



# Health and Beauty Market Potential

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

Prepared by Esri  
 Latitude: 34.08705  
 Longitude: -117.69394

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>	
Population		187,907	194,587	
Population 18+		141,510	148,032	
Households		56,396	58,299	
Median Household Income		\$58,253	\$67,750	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week		29,093	20.6%	101
Typically spend 4-6 hours exercising per week		28,297	20.0%	99
Typically spend 1-3 hours exercising per week		35,621	25.2%	106
Exercise at home 2+ times per week		38,646	27.3%	98
Exercise at club 2+ times per week		20,650	14.6%	101
Exercise at other facility (not club) 2+ times/wk		12,269	8.7%	105
Own elliptical		4,321	3.1%	72
Own stationary bicycle		5,908	4.2%	82
Own treadmill		9,120	6.4%	69
Own weight lifting equipment		14,545	10.3%	83
Presently controlling diet		50,405	35.6%	99
Control diet for blood sugar level		10,965	7.7%	92
Control diet for cholesterol level		11,107	7.8%	96
Control diet to maintain weight		14,045	9.9%	94
Control diet for physical fitness		14,779	10.4%	101
Control diet for salt restriction		4,257	3.0%	111
Control diet for weight loss		16,136	11.4%	91
Used doctor`s care/diet for diet method		3,630	2.6%	97
Used exercise program for diet method		9,049	6.4%	94
Buy foods specifically labeled as fat-free		12,591	8.9%	104
Buy foods specifically labeled as gluten-free		7,589	5.4%	116
Buy foods specifically labeled as high fiber		8,916	6.3%	94
Buy foods specifically labeled as high protein		9,561	6.8%	97
Buy foods specifically labeled as lactose-free		5,708	4.0%	148
Buy foods specifically labeled as low-calorie		11,348	8.0%	102
Buy foods specifically labeled as low-carb		7,894	5.6%	86
Buy foods specifically labeled as low-cholesterol		7,221	5.1%	109
Buy foods specifically labeled as low-fat		11,282	8.0%	104
Buy foods specifically labeled as low-sodium		12,030	8.5%	101
Buy foods specifically labeled as natural/organic		16,794	11.9%	107
Buy foods specifically labeled as sugar-free		11,982	8.5%	101
Used meal/dietary/weight loss supplement last 6 mo		12,420	8.8%	109
Used vitamins/dietary supplements in last 6 months		73,437	51.9%	96
Provide services as a primary caregiver/caretaker		9,590	6.8%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	103,906	73.4%	95
Visited doctor in last 12 months: 1-2 times	35,768	25.3%	106
Visited doctor in last 12 months: 3-5 times	31,554	22.3%	95
Visited doctor in last 12 months: 6+ times	36,587	25.9%	87
Visited doctor in last 12 months: cardiologist	9,065	6.4%	84
Visited doctor in last 12 months: chiropractor	7,300	5.2%	73
Visited doctor in last 12 months: dentist	50,663	35.8%	97
Visited doctor in last 12 months: dermatologist	11,001	7.8%	91
Visited doctor in last 12 months: ear/nose/throat	6,182	4.4%	92
Visited doctor in last 12 months: eye	28,403	20.1%	93
Visited doctor in last 12 months: gastroenterologist	5,564	3.9%	88
Visited doctor in last 12 months: general/family	53,034	37.5%	90
Visited doctor in last 12 months: internist	7,670	5.4%	95
Visited doctor in last 12 months: physical therapist	5,908	4.2%	82
Visited doctor in last 12 months: podiatrist	4,195	3.0%	102
Visited doctor in last 12 months: urologist	4,562	3.2%	90
Visited nurse practitioner in last 12 months	5,134	3.6%	60
Wear regular/sun/tinted prescription eyeglasses	51,713	36.5%	90
Wear bifocals	12,787	9.0%	74
Wear disposable contact lenses	7,068	5.0%	82
Wear soft contact lenses	11,907	8.4%	87
Wear transition lenses	6,574	4.6%	84
Spent on eyeglasses in last 12 months: <\$100	4,248	3.0%	105
Spent on eyeglasses in last 12 months: \$100-\$199	7,416	5.2%	110
Spent on eyeglasses in last 12 months: \$200-\$249	3,580	2.5%	88
Spent on eyeglasses in last 12 months: \$250+	10,829	7.7%	80
Spent on contact lenses in last 12 months: <\$100	2,495	1.8%	91
Spent on contact lenses in last 12 months: \$100-\$199	4,290	3.0%	85
Spent on contact lenses in last 12 months: \$200+	5,084	3.6%	91
Bought prescription eyewear: discount optical ctr	10,524	7.4%	84
Bought prescription eyewear: private eye doctor	29,977	21.2%	87
Bought prescription eyewear: retail optical chain	14,909	10.5%	84
Bought prescription eyewear: online	4,014	2.8%	94
Used prescription drug for allergy/hay fever	6,472	4.6%	81
Used prescription drug for anxiety/panic	5,074	3.6%	76
Used prescription drug for arthritis/osteoarthritis	3,661	2.6%	80
Used prescription drug for rheumatoid arthritis	3,425	2.4%	92
Used prescription drug for asthma	5,168	3.7%	88
Used prescription drug for backache/back pain	8,918	6.3%	81
Used prescription drug for depression	5,577	3.9%	63
Used prescription drug for diabetes (insulin dependent)	2,495	1.8%	85
Used prescription drug for diabetes (non-insulin depend)	5,130	3.6%	91
Used prescription drug for heartburn/acid reflux	5,559	3.9%	66
Used prescription drug for high blood pressure	13,974	9.9%	75
Used prescription drug for high cholesterol	10,252	7.2%	80
Used prescription drug for migraine headache	3,697	2.6%	84
Used prescription drug for sinus congestion/headache	4,342	3.1%	79
Used prescription drug for urinary tract infection	3,205	2.3%	86
Filled prescription last 12 months: discount/dept store	2,998	2.1%	62
Filled prescription last 12 months: drug store/pharmacy	46,006	32.5%	89
Filled prescription last 12 months: supermarket	6,969	4.9%	66
Filled prescription last 12 months: mail order	7,659	5.4%	71
Spent out of pocket prescr drugs/30 days: <\$10	6,524	4.6%	72
Spent out of pocket prescr drugs/30 days: \$10-19	7,852	5.5%	67
Spent out of pocket prescr drugs/30 days: \$20-29	7,232	5.1%	84
Spent out of pocket prescr drugs/30 days: \$30-49	7,694	5.4%	83
Spent out of pocket prescr drugs/30 days: \$50-99	7,472	5.3%	86
Spent out of pocket prescr drugs/30 days: \$100-149	3,275	2.3%	82
Spent out of pocket prescr drugs/30 days: \$150+	3,447	2.4%	76

**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		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	22,169	15.7%	121
Used last 6 months: cold/sinus/allergy med (nonprescr)	67,709	47.8%	96
Used last 6 months: children`s cough syrup	18,912	13.4%	114
Used last 6 months: cough syrup/suppressant(nonprescr)	57,906	40.9%	115
Used last 6 months: medicated skin cream/lotion/spray	41,983	29.7%	97
Used last 6 months: nasal spray	23,874	16.9%	95
Used last 6 months: pain relieving rub/liquid/patch	35,664	25.2%	106
Used last 6 months: sleeping aid/snore relief	14,879	10.5%	89
Used last 6 months: sore throat remedy/cough drops	69,107	48.8%	101
Used last 12 months: sunburn remedy	21,363	15.1%	104
Used last 12 months: suntan/sunscreen product	56,352	39.8%	101
Used last 12 months: SPF 15 suntan/sunscreen product	11,041	7.8%	98
Used last 12 months: SPF 30-49 suntan/sunscreen prod	21,415	15.1%	91
Used last 12 months: SPF 50+ suntan/sunscreen product	21,079	14.9%	100
Used last 6 months: toothache/gum/canker sore remedy	14,302	10.1%	103
Used last 6 months: vitamins/nutritional suppl (kids)	22,834	16.1%	117
Used body wash/shower gel in last 6 months	89,636	63.3%	104
Used breath freshener in last 6 months	62,857	44.4%	107
Used breath freshener in last 6 months: gum	39,126	27.6%	111
Used breath freshener in last 6 months: mints	26,927	19.0%	101
Used breath freshener in last 6 months: thin film	4,249	3.0%	125
Used breath freshener 8+ times in last 7 days	14,242	10.1%	104
Used complexion care product in last 6 months	73,384	51.9%	109
Used denture adhesive/fixative in last 6 months	7,937	5.6%	91
Used denture cleaner in last 6 months	12,889	9.1%	87
Used facial moisturizer in last 6 months	65,130	46.0%	107
Used personal foot care product in last 6 months	31,671	22.4%	113
Used hair coloring product (at home) last 6 months	30,710	21.7%	117
Used hair conditioning treatment (at home)/6 mo	42,653	30.1%	117
Used hair growth product in last 6 months	4,688	3.3%	122
Used hair spray (at home) in last 6 months	41,574	29.4%	93
Used hair styling gel/lotion/mousse in last 6 mo	52,291	37.0%	110
Used mouthwash in last 6 months	99,200	70.1%	107
Used mouthwash 8+ times in last 7 days	27,248	19.3%	119
Used whitening toothpaste in last 6 months	45,260	32.0%	99
Used tooth whitener (not toothpaste) in last 6 mo	15,549	11.0%	111
Used tooth whitener (gel) in last 6 mos	3,692	2.6%	132
Used tooth whitener (strips) in last 6 months	7,832	5.5%	107
Visited a day spa in last 6 months	7,382	5.2%	109
Purchased product at salon/day spa in last 6 mo	5,388	3.8%	84
Professional srv last 6 months: haircut	85,500	60.4%	99
Professional srv last 6 months: hair color/highlights	19,747	14.0%	87
Professional srv last 6 months: facial	4,120	2.9%	115
Professional srv last 6 months: massage	10,634	7.5%	105
Professional srv last 6 months: manicure	19,454	13.7%	111
Professional srv last 6 months: pedicure	23,256	16.4%	109
Spent \$150+ at barber shops in last 6 months	4,442	3.1%	106
Spent \$150+ at beauty salons in last 6 months	12,909	9.1%	77

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Demographic Summary		2018	2023
Population		478,592	494,710
Population 18+		356,046	372,505
Households		138,190	142,528
Median Household Income		\$60,257	\$70,355

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	72,592	20.4%	100
Typically spend 4-6 hours exercising per week	73,602	20.7%	103
Typically spend 1-3 hours exercising per week	89,520	25.1%	106
Exercise at home 2+ times per week	98,923	27.8%	99
Exercise at club 2+ times per week	52,563	14.8%	102
Exercise at other facility (not club) 2+ times/wk	31,465	8.8%	107
Own elliptical	11,213	3.1%	75
Own stationary bicycle	14,531	4.1%	80
Own treadmill	23,740	6.7%	71
Own weight lifting equipment	36,996	10.4%	84
Presently controlling diet	126,636	35.6%	99
Control diet for blood sugar level	26,417	7.4%	88
Control diet for cholesterol level	27,474	7.7%	95
Control diet to maintain weight	35,345	9.9%	94
Control diet for physical fitness	37,345	10.5%	102
Control diet for salt restriction	10,556	3.0%	109
Control diet for weight loss	39,607	11.1%	88
Used doctor`s care/diet for diet method	8,620	2.4%	92
Used exercise program for diet method	23,172	6.5%	95
Buy foods specifically labeled as fat-free	32,323	9.1%	106
Buy foods specifically labeled as gluten-free	19,213	5.4%	117
Buy foods specifically labeled as high fiber	22,375	6.3%	94
Buy foods specifically labeled as high protein	24,513	6.9%	99
Buy foods specifically labeled as lactose-free	13,861	3.9%	143
Buy foods specifically labeled as low-calorie	27,973	7.9%	100
Buy foods specifically labeled as low-carb	19,783	5.6%	86
Buy foods specifically labeled as low-cholesterol	17,935	5.0%	107
Buy foods specifically labeled as low-fat	28,475	8.0%	104
Buy foods specifically labeled as low-sodium	29,189	8.2%	98
Buy foods specifically labeled as natural/organic	42,632	12.0%	108
Buy foods specifically labeled as sugar-free	28,166	7.9%	95
Used meal/dietary/weight loss supplement last 6 mo	31,319	8.8%	109
Used vitamins/dietary supplements in last 6 months	185,692	52.2%	96
Provide services as a primary caregiver/caretaker	25,417	7.1%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	262,218	73.6%	96
Visited doctor in last 12 months: 1-2 times	91,617	25.7%	108
Visited doctor in last 12 months: 3-5 times	78,346	22.0%	94
Visited doctor in last 12 months: 6+ times	92,270	25.9%	87
Visited doctor in last 12 months: cardiologist	22,308	6.3%	82
Visited doctor in last 12 months: chiropractor	17,987	5.1%	71
Visited doctor in last 12 months: dentist	126,550	35.5%	96
Visited doctor in last 12 months: dermatologist	27,511	7.7%	90
Visited doctor in last 12 months: ear/nose/throat	15,483	4.3%	91
Visited doctor in last 12 months: eye	69,655	19.6%	91
Visited doctor in last 12 months: gastroenterologist	14,390	4.0%	91
Visited doctor in last 12 months: general/family	132,996	37.4%	89
Visited doctor in last 12 months: internist	19,489	5.5%	96
Visited doctor in last 12 months: physical therapist	15,225	4.3%	84
Visited doctor in last 12 months: podiatrist	10,248	2.9%	99
Visited doctor in last 12 months: urologist	11,576	3.3%	91
Visited nurse practitioner in last 12 months	13,043	3.7%	61
Wear regular/sun/tinted prescription eyeglasses	128,144	36.0%	88
Wear bifocals	31,853	8.9%	73
Wear disposable contact lenses	18,535	5.2%	85
Wear soft contact lenses	29,369	8.2%	85
Wear transition lenses	16,517	4.6%	84
Spent on eyeglasses in last 12 months: <\$100	10,070	2.8%	99
Spent on eyeglasses in last 12 months: \$100-\$199	18,134	5.1%	107
Spent on eyeglasses in last 12 months: \$200-\$249	8,909	2.5%	87
Spent on eyeglasses in last 12 months: \$250+	28,156	7.9%	82
Spent on contact lenses in last 12 months: <\$100	5,905	1.7%	85
Spent on contact lenses in last 12 months: \$100-\$199	10,877	3.1%	86
Spent on contact lenses in last 12 months: \$200+	13,541	3.8%	96
Bought prescription eyewear: discount optical ctr	26,691	7.5%	85
Bought prescription eyewear: private eye doctor	75,140	21.1%	87
Bought prescription eyewear: retail optical chain	36,081	10.1%	80
Bought prescription eyewear: online	9,889	2.8%	92
Used prescription drug for allergy/hay fever	16,489	4.6%	82
Used prescription drug for anxiety/panic	12,591	3.5%	75
Used prescription drug for arthritis/osteoarthritis	8,994	2.5%	78
Used prescription drug for rheumatoid arthritis	8,316	2.3%	88
Used prescription drug for asthma	13,097	3.7%	89
Used prescription drug for backache/back pain	22,318	6.3%	80
Used prescription drug for depression	13,501	3.8%	60
Used prescription drug for diabetes (insulin dependent)	6,187	1.7%	84
Used prescription drug for diabetes (non-insulin depend)	13,692	3.8%	97
Used prescription drug for heartburn/acid reflux	13,256	3.7%	63
Used prescription drug for high blood pressure	34,814	9.8%	74
Used prescription drug for high cholesterol	26,105	7.3%	81
Used prescription drug for migraine headache	9,380	2.6%	85
Used prescription drug for sinus congestion/headache	10,815	3.0%	78
Used prescription drug for urinary tract infection	8,109	2.3%	86
Filled prescription last 12 months: discount/dept store	7,716	2.2%	63
Filled prescription last 12 months: drug store/pharmacy	114,339	32.1%	87
Filled prescription last 12 months: supermarket	16,650	4.7%	62
Filled prescription last 12 months: mail order	19,843	5.6%	73
Spent out of pocket prescr drugs/30 days: <\$10	16,514	4.6%	73
Spent out of pocket prescr drugs/30 days: \$10-19	20,458	5.7%	69
Spent out of pocket prescr drugs/30 days: \$20-29	17,313	4.9%	80
Spent out of pocket prescr drugs/30 days: \$30-49	19,379	5.4%	83
Spent out of pocket prescr drugs/30 days: \$50-99	18,664	5.2%	86
Spent out of pocket prescr drugs/30 days: \$100-149	8,274	2.3%	82
Spent out of pocket prescr drugs/30 days: \$150+	8,832	2.5%	77

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	58,123	16.3%	126
Used last 6 months: cold/sinus/allergy med (nonprescr)	169,614	47.6%	96
Used last 6 months: children`s cough syrup	50,202	14.1%	120
Used last 6 months: cough syrup/suppressant(nonprescr)	146,681	41.2%	116
Used last 6 months: medicated skin cream/lotion/spray	107,266	30.1%	99
Used last 6 months: nasal spray	59,882	16.8%	95
Used last 6 months: pain relieving rub/liquid/patch	91,379	25.7%	108
Used last 6 months: sleeping aid/snore relief	37,658	10.6%	89
Used last 6 months: sore throat remedy/cough drops	174,497	49.0%	102
Used last 12 months: sunburn remedy	55,199	15.5%	107
Used last 12 months: suntan/sunscreen product	143,812	40.4%	102
Used last 12 months: SPF 15 suntan/sunscreen product	27,613	7.8%	97
Used last 12 months: SPF 30-49 suntan/sunscreen prod	53,603	15.1%	91
Used last 12 months: SPF 50+ suntan/sunscreen product	55,044	15.5%	104
Used last 6 months: toothache/gum/canker sore remedy	37,818	10.6%	108
Used last 6 months: vitamins/nutritional suppl (kids)	60,028	16.9%	123
Used body wash/shower gel in last 6 months	226,837	63.7%	104
Used breath freshener in last 6 months	160,344	45.0%	109
Used breath freshener in last 6 months: gum	99,515	28.0%	112
Used breath freshener in last 6 months: mints	69,285	19.5%	104
Used breath freshener in last 6 months: thin film	11,493	3.2%	134
Used breath freshener 8+ times in last 7 days	36,426	10.2%	105
Used complexion care product in last 6 months	186,775	52.5%	111
Used denture adhesive/fixative in last 6 months	19,294	5.4%	88
Used denture cleaner in last 6 months	31,181	8.8%	84
Used facial moisturizer in last 6 months	164,707	46.3%	107
Used personal foot care product in last 6 months	80,434	22.6%	114
Used hair coloring product (at home) last 6 months	77,163	21.7%	117
Used hair conditioning treatment (at home)/6 mo	109,669	30.8%	119
Used hair growth product in last 6 months	12,206	3.4%	126
Used hair spray (at home) in last 6 months	105,288	29.6%	94
Used hair styling gel/lotion/mousse in last 6 mo	133,085	37.4%	111
Used mouthwash in last 6 months	249,394	70.0%	106
Used mouthwash 8+ times in last 7 days	68,058	19.1%	118
Used whitening toothpaste in last 6 months	113,398	31.8%	99
Used tooth whitener (not toothpaste) in last 6 mo	39,027	11.0%	111
Used tooth whitener (gel) in last 6 mos	9,550	2.7%	136
Used tooth whitener (strips) in last 6 months	19,669	5.5%	107
Visited a day spa in last 6 months	19,786	5.6%	116
Purchased product at salon/day spa in last 6 mo	13,826	3.9%	86
Professional srv last 6 months: haircut	215,521	60.5%	99
Professional srv last 6 months: hair color/highlights	51,772	14.5%	90
Professional srv last 6 months: facial	10,510	3.0%	116
Professional srv last 6 months: massage	26,722	7.5%	105
Professional srv last 6 months: manicure	50,262	14.1%	114
Professional srv last 6 months: pedicure	59,387	16.7%	110
Spent \$150+ at barber shops in last 6 months	12,090	3.4%	115
Spent \$150+ at beauty salons in last 6 months	33,605	9.4%	80

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Demographic Summary		2018	2023
Population		992,233	1,031,389
Population 18+		758,704	797,063
Households		297,813	308,628
Median Household Income		\$75,575	\$85,858

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	160,045	21.1%	104
Typically spend 4-6 hours exercising per week	165,955	21.9%	109
Typically spend 1-3 hours exercising per week	191,145	25.2%	106
Exercise at home 2+ times per week	227,671	30.0%	107
Exercise at club 2+ times per week	127,749	16.8%	117
Exercise at other facility (not club) 2+ times/wk	71,358	9.4%	114
Own elliptical	31,737	4.2%	99
Own stationary bicycle	36,899	4.9%	95
Own treadmill	66,838	8.8%	94
Own weight lifting equipment	94,702	12.5%	101
Presently controlling diet	278,710	36.7%	102
Control diet for blood sugar level	55,679	7.3%	87
Control diet for cholesterol level	59,594	7.9%	97
Control diet to maintain weight	84,065	11.1%	105
Control diet for physical fitness	87,121	11.5%	111
Control diet for salt restriction	20,975	2.8%	102
Control diet for weight loss	95,145	12.5%	100
Used doctor`s care/diet for diet method	17,333	2.3%	86
Used exercise program for diet method	53,693	7.1%	104
Buy foods specifically labeled as fat-free	67,944	9.0%	105
Buy foods specifically labeled as gluten-free	40,947	5.4%	117
Buy foods specifically labeled as high fiber	51,819	6.8%	102
Buy foods specifically labeled as high protein	55,892	7.4%	106
Buy foods specifically labeled as lactose-free	26,209	3.5%	127
Buy foods specifically labeled as low-calorie	62,420	8.2%	105
Buy foods specifically labeled as low-carb	46,546	6.1%	95
Buy foods specifically labeled as low-cholesterol	37,655	5.0%	106
Buy foods specifically labeled as low-fat	61,296	8.1%	105
Buy foods specifically labeled as low-sodium	64,393	8.5%	101
Buy foods specifically labeled as natural/organic	97,459	12.8%	116
Buy foods specifically labeled as sugar-free	61,336	8.1%	97
Used meal/dietary/weight loss supplement last 6 mo	64,466	8.5%	106
Used vitamins/dietary supplements in last 6 months	412,910	54.4%	101
Provide services as a primary caregiver/caretaker	49,765	6.6%	95

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# Health and Beauty Market Potential

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

Prepared by Esri  
 Latitude: 34.08705  
 Longitude: -117.69394

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	580,165	76.5%	99
Visited doctor in last 12 months: 1-2 times	188,188	24.8%	104
Visited doctor in last 12 months: 3-5 times	178,301	23.5%	100
Visited doctor in last 12 months: 6+ times	213,720	28.2%	95
Visited doctor in last 12 months: cardiologist	50,653	6.7%	87
Visited doctor in last 12 months: chiropractor	46,381	6.1%	86
Visited doctor in last 12 months: dentist	295,860	39.0%	106
Visited doctor in last 12 months: dermatologist	68,304	9.0%	105
Visited doctor in last 12 months: ear/nose/throat	35,469	4.7%	98
Visited doctor in last 12 months: eye	159,425	21.0%	98
Visited doctor in last 12 months: gastroenterologist	31,798	4.2%	94
Visited doctor in last 12 months: general/family	304,410	40.1%	96
Visited doctor in last 12 months: internist	48,626	6.4%	113
Visited doctor in last 12 months: physical therapist	37,170	4.9%	96
Visited doctor in last 12 months: podiatrist	23,056	3.0%	105
Visited doctor in last 12 months: urologist	26,030	3.4%	96
Visited nurse practitioner in last 12 months	30,478	4.0%	67
Wear regular/sun/tinted prescription eyeglasses	297,587	39.2%	96
Wear bifocals	73,655	9.7%	79
Wear disposable contact lenses	44,625	5.9%	96
Wear soft contact lenses	73,495	9.7%	100
Wear transition lenses	39,308	5.2%	93
Spent on eyeglasses in last 12 months: <\$100	19,682	2.6%	91
Spent on eyeglasses in last 12 months: \$100-\$199	38,023	5.0%	105
Spent on eyeglasses in last 12 months: \$200-\$249	22,330	2.9%	102
Spent on eyeglasses in last 12 months: \$250+	71,435	9.4%	98
Spent on contact lenses in last 12 months: <\$100	13,108	1.7%	89
Spent on contact lenses in last 12 months: \$100-\$199	27,488	3.6%	102
Spent on contact lenses in last 12 months: \$200+	32,006	4.2%	106
Bought prescription eyewear: discount optical ctr	61,614	8.1%	92
Bought prescription eyewear: private eye doctor	172,898	22.8%	93
Bought prescription eyewear: retail optical chain	91,631	12.1%	96
Bought prescription eyewear: online	24,128	3.2%	106
Used prescription drug for allergy/hay fever	40,005	5.3%	93
Used prescription drug for anxiety/panic	28,441	3.7%	80
Used prescription drug for arthritis/osteoarthritis	19,283	2.5%	78
Used prescription drug for rheumatoid arthritis	16,270	2.1%	81
Used prescription drug for asthma	28,186	3.7%	90
Used prescription drug for backache/back pain	46,235	6.1%	78
Used prescription drug for depression	31,636	4.2%	66
Used prescription drug for diabetes (insulin dependent)	12,633	1.7%	81
Used prescription drug for diabetes (non-insulin depend)	28,688	3.8%	95
Used prescription drug for heartburn/acid reflux	31,991	4.2%	71
Used prescription drug for high blood pressure	80,931	10.7%	80
Used prescription drug for high cholesterol	58,858	7.8%	85
Used prescription drug for migraine headache	19,878	2.6%	84
Used prescription drug for sinus congestion/headache	23,799	3.1%	81
Used prescription drug for urinary tract infection	17,017	2.2%	85
Filled prescription last 12 months: discount/dept store	18,656	2.5%	72
Filled prescription last 12 months: drug store/pharmacy	259,943	34.3%	93
Filled prescription last 12 months: supermarket	43,904	5.8%	77
Filled prescription last 12 months: mail order	52,427	6.9%	90
Spent out of pocket prescr drugs/30 days: <\$10	39,515	5.2%	82
Spent out of pocket prescr drugs/30 days: \$10-19	53,124	7.0%	84
Spent out of pocket prescr drugs/30 days: \$20-29	43,175	5.7%	93
Spent out of pocket prescr drugs/30 days: \$30-49	45,785	6.0%	92
Spent out of pocket prescr drugs/30 days: \$50-99	42,139	5.6%	91
Spent out of pocket prescr drugs/30 days: \$100-149	19,253	2.5%	89
Spent out of pocket prescr drugs/30 days: \$150+	20,128	2.7%	82

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# Health and Beauty Market Potential

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

Prepared by Esri  
 Latitude: 34.08705  
 Longitude: -117.69394

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	111,100	14.6%	113
Used last 6 months: cold/sinus/allergy med (nonprescr)	369,207	48.7%	98
Used last 6 months: children`s cough syrup	96,405	12.7%	108
Used last 6 months: cough syrup/suppressant(nonprescr)	288,345	38.0%	107
Used last 6 months: medicated skin cream/lotion/spray	227,100	29.9%	98
Used last 6 months: nasal spray	130,205	17.2%	97
Used last 6 months: pain relieving rub/liquid/patch	185,001	24.4%	102
Used last 6 months: sleeping aid/snore relief	83,341	11.0%	93
Used last 6 months: sore throat remedy/cough drops	367,568	48.4%	101
Used last 12 months: sunburn remedy	115,713	15.3%	106
Used last 12 months: suntan/sunscreen product	333,356	43.9%	111
Used last 12 months: SPF 15 suntan/sunscreen product	66,099	8.7%	109
Used last 12 months: SPF 30-49 suntan/sunscreen prod	136,182	17.9%	108
Used last 12 months: SPF 50+ suntan/sunscreen product	126,329	16.7%	112
Used last 6 months: toothache/gum/canker sore remedy	70,723	9.3%	95
Used last 6 months: vitamins/nutritional suppl (kids)	121,325	16.0%	116
Used body wash/shower gel in last 6 months	464,334	61.2%	100
Used breath freshener in last 6 months	327,521	43.2%	104
Used breath freshener in last 6 months: gum	202,181	26.6%	107
Used breath freshener in last 6 months: mints	144,780	19.1%	102
Used breath freshener in last 6 months: thin film	22,507	3.0%	123
Used breath freshener 8+ times in last 7 days	74,813	9.9%	102
Used complexion care product in last 6 months	394,277	52.0%	110
Used denture adhesive/fixative in last 6 months	34,557	4.6%	74
Used denture cleaner in last 6 months	60,164	7.9%	76
Used facial moisturizer in last 6 months	356,299	47.0%	109
Used personal foot care product in last 6 months	158,482	20.9%	106
Used hair coloring product (at home) last 6 months	152,644	20.1%	108
Used hair conditioning treatment (at home)/6 mo	215,662	28.4%	110
Used hair growth product in last 6 months	24,275	3.2%	118
Used hair spray (at home) in last 6 months	226,627	29.9%	95
Used hair styling gel/lotion/mousse in last 6 mo	277,849	36.6%	109
Used mouthwash in last 6 months	515,544	68.0%	103
Used mouthwash 8+ times in last 7 days	132,492	17.5%	108
Used whitening toothpaste in last 6 months	253,718	33.4%	104
Used tooth whitener (not toothpaste) in last 6 mo	81,479	10.7%	108
Used tooth whitener (gel) in last 6 mos	17,374	2.3%	116
Used tooth whitener (strips) in last 6 months	41,953	5.5%	107
Visited a day spa in last 6 months	45,309	6.0%	125
Purchased product at salon/day spa in last 6 mo	33,893	4.5%	99
Professional srv last 6 months: haircut	478,942	63.1%	103
Professional srv last 6 months: hair color/highlights	124,925	16.5%	102
Professional srv last 6 months: facial	24,408	3.2%	127
Professional srv last 6 months: massage	66,283	8.7%	123
Professional srv last 6 months: manicure	113,417	14.9%	121
Professional srv last 6 months: pedicure	136,524	18.0%	119
Spent \$150+ at barber shops in last 6 months	25,635	3.4%	114
Spent \$150+ at beauty salons in last 6 months	94,934	12.5%	106

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