



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		851	827
Population 18+		584	565
Households		326	318
Median Household Income		\$56,021	\$66,304
<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	139	23.8%	95
Typically Spend 4-6 Hrs Exercising/Wk	136	23.3%	105
Typically Spend 7+ Hrs Exercising/Wk	130	22.3%	92
Exercise at Home 2+ Times/Wk	290	49.7%	101
Exercise at Club 2+ Times/Wk	77	13.2%	112
Exercise at Oth Facility (Not Club) 2+ Times/Wk	52	8.9%	115
Member of LA Fitness Club/Gym	6	1.0%	61
Member of Planet Fitness Club/Gym	29	5.0%	112
Member of YMCA Fitness Club/Gym	15	2.6%	92
Own Elliptical	32	5.5%	101
Own Stationary Bicycle	65	11.1%	104
Own Treadmill	79	13.5%	114
Own Weight Lifting Equipment	114	19.5%	102
Control Diet for Blood Sugar Level	74	12.7%	105
Control Diet for Cholesterol Level	74	12.7%	98
Control Diet for Food Allergies	15	2.6%	111
Control Diet to Maintain Weight	75	12.8%	111
Control Diet for Physical Fitness	95	16.3%	114
Control Diet for Salt Restriction	36	6.2%	147
Control Diet for Weight Loss	133	22.8%	108
Use Doctor's Care/Diet for Diet Method	28	4.8%	110
Use Exercise Program for Diet Method	67	11.5%	115
Buy Foods Specifically Labeled: Fat-Free	60	10.3%	111
Buy Foods Specifically Labeled: Gluten-Free	34	5.8%	104
Buy Foods Specifically Labeled: High Fiber	46	7.9%	99
Buy Foods Specifically Labeled: High Protein	60	10.3%	104
Buy Foods Specifically Labeled: Hormone-Free	25	4.3%	129
Buy Foods Specifically Labeled: Lactose-Free	21	3.6%	65
Buy Foods Specifically Labeled: Low-Calorie	44	7.5%	101
Buy Foods Specifically Labeled: Low-Carb	74	12.7%	124
Buy Foods Specifically Labeled: Low-Cholesterol	32	5.5%	106
Buy Foods Specifically Labeled: Low-Fat	61	10.4%	114
Buy Foods Specifically Labeled: Low-Sodium	79	13.5%	106
Buy Foods Specifically Labeled: Natural/Organic	97	16.6%	96
Buy Foods Specifically Labeled: Probiotic	30	5.1%	107
Buy Foods Specifically Labeled: Sugar-Free	83	14.2%	111
Consider Self to Be Semi-Vegetarian	41	7.0%	82
Used Meal/Dietary/Weight Loss Supplement/6 Mo	56	9.6%	96
Used Vitamins or Dietary Supplements/6 Mo	401	68.7%	104
Provide Services as Primary Caregiver/Caretaker	41	7.0%	116
Assist w/Chores as Caregiver/Caretaker	28	4.8%	122
Assist w/Personal Care as Caregiver/Caretaker	21	3.6%	119
Give Medication as Caregiver/Caretaker	21	3.6%	135
Make Doctor Appointments as Caregiver/Caretaker	30	5.1%	142
Provide Transportation as Caregiver/Caretaker	32	5.5%	127

**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.



Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	481	82.4%	103
Visited Doctor 1-2 Times/12 Mo	139	23.8%	106
Visited Doctor 3-5 Times/12 Mo	147	25.2%	109
Visited Doctor 6+ Times/12 Mo	195	33.4%	97
Visited Acupuncturist Doctor/12 Mo	7	1.2%	72
Visited Allergist Doctor/12 Mo	14	2.4%	117
Visited Cardiologist Doctor/12 Mo	47	8.0%	95
Visited Chiropractor/12 Mo	55	9.4%	112
Visited Dentist/12 Mo	235	40.2%	97
Visited Dermatologist Doctor/12 Mo	55	9.4%	82
Visited Ear or Nose or Throat Doctor/12 Mo	23	3.9%	87
Visited Eye Doctor/12 Mo	122	20.9%	97
Visited Gastroenterologist Doctor/12 Mo	35	6.0%	111
Visited General or Family Doctor/12 Mo	265	45.4%	106
Visited Internist Doctor/12 Mo	31	5.3%	100
Visited Physical Therapist Doctor/12 Mo	33	5.7%	101
Visited Podiatrist Doctor/12 Mo	18	3.1%	90
Visited Psychiatrist/Psychologist Doctor/12 Mo	27	4.6%	103
Visited Urologist Doctor/12 Mo	22	3.8%	81
Visited Nurse Practitioner/12 Mo	44	7.5%	104
Wear Regular/Sun/Tinted Prescription Eyeglasses	277	47.4%	102
Wear Bi-Focal/Multi-Focal/Progressive Glasses	124	21.2%	103
Wear Soft Contact Lenses	94	16.1%	109
Spent \$1-99 on Eyeglasses/12 Mo	26	4.5%	123
Spent \$100-199 on Eyeglasses/12 Mo	37	6.3%	116
Spent \$200-249 on Eyeglasses/12 Mo	18	3.1%	92
Spent \$250+ on Eyeglasses/12 Mo	57	9.8%	88
Spent \$1-199 on Contact Lenses/12 Mo	35	6.0%	104
Spent \$200+ on Contact Lenses/12 Mo	36	6.2%	111
Bought Prescrp Eyewear at Discount Optical Ctr	35	6.0%	87
Bought Prescrp Eyewear at Private Eye Doctor	152	26.0%	101
Bought Prescrp Eyewear at Retail Optical Chain	93	15.9%	105
Bought Prescrp Eyewear Online	45	7.7%	120
Used Acne Prescription Drug	13	2.2%	77
Used Allergy or Hay Fever Prescription Drug	42	7.2%	109
Used Anxiety or Panic Prescription Drug	54	9.2%	117
Used Arthritis/Osteoarthritis Prescription Drug	22	3.8%	106
Used Rheumatoid Arthritis Prescription Drug	9	1.5%	65
Used Asthma Prescription Drug	27	4.6%	95
Used Backache or Back Pain Prescription Drug	45	7.7%	104
Used Depression Prescription Drug	40	6.8%	93
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	37	6.3%	104
Used Heartburn or Acid Reflux Prescription Drug	50	8.6%	124
Used High Blood Pressure Prescription Drug	100	17.1%	109
Used High Cholesterol Prescription Drug	72	12.3%	105
Used Insomnia Prescription Drug	11	1.9%	73
Used Migraine Headache Prescription Drug	16	2.7%	91
Used Sinus Congestion/Headache Prescription Drug	21	3.6%	118
Used Urinary Tract Infection Prescription Drug	17	2.9%	88
Filled Prescription at Discount/Dept Store/12 Mo	32	5.5%	122
Filled Prescription at Drug Store/Pharmacy/12 Mo	208	35.6%	99
Filled Prescription at Supermarket/12 Mo	71	12.2%	115
Filled Prescription by Mail Order/12 Mo	69	11.8%	106
Filled Prescription Online/12 Mo	41	7.0%	96
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	53	9.1%	114
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	67	11.5%	111
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	38	6.5%	90
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	44	7.5%	99
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	48	8.2%	116
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	28	4.8%	148
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	18	3.1%	90

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	285	48.8%	108
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	137	23.5%	104
Used Medicated Skin Cream/Lotion/Spray/6 Mo	164	28.1%	96
Used Non-Medicated Nasal Spray/6 Mo	68	11.6%	105
Used Pain Relieving Rub or Liquid or Patch/6 Mo	159	27.2%	99
Used Sleeping Aid or Snore Relief/6 Mo	84	14.4%	102
Used Sore Throat Remedy or Cough Drops/6 Mo	212	36.3%	100
Used Sunburn Remedy/12 Mo	72	12.3%	107
Used Suntan or Sunscreen Prod/12 Mo	236	40.4%	101
Used Toothache/Gum/Canker Sore Remedy/6 Mo	45	7.7%	106
HH Used Children`s Cold Tablets/Liquids/6 Mo	32	9.8%	123
HH Used Children`s Cough Syrup/6 Mo	22	6.7%	109
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	61	18.7%	127
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	45	13.8%	120
Used Body Wash or Shower Gel/6 Mo	393	67.3%	105
Used Breath Freshener/6 Mo	207	35.4%	108
Used Gum Breath Freshener/6 Mo	119	20.4%	104
Used Mints Breath Freshener/6 Mo	100	17.1%	117
Used Thin Film Breath Freshener/6 Mo	12	2.1%	91
Used Complexion Care Prod/6 Mo	307	52.6%	99
Used Denture Adhesive or Fixative/6 Mo	22	3.8%	97
Used Denture Cleaner/6 Mo	41	7.0%	94
Used Eyeliner/Eyebrow Pencil/6 Mo	139	23.8%	98
Used Facial Moisturizer/6 Mo	270	46.2%	94
Used Personal Foot Care Prod/6 Mo	104	17.8%	97
Used Hair Coloring Prod at Home/6 Mo	95	16.3%	97
Used Hair Conditioning Treatment at Home/6 Mo	139	23.8%	92
Used Hair Growth Prod/6 Mo	18	3.1%	77
Used Hair Spray at Home/6 Mo	144	24.7%	100
Used Hair Styling Gel/Lotion/Mousse/6 Mo	203	34.8%	98
Used Mouthwash/6 Mo	389	66.6%	102
Used Mouthwash 8+ Times/7 Days	95	16.3%	100
Used Sensitive Toothpaste/6 Mo	111	19.0%	95
Used Whitening Toothpaste/6 Mo	232	39.7%	101
Used Tooth Whitener (Not Toothpaste)/6 Mo	58	9.9%	107
Used Tooth Whitener (Gel)/6 Mo	11	1.9%	112
Used Tooth Whitener (Strips)/6 Mo	29	5.0%	95
Visited Day Spa/6 Mo	20	3.4%	89
Purchased Prod at Salon or Day Spa/6 Mo	20	3.4%	91
Used Prof Service for Haircut/6 Mo	346	59.2%	101
Used Prof Svc for Hair Color/Highlights/6 Mo	88	15.1%	107
Used Prof Service for Facial/6 Mo	13	2.2%	95
Used Prof Service for Massage/6 Mo	35	6.0%	93
Used Prof Service for Manicure/6 Mo	49	8.4%	82
Used Prof Service for Pedicure/6 Mo	77	13.2%	98
Spent \$1-99 at Barber Shop/6 Mo	90	15.4%	106
Spent \$100+ at Barber Shop/6 Mo	47	8.0%	100
Spent \$1-99 at Beauty Salon/6 Mo	83	14.2%	113
Spent \$100+ at Beauty Salon/6 Mo	105	18.0%	94

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