



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		126	125
Population 18+		105	104
Households		37	37
Median Household Income		\$53,760	\$60,814
<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	25	23.8%	95
Typically Spend 4-6 Hrs Exercising/Wk	21	20.0%	90
Typically Spend 7+ Hrs Exercising/Wk	31	29.5%	121
Exercise at Home 2+ Times/Wk	51	48.6%	99
Exercise at Club 2+ Times/Wk	9	8.6%	73
Exercise at Oth Facility (Not Club) 2+ Times/Wk	8	7.6%	98
Member of LA Fitness Club/Gym	1	1.0%	57
Member of Planet Fitness Club/Gym	3	2.9%	65
Member of YMCA Fitness Club/Gym	4	3.8%	137
Own Elliptical	9	8.6%	158
Own Stationary Bicycle	13	12.4%	116
Own Treadmill	14	13.3%	113
Own Weight Lifting Equipment	20	19.0%	100
Control Diet for Blood Sugar Level	14	13.3%	110
Control Diet for Cholesterol Level	13	12.4%	96
Control Diet for Food Allergies	2	1.9%	82
Control Diet to Maintain Weight	12	11.4%	99
Control Diet for Physical Fitness	14	13.3%	93
Control Diet for Salt Restriction	5	4.8%	114
Control Diet for Weight Loss	24	22.9%	109
Use Doctor's Care/Diet for Diet Method	4	3.8%	87
Use Exercise Program for Diet Method	9	8.6%	86
Buy Foods Specifically Labeled: Fat-Free	11	10.5%	113
Buy Foods Specifically Labeled: Gluten-Free	4	3.8%	68
Buy Foods Specifically Labeled: High Fiber	8	7.6%	96
Buy Foods Specifically Labeled: High Protein	11	10.5%	106
Buy Foods Specifically Labeled: Hormone-Free	2	1.9%	58
Buy Foods Specifically Labeled: Lactose-Free	5	4.8%	86
Buy Foods Specifically Labeled: Low-Calorie	8	7.6%	102
Buy Foods Specifically Labeled: Low-Carb	11	10.5%	103
Buy Foods Specifically Labeled: Low-Cholesterol	5	4.8%	92
Buy Foods Specifically Labeled: Low-Fat	10	9.5%	104
Buy Foods Specifically Labeled: Low-Sodium	12	11.4%	89
Buy Foods Specifically Labeled: Natural/Organic	17	16.2%	94
Buy Foods Specifically Labeled: Probiotic	5	4.8%	100
Buy Foods Specifically Labeled: Sugar-Free	14	13.3%	104
Consider Self to Be Semi-Vegetarian	7	6.7%	78
Used Meal/Dietary/Weight Loss Supplement/6 Mo	11	10.5%	104
Used Vitamins or Dietary Supplements/6 Mo	72	68.6%	104
Provide Services as Primary Caregiver/Caretaker	7	6.7%	110
Assist w/Chores as Caregiver/Caretaker	4	3.8%	97
Assist w/Personal Care as Caregiver/Caretaker	3	2.9%	95
Give Medication as Caregiver/Caretaker	2	1.9%	71
Make Doctor Appointments as Caregiver/Caretaker	4	3.8%	105
Provide Transportation as Caregiver/Caretaker	5	4.8%	110

**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	86	81.9%	102
Visited Doctor 1-2 Times/12 Mo	23	21.9%	97
Visited Doctor 3-5 Times/12 Mo	24	22.9%	99
Visited Doctor 6+ Times/12 Mo	39	37.1%	108
Visited Acupuncturist Doctor/12 Mo	1	1.0%	57
Visited Allergist Doctor/12 Mo	1	1.0%	46
Visited Cardiologist Doctor/12 Mo	11	10.5%	124
Visited Chiropractor/12 Mo	11	10.5%	125
Visited Dentist/12 Mo	43	41.0%	99
Visited Dermatologist Doctor/12 Mo	16	15.2%	132
Visited Ear or Nose or Throat Doctor/12 Mo	6	5.7%	126
Visited Eye Doctor/12 Mo	26	24.8%	115
Visited Gastroenterologist Doctor/12 Mo	6	5.7%	106
Visited General or Family Doctor/12 Mo	50	47.6%	111
Visited Internist Doctor/12 Mo	6	5.7%	107
Visited Physical Therapist Doctor/12 Mo	6	5.7%	102
Visited Podiatrist Doctor/12 Mo	2	1.9%	56
Visited Psychiatrist/Psychologist Doctor/12 Mo	3	2.9%	63
Visited Urologist Doctor/12 Mo	5	4.8%	102
Visited Nurse Practitioner/12 Mo	13	12.4%	171
Wear Regular/Sun/Tinted Prescription Eyeglasses	48	45.7%	98
Wear Bi-Focal/Multi-Focal/Progressive Glasses	31	29.5%	143
Wear Soft Contact Lenses	12	11.4%	77
Spent \$1-99 on Eyeglasses/12 Mo	4	3.8%	105
Spent \$100-199 on Eyeglasses/12 Mo	4	3.8%	70
Spent \$200-249 on Eyeglasses/12 Mo	4	3.8%	114
Spent \$250+ on Eyeglasses/12 Mo	15	14.3%	129
Spent \$1-199 on Contact Lenses/12 Mo	5	4.8%	82
Spent \$200+ on Contact Lenses/12 Mo	4	3.8%	69
Bought Prescrp Eyewear at Discount Optical Ctr	10	9.5%	139
Bought Prescrp Eyewear at Private Eye Doctor	34	32.4%	126
Bought Prescrp Eyewear at Retail Optical Chain	13	12.4%	82
Bought Prescrp Eyewear Online	5	4.8%	74
Used Acne Prescription Drug	3	2.9%	99
Used Allergy or Hay Fever Prescription Drug	7	6.7%	101
Used Anxiety or Panic Prescription Drug	7	6.7%	84
Used Arthritis/Osteoarthritis Prescription Drug	4	3.8%	108
Used Rheumatoid Arthritis Prescription Drug	3	2.9%	121
Used Asthma Prescription Drug	5	4.8%	98
Used Backache or Back Pain Prescription Drug	12	11.4%	155
Used Depression Prescription Drug	7	6.7%	90
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	6	5.7%	94
Used Heartburn or Acid Reflux Prescription Drug	8	7.6%	110
Used High Blood Pressure Prescription Drug	21	20.0%	127
Used High Cholesterol Prescription Drug	19	18.1%	154
Used Insomnia Prescription Drug	4	3.8%	148
Used Migraine Headache Prescription Drug	3	2.9%	95
Used Sinus Congestion/Headache Prescription Drug	3	2.9%	94
Used Urinary Tract Infection Prescription Drug	3	2.9%	86
Filled Prescription at Discount/Dept Store/12 Mo	11	10.5%	232
Filled Prescription at Drug Store/Pharmacy/12 Mo	42	40.0%	111
Filled Prescription at Supermarket/12 Mo	10	9.5%	90
Filled Prescription by Mail Order/12 Mo	14	13.3%	120
Filled Prescription Online/12 Mo	10	9.5%	130
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	8	7.6%	96
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	14	13.3%	129
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	8	7.6%	106
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	9	8.6%	113
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	7	6.7%	94
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	6	5.7%	176
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	5	4.8%	139

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	51	48.6%	107
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	24	22.9%	101
Used Medicated Skin Cream/Lotion/Spray/6 Mo	33	31.4%	108
Used Non-Medicated Nasal Spray/6 Mo	13	12.4%	111
Used Pain Relieving Rub or Liquid or Patch/6 Mo	35	33.3%	121
Used Sleeping Aid or Snore Relief/6 Mo	16	15.2%	108
Used Sore Throat Remedy or Cough Drops/6 Mo	34	32.4%	89
Used Sunburn Remedy/12 Mo	15	14.3%	124
Used Suntan or Sunscreen Prod/12 Mo	48	45.7%	115
Used Toothache/Gum/Canker Sore Remedy/6 Mo	7	6.7%	91
HH Used Children`s Cold Tablets/Liquids/6 Mo	2	5.4%	68
HH Used Children`s Cough Syrup/6 Mo	1	2.7%	44
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	3	8.1%	55
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	3	8.1%	71
Used Body Wash or Shower Gel/6 Mo	63	60.0%	94
Used Breath Freshener/6 Mo	30	28.6%	87
Used Gum Breath Freshener/6 Mo	15	14.3%	73
Used Mints Breath Freshener/6 Mo	16	15.2%	104
Used Thin Film Breath Freshener/6 Mo	3	2.9%	127
Used Complexion Care Prod/6 Mo	57	54.3%	102
Used Denture Adhesive or Fixative/6 Mo	5	4.8%	123
Used Denture Cleaner/6 Mo	8	7.6%	102
Used Eyeliner/Eyebrow Pencil/6 Mo	25	23.8%	98
Used Facial Moisturizer/6 Mo	49	46.7%	95
Used Personal Foot Care Prod/6 Mo	19	18.1%	99
Used Hair Coloring Prod at Home/6 Mo	15	14.3%	85
Used Hair Conditioning Treatment at Home/6 Mo	23	21.9%	85
Used Hair Growth Prod/6 Mo	2	1.9%	47
Used Hair Spray at Home/6 Mo	31	29.5%	120
Used Hair Styling Gel/Lotion/Mousse/6 Mo	36	34.3%	96
Used Mouthwash/6 Mo	64	61.0%	93
Used Mouthwash 8+ Times/7 Days	18	17.1%	106
Used Sensitive Toothpaste/6 Mo	24	22.9%	114
Used Whitening Toothpaste/6 Mo	40	38.1%	97
Used Tooth Whitener (Not Toothpaste)/6 Mo	10	9.5%	102
Used Tooth Whitener (Gel)/6 Mo	3	2.9%	169
Used Tooth Whitener (Strips)/6 Mo	3	2.9%	55
Visited Day Spa/6 Mo	4	3.8%	99
Purchased Prod at Salon or Day Spa/6 Mo	6	5.7%	152
Used Prof Service for Haircut/6 Mo	68	64.8%	111
Used Prof Svc for Hair Color/Highlights/6 Mo	17	16.2%	115
Used Prof Service for Facial/6 Mo	2	1.9%	81
Used Prof Service for Massage/6 Mo	8	7.6%	118
Used Prof Service for Manicure/6 Mo	8	7.6%	74
Used Prof Service for Pedicure/6 Mo	13	12.4%	92
Spent \$1-99 at Barber Shop/6 Mo	20	19.0%	131
Spent \$100+ at Barber Shop/6 Mo	6	5.7%	71
Spent \$1-99 at Beauty Salon/6 Mo	19	18.1%	144
Spent \$100+ at Beauty Salon/6 Mo	24	22.9%	120

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