



Health and Beauty Market Potential

2022 Trade Area
 5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 34.08791
 Longitude: -117.69444

Demographic Summary		2021	2026	
Population		185,191	188,819	
Population 18+		140,641	144,818	
Households		55,881	56,979	
Median Household Income		\$68,226	\$76,575	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		33,659	23.9%	100
Typically spend 4-6 hours exercising per week		28,448	20.2%	100
Typically spend 7+ hours exercising per week		28,401	20.2%	98
Exercise at home 2+ times per week		39,819	28.3%	94
Exercise at club 2+ times per week		22,253	15.8%	110
Exercise at other facility 2+ times per week		11,689	8.3%	100
Member of LA Fitness club/gym		4,579	3.3%	156
Member of Planet Fitness club/gym		6,623	4.7%	101
Member of YMCA Fitness club/gym		3,350	2.4%	73
Own elliptical		3,737	2.7%	66
Own stationary bicycle		4,974	3.5%	66
Own treadmill		8,365	5.9%	74
Own weight lifting equipment		13,766	9.8%	82
Control diet for blood sugar level		18,182	12.9%	114
Control diet for cholesterol level		14,890	10.6%	95
Control diet for food allergies		2,982	2.1%	97
Control diet to maintain weight		13,824	9.8%	102
Control diet for physical fitness		14,888	10.6%	101
Control diet for salt restriction		5,436	3.9%	100
Control diet for weight loss		18,637	13.3%	83
Used doctor`s care/diet for diet method		4,462	3.2%	122
Used exercise program for diet method		11,870	8.4%	100
Buy foods specifically labeled as fat-free		13,865	9.9%	116
Buy foods specifically labeled as gluten-free		9,667	6.9%	113
Buy foods specifically labeled as high fiber		10,465	7.4%	107
Buy foods specifically labeled as high protein		12,186	8.7%	101
Buy foods specifically labeled as hormone-free		5,525	3.9%	109
Buy foods specifically labeled as lactose-free		8,872	6.3%	150
Buy foods specifically labeled as low-calorie		8,889	6.3%	103
Buy foods specifically labeled as low-carb		10,548	7.5%	89
Buy foods specifically labeled as low-cholesterol		8,520	6.1%	123
Buy foods specifically labeled as low-fat		11,883	8.4%	111
Buy foods specifically labeled as low-sodium		15,632	11.1%	105
Buy foods specifically labeled as natural/organic		23,258	16.5%	109
Buy foods specifically labeled as probiotic		5,746	4.1%	95
Buy foods specifically labeled as sugar-free		14,364	10.2%	100
Consider self to be semi-vegetarian		13,130	9.3%	120
Used meal/dietary/weight loss supplement last 6 months		13,088	9.3%	102
Used vitamins/dietary supplements in last 6 months		77,260	54.9%	100
Provide services as a primary caregiver/caretaker		9,620	6.8%	94
Assist with chores as caregiver/caretaker		5,211	3.7%	89
Assist with personal care as caregiver/caretaker		4,935	3.5%	96
Give medication as caregiver/caretaker		4,065	2.9%	85
Make doctor appointments as caregiver/caretaker		5,073	3.6%	84
Provide transportation as caregiver/caretaker		5,681	4.0%	88

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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	103,586	73.7%	95
Visited doctor in last 12 months: 1-2 times	34,935	24.8%	108
Visited doctor in last 12 months: 3-5 times	32,616	23.2%	98
Visited doctor in last 12 months: 6+ times	36,047	25.6%	84
Visited doctor in last 12 months: cardiologist	9,620	6.8%	84
Visited doctor in last 12 months: chiropractor	8,846	6.3%	79
Visited doctor in last 12 months: dentist	50,154	35.7%	94
Visited doctor in last 12 months: dermatologist	11,529	8.2%	85
Visited doctor in last 12 months: ear/nose/throat	7,414	5.3%	107
Visited doctor in last 12 months: eye	27,073	19.2%	85
Visited doctor in last 12 months: gastroenterologist	6,408	4.6%	94
Visited doctor in last 12 months: general/family	53,241	37.9%	89
Visited doctor in last 12 months: internist	6,375	4.5%	86
Visited doctor in last 12 months: physical therapist	6,679	4.7%	85
Visited doctor in last 12 months: podiatrist	3,405	2.4%	83
Visited doctor in last 12 months: urologist	4,757	3.4%	79
Visited nurse practitioner in last 12 months	6,828	4.9%	70
Wear regular/sun/tinted prescription eyeglasses	47,049	33.5%	86
Wear bi-focal/multi-focal/progressive glasses	20,014	14.2%	78
Wear soft contact lenses	12,340	8.8%	85
Spent on eyeglasses in last 12 months: \$1-99	4,528	3.2%	101
Spent on eyeglasses in last 12 months: \$100-\$199	6,424	4.6%	101
Spent on eyeglasses in last 12 months: \$200-\$249	3,800	2.7%	92
Spent on eyeglasses in last 12 months: \$250+	11,639	8.3%	88
Spent on contact lenses in last 12 months: \$1-\$199	5,826	4.1%	86
Spent on contact lenses in last 12 months: \$200+	5,037	3.6%	85
Bought prescription eyewear: discount optical ctr	10,782	7.7%	90
Bought prescription eyewear: private eye doctor	27,703	19.7%	83
Bought prescription eyewear: retail optical chain	13,444	9.6%	78
Bought prescription eyewear: online	6,423	4.6%	106
Used prescription drug for acne	4,439	3.2%	116
Used prescription drug for allergy/hay fever	6,599	4.7%	81
Used prescription drug for anxiety/panic	6,463	4.6%	73
Used prescription drug for arthritis/osteoarthritis	3,137	2.2%	74
Used prescription drug for rheumatoid arthritis	3,072	2.2%	84
Used prescription drug for asthma	4,947	3.5%	84
Used prescription drug for backache/back pain	8,031	5.7%	85
Used prescription drug for depression	6,491	4.6%	72
Used prescription drug for diabetes (non-insulin dependent Type-2)	7,311	5.2%	102
Used prescription drug for heartburn/acid reflux	7,100	5.0%	87
Used prescription drug for high blood pressure	15,276	10.9%	79
Used prescription drug for high cholesterol	9,634	6.9%	76
Used prescription drug for insomnia	2,782	2.0%	91
Used prescription drug for migraine headache	3,795	2.7%	86
Used prescription drug for sinus congestion/headache	3,788	2.7%	77
Used prescription drug for urinary tract infection	3,882	2.8%	80
Filled prescription last 12 months: at discount/dept store	2,291	1.6%	60
Filled prescription last 12 months: at drug store/pharmacy	44,718	31.8%	86
Filled prescription last 12 months: at supermarket	6,406	4.6%	59
Filled prescription last 12 months: by mail order	8,814	6.3%	81
Spent out of pocket prescription drugs/30 days: <\$1-9	6,727	4.8%	74
Spent out of pocket prescription drugs/30 days: \$10-19	9,615	6.8%	81
Spent out of pocket prescription drugs/30 days: \$20-29	6,506	4.6%	78
Spent out of pocket prescription drugs/30 days: \$30-49	7,067	5.0%	74
Spent out of pocket prescription drugs/30 days: \$50-99	6,344	4.5%	76
Spent out of pocket prescription drugs/30 days: \$100-149	3,033	2.2%	75
Spent out of pocket prescription drugs/30 days: \$150+	3,706	2.6%	85

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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	66,778	47.5%	98
Used last 6 months: cough syrup/suppressant(nonprescr)	57,048	40.6%	120
Used last 6 months: medicated skin cream/lotion/spray	39,452	28.1%	99
Used last 6 months: non-medicated nasal spray	18,054	12.8%	100
Used last 6 months: pain relieving rub/liquid/patch	38,563	27.4%	108
Used last 6 months: sleeping aid/snore relief	15,787	11.2%	93
Used last 6 months: sore throat remedy/cough drops	70,767	50.3%	108
Used last 12 months: sunburn remedy	19,857	14.1%	98
Used last 12 months: suntan/sunscreen product	49,113	34.9%	91
Used last 6 months: toothache/gum/canker sore remedy	16,308	11.6%	117
HH used last 6 months: children`s cold tablets/liquids	6,346	11.4%	113
HH used last 6 months: children`s cough syrup	6,187	11.1%	116
HH used kids pain reliever/fever reducer last 6 months	10,804	19.3%	110
HH used kids vitamins/nutritional suppl last 6 months	7,615	13.6%	114
Used body wash/shower gel in last 6 months	94,391	67.1%	104
Used breath freshener in last 6 months	62,116	44.2%	113
Used breath freshener in last 6 months: gum	38,364	27.3%	119
Used breath freshener in last 6 months: mints	24,517	17.4%	101
Used breath freshener in last 6 months: thin film	3,964	2.8%	124
Used complexion care product in last 6 months	76,407	54.3%	109
Used denture adhesive/fixative in last 6 months	7,280	5.2%	87
Used denture cleaner in last 6 months	12,061	8.6%	86
Used facial moisturizer in last 6 months	68,768	48.9%	106
Used personal foot care product in last 6 months	31,806	22.6%	119
Used hair coloring product (at home) last 6 months	29,993	21.3%	115
Used hair conditioning treatment (at home) in last 6 months	45,936	32.7%	117
Used hair growth product in last 6 months	5,970	4.2%	131
Used hair spray (at home) in last 6 months	40,852	29.0%	96
Used hair styling gel/lotion/mousse in last 6 months	55,166	39.2%	112
Used mouthwash in last 6 months	98,303	69.9%	107
Used mouthwash 8+ times in last 7 days	26,732	19.0%	113
Used whitening toothpaste in last 6 months	42,744	30.4%	90
Used tooth whitener (not toothpaste) in last 6 months	16,817	12.0%	115
Used tooth whitener (gel) in last 6 months	3,291	2.3%	118
Used tooth whitener (strips) in last 6 months	8,009	5.7%	107
Visited a day spa in last 6 months	6,961	4.9%	102
Purchased product at salon/day spa in last 6 months	6,161	4.4%	98
Used professional service last 6 months: haircut	81,193	57.7%	97
Used professional service last 6 months: hair color/highlights	17,880	12.7%	83
Used professional service last 6 months: facial	4,509	3.2%	116
Used professional service last 6 months: massage	9,717	6.9%	88
Used professional service last 6 months: manicure	19,881	14.1%	112
Used professional service last 6 months: pedicure	22,362	15.9%	104
Spent \$1-99 at barber shops in last 6 months	20,661	14.7%	100
Spent \$100+ at barber shops in last 6 months	11,300	8.0%	104
Spent \$1-99 at beauty salons in last 6 months	15,352	10.9%	90
Spent \$100+ at beauty salons in last 6 months	19,354	13.8%	83

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Demographic Summary		2021	2026
Population		469,516	478,205
Population 18+		352,424	362,819
Households		136,536	138,985
Median Household Income		\$70,735	\$78,742
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	85,522	24.3%	102
Typically spend 4-6 hours exercising per week	70,908	20.1%	100
Typically spend 7+ hours exercising per week	69,743	19.8%	96
Exercise at home 2+ times per week	98,348	27.9%	93
Exercise at club 2+ times per week	55,681	15.8%	110
Exercise at other facility 2+ times per week	28,720	8.1%	98
Member of LA Fitness club/gym	12,129	3.4%	164
Member of Planet Fitness club/gym	16,542	4.7%	101
Member of YMCA Fitness club/gym	8,041	2.3%	70
Own elliptical	9,779	2.8%	69
Own stationary bicycle	13,239	3.8%	70
Own treadmill	21,496	6.1%	76
Own weight lifting equipment	34,622	9.8%	82
Control diet for blood sugar level	47,029	13.3%	117
Control diet for cholesterol level	38,046	10.8%	97
Control diet for food allergies	7,511	2.1%	97
Control diet to maintain weight	34,994	9.9%	103
Control diet for physical fitness	35,632	10.1%	96
Control diet for salt restriction	13,964	4.0%	103
Control diet for weight loss	46,228	13.1%	83
Used doctor`s care/diet for diet method	10,848	3.1%	119
Used exercise program for diet method	29,502	8.4%	99
Buy foods specifically labeled as fat-free	35,735	10.1%	120
Buy foods specifically labeled as gluten-free	23,473	6.7%	110
Buy foods specifically labeled as high fiber	25,563	7.3%	104
Buy foods specifically labeled as high protein	29,683	8.4%	99
Buy foods specifically labeled as hormone-free	13,686	3.9%	108
Buy foods specifically labeled as lactose-free	22,726	6.4%	153
Buy foods specifically labeled as low-calorie	22,882	6.5%	106
Buy foods specifically labeled as low-carb	27,467	7.8%	92
Buy foods specifically labeled as low-cholesterol	21,504	6.1%	124
Buy foods specifically labeled as low-fat	30,549	8.7%	114
Buy foods specifically labeled as low-sodium	38,968	11.1%	105
Buy foods specifically labeled as natural/organic	57,191	16.2%	107
Buy foods specifically labeled as probiotic	14,719	4.2%	97
Buy foods specifically labeled as sugar-free	37,462	10.6%	104
Consider self to be semi-vegetarian	33,841	9.6%	124
Used meal/dietary/weight loss supplement last 6 months	33,387	9.5%	104
Used vitamins/dietary supplements in last 6 months	193,470	54.9%	100
Provide services as a primary caregiver/caretaker	24,996	7.1%	98
Assist with chores as caregiver/caretaker	13,369	3.8%	91
Assist with personal care as caregiver/caretaker	12,635	3.6%	98
Give medication as caregiver/caretaker	10,839	3.1%	91
Make doctor appointments as caregiver/caretaker	13,069	3.7%	87
Provide transportation as caregiver/caretaker	14,447	4.1%	89

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	260,685	74.0%	96
Visited doctor in last 12 months: 1-2 times	85,349	24.2%	106
Visited doctor in last 12 months: 3-5 times	83,134	23.6%	100
Visited doctor in last 12 months: 6+ times	92,223	26.2%	86
Visited doctor in last 12 months: cardiologist	24,658	7.0%	86
Visited doctor in last 12 months: chiropractor	23,903	6.8%	86
Visited doctor in last 12 months: dentist	126,521	35.9%	95
Visited doctor in last 12 months: dermatologist	30,030	8.5%	88
Visited doctor in last 12 months: ear/nose/throat	19,323	5.5%	111
Visited doctor in last 12 months: eye	68,825	19.5%	86
Visited doctor in last 12 months: gastroenterologist	16,406	4.7%	96
Visited doctor in last 12 months: general/family	135,751	38.5%	91
Visited doctor in last 12 months: internist	16,522	4.7%	89
Visited doctor in last 12 months: physical therapist	16,921	4.8%	86
Visited doctor in last 12 months: podiatrist	9,144	2.6%	89
Visited doctor in last 12 months: urologist	12,220	3.5%	81
Visited nurse practitioner in last 12 months	16,652	4.7%	68
Wear regular/sun/tinted prescription eyeglasses	118,162	33.5%	86
Wear bi-focal/multi-focal/progressive glasses	51,073	14.5%	79
Wear soft contact lenses	30,943	8.8%	85
Spent on eyeglasses in last 12 months: \$1-99	10,765	3.1%	96
Spent on eyeglasses in last 12 months: \$100-\$199	15,659	4.4%	98
Spent on eyeglasses in last 12 months: \$200-\$249	9,500	2.7%	92
Spent on eyeglasses in last 12 months: \$250+	30,022	8.5%	90
Spent on contact lenses in last 12 months: \$1-\$199	14,075	4.0%	83
Spent on contact lenses in last 12 months: \$200+	12,618	3.6%	85
Bought prescription eyewear: discount optical ctr	26,523	7.5%	89
Bought prescription eyewear: private eye doctor	70,179	19.9%	84
Bought prescription eyewear: retail optical chain	33,782	9.6%	78
Bought prescription eyewear: online	16,562	4.7%	109
Used prescription drug for acne	10,506	3.0%	110
Used prescription drug for allergy/hay fever	16,517	4.7%	81
Used prescription drug for anxiety/panic	15,721	4.5%	71
Used prescription drug for arthritis/osteoarthritis	7,554	2.1%	71
Used prescription drug for rheumatoid arthritis	7,285	2.1%	79
Used prescription drug for asthma	12,964	3.7%	88
Used prescription drug for backache/back pain	20,299	5.8%	85
Used prescription drug for depression	15,830	4.5%	70
Used prescription drug for diabetes (non-insulin dependent Type-2)	19,246	5.5%	107
Used prescription drug for heartburn/acid reflux	17,756	5.0%	87
Used prescription drug for high blood pressure	37,924	10.8%	79
Used prescription drug for high cholesterol	24,718	7.0%	78
Used prescription drug for insomnia	6,705	1.9%	87
Used prescription drug for migraine headache	8,810	2.5%	80
Used prescription drug for sinus congestion/headache	9,164	2.6%	74
Used prescription drug for urinary tract infection	9,207	2.6%	76
Filled prescription last 12 months: at discount/dept store	5,680	1.6%	59
Filled prescription last 12 months: at drug store/pharmacy	112,787	32.0%	86
Filled prescription last 12 months: at supermarket	16,230	4.6%	60
Filled prescription last 12 months: by mail order	22,597	6.4%	83
Spent out of pocket prescription drugs/30 days: <\$1-9	16,484	4.7%	73
Spent out of pocket prescription drugs/30 days: \$10-19	24,043	6.8%	80
Spent out of pocket prescription drugs/30 days: \$20-29	16,016	4.5%	76
Spent out of pocket prescription drugs/30 days: \$30-49	17,662	5.0%	74
Spent out of pocket prescription drugs/30 days: \$50-99	16,050	4.6%	77
Spent out of pocket prescription drugs/30 days: \$100-149	8,001	2.3%	79
Spent out of pocket prescription drugs/30 days: \$150+	9,229	2.6%	84

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	168,860	47.9%	99
Used last 6 months: cough syrup/suppressant(nonprescr)	145,415	41.3%	122
Used last 6 months: medicated skin cream/lotion/spray	100,953	28.6%	101
Used last 6 months: non-medicated nasal spray	45,189	12.8%	100
Used last 6 months: pain relieving rub/liquid/patch	98,509	28.0%	110
Used last 6 months: sleeping aid/snore relief	40,078	11.4%	94
Used last 6 months: sore throat remedy/cough drops	180,652	51.3%	111
Used last 12 months: sunburn remedy	51,066	14.5%	101
Used last 12 months: suntan/sunscreen product	124,984	35.5%	92
Used last 6 months: toothache/gum/canker sore remedy	41,118	11.7%	118
HH used last 6 months: children`s cold tablets/liquids	16,261	11.9%	119
HH used last 6 months: children`s cough syrup	15,718	11.5%	121
HH used kids pain reliever/fever reducer last 6 months	26,884	19.7%	112
HH used kids vitamins/nutritional suppl last 6 months	18,750	13.7%	115
Used body wash/shower gel in last 6 months	236,026	67.0%	104
Used breath freshener in last 6 months	156,028	44.3%	114
Used breath freshener in last 6 months: gum	96,689	27.4%	119
Used breath freshener in last 6 months: mints	60,023	17.0%	99
Used breath freshener in last 6 months: thin film	9,689	2.7%	121
Used complexion care product in last 6 months	191,720	54.4%	110
Used denture adhesive/fixative in last 6 months	18,665	5.3%	89
Used denture cleaner in last 6 months	30,990	8.8%	89
Used facial moisturizer in last 6 months	173,908	49.3%	107
Used personal foot care product in last 6 months	82,458	23.4%	123
Used hair coloring product (at home) last 6 months	77,114	21.9%	118
Used hair conditioning treatment (at home) in last 6 months	115,802	32.9%	117
Used hair growth product in last 6 months	15,704	4.5%	138
Used hair spray (at home) in last 6 months	103,340	29.3%	97
Used hair styling gel/lotion/mousse in last 6 months	137,085	38.9%	111
Used mouthwash in last 6 months	247,663	70.3%	108
Used mouthwash 8+ times in last 7 days	66,756	18.9%	113
Used whitening toothpaste in last 6 months	105,774	30.0%	89
Used tooth whitener (not toothpaste) in last 6 months	42,021	11.9%	115
Used tooth whitener (gel) in last 6 months	8,554	2.4%	122
Used tooth whitener (strips) in last 6 months	19,651	5.6%	105
Visited a day spa in last 6 months	18,012	5.1%	105
Purchased product at salon/day spa in last 6 months	16,081	4.6%	102
Used professional service last 6 months: haircut	207,864	59.0%	100
Used professional service last 6 months: hair color/highlights	46,513	13.2%	86
Used professional service last 6 months: facial	12,425	3.5%	127
Used professional service last 6 months: massage	24,140	6.8%	87
Used professional service last 6 months: manicure	51,798	14.7%	117
Used professional service last 6 months: pedicure	57,985	16.5%	108
Spent \$1-99 at barber shops in last 6 months	51,315	14.6%	99
Spent \$100+ at barber shops in last 6 months	29,430	8.4%	108
Spent \$1-99 at beauty salons in last 6 months	37,007	10.5%	87
Spent \$100+ at beauty salons in last 6 months	49,165	14.0%	84

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Health and Beauty Market Potential

2022 Trade Area
 5060 E Montclair Plaza Ln, Montclair, California, 91763
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 34.08791
 Longitude: -117.69444

Demographic Summary		2021	2026
Population		996,258	1,018,979
Population 18+		768,045	792,471
Households		301,470	308,153
Median Household Income		\$84,050	\$92,873
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	186,014	24.2%	102
Typically spend 4-6 hours exercising per week	165,639	21.6%	107
Typically spend 7+ hours exercising per week	164,576	21.4%	104
Exercise at home 2+ times per week	234,660	30.6%	102
Exercise at club 2+ times per week	134,327	17.5%	121
Exercise at other facility 2+ times per week	68,158	8.9%	107
Member of LA Fitness club/gym	26,591	3.5%	165
Member of Planet Fitness club/gym	34,689	4.5%	97
Member of YMCA Fitness club/gym	21,951	2.9%	88
Own elliptical	29,265	3.8%	95
Own stationary bicycle	35,797	4.7%	87
Own treadmill	59,099	7.7%	96
Own weight lifting equipment	91,068	11.9%	99
Control diet for blood sugar level	91,618	11.9%	105
Control diet for cholesterol level	84,416	11.0%	99
Control diet for food allergies	15,905	2.1%	94
Control diet to maintain weight	80,650	10.5%	109
Control diet for physical fitness	86,096	11.2%	107
Control diet for salt restriction	28,247	3.7%	96
Control diet for weight loss	116,528	15.2%	95
Used doctor`s care/diet for diet method	21,318	2.8%	107
Used exercise program for diet method	69,621	9.1%	107
Buy foods specifically labeled as fat-free	73,865	9.6%	113
Buy foods specifically labeled as gluten-free	51,383	6.7%	110
Buy foods specifically labeled as high fiber	56,239	7.3%	105
Buy foods specifically labeled as high protein	67,760	8.8%	103
Buy foods specifically labeled as hormone-free	31,295	4.1%	113
Buy foods specifically labeled as lactose-free	43,378	5.6%	134
Buy foods specifically labeled as low-calorie	49,493	6.4%	105
Buy foods specifically labeled as low-carb	62,719	8.2%	97
Buy foods specifically labeled as low-cholesterol	41,617	5.4%	110
Buy foods specifically labeled as low-fat	65,370	8.5%	112
Buy foods specifically labeled as low-sodium	85,290	11.1%	105
Buy foods specifically labeled as natural/organic	136,116	17.7%	117
Buy foods specifically labeled as probiotic	35,079	4.6%	106
Buy foods specifically labeled as sugar-free	79,490	10.3%	101
Consider self to be semi-vegetarian	68,094	8.9%	114
Used meal/dietary/weight loss supplement last 6 months	70,778	9.2%	101
Used vitamins/dietary supplements in last 6 months	433,599	56.5%	103
Provide services as a primary caregiver/caretaker	51,834	6.7%	93
Assist with chores as caregiver/caretaker	28,156	3.7%	88
Assist with personal care as caregiver/caretaker	26,113	3.4%	93
Give medication as caregiver/caretaker	22,657	2.9%	87
Make doctor appointments as caregiver/caretaker	28,725	3.7%	88
Provide transportation as caregiver/caretaker	32,090	4.2%	91

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	588,811	76.7%	99
Visited doctor in last 12 months: 1-2 times	183,551	23.9%	104
Visited doctor in last 12 months: 3-5 times	185,357	24.1%	102
Visited doctor in last 12 months: 6+ times	219,937	28.6%	94
Visited doctor in last 12 months: cardiologist	56,288	7.3%	90
Visited doctor in last 12 months: chiropractor	55,717	7.3%	92
Visited doctor in last 12 months: dentist	300,305	39.1%	103
Visited doctor in last 12 months: dermatologist	76,322	9.9%	103
Visited doctor in last 12 months: ear/nose/throat	40,091	5.2%	106
Visited doctor in last 12 months: eye	162,192	21.1%	93
Visited doctor in last 12 months: gastroenterologist	37,656	4.9%	101
Visited doctor in last 12 months: general/family	310,589	40.4%	96
Visited doctor in last 12 months: internist	42,975	5.6%	106
Visited doctor in last 12 months: physical therapist	42,483	5.5%	99
Visited doctor in last 12 months: podiatrist	21,986	2.9%	99
Visited doctor in last 12 months: urologist	29,172	3.8%	89
Visited nurse practitioner in last 12 months	39,598	5.2%	74
Wear regular/sun/tinted prescription eyeglasses	284,397	37.0%	95
Wear bi-focal/multi-focal/progressive glasses	120,033	15.6%	85
Wear soft contact lenses	80,264	10.5%	101
Spent on eyeglasses in last 12 months: \$1-99	22,429	2.9%	91
Spent on eyeglasses in last 12 months: \$100-\$199	35,628	4.6%	102
Spent on eyeglasses in last 12 months: \$200-\$249	23,341	3.0%	104
Spent on eyeglasses in last 12 months: \$250+	71,171	9.3%	98
Spent on contact lenses in last 12 months: \$1-\$199	36,117	4.7%	97
Spent on contact lenses in last 12 months: \$200+	33,876	4.4%	104
Bought prescription eyewear: discount optical ctr	60,896	7.9%	93
Bought prescription eyewear: private eye doctor	167,983	21.9%	92
Bought prescription eyewear: retail optical chain	86,879	11.3%	92
Bought prescription eyewear: online	37,014	4.8%	112
Used prescription drug for acne	22,172	2.9%	106
Used prescription drug for allergy/hay fever	39,344	5.1%	88
Used prescription drug for anxiety/panic	37,849	4.9%	78
Used prescription drug for arthritis/osteoarthritis	17,071	2.2%	74
Used prescription drug for rheumatoid arthritis	15,196	2.0%	76
Used prescription drug for asthma	27,305	3.6%	85
Used prescription drug for backache/back pain	44,334	5.8%	86
Used prescription drug for depression	37,264	4.9%	76
Used prescription drug for diabetes (non-insulin dependent Type-2)	38,508	5.0%	98
Used prescription drug for heartburn/acid reflux	38,530	5.0%	86
Used prescription drug for high blood pressure	87,535	11.4%	83
Used prescription drug for high cholesterol	57,484	7.5%	84
Used prescription drug for insomnia	13,891	1.8%	83
Used prescription drug for migraine headache	20,887	2.7%	87
Used prescription drug for sinus congestion/headache	21,856	2.8%	81
Used prescription drug for urinary tract infection	22,051	2.9%	84
Filled prescription last 12 months: at discount/dept store	13,928	1.8%	66
Filled prescription last 12 months: at drug store/pharmacy	263,830	34.4%	93
Filled prescription last 12 months: at supermarket	43,658	5.7%	74
Filled prescription last 12 months: by mail order	56,136	7.3%	95
Spent out of pocket prescription drugs/30 days: <\$1-9	41,230	5.4%	83
Spent out of pocket prescription drugs/30 days: \$10-19	62,761	8.2%	96
Spent out of pocket prescription drugs/30 days: \$20-29	40,843	5.3%	89
Spent out of pocket prescription drugs/30 days: \$30-49	43,868	5.7%	84
Spent out of pocket prescription drugs/30 days: \$50-99	38,080	5.0%	84
Spent out of pocket prescription drugs/30 days: \$100-149	18,740	2.4%	85
Spent out of pocket prescription drugs/30 days: \$150+	19,589	2.6%	82

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	370,833	48.3%	99
Used last 6 months: cough syrup/suppressant(nonprescr)	291,037	37.9%	112
Used last 6 months: medicated skin cream/lotion/spray	220,754	28.7%	101
Used last 6 months: non-medicated nasal spray	98,690	12.8%	100
Used last 6 months: pain relieving rub/liquid/patch	201,109	26.2%	103
Used last 6 months: sleeping aid/snore relief	88,317	11.5%	95
Used last 6 months: sore throat remedy/cough drops	375,460	48.9%	105
Used last 12 months: sunburn remedy	112,269	14.6%	102
Used last 12 months: suntan/sunscreen product	307,843	40.1%	104
Used last 6 months: toothache/gum/canker sore remedy	77,403	10.1%	102
HH used last 6 months: children`s cold tablets/liquids	34,212	11.3%	113
HH used last 6 months: children`s cough syrup	32,612	10.8%	114
HH used kids pain reliever/fever reducer last 6 months	60,065	19.9%	113
HH used kids vitamins/nutritional suppl last 6 months	42,251	14.0%	117
Used body wash/shower gel in last 6 months	499,397	65.0%	101
Used breath freshener in last 6 months	319,390	41.6%	107
Used breath freshener in last 6 months: gum	195,311	25.4%	111
Used breath freshener in last 6 months: mints	129,653	16.9%	98
Used breath freshener in last 6 months: thin film	20,298	2.6%	116
Used complexion care product in last 6 months	413,029	53.8%	108
Used denture adhesive/fixative in last 6 months	33,147	4.3%	72
Used denture cleaner in last 6 months	57,277	7.5%	75
Used facial moisturizer in last 6 months	382,057	49.7%	108
Used personal foot care product in last 6 months	162,197	21.1%	111
Used hair coloring product (at home) last 6 months	153,667	20.0%	108
Used hair conditioning treatment (at home) in last 6 months	232,019	30.2%	108
Used hair growth product in last 6 months	29,996	3.9%	121
Used hair spray (at home) in last 6 months	225,521	29.4%	97
Used hair styling gel/lotion/mousse in last 6 months	290,927	37.9%	108
Used mouthwash in last 6 months	519,817	67.7%	104
Used mouthwash 8+ times in last 7 days	134,521	17.5%	104
Used whitening toothpaste in last 6 months	248,919	32.4%	96
Used tooth whitener (not toothpaste) in last 6 months	87,852	11.4%	110
Used tooth whitener (gel) in last 6 months	16,082	2.1%	106
Used tooth whitener (strips) in last 6 months	41,959	5.5%	103
Visited a day spa in last 6 months	42,937	5.6%	115
Purchased product at salon/day spa in last 6 months	36,319	4.7%	105
Used professional service last 6 months: haircut	467,984	60.9%	103
Used professional service last 6 months: hair color/highlights	117,093	15.2%	99
Used professional service last 6 months: facial	26,657	3.5%	125
Used professional service last 6 months: massage	64,324	8.4%	106
Used professional service last 6 months: manicure	116,555	15.2%	120
Used professional service last 6 months: pedicure	135,265	17.6%	115
Spent \$1-99 at barber shops in last 6 months	114,952	15.0%	102
Spent \$100+ at barber shops in last 6 months	70,956	9.2%	120
Spent \$1-99 at beauty salons in last 6 months	80,183	10.4%	86
Spent \$100+ at beauty salons in last 6 months	130,959	17.1%	103

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