



<b>Demographic Summary</b>		<b>2023</b>	<b>2028</b>
Population		14,367	14,241
Population 18+		9,190	9,034
Households		3,499	3,487
Median Household Income		\$44,698	\$49,962
<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	2,348	25.5%	102
Typically Spend 4-6 Hrs Exercising/Wk	1,626	17.7%	80
Typically Spend 7+ Hrs Exercising/Wk	1,992	21.7%	89
Exercise at Home 2+ Times/Wk	3,983	43.3%	88
Exercise at Club 2+ Times/Wk	740	8.1%	69
Exercise at Oth Facility (Not Club) 2+ Times/Wk	584	6.4%	82
Member of LA Fitness Club/Gym	150	1.6%	97
Member of Planet Fitness Club/Gym	379	4.1%	93
Member of YMCA Fitness Club/Gym	247	2.7%	96
Own Elliptical	440	4.8%	88
Own Stationary Bicycle	720	7.8%	74
Own Treadmill	906	9.9%	83
Own Weight Lifting Equipment	1,343	14.6%	77
Control Diet for Blood Sugar Level	1,032	11.2%	93
Control Diet for Cholesterol Level	1,093	11.9%	92
Control Diet for Food Allergies	206	2.2%	97
Control Diet to Maintain Weight	880	9.6%	83
Control Diet for Physical Fitness	1,224	13.3%	93
Control Diet for Salt Restriction	340	3.7%	88
Control Diet for Weight Loss	1,788	19.5%	93
Use Doctor's Care/Diet for Diet Method	483	5.3%	120
Use Exercise Program for Diet Method	824	9.0%	90
Buy Foods Specifically Labeled: Fat-Free	901	9.8%	106
Buy Foods Specifically Labeled: Gluten-Free	776	8.4%	151
Buy Foods Specifically Labeled: High Fiber	742	8.1%	102
Buy Foods Specifically Labeled: High Protein	902	9.8%	99
Buy Foods Specifically Labeled: Hormone-Free	327	3.6%	107
Buy Foods Specifically Labeled: Lactose-Free	647	7.0%	127
Buy Foods Specifically Labeled: Low-Calorie	635	6.9%	92
Buy Foods Specifically Labeled: Low-Carb	809	8.8%	86
Buy Foods Specifically Labeled: Low-Cholesterol	465	5.1%	98
Buy Foods Specifically Labeled: Low-Fat	619	6.7%	73
Buy Foods Specifically Labeled: Low-Sodium	1,055	11.5%	90
Buy Foods Specifically Labeled: Natural/Organic	1,338	14.6%	84
Buy Foods Specifically Labeled: Probiotic	447	4.9%	102
Buy Foods Specifically Labeled: Sugar-Free	1,315	14.3%	111
Consider Self to Be Semi-Vegetarian	753	8.2%	96
Used Meal/Dietary/Weight Loss Supplement/6 Mo	869	9.5%	94
Used Vitamins or Dietary Supplements/6 Mo	5,763	62.7%	95
Provide Services as Primary Caregiver/Caretaker	645	7.0%	116
Assist w/Chores as Caregiver/Caretaker	410	4.5%	113
Assist w/Personal Care as Caregiver/Caretaker	344	3.7%	124
Give Medication as Caregiver/Caretaker	291	3.2%	119
Make Doctor Appointments as Caregiver/Caretaker	358	3.9%	108
Provide Transportation as Caregiver/Caretaker	407	4.4%	103

**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	6,729	73.2%	92
Visited Doctor 1-2 Times/12 Mo	1,941	21.1%	94
Visited Doctor 3-5 Times/12 Mo	1,977	21.5%	93
Visited Doctor 6+ Times/12 Mo	2,811	30.6%	89
Visited Acupuncturist Doctor/12 Mo	89	1.0%	58
Visited Allergist Doctor/12 Mo	166	1.8%	88
Visited Cardiologist Doctor/12 Mo	667	7.3%	86
Visited Chiropractor/12 Mo	602	6.6%	78
Visited Dentist/12 Mo	3,002	32.7%	79
Visited Dermatologist Doctor/12 Mo	799	8.7%	75
Visited Ear or Nose or Throat Doctor/12 Mo	367	4.0%	88
Visited Eye Doctor/12 Mo	1,483	16.1%	75
Visited Gastroenterologist Doctor/12 Mo	413	4.5%	83
Visited General or Family Doctor/12 Mo	3,398	37.0%	87
Visited Internist Doctor/12 Mo	284	3.1%	58
Visited Physical Therapist Doctor/12 Mo	365	4.0%	71
Visited Podiatrist Doctor/12 Mo	226	2.5%	72
Visited Psychiatrist/Psychologist Doctor/12 Mo	456	5.0%	110
Visited Urologist Doctor/12 Mo	420	4.6%	98
Visited Nurse Practitioner/12 Mo	702	7.6%	106
Wear Regular/Sun/Tinted Prescription Eyeglasses	3,703	40.3%	87
Wear Bi-Focal/Multi-Focal/Progressive Glasses	1,379	15.0%	73
Wear Soft Contact Lenses	1,080	11.8%	80
Spent \$1-99 on Eyeglasses/12 Mo	317	3.4%	95
Spent \$100-199 on Eyeglasses/12 Mo	541	5.9%	108
Spent \$200-249 on Eyeglasses/12 Mo	415	4.5%	135
Spent \$250+ on Eyeglasses/12 Mo	821	8.9%	80
Spent \$1-199 on Contact Lenses/12 Mo	438	4.8%	83
Spent \$200+ on Contact Lenses/12 Mo	345	3.8%	68
Bought Prescrp Eyewear at Discount Optical Ctr	565	6.1%	90
Bought Prescrp Eyewear at Private Eye Doctor	1,892	20.6%	80
Bought Prescrp Eyewear at Retail Optical Chain	1,319	14.4%	95
Bought Prescrp Eyewear Online	477	5.2%	81
Used Acne Prescription Drug	338	3.7%	128
Used Allergy or Hay Fever Prescription Drug	615	6.7%	102
Used Anxiety or Panic Prescription Drug	695	7.6%	96
Used Arthritis/Osteoarthritis Prescription Drug	409	4.5%	126
Used Rheumatoid Arthritis Prescription Drug	313	3.4%	144
Used Asthma Prescription Drug	398	4.3%	89
Used Backache or Back Pain Prescription Drug	953	10.4%	140
Used Depression Prescription Drug	595	6.5%	88
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	523	5.7%	93
Used Heartburn or Acid Reflux Prescription Drug	780	8.5%	123
Used High Blood Pressure Prescription Drug	1,190	12.9%	82
Used High Cholesterol Prescription Drug	904	9.8%	84
Used Insomnia Prescription Drug	247	2.7%	105
Used Migraine Headache Prescription Drug	326	3.5%	118
Used Sinus Congestion/Headache Prescription Drug	261	2.8%	93
Used Urinary Tract Infection Prescription Drug	288	3.1%	94
Filled Prescription at Discount/Dept Store/12 Mo	389	4.2%	94
Filled Prescription at Drug Store/Pharmacy/12 Mo	3,047	33.2%	92
Filled Prescription at Supermarket/12 Mo	847	9.2%	87
Filled Prescription by Mail Order/12 Mo	670	7.3%	65
Filled Prescription Online/12 Mo	364	4.0%	54
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	624	6.8%	86
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	783	8.5%	83
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	540	5.9%	81
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	726	7.9%	104
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	610	6.6%	94
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	247	2.7%	83
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	330	3.6%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	4,247	46.2%	102
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	2,711	29.5%	131
Used Medicated Skin Cream/Lotion/Spray/6 Mo	2,691	29.3%	101
Used Non-Medicated Nasal Spray/6 Mo	1,148	12.5%	112
Used Pain Relieving Rub or Liquid or Patch/6 Mo	2,633	28.7%	104
Used Sleeping Aid or Snore Relief/6 Mo	1,426	15.5%	110
Used Sore Throat Remedy or Cough Drops/6 Mo	3,533	38.4%	106
Used Sunburn Remedy/12 Mo	1,041	11.3%	98
Used Suntan or Sunscreen Prod/12 Mo	2,722	29.6%	74
Used Toothache/Gum/Canker Sore Remedy/6 Mo	976	10.6%	146
HH Used Children`s Cold Tablets/Liquids/6 Mo	430	12.3%	154
HH Used Children`s Cough Syrup/6 Mo	332	9.5%	153
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	678	19.4%	132
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	568	16.2%	141
Used Body Wash or Shower Gel/6 Mo	6,354	69.1%	108
Used Breath Freshener/6 Mo	3,444	37.5%	114
Used Gum Breath Freshener/6 Mo	2,205	24.0%	122
Used Mints Breath Freshener/6 Mo	1,431	15.6%	106
Used Thin Film Breath Freshener/6 Mo	221	2.4%	107
Used Complexion Care Prod/6 Mo	5,032	54.8%	103
Used Denture Adhesive or Fixative/6 Mo	452	4.9%	127
Used Denture Cleaner/6 Mo	676	7.4%	99
Used Eyeliner/Eyebrow Pencil/6 Mo	2,459	26.8%	111
Used Facial Moisturizer/6 Mo	4,467	48.6%	99
Used Personal Foot Care Prod/6 Mo	1,940	21.1%	116
Used Hair Coloring Prod at Home/6 Mo	1,819	19.8%	118
Used Hair Conditioning Treatment at Home/6 Mo	2,905	31.6%	123
Used Hair Growth Prod/6 Mo	608	6.6%	164
Used Hair Spray at Home/6 Mo	2,127	23.1%	94
Used Hair Styling Gel/Lotion/Mousse/6 Mo	3,630	39.5%	111
Used Mouthwash/6 Mo	6,509	70.8%	108
Used Mouthwash 8+ Times/7 Days	1,759	19.1%	118
Used Sensitive Toothpaste/6 Mo	1,934	21.0%	105
Used Whitening Toothpaste/6 Mo	3,413	37.1%	94
Used Tooth Whitener (Not Toothpaste)/6 Mo	885	9.6%	103
Used Tooth Whitener (Gel)/6 Mo	194	2.1%	125
Used Tooth Whitener (Strips)/6 Mo	571	6.2%	119
Visited Day Spa/6 Mo	359	3.9%	101
Purchased Prod at Salon or Day Spa/6 Mo	350	3.8%	101
Used Prof Service for Haircut/6 Mo	4,934	53.7%	92
Used Prof Svc for Hair Color/Highlights/6 Mo	1,175	12.8%	91
Used Prof Service for Facial/6 Mo	222	2.4%	103
Used Prof Service for Massage/6 Mo	507	5.5%	85
Used Prof Service for Manicure/6 Mo	1,027	11.2%	109
Used Prof Service for Pedicure/6 Mo	1,280	13.9%	104
Spent \$1-99 at Barber Shop/6 Mo	1,339	14.6%	100
Spent \$100+ at Barber Shop/6 Mo	679	7.4%	92
Spent \$1-99 at Beauty Salon/6 Mo	1,056	11.5%	91
Spent \$100+ at Beauty Salon/6 Mo	1,389	15.1%	79

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