



Demographic Summary		2022	2027
Population		1,059	1,057
Population 18+		629	611
Households		299	299
Median Household Income		\$26,469	\$31,903
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	147	23.4%	97
Typically spend 4-6 hours exercising per week	103	16.4%	75
Typically spend 7+ hours exercising per week	118	18.8%	81
Exercise at home 2+ times per week	200	31.8%	78
Exercise at club 2+ times per week	51	8.1%	59
Exercise at other facility 2+ times per week	43	6.8%	86
Member of LA Fitness club/gym	15	2.4%	122
Member of Planet Fitness club/gym	29	4.6%	95
Member of YMCA Fitness club/gym	6	1.0%	33
Own elliptical	28	4.5%	94
Own stationary bicycle	39	6.2%	82
Own treadmill	41	6.5%	66
Own weight lifting equipment	80	12.7%	81
Control diet for blood sugar level	58	9.2%	81
Control diet for cholesterol level	69	11.0%	92
Control diet for food allergies	11	1.7%	74
Control diet to maintain weight	40	6.4%	60
Control diet for physical fitness	56	8.9%	73
Control diet for salt restriction	18	2.9%	70
Control diet for weight loss	80	12.7%	69
Used doctor`s care/diet for diet method	14	2.2%	67
Used exercise program for diet method	34	5.4%	61
Buy foods specifically labeled as fat-free	58	9.2%	102
Buy foods specifically labeled as gluten-free	40	6.4%	110
Buy foods specifically labeled as high fiber	35	5.6%	77
Buy foods specifically labeled as high protein	45	7.2%	78
Buy foods specifically labeled as hormone-free	12	1.9%	57
Buy foods specifically labeled as lactose-free	37	5.9%	119
Buy foods specifically labeled as low-calorie	42	6.7%	96
Buy foods specifically labeled as low-carb	55	8.7%	93
Buy foods specifically labeled as low-cholesterol	43	6.8%	138
Buy foods specifically labeled as low-fat	36	5.7%	68
Buy foods specifically labeled as low-sodium	59	9.4%	80
Buy foods specifically labeled as natural/organic	60	9.5%	58
Buy foods specifically labeled as probiotic	18	2.9%	67
Buy foods specifically labeled as sugar-free	66	10.5%	91
Consider self to be semi-vegetarian	55	8.7%	110
Used meal/dietary/weight loss supplement last 6 months	45	7.2%	75
Used vitamins/dietary supplements in last 6 months	320	50.9%	84
Provide services as a primary caregiver/caretaker	32	5.1%	79
Assist with chores as caregiver/caretaker	20	3.2%	81
Assist with personal care as caregiver/caretaker	18	2.9%	87
Give medication as caregiver/caretaker	12	1.9%	67
Make doctor appointments as caregiver/caretaker	12	1.9%	51
Provide transportation as caregiver/caretaker	14	2.2%	52

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	421	66.9%	84
Visited doctor in last 12 months: 1-2 times	162	25.8%	109
Visited doctor in last 12 months: 3-5 times	123	19.6%	82
Visited doctor in last 12 months: 6+ times	137	21.8%	68
Visited doctor in last 12 months: acupuncturist	9	1.4%	89
Visited doctor in last 12 months: allergist	9	1.4%	68
Visited doctor in last 12 months: cardiologist	32	5.1%	63
Visited doctor in last 12 months: chiropractor	29	4.6%	56
Visited doctor in last 12 months: dentist	183	29.1%	73
Visited doctor in last 12 months: dermatologist	42	6.7%	63
Visited doctor in last 12 months: ear/nose/throat	13	2.1%	43
Visited doctor in last 12 months: eye	81	12.9%	57
Visited doctor in last 12 months: gastroenterologist	22	3.5%	71
Visited doctor in last 12 months: general/family	211	33.5%	77
Visited doctor in last 12 months: internist	12	1.9%	35
Visited doctor in last 12 months: physical therapist	17	2.7%	48
Visited doctor in last 12 months: podiatrist	7	1.1%	38
Visited doctor in last 12 months: psychiatrist/psychologist	22	3.5%	91
Filled prescription online in the last 12 months	21	3.3%	58
Visited doctor in last 12 months: urologist	18	2.9%	65
Visited nurse practitioner in last 12 months	41	6.5%	91
Wear regular/sun/tinted prescription eyeglasses	183	29.1%	67
Wear bi-focal/multi-focal/progressive glasses	64	10.2%	53
Wear soft contact lenses	64	10.2%	78
Spent on eyeglasses in last 12 months: \$1-99	26	4.1%	119
Spent on eyeglasses in last 12 months: \$100-\$199	34	5.4%	104
Spent on eyeglasses in last 12 months: \$200-\$249	8	1.3%	40
Spent on eyeglasses in last 12 months: \$250+	29	4.6%	45
Spent on contact lenses in last 12 months: \$1-\$199	38	6.0%	112
Spent on contact lenses in last 12 months: \$200+	13	2.1%	41
Bought prescription eyewear: discount optical ctr	38	6.0%	75
Bought prescription eyewear: private eye doctor	98	15.6%	61
Bought prescription eyewear: retail optical chain	63	10.0%	74
Bought prescription eyewear: online	26	4.1%	72
Used prescription drug for acne	16	2.5%	92
Used prescription drug for allergy/hay fever	30	4.8%	77
Used prescription drug for anxiety/panic	34	5.4%	75
Used prescription drug for arthritis/osteoarthritis	16	2.5%	78
Used prescription drug for rheumatoid arthritis	22	3.5%	140
Used prescription drug for asthma	26	4.1%	90
Used prescription drug for backache/back pain	43	6.8%	97
Used prescription drug for depression	26	4.1%	60
Used prescription drug for diabetes (non-insulin dependent Type-2)	29	4.6%	83
Used prescription drug for heartburn/acid reflux	39	6.2%	93
Used prescription drug for high blood pressure	68	10.8%	74
Used prescription drug for high cholesterol	53	8.4%	79
Used prescription drug for insomnia	9	1.4%	62
Used prescription drug for migraine headache	15	2.4%	79
Used prescription drug for sinus congestion/headache	19	3.0%	95
Used prescription drug for urinary tract infection	14	2.2%	64
Filled prescription last 12 months: at discount/dept store	26	4.1%	87
Filled prescription last 12 months: at drug store/pharmacy	155	24.6%	73
Filled prescription last 12 months: at supermarket	47	7.5%	77
Filled prescription last 12 months: by mail order	28	4.5%	47
Spent out of pocket prescription drugs/30 days: <\$1-9	29	4.6%	65
Spent out of pocket prescription drugs/30 days: \$10-19	43	6.8%	70
Spent out of pocket prescription drugs/30 days: \$20-29	23	3.7%	55
Spent out of pocket prescription drugs/30 days: \$30-49	41	6.5%	89
Spent out of pocket prescription drugs/30 days: \$50-99	36	5.7%	87
Spent out of pocket prescription drugs/30 days: \$100-149	11	1.7%	62
Spent out of pocket prescription drugs/30 days: \$150+	7	1.1%	37

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Health and Beauty Market Potential

Maricopa (Ak-Chin)

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	269	42.8%	92
Used last 6 months: cough syrup/suppressant(nonprescr)	246	39.1%	144
Used last 6 months: medicated skin cream/lotion/spray	151	24.0%	81
Used last 6 months: non-medicated nasal spray	76	12.1%	103
Used last 6 months: pain relieving rub/liquid/patch	190	30.2%	113
Used last 6 months: sleeping aid/snore relief	79	12.6%	99
Used last 6 months: sore throat remedy/cough drops	283	45.0%	110
Used last 12 months: sunburn remedy	68	10.8%	84
Used last 12 months: suntan/sunscreen product	153	24.3%	63
Used last 6 months: toothache/gum/canker sore remedy	72	11.4%	138
HH used last 6 months: children`s cold tablets/liquids	47	15.7%	182
HH used last 6 months: children`s cough syrup	41	13.7%	186
HH used kids pain reliever/fever reducer last 6 months	78	26.1%	165
HH used kids vitamins/nutritional suppl last 6 months	51	17.1%	145
Used body wash/shower gel in last 6 months	433	68.8%	107
Used breath freshener in last 6 months	251	39.9%	114
Used breath freshener in last 6 months: gum	166	26.4%	127
Used breath freshener in last 6 months: mints	94	14.9%	95
Used breath freshener in last 6 months: thin film	17	2.7%	118
Used complexion care product in last 6 months	350	55.6%	107
Used denture adhesive/fixative in last 6 months	30	4.8%	106
Used denture cleaner in last 6 months	49	7.8%	94
Used facial moisturizer in last 6 months	317	50.4%	105
Used personal foot care product in last 6 months	126	20.0%	109
Used hair coloring product (at home) last 6 months	134	21.3%	122
Used hair conditioning treatment (at home) in last 6 months	184	29.3%	110
Used hair growth product in last 6 months	26	4.1%	119
Used hair spray (at home) in last 6 months	204	32.4%	119
Used hair styling gel/lotion/mousse in last 6 months	275	43.7%	124
Used mouthwash in last 6 months	456	72.5%	111
Used mouthwash 8+ times in last 7 days	140	22.3%	138
Used sensitive toothpaste in last 6 months	110	17.5%	94
Used whitening toothpaste in last 6 months	232	36.9%	99
Used tooth whitener (not toothpaste) in last 6 months	85	13.5%	135
Used tooth whitener (gel) in last 6 months	20	3.2%	183
Used tooth whitener (strips) in last 6 months	53	8.4%	155
Visited a day spa in last 6 months	18	2.9%	73
Purchased product at salon/day spa in last 6 months	16	2.5%	64
Used professional service last 6 months: haircut	325	51.7%	89
Used professional service last 6 months: hair color/highlights	69	11.0%	75
Used professional service last 6 months: facial	16	2.5%	113
Used professional service last 6 months: massage	31	4.9%	74
Used professional service last 6 months: manicure	54	8.6%	79
Used professional service last 6 months: pedicure	77	12.2%	90
Spent \$1-99 at barber shops in last 6 months	79	12.6%	86
Spent \$100+ at barber shops in last 6 months	38	6.0%	83
Spent \$1-99 at beauty salons in last 6 months	78	12.4%	99
Spent \$100+ at beauty salons in last 6 months	64	10.2%	58

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