



Health and Beauty Market Potential

Yavapai-Apache Nation
Area: 2.77 square miles

Prepared by Esri

Demographic Summary		2023	2028
Population		1,102	1,126
Population 18+		896	915
Households		350	365
Median Household Income		\$42,019	\$55,271
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	208	23.2%	93
Typically Spend 4-6 Hrs Exercising/Wk	167	18.6%	84
Typically Spend 7+ Hrs Exercising/Wk	157	17.5%	72
Exercise at Home 2+ Times/Wk	329	36.7%	75
Exercise at Club 2+ Times/Wk	52	5.8%	49
Exercise at Oth Facility (Not Club) 2+ Times/Wk	58	6.5%	84
Member of LA Fitness Club/Gym	5	0.6%	33
Member of Planet Fitness Club/Gym	25	2.8%	63
Member of YMCA Fitness Club/Gym	17	1.9%	68
Own Elliptical	47	5.2%	97
Own Stationary Bicycle	74	8.3%	78
Own Treadmill	94	10.5%	89
Own Weight Lifting Equipment	130	14.5%	76
Control Diet for Blood Sugar Level	111	12.4%	102
Control Diet for Cholesterol Level	107	11.9%	93
Control Diet for Food Allergies	13	1.5%	62
Control Diet to Maintain Weight	95	10.6%	92
Control Diet for Physical Fitness	92	10.3%	72
Control Diet for Salt Restriction	35	3.9%	93
Control Diet for Weight Loss	175	19.5%	93
Use Doctor's Care/Diet for Diet Method	35	3.9%	89
Use Exercise Program for Diet Method	73	8.1%	82
Buy Foods Specifically Labeled: Fat-Free	51	5.7%	62
Buy Foods Specifically Labeled: Gluten-Free	20	2.2%	40
Buy Foods Specifically Labeled: High Fiber	41	4.6%	58
Buy Foods Specifically Labeled: High Protein	71	7.9%	80
Buy Foods Specifically Labeled: Hormone-Free	20	2.2%	67
Buy Foods Specifically Labeled: Lactose-Free	19	2.1%	38
Buy Foods Specifically Labeled: Low-Calorie	53	5.9%	79
Buy Foods Specifically Labeled: Low-Carb	95	10.6%	104
Buy Foods Specifically Labeled: Low-Cholesterol	47	5.2%	101
Buy Foods Specifically Labeled: Low-Fat	74	8.3%	90
Buy Foods Specifically Labeled: Low-Sodium	101	11.3%	88
Buy Foods Specifically Labeled: Natural/Organic	93	10.4%	60
Buy Foods Specifically Labeled: Probiotic	26	2.9%	61
Buy Foods Specifically Labeled: Sugar-Free	107	11.9%	93
Consider Self to Be Semi-Vegetarian	55	6.1%	72
Used Meal/Dietary/Weight Loss Supplement/6 Mo	96	10.7%	107
Used Vitamins or Dietary Supplements/6 Mo	586	65.4%	99
Provide Services as Primary Caregiver/Caretaker	53	5.9%	98
Assist w/Chores as Caregiver/Caretaker	39	4.4%	111
Assist w/Personal Care as Caregiver/Caretaker	18	2.0%	67
Give Medication as Caregiver/Caretaker	22	2.5%	92
Make Doctor Appointments as Caregiver/Caretaker	28	3.1%	86
Provide Transportation as Caregiver/Caretaker	35	3.9%	90

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.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	700	78.1%	98
Visited Doctor 1-2 Times/12 Mo	183	20.4%	91
Visited Doctor 3-5 Times/12 Mo	193	21.5%	93
Visited Doctor 6+ Times/12 Mo	324	36.2%	106
Visited Acupuncturist Doctor/12 Mo	8	0.9%	53
Visited Allergist Doctor/12 Mo	11	1.2%	60
Visited Cardiologist Doctor/12 Mo	95	10.6%	126
Visited Chiropractor/12 Mo	75	8.4%	100
Visited Dentist/12 Mo	324	36.2%	87
Visited Dermatologist Doctor/12 Mo	96	10.7%	93
Visited Ear or Nose or Throat Doctor/12 Mo	30	3.3%	74
Visited Eye Doctor/12 Mo	196	21.9%	101
Visited Gastroenterologist Doctor/12 Mo	47	5.2%	97
Visited General or Family Doctor/12 Mo	384	42.9%	100
Visited Internist Doctor/12 Mo	35	3.9%	73
Visited Physical Therapist Doctor/12 Mo	56	6.2%	112
Visited Podiatrist Doctor/12 Mo	25	2.8%	82
Visited Psychiatrist/Psychologist Doctor/12 Mo	28	3.1%	69
Visited Urologist Doctor/12 Mo	35	3.9%	84
Visited Nurse Practitioner/12 Mo	107	11.9%	165
Wear Regular/Sun/Tinted Prescription Eyeglasses	405	45.2%	97
Wear Bi-Focal/Multi-Focal/Progressive Glasses	198	22.1%	107
Wear Soft Contact Lenses	125	14.0%	95
Spent \$1-99 on Eyeglasses/12 Mo	40	4.5%	123
Spent \$100-199 on Eyeglasses/12 Mo	42	4.7%	86
Spent \$200-249 on Eyeglasses/12 Mo	39	4.4%	130
Spent \$250+ on Eyeglasses/12 Mo	90	10.0%	90
Spent \$1-199 on Contact Lenses/12 Mo	50	5.6%	97
Spent \$200+ on Contact Lenses/12 Mo	46	5.1%	92
Bought Prescrp Eyewear at Discount Optical Ctr	62	6.9%	101
Bought Prescrp Eyewear at Private Eye Doctor	262	29.2%	114
Bought Prescrp Eyewear at Retail Optical Chain	113	12.6%	83
Bought Prescrp Eyewear Online	58	6.5%	101
Used Acne Prescription Drug	20	2.2%	78
Used Allergy or Hay Fever Prescription Drug	71	7.9%	120
Used Anxiety or Panic Prescription Drug	80	8.9%	113
Used Arthritis/Osteoarthritis Prescription Drug	48	5.4%	151
Used Rheumatoid Arthritis Prescription Drug	26	2.9%	123
Used Asthma Prescription Drug	27	3.0%	62
Used Backache or Back Pain Prescription Drug	77	8.6%	116
Used Depression Prescription Drug	84	9.4%	127
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	62	6.9%	114
Used Heartburn or Acid Reflux Prescription Drug	87	9.7%	140
Used High Blood Pressure Prescription Drug	182	20.3%	129
Used High Cholesterol Prescription Drug	126	14.1%	120
Used Insomnia Prescription Drug	24	2.7%	104
Used Migraine Headache Prescription Drug	29	3.2%	107
Used Sinus Congestion/Headache Prescription Drug	28	3.1%	103
Used Urinary Tract Infection Prescription Drug	29	3.2%	98
Filled Prescription at Discount/Dept Store/12 Mo	76	8.5%	188
Filled Prescription at Drug Store/Pharmacy/12 Mo	346	38.6%	107
Filled Prescription at Supermarket/12 Mo	96	10.7%	101
Filled Prescription by Mail Order/12 Mo	89	9.9%	89
Filled Prescription Online/12 Mo	52	5.8%	79
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	76	8.5%	107
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	82	9.2%	89
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	98	10.9%	152
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	93	10.4%	136
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	79	8.8%	124
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	30	3.3%	103
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	36	4.0%	117

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Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	421	47.0%	104
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	198	22.1%	98
Used Medicated Skin Cream/Lotion/Spray/6 Mo	271	30.2%	104
Used Non-Medicated Nasal Spray/6 Mo	90	10.0%	90
Used Pain Relieving Rub or Liquid or Patch/6 Mo	238	26.6%	96
Used Sleeping Aid or Snore Relief/6 Mo	130	14.5%	103
Used Sore Throat Remedy or Cough Drops/6 Mo	322	35.9%	99
Used Sunburn Remedy/12 Mo	102	11.4%	98
Used Suntan or Sunscreen Prod/12 Mo	284	31.7%	80
Used Toothache/Gum/Canker Sore Remedy/6 Mo	75	8.4%	115
HH Used Children`s Cold Tablets/Liquids/6 Mo	31	8.9%	111
HH Used Children`s Cough Syrup/6 Mo	26	7.4%	120
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	53	15.1%	103
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	32	9.1%	80
Used Body Wash or Shower Gel/6 Mo	617	68.9%	107
Used Breath Freshener/6 Mo	310	34.6%	105
Used Gum Breath Freshener/6 Mo	174	19.4%	99
Used Mints Breath Freshener/6 Mo	149	16.6%	114
Used Thin Film Breath Freshener/6 Mo	26	2.9%	129
Used Complexion Care Prod/6 Mo	432	48.2%	91
Used Denture Adhesive or Fixative/6 Mo	64	7.1%	185
Used Denture Cleaner/6 Mo	104	11.6%	156
Used Eyeliner/Eyebrow Pencil/6 Mo	217	24.2%	100
Used Facial Moisturizer/6 Mo	386	43.1%	88
Used Personal Foot Care Prod/6 Mo	136	15.2%	83
Used Hair Coloring Prod at Home/6 Mo	167	18.6%	111
Used Hair Conditioning Treatment at Home/6 Mo	220	24.6%	95
Used Hair Growth Prod/6 Mo	21	2.3%	58
Used Hair Spray at Home/6 Mo	304	33.9%	138
Used Hair Styling Gel/Lotion/Mousse/6 Mo	294	32.8%	92
Used Mouthwash/6 Mo	598	66.7%	102
Used Mouthwash 8+ Times/7 Days	138	15.4%	95
Used Sensitive Toothpaste/6 Mo	188	21.0%	104
Used Whitening Toothpaste/6 Mo	330	36.8%	94
Used Tooth Whitener (Not Toothpaste)/6 Mo	61	6.8%	73
Used Tooth Whitener (Gel)/6 Mo	14	1.6%	93
Used Tooth Whitener (Strips)/6 Mo	34	3.8%	72
Visited Day Spa/6 Mo	20	2.2%	58
Purchased Prod at Salon or Day Spa/6 Mo	29	3.2%	86
Used Prof Service for Haircut/6 Mo	538	60.0%	103
Used Prof Svc for Hair Color/Highlights/6 Mo	140	15.6%	111
Used Prof Service for Facial/6 Mo	10	1.1%	48
Used Prof Service for Massage/6 Mo	47	5.2%	81
Used Prof Service for Manicure/6 Mo	70	7.8%	76
Used Prof Service for Pedicure/6 Mo	87	9.7%	72
Spent \$1-99 at Barber Shop/6 Mo	129	14.4%	99
Spent \$100+ at Barber Shop/6 Mo	39	4.4%	54
Spent \$1-99 at Beauty Salon/6 Mo	144	16.1%	128
Spent \$100+ at Beauty Salon/6 Mo	189	21.1%	111

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