



Demographic Summary		2023	2028
Population		201	198
Population 18+		170	168
Households		63	62
Median Household Income		\$51,738	\$59,793
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	38	22.4%	89
Typically Spend 4-6 Hrs Exercising/Wk	36	21.2%	96
Typically Spend 7+ Hrs Exercising/Wk	45	26.5%	109
Exercise at Home 2+ Times/Wk	74	43.5%	88
Exercise at Club 2+ Times/Wk	12	7.1%	60
Exercise at Oth Facility (Not Club) 2+ Times/Wk	14	8.2%	106
Member of LA Fitness Club/Gym	3	1.8%	105
Member of Planet Fitness Club/Gym	6	3.5%	80
Member of YMCA Fitness Club/Gym	4	2.4%	84
Own Elliptical	5	2.9%	54
Own Stationary Bicycle	8	4.7%	44
Own Treadmill	16	9.4%	80
Own Weight Lifting Equipment	24	14.1%	74
Control Diet for Blood Sugar Level	29	17.1%	141
Control Diet for Cholesterol Level	29	17.1%	132
Control Diet for Food Allergies	3	1.8%	76
Control Diet to Maintain Weight	21	12.4%	107
Control Diet for Physical Fitness	21	12.4%	86
Control Diet for Salt Restriction	11	6.5%	154
Control Diet for Weight Loss	30	17.6%	84
Use Doctor's Care/Diet for Diet Method	10	5.9%	134
Use Exercise Program for Diet Method	12	7.1%	71
Buy Foods Specifically Labeled: Fat-Free	16	9.4%	102
Buy Foods Specifically Labeled: Gluten-Free	9	5.3%	94
Buy Foods Specifically Labeled: High Fiber	11	6.5%	81
Buy Foods Specifically Labeled: High Protein	14	8.2%	83
Buy Foods Specifically Labeled: Hormone-Free	6	3.5%	107
Buy Foods Specifically Labeled: Lactose-Free	6	3.5%	63
Buy Foods Specifically Labeled: Low-Calorie	11	6.5%	86
Buy Foods Specifically Labeled: Low-Carb	20	11.8%	115
Buy Foods Specifically Labeled: Low-Cholesterol	12	7.1%	136
Buy Foods Specifically Labeled: Low-Fat	20	11.8%	128
Buy Foods Specifically Labeled: Low-Sodium	34	20.0%	156
Buy Foods Specifically Labeled: Natural/Organic	22	12.9%	75
Buy Foods Specifically Labeled: Probiotic	7	4.1%	86
Buy Foods Specifically Labeled: Sugar-Free	26	15.3%	119
Consider Self to Be Semi-Vegetarian	14	8.2%	96
Used Meal/Dietary/Weight Loss Supplement/6 Mo	18	10.6%	106
Used Vitamins or Dietary Supplements/6 Mo	127	74.7%	113
Provide Services as Primary Caregiver/Caretaker	12	7.1%	117
Assist w/Chores as Caregiver/Caretaker	8	4.7%	120
Assist w/Personal Care as Caregiver/Caretaker	3	1.8%	59
Give Medication as Caregiver/Caretaker	4	2.4%	88
Make Doctor Appointments as Caregiver/Caretaker	5	2.9%	81
Provide Transportation as Caregiver/Caretaker	10	5.9%	136

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	138	81.2%	102
Visited Doctor 1-2 Times/12 Mo	32	18.8%	84
Visited Doctor 3-5 Times/12 Mo	33	19.4%	84
Visited Doctor 6+ Times/12 Mo	73	42.9%	125
Visited Acupuncturist Doctor/12 Mo	3	1.8%	106
Visited Allergist Doctor/12 Mo	5	2.9%	143
Visited Cardiologist Doctor/12 Mo	20	11.8%	139
Visited Chiropractor/12 Mo	16	9.4%	112
Visited Dentist/12 Mo	73	42.9%	103
Visited Dermatologist Doctor/12 Mo	25	14.7%	128
Visited Ear or Nose or Throat Doctor/12 Mo	10	5.9%	129
Visited Eye Doctor/12 Mo	43	25.3%	117
Visited Gastroenterologist Doctor/12 Mo	14	8.2%	152
Visited General or Family Doctor/12 Mo	73	42.9%	101
Visited Internist Doctor/12 Mo	15	8.8%	166
Visited Physical Therapist Doctor/12 Mo	18	10.6%	189
Visited Podiatrist Doctor/12 Mo	8	4.7%	138
Visited Psychiatrist/Psychologist Doctor/12 Mo	6	3.5%	78
Visited Urologist Doctor/12 Mo	16	9.4%	202
Visited Nurse Practitioner/12 Mo	20	11.8%	163
Wear Regular/Sun/Tinted Prescription Eyeglasses	84	49.4%	106
Wear Bi-Focal/Multi-Focal/Progressive Glasses	46	27.1%	131
Wear Soft Contact Lenses	16	9.4%	64
Spent \$1-99 on Eyeglasses/12 Mo	7	4.1%	114
Spent \$100-199 on Eyeglasses/12 Mo	13	7.6%	141
Spent \$200-249 on Eyeglasses/12 Mo	5	2.9%	88
Spent \$250+ on Eyeglasses/12 Mo	19	11.2%	101
Spent \$1-199 on Contact Lenses/12 Mo	7	4.1%	71
Spent \$200+ on Contact Lenses/12 Mo	4	2.4%	42
Bought Prescrp Eyewear at Discount Optical Ctr	21	12.4%	180
Bought Prescrp Eyewear at Private Eye Doctor	39	22.9%	89
Bought Prescrp Eyewear at Retail Optical Chain	28	16.5%	109
Bought Prescrp Eyewear Online	10	5.9%	91
Used Acne Prescription Drug	3	1.8%	61
Used Allergy or Hay Fever Prescription Drug	11	6.5%	98
Used Anxiety or Panic Prescription Drug	11	6.5%	82
Used Arthritis/Osteoarthritis Prescription Drug	10	5.9%	166
Used Rheumatoid Arthritis Prescription Drug	5	2.9%	124
Used Asthma Prescription Drug	9	5.3%	109
Used Backache or Back Pain Prescription Drug	16	9.4%	127
Used Depression Prescription Drug	13	7.6%	104
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	14	8.2%	135
Used Heartburn or Acid Reflux Prescription Drug	12	7.1%	102
Used High Blood Pressure Prescription Drug	31	18.2%	116
Used High Cholesterol Prescription Drug	31	18.2%	156
Used Insomnia Prescription Drug	7	4.1%	161
Used Migraine Headache Prescription Drug	5	2.9%	98
Used Sinus Congestion/Headache Prescription Drug	5	2.9%	96
Used Urinary Tract Infection Prescription Drug	7	4.1%	124
Filled Prescription at Discount/Dept Store/12 Mo	15	8.8%	196
Filled Prescription at Drug Store/Pharmacy/12 Mo	69	40.6%	113
Filled Prescription at Supermarket/12 Mo	23	13.5%	128
Filled Prescription by Mail Order/12 Mo	24	14.1%	127
Filled Prescription Online/12 Mo	15	8.8%	120
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	13	7.6%	96
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	21	12.4%	120
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	10	5.9%	82
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	17	10.0%	131
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	16	9.4%	133
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	6	3.5%	109
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	6	3.5%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	84	49.4%	109
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	37	21.8%	96
Used Medicated Skin Cream/Lotion/Spray/6 Mo	45	26.5%	91
Used Non-Medicated Nasal Spray/6 Mo	19	11.2%	100
Used Pain Relieving Rub or Liquid or Patch/6 Mo	46	27.1%	98
Used Sleeping Aid or Snore Relief/6 Mo	25	14.7%	105
Used Sore Throat Remedy or Cough Drops/6 Mo	67	39.4%	109
Used Sunburn Remedy/12 Mo	19	11.2%	97
Used Suntan or Sunscreen Prod/12 Mo	63	37.1%	93
Used Toothache/Gum/Canker Sore Remedy/6 Mo	25	14.7%	202
HH Used Children`s Cold Tablets/Liquids/6 Mo	5	7.9%	99
HH Used Children`s Cough Syrup/6 Mo	3	4.8%	77
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	6	9.5%	65
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	5	7.9%	69
Used Body Wash or Shower Gel/6 Mo	108	63.5%	99
Used Breath Freshener/6 Mo	59	34.7%	106
Used Gum Breath Freshener/6 Mo	26	15.3%	78
Used Mints Breath Freshener/6 Mo	26	15.3%	104
Used Thin Film Breath Freshener/6 Mo	7	4.1%	183
Used Complexion Care Prod/6 Mo	81	47.6%	90
Used Denture Adhesive or Fixative/6 Mo	9	5.3%	137
Used Denture Cleaner/6 Mo	21	12.4%	166
Used Eyeliner/Eyebrow Pencil/6 Mo	38	22.4%	92
Used Facial Moisturizer/6 Mo	73	42.9%	87
Used Personal Foot Care Prod/6 Mo	37	21.8%	119
Used Hair Coloring Prod at Home/6 Mo	33	19.4%	115
Used Hair Conditioning Treatment at Home/6 Mo	46	27.1%	105
Used Hair Growth Prod/6 Mo	5	2.9%	73
Used Hair Spray at Home/6 Mo	48	28.2%	115
Used Hair Styling Gel/Lotion/Mousse/6 Mo	50	29.4%	83
Used Mouthwash/6 Mo	112	65.9%	101
Used Mouthwash 8+ Times/7 Days	29	17.1%	105
Used Sensitive Toothpaste/6 Mo	40	23.5%	117
Used Whitening Toothpaste/6 Mo	57	33.5%	85
Used Tooth Whitener (Not Toothpaste)/6 Mo	11	6.5%	69
Used Tooth Whitener (Gel)/6 Mo	2	1.2%	70
Used Tooth Whitener (Strips)/6 Mo	4	2.4%	45
Visited Day Spa/6 Mo	5	2.9%	76
Purchased Prod at Salon or Day Spa/6 Mo	6	3.5%	94
Used Prof Service for Haircut/6 Mo	108	63.5%	109
Used Prof Svc for Hair Color/Highlights/6 Mo	21	12.4%	88
Used Prof Service for Facial/6 Mo	4	2.4%	100
Used Prof Service for Massage/6 Mo	12	7.1%	109
Used Prof Service for Manicure/6 Mo	12	7.1%	69
Used Prof Service for Pedicure/6 Mo	15	8.8%	66
Spent \$1-99 at Barber Shop/6 Mo	28	16.5%	113
Spent \$100+ at Barber Shop/6 Mo	9	5.3%	66
Spent \$1-99 at Beauty Salon/6 Mo	29	17.1%	136
Spent \$100+ at Beauty Salon/6 Mo	27	15.9%	83

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