



# Health and Beauty Market Potential

Colorado River Indian Tribes

Prepared by Esri

<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		8,313	8,056
Population 18+		6,346	6,114
Households		2,956	2,875
Median Household Income		\$41,658	\$43,645
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 1-3 hours exercising per week	1,423	22.4%	93
Typically spend 4-6 hours exercising per week	1,254	19.8%	91
Typically spend 7+ hours exercising per week	1,455	22.9%	99
Exercise at home 2+ times per week	2,419	38.1%	94
Exercise at club 2+ times per week	643	10.1%	74
Exercise at other facility 2+ times per week	361	5.7%	72
Member of LA Fitness club/gym	69	1.1%	55
Member of Planet Fitness club/gym	263	4.1%	85
Member of YMCA Fitness club/gym	130	2.0%	70
Own elliptical	302	4.8%	100
Own stationary bicycle	433	6.8%	90
Own treadmill	571	9.0%	92
Own weight lifting equipment	971	15.3%	97
Control diet for blood sugar level	764	12.0%	106
Control diet for cholesterol level	797	12.6%	105
Control diet for food allergies	136	2.1%	91
Control diet to maintain weight	592	9.3%	88
Control diet for physical fitness	722	11.4%	93
Control diet for salt restriction	251	4.0%	96
Control diet for weight loss	1,052	16.6%	91
Used doctor`s care/diet for diet method	251	4.0%	120
Used exercise program for diet method	461	7.3%	82
Buy foods specifically labeled as fat-free	591	9.3%	103
Buy foods specifically labeled as gluten-free	389	6.1%	106
Buy foods specifically labeled as high fiber	425	6.7%	93
Buy foods specifically labeled as high protein	510	8.0%	88
Buy foods specifically labeled as hormone-free	192	3.0%	91
Buy foods specifically labeled as lactose-free	266	4.2%	85
Buy foods specifically labeled as low-calorie	353	5.6%	80
Buy foods specifically labeled as low-carb	599	9.4%	100
Buy foods specifically labeled as low-cholesterol	316	5.0%	101
Buy foods specifically labeled as low-fat	549	8.7%	102
Buy foods specifically labeled as low-sodium	814	12.8%	110
Buy foods specifically labeled as natural/organic	913	14.4%	88
Buy foods specifically labeled as probiotic	262	4.1%	97
Buy foods specifically labeled as sugar-free	737	11.6%	101
Consider self to be semi-vegetarian	517	8.1%	103
Used meal/dietary/weight loss supplement last 6 months	567	8.9%	93
Used vitamins/dietary supplements in last 6 months	3,896	61.4%	101
Provide services as a primary caregiver/caretaker	456	7.2%	112
Assist with chores as caregiver/caretaker	279	4.4%	112
Assist with personal care as caregiver/caretaker	258	4.1%	124
Give medication as caregiver/caretaker	210	3.3%	117
Make doctor appointments as caregiver/caretaker	257	4.0%	109
Provide transportation as caregiver/caretaker	301	4.7%	111

**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 2022 and 2027.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	4,955	78.1%	98
Visited doctor in last 12 months: 1-2 times	1,322	20.8%	88
Visited doctor in last 12 months: 3-5 times	1,446	22.8%	95
Visited doctor in last 12 months: 6+ times	2,186	34.4%	108
Visited doctor in last 12 months: acupuncturist	84	1.3%	82
Visited doctor in last 12 months: allergist	118	1.9%	88
Visited doctor in last 12 months: cardiologist	652	10.3%	128
Visited doctor in last 12 months: chiropractor	480	7.6%	91
Visited doctor in last 12 months: dentist	2,415	38.1%	95
Visited doctor in last 12 months: dermatologist	799	12.6%	118
Visited doctor in last 12 months: ear/nose/throat	332	5.2%	109
Visited doctor in last 12 months: eye	1,320	20.8%	92
Visited doctor in last 12 months: gastroenterologist	342	5.4%	110
Visited doctor in last 12 months: general/family	2,799	44.1%	101
Visited doctor in last 12 months: internist	344	5.4%	100
Visited doctor in last 12 months: physical therapist	448	7.1%	124
Visited doctor in last 12 months: podiatrist	192	3.0%	104
Visited doctor in last 12 months: psychiatrist/psychologist	231	3.6%	95
Filled prescription online in the last 12 months	336	5.3%	92
Visited doctor in last 12 months: urologist	314	4.9%	113
Visited nurse practitioner in last 12 months	524	8.3%	116
Wear regular/sun/tinted prescription eyeglasses	2,651	41.8%	96
Wear bi-focal/multi-focal/progressive glasses	1,241	19.6%	102
Wear soft contact lenses	717	11.3%	86
Spent on eyeglasses in last 12 months: \$1-99	215	3.4%	98
Spent on eyeglasses in last 12 months: \$100-\$199	364	5.7%	111
Spent on eyeglasses in last 12 months: \$200-\$249	194	3.1%	96
Spent on eyeglasses in last 12 months: \$250+	628	9.9%	96
Spent on contact lenses in last 12 months: \$1-\$199	257	4.0%	75
Spent on contact lenses in last 12 months: \$200+	214	3.4%	67
Bought prescription eyewear: discount optical ctr	544	8.6%	106
Bought prescription eyewear: private eye doctor	1,585	25.0%	98
Bought prescription eyewear: retail optical chain	841	13.3%	98
Bought prescription eyewear: online	319	5.0%	87
Used prescription drug for acne	194	3.1%	110
Used prescription drug for allergy/hay fever	382	6.0%	97
Used prescription drug for anxiety/panic	467	7.4%	102
Used prescription drug for arthritis/osteoarthritis	214	3.4%	103
Used prescription drug for rheumatoid arthritis	227	3.6%	143
Used prescription drug for asthma	336	5.3%	115
Used prescription drug for backache/back pain	520	8.2%	116
Used prescription drug for depression	426	6.7%	97
Used prescription drug for diabetes (non-insulin dependent Type-2)	371	5.8%	106
Used prescription drug for heartburn/acid reflux	458	7.2%	109
Used prescription drug for high blood pressure	991	15.6%	107
Used prescription drug for high cholesterol	830	13.1%	123
Used prescription drug for insomnia	126	2.0%	87
Used prescription drug for migraine headache	180	2.8%	94
Used prescription drug for sinus congestion/headache	202	3.2%	100
Used prescription drug for urinary tract infection	202	3.2%	92
Filled prescription last 12 months: at discount/dept store	371	5.8%	124
Filled prescription last 12 months: at drug store/pharmacy	2,216	34.9%	104
Filled prescription last 12 months: at supermarket	619	9.8%	101
Filled prescription last 12 months: by mail order	686	10.8%	114
Spent out of pocket prescription drugs/30 days: <\$1-9	555	8.7%	123
Spent out of pocket prescription drugs/30 days: \$10-19	614	9.7%	99
Spent out of pocket prescription drugs/30 days: \$20-29	435	6.9%	103
Spent out of pocket prescription drugs/30 days: \$30-49	540	8.5%	116
Spent out of pocket prescription drugs/30 days: \$50-99	426	6.7%	102
Spent out of pocket prescription drugs/30 days: \$100-149	186	2.9%	104
Spent out of pocket prescription drugs/30 days: \$150+	161	2.5%	84

**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 2022 and 2027.



# Health and Beauty Market Potential

Colorado River Indian Tribes

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	2,904	45.8%	99
Used last 6 months: cough syrup/suppressant(nonprescr)	1,815	28.6%	105
Used last 6 months: medicated skin cream/lotion/spray	1,971	31.1%	105
Used last 6 months: non-medicated nasal spray	711	11.2%	96
Used last 6 months: pain relieving rub/liquid/patch	1,692	26.7%	99
Used last 6 months: sleeping aid/snore relief	852	13.4%	106
Used last 6 months: sore throat remedy/cough drops	2,545	40.1%	98
Used last 12 months: sunburn remedy	746	11.8%	92
Used last 12 months: suntan/sunscreen product	2,367	37.3%	97
Used last 6 months: toothache/gum/canker sore remedy	654	10.3%	124
HH used last 6 months: children`s cold tablets/liquids	280	9.5%	110
HH used last 6 months: children`s cough syrup	259	8.8%	119
HH used kids pain reliever/fever reducer last 6 months	478	16.2%	102
HH used kids vitamins/nutritional suppl last 6 months	384	13.0%	110
Used body wash/shower gel in last 6 months	4,122	65.0%	101
Used breath freshener in last 6 months	2,189	34.5%	99
Used breath freshener in last 6 months: gum	1,236	19.5%	94
Used breath freshener in last 6 months: mints	914	14.4%	92
Used breath freshener in last 6 months: thin film	137	2.2%	94
Used complexion care product in last 6 months	3,213	50.6%	97
Used denture adhesive/fixative in last 6 months	384	6.1%	134
Used denture cleaner in last 6 months	653	10.3%	124
Used facial moisturizer in last 6 months	3,114	49.1%	102
Used personal foot care product in last 6 months	1,358	21.4%	116
Used hair coloring product (at home) last 6 months	1,235	19.5%	111
Used hair conditioning treatment (at home) in last 6 months	1,798	28.3%	106
Used hair growth product in last 6 months	225	3.5%	102
Used hair spray (at home) in last 6 months	1,934	30.5%	112
Used hair styling gel/lotion/mousse in last 6 months	2,166	34.1%	97
Used mouthwash in last 6 months	4,223	66.5%	102
Used mouthwash 8+ times in last 7 days	1,110	17.5%	108
Used sensitive toothpaste in last 6 months	1,223	19.3%	103
Used whitening toothpaste in last 6 months	2,288	36.1%	97
Used tooth whitener (not toothpaste) in last 6 months	548	8.6%	86
Used tooth whitener (gel) in last 6 months	87	1.4%	79
Used tooth whitener (strips) in last 6 months	339	5.3%	99
Visited a day spa in last 6 months	199	3.1%	80
Purchased product at salon/day spa in last 6 months	214	3.4%	85
Used professional service last 6 months: haircut	3,627	57.2%	98
Used professional service last 6 months: hair color/highlights	862	13.6%	93
Used professional service last 6 months: facial	155	2.4%	108
Used professional service last 6 months: massage	363	5.7%	85
Used professional service last 6 months: manicure	637	10.0%	93
Used professional service last 6 months: pedicure	742	11.7%	86
Spent \$1-99 at barber shops in last 6 months	920	14.5%	99
Spent \$100+ at barber shops in last 6 months	355	5.6%	77
Spent \$1-99 at beauty salons in last 6 months	816	12.9%	102
Spent \$100+ at beauty salons in last 6 months	1,028	16.2%	93

**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 2022 and 2027.