



<b>Demographic Summary</b>		<b>2022</b>	<b>2027</b>
Population		6,767	6,667
Population 18+		4,698	4,679
Households		2,013	1,995
Median Household Income		\$33,610	\$38,202
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 1-3 hours exercising per week	1,105	23.5%	98
Typically spend 4-6 hours exercising per week	735	15.6%	72
Typically spend 7+ hours exercising per week	995	21.2%	91
Exercise at home 2+ times per week	1,558	33.2%	82
Exercise at club 2+ times per week	400	8.5%	62
Exercise at other facility 2+ times per week	298	6.3%	80
Member of LA Fitness club/gym	61	1.3%	66
Member of Planet Fitness club/gym	244	5.2%	107
Member of YMCA Fitness club/gym	168	3.6%	122
Own elliptical	132	2.8%	59
Own stationary bicycle	229	4.9%	64
Own treadmill	273	5.8%	59
Own weight lifting equipment	455	9.7%	61
Control diet for blood sugar level	682	14.5%	127
Control diet for cholesterol level	660	14.0%	118
Control diet for food allergies	97	2.1%	88
Control diet to maintain weight	394	8.4%	79
Control diet for physical fitness	458	9.7%	80
Control diet for salt restriction	224	4.8%	116
Control diet for weight loss	835	17.8%	97
Used doctor`s care/diet for diet method	140	3.0%	90
Used exercise program for diet method	336	7.2%	81
Buy foods specifically labeled as fat-free	420	8.9%	99
Buy foods specifically labeled as gluten-free	265	5.6%	97
Buy foods specifically labeled as high fiber	371	7.9%	110
Buy foods specifically labeled as high protein	337	7.2%	79
Buy foods specifically labeled as hormone-free	93	2.0%	60
Buy foods specifically labeled as lactose-free	226	4.8%	97
Buy foods specifically labeled as low-calorie	271	5.8%	83
Buy foods specifically labeled as low-carb	397	8.5%	90
Buy foods specifically labeled as low-cholesterol	274	5.8%	118
Buy foods specifically labeled as low-fat	266	5.7%	67
Buy foods specifically labeled as low-sodium	670	14.3%	122
Buy foods specifically labeled as natural/organic	520	11.1%	68
Buy foods specifically labeled as probiotic	163	3.5%	82
Buy foods specifically labeled as sugar-free	476	10.1%	88
Consider self to be semi-vegetarian	276	5.9%	74
Used meal/dietary/weight loss supplement last 6 months	456	9.7%	101
Used vitamins/dietary supplements in last 6 months	2,628	55.9%	92
Provide services as a primary caregiver/caretaker	483	10.3%	160
Assist with chores as caregiver/caretaker	291	6.2%	157
Assist with personal care as caregiver/caretaker	287	6.1%	186
Give medication as caregiver/caretaker	226	4.8%	170
Make doctor appointments as caregiver/caretaker	256	5.4%	147
Provide transportation as caregiver/caretaker	299	6.4%	150

**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	3,446	73.4%	92
Visited doctor in last 12 months: 1-2 times	1,035	22.0%	94
Visited doctor in last 12 months: 3-5 times	1,097	23.4%	98
Visited doctor in last 12 months: 6+ times	1,314	28.0%	87
Visited doctor in last 12 months: acupuncturist	33	0.7%	44
Visited doctor in last 12 months: allergist	100	2.1%	101
Visited doctor in last 12 months: cardiologist	463	9.9%	122
Visited doctor in last 12 months: chiropractor	201	4.3%	52
Visited doctor in last 12 months: dentist	1,506	32.1%	80
Visited doctor in last 12 months: dermatologist	275	5.9%	55
Visited doctor in last 12 months: ear/nose/throat	201	4.3%	89
Visited doctor in last 12 months: eye	1,045	22.2%	99
Visited doctor in last 12 months: gastroenterologist	131	2.8%	57
Visited doctor in last 12 months: general/family	1,817	38.7%	88
Visited doctor in last 12 months: internist	205	4.4%	80
Visited doctor in last 12 months: physical therapist	243	5.2%	91
Visited doctor in last 12 months: podiatrist	143	3.0%	104
Visited doctor in last 12 months: psychiatrist/psychologist	173	3.7%	96
Filled prescription online in the last 12 months	141	3.0%	52
Visited doctor in last 12 months: urologist	218	4.6%	106
Visited nurse practitioner in last 12 months	298	6.3%	89
Wear regular/sun/tinted prescription eyeglasses	1,947	41.4%	95
Wear bi-focal/multi-focal/progressive glasses	725	15.4%	81
Wear soft contact lenses	476	10.1%	77
Spent on eyeglasses in last 12 months: \$1-99	174	3.7%	107
Spent on eyeglasses in last 12 months: \$100-\$199	317	6.7%	130
Spent on eyeglasses in last 12 months: \$200-\$249	165	3.5%	111
Spent on eyeglasses in last 12 months: \$250+	372	7.9%	76
Spent on contact lenses in last 12 months: \$1-\$199	213	4.5%	84
Spent on contact lenses in last 12 months: \$200+	147	3.1%	62
Bought prescription eyewear: discount optical ctr	400	8.5%	105
Bought prescription eyewear: private eye doctor	1,082	23.0%	90
Bought prescription eyewear: retail optical chain	585	12.5%	92
Bought prescription eyewear: online	185	3.9%	68
Used prescription drug for acne	144	3.1%	110
Used prescription drug for allergy/hay fever	388	8.3%	133
Used prescription drug for anxiety/panic	421	9.0%	125
Used prescription drug for arthritis/osteoarthritis	225	4.8%	147
Used prescription drug for rheumatoid arthritis	178	3.8%	151
Used prescription drug for asthma	274	5.8%	127
Used prescription drug for backache/back pain	416	8.9%	125
Used prescription drug for depression	289	6.2%	89
Used prescription drug for diabetes (non-insulin dependent Type-2)	319	6.8%	123
Used prescription drug for heartburn/acid reflux	371	7.9%	119
Used prescription drug for high blood pressure	954	20.3%	139
Used prescription drug for high cholesterol	578	12.3%	116
Used prescription drug for insomnia	102	2.2%	95
Used prescription drug for migraine headache	140	3.0%	99
Used prescription drug for sinus congestion/headache	211	4.5%	142
Used prescription drug for urinary tract infection	118	2.5%	73
Filled prescription last 12 months: at discount/dept store	224	4.8%	101
Filled prescription last 12 months: at drug store/pharmacy	1,525	32.5%	97
Filled prescription last 12 months: at supermarket	398	8.5%	88
Filled prescription last 12 months: by mail order	376	8.0%	84
Spent out of pocket prescription drugs/30 days: <\$1-9	296	6.3%	89
Spent out of pocket prescription drugs/30 days: \$10-19	334	7.1%	73
Spent out of pocket prescription drugs/30 days: \$20-29	406	8.6%	130
Spent out of pocket prescription drugs/30 days: \$30-49	437	9.3%	127
Spent out of pocket prescription drugs/30 days: \$50-99	292	6.2%	95
Spent out of pocket prescription drugs/30 days: \$100-149	127	2.7%	96
Spent out of pocket prescription drugs/30 days: \$150+	138	2.9%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	2,242	47.7%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	1,547	32.9%	121
Used last 6 months: medicated skin cream/lotion/spray	1,335	28.4%	96
Used last 6 months: non-medicated nasal spray	547	11.6%	100
Used last 6 months: pain relieving rub/liquid/patch	1,258	26.8%	100
Used last 6 months: sleeping aid/snore relief	586	12.5%	98
Used last 6 months: sore throat remedy/cough drops	2,054	43.7%	107
Used last 12 months: sunburn remedy	407	8.7%	67
Used last 12 months: suntan/sunscreen product	1,021	21.7%	56
Used last 6 months: toothache/gum/canker sore remedy	546	11.6%	140
HH used last 6 months: children`s cold tablets/liquids	245	12.2%	141
HH used last 6 months: children`s cough syrup	228	11.3%	154
HH used kids pain reliever/fever reducer last 6 months	353	17.5%	111
HH used kids vitamins/nutritional suppl last 6 months	282	14.0%	119
Used body wash/shower gel in last 6 months	3,414	72.7%	113
Used breath freshener in last 6 months	2,068	44.0%	126
Used breath freshener in last 6 months: gum	1,283	27.3%	132
Used breath freshener in last 6 months: mints	771	16.4%	105
Used breath freshener in last 6 months: thin film	102	2.2%	95
Used complexion care product in last 6 months	2,443	52.0%	100
Used denture adhesive/fixative in last 6 months	456	9.7%	215
Used denture cleaner in last 6 months	560	11.9%	144
Used facial moisturizer in last 6 months	2,149	45.7%	95
Used personal foot care product in last 6 months	1,158	24.6%	134
Used hair coloring product (at home) last 6 months	923	19.6%	112
Used hair conditioning treatment (at home) in last 6 months	1,649	35.1%	132
Used hair growth product in last 6 months	219	4.7%	134
Used hair spray (at home) in last 6 months	1,140	24.3%	89
Used hair styling gel/lotion/mousse in last 6 months	1,564	33.3%	94
Used mouthwash in last 6 months	3,373	71.8%	110
Used mouthwash 8+ times in last 7 days	935	19.9%	123
Used sensitive toothpaste in last 6 months	682	14.5%	78
Used whitening toothpaste in last 6 months	1,511	32.2%	86
Used tooth whitener (not toothpaste) in last 6 months	439	9.3%	94
Used tooth whitener (gel) in last 6 months	119	2.5%	145
Used tooth whitener (strips) in last 6 months	236	5.0%	93
Visited a day spa in last 6 months	124	2.6%	67
Purchased product at salon/day spa in last 6 months	126	2.7%	68
Used professional service last 6 months: haircut	2,130	45.3%	78
Used professional service last 6 months: hair color/highlights	495	10.5%	72
Used professional service last 6 months: facial	80	1.7%	76
Used professional service last 6 months: massage	189	4.0%	60
Used professional service last 6 months: manicure	617	13.1%	121
Used professional service last 6 months: pedicure	707	15.0%	111
Spent \$1-99 at barber shops in last 6 months	643	13.7%	93
Spent \$100+ at barber shops in last 6 months	341	7.3%	100
Spent \$1-99 at beauty salons in last 6 months	433	9.2%	73
Spent \$100+ at beauty salons in last 6 months	559	11.9%	68

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