Insurance	416	9.3%	78
HH Has 1 Vehicle Covered w/Auto Insurance	428	26.7%	87
HH Has 2 Vehicles Covered w/Auto Insurance	542	33.8%	103
HH Has 3+ Vehicles Covered w/Auto Insurance	525	32.7%	124
<b>Pets (Households)</b>			
HH Owns Cat	477	29.7%	129
HH Owns Dog	848	52.8%	134
<b>Psychographics (Adults)</b>			
<b>Represents adults who "completely agree" with the statement:</b>			
Am Interested in How to Help Env: 4-Agr Cmpl	782	17.4%	94
Buying American Is Important: 4-Agr Cmpl	1,989	44.2%	138
Buy Based on Quality Not Price: 4-Agr Cmpl	583	13.0%	86
Buy on Credit Rather Than Wait: 4-Agr Cmpl	566	12.6%	99
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	539	12.0%	109
Will Pay More for Env Safe Prods: 4-Agr Cmpl	400	8.9%	73
Buy Based on Price Not Brands: 4-Agr Cmpl	1,366	30.4%	112
Am Interested in How to Help Env: 4-Agr Cmpl	782	17.4%	94
<b>Reading (Adults)</b>			
Bought Digital Book/12 Mo	722	16.1%	85
Bought Hardcover Book/12 Mo	1,104	24.6%	91
Bought Paperback Book/12 Mo	1,418	31.5%	93
Read Daily Newspaper (Paper Version)	705	15.7%	102
Read Digital Newspaper/30 Days	1,779	39.6%	78
Read Magazine (Paper/Electronic Vers)/6 Mo	3,747	83.3%	96

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<b>Restaurants (Adults)</b>			
Went to Family Restrnt/SteakHse/6 Mo	3,136	69.8%	105
Went to Family Restrnt/SteakHse 4+ Times/30 Days	998	22.2%	108
Went to Fast Food/Drive-In Restaurant/6 Mo	4,142	92.1%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	2,130	47.4%	122
Ordered Eat-In Fast Food/6 Mo	1,073	23.9%	117
Ordered Home Delivery Fast Food/6 Mo	388	8.6%	64
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	2,988	66.5%	114
Ordered Take-Out/Walk-In Fast Food/6 Mo	888	19.8%	88
<b>Television &amp; Electronics (Adults/Households)</b>			
Own Tablet	2,437	54.2%	92
Own E-Reader	481	10.7%	75
Own E-Reader/Tablet: Apple iPad	1,291	28.7%	77
HH Owns Internet Connectable TV	691	43.1%	100
Own Portable MP3 Player	510	11.3%	101
HH Owns 1 TV	208	13.0%	71
HH Owns 2 TVs	419	26.1%	92
HH Owns 3 TVs	366	22.8%	100
HH Owns 4+ TVs	462	28.8%	128
HH Subscribes to Cable TV	372	23.2%	68
HH Subscribes to Fiber Optic TV	35	2.2%	41
HH Owns Portable GPS Device	349	21.7%	105
HH Purchased Video Game System/12 Mo	116	7.2%	90
HH Owns Internet Video Device for TV	784	48.8%	93
<b>Travel (Adults)</b>			
Took Domestic Trip in Continental U.S./12 Mo	2,199	48.9%	91
Took 3+ Domestic Non-Business Trips/12 Mo	572	12.7%	91
Spent \$1-999 on Domestic Vacations/12 Mo	501	11.1%	81
Spent \$1K-1499 on Domestic Vacations/12 Mo	237	5.3%	83
Spent \$1500-1999 on Domestic Vacations/12 Mo	125	2.8%	73
Spent \$2K-2999 on Domestic Vacations/12 Mo	140	3.1%	78
Spent \$3K+ on Domestic Vacations/12 Mo	245	5.4%	82
Used Intrnt Travel Site for Domestic Trip/12 Mo	165	3.7%	66
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	838	18.6%	56
Took 3+ Foreign Trips by Plane/3 Yrs	148	3.3%	45
Spent \$1-999 on Foreign Vacations/12 Mo	145	3.2%	41
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	72	1.6%	52
Spent \$3K+ on Foreign Vacations/12 Mo	126	2.8%	66
Used General Travel Site: Foreign Trip/3 Yrs	128	2.8%	45
Spent Night at Hotel or Motel/12 Mo	1,984	44.1%	97
Took Cruise of More Than One Day/3 Yrs	348	7.7%	77
Member of Frequent Flyer Program	639	14.2%	52
Member of Hotel Rewards Program	1,016	22.6%	78

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