



Health and Beauty Market Potential

5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.08731
 Longitude: -117.69307

Demographic Summary		2020	2025
Population		187,507	191,920
Population 18+		141,855	146,689
Households		56,629	57,922
Median Household Income		\$62,632	\$68,125
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	27,449	19.4%	99
Typically spend 4-6 hours exercising per week	25,401	17.9%	94
Typically spend 1-3 hours exercising per week	35,056	24.7%	104
Exercise at home 2+ times per week	37,935	26.7%	98
Exercise at club 2+ times per week	19,887	14.0%	99
Exercise at other facility 2+ times/wk	11,760	8.3%	103
Own elliptical	3,999	2.8%	68
Own stationary bicycle	5,375	3.8%	75
Own treadmill	7,475	5.3%	64
Own weight lifting equipment	12,429	8.8%	77
Control diet for blood sugar level	18,351	12.9%	112
Control diet for cholesterol level	15,583	11.0%	98
Control diet for food allergies	2,821	2.0%	94
Control diet to maintain weight	12,386	8.7%	93
Control diet for physical fitness	13,489	9.5%	91
Control diet for salt restriction	5,505	3.9%	99
Control diet for weight loss	19,804	14.0%	87
Used doctor`s care/diet for diet method	4,318	3.0%	119
Used exercise program for diet method	12,563	8.9%	101
Buy foods specifically labeled as fat-free	13,607	9.6%	107
Buy foods specifically labeled as gluten-free	9,149	6.4%	106
Buy foods specifically labeled as high fiber	9,614	6.8%	92
Buy foods specifically labeled as high protein	12,555	8.9%	99
Buy foods specifically labeled as hormone-free	5,474	3.9%	103
Buy foods specifically labeled as lactose-free	7,228	5.1%	130
Buy foods specifically labeled as low-calorie	8,854	6.2%	93
Buy foods specifically labeled as low-carb	8,902	6.3%	78
Buy foods specifically labeled as low-cholesterol	7,936	5.6%	106
Buy foods specifically labeled as low-fat	12,234	8.6%	103
Buy foods specifically labeled as low-sodium	14,380	10.1%	92
Buy foods specifically labeled as natural/organic	21,229	15.0%	99
Buy foods specifically labeled as probiotic	5,746	4.1%	87
Buy foods specifically labeled as sugar-free	14,413	10.2%	100
Consider self to be semi-vegetarian	12,582	8.9%	111
Used meal/dietary/weight loss supplement last 6 months	14,177	10.0%	112
Used vitamins/dietary supplements in last 6 months	75,412	53.2%	99
Provide services as a primary caregiver/caretaker	9,835	6.9%	90
Visited doctor in last 12 months	103,863	73.2%	96
Visited doctor in last 12 months: 1-2 times	37,714	26.6%	112
Visited doctor in last 12 months: 3-5 times	30,330	21.4%	94
Visited doctor in last 12 months: 6+ times	35,810	25.2%	85
Visited doctor in last 12 months: cardiologist	10,393	7.3%	90
Visited doctor in last 12 months: chiropractor	6,989	4.9%	67
Visited doctor in last 12 months: dentist	50,223	35.4%	96
Visited doctor in last 12 months: dermatologist	10,232	7.2%	80
Visited doctor in last 12 months: ear/nose/throat	6,600	4.7%	99
Visited doctor in last 12 months: eye	26,185	18.5%	84
Visited doctor in last 12 months: gastroenterologist	6,295	4.4%	101
Visited doctor in last 12 months: general/family	54,061	38.1%	92
Visited doctor in last 12 months: internist	6,720	4.7%	90
Visited doctor in last 12 months: physical therapist	5,984	4.2%	81
Visited doctor in last 12 months: podiatrist	3,837	2.7%	91
Visited doctor in last 12 months: urologist	5,356	3.8%	93
Visited nurse practitioner in last 12 months	6,467	4.6%	72

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	46,792	33.0%	87
Wear bifocals	15,530	10.9%	72
Wear disposable contact lenses	6,491	4.6%	79
Wear soft contact lenses	11,215	7.9%	82
Wear transition lenses	5,980	4.2%	76
Spent on eyeglasses in last 12 months: \$1-99	4,373	3.1%	105
Spent on eyeglasses in last 12 months: \$100-\$199	5,389	3.8%	90
Spent on eyeglasses in last 12 months: \$200-\$249	3,967	2.8%	96
Spent on eyeglasses in last 12 months: \$250+	11,587	8.2%	91
Spent on contact lenses in last 12 months: \$100-\$199	3,346	2.4%	72
Spent on contact lenses in last 12 months: \$200+	4,250	3.0%	77
Bought prescription eyewear: discount optical ctr	11,679	8.2%	95
Bought prescription eyewear: private eye doctor	26,791	18.9%	80
Bought prescription eyewear: retail optical chain	14,169	10.0%	84
Bought prescription eyewear: online	5,602	3.9%	108
Used prescription drug for acne	5,613	4.0%	142
Used prescription drug for allergy/hay fever	6,844	4.8%	85
Used prescription drug for anxiety/panic	6,095	4.3%	73
Used prescription drug for arthritis/osteoarthritis	3,712	2.6%	82
Used prescription drug for rheumatoid arthritis	3,253	2.3%	89
Used prescription drug for asthma	5,220	3.7%	94
Used prescription drug for backache/back pain	8,517	6.0%	90
Used prescription drug for depression	6,451	4.5%	74
Used prescription drug for diabetes (insulin dependent Type-1)	3,174	2.2%	98
Used prescription drug for diabetes (non-insulin dependent Type-2)	6,954	4.9%	108
Used prescription drug for heartburn/acid reflux	7,567	5.3%	97
Used prescription drug for high blood pressure	14,566	10.3%	78
Used prescription drug for high cholesterol	9,474	6.7%	83
Used prescription drug for insomnia	2,875	2.0%	91
Used prescription drug for migraine headache	3,770	2.7%	89
Used prescription drug for sinus congestion/headache	3,640	2.6%	72
Used prescription drug for urinary tract infection	3,456	2.4%	74
Filled prescription last 12 months: at discount/dept store	2,447	1.7%	55
Filled prescription last 12 months: at drug store/pharmacy	47,990	33.8%	92
Filled prescription last 12 months: at supermarket	6,232	4.4%	60
Filled prescription last 12 months: by mail order	7,369	5.2%	73
Spent out of pocket prescription drugs/30 days: <\$1-9	7,108	5.0%	78
Spent out of pocket prescription drugs/30 days: \$10-19	9,871	7.0%	86
Spent out of pocket prescription drugs/30 days: \$20-29	6,973	4.9%	83
Spent out of pocket prescription drugs/30 days: \$30-49	7,083	5.0%	78
Spent out of pocket prescription drugs/30 days: \$50-99	6,675	4.7%	84
Spent out of pocket prescription drugs/30 days: \$100-149	2,537	1.8%	63
Spent out of pocket prescription drugs/30 days: \$150+	3,747	2.6%	80

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	72,774	51.3%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	60,020	42.3%	118
Used last 6 months: medicated skin cream/lotion/spray	40,857	28.8%	99
Used last 6 months: non-medicated nasal spray	18,656	13.2%	103
Used last 6 months: pain relieving rub/liquid/patch	39,144	27.6%	109
Used last 6 months: sleeping aid/snore relief	14,872	10.5%	91
Used last 6 months: sore throat remedy/cough drops	71,202	50.2%	105
Used last 12 months: sunburn remedy	21,309	15.0%	97
Used last 12 months: suntan/sunscreen product	51,662	36.4%	91
Used last 6 months: toothache/gum/canker sore remedy	17,939	12.6%	119
HH used last 6 months: children`s cold tablets/liquids	6,831	12.1%	111
HH used last 6 months: children`s cough syrup	6,764	11.9%	116
HH used kids pain reliever/fever reducer last 6 months	11,039	19.5%	107
HH used kids vitamins/nutritional suppl last 6 months	7,358	13.0%	109
Used body wash/shower gel in last 6 months	94,269	66.5%	103
Used breath freshener in last 6 months	66,960	47.2%	113
Used breath freshener in last 6 months: gum	40,552	28.6%	116
Used breath freshener in last 6 months: mints	26,808	18.9%	104
Used breath freshener in last 6 months: thin film	4,324	3.0%	128
Used complexion care product in last 6 months	75,499	53.2%	109
Used denture adhesive/fixative in last 6 months	8,942	6.3%	96
Used denture cleaner in last 6 months	15,220	10.7%	99
Used facial moisturizer in last 6 months	67,980	47.9%	106
Used personal foot care product in last 6 months	34,100	24.0%	124
Used hair coloring product (at home) last 6 months	33,778	23.8%	126
Used hair conditioning treatment (at home) in last 6 months	47,602	33.6%	120
Used hair growth product in last 6 months	6,798	4.8%	139
Used hair spray (at home) in last 6 months	43,460	30.6%	98
Used hair styling gel/lotion/mousse in last 6 months	53,967	38.0%	110
Used mouthwash in last 6 months	98,558	69.5%	106
Used mouthwash 8+ times in last 7 days	26,164	18.4%	112
Used whitening toothpaste in last 6 months	42,984	30.3%	93
Used tooth whitener (not toothpaste) in last 6 months	16,628	11.7%	113
Used tooth whitener (gel) in last 6 months	3,817	2.7%	122
Used tooth whitener (strips) in last 6 months	8,556	6.0%	113
Visited a day spa in last 6 months	6,919	4.9%	99
Purchased product at salon/day spa in last 6 months	4,682	3.3%	74
Used professional service last 6 months: haircut	81,610	57.5%	97
Used professional service last 6 months: hair color/highlights	17,933	12.6%	81
Used professional service last 6 months: facial	4,237	3.0%	102
Used professional service last 6 months: massage	9,242	6.5%	84
Used professional service last 6 months: manicure	21,389	15.1%	119
Used professional service last 6 months: pedicure	22,935	16.2%	105
Spent \$150+ at barber shops in last 6 months	5,464	3.9%	106
Spent \$150+ at beauty salons in last 6 months	12,582	8.9%	77

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Demographic Summary		2020	2025
Population		474,533	485,108
Population 18+		355,049	367,032
Households		137,869	140,704
Median Household Income		\$65,646	\$71,940
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	68,072	19.2%	98
Typically spend 4-6 hours exercising per week	64,147	18.1%	95
Typically spend 1-3 hours exercising per week	86,525	24.4%	103
Exercise at home 2+ times per week	93,076	26.2%	96
Exercise at club 2+ times per week	49,200	13.9%	98
Exercise at other facility 2+ times/wk	29,707	8.4%	103
Own elliptical	10,443	2.9%	71
Own stationary bicycle	13,655	3.8%	76
Own treadmill	19,469	5.5%	66
Own weight lifting equipment	31,115	8.8%	77
Control diet for blood sugar level	47,071	13.3%	114
Control diet for cholesterol level	39,142	11.0%	99
Control diet for food allergies	7,091	2.0%	95
Control diet to maintain weight	31,578	8.9%	95
Control diet for physical fitness	33,075	9.3%	89
Control diet for salt restriction	14,502	4.1%	104
Control diet for weight loss	49,335	13.9%	87
Used doctor`s care/diet for diet method	10,678	3.0%	118
Used exercise program for diet method	31,922	9.0%	102
Buy foods specifically labeled as fat-free	35,685	10.1%	112
Buy foods specifically labeled as gluten-free	22,414	6.3%	103
Buy foods specifically labeled as high fiber	23,916	6.7%	92
Buy foods specifically labeled as high protein	30,859	8.7%	97
Buy foods specifically labeled as hormone-free	13,438	3.8%	101
Buy foods specifically labeled as lactose-free	18,154	5.1%	130
Buy foods specifically labeled as low-calorie	22,470	6.3%	95
Buy foods specifically labeled as low-carb	22,809	6.4%	80
Buy foods specifically labeled as low-cholesterol	19,930	5.6%	106
Buy foods specifically labeled as low-fat	31,458	8.9%	106
Buy foods specifically labeled as low-sodium	36,540	10.3%	94
Buy foods specifically labeled as natural/organic	52,701	14.8%	98
Buy foods specifically labeled as probiotic	15,229	4.3%	92
Buy foods specifically labeled as sugar-free	36,699	10.3%	102
Consider self to be semi-vegetarian	32,296	9.1%	113
Used meal/dietary/weight loss supplement last 6 months	36,243	10.2%	115
Used vitamins/dietary supplements in last 6 months	188,725	53.2%	99
Provide services as a primary caregiver/caretaker	24,641	6.9%	90
Visited doctor in last 12 months	261,981	73.8%	97
Visited doctor in last 12 months: 1-2 times	94,108	26.5%	111
Visited doctor in last 12 months: 3-5 times	77,766	21.9%	96
Visited doctor in last 12 months: 6+ times	90,069	25.4%	86
Visited doctor in last 12 months: cardiologist	27,623	7.8%	96
Visited doctor in last 12 months: chiropractor	17,743	5.0%	68
Visited doctor in last 12 months: dentist	127,675	36.0%	97
Visited doctor in last 12 months: dermatologist	26,182	7.4%	82
Visited doctor in last 12 months: ear/nose/throat	17,033	4.8%	102
Visited doctor in last 12 months: eye	67,781	19.1%	86
Visited doctor in last 12 months: gastroenterologist	16,492	4.6%	106
Visited doctor in last 12 months: general/family	138,193	38.9%	94
Visited doctor in last 12 months: internist	17,659	5.0%	94
Visited doctor in last 12 months: physical therapist	15,747	4.4%	86
Visited doctor in last 12 months: podiatrist	9,896	2.8%	94
Visited doctor in last 12 months: urologist	14,209	4.0%	98
Visited nurse practitioner in last 12 months	15,908	4.5%	71

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	115,101	32.4%	86
Wear bifocals	40,115	11.3%	74
Wear disposable contact lenses	16,421	4.6%	80
Wear soft contact lenses	27,385	7.7%	80
Wear transition lenses	15,564	4.4%	79
Spent on eyeglasses in last 12 months: \$1-99	10,115	2.8%	97
Spent on eyeglasses in last 12 months: \$100-\$199	13,079	3.7%	87
Spent on eyeglasses in last 12 months: \$200-\$249	9,789	2.8%	95
Spent on eyeglasses in last 12 months: \$250+	29,483	8.3%	93
Spent on contact lenses in last 12 months: \$100-\$199	8,317	2.3%	71
Spent on contact lenses in last 12 months: \$200+	10,282	2.9%	75
Bought prescription eyewear: discount optical ctr	29,377	8.3%	96
Bought prescription eyewear: private eye doctor	67,822	19.1%	81
Bought prescription eyewear: retail optical chain	34,678	9.8%	82
Bought prescription eyewear: online	13,668	3.8%	105
Used prescription drug for acne	13,493	3.8%	137
Used prescription drug for allergy/hay fever	17,079	4.8%	84
Used prescription drug for anxiety/panic	15,247	4.3%	73
Used prescription drug for arthritis/osteoarthritis	9,001	2.5%	80
Used prescription drug for rheumatoid arthritis	7,927	2.2%	86
Used prescription drug for asthma	13,039	3.7%	93
Used prescription drug for backache/back pain	21,182	6.0%	90
Used prescription drug for depression	15,880	4.5%	73
Used prescription drug for diabetes (insulin dependent Type-1)	7,976	2.2%	99
Used prescription drug for diabetes (non-insulin dependent Type-2)	17,527	4.9%	109
Used prescription drug for heartburn/acid reflux	19,071	5.4%	98
Used prescription drug for high blood pressure	35,881	10.1%	77
Used prescription drug for high cholesterol	24,088	6.8%	84
Used prescription drug for insomnia	6,599	1.9%	84
Used prescription drug for migraine headache	9,094	2.6%	86
Used prescription drug for sinus congestion/headache	9,019	2.5%	72
Used prescription drug for urinary tract infection	8,425	2.4%	73
Filled prescription last 12 months: at discount/dept store	5,985	1.7%	54
Filled prescription last 12 months: at drug store/pharmacy	121,364	34.2%	93
Filled prescription last 12 months: at supermarket	15,970	4.5%	61
Filled prescription last 12 months: by mail order	18,243	5.1%	72
Spent out of pocket prescription drugs/30 days: <\$1-9	17,427	4.9%	77
Spent out of pocket prescription drugs/30 days: \$10-19	24,330	6.9%	84
Spent out of pocket prescription drugs/30 days: \$20-29	17,418	4.9%	83
Spent out of pocket prescription drugs/30 days: \$30-49	17,684	5.0%	78
Spent out of pocket prescription drugs/30 days: \$50-99	17,103	4.8%	86
Spent out of pocket prescription drugs/30 days: \$100-149	6,591	1.9%	66
Spent out of pocket prescription drugs/30 days: \$150+	9,719	2.7%	83

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Used last 6 months: cold/sinus/allergy med (nonprescr)	182,135	51.3%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	151,220	42.6%	119
Used last 6 months: medicated skin cream/lotion/spray	102,998	29.0%	100
Used last 6 months: non-medicated nasal spray	47,273	13.3%	104
Used last 6 months: pain relieving rub/liquid/patch	97,794	27.5%	109
Used last 6 months: sleeping aid/snore relief	36,605	10.3%	89
Used last 6 months: sore throat remedy/cough drops	178,956	50.4%	105
Used last 12 months: sunburn remedy	53,562	15.1%	98
Used last 12 months: suntan/sunscreen product	127,739	36.0%	90
Used last 6 months: toothache/gum/canker sore remedy	44,577	12.6%	118
HH used last 6 months: children`s cold tablets/liquids	17,143	12.4%	114
HH used last 6 months: children`s cough syrup	17,239	12.5%	122
HH used kids pain reliever/fever reducer last 6 months	27,252	19.8%	109
HH used kids vitamins/nutritional suppl last 6 months	18,272	13.3%	111
Used body wash/shower gel in last 6 months	233,410	65.7%	102
Used breath freshener in last 6 months	167,650	47.2%	113
Used breath freshener in last 6 months: gum	101,118	28.5%	115
Used breath freshener in last 6 months: mints	65,615	18.5%	102
Used breath freshener in last 6 months: thin film	10,538	3.0%	125
Used complexion care product in last 6 months	188,343	53.0%	109
Used denture adhesive/fixative in last 6 months	23,018	6.5%	99
Used denture cleaner in last 6 months	39,815	11.2%	104
Used facial moisturizer in last 6 months	173,249	48.8%	108
Used personal foot care product in last 6 months	89,359	25.2%	130
Used hair coloring product (at home) last 6 months	87,205	24.6%	130
Used hair conditioning treatment (at home) in last 6 months	120,414	33.9%	121
Used hair growth product in last 6 months	17,241	4.9%	141
Used hair spray (at home) in last 6 months	110,258	31.1%	100
Used hair styling gel/lotion/mousse in last 6 months	135,720	38.2%	111
Used mouthwash in last 6 months	248,900	70.1%	107
Used mouthwash 8+ times in last 7 days	65,307	18.4%	111
Used whitening toothpaste in last 6 months	107,990	30.4%	93
Used tooth whitener (not toothpaste) in last 6 months	41,473	11.7%	113
Used tooth whitener (gel) in last 6 months	9,814	2.8%	125
Used tooth whitener (strips) in last 6 months	21,685	6.1%	114
Visited a day spa in last 6 months	17,621	5.0%	101
Purchased product at salon/day spa in last 6 months	12,416	3.5%	78
Used professional service last 6 months: haircut	207,224	58.4%	98
Used professional service last 6 months: hair color/highlights	46,607	13.1%	84
Used professional service last 6 months: facial	11,069	3.1%	107
Used professional service last 6 months: massage	23,506	6.6%	85
Used professional service last 6 months: manicure	55,759	15.7%	124
Used professional service last 6 months: pedicure	59,869	16.9%	110
Spent \$150+ at barber shops in last 6 months	14,409	4.1%	112
Spent \$150+ at beauty salons in last 6 months	32,981	9.3%	80

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Population		1,000,886	1,027,320	
Population 18+		769,255	796,924	
Households		301,416	308,708	
Median Household Income		\$80,952	\$87,613	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week		156,552	20.4%	104
Typically spend 4-6 hours exercising per week		154,538	20.1%	106
Typically spend 1-3 hours exercising per week		190,796	24.8%	105
Exercise at home 2+ times per week		218,173	28.4%	104
Exercise at club 2+ times per week		125,000	16.2%	115
Exercise at other facility 2+ times/wk		68,181	8.9%	110
Own elliptical		30,439	4.0%	95
Own stationary bicycle		34,970	4.5%	90
Own treadmill		57,378	7.5%	90
Own weight lifting equipment		85,883	11.2%	98
Control diet for blood sugar level		91,920	11.9%	103
Control diet for cholesterol level		86,370	11.2%	100
Control diet for food allergies		16,476	2.1%	102
Control diet to maintain weight		75,709	9.8%	105
Control diet for physical fitness		82,451	10.7%	103
Control diet for salt restriction		29,964	3.9%	99
Control diet for weight loss		120,486	15.7%	98
Used doctor`s care/diet for diet method		20,683	2.7%	105
Used exercise program for diet method		74,294	9.7%	110
Buy foods specifically labeled as fat-free		75,084	9.8%	109
Buy foods specifically labeled as gluten-free		51,342	6.7%	109
Buy foods specifically labeled as high fiber		56,246	7.3%	100
Buy foods specifically labeled as high protein		71,069	9.2%	103
Buy foods specifically labeled as hormone-free		31,506	4.1%	109
Buy foods specifically labeled as lactose-free		37,889	4.9%	125
Buy foods specifically labeled as low-calorie		50,613	6.6%	98
Buy foods specifically labeled as low-carb		55,551	7.2%	90
Buy foods specifically labeled as low-cholesterol		42,323	5.5%	104
Buy foods specifically labeled as low-fat		69,864	9.1%	109
Buy foods specifically labeled as low-sodium		82,869	10.8%	98
Buy foods specifically labeled as natural/organic		128,692	16.7%	111
Buy foods specifically labeled as probiotic		36,723	4.8%	102
Buy foods specifically labeled as sugar-free		78,588	10.2%	101
Consider self to be semi-vegetarian		66,827	8.7%	108
Used meal/dietary/weight loss supplement last 6 months		74,463	9.7%	109
Used vitamins/dietary supplements in last 6 months		423,485	55.1%	103
Provide services as a primary caregiver/caretaker		52,470	6.8%	89
Visited doctor in last 12 months		584,335	76.0%	100
Visited doctor in last 12 months: 1-2 times		192,934	25.1%	105
Visited doctor in last 12 months: 3-5 times		175,876	22.9%	100
Visited doctor in last 12 months: 6+ times		215,473	28.0%	95
Visited doctor in last 12 months: cardiologist		59,222	7.7%	95
Visited doctor in last 12 months: chiropractor		46,686	6.1%	83
Visited doctor in last 12 months: dentist		302,046	39.3%	106
Visited doctor in last 12 months: dermatologist		70,071	9.1%	101
Visited doctor in last 12 months: ear/nose/throat		38,041	4.9%	105
Visited doctor in last 12 months: eye		161,369	21.0%	95
Visited doctor in last 12 months: gastroenterologist		35,952	4.7%	106
Visited doctor in last 12 months: general/family		310,781	40.4%	97
Visited doctor in last 12 months: internist		44,984	5.8%	111
Visited doctor in last 12 months: physical therapist		38,868	5.1%	97
Visited doctor in last 12 months: podiatrist		23,483	3.1%	103
Visited doctor in last 12 months: urologist		29,927	3.9%	96
Visited nurse practitioner in last 12 months		37,332	4.9%	77

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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.



Health and Beauty Market Potential

5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 34.08731
 Longitude: -117.69307

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	277,250	36.0%	95
Wear bifocals	92,282	12.0%	79
Wear disposable contact lenses	44,336	5.8%	99
Wear soft contact lenses	71,691	9.3%	96
Wear transition lenses	39,436	5.1%	92
Spent on eyeglasses in last 12 months: \$1-99	20,634	2.7%	91
Spent on eyeglasses in last 12 months: \$100-\$199	30,771	4.0%	95
Spent on eyeglasses in last 12 months: \$200-\$249	22,656	2.9%	101
Spent on eyeglasses in last 12 months: \$250+	69,910	9.1%	101
Spent on contact lenses in last 12 months: \$100-\$199	22,552	2.9%	89
Spent on contact lenses in last 12 months: \$200+	28,447	3.7%	95
Bought prescription eyewear: discount optical ctr	64,848	8.4%	97
Bought prescription eyewear: private eye doctor	163,891	21.3%	90
Bought prescription eyewear: retail optical chain	86,511	11.2%	95
Bought prescription eyewear: online	31,449	4.1%	112
Used prescription drug for acne	24,963	3.2%	117
Used prescription drug for allergy/hay fever	39,234	5.1%	89
Used prescription drug for anxiety/panic	36,414	4.7%	80
Used prescription drug for arthritis/osteoarthritis	19,498	2.5%	80
Used prescription drug for rheumatoid arthritis	15,877	2.1%	80
Used prescription drug for asthma	27,575	3.6%	91
Used prescription drug for backache/back pain	45,788	6.0%	89
Used prescription drug for depression	36,537	4.7%	77
Used prescription drug for diabetes (insulin dependent Type-1)	14,348	1.9%	82
Used prescription drug for diabetes (non-insulin dependent Type-2)	34,411	4.5%	99
Used prescription drug for heartburn/acid reflux	39,208	5.1%	93
Used prescription drug for high blood pressure	81,926	10.7%	81
Used prescription drug for high cholesterol	55,017	7.2%	89
Used prescription drug for insomnia	14,058	1.8%	82
Used prescription drug for migraine headache	20,414	2.7%	89
Used prescription drug for sinus congestion/headache	22,392	2.9%	82
Used prescription drug for urinary tract infection	19,680	2.6%	78
Filled prescription last 12 months: at discount/dept store	15,279	2.0%	64
Filled prescription last 12 months: at drug store/pharmacy	270,892	35.2%	96
Filled prescription last 12 months: at supermarket	43,605	5.7%	77
Filled prescription last 12 months: by mail order	50,093	6.5%	91
Spent out of pocket prescription drugs/30 days: <\$1-9	43,412	5.6%	88
Spent out of pocket prescription drugs/30 days: \$10-19	60,334	7.8%	97
Spent out of pocket prescription drugs/30 days: \$20-29	42,364	5.5%	93
Spent out of pocket prescription drugs/30 days: \$30-49	43,276	5.6%	88
Spent out of pocket prescription drugs/30 days: \$50-99	38,370	5.0%	89
Spent out of pocket prescription drugs/30 days: \$100-149	17,329	2.3%	80
Spent out of pocket prescription drugs/30 days: \$150+	21,022	2.7%	83

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 Latitude: 34.08731
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	390,033	50.7%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	302,941	39.4%	110
Used last 6 months: medicated skin cream/lotion/spray	224,500	29.2%	101
Used last 6 months: non-medicated nasal spray	101,122	13.1%	103
Used last 6 months: pain relieving rub/liquid/patch	202,532	26.3%	104
Used last 6 months: sleeping aid/snore relief	83,530	10.9%	94
Used last 6 months: sore throat remedy/cough drops	377,130	49.0%	102
Used last 12 months: sunburn remedy	119,125	15.5%	100
Used last 12 months: suntan/sunscreen product	318,588	41.4%	104
Used last 6 months: toothache/gum/canker sore remedy	83,527	10.9%	102
HH used last 6 months: children`s cold tablets/liquids	36,438	12.1%	111
HH used last 6 months: children`s cough syrup	35,080	11.6%	113
HH used kids pain reliever/fever reducer last 6 months	60,256	20.0%	110
HH used kids vitamins/nutritional suppl last 6 months	40,762	13.5%	113
Used body wash/shower gel in last 6 months	491,904	63.9%	100
Used breath freshener in last 6 months	342,988	44.6%	107
Used breath freshener in last 6 months: gum	206,865	26.9%	109
Used breath freshener in last 6 months: mints	139,875	18.2%	100
Used breath freshener in last 6 months: thin film	21,562	2.8%	118
Used complexion care product in last 6 months	406,603	52.9%	108
Used denture adhesive/fixative in last 6 months	40,161	5.2%	80
Used denture cleaner in last 6 months	70,626	9.2%	85
Used facial moisturizer in last 6 months	378,869	49.3%	109
Used personal foot care product in last 6 months	170,492	22.2%	114
Used hair coloring product (at home) last 6 months	168,141	21.9%	115
Used hair conditioning treatment (at home) in last 6 months	237,630	30.9%	110
Used hair growth product in last 6 months	33,026	4.3%	125
Used hair spray (at home) in last 6 months	237,145	30.8%	99
Used hair styling gel/lotion/mousse in last 6 months	288,291	37.5%	108
Used mouthwash in last 6 months	520,254	67.6%	103
Used mouthwash 8+ times in last 7 days	132,311	17.2%	104
Used whitening toothpaste in last 6 months	247,461	32.2%	98
Used tooth whitener (not toothpaste) in last 6 months	85,881	11.2%	108
Used tooth whitener (gel) in last 6 months	18,130	2.4%	107
Used tooth whitener (strips) in last 6 months	44,018	5.7%	107
Visited a day spa in last 6 months	42,691	5.5%	113
Purchased product at salon/day spa in last 6 months	33,385	4.3%	97
Used professional service last 6 months: haircut	469,163	61.0%	103
Used professional service last 6 months: hair color/highlights	118,308	15.4%	99
Used professional service last 6 months: facial	25,394	3.3%	113
Used professional service last 6 months: massage	62,519	8.1%	105
Used professional service last 6 months: manicure	121,469	15.8%	125
Used professional service last 6 months: pedicure	138,467	18.0%	117
Spent \$150+ at barber shops in last 6 months	34,349	4.5%	123
Spent \$150+ at beauty salons in last 6 months	92,559	12.0%	104

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