



Demographic Summary		2022	2027
Population		10,271	10,182
Population 18+		6,507	6,414
Households		2,389	2,374
Median Household Income		\$37,875	\$38,897
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	1,468	22.6%	94
Typically spend 4-6 hours exercising per week	1,199	18.4%	85
Typically spend 7+ hours exercising per week	1,179	18.1%	78
Exercise at home 2+ times per week	2,064	31.7%	78
Exercise at club 2+ times per week	483	7.4%	54
Exercise at other facility 2+ times per week	369	5.7%	71
Member of LA Fitness club/gym	96	1.5%	75
Member of Planet Fitness club/gym	323	5.0%	102
Member of YMCA Fitness club/gym	156	2.4%	82
Own elliptical	236	3.6%	76
Own stationary bicycle	245	3.8%	50
Own treadmill	536	8.2%	84
Own weight lifting equipment	671	10.3%	65
Control diet for blood sugar level	975	15.0%	131
Control diet for cholesterol level	778	12.0%	100
Control diet for food allergies	194	3.0%	126
Control diet to maintain weight	500	7.7%	72
Control diet for physical fitness	633	9.7%	79
Control diet for salt restriction	306	4.7%	114
Control diet for weight loss	1,369	21.0%	115
Used doctor`s care/diet for diet method	333	5.1%	155
Used exercise program for diet method	502	7.7%	88
Buy foods specifically labeled as fat-free	661	10.2%	113
Buy foods specifically labeled as gluten-free	354	5.4%	94
Buy foods specifically labeled as high fiber	502	7.7%	107
Buy foods specifically labeled as high protein	520	8.0%	87
Buy foods specifically labeled as hormone-free	153	2.4%	71
Buy foods specifically labeled as lactose-free	267	4.1%	83
Buy foods specifically labeled as low-calorie	412	6.3%	91
Buy foods specifically labeled as low-carb	468	7.2%	76
Buy foods specifically labeled as low-cholesterol	380	5.8%	118
Buy foods specifically labeled as low-fat	423	6.5%	77
Buy foods specifically labeled as low-sodium	860	13.2%	113
Buy foods specifically labeled as natural/organic	749	11.5%	70
Buy foods specifically labeled as probiotic	242	3.7%	88
Buy foods specifically labeled as sugar-free	731	11.2%	98
Consider self to be semi-vegetarian	420	6.5%	82
Used meal/dietary/weight loss supplement last 6 months	673	10.3%	108
Used vitamins/dietary supplements in last 6 months	3,544	54.5%	90
Provide services as a primary caregiver/caretaker	594	9.1%	142
Assist with chores as caregiver/caretaker	367	5.6%	143
Assist with personal care as caregiver/caretaker	293	4.5%	137
Give medication as caregiver/caretaker	286	4.4%	155
Make doctor appointments as caregiver/caretaker	325	5.0%	135
Provide transportation as caregiver/caretaker	367	5.6%	133

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	4,575	70.3%	89
Visited doctor in last 12 months: 1-2 times	1,291	19.8%	84
Visited doctor in last 12 months: 3-5 times	1,333	20.5%	86
Visited doctor in last 12 months: 6+ times	1,951	30.0%	94
Visited doctor in last 12 months: acupuncturist	62	1.0%	59
Visited doctor in last 12 months: allergist	163	2.5%	118
Visited doctor in last 12 months: cardiologist	549	8.4%	105
Visited doctor in last 12 months: chiropractor	331	5.1%	61
Visited doctor in last 12 months: dentist	1,946	29.9%	75
Visited doctor in last 12 months: dermatologist	404	6.2%	58
Visited doctor in last 12 months: ear/nose/throat	373	5.7%	119
Visited doctor in last 12 months: eye	1,481	22.8%	101
Visited doctor in last 12 months: gastroenterologist	247	3.8%	77
Visited doctor in last 12 months: general/family	2,496	38.4%	88
Visited doctor in last 12 months: internist	186	2.9%	52
Visited doctor in last 12 months: physical therapist	350	5.4%	95
Visited doctor in last 12 months: podiatrist	193	3.0%	102
Visited doctor in last 12 months: psychiatrist/psychologist	237	3.6%	95
Filled prescription online in the last 12 months	186	2.9%	50
Visited doctor in last 12 months: urologist	309	4.7%	108
Visited nurse practitioner in last 12 months	670	10.3%	144
Wear regular/sun/tinted prescription eyeglasses	2,562	39.4%	90
Wear bi-focal/multi-focal/progressive glasses	1,067	16.4%	86
Wear soft contact lenses	713	11.0%	84
Spent on eyeglasses in last 12 months: \$1-99	233	3.6%	103
Spent on eyeglasses in last 12 months: \$100-\$199	281	4.3%	83
Spent on eyeglasses in last 12 months: \$200-\$249	178	2.7%	86
Spent on eyeglasses in last 12 months: \$250+	609	9.4%	90
Spent on contact lenses in last 12 months: \$1-\$199	314	4.8%	89
Spent on contact lenses in last 12 months: \$200+	219	3.4%	67
Bought prescription eyewear: discount optical ctr	612	9.4%	116
Bought prescription eyewear: private eye doctor	1,496	23.0%	90
Bought prescription eyewear: retail optical chain	712	10.9%	81
Bought prescription eyewear: online	234	3.6%	62
Used prescription drug for acne	216	3.3%	120
Used prescription drug for allergy/hay fever	550	8.5%	136
Used prescription drug for anxiety/panic	476	7.3%	102
Used prescription drug for arthritis/osteoarthritis	340	5.2%	160
Used prescription drug for rheumatoid arthritis	174	2.7%	107
Used prescription drug for asthma	412	6.3%	138
Used prescription drug for backache/back pain	746	11.5%	162
Used prescription drug for depression	507	7.8%	113
Used prescription drug for diabetes (non-insulin dependent Type-2)	397	6.1%	110
Used prescription drug for heartburn/acid reflux	573	8.8%	133
Used prescription drug for high blood pressure	1,039	16.0%	109
Used prescription drug for high cholesterol	684	10.5%	99
Used prescription drug for insomnia	159	2.4%	107
Used prescription drug for migraine headache	157	2.4%	80
Used prescription drug for sinus congestion/headache	376	5.8%	182
Used prescription drug for urinary tract infection	222	3.4%	99
Filled prescription last 12 months: at discount/dept store	244	3.7%	79
Filled prescription last 12 months: at drug store/pharmacy	1,975	30.4%	90
Filled prescription last 12 months: at supermarket	417	6.4%	66
Filled prescription last 12 months: by mail order	450	6.9%	73
Spent out of pocket prescription drugs/30 days: <\$1-9	448	6.9%	97
Spent out of pocket prescription drugs/30 days: \$10-19	561	8.6%	88
Spent out of pocket prescription drugs/30 days: \$20-29	396	6.1%	92
Spent out of pocket prescription drugs/30 days: \$30-49	652	10.0%	137
Spent out of pocket prescription drugs/30 days: \$50-99	523	8.0%	122
Spent out of pocket prescription drugs/30 days: \$100-149	146	2.2%	79
Spent out of pocket prescription drugs/30 days: \$150+	229	3.5%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	3,235	49.7%	107
Used last 6 months: cough syrup/suppressant(nonprescr)	2,074	31.9%	117
Used last 6 months: medicated skin cream/lotion/spray	2,007	30.8%	105
Used last 6 months: non-medicated nasal spray	837	12.9%	110
Used last 6 months: pain relieving rub/liquid/patch	1,681	25.8%	96
Used last 6 months: sleeping aid/snore relief	783	12.0%	95
Used last 6 months: sore throat remedy/cough drops	3,045	46.8%	114
Used last 12 months: sunburn remedy	768	11.8%	92
Used last 12 months: suntan/sunscreen product	1,546	23.8%	62
Used last 6 months: toothache/gum/canker sore remedy	823	12.6%	152
HH used last 6 months: children`s cold tablets/liquids	265	11.1%	128
HH used last 6 months: children`s cough syrup	224	9.4%	127
HH used kids pain reliever/fever reducer last 6 months	408	17.1%	108
HH used kids vitamins/nutritional suppl last 6 months	285	11.9%	101
Used body wash/shower gel in last 6 months	4,806	73.9%	115
Used breath freshener in last 6 months	2,860	44.0%	126
Used breath freshener in last 6 months: gum	1,794	27.6%	133
Used breath freshener in last 6 months: mints	1,255	19.3%	123
Used breath freshener in last 6 months: thin film	153	2.4%	103
Used complexion care product in last 6 months	3,127	48.1%	92
Used denture adhesive/fixative in last 6 months	580	8.9%	198
Used denture cleaner in last 6 months	876	13.5%	163
Used facial moisturizer in last 6 months	2,907	44.7%	93
Used personal foot care product in last 6 months	1,360	20.9%	113
Used hair coloring product (at home) last 6 months	1,411	21.7%	124
Used hair conditioning treatment (at home) in last 6 months	2,255	34.7%	130
Used hair growth product in last 6 months	364	5.6%	161
Used hair spray (at home) in last 6 months	1,817	27.9%	102
Used hair styling gel/lotion/mousse in last 6 months	2,399	36.9%	105
Used mouthwash in last 6 months	4,588	70.5%	108
Used mouthwash 8+ times in last 7 days	1,313	20.2%	125
Used sensitive toothpaste in last 6 months	1,207	18.5%	99
Used whitening toothpaste in last 6 months	2,290	35.2%	94
Used tooth whitener (not toothpaste) in last 6 months	728	11.2%	112
Used tooth whitener (gel) in last 6 months	147	2.3%	130
Used tooth whitener (strips) in last 6 months	363	5.6%	103
Visited a day spa in last 6 months	208	3.2%	81
Purchased product at salon/day spa in last 6 months	219	3.4%	85
Used professional service last 6 months: haircut	3,307	50.8%	87
Used professional service last 6 months: hair color/highlights	732	11.2%	77
Used professional service last 6 months: facial	109	1.7%	74
Used professional service last 6 months: massage	304	4.7%	70
Used professional service last 6 months: manicure	791	12.2%	112
Used professional service last 6 months: pedicure	966	14.8%	109
Spent \$1-99 at barber shops in last 6 months	895	13.8%	94
Spent \$100+ at barber shops in last 6 months	362	5.6%	77
Spent \$1-99 at beauty salons in last 6 months	765	11.8%	94
Spent \$100+ at beauty salons in last 6 months	714	11.0%	63

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