



Demographic Summary		2022	2027
Population		3,367	3,318
Population 18+		2,251	2,239
Households		852	846
Median Household Income		\$41,648	\$46,874
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	591	26.3%	109
Typically spend 4-6 hours exercising per week	391	17.4%	80
Typically spend 7+ hours exercising per week	476	21.1%	91
Exercise at home 2+ times per week	839	37.3%	92
Exercise at club 2+ times per week	206	9.2%	67
Exercise at other facility 2+ times per week	55	2.4%	31
Member of LA Fitness club/gym	50	2.2%	113
Member of Planet Fitness club/gym	59	2.6%	54
Member of YMCA Fitness club/gym	70	3.1%	106
Own elliptical	61	2.7%	57
Own stationary bicycle	158	7.0%	92
Own treadmill	149	6.6%	67
Own weight lifting equipment	219	9.7%	62
Control diet for blood sugar level	259	11.5%	101
Control diet for cholesterol level	276	12.3%	103
Control diet for food allergies	20	0.9%	38
Control diet to maintain weight	221	9.8%	92
Control diet for physical fitness	219	9.7%	79
Control diet for salt restriction	104	4.6%	112
Control diet for weight loss	314	13.9%	76
Used doctor`s care/diet for diet method	101	4.5%	136
Used exercise program for diet method	173	7.7%	87
Buy foods specifically labeled as fat-free	267	11.9%	131
Buy foods specifically labeled as gluten-free	199	8.8%	152
Buy foods specifically labeled as high fiber	128	5.7%	79
Buy foods specifically labeled as high protein	102	4.5%	50
Buy foods specifically labeled as hormone-free	75	3.3%	100
Buy foods specifically labeled as lactose-free	129	5.7%	116
Buy foods specifically labeled as low-calorie	187	8.3%	120
Buy foods specifically labeled as low-carb	175	7.8%	82
Buy foods specifically labeled as low-cholesterol	177	7.9%	159
Buy foods specifically labeled as low-fat	196	8.7%	103
Buy foods specifically labeled as low-sodium	235	10.4%	89
Buy foods specifically labeled as natural/organic	338	15.0%	92
Buy foods specifically labeled as probiotic	29	1.3%	30
Buy foods specifically labeled as sugar-free	321	14.3%	124
Consider self to be semi-vegetarian	149	6.6%	84
Used meal/dietary/weight loss supplement last 6 months	138	6.1%	64
Used vitamins/dietary supplements in last 6 months	1,365	60.6%	100
Provide services as a primary caregiver/caretaker	229	10.2%	159
Assist with chores as caregiver/caretaker	140	6.2%	158
Assist with personal care as caregiver/caretaker	106	4.7%	143
Give medication as caregiver/caretaker	119	5.3%	187
Make doctor appointments as caregiver/caretaker	114	5.1%	136
Provide transportation as caregiver/caretaker	136	6.0%	142

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

Pascua Yaqui

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	1,505	66.9%	84
Visited doctor in last 12 months: 1-2 times	490	21.8%	92
Visited doctor in last 12 months: 3-5 times	512	22.7%	95
Visited doctor in last 12 months: 6+ times	503	22.3%	70
Visited doctor in last 12 months: acupuncturist	36	1.6%	99
Visited doctor in last 12 months: allergist	44	2.0%	92
Visited doctor in last 12 months: cardiologist	136	6.0%	75
Visited doctor in last 12 months: chiropractor	142	6.3%	76
Visited doctor in last 12 months: dentist	515	22.9%	57
Visited doctor in last 12 months: dermatologist	212	9.4%	88
Visited doctor in last 12 months: ear/nose/throat	97	4.3%	89
Visited doctor in last 12 months: eye	297	13.2%	59
Visited doctor in last 12 months: gastroenterologist	65	2.9%	59
Visited doctor in last 12 months: general/family	783	34.8%	79
Visited doctor in last 12 months: internist	71	3.2%	58
Visited doctor in last 12 months: physical therapist	66	2.9%	52
Visited doctor in last 12 months: podiatrist	60	2.7%	91
Visited doctor in last 12 months: psychiatrist/psychologist	80	3.6%	93
Filled prescription online in the last 12 months	61	2.7%	47
Visited doctor in last 12 months: urologist	59	2.6%	60
Visited nurse practitioner in last 12 months	20	0.9%	12
Wear regular/sun/tinted prescription eyeglasses	556	24.7%	57
Wear bi-focal/multi-focal/progressive glasses	172	7.6%	40
Wear soft contact lenses	155	6.9%	53
Spent on eyeglasses in last 12 months: \$1-99	51	2.3%	65
Spent on eyeglasses in last 12 months: \$100-\$199	142	6.3%	122
Spent on eyeglasses in last 12 months: \$200-\$249	76	3.4%	106
Spent on eyeglasses in last 12 months: \$250+	61	2.7%	26
Spent on contact lenses in last 12 months: \$1-\$199	93	4.1%	77
Spent on contact lenses in last 12 months: \$200+	65	2.9%	57
Bought prescription eyewear: discount optical ctr	141	6.3%	77
Bought prescription eyewear: private eye doctor	302	13.4%	53
Bought prescription eyewear: retail optical chain	164	7.3%	54
Bought prescription eyewear: online	40	1.8%	31
Used prescription drug for acne	76	3.4%	122
Used prescription drug for allergy/hay fever	108	4.8%	77
Used prescription drug for anxiety/panic	109	4.8%	67
Used prescription drug for arthritis/osteoarthritis	94	4.2%	128
Used prescription drug for rheumatoid arthritis	51	2.3%	90
Used prescription drug for asthma	141	6.3%	136
Used prescription drug for backache/back pain	158	7.0%	99
Used prescription drug for depression	103	4.6%	66
Used prescription drug for diabetes (non-insulin dependent Type-2)	145	6.4%	116
Used prescription drug for heartburn/acid reflux	172	7.6%	115
Used prescription drug for high blood pressure	245	10.9%	74
Used prescription drug for high cholesterol	116	5.2%	48
Used prescription drug for insomnia	83	3.7%	161
Used prescription drug for migraine headache	33	1.5%	49
Used prescription drug for sinus congestion/headache	64	2.8%	90
Used prescription drug for urinary tract infection	73	3.2%	94
Filled prescription last 12 months: at discount/dept store	32	1.4%	30
Filled prescription last 12 months: at drug store/pharmacy	698	31.0%	92
Filled prescription last 12 months: at supermarket	133	5.9%	61
Filled prescription last 12 months: by mail order	87	3.9%	41
Spent out of pocket prescription drugs/30 days: <\$1-9	102	4.5%	64
Spent out of pocket prescription drugs/30 days: \$10-19	146	6.5%	66
Spent out of pocket prescription drugs/30 days: \$20-29	79	3.5%	53
Spent out of pocket prescription drugs/30 days: \$30-49	65	2.9%	39
Spent out of pocket prescription drugs/30 days: \$50-99	190	8.4%	128
Spent out of pocket prescription drugs/30 days: \$100-149	59	2.6%	93
Spent out of pocket prescription drugs/30 days: \$150+	57	2.5%	84

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Health and Beauty Market Potential

Pascua Yaqui

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,092	48.5%	105
Used last 6 months: cough syrup/suppressant(nonprescr)	895	39.8%	146
Used last 6 months: medicated skin cream/lotion/spray	580	25.8%	87
Used last 6 months: non-medicated nasal spray	395	17.5%	150
Used last 6 months: pain relieving rub/liquid/patch	667	29.6%	110
Used last 6 months: sleeping aid/snore relief	312	13.9%	109
Used last 6 months: sore throat remedy/cough drops	1,028	45.7%	112
Used last 12 months: sunburn remedy	364	16.2%	126
Used last 12 months: suntan/sunscreen product	600	26.7%	69
Used last 6 months: toothache/gum/canker sore remedy	199	8.8%	107
HH used last 6 months: children`s cold tablets/liquids	111	13.0%	151
HH used last 6 months: children`s cough syrup	95	11.2%	151
HH used kids pain reliever/fever reducer last 6 months	205	24.1%	152
HH used kids vitamins/nutritional suppl last 6 months	131	15.4%	130
Used body wash/shower gel in last 6 months	1,661	73.8%	115
Used breath freshener in last 6 months	1,022	45.4%	130
Used breath freshener in last 6 months: gum	717	31.9%	153
Used breath freshener in last 6 months: mints	392	17.4%	111
Used breath freshener in last 6 months: thin film	37	1.6%	72
Used complexion care product in last 6 months	1,306	58.0%	112
Used denture adhesive/fixative in last 6 months	84	3.7%	83
Used denture cleaner in last 6 months	185	8.2%	99
Used facial moisturizer in last 6 months	1,148	51.0%	106
Used personal foot care product in last 6 months	644	28.6%	155
Used hair coloring product (at home) last 6 months	535	23.8%	136
Used hair conditioning treatment (at home) in last 6 months	812	36.1%	135
Used hair growth product in last 6 months	164	7.3%	210
Used hair spray (at home) in last 6 months	671	29.8%	109
Used hair styling gel/lotion/mousse in last 6 months	1,028	45.7%	129
Used mouthwash in last 6 months	1,707	75.8%	116
Used mouthwash 8+ times in last 7 days	536	23.8%	148
Used sensitive toothpaste in last 6 months	322	14.3%	77
Used whitening toothpaste in last 6 months	824	36.6%	98
Used tooth whitener (not toothpaste) in last 6 months	255	11.3%	113
Used tooth whitener (gel) in last 6 months	40	1.8%	102
Used tooth whitener (strips) in last 6 months	168	7.5%	138
Visited a day spa in last 6 months	70	3.1%	79
Purchased product at salon/day spa in last 6 months	56	2.5%	63
Used professional service last 6 months: haircut	1,186	52.7%	91
Used professional service last 6 months: hair color/highlights	261	11.6%	79
Used professional service last 6 months: facial	37	1.6%	73
Used professional service last 6 months: massage	90	4.0%	60
Used professional service last 6 months: manicure	211	9.4%	86
Used professional service last 6 months: pedicure	264	11.7%	86
Spent \$1-99 at barber shops in last 6 months	296	13.1%	90
Spent \$100+ at barber shops in last 6 months	174	7.7%	107
Spent \$1-99 at beauty salons in last 6 months	199	8.8%	70
Spent \$100+ at beauty salons in last 6 months	282	12.5%	72

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