



Demographic Summary		2023	2028
Population		13,600	13,087
Population 18+		9,168	8,813
Households		3,356	3,229
Median Household Income		\$31,504	\$38,062
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	2,239	24.4%	98
Typically Spend 4-6 Hrs Exercising/Wk	1,633	17.8%	80
Typically Spend 7+ Hrs Exercising/Wk	2,051	22.4%	92
Exercise at Home 2+ Times/Wk	3,997	43.6%	89
Exercise at Club 2+ Times/Wk	735	8.0%	68
Exercise at Oth Facility (Not Club) 2+ Times/Wk	643	7.0%	90
Member of LA Fitness Club/Gym	208	2.3%	135
Member of Planet Fitness Club/Gym	438	4.8%	108
Member of YMCA Fitness Club/Gym	359	3.9%	140
Own Elliptical	391	4.3%	79
Own Stationary Bicycle	692	7.5%	71
Own Treadmill	941	10.3%	87
Own Weight Lifting Equipment	1,449	15.8%	83
Control Diet for Blood Sugar Level	1,069	11.7%	96
Control Diet for Cholesterol Level	1,161	12.7%	98
Control Diet for Food Allergies	228	2.5%	107
Control Diet to Maintain Weight	683	7.4%	64
Control Diet for Physical Fitness	1,321	14.4%	101
Control Diet for Salt Restriction	466	5.1%	121
Control Diet for Weight Loss	2,126	23.2%	110
Use Doctor's Care/Diet for Diet Method	555	6.1%	138
Use Exercise Program for Diet Method	969	10.6%	106
Buy Foods Specifically Labeled: Fat-Free	808	8.8%	95
Buy Foods Specifically Labeled: Gluten-Free	728	7.9%	142
Buy Foods Specifically Labeled: High Fiber	848	9.2%	116
Buy Foods Specifically Labeled: High Protein	947	10.3%	104
Buy Foods Specifically Labeled: Hormone-Free	294	3.2%	97
Buy Foods Specifically Labeled: Lactose-Free	757	8.3%	148
Buy Foods Specifically Labeled: Low-Calorie	632	6.9%	92
Buy Foods Specifically Labeled: Low-Carb	834	9.1%	89
Buy Foods Specifically Labeled: Low-Cholesterol	482	5.3%	101
Buy Foods Specifically Labeled: Low-Fat	642	7.0%	76
Buy Foods Specifically Labeled: Low-Sodium	1,282	14.0%	109
Buy Foods Specifically Labeled: Natural/Organic	1,377	15.0%	87
Buy Foods Specifically Labeled: Probiotic	493	5.4%	112
Buy Foods Specifically Labeled: Sugar-Free	1,237	13.5%	105
Consider Self to Be Semi-Vegetarian	823	9.0%	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	1,133	12.4%	123
Used Vitamins or Dietary Supplements/6 Mo	5,471	59.7%	90
Provide Services as Primary Caregiver/Caretaker	591	6.4%	106
Assist w/Chores as Caregiver/Caretaker	352	3.8%	98
Assist w/Personal Care as Caregiver/Caretaker	333	3.6%	121
Give Medication as Caregiver/Caretaker	262	2.9%	107
Make Doctor Appointments as Caregiver/Caretaker	357	3.9%	107
Provide Transportation as Caregiver/Caretaker	385	4.2%	97

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	6,500	70.9%	89
Visited Doctor 1-2 Times/12 Mo	1,798	19.6%	87
Visited Doctor 3-5 Times/12 Mo	1,873	20.4%	88
Visited Doctor 6+ Times/12 Mo	2,828	30.8%	90
Visited Acupuncturist Doctor/12 Mo	110	1.2%	72
Visited Allergist Doctor/12 Mo	195	2.1%	104
Visited Cardiologist Doctor/12 Mo	656	7.2%	85
Visited Chiropractor/12 Mo	481	5.2%	62
Visited Dentist/12 Mo	3,052	33.3%	80
Visited Dermatologist Doctor/12 Mo	694	7.6%	66
Visited Ear or Nose or Throat Doctor/12 Mo	495	5.4%	119
Visited Eye Doctor/12 Mo	1,379	15.0%	70
Visited Gastroenterologist Doctor/12 Mo	369	4.0%	74
Visited General or Family Doctor/12 Mo	3,148	34.3%	80
Visited Internist Doctor/12 Mo	263	2.9%	54
Visited Physical Therapist Doctor/12 Mo	388	4.2%	76
Visited Podiatrist Doctor/12 Mo	230	2.5%	73
Visited Psychiatrist/Psychologist Doctor/12 Mo	482	5.3%	117
Visited Urologist Doctor/12 Mo	354	3.9%	83
Visited Nurse Practitioner/12 Mo	695	7.6%	105
Wear Regular/Sun/Tinted Prescription Eyeglasses	3,941	43.0%	92
Wear Bi-Focal/Multi-Focal/Progressive Glasses	1,315	14.3%	70
Wear Soft Contact Lenses	1,208	13.2%	89
Spent \$1-99 on Eyeglasses/12 Mo	329	3.6%	99
Spent \$100-199 on Eyeglasses/12 Mo	534	5.8%	107
Spent \$200-249 on Eyeglasses/12 Mo	382	4.2%	125
Spent \$250+ on Eyeglasses/12 Mo	861	9.4%	85
Spent \$1-199 on Contact Lenses/12 Mo	526	5.7%	99
Spent \$200+ on Contact Lenses/12 Mo	373	4.1%	73
Bought Prescrp Eyewear at Discount Optical Ctr	479	5.2%	76
Bought Prescrp Eyewear at Private Eye Doctor	1,965	21.4%	83
Bought Prescrp Eyewear at Retail Optical Chain	1,519	16.6%	110
Bought Prescrp Eyewear Online	482	5.3%	82
Used Acne Prescription Drug	380	4.1%	144
Used Allergy or Hay Fever Prescription Drug	552	6.0%	91
Used Anxiety or Panic Prescription Drug	757	8.3%	104
Used Arthritis/Osteoarthritis Prescription Drug	405	4.4%	125
Used Rheumatoid Arthritis Prescription Drug	298	3.3%	137
Used Asthma Prescription Drug	403	4.4%	91
Used Backache or Back Pain Prescription Drug	954	10.4%	141
Used Depression Prescription Drug	700	7.6%	104
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	590	6.4%	106
Used Heartburn or Acid Reflux Prescription Drug	658	7.2%	104
Used High Blood Pressure Prescription Drug	1,432	15.6%	99
Used High Cholesterol Prescription Drug	979	10.7%	91
Used Insomnia Prescription Drug	280	3.1%	119
Used Migraine Headache Prescription Drug	307	3.3%	111
Used Sinus Congestion/Headache Prescription Drug	245	2.7%	88
Used Urinary Tract Infection Prescription Drug	287	3.1%	94
Filled Prescription at Discount/Dept Store/12 Mo	401	4.4%	97
Filled Prescription at Drug Store/Pharmacy/12 Mo	3,062	33.4%	93
Filled Prescription at Supermarket/12 Mo	718	7.8%	74
Filled Prescription by Mail Order/12 Mo	602	6.6%	59
Filled Prescription Online/12 Mo	325	3.5%	48
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	699	7.6%	96
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	660	7.2%	70
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	713	7.8%	108
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	671	7.3%	96
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	591	6.4%	91
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	203	2.2%	68
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	282	3.1%	90

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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
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	4,060	44.3%	98
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	2,756	30.1%	133
Used Medicated Skin Cream/Lotion/Spray/6 Mo	2,741	29.9%	103
Used Non-Medicated Nasal Spray/6 Mo	1,093	11.9%	107
Used Pain Relieving Rub or Liquid or Patch/6 Mo	2,623	28.6%	104
Used Sleeping Aid or Snore Relief/6 Mo	1,423	15.5%	110
Used Sore Throat Remedy or Cough Drops/6 Mo	3,695	40.3%	111
Used Sunburn Remedy/12 Mo	706	7.7%	67
Used Suntan or Sunscreen Prod/12 Mo	2,222	24.2%	61
Used Toothache/Gum/Canker Sore Remedy/6 Mo	1,097	12.0%	164
HH Used Children`s Cold Tablets/Liquids/6 Mo	393	11.7%	147
HH Used Children`s Cough Syrup/6 Mo	329	9.8%	158
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	602	17.9%	122
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	528	15.7%	137
Used Body Wash or Shower Gel/6 Mo	6,709	73.2%	114
Used Breath Freshener/6 Mo	3,637	39.7%	121
Used Gum Breath Freshener/6 Mo	2,478	27.0%	137
Used Mints Breath Freshener/6 Mo	1,553	16.9%	116
Used Thin Film Breath Freshener/6 Mo	276	3.0%	134
Used Complexion Care Prod/6 Mo	4,803	52.4%	98
Used Denture Adhesive or Fixative/6 Mo	629	6.9%	177
Used Denture Cleaner/6 Mo	783	8.5%	115
Used Eyeliner/Eyebrow Pencil/6 Mo	2,286	24.9%	103
Used Facial Moisturizer/6 Mo	4,203	45.8%	93
Used Personal Foot Care Prod/6 Mo	1,991	21.7%	119
Used Hair Coloring Prod at Home/6 Mo	1,822	19.9%	118
Used Hair Conditioning Treatment at Home/6 Mo	3,375	36.8%	143
Used Hair Growth Prod/6 Mo	698	7.6%	189
Used Hair Spray at Home/6 Mo	1,747	19.1%	77
Used Hair Styling Gel/Lotion/Mousse/6 Mo	3,559	38.8%	109
Used Mouthwash/6 Mo	6,618	72.2%	110
Used Mouthwash 8+ Times/7 Days	2,013	22.0%	135
Used Sensitive Toothpaste/6 Mo	1,827	19.9%	99
Used Whitening Toothpaste/6 Mo	3,552	38.7%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	877	9.6%	103
Used Tooth Whitener (Gel)/6 Mo	236	2.6%	152
Used Tooth Whitener (Strips)/6 Mo	526	5.7%	109
Visited Day Spa/6 Mo	402	4.4%	114
Purchased Prod at Salon or Day Spa/6 Mo	301	3.3%	87
Used Prof Service for Haircut/6 Mo	4,330	47.2%	81
Used Prof Svc for Hair Color/Highlights/6 Mo	967	10.5%	75
Used Prof Service for Facial/6 Mo	268	2.9%	125
Used Prof Service for Massage/6 Mo	606	6.6%	102
Used Prof Service for Manicure/6 Mo	1,294	14.1%	138
Used Prof Service for Pedicure/6 Mo	1,516	16.5%	123
Spent \$1-99 at Barber Shop/6 Mo	1,206	13.2%	90
Spent \$100+ at Barber Shop/6 Mo	684	7.5%	92
Spent \$1-99 at Beauty Salon/6 Mo	984	10.7%	85
Spent \$100+ at Beauty Salon/6 Mo	1,214	13.2%	70

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