



Demographic Summary		2022	2027
Population		160,828	158,223
Population 18+		114,115	112,304
Households		48,504	48,078
Median Household Income		\$32,761	\$36,348
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	27,627	24.2%	101
Typically spend 4-6 hours exercising per week	19,856	17.4%	80
Typically spend 7+ hours exercising per week	20,624	18.1%	78
Exercise at home 2+ times per week	37,312	32.7%	81
Exercise at club 2+ times per week	8,565	7.5%	55
Exercise at other facility 2+ times per week	4,685	4.1%	52
Member of LA Fitness club/gym	1,080	0.9%	48
Member of Planet Fitness club/gym	4,342	3.8%	78
Member of YMCA Fitness club/gym	2,796	2.5%	84
Own elliptical	3,985	3.5%	74
Own stationary bicycle	4,219	3.7%	49
Own treadmill	8,107	7.1%	72
Own weight lifting equipment	11,384	10.0%	63
Control diet for blood sugar level	16,289	14.3%	125
Control diet for cholesterol level	13,636	11.9%	100
Control diet for food allergies	2,192	1.9%	81
Control diet to maintain weight	8,682	7.6%	72
Control diet for physical fitness	9,627	8.4%	69
Control diet for salt restriction	4,867	4.3%	104
Control diet for weight loss	20,345	17.8%	97
Used doctor`s care/diet for diet method	5,028	4.4%	134
Used exercise program for diet method	7,399	6.5%	74
Buy foods specifically labeled as fat-free	11,776	10.3%	114
Buy foods specifically labeled as gluten-free	7,188	6.3%	109
Buy foods specifically labeled as high fiber	7,858	6.9%	96
Buy foods specifically labeled as high protein	7,676	6.7%	74
Buy foods specifically labeled as hormone-free	3,211	2.8%	85
Buy foods specifically labeled as lactose-free	4,814	4.2%	85
Buy foods specifically labeled as low-calorie	7,518	6.6%	95
Buy foods specifically labeled as low-carb	9,217	8.1%	86
Buy foods specifically labeled as low-cholesterol	6,851	6.0%	122
Buy foods specifically labeled as low-fat	7,839	6.9%	81
Buy foods specifically labeled as low-sodium	13,485	11.8%	101
Buy foods specifically labeled as natural/organic	13,184	11.6%	71
Buy foods specifically labeled as probiotic	3,361	2.9%	69
Buy foods specifically labeled as sugar-free	13,639	12.0%	104
Consider self to be semi-vegetarian	7,454	6.5%	83
Used meal/dietary/weight loss supplement last 6 months	9,959	8.7%	91
Used vitamins/dietary supplements in last 6 months	65,673	57.5%	95
Provide services as a primary caregiver/caretaker	11,389	10.0%	156
Assist with chores as caregiver/caretaker	7,200	6.3%	160
Assist with personal care as caregiver/caretaker	5,617	4.9%	150
Give medication as caregiver/caretaker	5,658	5.0%	175
Make doctor appointments as caregiver/caretaker	6,181	5.4%	146
Provide transportation as caregiver/caretaker	7,228	6.3%	149

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	81,132	71.1%	90
Visited doctor in last 12 months: 1-2 times	23,279	20.4%	87
Visited doctor in last 12 months: 3-5 times	25,571	22.4%	94
Visited doctor in last 12 months: 6+ times	32,274	28.3%	88
Visited doctor in last 12 months: acupuncturist	1,074	0.9%	58
Visited doctor in last 12 months: allergist	2,337	2.0%	97
Visited doctor in last 12 months: cardiologist	10,038	8.8%	109
Visited doctor in last 12 months: chiropractor	6,567	5.8%	69
Visited doctor in last 12 months: dentist	31,943	28.0%	70
Visited doctor in last 12 months: dermatologist	8,478	7.4%	70
Visited doctor in last 12 months: ear/nose/throat	5,317	4.7%	97
Visited doctor in last 12 months: eye	24,302	21.3%	95
Visited doctor in last 12 months: gastroenterologist	4,609	4.0%	82
Visited doctor in last 12 months: general/family	45,936	40.3%	92
Visited doctor in last 12 months: internist	3,382	3.0%	54
Visited doctor in last 12 months: physical therapist	5,310	4.7%	82
Visited doctor in last 12 months: podiatrist	3,610	3.2%	108
Visited doctor in last 12 months: psychiatrist/psychologist	3,880	3.4%	89
Filled prescription online in the last 12 months	3,653	3.2%	56
Visited doctor in last 12 months: urologist	5,263	4.6%	105
Visited nurse practitioner in last 12 months	9,755	8.5%	120
Wear regular/sun/tinted prescription eyeglasses	41,477	36.3%	84
Wear bi-focal/multi-focal/progressive glasses	17,600	15.4%	81
Wear soft contact lenses	10,364	9.1%	69
Spent on eyeglasses in last 12 months: \$1-99	4,007	3.5%	101
Spent on eyeglasses in last 12 months: \$100-\$199	6,233	5.5%	105
Spent on eyeglasses in last 12 months: \$200-\$249	3,343	2.9%	92
Spent on eyeglasses in last 12 months: \$250+	9,183	8.0%	78
Spent on contact lenses in last 12 months: \$1-\$199	5,348	4.7%	87
Spent on contact lenses in last 12 months: \$200+	3,152	2.8%	55
Bought prescription eyewear: discount optical ctr	10,081	8.8%	109
Bought prescription eyewear: private eye doctor	24,594	21.6%	84
Bought prescription eyewear: retail optical chain	11,326	9.9%	73
Bought prescription eyewear: online	3,831	3.4%	58
Used prescription drug for acne	3,398	3.0%	107
Used prescription drug for allergy/hay fever	9,834	8.6%	139
Used prescription drug for anxiety/panic	8,341	7.3%	102
Used prescription drug for arthritis/osteoarthritis	5,761	5.0%	155
Used prescription drug for rheumatoid arthritis	3,123	2.7%	109
Used prescription drug for asthma	6,975	6.1%	133
Used prescription drug for backache/back pain	10,776	9.4%	134
Used prescription drug for depression	8,315	7.3%	106
Used prescription drug for diabetes (non-insulin dependent Type-2)	6,912	6.1%	109
Used prescription drug for heartburn/acid reflux	10,616	9.3%	140
Used prescription drug for high blood pressure	16,874	14.8%	101
Used prescription drug for high cholesterol	11,577	10.1%	95
Used prescription drug for insomnia	3,195	2.8%	122
Used prescription drug for migraine headache	2,229	2.0%	65
Used prescription drug for sinus congestion/headache	6,214	5.4%	172
Used prescription drug for urinary tract infection	4,049	3.5%	103
Filled prescription last 12 months: at discount/dept store	4,148	3.6%	77
Filled prescription last 12 months: at drug store/pharmacy	37,168	32.6%	97
Filled prescription last 12 months: at supermarket	8,451	7.4%	77
Filled prescription last 12 months: by mail order	7,791	6.8%	72
Spent out of pocket prescription drugs/30 days: <\$1-9	7,461	6.5%	92
Spent out of pocket prescription drugs/30 days: \$10-19	10,610	9.3%	95
Spent out of pocket prescription drugs/30 days: \$20-29	6,879	6.0%	91
Spent out of pocket prescription drugs/30 days: \$30-49	10,772	9.4%	129
Spent out of pocket prescription drugs/30 days: \$50-99	9,928	8.7%	132
Spent out of pocket prescription drugs/30 days: \$100-149	2,737	2.4%	85
Spent out of pocket prescription drugs/30 days: \$150+	3,701	3.2%	107

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	58,068	50.9%	110
Used last 6 months: cough syrup/suppressant(nonprescr)	37,042	32.5%	120
Used last 6 months: medicated skin cream/lotion/spray	33,342	29.2%	99
Used last 6 months: non-medicated nasal spray	16,064	14.1%	120
Used last 6 months: pain relieving rub/liquid/patch	29,601	25.9%	97
Used last 6 months: sleeping aid/snore relief	14,457	12.7%	100
Used last 6 months: sore throat remedy/cough drops	51,363	45.0%	110
Used last 12 months: sunburn remedy	15,300	13.4%	104
Used last 12 months: suntan/sunscreen product	29,668	26.0%	68
Used last 6 months: toothache/gum/canker sore remedy	12,183	10.7%	129
HH used last 6 months: children`s cold tablets/liquids	5,732	11.8%	137
HH used last 6 months: children`s cough syrup	4,674	9.6%	131
HH used kids pain reliever/fever reducer last 6 months	9,406	19.4%	123
HH used kids vitamins/nutritional suppl last 6 months	5,922	12.2%	104
Used body wash/shower gel in last 6 months	82,237	72.1%	112
Used breath freshener in last 6 months	48,708	42.7%	122
Used breath freshener in last 6 months: gum	30,319	26.6%	128
Used breath freshener in last 6 months: mints	20,371	17.9%	114
Used breath freshener in last 6 months: thin film	2,236	2.0%	86
Used complexion care product in last 6 months	57,659	50.5%	97
Used denture adhesive/fixative in last 6 months	8,368	7.3%	163
Used denture cleaner in last 6 months	14,665	12.9%	155
Used facial moisturizer in last 6 months	53,375	46.8%	97
Used personal foot care product in last 6 months	25,741	22.6%	122
Used hair coloring product (at home) last 6 months	25,521	22.4%	128
Used hair conditioning treatment (at home) in last 6 months	36,384	31.9%	119
Used hair growth product in last 6 months	5,940	5.2%	150
Used hair spray (at home) in last 6 months	34,937	30.6%	112
Used hair styling gel/lotion/mousse in last 6 months	43,388	38.0%	108
Used mouthwash in last 6 months	80,047	70.1%	108
Used mouthwash 8+ times in last 7 days	22,918	20.1%	124
Used sensitive toothpaste in last 6 months	19,069	16.7%	89
Used whitening toothpaste in last 6 months	41,561	36.4%	98
Used tooth whitener (not toothpaste) in last 6 months	11,956	10.5%	105
Used tooth whitener (gel) in last 6 months	2,073	1.8%	104
Used tooth whitener (strips) in last 6 months	7,025	6.2%	114
Visited a day spa in last 6 months	3,262	2.9%	73
Purchased product at salon/day spa in last 6 months	3,486	3.1%	77
Used professional service last 6 months: haircut	60,393	52.9%	91
Used professional service last 6 months: hair color/highlights	14,148	12.4%	85
Used professional service last 6 months: facial	1,640	1.4%	64
Used professional service last 6 months: massage	4,333	3.8%	57
Used professional service last 6 months: manicure	11,979	10.5%	97
Used professional service last 6 months: pedicure	14,765	12.9%	95
Spent \$1-99 at barber shops in last 6 months	16,184	14.2%	97
Spent \$100+ at barber shops in last 6 months	5,979	5.2%	72
Spent \$1-99 at beauty salons in last 6 months	12,638	11.1%	88
Spent \$100+ at beauty salons in last 6 months	15,162	13.3%	76

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