



Health and Beauty Market Potential

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

Prepared by Esri
 Latitude: 34.08508
 Longitude: -117.69479

Demographic Summary		2022	2027
Population		188,973	190,515
Population 18+		143,497	146,173
Households		58,511	59,275
Median Household Income		\$74,450	\$86,756
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	35,797	24.9%	104
Typically spend 4-6 hours exercising per week	31,712	22.1%	102
Typically spend 7+ hours exercising per week	31,466	21.9%	94
Exercise at home 2+ times per week	58,172	40.5%	100
Exercise at club 2+ times per week	20,099	14.0%	102
Exercise at other facility 2+ times per week	10,779	7.5%	95
Member of LA Fitness club/gym	4,667	3.3%	166
Member of Planet Fitness club/gym	7,729	5.4%	111
Member of YMCA Fitness club/gym	3,322	2.3%	79
Own elliptical	5,256	3.7%	77
Own stationary bicycle	9,406	6.6%	86
Own treadmill	11,434	8.0%	81
Own weight lifting equipment	19,480	13.6%	86
Control diet for blood sugar level	17,212	12.0%	105
Control diet for cholesterol level	15,741	11.0%	92
Control diet for food allergies	2,990	2.1%	88
Control diet to maintain weight	16,744	11.7%	110
Control diet for physical fitness	17,431	12.1%	99
Control diet for salt restriction	5,920	4.1%	100
Control diet for weight loss	24,004	16.7%	91
Used doctor`s care/diet for diet method	5,030	3.5%	106
Used exercise program for diet method	11,992	8.4%	95
Buy foods specifically labeled as fat-free	13,819	9.6%	107
Buy foods specifically labeled as gluten-free	9,877	6.9%	119
Buy foods specifically labeled as high fiber	10,718	7.5%	104
Buy foods specifically labeled as high protein	12,529	8.7%	96
Buy foods specifically labeled as hormone-free	5,044	3.5%	106
Buy foods specifically labeled as lactose-free	9,728	6.8%	137
Buy foods specifically labeled as low-calorie	10,522	7.3%	106
Buy foods specifically labeled as low-carb	12,389	8.6%	92
Buy foods specifically labeled as low-cholesterol	8,483	5.9%	120
Buy foods specifically labeled as low-fat	13,737	9.6%	113
Buy foods specifically labeled as low-sodium	17,878	12.5%	106
Buy foods specifically labeled as natural/organic	25,224	17.6%	108
Buy foods specifically labeled as probiotic	6,157	4.3%	101
Buy foods specifically labeled as sugar-free	14,939	10.4%	90
Consider self to be semi-vegetarian	11,898	8.3%	105
Used meal/dietary/weight loss supplement last 6 months	13,884	9.7%	101
Used vitamins/dietary supplements in last 6 months	87,376	60.9%	100
Provide services as a primary caregiver/caretaker	9,453	6.6%	103
Assist with chores as caregiver/caretaker	5,553	3.9%	98
Assist with personal care as caregiver/caretaker	5,324	3.7%	113
Give medication as caregiver/caretaker	3,915	2.7%	96
Make doctor appointments as caregiver/caretaker	5,087	3.5%	96
Provide transportation as caregiver/caretaker	5,830	4.1%	95

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	108,340	75.5%	95
Visited doctor in last 12 months: 1-2 times	36,757	25.6%	109
Visited doctor in last 12 months: 3-5 times	33,303	23.2%	97
Visited doctor in last 12 months: 6+ times	38,273	26.7%	83
Visited doctor in last 12 months: acupuncturist	3,239	2.3%	140
Visited doctor in last 12 months: allergist	1,938	1.4%	64
Visited doctor in last 12 months: cardiologist	8,774	6.1%	76
Visited doctor in last 12 months: chiropractor	10,355	7.2%	87
Visited doctor in last 12 months: dentist	52,216	36.4%	91
Visited doctor in last 12 months: dermatologist	12,309	8.6%	80
Visited doctor in last 12 months: ear/nose/throat	6,237	4.3%	90
Visited doctor in last 12 months: eye	26,893	18.7%	83
Visited doctor in last 12 months: gastroenterologist	6,201	4.3%	88
Visited doctor in last 12 months: general/family	56,113	39.1%	89
Visited doctor in last 12 months: internist	6,298	4.4%	81
Visited doctor in last 12 months: physical therapist	7,106	5.0%	87
Visited doctor in last 12 months: podiatrist	3,843	2.7%	92
Visited doctor in last 12 months: psychiatrist/psychologist	5,353	3.7%	98
Filled prescription online in the last 12 months	6,874	4.8%	83
Visited doctor in last 12 months: urologist	4,939	3.4%	78
Visited nurse practitioner in last 12 months	6,711	4.7%	66
Wear regular/sun/tinted prescription eyeglasses	58,118	40.5%	93
Wear bi-focal/multi-focal/progressive glasses	20,919	14.6%	76
Wear soft contact lenses	15,915	11.1%	85
Spent on eyeglasses in last 12 months: \$1-99	4,701	3.3%	94
Spent on eyeglasses in last 12 months: \$100-\$199	8,467	5.9%	114
Spent on eyeglasses in last 12 months: \$200-\$249	4,348	3.0%	95
Spent on eyeglasses in last 12 months: \$250+	13,580	9.5%	91
Spent on contact lenses in last 12 months: \$1-\$199	6,621	4.6%	85
Spent on contact lenses in last 12 months: \$200+	6,251	4.4%	87
Bought prescription eyewear: discount optical ctr	9,337	6.5%	80
Bought prescription eyewear: private eye doctor	31,946	22.3%	87
Bought prescription eyewear: retail optical chain	17,453	12.2%	90
Bought prescription eyewear: online	7,830	5.5%	95
Used prescription drug for acne	3,872	2.7%	97
Used prescription drug for allergy/hay fever	7,179	5.0%	81
Used prescription drug for anxiety/panic	8,832	6.2%	86
Used prescription drug for arthritis/osteoarthritis	3,425	2.4%	73
Used prescription drug for rheumatoid arthritis	2,895	2.0%	81
Used prescription drug for asthma	5,804	4.0%	88
Used prescription drug for backache/back pain	8,407	5.9%	83
Used prescription drug for depression	7,711	5.4%	78
Used prescription drug for diabetes (non-insulin dependent Type-2)	7,992	5.6%	101
Used prescription drug for heartburn/acid reflux	7,697	5.4%	81
Used prescription drug for high blood pressure	17,008	11.9%	81
Used prescription drug for high cholesterol	11,467	8.0%	75
Used prescription drug for insomnia	3,558	2.5%	108
Used prescription drug for migraine headache	3,614	2.5%	84
Used prescription drug for sinus congestion/headache	3,289	2.3%	72
Used prescription drug for urinary tract infection	4,935	3.4%	99
Filled prescription last 12 months: at discount/dept store	5,353	3.7%	79
Filled prescription last 12 months: at drug store/pharmacy	43,825	30.5%	91
Filled prescription last 12 months: at supermarket	9,330	6.5%	67
Filled prescription last 12 months: by mail order	11,093	7.7%	82
Spent out of pocket prescription drugs/30 days: <\$1-9	7,484	5.2%	73
Spent out of pocket prescription drugs/30 days: \$10-19	10,981	7.7%	78
Spent out of pocket prescription drugs/30 days: \$20-29	8,148	5.7%	86
Spent out of pocket prescription drugs/30 days: \$30-49	8,844	6.2%	84
Spent out of pocket prescription drugs/30 days: \$50-99	8,044	5.6%	85
Spent out of pocket prescription drugs/30 days: \$100-149	3,195	2.2%	79
Spent out of pocket prescription drugs/30 days: \$150+	3,628	2.5%	84

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
Used last 6 months: cold/sinus/allergy med (nonprescr)	63,606	44.3%	96
Used last 6 months: cough syrup/suppressant(nonprescr)	45,459	31.7%	117
Used last 6 months: medicated skin cream/lotion/spray	40,762	28.4%	96
Used last 6 months: non-medicated nasal spray	16,323	11.4%	97
Used last 6 months: pain relieving rub/liquid/patch	39,931	27.8%	104
Used last 6 months: sleeping aid/snore relief	17,896	12.5%	98
Used last 6 months: sore throat remedy/cough drops	63,028	43.9%	107
Used last 12 months: sunburn remedy	17,458	12.2%	95
Used last 12 months: suntan/sunscreen product	49,997	34.8%	91
Used last 6 months: toothache/gum/canker sore remedy	11,994	8.4%	101
HH used last 6 months: children`s cold tablets/liquids	6,234	10.7%	123
HH used last 6 months: children`s cough syrup	5,428	9.3%	126
HH used kids pain reliever/fever reducer last 6 months	10,138	17.3%	110
HH used kids vitamins/nutritional suppl last 6 months	8,404	14.4%	122
Used body wash/shower gel in last 6 months	94,828	66.1%	103
Used breath freshener in last 6 months	55,014	38.3%	110
Used breath freshener in last 6 months: gum	34,628	24.1%	116
Used breath freshener in last 6 months: mints	22,056	15.4%	98
Used breath freshener in last 6 months: thin film	3,800	2.6%	116
Used complexion care product in last 6 months	79,490	55.4%	106
Used denture adhesive/fixative in last 6 months	5,310	3.7%	82
Used denture cleaner in last 6 months	9,405	6.6%	79
Used facial moisturizer in last 6 months	74,587	52.0%	108
Used personal foot care product in last 6 months	29,681	20.7%	112
Used hair coloring product (at home) last 6 months	29,141	20.3%	116
Used hair conditioning treatment (at home) in last 6 months	43,037	30.0%	112
Used hair growth product in last 6 months	5,633	3.9%	113
Used hair spray (at home) in last 6 months	36,483	25.4%	93
Used hair styling gel/lotion/mousse in last 6 months	57,335	40.0%	113
Used mouthwash in last 6 months	100,673	70.2%	108
Used mouthwash 8+ times in last 7 days	26,148	18.2%	113
Used sensitive toothpaste in last 6 months	24,121	16.8%	90
Used whitening toothpaste in last 6 months	51,649	36.0%	96
Used tooth whitener (not toothpaste) in last 6 months	17,280	12.0%	120
Used tooth whitener (gel) in last 6 months	3,075	2.1%	123
Used tooth whitener (strips) in last 6 months	9,898	6.9%	127
Visited a day spa in last 6 months	5,625	3.9%	100
Purchased product at salon/day spa in last 6 months	5,326	3.7%	94
Used professional service last 6 months: haircut	79,809	55.6%	96
Used professional service last 6 months: hair color/highlights	17,455	12.2%	83
Used professional service last 6 months: facial	3,511	2.4%	109
Used professional service last 6 months: massage	8,845	6.2%	92
Used professional service last 6 months: manicure	15,497	10.8%	100
Used professional service last 6 months: pedicure	19,179	13.4%	98
Spent \$1-99 at barber shops in last 6 months	21,984	15.3%	104
Spent \$100+ at barber shops in last 6 months	11,367	7.9%	109
Spent \$1-99 at beauty salons in last 6 months	16,475	11.5%	91
Spent \$100+ at beauty salons in last 6 months	21,198	14.8%	85

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Demographic Summary		2022	2027
Population		471,651	472,405
Population 18+		354,557	359,019
Households		143,689	144,639
Median Household Income		\$77,667	\$89,752
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	89,866	25.3%	105
Typically spend 4-6 hours exercising per week	79,110	22.3%	103
Typically spend 7+ hours exercising per week	78,410	22.1%	95
Exercise at home 2+ times per week	145,738	41.1%	101
Exercise at club 2+ times per week	49,198	13.9%	101
Exercise at other facility 2+ times per week	27,303	7.7%	97
Member of LA Fitness club/gym	12,631	3.6%	182
Member of Planet Fitness club/gym	18,516	5.2%	108
Member of YMCA Fitness club/gym	8,349	2.4%	81
Own elliptical	13,772	3.9%	82
Own stationary bicycle	23,796	6.7%	88
Own treadmill	28,498	8.0%	82
Own weight lifting equipment	48,617	13.7%	87
Control diet for blood sugar level	42,841	12.1%	106
Control diet for cholesterol level	38,176	10.8%	90
Control diet for food allergies	7,740	2.2%	93
Control diet to maintain weight	41,293	11.6%	110
Control diet for physical fitness	41,575	11.7%	96
Control diet for salt restriction	13,743	3.9%	94
Control diet for weight loss	58,332	16.5%	90
Used doctor`s care/diet for diet method	12,459	3.5%	107
Used exercise program for diet method	28,527	8.0%	91
Buy foods specifically labeled as fat-free	34,286	9.7%	107
Buy foods specifically labeled as gluten-free	24,528	6.9%	119
Buy foods specifically labeled as high fiber	25,876	7.3%	101
Buy foods specifically labeled as high protein	30,649	8.6%	95
Buy foods specifically labeled as hormone-free	13,129	3.7%	111
Buy foods specifically labeled as lactose-free	23,627	6.7%	135
Buy foods specifically labeled as low-calorie	25,331	7.1%	103
Buy foods specifically labeled as low-carb	30,562	8.6%	91
Buy foods specifically labeled as low-cholesterol	20,493	5.8%	117
Buy foods specifically labeled as low-fat	33,202	9.4%	110
Buy foods specifically labeled as low-sodium	43,269	12.2%	104
Buy foods specifically labeled as natural/organic	62,309	17.6%	108
Buy foods specifically labeled as probiotic	15,451	4.4%	103
Buy foods specifically labeled as sugar-free	37,139	10.5%	91
Consider self to be semi-vegetarian	28,831	8.1%	103
Used meal/dietary/weight loss supplement last 6 months	33,784	9.5%	99
Used vitamins/dietary supplements in last 6 months	217,078	61.2%	101
Provide services as a primary caregiver/caretaker	22,905	6.5%	101
Assist with chores as caregiver/caretaker	13,124	3.7%	94
Assist with personal care as caregiver/caretaker	12,823	3.6%	110
Give medication as caregiver/caretaker	9,568	2.7%	95
Make doctor appointments as caregiver/caretaker	12,518	3.5%	95
Provide transportation as caregiver/caretaker	14,346	4.0%	95

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	268,081	75.6%	95
Visited doctor in last 12 months: 1-2 times	90,333	25.5%	108
Visited doctor in last 12 months: 3-5 times	83,175	23.5%	98
Visited doctor in last 12 months: 6+ times	94,560	26.7%	83
Visited doctor in last 12 months: acupuncturist	7,950	2.2%	139
Visited doctor in last 12 months: allergist	4,917	1.4%	66
Visited doctor in last 12 months: cardiologist	20,963	5.9%	73
Visited doctor in last 12 months: chiropractor	26,477	7.5%	90
Visited doctor in last 12 months: dentist	131,116	37.0%	92
Visited doctor in last 12 months: dermatologist	32,051	9.0%	85
Visited doctor in last 12 months: ear/nose/throat	15,836	4.5%	93
Visited doctor in last 12 months: eye	67,034	18.9%	84
Visited doctor in last 12 months: gastroenterologist	15,406	4.3%	88
Visited doctor in last 12 months: general/family	138,268	39.0%	89
Visited doctor in last 12 months: internist	15,695	4.4%	81
Visited doctor in last 12 months: physical therapist	17,853	5.0%	89
Visited doctor in last 12 months: podiatrist	9,805	2.8%	95
Visited doctor in last 12 months: psychiatrist/psychologist	13,120	3.7%	97
Filled prescription online in the last 12 months	17,136	4.8%	84
Visited doctor in last 12 months: urologist	12,681	3.6%	81
Visited nurse practitioner in last 12 months	15,720	4.4%	62
Wear regular/sun/tinted prescription eyeglasses	143,655	40.5%	93
Wear bi-focal/multi-focal/progressive glasses	50,931	14.4%	75
Wear soft contact lenses	39,122	11.0%	84
Spent on eyeglasses in last 12 months: \$1-99	11,549	3.3%	94
Spent on eyeglasses in last 12 months: \$100-\$199	21,066	5.9%	114
Spent on eyeglasses in last 12 months: \$200-\$249	10,710	3.0%	95
Spent on eyeglasses in last 12 months: \$250+	34,009	9.6%	93
Spent on contact lenses in last 12 months: \$1-\$199	15,259	4.3%	80
Spent on contact lenses in last 12 months: \$200+	15,730	4.4%	88
Bought prescription eyewear: discount optical ctr	22,924	6.5%	80
Bought prescription eyewear: private eye doctor	79,013	22.3%	87
Bought prescription eyewear: retail optical chain	41,894	11.8%	87
Bought prescription eyewear: online	19,279	5.4%	94
Used prescription drug for acne	9,355	2.6%	95
Used prescription drug for allergy/hay fever	17,575	5.0%	80
Used prescription drug for anxiety/panic	20,324	5.7%	80
Used prescription drug for arthritis/osteoarthritis	8,724	2.5%	75
Used prescription drug for rheumatoid arthritis	7,105	2.0%	80
Used prescription drug for asthma	14,640	4.1%	90
Used prescription drug for backache/back pain	20,183	5.7%	81
Used prescription drug for depression	17,753	5.0%	73
Used prescription drug for diabetes (non-insulin dependent Type-2)	20,813	5.9%	106
Used prescription drug for heartburn/acid reflux	18,462	5.2%	78
Used prescription drug for high blood pressure	41,153	11.6%	79
Used prescription drug for high cholesterol	28,424	8.0%	75
Used prescription drug for insomnia	8,973	2.5%	111
Used prescription drug for migraine headache	8,481	2.4%	79
Used prescription drug for sinus congestion/headache	7,891	2.2%	70
Used prescription drug for urinary tract infection	11,874	3.3%	97
Filled prescription last 12 months: at discount/dept store	13,786	3.9%	82
Filled prescription last 12 months: at drug store/pharmacy	110,445	31.2%	93
Filled prescription last 12 months: at supermarket	21,769	6.1%	63
Filled prescription last 12 months: by mail order	27,489	7.8%	82
Spent out of pocket prescription drugs/30 days: <\$1-9	18,118	5.1%	72
Spent out of pocket prescription drugs/30 days: \$10-19	26,931	7.6%	77
Spent out of pocket prescription drugs/30 days: \$20-29	20,186	5.7%	86
Spent out of pocket prescription drugs/30 days: \$30-49	21,196	6.0%	81
Spent out of pocket prescription drugs/30 days: \$50-99	19,916	5.6%	86
Spent out of pocket prescription drugs/30 days: \$100-149	8,876	2.5%	89
Spent out of pocket prescription drugs/30 days: \$150+	8,672	2.4%	81

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	157,539	44.4%	96
Used last 6 months: cough syrup/suppressant(nonprescr)	114,592	32.3%	119
Used last 6 months: medicated skin cream/lotion/spray	102,879	29.0%	98
Used last 6 months: non-medicated nasal spray	40,562	11.4%	98
Used last 6 months: pain relieving rub/liquid/patch	100,178	28.3%	105
Used last 6 months: sleeping aid/snore relief	45,632	12.9%	101
Used last 6 months: sore throat remedy/cough drops	158,893	44.8%	110
Used last 12 months: sunburn remedy	45,108	12.7%	99
Used last 12 months: suntan/sunscreen product	124,734	35.2%	91
Used last 6 months: toothache/gum/canker sore remedy	29,685	8.4%	101
HH used last 6 months: children`s cold tablets/liquids	16,361	11.4%	132
HH used last 6 months: children`s cough syrup	14,174	9.9%	134
HH used kids pain reliever/fever reducer last 6 months	25,421	17.7%	112
HH used kids vitamins/nutritional suppl last 6 months	21,093	14.7%	125
Used body wash/shower gel in last 6 months	236,215	66.6%	104
Used breath freshener in last 6 months	139,306	39.3%	113
Used breath freshener in last 6 months: gum	88,543	25.0%	120
Used breath freshener in last 6 months: mints	55,325	15.6%	100
Used breath freshener in last 6 months: thin film	10,128	2.9%	125
Used complexion care product in last 6 months	198,959	56.1%	108
Used denture adhesive/fixative in last 6 months	12,315	3.5%	77
Used denture cleaner in last 6 months	22,018	6.2%	75
Used facial moisturizer in last 6 months	187,393	52.9%	110
Used personal foot care product in last 6 months	74,126	20.9%	113
Used hair coloring product (at home) last 6 months	72,853	20.5%	117
Used hair conditioning treatment (at home) in last 6 months	106,400	30.0%	112
Used hair growth product in last 6 months	14,269	4.0%	116
Used hair spray (at home) in last 6 months	90,697	25.6%	94
Used hair styling gel/lotion/mousse in last 6 months	142,608	40.2%	114
Used mouthwash in last 6 months	250,523	70.7%	108
Used mouthwash 8+ times in last 7 days	65,679	18.5%	115
Used sensitive toothpaste in last 6 months	60,824	17.2%	92
Used whitening toothpaste in last 6 months	128,417	36.2%	97
Used tooth whitener (not toothpaste) in last 6 months	44,389	12.5%	125
Used tooth whitener (gel) in last 6 months	8,174	2.3%	132
Used tooth whitener (strips) in last 6 months	25,553	7.2%	133
Visited a day spa in last 6 months	14,282	4.0%	103
Purchased product at salon/day spa in last 6 months	13,826	3.9%	98
Used professional service last 6 months: haircut	199,918	56.4%	97
Used professional service last 6 months: hair color/highlights	43,568	12.3%	84
Used professional service last 6 months: facial	9,261	2.6%	116
Used professional service last 6 months: massage	21,606	6.1%	91
Used professional service last 6 months: manicure	38,624	10.9%	100
Used professional service last 6 months: pedicure	49,033	13.8%	102
Spent \$1-99 at barber shops in last 6 months	56,317	15.9%	108
Spent \$100+ at barber shops in last 6 months	28,740	8.1%	112
Spent \$1-99 at beauty salons in last 6 months	40,200	11.3%	90
Spent \$100+ at beauty salons in last 6 months	52,071	14.7%	84

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Health and Beauty Market Potential

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

Prepared by Esri
 Latitude: 34.08508
 Longitude: -117.69479

Demographic Summary		2022	2027
Population		993,663	993,958
Population 18+		765,947	773,102
Households		311,955	313,257
Median Household Income		\$91,762	\$104,092
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	185,948	24.3%	101
Typically spend 4-6 hours exercising per week	177,765	23.2%	107
Typically spend 7+ hours exercising per week	182,090	23.8%	102
Exercise at home 2+ times per week	324,988	42.4%	105
Exercise at club 2+ times per week	117,527	15.3%	112
Exercise at other facility 2+ times per week	61,869	8.1%	102
Member of LA Fitness club/gym	25,141	3.3%	167
Member of Planet Fitness club/gym	36,655	4.8%	99
Member of YMCA Fitness club/gym	20,288	2.6%	91
Own elliptical	35,976	4.7%	99
Own stationary bicycle	57,703	7.5%	99
Own treadmill	72,327	9.4%	96
Own weight lifting equipment	120,309	15.7%	100
Control diet for blood sugar level	86,070	11.2%	99
Control diet for cholesterol level	86,555	11.3%	95
Control diet for food allergies	16,867	2.2%	93
Control diet to maintain weight	90,806	11.9%	112
Control diet for physical fitness	97,088	12.7%	103
Control diet for salt restriction	29,084	3.8%	92
Control diet for weight loss	134,479	17.6%	96
Used doctor`s care/diet for diet method	25,112	3.3%	99
Used exercise program for diet method	67,056	8.8%	99
Buy foods specifically labeled as fat-free	72,050	9.4%	104
Buy foods specifically labeled as gluten-free	49,509	6.5%	111
Buy foods specifically labeled as high fiber	57,638	7.5%	105
Buy foods specifically labeled as high protein	69,927	9.1%	100
Buy foods specifically labeled as hormone-free	28,720	3.7%	113
Buy foods specifically labeled as lactose-free	46,051	6.0%	121
Buy foods specifically labeled as low-calorie	54,522	7.1%	103
Buy foods specifically labeled as low-carb	69,378	9.1%	96
Buy foods specifically labeled as low-cholesterol	40,025	5.2%	106
Buy foods specifically labeled as low-fat	71,178	9.3%	110
Buy foods specifically labeled as low-sodium	92,571	12.1%	103
Buy foods specifically labeled as natural/organic	140,387	18.3%	112
Buy foods specifically labeled as probiotic	34,644	4.5%	106
Buy foods specifically labeled as sugar-free	80,724	10.5%	92
Consider self to be semi-vegetarian	63,997	8.4%	106
Used meal/dietary/weight loss supplement last 6 months	71,689	9.4%	98
Used vitamins/dietary supplements in last 6 months	475,578	62.1%	102
Provide services as a primary caregiver/caretaker	45,896	6.0%	93
Assist with chores as caregiver/caretaker	27,230	3.6%	90
Assist with personal care as caregiver/caretaker	24,541	3.2%	98
Give medication as caregiver/caretaker	19,754	2.6%	91
Make doctor appointments as caregiver/caretaker	25,806	3.4%	91
Provide transportation as caregiver/caretaker	29,942	3.9%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	598,101	78.1%	98
Visited doctor in last 12 months: 1-2 times	190,732	24.9%	106
Visited doctor in last 12 months: 3-5 times	182,864	23.9%	100
Visited doctor in last 12 months: 6+ times	224,505	29.3%	92
Visited doctor in last 12 months: acupuncturist	16,279	2.1%	132
Visited doctor in last 12 months: allergist	13,140	1.7%	81
Visited doctor in last 12 months: cardiologist	51,905	6.8%	84
Visited doctor in last 12 months: chiropractor	59,127	7.7%	93
Visited doctor in last 12 months: dentist	306,075	40.0%	100
Visited doctor in last 12 months: dermatologist	79,769	10.4%	98
Visited doctor in last 12 months: ear/nose/throat	36,048	4.7%	98
Visited doctor in last 12 months: eye	156,393	20.4%	91
Visited doctor in last 12 months: gastroenterologist	36,338	4.7%	96
Visited doctor in last 12 months: general/family	315,537	41.2%	94
Visited doctor in last 12 months: internist	41,538	5.4%	100
Visited doctor in last 12 months: physical therapist	42,749	5.6%	98
Visited doctor in last 12 months: podiatrist	22,751	3.0%	102
Visited doctor in last 12 months: psychiatrist/psychologist	26,566	3.5%	91
Filled prescription online in the last 12 months	45,029	5.9%	102
Visited doctor in last 12 months: urologist	30,134	3.9%	89
Visited nurse practitioner in last 12 months	38,509	5.0%	71
Wear regular/sun/tinted prescription eyeglasses	323,594	42.2%	97
Wear bi-focal/multi-focal/progressive glasses	123,768	16.2%	85
Wear soft contact lenses	96,669	12.6%	96
Spent on eyeglasses in last 12 months: \$1-99	23,981	3.1%	90
Spent on eyeglasses in last 12 months: \$100-\$199	42,528	5.6%	107
Spent on eyeglasses in last 12 months: \$200-\$249	25,381	3.3%	104
Spent on eyeglasses in last 12 months: \$250+	76,919	10.0%	97
Spent on contact lenses in last 12 months: \$1-\$199	37,419	4.9%	91
Spent on contact lenses in last 12 months: \$200+	40,260	5.3%	105
Bought prescription eyewear: discount optical ctr	53,864	7.0%	87
Bought prescription eyewear: private eye doctor	182,983	23.9%	94
Bought prescription eyewear: retail optical chain	98,029	12.8%	95
Bought prescription eyewear: online	43,759	5.7%	99
Used prescription drug for acne	21,120	2.8%	99
Used prescription drug for allergy/hay fever	41,276	5.4%	87
Used prescription drug for anxiety/panic	44,798	5.8%	81
Used prescription drug for arthritis/osteoarthritis	19,288	2.5%	77
Used prescription drug for rheumatoid arthritis	14,501	1.9%	76
Used prescription drug for asthma	30,566	4.0%	87
Used prescription drug for backache/back pain	44,740	5.8%	83
Used prescription drug for depression	39,527	5.2%	75
Used prescription drug for diabetes (non-insulin dependent Type-2)	41,581	5.4%	98
Used prescription drug for heartburn/acid reflux	41,428	5.4%	81
Used prescription drug for high blood pressure	94,992	12.4%	85
Used prescription drug for high cholesterol	67,204	8.8%	82
Used prescription drug for insomnia	16,535	2.2%	94
Used prescription drug for migraine headache	19,765	2.6%	86
Used prescription drug for sinus congestion/headache	19,032	2.5%	78
Used prescription drug for urinary tract infection	25,718	3.4%	97
Filled prescription last 12 months: at discount/dept store	29,365	3.8%	81
Filled prescription last 12 months: at drug store/pharmacy	252,805	33.0%	98
Filled prescription last 12 months: at supermarket	56,947	7.4%	77
Filled prescription last 12 months: by mail order	67,422	8.8%	93
Spent out of pocket prescription drugs/30 days: <\$1-9	45,765	6.0%	84
Spent out of pocket prescription drugs/30 days: \$10-19	70,080	9.1%	93
Spent out of pocket prescription drugs/30 days: \$20-29	47,016	6.1%	93
Spent out of pocket prescription drugs/30 days: \$30-49	48,391	6.3%	86
Spent out of pocket prescription drugs/30 days: \$50-99	44,925	5.9%	89
Spent out of pocket prescription drugs/30 days: \$100-149	19,842	2.6%	92
Spent out of pocket prescription drugs/30 days: \$150+	19,522	2.5%	84

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Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	343,018	44.8%	97
Used last 6 months: cough syrup/suppressant(nonprescr)	222,873	29.1%	107
Used last 6 months: medicated skin cream/lotion/spray	224,132	29.3%	99
Used last 6 months: non-medicated nasal spray	89,096	11.6%	100
Used last 6 months: pain relieving rub/liquid/patch	203,784	26.6%	99
Used last 6 months: sleeping aid/snore relief	93,747	12.2%	96
Used last 6 months: sore throat remedy/cough drops	324,178	42.3%	103
Used last 12 months: sunburn remedy	96,054	12.5%	98
Used last 12 months: suntan/sunscreen product	301,620	39.4%	102
Used last 6 months: toothache/gum/canker sore remedy	58,854	7.7%	93
HH used last 6 months: children`s cold tablets/liquids	32,211	10.3%	120
HH used last 6 months: children`s cough syrup	27,317	8.8%	119
HH used kids pain reliever/fever reducer last 6 months	54,637	17.5%	111
HH used kids vitamins/nutritional suppl last 6 months	44,016	14.1%	120
Used body wash/shower gel in last 6 months	492,445	64.3%	100
Used breath freshener in last 6 months	278,709	36.4%	104
Used breath freshener in last 6 months: gum	171,916	22.4%	108
Used breath freshener in last 6 months: mints	116,445	15.2%	97
Used breath freshener in last 6 months: thin film	19,632	2.6%	112
Used complexion care product in last 6 months	422,202	55.1%	106
Used denture adhesive/fixative in last 6 months	23,477	3.1%	68
Used denture cleaner in last 6 months	44,760	5.8%	71
Used facial moisturizer in last 6 months	398,913	52.1%	108
Used personal foot care product in last 6 months	148,441	19.4%	105
Used hair coloring product (at home) last 6 months	145,372	19.0%	108
Used hair conditioning treatment (at home) in last 6 months	214,679	28.0%	105
Used hair growth product in last 6 months	28,752	3.8%	108
Used hair spray (at home) in last 6 months	196,918	25.7%	94
Used hair styling gel/lotion/mousse in last 6 months	291,522	38.1%	108
Used mouthwash in last 6 months	516,764	67.5%	103
Used mouthwash 8+ times in last 7 days	128,347	16.8%	104
Used sensitive toothpaste in last 6 months	134,198	17.5%	94
Used whitening toothpaste in last 6 months	281,821	36.8%	99
Used tooth whitener (not toothpaste) in last 6 months	87,528	11.4%	114
Used tooth whitener (gel) in last 6 months	14,905	1.9%	112
Used tooth whitener (strips) in last 6 months	48,851	6.4%	118
Visited a day spa in last 6 months	32,539	4.2%	108
Purchased product at salon/day spa in last 6 months	30,133	3.9%	99
Used professional service last 6 months: haircut	445,706	58.2%	100
Used professional service last 6 months: hair color/highlights	110,600	14.4%	98
Used professional service last 6 months: facial	19,878	2.6%	115
Used professional service last 6 months: massage	52,306	6.8%	102
Used professional service last 6 months: manicure	89,839	11.7%	108
Used professional service last 6 months: pedicure	111,001	14.5%	107
Spent \$1-99 at barber shops in last 6 months	118,632	15.5%	106
Spent \$100+ at barber shops in last 6 months	62,975	8.2%	114
Spent \$1-99 at beauty salons in last 6 months	85,531	11.2%	89
Spent \$100+ at beauty salons in last 6 months	131,424	17.2%	99

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