



Demographic Summary		2022	2027
Population		2,165	2,132
Population 18+		1,518	1,490
Households		709	698
Median Household Income		\$40,589	\$44,289
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	343	22.6%	94
Typically spend 4-6 hours exercising per week	259	17.1%	78
Typically spend 7+ hours exercising per week	276	18.2%	78
Exercise at home 2+ times per week	465	30.6%	76
Exercise at club 2+ times per week	116	7.6%	56
Exercise at other facility 2+ times per week	58	3.8%	48
Member of LA Fitness club/gym	7	0.5%	24
Member of Planet Fitness club/gym	63	4.2%	86
Member of YMCA Fitness club/gym	34	2.2%	77
Own elliptical	59	3.9%	82
Own stationary bicycle	67	4.4%	58
Own treadmill	106	7.0%	71
Own weight lifting equipment	170	11.2%	71
Control diet for blood sugar level	189	12.5%	109
Control diet for cholesterol level	169	11.1%	93
Control diet for food allergies	38	2.5%	106
Control diet to maintain weight	89	5.9%	55
Control diet for physical fitness	120	7.9%	65
Control diet for salt restriction	49	3.2%	78
Control diet for weight loss	257	16.9%	92
Used doctor`s care/diet for diet method	61	4.0%	122
Used exercise program for diet method	91	6.0%	68
Buy foods specifically labeled as fat-free	150	9.9%	109
Buy foods specifically labeled as gluten-free	95	6.3%	108
Buy foods specifically labeled as high fiber	98	6.5%	90
Buy foods specifically labeled as high protein	107	7.0%	77
Buy foods specifically labeled as hormone-free	37	2.4%	73
Buy foods specifically labeled as lactose-free	59	3.9%	79
Buy foods specifically labeled as low-calorie	87	5.7%	83
Buy foods specifically labeled as low-carb	130	8.6%	91
Buy foods specifically labeled as low-cholesterol	69	4.5%	92
Buy foods specifically labeled as low-fat	83	5.5%	64
Buy foods specifically labeled as low-sodium	166	10.9%	93
Buy foods specifically labeled as natural/organic	157	10.3%	63
Buy foods specifically labeled as probiotic	45	3.0%	70
Buy foods specifically labeled as sugar-free	161	10.6%	92
Consider self to be semi-vegetarian	95	6.3%	79
Used meal/dietary/weight loss supplement last 6 months	139	9.2%	96
Used vitamins/dietary supplements in last 6 months	828	54.5%	90
Provide services as a primary caregiver/caretaker	131	8.6%	135
Assist with chores as caregiver/caretaker	84	5.5%	141
Assist with personal care as caregiver/caretaker	70	4.6%	140
Give medication as caregiver/caretaker	56	3.7%	130
Make doctor appointments as caregiver/caretaker	69	4.5%	122
Provide transportation as caregiver/caretaker	78	5.1%	121

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	1,109	73.1%	92
Visited doctor in last 12 months: 1-2 times	306	20.2%	86
Visited doctor in last 12 months: 3-5 times	350	23.1%	97
Visited doctor in last 12 months: 6+ times	452	29.8%	93
Visited doctor in last 12 months: acupuncturist	10	0.7%	41
Visited doctor in last 12 months: allergist	34	2.2%	106
Visited doctor in last 12 months: cardiologist	145	9.6%	119
Visited doctor in last 12 months: chiropractor	85	5.6%	67
Visited doctor in last 12 months: dentist	464	30.6%	76
Visited doctor in last 12 months: dermatologist	108	7.1%	67
Visited doctor in last 12 months: ear/nose/throat	58	3.8%	79
Visited doctor in last 12 months: eye	308	20.3%	90
Visited doctor in last 12 months: gastroenterologist	67	4.4%	90
Visited doctor in last 12 months: general/family	632	41.6%	95
Visited doctor in last 12 months: internist	45	3.0%	54
Visited doctor in last 12 months: physical therapist	76	5.0%	88
Visited doctor in last 12 months: podiatrist	49	3.2%	110
Visited doctor in last 12 months: psychiatrist/psychologist	69	4.5%	119
Filled prescription online in the last 12 months	50	3.3%	57
Visited doctor in last 12 months: urologist	66	4.3%	99
Visited nurse practitioner in last 12 months	146	9.6%	135
Wear regular/sun/tinted prescription eyeglasses	615	40.5%	93
Wear bi-focal/multi-focal/progressive glasses	245	16.1%	85
Wear soft contact lenses	169	11.1%	85
Spent on eyeglasses in last 12 months: \$1-99	60	4.0%	114
Spent on eyeglasses in last 12 months: \$100-\$199	90	5.9%	114
Spent on eyeglasses in last 12 months: \$200-\$249	45	3.0%	93
Spent on eyeglasses in last 12 months: \$250+	134	8.8%	85
Spent on contact lenses in last 12 months: \$1-\$199	73	4.8%	89
Spent on contact lenses in last 12 months: \$200+	52	3.4%	68
Bought prescription eyewear: discount optical ctr	127	8.4%	103
Bought prescription eyewear: private eye doctor	368	24.2%	95
Bought prescription eyewear: retail optical chain	182	12.0%	89
Bought prescription eyewear: online	62	4.1%	71
Used prescription drug for acne	53	3.5%	126
Used prescription drug for allergy/hay fever	132	8.7%	140
Used prescription drug for anxiety/panic	147	9.7%	135
Used prescription drug for arthritis/osteoarthritis	69	4.5%	139
Used prescription drug for rheumatoid arthritis	55	3.6%	145
Used prescription drug for asthma	98	6.5%	141
Used prescription drug for backache/back pain	160	10.5%	149
Used prescription drug for depression	125	8.2%	119
Used prescription drug for diabetes (non-insulin dependent Type-2)	76	5.0%	90
Used prescription drug for heartburn/acid reflux	128	8.4%	127
Used prescription drug for high blood pressure	236	15.5%	106
Used prescription drug for high cholesterol	178	11.7%	110
Used prescription drug for insomnia	32	2.1%	92
Used prescription drug for migraine headache	40	2.6%	87
Used prescription drug for sinus congestion/headache	76	5.0%	158
Used prescription drug for urinary tract infection	45	3.0%	86
Filled prescription last 12 months: at discount/dept store	84	5.5%	117
Filled prescription last 12 months: at drug store/pharmacy	530	34.9%	104
Filled prescription last 12 months: at supermarket	141	9.3%	96
Filled prescription last 12 months: by mail order	107	7.0%	74
Spent out of pocket prescription drugs/30 days: <\$1-9	116	7.6%	108
Spent out of pocket prescription drugs/30 days: \$10-19	130	8.6%	87
Spent out of pocket prescription drugs/30 days: \$20-29	110	7.2%	109
Spent out of pocket prescription drugs/30 days: \$30-49	155	10.2%	139
Spent out of pocket prescription drugs/30 days: \$50-99	119	7.8%	119
Spent out of pocket prescription drugs/30 days: \$100-149	33	2.2%	77
Spent out of pocket prescription drugs/30 days: \$150+	48	3.2%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	744	49.0%	106
Used last 6 months: cough syrup/suppressant(nonprescr)	478	31.5%	116
Used last 6 months: medicated skin cream/lotion/spray	463	30.5%	103
Used last 6 months: non-medicated nasal spray	180	11.9%	101
Used last 6 months: pain relieving rub/liquid/patch	374	24.6%	92
Used last 6 months: sleeping aid/snore relief	207	13.6%	107
Used last 6 months: sore throat remedy/cough drops	648	42.7%	104
Used last 12 months: sunburn remedy	205	13.5%	105
Used last 12 months: suntan/sunscreen product	429	28.3%	73
Used last 6 months: toothache/gum/canker sore remedy	183	12.1%	145
HH used last 6 months: children`s cold tablets/liquids	87	12.3%	142
HH used last 6 months: children`s cough syrup	74	10.4%	142
HH used kids pain reliever/fever reducer last 6 months	137	19.3%	122
HH used kids vitamins/nutritional suppl last 6 months	94	13.3%	112
Used body wash/shower gel in last 6 months	1,096	72.2%	112
Used breath freshener in last 6 months	631	41.6%	119
Used breath freshener in last 6 months: gum	390	25.7%	124
Used breath freshener in last 6 months: mints	242	15.9%	102
Used breath freshener in last 6 months: thin film	32	2.1%	92
Used complexion care product in last 6 months	787	51.8%	100
Used denture adhesive/fixative in last 6 months	110	7.2%	161
Used denture cleaner in last 6 months	178	11.7%	142
Used facial moisturizer in last 6 months	716	47.2%	98
Used personal foot care product in last 6 months	311	20.5%	111
Used hair coloring product (at home) last 6 months	334	22.0%	126
Used hair conditioning treatment (at home) in last 6 months	485	31.9%	120
Used hair growth product in last 6 months	68	4.5%	129
Used hair spray (at home) in last 6 months	485	31.9%	117
Used hair styling gel/lotion/mousse in last 6 months	527	34.7%	98
Used mouthwash in last 6 months	1,038	68.4%	105
Used mouthwash 8+ times in last 7 days	290	19.1%	118
Used sensitive toothpaste in last 6 months	272	17.9%	96
Used whitening toothpaste in last 6 months	545	35.9%	96
Used tooth whitener (not toothpaste) in last 6 months	152	10.0%	100
Used tooth whitener (gel) in last 6 months	26	1.7%	98
Used tooth whitener (strips) in last 6 months	96	6.3%	117
Visited a day spa in last 6 months	45	3.0%	76
Purchased product at salon/day spa in last 6 months	43	2.8%	72
Used professional service last 6 months: haircut	792	52.2%	90
Used professional service last 6 months: hair color/highlights	197	13.0%	89
Used professional service last 6 months: facial	26	1.7%	76
Used professional service last 6 months: massage	61	4.0%	60
Used professional service last 6 months: manicure	172	11.3%	104
Used professional service last 6 months: pedicure	194	12.8%	94
Spent \$1-99 at barber shops in last 6 months	221	14.6%	99
Spent \$100+ at barber shops in last 6 months	71	4.7%	65
Spent \$1-99 at beauty salons in last 6 months	179	11.8%	94
Spent \$100+ at beauty salons in last 6 months	188	12.4%	71

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