



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		783	752
Population 18+		499	481
Households		345	335
Median Household Income		\$39,080	\$47,172
<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	131	26.3%	105
Typically Spend 4-6 Hrs Exercising/Wk	97	19.4%	88
Typically Spend 7+ Hrs Exercising/Wk	102	20.4%	84
Exercise at Home 2+ Times/Wk	213	42.7%	87
Exercise at Club 2+ Times/Wk	51	10.2%	87
Exercise at Oth Facility (Not Club) 2+ Times/Wk	36	7.2%	93
Member of LA Fitness Club/Gym	8	1.6%	95
Member of Planet Fitness Club/Gym	32	6.4%	145
Member of YMCA Fitness Club/Gym	8	1.6%	57
Own Elliptical	12	2.4%	44
Own Stationary Bicycle	30	6.0%	56
Own Treadmill	49	9.8%	83
Own Weight Lifting Equipment	71	14.2%	75
Control Diet for Blood Sugar Level	73	14.6%	121
Control Diet for Cholesterol Level	57	11.4%	89
Control Diet for Food Allergies	5	1.0%	43
Control Diet to Maintain Weight	37	7.4%	64
Control Diet for Physical Fitness	49	9.8%	69
Control Diet for Salt Restriction	20	4.0%	96
Control Diet for Weight Loss	88	17.6%	84
Use Doctor's Care/Diet for Diet Method	31	6.2%	142
Use Exercise Program for Diet Method	35	7.0%	70
Buy Foods Specifically Labeled: Fat-Free	42	8.4%	91
Buy Foods Specifically Labeled: Gluten-Free	22	4.4%	79
Buy Foods Specifically Labeled: High Fiber	32	6.4%	81
Buy Foods Specifically Labeled: High Protein	42	8.4%	85
Buy Foods Specifically Labeled: Hormone-Free	9	1.8%	54
Buy Foods Specifically Labeled: Lactose-Free	18	3.6%	65
Buy Foods Specifically Labeled: Low-Calorie	39	7.8%	104
Buy Foods Specifically Labeled: Low-Carb	47	9.4%	92
Buy Foods Specifically Labeled: Low-Cholesterol	26	5.2%	101
Buy Foods Specifically Labeled: Low-Fat	31	6.2%	68
Buy Foods Specifically Labeled: Low-Sodium	60	12.0%	94
Buy Foods Specifically Labeled: Natural/Organic	69	13.8%	80
Buy Foods Specifically Labeled: Probiotic	25	5.0%	105
Buy Foods Specifically Labeled: Sugar-Free	59	11.8%	92
Consider Self to Be Semi-Vegetarian	39	7.8%	91
Used Meal/Dietary/Weight Loss Supplement/6 Mo	49	9.8%	98
Used Vitamins or Dietary Supplements/6 Mo	282	56.5%	85
Provide Services as Primary Caregiver/Caretaker	29	5.8%	96
Assist w/Chores as Caregiver/Caretaker	16	3.2%	82
Assist w/Personal Care as Caregiver/Caretaker	15	3.0%	100
Give Medication as Caregiver/Caretaker	16	3.2%	120
Make Doctor Appointments as Caregiver/Caretaker	14	2.8%	77
Provide Transportation as Caregiver/Caretaker	18	3.6%	84

**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	385	77.2%	97
Visited Doctor 1-2 Times/12 Mo	112	22.4%	100
Visited Doctor 3-5 Times/12 Mo	127	25.5%	110
Visited Doctor 6+ Times/12 Mo	146	29.3%	85
Visited Acupuncturist Doctor/12 Mo	8	1.6%	96
Visited Allergist Doctor/12 Mo	9	1.8%	88
Visited Cardiologist Doctor/12 Mo	36	7.2%	86
Visited Chiropractor/12 Mo	39	7.8%	93
Visited Dentist/12 Mo	179	35.9%	86
Visited Dermatologist Doctor/12 Mo	27	5.4%	47
Visited Ear or Nose or Throat Doctor/12 Mo	15	3.0%	66
Visited Eye Doctor/12 Mo	94	18.8%	87
Visited Gastroenterologist Doctor/12 Mo	24	4.8%	89
Visited General or Family Doctor/12 Mo	205	41.1%	96
Visited Internist Doctor/12 Mo	17	3.4%	64
Visited Physical Therapist Doctor/12 Mo	28	5.6%	100
Visited Podiatrist Doctor/12 Mo	16	3.2%	94
Visited Psychiatrist/Psychologist Doctor/12 Mo	25	5.0%	111
Visited Urologist Doctor/12 Mo	28	5.6%	120
Visited Nurse Practitioner/12 Mo	36	7.2%	100
Wear Regular/Sun/Tinted Prescription Eyeglasses	216	43.3%	93
Wear Bi-Focal/Multi-Focal/Progressive Glasses	88	17.6%	85
Wear Soft Contact Lenses	53	10.6%	72
Spent \$1-99 on Eyeglasses/12 Mo	17	3.4%	94
Spent \$100-199 on Eyeglasses/12 Mo	23	4.6%	85
Spent \$200-249 on Eyeglasses/12 Mo	21	4.2%	126
Spent \$250+ on Eyeglasses/12 Mo	35	7.0%	63
Spent \$1-199 on Contact Lenses/12 Mo	19	3.8%	66
Spent \$200+ on Contact Lenses/12 Mo	19	3.8%	69
Bought Prescrp Eyewear at Discount Optical Ctr	39	7.8%	114
Bought Prescrp Eyewear at Private Eye Doctor	112	22.4%	87
Bought Prescrp Eyewear at Retail Optical Chain	67	13.4%	89
Bought Prescrp Eyewear Online	33	6.6%	103
Used Acne Prescription Drug	7	1.4%	49
Used Allergy or Hay Fever Prescription Drug	33	6.6%	100
Used Anxiety or Panic Prescription Drug	43	8.6%	109
Used Arthritis/Osteoarthritis Prescription Drug	21	4.2%	119
Used Rheumatoid Arthritis Prescription Drug	11	2.2%	93
Used Asthma Prescription Drug	28	5.6%	116
Used Backache or Back Pain Prescription Drug	38	7.6%	103
Used Depression Prescription Drug	50	10.0%	136
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	33	6.6%	108
Used Heartburn or Acid Reflux Prescription Drug	38	7.6%	110
Used High Blood Pressure Prescription Drug	85	17.0%	108
Used High Cholesterol Prescription Drug	52	10.4%	89
Used Insomnia Prescription Drug	17	3.4%	133
Used Migraine Headache Prescription Drug	13	2.6%	86
Used Sinus Congestion/Headache Prescription Drug	9	1.8%	59
Used Urinary Tract Infection Prescription Drug	18	3.6%	109
Filled Prescription at Discount/Dept Store/12 Mo	30	6.0%	133
Filled Prescription at Drug Store/Pharmacy/12 Mo	168	33.7%	93
Filled Prescription at Supermarket/12 Mo	57	11.4%	108
Filled Prescription by Mail Order/12 Mo	19	3.8%	34
Filled Prescription Online/12 Mo	24	4.8%	65
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	24	4.8%	61
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	44	8.8%	86
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	32	6.4%	89
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	40	8.0%	105
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	30	6.0%	85
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	15	3.0%	93
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	13	2.6%	76

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	239	47.9%	106
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	155	31.1%	138
Used Medicated Skin Cream/Lotion/Spray/6 Mo	135	27.1%	93
Used Non-Medicated Nasal Spray/6 Mo	56	11.2%	101
Used Pain Relieving Rub or Liquid or Patch/6 Mo	148	29.7%	108
Used Sleeping Aid or Snore Relief/6 Mo	68	13.6%	97
Used Sore Throat Remedy or Cough Drops/6 Mo	198	39.7%	110
Used Sunburn Remedy/12 Mo	48	9.6%	83
Used Suntan or Sunscreen Prod/12 Mo	144	28.9%	72
Used Toothache/Gum/Canker Sore Remedy/6 Mo	63	12.6%	173
HH Used Children`s Cold Tablets/Liquids/6 Mo	30	8.7%	109
HH Used Children`s Cough Syrup/6 Mo	21	6.1%	98
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	46	13.3%	91
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	37	10.7%	93
Used Body Wash or Shower Gel/6 Mo	349	69.9%	109
Used Breath Freshener/6 Mo	185	37.1%	113
Used Gum Breath Freshener/6 Mo	109	21.8%	111
Used Mints Breath Freshener/6 Mo	83	16.6%	114
Used Thin Film Breath Freshener/6 Mo	8	1.6%	71
Used Complexion Care Prod/6 Mo	241	48.3%	91
Used Denture Adhesive or Fixative/6 Mo	26	5.2%	135
Used Denture Cleaner/6 Mo	43	8.6%	116
Used Eyeliner/Eyebrow Pencil/6 Mo	100	20.0%	83
Used Facial Moisturizer/6 Mo	204	40.9%	83
Used Personal Foot Care Prod/6 Mo	103	20.6%	113
Used Hair Coloring Prod at Home/6 Mo	91	18.2%	108
Used Hair Conditioning Treatment at Home/6 Mo	136	27.3%	106
Used Hair Growth Prod/6 Mo	16	3.2%	80
Used Hair Spray at Home/6 Mo	107	21.4%	87
Used Hair Styling Gel/Lotion/Mousse/6 Mo	174	34.9%	98
Used Mouthwash/6 Mo	330	66.1%	101
Used Mouthwash 8+ Times/7 Days	84	16.8%	104
Used Sensitive Toothpaste/6 Mo	107	21.4%	107
Used Whitening Toothpaste/6 Mo	192	38.5%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	41	8.2%	88
Used Tooth Whitener (Gel)/6 Mo	15	3.0%	178
Used Tooth Whitener (Strips)/6 Mo	17	3.4%	65
Visited Day Spa/6 Mo	10	2.0%	52
Purchased Prod at Salon or Day Spa/6 Mo	21	4.2%	112
Used Prof Service for Haircut/6 Mo	247	49.5%	85
Used Prof Svc for Hair Color/Highlights/6 Mo	62	12.4%	88
Used Prof Service for Facial/6 Mo	7	1.4%	60
Used Prof Service for Massage/6 Mo	27	5.4%	84
Used Prof Service for Manicure/6 Mo	45	9.0%	88
Used Prof Service for Pedicure/6 Mo	57	11.4%	85
Spent \$1-99 at Barber Shop/6 Mo	64	12.8%	88
Spent \$100+ at Barber Shop/6 Mo	32	6.4%	79
Spent \$1-99 at Beauty Salon/6 Mo	71	14.2%	113
Spent \$100+ at Beauty Salon/6 Mo	63	12.6%	66

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