

<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
Population		85,883	90,628
Population 18+		80,374	84,826
Households		52,380	56,302
Median Household Income		\$138,427	\$147,664
<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	20,315	25.3%	100
Typically Spend 4-6 Hrs Exercising/Wk	20,586	25.6%	116
Typically Spend 7+ Hrs Exercising/Wk	21,956	27.3%	117
Exercise at Home 2+ Times/Wk	40,580	50.5%	110
Exercise at Club 2+ Times/Wk	16,059	20.0%	150
Exercise at Oth Facility (Not Club) 2+ Times/Wk	11,131	13.8%	141
Member of LA Fitness Club/Gym	2,048	2.5%	150
Member of Planet Fitness Club/Gym	4,067	5.1%	100
Member of YMCA Fitness Club/Gym	2,417	3.0%	109
Own Elliptical	3,242	4.0%	66
Own Stationary Bicycle	9,369	11.7%	97
Own Treadmill	8,075	10.1%	79
Own Weight Lifting Equipment	18,141	22.6%	111
Own Blood Glucose Monitor	5,545	6.9%	58
Own BMI/Body-Fat Monitor	1,907	2.4%	155
Own Electronic Ear Thermometer	3,471	4.3%	75
Own Finger Pulse Oximeter	8,511	10.6%	72
Own Forehead Thermometer	10,857	13.5%	76
Own Hand-Held Massagers	6,759	8.4%	78
Own Hearing Aids	2,043	2.5%	60
Own Heart Rate Monitor	4,239	5.3%	81
Own Home Blood Pressure Monitor	16,600	20.6%	69
Own Oral Irrigation Device	3,787	4.7%	95
Own Pedometer	4,156	5.2%	95
Own Wheelchair	591	0.7%	39
Control Diet for Blood Sugar Level	7,660	9.5%	71
Control Diet for Cholesterol Level	8,528	10.6%	76
Control Diet for Food Allergies	2,058	2.6%	104
Control Diet to Maintain Weight	9,172	11.4%	101
Control Diet for Physical Fitness	16,120	20.1%	131
Control Diet for Salt Restriction	3,063	3.8%	89
Control Diet for Weight Loss	17,726	22.1%	106
Use Doctor`s Care/Diet for Diet Method	3,508	4.4%	88
Use Exercise Program for Diet Method	10,296	12.8%	123
Buy Foods Specifically Labeled: Fat-Free	7,260	9.0%	99
Buy Foods Specifically Labeled: Gluten-Free	5,572	6.9%	115
Buy Foods Specifically Labeled: High Fiber	5,776	7.2%	90
Buy Foods Specifically Labeled: High Protein	10,750	13.4%	119
Buy Foods Specifically Labeled: Hormone-Free	3,028	3.8%	125
Buy Foods Specifically Labeled: Lactose-Free	5,749	7.2%	119
Buy Foods Specifically Labeled: Low-Calorie	5,979	7.4%	103
Buy Foods Specifically Labeled: Low-Carb	7,976	9.9%	100
Buy Foods Specifically Labeled: Low-Cholesterol	3,870	4.8%	88
Buy Foods Specifically Labeled: Low-Fat	6,474	8.1%	94
Buy Foods Specifically Labeled: Low-Sodium	9,254	11.5%	92
Buy Foods Specifically Labeled: Natural/Organic	17,680	22.0%	135

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Buy Foods Specifically Labeled: Probiotic	5,702	7.1%	129
Buy Foods Specifically Labeled: Sugar-Free	11,123	13.8%	101
Consider Self to Be Vegan	1,382	1.7%	207
Consider Self to Be Vegetarian	2,562	3.2%	191
Consider Self to Be Semi-Vegetarian	8,430	10.5%	127
Used Meal/Dietary/Weight Loss Supplement/6 Mo	9,507	11.8%	113
Used Vitamins or Dietary Supplements/6 Mo	49,448	61.5%	94
Provide Services as Primary Caregiver/Caretaker	3,083	3.8%	59
Assist w/Chores as Caregiver/Caretaker	2,013	2.5%	59
Assist w/Personal Care as Caregiver/Caretaker	1,433	1.8%	53
Cook/Prepare Food as Caregiver/Caretaker	1,639	2.0%	47
Make Doctor Appointments as Caregiver/Caretaker	1,680	2.1%	56
Attend Doc Appointments as Caregiver/Caretaker	1,650	2.0%	46
Shop/Pick Up Meds as Caregiver/Caretaker	2,071	2.6%	58
Give Medication as Caregiver/Caretaker	1,019	1.3%	46
Provide Transportation as Caregiver/Caretaker	1,764	2.2%	49
Visited Doctor/12 Mo	63,201	78.6%	99
Visited Doctor 1-2 Times/12 Mo	17,541	21.8%	108
Visited Doctor 3-5 Times/12 Mo	19,540	24.3%	108
Visited Doctor 6+ Times/12 Mo	26,136	32.5%	88
Visited Acupuncturist Doctor/12 Mo	2,018	2.5%	139
Visited Allergist Doctor/12 Mo	2,287	2.9%	125
Visited Cardiologist Doctor/12 Mo	5,325	6.6%	64
Visited Chiropractor/12 Mo	4,837	6.0%	73
Visited Dentist/12 Mo	34,856	43.4%	100
Visited Dermatologist Doctor/12 Mo	9,826	12.2%	98
Visited Ear or Nose or Throat Doctor/12 Mo	3,870	4.8%	89
Visited Eye Doctor/12 Mo	15,218	18.9%	87
Visited Gastroenterologist Doctor/12 Mo	4,198	5.2%	83
Visited General or Family Doctor/12 Mo	32,013	39.8%	92
Visited Internist Doctor/12 Mo	3,540	4.4%	91
Visited Physical Therapist Doctor/12 Mo	4,948	6.2%	95
Visited Podiatrist Doctor/12 Mo	2,279	2.8%	78
Visited Psychiatrist/Psychologist Doctor/12 Mo	6,461	8.0%	150
Visited Urologist Doctor/12 Mo	3,342	4.2%	81
Visited Nurse Practitioner/12 Mo	4,830	6.0%	72
Wear Regular/Sun/Tinted Prescription Eyeglasses	36,860	45.9%	102
Wear Bi-Focal/Multi-Focal/Progressive Glasses	9,851	12.3%	60
Wear Soft Contact Lenses	14,820	18.4%	140
Spent \$1-99 on Eyeglasses/12 Mo	3,152	3.9%	119
Spent \$100-199 on Eyeglasses/12 Mo	4,563	5.7%	104
Spent \$200-249 on Eyeglasses/12 Mo	2,825	3.5%	107
Spent \$250+ on Eyeglasses/12 Mo	7,009	8.7%	73
Spent \$1-199 on Contact Lenses/12 Mo	5,047	6.3%	137
Spent \$200+ on Contact Lenses/12 Mo	5,726	7.1%	128
Purchased Prescrp Eyewear at Discount Optical Ctr	3,610	4.5%	75
Purchased Prescrp Eyewear at Private Eye Doctor	14,639	18.2%	83
Purchased Prescrp Eyewear at Retail Optical Chain	14,680	18.3%	113
Purchased Prescrp Eyewear Online	6,490	8.1%	126
Used Acne Prescription Drug	3,769	4.7%	140

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Allergy or Hay Fever Prescription Drug	5,172	6.4%	85
Used Anxiety or Panic Prescription Drug	7,258	9.0%	102
Used Arthritis/Osteoarthritis Prescription Drug	1,629	2.0%	53
Used Rheumatoid Arthritis Prescription Drug	877	1.1%	45
Used Asthma Prescription Drug	3,644	4.5%	88
Used ADD/ADHD Prescription Drug	3,173	4.0%	174
Used Bipolar Disorder Prescription Drug	679	0.8%	73
Used High Blood Pressure Prescription Drug	7,651	9.5%	59
Used High Cholesterol Prescription Drug	5,743	7.2%	57
Used Depression Prescription Drug	6,176	7.7%	95
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	3,112	3.9%	57
Used Heartburn or Acid Reflux Prescription Drug	3,111	3.9%	55
Used Insomnia Prescription Drug	1,600	2.0%	68
Used Backache or Back Pain Prescription Drug	4,458	5.5%	67
Used Chronic/Severe Pain Prescription Drug	1,200	1.5%	71
Used Migraine Headache Prescription Drug	2,752	3.4%	90
Used Sinus Congestion/Headache Prescription Drug	2,646	3.3%	89
Used Obesity/Weight Loss Prescription Drug	1,025	1.3%	84
Used Urinary Tract Infection Prescription Drug	2,175	2.7%	74
Filled Prescription at Discount/Dept Store/12 Mo	1,018	1.3%	49
Filled Prescription at Drug Store/Pharmacy/12 Mo	37,269	46.4%	97
Filled Prescription at Grocery Store/12 Mo	6,848	8.5%	80
Filled Prescription by Mail Order/12 Mo	6,800	8.5%	78
Filled Prescription Online/12 Mo	2,674	3.3%	124
Received Prescrp Drugs via Home Delivery/12 Mo	10,800	13.4%	86
Received Prescrp Drugs via Curbside Pickup/12 Mo	2,486	3.1%	51
Received Prescrp Drugs via In-Store Pickup/12 Mo	38,043	47.3%	93
Spent \$1-9 on Prescription Drugs/30 Days	5,706	7.1%	95
Spent \$10-19 on Prescription Drugs/30 Days	7,550	9.4%	97
Spent \$20-29 on Prescription Drugs/30 Days	5,407	6.7%	94
Spent \$30-49 on Prescription Drugs/30 Days	5,128	6.4%	83
Spent \$50-99 on Prescription Drugs/30 Days	4,085	5.1%	71
Spent \$100-149 on Prescription Drugs/30 Days	2,529	3.1%	90
Spent \$150+ on Prescription Drugs/30 Days	2,495	3.1%	73
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	39,094	48.6%	94
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	23,932	29.8%	92
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	63,659	79.2%	97
Used Medicated Skin Cream/Lotion/Spray/6 Mo	20,103	25.0%	93
Used Non-Medicated Nasal Spray/6 Mo	9,860	12.3%	93
Used Pain Relieving Rub or Liquid or Patch/6 Mo	17,812	22.2%	78
Used Sleeping Aid or Snore Relief/6 Mo	12,205	15.2%	103
Used Sore Throat Remedy or Cough Drops/6 Mo	35,813	44.6%	96
Used Sunburn Remedy/12 Mo	10,994	13.7%	107
Used Suntan or Sunscreen Prod/12 Mo	41,721	51.9%	120
Used Toothache/Gum/Canker Sore Remedy/6 Mo	4,926	6.1%	78
HH Used Children`s Cold Tablets/Liquids/6 Mo	2,341	4.5%	45
HH Used Children`s Cough Syrup/6 Mo	2,257	4.3%	51
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	3,897	7.4%	47
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	3,152	6.0%	55
Hlth Ad Action: Made Appt to See Doc/12 Mo	7,215	9.0%	89

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Hlth Ad Action: Asked Doc to Prescrb Drug/12 Mo	2,661	3.3%	82
Hlth Ad Action: Asked for Test/Procedure/12 Mo	1,039	1.3%	99
Hlth Ad Action: Asked Doc for Vaccine/12 Mo	3,209	4.0%	109
Hlth Ad Action: Consulted Pharmacist/12 Mo	2,857	3.5%	90
Hlth Ad Action: Refilled Prescrp/12 Mo	6,099	7.6%	81
Hlth Ad Action: Purchased Non-Prescrp Prod/12 Mo	8,290	10.3%	94
Hlth Ad Action: Discussed Ad w/Doctor/12 Mo	2,148	2.7%	66
Hlth Ad Action: Discussed Ad w/Friends/Fam/12 Mo	3,993	5.0%	117
Hlth Ad Action: Visited Prod/Drug Website/12 Mo	3,777	4.7%	86
Got Ailment/Drug Info via Doc Office Video/12 Mo	2,321	2.9%	88
Got Ailment/Drug Info via Friends/Family/12 Mo	9,467	11.8%	117
Got Ailment/Drug Info via Hlth Website/App/12 Mo	13,005	16.2%	104
Got Ailment/Drug Info via Oth Website/App/12 Mo	7,152	8.9%	114
Got Ailment/Drug Info via Magazine Ad/12 Mo	1,266	1.6%	66
Got Ailment/Drug Info via Medical Journal/12 Mo	2,747	3.4%	141
Got Ailment/Drug Info via Pamphlet/Broch/12 Mo	2,276	2.8%	70
Got Ailment/Drug Info via Medical Prof/12 Mo	38,550	48.0%	96
Got Ailment/Drug Info via Pharmacist/12 Mo	7,092	8.8%	98
Got Ailment/Drug Info via Social Media/12 Mo	5,492	6.8%	105
Got Ailment/Drug Info via Streaming Vid Ad/12 Mo	4,604	5.7%	127
Got Ailment/Drug Info via TV Ad/12 Mo	9,050	11.3%	98

Sample Report

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Body Wash or Shower Gel/6 Mo	53,995	67.2%	104
Used Breath Freshener/6 Mo	27,763	34.5%	100
Used Gum Breath Freshener/6 Mo	16,504	20.5%	99
Used Mints Breath Freshener/6 Mo	12,226	15.2%	99
Used Thin Film Breath Freshener/6 Mo	2,530	3.1%	144
Used Complexion Care Prod/6 Mo	46,454	57.8%	106
Used Denture Adhesive or Fixative/6 Mo	1,640	2.0%	50
Used Denture Cleaner/6 Mo	3,663	4.6%	63
Used Eyeliner/Eyebrow Pencil/6 Mo	19,135	23.8%	91
Used Facial Moisturizer/6 Mo	44,804	55.7%	108
Used Personal Foot Care Prod/6 Mo	11,845	14.7%	79
Used Hair Coloring Prod at Home/6 Mo	11,564	14.4%	84
Used Hair Conditioning Treatment at Home/6 Mo	19,678	24.5%	90
Used Hair Growth Prod/6 Mo	3,379	4.2%	104
Used Hair Spray at Home/6 Mo	15,408	19.2%	75
Used Hair Styling Gel/Lotion/Mousse/6 Mo	29,743	37.0%	98
Used Mouthwash/6 Mo	50,339	62.6%	96
Used Mouthwash 8+ Times/7 Days	11,619	14.5%	85
Used Sensitive Toothpaste/6 Mo	16,560	20.6%	100
Used Whitening Toothpaste/6 Mo	33,845	42.1%	109
Used Tooth Whitener (Not Toothpaste)/6 Mo	9,275	11.5%	114
Used Tooth Whitener (Gel)/6 Mo	1,348	1.7%	86
Used Tooth Whitener (Strips)/6 Mo	5,527	6.9%	123
Visited Day Spa/6 Mo	5,999	7.5%	149
Purchased Prod at Salon or Day Spa/6 Mo	3,437	4.3%	113
Used Prof Service for Haircut/6 Mo	51,127	63.6%	106
Used Prof Svc for Hair Color/Highlights/6 Mo	9,979	12.4%	86
Used Prof Service for Facial/6 Mo	3,144	3.9%	131
Used Prof Service for Massage/6 Mo	7,310	9.1%	116
Used Prof Service for Manicure/6 Mo	9,563	11.9%	101
Used Prof Service for Pedicure/6 Mo	11,803	14.7%	98
Used Prof Service for Waxing/6 Mo	4,534	5.6%	118
Spent \$1-99 at Barber Shop/6 Mo	11,918	14.8%	110
Spent \$100+ at Barber Shop/6 Mo	12,132	15.1%	153
Spent \$1-99 at Beauty Salon/6 Mo	5,874	7.3%	68
Spent \$100+ at Beauty Salon/6 Mo	15,418	19.2%	94

**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 2025 and 2030.

<b>Demographic Summary</b>		<b>2025</b>	<b>2030</b>
Population		404,831	413,853
Population 18+		359,533	369,185
Households		224,866	234,916
Median Household Income		\$118,422	\$128,064
<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	90,269	25.1%	99
Typically Spend 4-6 Hrs Exercising/Wk	88,796	24.7%	112
Typically Spend 7+ Hrs Exercising/Wk	97,025	27.0%	116
Exercise at Home 2+ Times/Wk	178,445	49.6%	108
Exercise at Club 2+ Times/Wk	65,991	18.4%	138
Exercise at Oth Facility (Not Club) 2+ Times/Wk	46,725	13.0%	133
Member of LA Fitness Club/Gym	8,337	2.3%	136
Member of Planet Fitness Club/Gym	17,627	4.9%	96
Member of YMCA Fitness Club/Gym	9,498	2.6%	96
Own Elliptical	16,261	4.5%	74
Own Stationary Bicycle	40,559	11.3%	94
Own Treadmill	34,969	9.7%	77
Own Weight Lifting Equipment	77,545	21.6%	107
Own Blood Glucose Monitor	28,750	8.0%	68
Own BMI/Body-Fat Monitor	7,614	2.1%	138
Own Electronic Ear Thermometer	15,386	4.3%	74
Own Finger Pulse Oximeter	41,844	11.6%	79
Own Forehead Thermometer	50,356	14.0%	79
Own Hand-Held Massagers	32,320	9.0%	83
Own Hearing Aids	10,013	2.8%	66
Own Heart Rate Monitor	21,495	6.0%	91
Own Home Blood Pressure Monitor	80,250	22.3%	74
Own Oral Irrigation Device	17,252	4.8%	97
Own Pedometer	18,922	5.3%	97
Own Wheelchair	3,541	1.0%	52
Control Diet for Blood Sugar Level	38,785	10.8%	80
Control Diet for Cholesterol Level	41,292	11.5%	82
Control Diet for Food Allergies	9,594	2.7%	108
Control Diet to Maintain Weight	42,140	11.7%	103
Control Diet for Physical Fitness	68,931	19.2%	126
Control Diet for Salt Restriction	13,833	3.9%	90
Control Diet for Weight Loss	77,976	21.7%	104
Use Doctor`s Care/Diet for Diet Method	16,801	4.7%	94
Use Exercise Program for Diet Method	44,484	12.4%	119
Buy Foods Specifically Labeled: Fat-Free	35,124	9.8%	107
Buy Foods Specifically Labeled: Gluten-Free	25,901	7.2%	120
Buy Foods Specifically Labeled: High Fiber	27,789	7.7%	97
Buy Foods Specifically Labeled: High Protein	45,525	12.7%	113
Buy Foods Specifically Labeled: Hormone-Free	12,954	3.6%	120
Buy Foods Specifically Labeled: Lactose-Free	26,069	7.3%	121
Buy Foods Specifically Labeled: Low-Calorie	27,415	7.6%	106
Buy Foods Specifically Labeled: Low-Carb	34,982	9.7%	98
Buy Foods Specifically Labeled: Low-Cholesterol	20,510	5.7%	104
Buy Foods Specifically Labeled: Low-Fat	31,307	8.7%	102
Buy Foods Specifically Labeled: Low-Sodium	44,875	12.5%	100
Buy Foods Specifically Labeled: Natural/Organic	79,088	22.0%	135

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Buy Foods Specifically Labeled: Probiotic	24,697	6.9%	125
Buy Foods Specifically Labeled: Sugar-Free	49,132	13.7%	100
Consider Self to Be Vegan	5,405	1.5%	181
Consider Self to Be Vegetarian	10,766	3.0%	179
Consider Self to Be Semi-Vegetarian	38,288	10.7%	129
Used Meal/Dietary/Weight Loss Supplement/6 Mo	40,409	11.2%	108
Used Vitamins or Dietary Supplements/6 Mo	228,677	63.6%	97
Provide Services as Primary Caregiver/Caretaker	17,506	4.9%	75
Assist w/Chores as Caregiver/Caretaker	11,368	3.2%	75
Assist w/Personal Care as Caregiver/Caretaker	8,243	2.3%	69
Cook/Prepare Food as Caregiver/Caretaker	10,250	2.9%	66
Make Doctor Appointments as Caregiver/Caretaker	9,373	2.6%	70
Attend Doc Appointments as Caregiver/Caretaker	10,051	2.8%	63
Shop/Pick Up Meds as Caregiver/Caretaker	11,032	3.1%	69
Give Medication as Caregiver/Caretaker	6,058	1.7%	61
Provide Transportation as Caregiver/Caretaker	10,354	2.9%	65
Visited Doctor/12 Mo	284,089	79.0%	99
Visited Doctor 1-2 Times/12 Mo	77,424	21.5%	106
Visited Doctor 3-5 Times/12 Mo	84,468	23.5%	105
Visited Doctor 6+ Times/12 Mo	122,235	34.0%	92
Visited Acupuncturist Doctor/12 Mo	9,898	2.8%	152
Visited Allergist Doctor/12 Mo	9,271	2.6%	114
Visited Cardiologist Doctor/12 Mo	27,908	7.8%	75
Visited Chiropractor/12 Mo	21,687	6.0%	73
Visited Dentist/12 Mo	157,226	43.7%	101
Visited Dermatologist Doctor/12 Mo	46,599	13.0%	104
Visited Ear or Nose or Throat Doctor/12 Mo	18,455	5.1%	95
Visited Eye Doctor/12 Mo	71,129	19.8%	91
Visited Gastroenterologist Doctor/12 Mo	19,769	5.5%	88
Visited General or Family Doctor/12 Mo	142,724	39.7%	92
Visited Internist Doctor/12 Mo	19,005	5.3%	109
Visited Physical Therapist Doctor/12 Mo	22,925	6.4%	98
Visited Podiatrist Doctor/12 Mo	12,385	3.4%	94
Visited Psychiatrist/Psychologist Doctor/12 Mo	27,363	7.6%	142
Visited Urologist Doctor/12 Mo	16,048	4.5%	87
Visited Nurse Practitioner/12 Mo	22,803	6.3%	76
Wear Regular/Sun/Tinted Prescription Eyeglasses	163,972	45.6%	101
Wear Bi-Focal/Multi-Focal/Progressive Glasses	48,234	13.4%	66
Wear Soft Contact Lenses	60,834	16.9%	128
Spent \$1-99 on Eyeglasses/12 Mo	13,043	3.6%	110
Spent \$100-199 on Eyeglasses/12 Mo	20,555	5.7%	105
Spent \$200-249 on Eyeglasses/12 Mo	12,271	3.4%	104
Spent \$250+ on Eyeglasses/12 Mo	33,674	9.4%	78
Spent \$1-199 on Contact Lenses/12 Mo	19,963	5.5%	121
Spent \$200+ on Contact Lenses/12 Mo	24,599	6.8%	123
Purchased Prescrp Eyewear at Discount Optical Ctr	16,484	4.6%	76
Purchased Prescrp Eyewear at Private Eye Doctor	69,321	19.3%	88
Purchased Prescrp Eyewear at Retail Optical Chain	65,411	18.2%	112
Purchased Prescrp Eyewear Online	28,144	7.8%	122
Used Acne Prescription Drug	16,979	4.7%	141

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Allergy or Hay Fever Prescription Drug	22,760	6.3%	84
Used Anxiety or Panic Prescription Drug	30,255	8.4%	95
Used Arthritis/Osteoarthritis Prescription Drug	8,281	2.3%	61
Used Rheumatoid Arthritis Prescription Drug	4,991	1.4%	57
Used Asthma Prescription Drug	17,097	4.8%	92
Used ADD/ADHD Prescription Drug	11,781	3.3%	144
Used Bipolar Disorder Prescription Drug	2,893	0.8%	70
Used High Blood Pressure Prescription Drug	37,522	10.4%	64
Used High Cholesterol Prescription Drug	28,546	7.9%	63
Used Depression Prescription Drug	25,678	7.1%	89
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	15,318	4.3%	62
Used Heartburn or Acid Reflux Prescription Drug	15,534	4.3%	62
Used Insomnia Prescription Drug	7,573	2.1%	72
Used Backache or Back Pain Prescription Drug	21,567	6.0%	73
Used Chronic/Severe Pain Prescription Drug	5,207	1.4%	69
Used Migraine Headache Prescription Drug	11,792	3.3%	86
Used Sinus Congestion/Headache Prescription Drug	11,426	3.2%	86
Used Obesity/Weight Loss Prescription Drug	4,814	1.3%	88
Used Urinary Tract Infection Prescription Drug	10,489	2.9%	79
Filled Prescription at Discount/Dept Store/12 Mo	4,551	1.3%	49
Filled Prescription at Drug Store/Pharmacy/12 Mo	167,300	46.5%	97
Filled Prescription at Grocery Store/12 Mo	27,950	7.8%	73
Filled Prescription by Mail Order/12 Mo	31,380	8.7%	80
Filled Prescription Online/12 Mo	12,889	3.6%	134
Received Prescrp Drugs via Home Delivery/12 Mo	52,305	14.6%	93
Received Prescrp Drugs via Curbside Pickup/12 Mo	11,908	3.3%	55
Received Prescrp Drugs via In-Store Pickup/12 Mo	169,105	47.0%	92
Spent \$1-9 on Prescription Drugs/30 Days	26,129	7.3%	97
Spent \$10-19 on Prescription Drugs/30 Days	34,826	9.7%	100
Spent \$20-29 on Prescription Drugs/30 Days	24,289	6.8%	94
Spent \$30-49 on Prescription Drugs/30 Days	22,626	6.3%	82
Spent \$50-99 on Prescription Drugs/30 Days	19,671	5.5%	77
Spent \$100-149 on Prescription Drugs/30 Days	10,277	2.9%	82
Spent \$150+ on Prescription Drugs/30 Days	10,622	3.0%	69
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	174,128	48.4%	94
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	110,028	30.6%	95
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	284,193	79.0%	97
Used Medicated Skin Cream/Lotion/Spray/6 Mo	92,506	25.7%	95
Used Non-Medicated Nasal Spray/6 Mo	44,412	12.3%	94
Used Pain Relieving Rub or Liquid or Patch/6 Mo	85,734	23.9%	84
Used Sleeping Aid or Snore Relief/6 Mo	54,895	15.3%	104
Used Sore Throat Remedy or Cough Drops/6 Mo	160,339	44.6%	96
Used Sunburn Remedy/12 Mo	47,388	13.2%	103
Used Suntan or Sunscreen Prod/12 Mo	182,230	50.7%	117
Used Toothache/Gum/Canker Sore Remedy/6 Mo	22,811	6.3%	80
HH Used Children`s Cold Tablets/Liquids/6 Mo	12,150	5.4%	54
HH Used Children`s Cough Syrup/6 Mo	11,505	5.1%	60
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	19,883	8.8%	56
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	15,480	6.9%	63
Hlth Ad Action: Made Appt to See Doc/12 Mo	35,463	9.9%	98

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Hlth Ad Action: Asked Doc to Prescrb Drug/12 Mo	12,650	3.5%	87
Hlth Ad Action: Asked for Test/Procedure/12 Mo	4,528	1.3%	96
Hlth Ad Action: Asked Doc for Vaccine/12 Mo	13,969	3.9%	106
Hlth Ad Action: Consulted Pharmacist/12 Mo	13,056	3.6%	92
Hlth Ad Action: Refilled Prescrp/12 Mo	28,948	8.1%	85
Hlth Ad Action: Purchased Non-Prescrp Prod/12 Mo	38,118	10.6%	96
Hlth Ad Action: Discussed Ad w/Doctor/12 Mo	11,850	3.3%	81
Hlth Ad Action: Discussed Ad w/Friends/Fam/12 Mo	16,207	4.5%	106
Hlth Ad Action: Visited Prod/Drug Website/12 Mo	17,259	4.8%	88
Got Ailment/Drug Info via Doc Office Video/12 Mo	11,618	3.2%	98
Got Ailment/Drug Info via Friends/Family/12 Mo	41,096	11.4%	113
Got Ailment/Drug Info via Hlth Website/App/12 Mo	58,957	16.4%	105
Got Ailment/Drug Info via Oth Website/App/12 Mo	32,596	9.1%	116
Got Ailment/Drug Info via Magazine Ad/12 Mo	7,229	2.0%	84
Got Ailment/Drug Info via Medical Journal/12 Mo	12,536	3.5%	144
Got Ailment/Drug Info via Pamphlet/Broch/12 Mo	11,277	3.1%	77
Got Ailment/Drug Info via Medical Prof/12 Mo	172,974	48.1%	97
Got Ailment/Drug Info via Pharmacist/12 Mo	31,186	8.7%	96
Got Ailment/Drug Info via Social Media/12 Mo	24,549	6.8%	105
Got Ailment/Drug Info via Streaming Vid Ad/12 Mo	19,352	5.4%	119
Got Ailment/Drug Info via TV Ad/12 Mo	41,339	11.5%	100

Sample Report

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		MPI
	Adults/HHs	Percent	
Used Body Wash or Shower Gel/6 Mo	236,646	65.8%	102
Used Breath Freshener/6 Mo	124,063	34.5%	100
Used Gum Breath Freshener/6 Mo	74,114	20.6%	100
Used Mints Breath Freshener/6 Mo	54,471	15.2%	99
Used Thin Film Breath Freshener/6 Mo	10,553	2.9%	135
Used Complexion Care Prod/6 Mo	210,213	58.5%	108
Used Denture Adhesive or Fixative/6 Mo	9,028	2.5%	61
Used Denture Cleaner/6 Mo	19,225	5.3%	74
Used Eyeliner/Eyebrow Pencil/6 Mo	91,727	25.5%	97
Used Facial Moisturizer/6 Mo	204,887	57.0%	111
Used Personal Foot Care Prod/6 Mo	59,656	16.6%	89
Used Hair Coloring Prod at Home/6 Mo	55,772	15.5%	90
Used Hair Conditioning Treatment at Home/6 Mo	94,187	26.2%	96
Used Hair Growth Prod/6 Mo	15,784	4.4%	108
Used Hair Spray at Home/6 Mo	71,476	19.9%	78
Used Hair Styling Gel/Lotion/Mousse/6 Mo	135,420	37.7%	100
Used Mouthwash/6 Mo	230,465	64.1%	98
Used Mouthwash 8+ Times/7 Days	56,347	15.7%	92
Used Sensitive Toothpaste/6 Mo	72,762	20.2%	98
Used Whitening Toothpaste/6 Mo	145,168	40.4%	104
Used Tooth Whitener (Not Toothpaste)/6 Mo	42,416	11.8%	116
Used Tooth Whitener (Gel)/6 Mo	6,899	1.9%	99
Used Tooth Whitener (Strips)/6 Mo	24,629	6.8%	122
Visited Day Spa/6 Mo	25,739	7.2%	143
Purchased Prod at Salon or Day Spa/6 Mo	14,554	4.0%	107
Used Prof Service for Haircut/6 Mo	223,270	62.1%	103
Used Prof Svc for Hair Color/Highlights/6 Mo	46,683	13.0%	90
Used Prof Service for Facial/6 Mo	14,207	4.0%	132
Used Prof Service for Massage/6 Mo	34,344	9.6%	121
Used Prof Service for Manicure/6 Mo	47,920	13.3%	113
Used Prof Service for Pedicure/6 Mo	55,978	15.6%	103
Used Prof Service for Waxing/6 Mo	20,453	5.7%	119
Spent \$1-99 at Barber Shop/6 Mo	49,781	13.8%	103
Spent \$100+ at Barber Shop/6 Mo	49,114	13.7%	138
Spent \$1-99 at Beauty Salon/6 Mo	27,756	7.7%	72
Spent \$100+ at Beauty Salon/6 Mo	71,980	20.0%	98

**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 2025 and 2030.

Demographic Summary		2025	2030	
Population		860,198	862,494	
Population 18+		733,129	741,807	
Households		431,408	442,972	
Median Household Income		\$102,657	\$111,418	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk		185,185	25.3%	100
Typically Spend 4-6 Hrs Exercising/Wk		173,029	23.6%	107
Typically Spend 7+ Hrs Exercising/Wk		188,291	25.7%	110
Exercise at Home 2+ Times/Wk		349,178	47.6%	104
Exercise at Club 2+ Times/Wk		123,844	16.9%	127
Exercise at Oth Facility (Not Club) 2+ Times/Wk		88,806	12.1%	124
Member of LA Fitness Club/Gym		16,675	2.3%	133
Member of Planet Fitness Club/Gym		37,590	5.1%	101
Member of YMCA Fitness Club/Gym		17,869	2.4%	89
Own Elliptical		33,218	4.5%	75
Own Stationary Bicycle		79,265	10.8%	90
Own Treadmill		70,409	9.6%	76
Own Weight Lifting Equipment		147,676	20.1%	99
Own Blood Glucose Monitor		67,589	9.2%	78
Own BMI/Body-Fat Monitor		14,231	1.9%	127
Own Electronic Ear Thermometer		31,378	4.3%	74
Own Finger Pulse Oximeter		85,945	11.7%	80
Own Forehead Thermometer		102,438	14.0%	78
Own Hand-Held Massagers		64,185	8.8%	81
Own Hearing Aids		19,408	2.6%	63
Own Heart Rate Monitor		43,730	6.0%	91
Own Home Blood Pressure Monitor		166,802	22.8%	76
Own Oral Irrigation Device		32,527	4.4%	90
Own Pedometer		36,209	4.9%	91
Own Wheelchair		8,470	1.2%	61
Control Diet for Blood Sugar Level		87,082	11.9%	88
Control Diet for Cholesterol Level		89,729	12.2%	88
Control Diet for Food Allergies		19,875	2.7%	110
Control Diet to Maintain Weight		84,471	11.5%	102
Control Diet for Physical Fitness		133,890	18.3%	120
Control Diet for Salt Restriction		29,680	4.0%	95
Control Diet for Weight Loss		156,435	21.3%	102
Use Doctor`s Care/Diet for Diet Method		36,123	4.9%	100
Use Exercise Program for Diet Method		85,381	11.7%	112
Buy Foods Specifically Labeled: Fat-Free		73,433	10.0%	109
Buy Foods Specifically Labeled: Gluten-Free		52,998	7.2%	120
Buy Foods Specifically Labeled: High Fiber		58,802	8.0%	100
Buy Foods Specifically Labeled: High Protein		88,849	12.1%	108
Buy Foods Specifically Labeled: Hormone-Free		25,715	3.5%	117
Buy Foods Specifically Labeled: Lactose-Free		52,916	7.2%	120
Buy Foods Specifically Labeled: Low-Calorie		55,305	7.5%	105
Buy Foods Specifically Labeled: Low-Carb		70,334	9.6%	97
Buy Foods Specifically Labeled: Low-Cholesterol		45,683	6.2%	113
Buy Foods Specifically Labeled: Low-Fat		65,061	8.9%	104
Buy Foods Specifically Labeled: Low-Sodium		94,526	12.9%	103
Buy Foods Specifically Labeled: Natural/Organic		154,200	21.0%	129

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Buy Foods Specifically Labeled: Probiotic	49,509	6.8%	123
Buy Foods Specifically Labeled: Sugar-Free	100,413	13.7%	100
Consider Self to Be Vegan	10,109	1.4%	166
Consider Self to Be Vegetarian	19,646	2.7%	160
Consider Self to Be Semi-Vegetarian	77,355	10.6%	128
Used Meal/Dietary/Weight Loss Supplement/6 Mo	82,475	11.3%	108
Used Vitamins or Dietary Supplements/6 Mo	463,482	63.2%	97
Provide Services as Primary Caregiver/Caretaker	40,649	5.5%	85
Assist w/Chores as Caregiver/Caretaker	25,568	3.5%	82
Assist w/Personal Care as Caregiver/Caretaker	19,465	2.7%	80
Cook/Prepare Food as Caregiver/Caretaker	24,561	3.4%	77
Make Doctor Appointments as Caregiver/Caretaker	21,112	2.9%	77
Attend Doc Appointments as Caregiver/Caretaker	23,353	3.2%	71
Shop/Pick Up Meds as Caregiver/Caretaker	24,905	3.4%	76
Give Medication as Caregiver/Caretaker	14,499	2.0%	71
Provide Transportation as Caregiver/Caretaker	23,819	3.3%	73
Visited Doctor/12 Mo	571,233	77.9%	98
Visited Doctor 1-2 Times/12 Mo	157,609	21.5%	106
Visited Doctor 3-5 Times/12 Mo	166,728	22.7%	101
Visited Doctor 6+ Times/12 Mo	246,911	33.7%	91
Visited Acupuncturist Doctor/12 Mo	18,902	2.6%	143
Visited Allergist Doctor/12 Mo	18,102	2.5%	109
Visited Cardiologist Doctor/12 Mo	57,536	7.8%	76
Visited Chiropractor/12 Mo	43,198	5.9%	71
Visited Dentist/12 Mo	306,444	41.8%	96
Visited Dermatologist Doctor/12 Mo	88,600	12.1%	97
Visited Ear or Nose or Throat Doctor/12 Mo	37,343	5.1%	94
Visited Eye Doctor/12 Mo	139,789	19.1%	88
Visited Gastroenterologist Doctor/12 Mo	39,652	5.4%	86
Visited General or Family Doctor/12 Mo	283,924	38.7%	90
Visited Internist Doctor/12 Mo	36,957	5.0%	104
Visited Physical Therapist Doctor/12 Mo	45,283	6.2%	95
Visited Podiatrist Doctor/12 Mo	26,169	3.6%	98
Visited Psychiatrist/Psychologist Doctor/12 Mo	52,470	7.2%	134
Visited Urologist Doctor/12 Mo	31,773	4.3%	84
Visited Nurse Practitioner/12 Mo	46,640	6.4%	76
Wear Regular/Sun/Tinted Prescription Eyeglasses	325,719	44.4%	99
Wear Bi-Focal/Multi-Focal/Progressive Glasses	100,351	13.7%	67
Wear Soft Contact Lenses	112,391	15.3%	116
Spent \$1-99 on Eyeglasses/12 Mo	26,120	3.6%	108
Spent \$100-199 on Eyeglasses/12 Mo	41,781	5.7%	105
Spent \$200-249 on Eyeglasses/12 Mo	23,855	3.3%	99
Spent \$250+ on Eyeglasses/12 Mo	70,154	9.6%	80
Spent \$1-199 on Contact Lenses/12 Mo	37,310	5.1%	111
Spent \$200+ on Contact Lenses/12 Mo	45,834	6.3%	113
Purchased Prescrp Eyewear at Discount Optical Ctr	33,007	4.5%	75
Purchased Prescrp Eyewear at Private Eye Doctor	138,545	18.9%	86
Purchased Prescrp Eyewear at Retail Optical Chain	131,500	17.9%	111
Purchased Prescrp Eyewear Online	52,958	7.2%	113
Used Acne Prescription Drug	34,127	4.7%	139

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used Allergy or Hay Fever Prescription Drug	46,637	6.4%	84
Used Anxiety or Panic Prescription Drug	59,896	8.2%	92
Used Arthritis/Osteoarthritis Prescription Drug	18,824	2.6%	68
Used Rheumatoid Arthritis Prescription Drug	12,649	1.7%	71
Used Asthma Prescription Drug	36,465	5.0%	96
Used ADD/ADHD Prescription Drug	21,070	2.9%	126
Used Bipolar Disorder Prescription Drug	6,753	0.9%	80
Used High Blood Pressure Prescription Drug	83,154	11.3%	70
Used High Cholesterol Prescription Drug	61,293	8.4%	67
Used Depression Prescription Drug	51,025	7.0%	86
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	36,742	5.0%	74
Used Heartburn or Acid Reflux Prescription Drug	34,898	4.8%	68
Used Insomnia Prescription Drug	16,693	2.3%	78
Used Backache or Back Pain Prescription Drug	49,491	6.8%	82
Used Chronic/Severe Pain Prescription Drug	11,308	1.5%	74
Used Migraine Headache Prescription Drug	25,322	3.5%	91
Used Sinus Congestion/Headache Prescription Drug	23,882	3.3%	88
Used Obesity/Weight Loss Prescription Drug	11,236	1.5%	101
Used Urinary Tract Infection Prescription Drug	22,446	3.1%	83
Filled Prescription at Discount/Dept Store/12 Mo	9,426	1.3%	50
Filled Prescription at Drug Store/Pharmacy/12 Mo	339,784	46.4%	97
Filled Prescription at Grocery Store/12 Mo	54,183	7.4%	70
Filled Prescription by Mail Order/12 Mo	61,452	8.4%	77
Filled Prescription Online/12 Mo	24,725	3.4%	126
Received Prescrp Drugs via Home Delivery/12 Mo	105,098	14.3%	92
Received Prescrp Drugs via Curbside Pickup/12 Mo	25,406	3.5%	57
Received Prescrp Drugs via In-Store Pickup/12 Mo	339,873	46.4%	91
Spent \$1-9 on Prescription Drugs/30 Days	51,671	7.0%	94
Spent \$10-19 on Prescription Drugs/30 Days	67,677	9.2%	95
Spent \$20-29 on Prescription Drugs/30 Days	47,710	6.5%	91
Spent \$30-49 on Prescription Drugs/30 Days	45,745	6.2%	81
Spent \$50-99 on Prescription Drugs/30 Days	39,851	5.4%	76
Spent \$100-149 on Prescription Drugs/30 Days	20,559	2.8%	80
Spent \$150+ on Prescription Drugs/30 Days	21,706	3.0%	69
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	359,586	49.0%	95
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	239,723	32.7%	101
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	579,245	79.0%	97
Used Medicated Skin Cream/Lotion/Spray/6 Mo	190,318	26.0%	96
Used Non-Medicated Nasal Spray/6 Mo	92,440	12.6%	96
Used Pain Relieving Rub or Liquid or Patch/6 Mo	184,807	25.2%	88
Used Sleeping Aid or Snore Relief/6 Mo	110,729	15.1%	103
Used Sore Throat Remedy or Cough Drops/6 Mo	335,277	45.7%	99
Used Sunburn Remedy/12 Mo	94,348	12.9%	101
Used Suntan or Sunscreen Prod/12 Mo	344,462	47.0%	109
Used Toothache/Gum/Canker Sore Remedy/6 Mo	52,027	7.1%	90
HH Used Children`s Cold Tablets/Liquids/6 Mo	29,281	6.8%	68
HH Used Children`s Cough Syrup/6 Mo	27,208	6.3%	74
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	45,908	10.6%	67
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	34,779	8.1%	74
Hlth Ad Action: Made Appt to See Doc/12 Mo	76,113	10.4%	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 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Hlth Ad Action: Asked Doc to Prescrb Drug/12 Mo	27,946	3.8%	95
Hlth Ad Action: Asked for Test/Procedure/12 Mo	9,722	1.3%	101
Hlth Ad Action: Asked Doc for Vaccine/12 Mo	28,054	3.8%	105
Hlth Ad Action: Consulted Pharmacist/12 Mo	27,669	3.8%	95
Hlth Ad Action: Refilled Prescrp/12 Mo	62,567	8.5%	91
Hlth Ad Action: Purchased Non-Prescrp Prod/12 Mo	81,240	11.1%	101
Hlth Ad Action: Discussed Ad w/Doctor/12 Mo	26,211	3.6%	88
Hlth Ad Action: Discussed Ad w/Friends/Fam/12 Mo	33,057	4.5%	106
Hlth Ad Action: Visited Prod/Drug Website/12 Mo	35,031	4.8%	88
Got Ailment/Drug Info via Doc Office Video/12 Mo	25,586	3.5%	106
Got Ailment/Drug Info via Friends/Family/12 Mo	81,516	11.1%	110
Got Ailment/Drug Info via Hlth Website/App/12 Mo	113,509	15.5%	100
Got Ailment/Drug Info via Oth Website/App/12 Mo	62,859	8.6%	110
Got Ailment/Drug Info via Magazine Ad/12 Mo	16,163	2.2%	93
Got Ailment/Drug Info via Medical Journal/12 Mo	23,934	3.3%	135
Got Ailment/Drug Info via Pamphlet/Broch/12 Mo	24,647	3.4%	83
Got Ailment/Drug Info via Medical Prof/12 Mo	345,716	47.2%	95
Got Ailment/Drug Info via Pharmacist/12 Mo	63,147	8.6%	95
Got Ailment/Drug Info via Social Media/12 Mo	50,612	6.9%	107
Got Ailment/Drug Info via Streaming Vid Ad/12 Mo	39,511	5.4%	120
Got Ailment/Drug Info via TV Ad/12 Mo	88,337	12.1%	105

Sample Report

**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 2025 and 2030.

Product/Consumer Behavior	Expected Number of		MPI
	Adults/HHs	Percent	
Used Body Wash or Shower Gel/6 Mo	486,651	66.4%	103
Used Breath Freshener/6 Mo	262,631	35.8%	103
Used Gum Breath Freshener/6 Mo	160,727	21.9%	106
Used Mints Breath Freshener/6 Mo	112,553	15.3%	100
Used Thin Film Breath Freshener/6 Mo	21,186	2.9%	133
Used Complexion Care Prod/6 Mo	427,348	58.3%	107
Used Denture Adhesive or Fixative/6 Mo	23,650	3.2%	79
Used Denture Cleaner/6 Mo	44,729	6.1%	84
Used Eyeliner/Eyebrow Pencil/6 Mo	190,400	26.0%	99
Used Facial Moisturizer/6 Mo	414,363	56.5%	110
Used Personal Foot Care Prod/6 Mo	131,126	17.9%	96
Used Hair Coloring Prod at Home/6 Mo	123,150	16.8%	98
Used Hair Conditioning Treatment at Home/6 Mo	208,021	28.4%	104
Used Hair Growth Prod/6 Mo	33,807	4.6%	114
Used Hair Spray at Home/6 Mo	149,245	20.4%	80
Used Hair Styling Gel/Lotion/Mousse/6 Mo	283,738	38.7%	102
Used Mouthwash/6 Mo	483,982	66.0%	101
Used Mouthwash 8+ Times/7 Days	125,735	17.1%	101
Used Sensitive Toothpaste/6 Mo	146,587	20.0%	97
Used Whitening Toothpaste/6 Mo	290,266	39.6%	102
Used Tooth Whitener (Not Toothpaste)/6 Mo	87,292	11.9%	117
Used Tooth Whitener (Gel)/6 Mo	15,908	2.2%	112
Used Tooth Whitener (Strips)/6 Mo	49,818	6.8%	121
Visited Day Spa/6 Mo	49,367	6.7%	135
Purchased Prod at Salon or Day Spa/6 Mo	28,446	3.9%	103
Used Prof Service for Haircut/6 Mo	436,731	59.6%	99
Used Prof Svc for Hair Color/Highlights/6 Mo	91,460	12.5%	87
Used Prof Service for Facial/6 Mo	28,196	3.9%	129
Used Prof Service for Massage/6 Mo	66,787	9.1%	116
Used Prof Service for Manicure/6 Mo	101,350	13.8%	118
Used Prof Service for Pedicure/6 Mo	117,207	16.0%	106
Used Prof Service for Waxing/6 Mo	42,518	5.8%	122
Spent \$1-99 at Barber Shop/6 Mo	97,096	13.2%	98
Spent \$100+ at Barber Shop/6 Mo	94,454	12.9%	130
Spent \$1-99 at Beauty Salon/6 Mo	57,462	7.8%	73
Spent \$100+ at Beauty Salon/6 Mo	140,416	19.1%	94

**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 2025 and 2030.