

Demographic Summary		2024	2029	
Population		109,880	112,958	
Population 18+		87,008	90,447	
Households		39,144	41,139	
Median Household Income		\$92,126	\$103,533	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk		22,052	25.3%	100
Typically Spend 4-6 Hrs Exercising/Wk		20,707	23.8%	107
Typically Spend 7+ Hrs Exercising/Wk		22,106	25.4%	107
Exercise at Home 2+ Times/Wk		44,667	51.3%	106
Exercise at Club 2+ Times/Wk		11,102	12.8%	109
Exercise at Oth Facility (Not Club) 2+ Times/Wk		7,983	9.2%	103
Member of LA Fitness Club/Gym		1,914	2.2%	132
Member of Planet Fitness Club/Gym		3,586	4.1%	94
Member of YMCA Fitness Club/Gym		1,816	2.1%	79
Own Elliptical		4,552	5.2%	88
Own Stationary Bicycle		10,686	12.3%	102
Own Treadmill		10,312	11.9%	92
Own Weight Lifting Equipment		17,710	20.4%	101
Control Diet for Blood Sugar Level		11,111	12.8%	97
Control Diet for Cholesterol Level		11,771	13.5%	99
Control Diet for Food Allergies		1,949	2.2%	95
Control Diet to Maintain Weight		10,752	12.4%	109
Control Diet for Physical Fitness		14,277	16.4%	108
Control Diet for Salt Restriction		3,589	4.1%	97
Control Diet for Weight Loss		18,739	21.5%	101
Use Doctor's Care/Diet for Diet Method		3,766	4.3%	91
Use Exercise Program for Diet Method		9,811	11.3%	107
Buy Foods Specifically Labeled: Fat-Free		8,499	9.8%	108
Buy Foods Specifically Labeled: Gluten-Free		5,572	6.4%	108
Buy Foods Specifically Labeled: High Fiber		7,332	8.4%	104
Buy Foods Specifically Labeled: High Protein		9,433	10.8%	105
Buy Foods Specifically Labeled: Hormone-Free		3,163	3.6%	112
Buy Foods Specifically Labeled: Lactose-Free		6,017	6.9%	113
Buy Foods Specifically Labeled: Low-Calorie		7,028	8.1%	110
Buy Foods Specifically Labeled: Low-Carb		8,507	9.8%	98
Buy Foods Specifically Labeled: Low-Cholesterol		5,056	5.8%	107
Buy Foods Specifically Labeled: Low-Fat		8,396	9.6%	107
Buy Foods Specifically Labeled: Low-Sodium		11,671	13.4%	104
Buy Foods Specifically Labeled: Natural/Organic		17,241	19.8%	117
Buy Foods Specifically Labeled: Probiotic		5,297	6.1%	114
Buy Foods Specifically Labeled: Sugar-Free		12,213	14.0%	104
Consider Self to Be Vegan		979	1.1%	129
Consider Self to Be Vegetarian		1,994	2.3%	129
Consider Self to Be Semi-Vegetarian		8,553	9.8%	113
Used Meal/Dietary/Weight Loss Supplement/6 Mo		8,196	9.4%	93
Used Vitamins or Dietary Supplements/6 Mo		58,709	67.5%	102
Provide Services as Primary Caregiver/Caretaker		5,080	5.8%	93
Assist w/Chores as Caregiver/Caretaker		3,320	3.8%	93
Assist w/Personal Care as Caregiver/Caretaker		2,608	3.0%	97
Give Medication as Caregiver/Caretaker		2,278	2.6%	97
Make Doctor Appointments as Caregiver/Caretaker		3,165	3.6%	96
Provide Transportation as Caregiver/Caretaker		3,641	4.2%	93

**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 2024 and 2029.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	68,411	78.6%	99
Visited Doctor 1-2 Times/12 Mo	18,324	21.1%	101
Visited Doctor 3-5 Times/12 Mo	19,883	22.9%	101
Visited Doctor 6+ Times/12 Mo	30,205	34.7%	96
Visited Acupuncturist Doctor/12 Mo	2,226	2.6%	145
Visited Allergist Doctor/12 Mo	1,731	2.0%	92
Visited Cardiologist Doctor/12 Mo	7,626	8.8%	91
Visited Chiropractor/12 Mo	6,804	7.8%	93
Visited Dentist/12 Mo	37,154	42.7%	100
Visited Dermatologist Doctor/12 Mo	10,588	12.2%	101
Visited Ear or Nose or Throat Doctor/12 Mo	4,083	4.7%	98
Visited Eye Doctor/12 Mo	18,983	21.8%	102
Visited Gastroenterologist Doctor/12 Mo	4,993	5.7%	96
Visited General or Family Doctor/12 Mo	34,957	40.2%	95
Visited Internist Doctor/12 Mo	4,851	5.6%	110
Visited Physical Therapist Doctor/12 Mo	5,109	5.9%	97
Visited Podiatrist Doctor/12 Mo	3,032	3.5%	96
Visited Psychiatrist/Psychologist Doctor/12 Mo	4,487	5.2%	102
Visited Urologist Doctor/12 Mo	4,183	4.8%	95
Visited Nurse Practitioner/12 Mo	5,131	5.9%	76

Sample Report

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Wear Regular/Sun/Tinted Prescription Eyeglasses	39,644	45.6%	100
Wear Bi-Focal/Multi-Focal/Progressive Glasses	16,724	19.2%	91
Wear Soft Contact Lenses	11,871	13.6%	97
Spent \$1-99 on Eyeglasses/12 Mo	2,934	3.4%	99
Spent \$100-199 on Eyeglasses/12 Mo	4,762	5.5%	98
Spent \$200-249 on Eyeglasses/12 Mo	2,810	3.2%	96
Spent \$250+ on Eyeglasses/12 Mo	10,114	11.6%	100
Spent \$1-199 on Contact Lenses/12 Mo	4,191	4.8%	91
Spent \$200+ on Contact Lenses/12 Mo	4,889	5.6%	100
Bought Prescrp Eyewear at Discount Optical Ctr	5,572	6.4%	102
Bought Prescrp Eyewear at Private Eye Doctor	20,292	23.3%	99
Bought Prescrp Eyewear at Retail Optical Chain	13,479	15.5%	97
Bought Prescrp Eyewear Online	5,536	6.4%	103
Used Acne Prescription Drug	2,784	3.2%	107
Used Allergy or Hay Fever Prescription Drug	5,578	6.4%	90
Used Anxiety or Panic Prescription Drug	5,851	6.7%	80
Used Arthritis/Osteoarthritis Prescription Drug	2,726	3.1%	85
Used Rheumatoid Arthritis Prescription Drug	2,036	2.3%	96
Used Asthma Prescription Drug	3,861	4.4%	88
Used Backache or Back Pain Prescription Drug	6,544	7.5%	94
Used Depression Prescription Drug	5,406	6.2%	81
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	5,366	6.2%	92
Used Heartburn or Acid Reflux Prescription Drug	5,247	6.0%	88
Used High Blood Pressure Prescription Drug	12,536	14.4%	88
Used High Cholesterol Prescription Drug	9,227	10.6%	88
Used Insomnia Prescription Drug	2,413	2.8%	98
Used Migraine Headache Prescription Drug	3,145	3.6%	103
Used Sinus Congestion/Headache Prescription Drug	2,527	2.9%	86
Used Urinary Tract Infection Prescription Drug	2,864	3.3%	97
Filled Prescription at Discount/Dept Store/12 Mo	2,697	3.1%	71
Filled Prescription at Drug Store/Pharmacy/12 Mo	32,266	37.1%	99
Filled Prescription at Supermarket/12 Mo	7,259	8.3%	79
Filled Prescription by Mail Order/12 Mo	9,235	10.6%	95
Filled Prescription Online/12 Mo	7,309	8.4%	111
Received Prescrp Drugs via Home Delivery/12 Mo	14,333	16.5%	103
Received Prescrp Drugs via Curbside Pickup/12 Mo	4,761	5.5%	73
Received Prescrp Drugs via In-Store Pickup/12 Mo	40,189	46.2%	94
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	6,668	7.7%	94
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	8,683	10.0%	101
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	6,292	7.2%	100
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	6,224	7.2%	92
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	5,162	5.9%	87
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	2,596	3.0%	84
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	2,938	3.4%	83

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	40,656	46.7%	96
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	24,146	27.8%	101
Used Medicated Skin Cream/Lotion/Spray/6 Mo	23,856	27.4%	99
Used Non-Medicated Nasal Spray/6 Mo	10,489	12.1%	98
Used Pain Relieving Rub or Liquid or Patch/6 Mo	24,335	28.0%	100
Used Sleeping Aid or Snore Relief/6 Mo	13,146	15.1%	100
Used Sore Throat Remedy or Cough Drops/6 Mo	36,175	41.6%	101
Used Sunburn Remedy/12 Mo	10,176	11.7%	95
Used Suntan or Sunscreen Prod/12 Mo	39,320	45.2%	107
Used Toothache/Gum/Canker Sore Remedy/6 Mo	5,654	6.5%	87
HH Used Children`s Cold Tablets/Liquids/6 Mo	3,391	8.7%	94
HH Used Children`s Cough Syrup/6 Mo	2,975	7.6%	99
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	5,920	15.1%	98
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	4,453	11.4%	100
Used Body Wash or Shower Gel/6 Mo	54,649	62.8%	98
Used Breath Freshener/6 Mo	29,321	33.7%	101
Used Gum Breath Freshener/6 Mo	17,883	20.6%	103
Used Mints Breath Freshener/6 Mo	11,825	13.6%	93
Used Thin Film Breath Freshener/6 Mo	2,209	2.5%	110
Used Complexion Care Prod/6 Mo	49,890	57.3%	107
Used Denture Adhesive or Fixative/6 Mo	2,573	3.0%	74
Used Denture Cleaner/6 Mo	5,494	6.3%	86
Used Eyeliner/Eyebrow Pencil/6 Mo	23,268	26.7%	104
Used Facial Moisturizer/6 Mo	47,546	54.6%	110
Used Personal Foot Care Prod/6 Mo	17,030	19.6%	105
Used Hair Coloring Prod at Home/6 Mo	16,423	18.9%	113
Used Hair Conditioning Treatment at Home/6 Mo	24,911	28.6%	109
Used Hair Growth Prod/6 Mo	4,446	5.1%	122
Used Hair Spray at Home/6 Mo	20,487	23.5%	95
Used Hair Styling Gel/Lotion/Mousse/6 Mo	34,021	39.1%	107
Used Mouthwash/6 Mo	58,536	67.3%	103
Used Mouthwash 8+ Times/7 Days	14,580	16.8%	102
Used Sensitive Toothpaste/6 Mo	18,541	21.3%	105
Used Whitening Toothpaste/6 Mo	35,251	40.5%	104
Used Tooth Whitener (Not Toothpaste)/6 Mo	8,924	10.3%	109
Used Tooth Whitener (Gel)/6 Mo	1,713	2.0%	116
Used Tooth Whitener (Strips)/6 Mo	4,940	5.7%	108
Visited Day Spa/6 Mo	4,414	5.1%	108
Purchased Prod at Salon or Day Spa/6 Mo	3,473	4.0%	98
Used Prof Service for Haircut/6 Mo	53,708	61.7%	103
Used Prof Svc for Hair Color/Highlights/6 Mo	12,977	14.9%	101
Used Prof Service for Facial/6 Mo	2,818	3.2%	116
Used Prof Service for Massage/6 Mo	7,211	8.3%	112
Used Prof Service for Manicure/6 Mo	11,651	13.4%	115
Used Prof Service for Pedicure/6 Mo	14,542	16.7%	109
Spent \$1-99 at Barber Shop/6 Mo	12,012	13.8%	97
Spent \$100+ at Barber Shop/6 Mo	9,363	10.8%	115
Spent \$1-99 at Beauty Salon/6 Mo	9,442	10.9%	93
Spent \$100+ at Beauty Salon/6 Mo	18,381	21.1%	104

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