



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		6,369	6,328
Population 18+		4,534	4,487
Households		1,917	1,918
Median Household Income		\$51,050	\$53,937
<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	980	21.6%	86
Typically Spend 4-6 Hrs Exercising/Wk	814	18.0%	81
Typically Spend 7+ Hrs Exercising/Wk	851	18.8%	77
Exercise at Home 2+ Times/Wk	1,635	36.1%	73
Exercise at Club 2+ Times/Wk	417	9.2%	78
Exercise at Oth Facility (Not Club) 2+ Times/Wk	214	4.7%	61
Member of LA Fitness Club/Gym	22	0.5%	29
Member of Planet Fitness Club/Gym	232	5.1%	116
Member of YMCA Fitness Club/Gym	117	2.6%	93
Own Elliptical	170	3.7%	69
Own Stationary Bicycle	251	5.5%	52
Own Treadmill	404	8.9%	75
Own Weight Lifting Equipment	563	12.4%	65
Control Diet for Blood Sugar Level	681	15.0%	124
Control Diet for Cholesterol Level	666	14.7%	114
Control Diet for Food Allergies	53	1.2%	50
Control Diet to Maintain Weight	435	9.6%	83
Control Diet for Physical Fitness	585	12.9%	90
Control Diet for Salt Restriction	261	5.8%	137
Control Diet for Weight Loss	967	21.3%	101
Use Doctor's Care/Diet for Diet Method	354	7.8%	178
Use Exercise Program for Diet Method	258	5.7%	57
Buy Foods Specifically Labeled: Fat-Free	475	10.5%	113
Buy Foods Specifically Labeled: Gluten-Free	163	3.6%	64
Buy Foods Specifically Labeled: High Fiber	283	6.2%	78
Buy Foods Specifically Labeled: High Protein	386	8.5%	86
Buy Foods Specifically Labeled: Hormone-Free	97	2.1%	65
Buy Foods Specifically Labeled: Lactose-Free	137	3.0%	54
Buy Foods Specifically Labeled: Low-Calorie	371	8.2%	109
Buy Foods Specifically Labeled: Low-Carb	450	9.9%	97
Buy Foods Specifically Labeled: Low-Cholesterol	252	5.6%	107
Buy Foods Specifically Labeled: Low-Fat	261	5.8%	63
Buy Foods Specifically Labeled: Low-Sodium	591	13.0%	102
Buy Foods Specifically Labeled: Natural/Organic	422	9.3%	54
Buy Foods Specifically Labeled: Probiotic	105	2.3%	48
Buy Foods Specifically Labeled: Sugar-Free	528	11.6%	91
Consider Self to Be Semi-Vegetarian	406	9.0%	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	526	11.6%	116
Used Vitamins or Dietary Supplements/6 Mo	2,783	61.4%	93
Provide Services as Primary Caregiver/Caretaker	537	11.8%	196
Assist w/Chores as Caregiver/Caretaker	338	7.5%	190
Assist w/Personal Care as Caregiver/Caretaker	270	6.0%	198
Give Medication as Caregiver/Caretaker	239	5.3%	198
Make Doctor Appointments as Caregiver/Caretaker	301	6.6%	183
Provide Transportation as Caregiver/Caretaker	371	8.2%	190

**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	3,474	76.6%	96
Visited Doctor 1-2 Times/12 Mo	880	19.4%	86
Visited Doctor 3-5 Times/12 Mo	928	20.5%	88
Visited Doctor 6+ Times/12 Mo	1,668	36.8%	107
Visited Acupuncturist Doctor/12 Mo	40	0.9%	53
Visited Allergist Doctor/12 Mo	69	1.5%	74
Visited Cardiologist Doctor/12 Mo	575	12.7%	150
Visited Chiropractor/12 Mo	285	6.3%	75
Visited Dentist/12 Mo	1,507	33.2%	80
Visited Dermatologist Doctor/12 Mo	418	9.2%	80
Visited Ear or Nose or Throat Doctor/12 Mo	171	3.8%	83
Visited Eye Doctor/12 Mo	1,068	23.6%	109
Visited Gastroenterologist Doctor/12 Mo	251	5.5%	102
Visited General or Family Doctor/12 Mo	1,995	44.0%	103
Visited Internist Doctor/12 Mo	162	3.6%	67
Visited Physical Therapist Doctor/12 Mo	281	6.2%	111
Visited Podiatrist Doctor/12 Mo	149	3.3%	96
Visited Psychiatrist/Psychologist Doctor/12 Mo	137	3.0%	67
Visited Urologist Doctor/12 Mo	297	6.6%	140
Visited Nurse Practitioner/12 Mo	576	12.7%	176
Wear Regular/Sun/Tinted Prescription Eyeglasses	1,961	43.3%	93
Wear Bi-Focal/Multi-Focal/Progressive Glasses	910	20.1%	97
Wear Soft Contact Lenses	458	10.1%	68
Spent \$1-99 on Eyeglasses/12 Mo	172	3.8%	105
Spent \$100-199 on Eyeglasses/12 Mo	246	5.4%	100
Spent \$200-249 on Eyeglasses/12 Mo	147	3.2%	97
Spent \$250+ on Eyeglasses/12 Mo	503	11.1%	100
Spent \$1-199 on Contact Lenses/12 Mo	220	4.9%	84
Spent \$200+ on Contact Lenses/12 Mo	149	3.3%	59
Bought Prescrp Eyewear at Discount Optical Ctr	505	11.1%	162
Bought Prescrp Eyewear at Private Eye Doctor	1,163	25.7%	100
Bought Prescrp Eyewear at Retail Optical Chain	568	12.5%	83
Bought Prescrp Eyewear Online	175	3.9%	60
Used Acne Prescription Drug	80	1.8%	61
Used Allergy or Hay Fever Prescription Drug	401	8.8%	134
Used Anxiety or Panic Prescription Drug	402	8.9%	112
Used Arthritis/Osteoarthritis Prescription Drug	346	7.6%	216
Used Rheumatoid Arthritis Prescription Drug	160	3.5%	149
Used Asthma Prescription Drug	295	6.5%	134
Used Backache or Back Pain Prescription Drug	522	11.5%	156
Used Depression Prescription Drug	358	7.9%	107
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	371	8.2%	134
Used Heartburn or Acid Reflux Prescription Drug	381	8.4%	121
Used High Blood Pressure Prescription Drug	911	20.1%	128
Used High Cholesterol Prescription Drug	615	13.6%	116
Used Insomnia Prescription Drug	152	3.4%	131
Used Migraine Headache Prescription Drug	132	2.9%	97
Used Sinus Congestion/Headache Prescription Drug	194	4.3%	140
Used Urinary Tract Infection Prescription Drug	174	3.8%	116
Filled Prescription at Discount/Dept Store/12 Mo	241	5.3%	118
Filled Prescription at Drug Store/Pharmacy/12 Mo	1,798	39.7%	110
Filled Prescription at Supermarket/12 Mo	407	9.0%	85
Filled Prescription by Mail Order/12 Mo	487	10.7%	96
Filled Prescription Online/12 Mo	217	4.8%	65
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	327	7.2%	91
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	508	11.2%	109
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	330	7.3%	101
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	538	11.9%	156
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	390	8.6%	121
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	151	3.3%	103
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	251	5.5%	161

**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
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	2,406	53.1%	117
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	1,310	28.9%	128
Used Medicated Skin Cream/Lotion/Spray/6 Mo	1,385	30.5%	105
Used Non-Medicated Nasal Spray/6 Mo	540	11.9%	107
Used Pain Relieving Rub or Liquid or Patch/6 Mo	1,425	31.4%	114
Used Sleeping Aid or Snore Relief/6 Mo	734	16.2%	115
Used Sore Throat Remedy or Cough Drops/6 Mo	2,111	46.6%	129
Used Sunburn Remedy/12 Mo	516	11.4%	98
Used Suntan or Sunscreen Prod/12 Mo	1,328	29.3%	73
Used Toothache/Gum/Canker Sore Remedy/6 Mo	505	11.1%	153
HH Used Children`s Cold Tablets/Liquids/6 Mo	194	10.1%	127
HH Used Children`s Cough Syrup/6 Mo	125	6.5%	105
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	302	15.8%	107
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	203	10.6%	92
Used Body Wash or Shower Gel/6 Mo	2,995	66.1%	103
Used Breath Freshener/6 Mo	1,841	40.6%	124
Used Gum Breath Freshener/6 Mo	1,127	24.9%	126
Used Mints Breath Freshener/6 Mo	846	18.7%	127
Used Thin Film Breath Freshener/6 Mo	121	2.7%	119
Used Complexion Care Prod/6 Mo	2,122	46.8%	88
Used Denture Adhesive or Fixative/6 Mo	263	5.8%	150
Used Denture Cleaner/6 Mo	497	11.0%	147
Used Eyeliner/Eyebrow Pencil/6 Mo	858	18.9%	78
Used Facial Moisturizer/6 Mo	1,999	44.1%	90
Used Personal Foot Care Prod/6 Mo	820	18.1%	99
Used Hair Coloring Prod at Home/6 Mo	941	20.8%	123
Used Hair Conditioning Treatment at Home/6 Mo	1,365	30.1%	117
Used Hair Growth Prod/6 Mo	264	5.8%	145
Used Hair Spray at Home/6 Mo	1,195	26.4%	107
Used Hair Styling Gel/Lotion/Mousse/6 Mo	1,451	32.0%	90
Used Mouthwash/6 Mo	3,101	68.4%	104
Used Mouthwash 8+ Times/7 Days	836	18.4%	114
Used Sensitive Toothpaste/6 Mo	855	18.9%	94
Used Whitening Toothpaste/6 Mo	1,711	37.7%	96
Used Tooth Whitener (Not Toothpaste)/6 Mo	383	8.4%	91
Used Tooth Whitener (Gel)/6 Mo	70	1.5%	91
Used Tooth Whitener (Strips)/6 Mo	218	4.8%	92
Visited Day Spa/6 Mo	144	3.2%	82
Purchased Prod at Salon or Day Spa/6 Mo	118	2.6%	69
Used Prof Service for Haircut/6 Mo	2,414	53.2%	91
Used Prof Svc for Hair Color/Highlights/6 Mo	530	11.7%	83
Used Prof Service for Facial/6 Mo	71	1.6%	67
Used Prof Service for Massage/6 Mo	208	4.6%	71
Used Prof Service for Manicure/6 Mo	465	10.3%	100
Used Prof Service for Pedicure/6 Mo	574	12.7%	94
Spent \$1-99 at Barber Shop/6 Mo	816	18.0%	124
Spent \$100+ at Barber Shop/6 Mo	289	6.4%	79
Spent \$1-99 at Beauty Salon/6 Mo	599	13.2%	105
Spent \$100+ at Beauty Salon/6 Mo	712	15.7%	82

**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.