



## Health and Beauty Market Potential

Cocopah

Prepared by Esri

Demographic Summary		2022	2027
Population		873	940
Population 18+		665	719
Households		360	383
Median Household Income		\$36,509	\$40,853
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	142	21.4%	89
Typically spend 4-6 hours exercising per week	126	18.9%	87
Typically spend 7+ hours exercising per week	137	20.6%	89
Exercise at home 2+ times per week	217	32.6%	80
Exercise at club 2+ times per week	61	9.2%	67
Exercise at other facility 2+ times per week	51	7.7%	97
Member of LA Fitness club/gym	6	0.9%	46
Member of Planet Fitness club/gym	32	4.8%	99
Member of YMCA Fitness club/gym	17	2.6%	87
Own elliptical	20	3.0%	63
Own stationary bicycle	40	6.0%	79
Own treadmill	71	10.7%	109
Own weight lifting equipment	79	11.9%	75
Control diet for blood sugar level	85	12.8%	112
Control diet for cholesterol level	84	12.6%	106
Control diet for food allergies	15	2.3%	96
Control diet to maintain weight	58	8.7%	82
Control diet for physical fitness	82	12.3%	101
Control diet for salt restriction	30	4.5%	110
Control diet for weight loss	135	20.3%	111
Used doctor's care/diet for diet method	32	4.8%	146
Used exercise program for diet method	60	9.0%	102
Buy foods specifically labeled as fat-free	47	7.1%	78
Buy foods specifically labeled as gluten-free	37	5.6%	96
Buy foods specifically labeled as high fiber	50	7.5%	104
Buy foods specifically labeled as high protein	47	7.1%	77
Buy foods specifically labeled as hormone-free	15	2.3%	68
Buy foods specifically labeled as lactose-free	29	4.4%	88
Buy foods specifically labeled as low-calorie	44	6.6%	95
Buy foods specifically labeled as low-carb	56	8.4%	89
Buy foods specifically labeled as low-cholesterol	38	5.7%	116
Buy foods specifically labeled as low-fat	41	6.2%	73
Buy foods specifically labeled as low-sodium	88	13.2%	113
Buy foods specifically labeled as natural/organic	79	11.9%	73
Buy foods specifically labeled as probiotic	15	2.3%	53
Buy foods specifically labeled as sugar-free	75	11.3%	98
Consider self to be semi-vegetarian	51	7.7%	97
Used meal/dietary/weight loss supplement last 6 months	68	10.2%	107
Used vitamins/dietary supplements in last 6 months	346	52.0%	86
Provide services as a primary caregiver/caretaker	47	7.1%	110
Assist with chores as caregiver/caretaker	29	4.4%	111
Assist with personal care as caregiver/caretaker	25	3.8%	115
Give medication as caregiver/caretaker	23	3.5%	122
Make doctor appointments as caregiver/caretaker	30	4.5%	122
Provide transportation as caregiver/caretaker	28	4.2%	99

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March 22, 2023

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	466	70.1%	88
Visited doctor in last 12 months: 1-2 times	136	20.5%	87
Visited doctor in last 12 months: 3-5 times	137	20.6%	86
Visited doctor in last 12 months: 6+ times	193	29.0%	91
Visited doctor in last 12 months: acupuncturist	8	1.2%	75
Visited doctor in last 12 months: allergist	24	3.6%	171
Visited doctor in last 12 months: cardiologist	54	8.1%	101
Visited doctor in last 12 months: chiropractor	41	6.2%	74
Visited doctor in last 12 months: dentist	205	30.8%	77
Visited doctor in last 12 months: dermatologist	56	8.4%	79
Visited doctor in last 12 months: ear/nose/throat	35	5.3%	109
Visited doctor in last 12 months: eye	135	20.3%	90
Visited doctor in last 12 months: gastroenterologist	29	4.4%	89
Visited doctor in last 12 months: general/family	256	38.5%	88
Visited doctor in last 12 months: internist	27	4.1%	75
Visited doctor in last 12 months: physical therapist	29	4.4%	77
Visited doctor in last 12 months: podiatrist	13	2.0%	67
Visited doctor in last 12 months: psychiatrist/psychologist	24	3.6%	94
Filled prescription online in the last 12 months	20	3.0%	52
Visited doctor in last 12 months: urologist	30	4.5%	103
Visited nurse practitioner in last 12 months	44	6.6%	93
Wear regular/sun/tinted prescription eyeglasses	274	41.2%	95
Wear bi-focal/multi-focal/progressive glasses	116	17.4%	91
Wear soft contact lenses	80	12.0%	92
Spent on eyeglasses in last 12 months: \$1-99	22	3.3%	95
Spent on eyeglasses in last 12 months: \$100-\$199	30	4.5%	87
Spent on eyeglasses in last 12 months: \$200-\$249	20	3.0%	95
Spent on eyeglasses in last 12 months: \$250+	65	9.8%	94
Spent on contact lenses in last 12 months: \$1-\$199	34	5.1%	95
Spent on contact lenses in last 12 months: \$200+	26	3.9%	78
Bought prescription eyewear: discount optical ctr	58	8.7%	108
Bought prescription eyewear: private eye doctor	157	23.6%	93
Bought prescription eyewear: retail optical chain	80	12.0%	89
Bought prescription eyewear: online	28	4.2%	73
Used prescription drug for acne	16	2.4%	87
Used prescription drug for allergy/hay fever	37	5.6%	90
Used prescription drug for anxiety/panic	45	6.8%	94
Used prescription drug for arthritis/osteoarthritis	25	3.8%	115
Used prescription drug for rheumatoid arthritis	22	3.3%	132
Used prescription drug for asthma	34	5.1%	111
Used prescription drug for backache/back pain	65	9.8%	138
Used prescription drug for depression	49	7.4%	107
Used prescription drug for diabetes (non-insulin dependent Type-2)	41	6.2%	111
Used prescription drug for heartburn/acid reflux	49	7.4%	111
Used prescription drug for high blood pressure	118	17.7%	121
Used prescription drug for high cholesterol	79	11.9%	112
Used prescription drug for insomnia	13	2.0%	85
Used prescription drug for migraine headache	24	3.6%	120
Used prescription drug for sinus congestion/headache	24	3.6%	114
Used prescription drug for urinary tract infection	18	2.7%	78
Filled prescription last 12 months: at discount/dept store	29	4.4%	92
Filled prescription last 12 months: at drug store/pharmacy	198	29.8%	89
Filled prescription last 12 months: at supermarket	54	8.1%	84
Filled prescription last 12 months: by mail order	43	6.5%	68
Spent out of pocket prescription drugs/30 days: <\$1-9	51	7.7%	108
Spent out of pocket prescription drugs/30 days: \$10-19	39	5.9%	60
Spent out of pocket prescription drugs/30 days: \$20-29	43	6.5%	98
Spent out of pocket prescription drugs/30 days: \$30-49	39	5.9%	80
Spent out of pocket prescription drugs/30 days: \$50-99	48	7.2%	110
Spent out of pocket prescription drugs/30 days: \$100-149	20	3.0%	106
Spent out of pocket prescription drugs/30 days: \$150+	27	4.1%	134

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	312	46.9%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	209	31.4%	116
Used last 6 months: medicated skin cream/lotion/spray	204	30.7%	104
Used last 6 months: non-medicated nasal spray	82	12.3%	105
Used last 6 months: pain relieving rub/liquid/patch	195	29.3%	109
Used last 6 months: sleeping aid/snore relief	89	13.4%	105
Used last 6 months: sore throat remedy/cough drops	284	42.7%	104
Used last 12 months: sunburn remedy	79	11.9%	93
Used last 12 months: suntan/sunscreen product	161	24.2%	63
Used last 6 months: toothache/gum/canker sore remedy	86	12.9%	156
HH used last 6 months: children`s cold tablets/liquids	34	9.4%	109
HH used last 6 months: children`s cough syrup	26	7.2%	98
HH used kids pain reliever/fever reducer last 6 months	55	15.3%	97
HH used kids vitamins/nutritional suppl last 6 months	39	10.8%	92
Used body wash/shower gel in last 6 months	481	72.3%	112
Used breath freshener in last 6 months	274	41.2%	118
Used breath freshener in last 6 months: gum	175	26.3%	127
Used breath freshener in last 6 months: mints	118	17.7%	113
Used breath freshener in last 6 months: thin film	16	2.4%	105
Used complexion care product in last 6 months	302	45.4%	87
Used denture adhesive/fixative in last 6 months	56	8.4%	187
Used denture cleaner in last 6 months	71	10.7%	129
Used facial moisturizer in last 6 months	280	42.1%	88
Used personal foot care product in last 6 months	117	17.6%	95
Used hair coloring product (at home) last 6 months	123	18.5%	106
Used hair conditioning treatment (at home) in last 6 months	239	35.9%	135
Used hair growth product in last 6 months	33	5.0%	143
Used hair spray (at home) in last 6 months	182	27.4%	100
Used hair styling gel/lotion/mousse in last 6 months	244	36.7%	104
Used mouthwash in last 6 months	471	70.8%	109
Used mouthwash 8+ times in last 7 days	133	20.0%	124
Used sensitive toothpaste in last 6 months	113	17.0%	91
Used whitening toothpaste in last 6 months	224	33.7%	90
Used tooth whitener (not toothpaste) in last 6 months	61	9.2%	92
Used tooth whitener (gel) in last 6 months	16	2.4%	138
Used tooth whitener (strips) in last 6 months	32	4.8%	89
Visited a day spa in last 6 months	20	3.0%	77
Purchased product at salon/day spa in last 6 months	20	3.0%	76
Used professional service last 6 months: haircut	345	51.9%	89
Used professional service last 6 months: hair color/highlights	78	11.7%	80
Used professional service last 6 months: facial	12	1.8%	80
Used professional service last 6 months: massage	34	5.1%	76
Used professional service last 6 months: manicure	72	10.8%	100
Used professional service last 6 months: pedicure	89	13.4%	99
Spent \$1-99 at barber shops in last 6 months	88	13.2%	90
Spent \$100+ at barber shops in last 6 months	51	7.7%	106
Spent \$1-99 at beauty salons in last 6 months	88	13.2%	105
Spent \$100+ at beauty salons in last 6 months	75	11.3%	65

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