



Demographic Summary		2023	2028
Population		412	403
Population 18+		207	202
Households		105	104
Median Household Income		\$45,276	\$53,103
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	55	26.6%	106
Typically Spend 4-6 Hrs Exercising/Wk	34	16.4%	74
Typically Spend 7+ Hrs Exercising/Wk	44	21.3%	87
Exercise at Home 2+ Times/Wk	87	42.0%	85
Exercise at Club 2+ Times/Wk	14	6.8%	58
Exercise at Oth Facility (Not Club) 2+ Times/Wk	20	9.7%	125
Member of LA Fitness Club/Gym	4	1.9%	115
Member of Planet Fitness Club/Gym	8	3.9%	87
Member of YMCA Fitness Club/Gym	2	1.0%	35
Own Elliptical	9	4.3%	80
Own Stationary Bicycle	17	8.2%	77
Own Treadmill	23	11.1%	94
Own Weight Lifting Equipment	32	15.5%	81
Control Diet for Blood Sugar Level	20	9.7%	80
Control Diet for Cholesterol Level	23	11.1%	86
Control Diet for Food Allergies	3	1.4%	62
Control Diet to Maintain Weight	25	12.1%	104
Control Diet for Physical Fitness	29	14.0%	98
Control Diet for Salt Restriction	8	3.9%	92
Control Diet for Weight Loss	36	17.4%	83
Use Doctor`s Care/Diet for Diet Method	8	3.9%	88
Use Exercise Program for Diet Method	23	11.1%	111
Buy Foods Specifically Labeled: Fat-Free	19	9.2%	99
Buy Foods Specifically Labeled: Gluten-Free	17	8.2%	146
Buy Foods Specifically Labeled: High Fiber	12	5.8%	73
Buy Foods Specifically Labeled: High Protein	17	8.2%	83
Buy Foods Specifically Labeled: Hormone-Free	3	1.4%	44
Buy Foods Specifically Labeled: Lactose-Free	17	8.2%	148
Buy Foods Specifically Labeled: Low-Calorie	14	6.8%	90
Buy Foods Specifically Labeled: Low-Carb	14	6.8%	66
Buy Foods Specifically Labeled: Low-Cholesterol	10	4.8%	93
Buy Foods Specifically Labeled: Low-Fat	14	6.8%	74
Buy Foods Specifically Labeled: Low-Sodium	19	9.2%	72
Buy Foods Specifically Labeled: Natural/Organic	24	11.6%	67
Buy Foods Specifically Labeled: Probiotic	10	4.8%	101
Buy Foods Specifically Labeled: Sugar-Free	32	15.5%	120
Consider Self to Be Semi-Vegetarian	16	7.7%	90
Used Meal/Dietary/Weight Loss Supplement/6 Mo	17	8.2%	82
Used Vitamins or Dietary Supplements/6 Mo	127	61.4%	93
Provide Services as Primary Caregiver/Caretaker	11	5.3%	88
Assist w/Chores as Caregiver/Caretaker	7	3.4%	86
Assist w/Personal Care as Caregiver/Caretaker	6	2.9%	96
Give Medication as Caregiver/Caretaker	4	1.9%	72
Make Doctor Appointments as Caregiver/Caretaker	5	2.4%	67
Provide Transportation as Caregiver/Caretaker	7	3.4%	78

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	148	71.5%	89
Visited Doctor 1-2 Times/12 Mo	62	30.0%	133
Visited Doctor 3-5 Times/12 Mo	36	17.4%	75
Visited Doctor 6+ Times/12 Mo	50	24.2%	71
Visited Acupuncturist Doctor/12 Mo	3	1.4%	87
Visited Allergist Doctor/12 Mo	4	1.9%	94
Visited Cardiologist Doctor/12 Mo	8	3.9%	46
Visited Chiropractor/12 Mo	12	5.8%	69
Visited Dentist/12 Mo	56	27.1%	65
Visited Dermatologist Doctor/12 Mo	17	8.2%	71
Visited Ear or Nose or Throat Doctor/12 Mo	5	2.4%	53
Visited Eye Doctor/12 Mo	28	13.5%	63
Visited Gastroenterologist Doctor/12 Mo	14	6.8%	125
Visited General or Family Doctor/12 Mo	68	32.9%	77
Visited Internist Doctor/12 Mo	4	1.9%	36
Visited Physical Therapist Doctor/12 Mo	4	1.9%	34
Visited Podiatrist Doctor/12 Mo	7	3.4%	99
Visited Psychiatrist/Psychologist Doctor/12 Mo	8	3.9%	86
Visited Urologist Doctor/12 Mo	6	2.9%	62
Visited Nurse Practitioner/12 Mo	11	5.3%	73
Wear Regular/Sun/Tinted Prescription Eyeglasses	68	32.9%	71
Wear Bi-Focal/Multi-Focal/Progressive Glasses	20	9.7%	47
Wear Soft Contact Lenses	23	11.1%	75
Spent \$1-99 on Eyeglasses/12 Mo	9	4.3%	120
Spent \$100-199 on Eyeglasses/12 Mo	11	5.3%	98
Spent \$200-249 on Eyeglasses/12 Mo	7	3.4%	101
Spent \$250+ on Eyeglasses/12 Mo	12	5.8%	52
Spent \$1-199 on Contact Lenses/12 Mo	12	5.8%	100
Spent \$200+ on Contact Lenses/12 Mo	5	2.4%	44
Bought Prescrp Eyewear at Discount Optical Ctr	13	6.3%	91
Bought Prescrp Eyewear at Private Eye Doctor	31	15.0%	58
Bought Prescrp Eyewear at Retail Optical Chain	25	12.1%	80
Bought Prescrp Eyewear Online	8	3.9%	60
Used Acne Prescription Drug	6	2.9%	101
Used Allergy or Hay Fever Prescription Drug	10	4.8%	73
Used Anxiety or Panic Prescription Drug	9	4.3%	55
Used Arthritis/Osteoarthritis Prescription Drug	4	1.9%	55
Used Rheumatoid Arthritis Prescription Drug	6	2.9%	122
Used Asthma Prescription Drug	10	4.8%	100
Used Backache or Back Pain Prescription Drug	16	7.7%	105
Used Depression Prescription Drug	8	3.9%	52
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	11	5.3%	87
Used Heartburn or Acid Reflux Prescription Drug	11	5.3%	77
Used High Blood Pressure Prescription Drug	21	10.1%	65
Used High Cholesterol Prescription Drug	13	6.3%	54
Used Insomnia Prescription Drug	3	1.4%	56
Used Migraine Headache Prescription Drug	5	2.4%	80
Used Sinus Congestion/Headache Prescription Drug	5	2.4%	79
Used Urinary Tract Infection Prescription Drug	5	2.4%	73
Filled Prescription at Discount/Dept Store/12 Mo	6	2.9%	64
Filled Prescription at Drug Store/Pharmacy/12 Mo	52	25.1%	70
Filled Prescription at Supermarket/12 Mo	16	7.7%	73
Filled Prescription by Mail Order/12 Mo	8	3.9%	35
Filled Prescription Online/12 Mo	7	3.4%	46
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	8	3.9%	49
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	12	5.8%	56
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	10	4.8%	67
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	13	6.3%	83
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	15	7.2%	102
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	3	1.4%	45
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	3	1.4%	42

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	93	44.9%	99
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	71	34.3%	152
Used Medicated Skin Cream/Lotion/Spray/6 Mo	50	24.2%	83
Used Non-Medicated Nasal Spray/6 Mo	21	10.1%	91
Used Pain Relieving Rub or Liquid or Patch/6 Mo	61	29.5%	107
Used Sleeping Aid or Snore Relief/6 Mo	29	14.0%	100
Used Sore Throat Remedy or Cough Drops/6 Mo	83	40.1%	111
Used Sunburn Remedy/12 Mo	23	11.1%	96
Used Suntan or Sunscreen Prod/12 Mo	59	28.5%	72
Used Toothache/Gum/Canker Sore Remedy/6 Mo	21	10.1%	139
HH Used Children`s Cold Tablets/Liquids/6 Mo	16	15.2%	191
HH Used Children`s Cough Syrup/6 Mo	15	14.3%	231
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	27	25.7%	175
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	20	19.0%	166
Used Body Wash or Shower Gel/6 Mo	145	70.0%	109
Used Breath Freshener/6 Mo	84	40.6%	124
Used Gum Breath Freshener/6 Mo	56	27.1%	138
Used Mints Breath Freshener/6 Mo	31	15.0%	102
Used Thin Film Breath Freshener/6 Mo	6	2.9%	129
Used Complexion Care Prod/6 Mo	114	55.1%	104
Used Denture Adhesive or Fixative/6 Mo	6	2.9%	75
Used Denture Cleaner/6 Mo	13	6.3%	84
Used Eyeliner/Eyebrow Pencil/6 Mo	56	27.1%	112
Used Facial Moisturizer/6 Mo	103	49.8%	101
Used Personal Foot Care Prod/6 Mo	49	23.7%	130
Used Hair Coloring Prod at Home/6 Mo	38	18.4%	109
Used Hair Conditioning Treatment at Home/6 Mo	60	29.0%	112
Used Hair Growth Prod/6 Mo	11	5.3%	132
Used Hair Spray at Home/6 Mo	50	24.2%	98
Used Hair Styling Gel/Lotion/Mousse/6 Mo	92	44.4%	125
Used Mouthwash/6 Mo	152	73.4%	112
Used Mouthwash 8+ Times/7 Days	46	22.2%	137
Used Sensitive Toothpaste/6 Mo	39	18.8%	94
Used Whitening Toothpaste/6 Mo	80	38.6%	98
Used Tooth Whitener (Not Toothpaste)/6 Mo	27	13.0%	140
Used Tooth Whitener (Gel)/6 Mo	6	2.9%	172
Used Tooth Whitener (Strips)/6 Mo	14	6.8%	129
Visited Day Spa/6 Mo	5	2.4%	63
Purchased Prod at Salon or Day Spa/6 Mo	7	3.4%	90
Used Prof Service for Haircut/6 Mo	106	51.2%	88
Used Prof Svc for Hair Color/Highlights/6 Mo	20	9.7%	69
Used Prof Service for Facial/6 Mo	6	2.9%	124
Used Prof Service for Massage/6 Mo	7	3.4%	52
Used Prof Service for Manicure/6 Mo	18	8.7%	85
Used Prof Service for Pedicure/6 Mo	23	11.1%	83
Spent \$1-99 at Barber Shop/6 Mo	25	12.1%	83
Spent \$100+ at Barber Shop/6 Mo	18	8.7%	108
Spent \$1-99 at Beauty Salon/6 Mo	27	13.0%	104
Spent \$100+ at Beauty Salon/6 Mo	21	10.1%	53

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