



Health and Beauty Market Potential

Trade area
Area: 93.8 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		157,916	183,568
Population 18+		112,696	130,736
Households		52,747	61,005
Median Household Income		\$94,222	\$106,484
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	25,332	22.5%	94
Typically spend 4-6 hours exercising per week	27,129	24.1%	111
Typically spend 7+ hours exercising per week	26,220	23.3%	100
Exercise at home 2+ times per week	47,710	42.3%	104
Exercise at club 2+ times per week	17,602	15.6%	114
Exercise at other facility 2+ times per week	9,531	8.5%	106
Member of LA Fitness club/gym	2,529	2.2%	114
Member of Planet Fitness club/gym	5,623	5.0%	103
Member of YMCA Fitness club/gym	3,207	2.8%	97
Own elliptical	5,783	5.1%	108
Own stationary bicycle	8,527	7.6%	100
Own treadmill	11,814	10.5%	107
Own weight lifting equipment	19,067	16.9%	107
Control diet for blood sugar level	11,457	10.2%	89
Control diet for cholesterol level	13,714	12.2%	102
Control diet for food allergies	2,643	2.3%	99
Control diet to maintain weight	11,069	9.8%	93
Control diet for physical fitness	15,112	13.4%	109
Control diet for salt restriction	4,192	3.7%	90
Control diet for weight loss	21,277	18.9%	103
Used doctor`s care/diet for diet method	3,543	3.1%	95
Used exercise program for diet method	10,348	9.2%	104
Buy foods specifically labeled as fat-free	9,363	8.3%	92
Buy foods specifically labeled as gluten-free	6,858	6.1%	105
Buy foods specifically labeled as high fiber	8,370	7.4%	103
Buy foods specifically labeled as high protein	11,315	10.0%	110
Buy foods specifically labeled as hormone-free	3,604	3.2%	96
Buy foods specifically labeled as lactose-free	6,727	6.0%	121
Buy foods specifically labeled as low-calorie	7,869	7.0%	101
Buy foods specifically labeled as low-carb	11,045	9.8%	104
Buy foods specifically labeled as low-cholesterol	5,496	4.9%	99
Buy foods specifically labeled as low-fat	9,656	8.6%	101
Buy foods specifically labeled as low-sodium	13,628	12.1%	103
Buy foods specifically labeled as natural/organic	19,296	17.1%	105
Buy foods specifically labeled as probiotic	4,553	4.0%	95
Buy foods specifically labeled as sugar-free	13,214	11.7%	102
Consider self to be semi-vegetarian	9,045	8.0%	101
Used meal/dietary/weight loss supplement last 6 months	11,672	10.4%	108
Used vitamins/dietary supplements in last 6 months	69,134	61.3%	101
Provide services as a primary caregiver/caretaker	6,459	5.7%	89
Assist with chores as caregiver/caretaker	3,460	3.1%	78
Assist with personal care as caregiver/caretaker	3,438	3.1%	93
Give medication as caregiver/caretaker	2,377	2.1%	74
Make doctor appointments as caregiver/caretaker	3,449	3.1%	82
Provide transportation as caregiver/caretaker	4,485	4.0%	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 2022 and 2027.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	89,769	79.7%	100
Visited doctor in last 12 months: 1-2 times	28,098	24.9%	106
Visited doctor in last 12 months: 3-5 times	25,910	23.0%	96
Visited doctor in last 12 months: 6+ times	35,764	31.7%	99
Visited doctor in last 12 months: acupuncturist	1,794	1.6%	99
Visited doctor in last 12 months: allergist	3,028	2.7%	127
Visited doctor in last 12 months: cardiologist	7,685	6.8%	85
Visited doctor in last 12 months: chiropractor	9,334	8.3%	100
Visited doctor in last 12 months: dentist	46,214	41.0%	102
Visited doctor in last 12 months: dermatologist	10,586	9.4%	88
Visited doctor in last 12 months: ear/nose/throat	4,524	4.0%	83
Visited doctor in last 12 months: eye	24,007	21.3%	95
Visited doctor in last 12 months: gastroenterologist	5,215	4.6%	94
Visited doctor in last 12 months: general/family	48,810	43.3%	99
Visited doctor in last 12 months: internist	5,185	4.6%	84
Visited doctor in last 12 months: physical therapist	6,644	5.9%	104
Visited doctor in last 12 months: podiatrist	2,109	1.9%	64
Visited doctor in last 12 months: psychiatrist/psychologist	3,777	3.4%	88
Filled prescription online in the last 12 months	5,496	4.9%	85
Visited doctor in last 12 months: urologist	4,463	4.0%	90
Visited nurse practitioner in last 12 months	5,773	5.1%	72
Wear regular/sun/tinted prescription eyeglasses	48,507	43.0%	99
Wear bi-focal/multi-focal/progressive glasses	17,761	15.8%	83
Wear soft contact lenses	16,862	15.0%	114
Spent on eyeglasses in last 12 months: \$1-99	5,256	4.7%	134
Spent on eyeglasses in last 12 months: \$100-\$199	5,618	5.0%	96
Spent on eyeglasses in last 12 months: \$200-\$249	3,868	3.4%	108
Spent on eyeglasses in last 12 months: \$250+	11,512	10.2%	99
Spent on contact lenses in last 12 months: \$1-\$199	7,388	6.6%	121
Spent on contact lenses in last 12 months: \$200+	6,386	5.7%	113
Bought prescription eyewear: discount optical ctr	7,681	6.8%	84
Bought prescription eyewear: private eye doctor	26,290	23.3%	91
Bought prescription eyewear: retail optical chain	17,399	15.4%	114
Bought prescription eyewear: online	7,265	6.4%	112
Used prescription drug for acne	3,696	3.3%	118
Used prescription drug for allergy/hay fever	8,347	7.4%	120
Used prescription drug for anxiety/panic	7,319	6.5%	90
Used prescription drug for arthritis/osteoarthritis	2,882	2.6%	78
Used prescription drug for rheumatoid arthritis	2,279	2.0%	81
Used prescription drug for asthma	5,502	4.9%	106
Used prescription drug for backache/back pain	7,336	6.5%	92
Used prescription drug for depression	7,433	6.6%	96
Used prescription drug for diabetes (non-insulin dependent Type-2)	5,039	4.5%	81
Used prescription drug for heartburn/acid reflux	6,642	5.9%	89
Used prescription drug for high blood pressure	15,166	13.5%	92
Used prescription drug for high cholesterol	10,890	9.7%	91
Used prescription drug for insomnia	2,303	2.0%	89
Used prescription drug for migraine headache	3,813	3.4%	112
Used prescription drug for sinus congestion/headache	4,176	3.7%	117
Used prescription drug for urinary tract infection	4,166	3.7%	107
Filled prescription last 12 months: at discount/dept store	4,768	4.2%	89
Filled prescription last 12 months: at drug store/pharmacy	35,645	31.6%	94
Filled prescription last 12 months: at supermarket	13,524	12.0%	124
Filled prescription last 12 months: by mail order	9,097	8.1%	85
Spent out of pocket prescription drugs/30 days: <\$1-9	6,543	5.8%	82
Spent out of pocket prescription drugs/30 days: \$10-19	11,012	9.8%	100
Spent out of pocket prescription drugs/30 days: \$20-29	6,872	6.1%	92
Spent out of pocket prescription drugs/30 days: \$30-49	8,602	7.6%	104
Spent out of pocket prescription drugs/30 days: \$50-99	6,607	5.9%	89
Spent out of pocket prescription drugs/30 days: \$100-149	3,004	2.7%	94
Spent out of pocket prescription drugs/30 days: \$150+	2,523	2.2%	74

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Used last 6 months: cold/sinus/allergy med (nonprescr)	53,619	47.6%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	31,085	27.6%	102
Used last 6 months: medicated skin cream/lotion/spray	32,124	28.5%	97
Used last 6 months: non-medicated nasal spray	13,248	11.8%	101
Used last 6 months: pain relieving rub/liquid/patch	29,377	26.1%	97
Used last 6 months: sleeping aid/snore relief	14,172	12.6%	99
Used last 6 months: sore throat remedy/cough drops	44,737	39.7%	97
Used last 12 months: sunburn remedy	15,135	13.4%	105
Used last 12 months: suntan/sunscreen product	44,072	39.1%	102
Used last 6 months: toothache/gum/canker sore remedy	10,190	9.0%	109
HH used last 6 months: children`s cold tablets/liquids	5,940	11.3%	130
HH used last 6 months: children`s cough syrup	4,858	9.2%	125
HH used kids pain reliever/fever reducer last 6 months	10,445	19.8%	125
HH used kids vitamins/nutritional suppl last 6 months	8,411	15.9%	135
Used body wash/shower gel in last 6 months	74,896	66.5%	103
Used breath freshener in last 6 months	41,588	36.9%	106
Used breath freshener in last 6 months: gum	27,187	24.1%	116
Used breath freshener in last 6 months: mints	17,734	15.7%	100
Used breath freshener in last 6 months: thin film	1,989	1.8%	77
Used complexion care product in last 6 months	61,229	54.3%	104
Used denture adhesive/fixative in last 6 months	3,282	2.9%	65
Used denture cleaner in last 6 months	6,129	5.4%	66
Used facial moisturizer in last 6 months	56,049	49.7%	103
Used personal foot care product in last 6 months	21,271	18.9%	102
Used hair coloring product (at home) last 6 months	20,234	18.0%	102
Used hair conditioning treatment (at home) in last 6 months	30,695	27.2%	102
Used hair growth product in last 6 months	3,444	3.1%	88
Used hair spray (at home) in last 6 months	31,118	27.6%	101
Used hair styling gel/lotion/mousse in last 6 months	43,375	38.5%	109
Used mouthwash in last 6 months	74,426	66.0%	101
Used mouthwash 8+ times in last 7 days	18,411	16.3%	101
Used sensitive toothpaste in last 6 months	21,852	19.4%	104
Used whitening toothpaste in last 6 months	45,208	40.1%	107
Used tooth whitener (not toothpaste) in last 6 months	11,821	10.5%	105
Used tooth whitener (gel) in last 6 months	2,172	1.9%	111
Used tooth whitener (strips) in last 6 months	6,020	5.3%	99
Visited a day spa in last 6 months	4,537	4.0%	103
Purchased product at salon/day spa in last 6 months	4,608	4.1%	103
Used professional service last 6 months: haircut	64,219	57.0%	98
Used professional service last 6 months: hair color/highlights	17,745	15.7%	107
Used professional service last 6 months: facial	2,474	2.2%	98
Used professional service last 6 months: massage	7,965	7.1%	105
Used professional service last 6 months: manicure	13,482	12.0%	110
Used professional service last 6 months: pedicure	17,113	15.2%	112
Spent \$1-99 at barber shops in last 6 months	15,581	13.8%	94
Spent \$100+ at barber shops in last 6 months	10,421	9.2%	128
Spent \$1-99 at beauty salons in last 6 months	12,999	11.5%	92
Spent \$100+ at beauty salons in last 6 months	21,007	18.6%	107

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