



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		1,615	2,289
Population 18+		1,378	1,953
Households		626	945
Median Household Income		\$54,829	\$59,408
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Typically Spend 1-3 Hrs Exercising/Wk	309	22.4%	90
Typically Spend 4-6 Hrs Exercising/Wk	286	20.8%	94
Typically Spend 7+ Hrs Exercising/Wk	375	27.2%	112
Exercise at Home 2+ Times/Wk	626	45.4%	92
Exercise at Club 2+ Times/Wk	123	8.9%	76
Exercise at Oth Facility (Not Club) 2+ Times/Wk	94	6.8%	88
Member of LA Fitness Club/Gym	15	1.1%	65
Member of Planet Fitness Club/Gym	45	3.3%	74
Member of YMCA Fitness Club/Gym	34	2.5%	88
Own Elliptical	53	3.8%	71
Own Stationary Bicycle	101	7.3%	69
Own Treadmill	129	9.4%	79
Own Weight Lifting Equipment	205	14.9%	78
Control Diet for Blood Sugar Level	185	13.4%	111
Control Diet for Cholesterol Level	211	15.3%	119
Control Diet for Food Allergies	28	2.0%	88
Control Diet to Maintain Weight	165	12.0%	103
Control Diet for Physical Fitness	181	13.1%	92
Control Diet for Salt Restriction	65	4.7%	113
Control Diet for Weight Loss	246	17.9%	85
Use Doctor's Care/Diet for Diet Method	71	5.2%	118
Use Exercise Program for Diet Method	109	7.9%	79
Buy Foods Specifically Labeled: Fat-Free	140	10.2%	110
Buy Foods Specifically Labeled: Gluten-Free	90	6.5%	116
Buy Foods Specifically Labeled: High Fiber	103	7.5%	94
Buy Foods Specifically Labeled: High Protein	132	9.6%	97
Buy Foods Specifically Labeled: Hormone-Free	50	3.6%	110
Buy Foods Specifically Labeled: Lactose-Free	68	4.9%	89
Buy Foods Specifically Labeled: Low-Calorie	88	6.4%	85
Buy Foods Specifically Labeled: Low-Carb	147	10.7%	105
Buy Foods Specifically Labeled: Low-Cholesterol	80	5.8%	112
Buy Foods Specifically Labeled: Low-Fat	124	9.0%	98
Buy Foods Specifically Labeled: Low-Sodium	226	16.4%	128
Buy Foods Specifically Labeled: Natural/Organic	194	14.1%	82
Buy Foods Specifically Labeled: Probiotic	64	4.6%	97
Buy Foods Specifically Labeled: Sugar-Free	203	14.7%	115
Consider Self to Be Semi-Vegetarian	114	8.3%	97
Used Meal/Dietary/Weight Loss Supplement/6 Mo	141	10.2%	102
Used Vitamins or Dietary Supplements/6 Mo	979	71.0%	107
Provide Services as Primary Caregiver/Caretaker	86	6.2%	103
Assist w/Chores as Caregiver/Caretaker	56	4.1%	103
Assist w/Personal Care as Caregiver/Caretaker	29	2.1%	70
Give Medication as Caregiver/Caretaker	33	2.4%	90
Make Doctor Appointments as Caregiver/Caretaker	41	3.0%	82
Provide Transportation as Caregiver/Caretaker	64	4.6%	108

**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 2023 and 2028.



# Health and Beauty Market Potential

Fort Mojave

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	1,117	81.1%	101
Visited Doctor 1-2 Times/12 Mo	262	19.0%	84
Visited Doctor 3-5 Times/12 Mo	302	21.9%	95
Visited Doctor 6+ Times/12 Mo	554	40.2%	117
Visited Acupuncturist Doctor/12 Mo	18	1.3%	78
Visited Allergist Doctor/12 Mo	32	2.3%	113
Visited Cardiologist Doctor/12 Mo	164	11.9%	141
Visited Chiropractor/12 Mo	113	8.2%	98
Visited Dentist/12 Mo	598	43.4%	105
Visited Dermatologist Doctor/12 Mo	200	14.5%	126
Visited Ear or Nose or Throat Doctor/12 Mo	81	5.9%	129
Visited Eye Doctor/12 Mo	321	23.3%	108
Visited Gastroenterologist Doctor/12 Mo	91	6.6%	122
Visited General or Family Doctor/12 Mo	600	43.5%	102
Visited Internist Doctor/12 Mo	105	7.6%	143
Visited Physical Therapist Doctor/12 Mo	105	7.6%	136
Visited Podiatrist Doctor/12 Mo	60	4.4%	127
Visited Psychiatrist/Psychologist Doctor/12 Mo	60	4.4%	97
Visited Urologist Doctor/12 Mo	116	8.4%	180
Visited Nurse Practitioner/12 Mo	140	10.2%	141
Wear Regular/Sun/Tinted Prescription Eyeglasses	657	47.7%	103
Wear Bi-Focal/Multi-Focal/Progressive Glasses	340	24.7%	120
Wear Soft Contact Lenses	149	10.8%	73
Spent \$1-99 on Eyeglasses/12 Mo	55	4.0%	110
Spent \$100-199 on Eyeglasses/12 Mo	82	6.0%	109
Spent \$200-249 on Eyeglasses/12 Mo	50	3.6%	109
Spent \$250+ on Eyeglasses/12 Mo	156	11.3%	102
Spent \$1-199 on Contact Lenses/12 Mo	57	4.1%	72
Spent \$200+ on Contact Lenses/12 Mo	51	3.7%	67
Bought Prescrp Eyewear at Discount Optical Ctr	139	10.1%	147
Bought Prescrp Eyewear at Private Eye Doctor	322	23.4%	91
Bought Prescrp Eyewear at Retail Optical Chain	215	15.6%	103
Bought Prescrp Eyewear Online	80	5.8%	90
Used Acne Prescription Drug	31	2.2%	78
Used Allergy or Hay Fever Prescription Drug	96	7.0%	106
Used Anxiety or Panic Prescription Drug	110	8.0%	101
Used Arthritis/Osteoarthritis Prescription Drug	80	5.8%	164
Used Rheumatoid Arthritis Prescription Drug	49	3.6%	150
Used Asthma Prescription Drug	60	4.4%	90
Used Backache or Back Pain Prescription Drug	130	9.4%	128
Used Depression Prescription Drug	98	7.1%	96
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	93	6.7%	111
Used Heartburn or Acid Reflux Prescription Drug	115	8.3%	121
Used High Blood Pressure Prescription Drug	246	17.9%	114
Used High Cholesterol Prescription Drug	228	16.5%	141
Used Insomnia Prescription Drug	41	3.0%	116
Used Migraine Headache Prescription Drug	50	3.6%	120
Used Sinus Congestion/Headache Prescription Drug	43	3.1%	102
Used Urinary Tract Infection Prescription Drug	57	4.1%	125
Filled Prescription at Discount/Dept Store/12 Mo	94	6.8%	151
Filled Prescription at Drug Store/Pharmacy/12 Mo	534	38.8%	108
Filled Prescription at Supermarket/12 Mo	174	12.6%	119
Filled Prescription by Mail Order/12 Mo	193	14.0%	126
Filled Prescription Online/12 Mo	108	7.8%	107
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	119	8.6%	109
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	155	11.2%	109
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	89	6.5%	90
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	146	10.6%	139
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	105	7.6%	107
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	46	3.3%	103
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	51	3.7%	108

**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 2023 and 2028.

July 25, 2023



Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	647	47.0%	104
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	299	21.7%	96
Used Medicated Skin Cream/Lotion/Spray/6 Mo	399	29.0%	99
Used Non-Medicated Nasal Spray/6 Mo	166	12.0%	108
Used Pain Relieving Rub or Liquid or Patch/6 Mo	375	27.2%	99
Used Sleeping Aid or Snore Relief/6 Mo	201	14.6%	104
Used Sore Throat Remedy or Cough Drops/6 Mo	504	36.6%	101
Used Sunburn Remedy/12 Mo	148	10.7%	93
Used Suntan or Sunscreen Prod/12 Mo	523	38.0%	95
Used Toothache/Gum/Canker Sore Remedy/6 Mo	153	11.1%	152
HH Used Children`s Cold Tablets/Liquids/6 Mo	44	7.0%	88
HH Used Children`s Cough Syrup/6 Mo	30	4.8%	77
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	67	10.7%	73
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	53	8.5%	74
Used Body Wash or Shower Gel/6 Mo	865	62.8%	98
Used Breath Freshener/6 Mo	449	32.6%	99
Used Gum Breath Freshener/6 Mo	231	16.8%	85
Used Mints Breath Freshener/6 Mo	203	14.7%	101
Used Thin Film Breath Freshener/6 Mo	39	2.8%	126
Used Complexion Care Prod/6 Mo	685	49.7%	93
Used Denture Adhesive or Fixative/6 Mo	66	4.8%	124
Used Denture Cleaner/6 Mo	128	9.3%	125
Used Eyeliner/Eyebrow Pencil/6 Mo	347	25.2%	104
Used Facial Moisturizer/6 Mo	626	45.4%	93
Used Personal Foot Care Prod/6 Mo	266	19.3%	106
Used Hair Coloring Prod at Home/6 Mo	242	17.6%	104
Used Hair Conditioning Treatment at Home/6 Mo	367	26.6%	103
Used Hair Growth Prod/6 Mo	54	3.9%	97
Used Hair Spray at Home/6 Mo	380	27.6%	112
Used Hair Styling Gel/Lotion/Mousse/6 Mo	451	32.7%	92
Used Mouthwash/6 Mo	916	66.5%	101
Used Mouthwash 8+ Times/7 Days	236	17.1%	105
Used Sensitive Toothpaste/6 Mo	302	21.9%	109
Used Whitening Toothpaste/6 Mo	484	35.1%	89
Used Tooth Whitener (Not Toothpaste)/6 Mo	110	8.0%	86
Used Tooth Whitener (Gel)/6 Mo	24	1.7%	103
Used Tooth Whitener (Strips)/6 Mo	55	4.0%	76
Visited Day Spa/6 Mo	54	3.9%	101
Purchased Prod at Salon or Day Spa/6 Mo	56	4.1%	108
Used Prof Service for Haircut/6 Mo	862	62.6%	107
Used Prof Svc for Hair Color/Highlights/6 Mo	200	14.5%	103
Used Prof Service for Facial/6 Mo	34	2.5%	105
Used Prof Service for Massage/6 Mo	92	6.7%	103
Used Prof Service for Manicure/6 Mo	124	9.0%	88
Used Prof Service for Pedicure/6 Mo	159	11.5%	86
Spent \$1-99 at Barber Shop/6 Mo	214	15.5%	107
Spent \$100+ at Barber Shop/6 Mo	96	7.0%	86
Spent \$1-99 at Beauty Salon/6 Mo	198	14.4%	114
Spent \$100+ at Beauty Salon/6 Mo	267	19.4%	102

**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 2023 and 2028.