



Health and Beauty Market Potential

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

Latitude: 34.08738
 Longitude: -117.6932

Demographic Summary		2013	2018	
Population		180,525	188,415	
Population 18+		133,778	140,773	
Households		54,348	56,711	
Median Household Income		\$53,305	\$60,351	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		32,505	24.3%	89
Exercise at club 2+ times per week		16,627	12.4%	94
Exercise at other facility (not club) 2+ times/wk		9,789	7.3%	98
Own elliptical		4,499	3.4%	87
Own stationary bicycle		5,530	4.1%	74
Own treadmill		9,779	7.3%	70
Own weight lifting equipment		13,111	9.8%	75
Presently controlling diet		42,511	31.8%	88
Diet control for blood sugar level		9,174	6.9%	92
Diet control for cholesterol level		11,222	8.4%	90
Diet control to maintain weight		13,566	10.1%	92
Diet control for physical fitness		12,342	9.2%	89
Diet control for salt restriction		4,289	3.2%	95
Diet control for weight loss		15,892	11.9%	88
Used doctor`s care/diet for diet method		3,700	2.8%	103
Used exercise program for diet method		9,707	7.3%	86
Used Weight Watchers as diet method		3,426	2.6%	102
Buy foods specifically labeled as fat-free		15,280	11.4%	87
Buy foods specifically labeled as gluten-free		3,392	2.5%	95
Buy foods specifically labeled as high fiber		11,560	8.6%	87
Buy foods specifically labeled as high protein		7,771	5.8%	103
Buy foods specifically labeled as lactose-free		2,783	2.1%	103
Buy foods specifically labeled as low-calorie		12,619	9.4%	89
Buy foods specifically labeled as low-carb		6,600	4.9%	79
Buy foods specifically labeled as low-cholesterol		8,426	6.3%	93
Buy foods specifically labeled as low-fat		14,426	10.8%	91
Buy foods specifically labeled as low-sodium		12,232	9.1%	91
Buy foods specifically labeled as natural/organic		10,894	8.1%	89
Buy foods specifically labeled as sugar-free		12,843	9.6%	91
Used meal/dietary/weight loss supplement last 6 mo		8,217	6.1%	89
Used vitamins/dietary supplements in last 6 months		65,652	49.1%	92
Vitamin/dietary suppl used/6 mo: antioxidant		4,236	3.2%	127
Vitamin/dietary suppl used/6 mo: B complex		7,815	5.8%	107
Vitamin/dietary suppl used/6 mo: B complex+C		4,673	3.5%	157
Vitamin/dietary suppl used/6 mo: B-6		3,036	2.3%	106
Vitamin/dietary suppl used/6 mo: B-12		9,078	6.8%	94
Vitamin/dietary suppl used/6 mo: C		9,794	7.3%	87
Vitamin/dietary suppl used/6 mo: calcium		13,896	10.4%	90
Vitamin/dietary suppl used/6 mo: D		12,948	9.7%	85
Vitamin/dietary suppl used/6 mo: E		5,127	3.8%	92
Vitamin/dietary suppl used/6 mo: glucosamine		5,262	3.9%	95
Vitamin/dietary suppl used/6 mo: iron		4,734	3.5%	114
Vitamin/dietary suppl used/6 mo: multiple formula		11,561	8.6%	70
Vitamin/dietary suppl used/6 mo: multiple w/iron		5,077	3.8%	92
Vitamin/dietary suppl used/6 mo: mult w/minerals		7,129	5.3%	94
Vitamin/dietary suppl used/6 mo: zinc		2,804	2.1%	99
Vitamin/dietary suppl used/6 mo: Caltrate 600		4,019	3.0%	101
Vitamin/dietary suppl used/6 mo: Centrum		8,491	6.3%	142
Vitamin/dietary suppl used/6 mo: Nature Made		9,017	6.7%	91
Primary caregiver/caretaker		9,152	6.8%	94

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	92,523	69.2%	92
Visited doctor in last 12 months: 1-2 times	31,974	23.9%	100
Visited doctor in last 12 months: 3-5 times	25,169	18.8%	87
Visited doctor in last 12 months: 6+ times	35,865	26.8%	89
Visited doctor in last 12 mo: allergist	2,442	1.8%	93
Visited doctor in last 12 mo: cardiologist	6,901	5.2%	78
Visited doctor in last 12 mo: chiropractor	7,792	5.8%	85
Visited doctor in last 12 mo: dentist	42,738	31.9%	90
Visited doctor in last 12 mo: dermatologist	8,228	6.2%	79
Visited doctor in last 12 mo: ear/nose/throat	5,976	4.5%	101
Visited doctor in last 12 mo: eye	22,927	17.1%	85
Visited doctor in last 12 mo: gastroenterologist	5,054	3.8%	97
Visited doctor in last 12 mo: general/family	47,485	35.5%	87
Visited doctor in last 12 mo: internist	7,197	5.4%	85
Visited doctor in last 12 mo: physical therapist	5,516	4.1%	93
Visited doctor in last 12 mo: podiatrist	3,409	2.5%	91
Visited doctor in last 12 mo: urologist	3,976	3.0%	77
Visited nurse practitioner in last 12 months	4,867	3.6%	81
Wear regular/sun/tinted prescription eyeglasses	38,505	28.8%	83
Wear bi-focals	14,265	10.7%	67
Wear disposable contact lenses	7,287	5.4%	78
Wear soft contact lenses	11,913	8.9%	90
Wear transition lenses	5,053	3.8%	72
Spent on eyeglasses in last 12 mo: <\$100	3,622	2.7%	102
Spent on eyeglasses in last 12 mo: \$100-\$199	5,832	4.4%	103
Spent on eyeglasses in last 12 mo: \$200-\$249	3,556	2.7%	86
Spent on eyeglasses in last 12 mo: \$250+	9,591	7.2%	79
Spent on contact lenses in last 12 mo: <\$100	3,333	2.5%	94
Spent on contact lenses in last 12 mo: \$100-\$199	4,862	3.6%	92
Spent on contact lenses in last 12 mo: \$200+	4,493	3.4%	93
Bought prescription eyewear: discount optical ctr	9,325	7.0%	84
Bought prescription eyewear: private eye doctor	28,275	21.1%	85
Bought prescription eyewear: retail optical chain	11,911	8.9%	77
Used prescription drug for allergy/hay fever	6,481	4.8%	76
Used prescription drug for anxiety/panic	5,164	3.9%	83
Used prescr drug for arthritis/osteoarthritis	3,343	2.5%	77
Used prescr drug for rheumatoid arthritis	2,767	2.1%	85
Used prescription drug for asthma	5,509	4.1%	99
Used prescription drug for backache/back pain	9,091	6.8%	93
Used prescription drug for depression	6,895	5.2%	81
Used prescr drug for diabetes (insulin dependent)	2,510	1.9%	93
Used prescr drug for diabetes (non-insulin depend)	5,300	4.0%	100
Used prescription drug for eczema/skin itch/rash	2,205	1.6%	86
Used prescription drug for heartburn/acid reflux	6,269	4.7%	77
Used prescription drug for high blood pressure	13,090	9.8%	74
Used prescription drug for high cholesterol	9,643	7.2%	80
Used prescription drug for migraine headache	3,748	2.8%	90
Used prescr drug for sinus congestion/headache	4,927	3.7%	88
Used prescription drug for urinary tract infection	3,428	2.6%	92
Used last 6 mo: adhesive bandages	64,677	48.3%	87

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	17,611	13.2%	123
Used last 6 mo: children`s cold tablets/liquids	21,939	16.4%	116
Used last 6 mo: cold/sinus/allergy med (nonprescr)	56,140	42.0%	88
Used last 6 mo: contact lens cleaning solution	14,499	10.8%	83
Used last 6 mo: cotton swabs	63,570	47.5%	99
Used last 6 mo: children`s cough syrup	23,993	17.9%	125
Used last 6 mo: cough syrup/suppressant(nonprescr)	46,880	35.0%	105
Used last 6 mo: eye wash/drops	38,814	29.0%	100
Used last 6 mo: headache/pain reliever (nonprescr)	103,558	77.4%	94
Used last 6 mo: heartburn/indigest/diarrhea remedy	54,071	40.4%	90
Used last 6 mo: hemorrhoid remedy	9,263	6.9%	86
Used last 6 mo: lactose intolerance product	5,411	4.0%	109
Used last 6 mo: laxative/fiber supplement	16,212	12.1%	78
Used last 6 mo: medicated skin cream/lotion/spray	33,687	25.2%	87
Used last 6 mo: nasal spray	18,501	13.8%	86
Used last 6 mo: pain reliever/fever reducer (kids)	33,181	24.8%	113
Used last 6 mo: pain relieving rub/liquid/patch	26,646	19.9%	91
Used last 6 mo: sleeping aid/snore relief	7,667	5.7%	74
Used last 6 mo: sore throat remedy/cough drops	64,275	48.0%	99
Used last 12 mo: sunburn remedy	16,344	12.2%	88
Used last 12 mo: suntan/sunscreen product	45,095	33.7%	89
Used last 12 mo: SPF 15 suntan/sunscreen product	11,242	8.4%	84
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	18,295	13.7%	82
Used last 12 mo: SPF 50+ suntan/sunscreen product	13,135	9.8%	91
Used last 6 mo: toothache/gum/canker sore remedy	12,058	9.0%	87
Used last 6 mo: vitamins/nutritional suppl (kids)	23,288	17.4%	117
Used body powder in last 6 months	29,046	21.7%	92
Used body wash/shower gel in last 6 months	75,579	56.5%	99
Used breath freshener in last 6 months	57,540	43.0%	102
Used breath freshener in last 6 mo: gum	39,838	29.8%	108
Used breath freshener in last 6 mo: mints	23,717	17.7%	100
Used breath freshener in last 6 mo: spray/drops	3,266	2.4%	121
Used breath freshener in last 6 mo: thin film	3,342	2.5%	98
Used breath freshener 8+ times in last 7 days	16,672	12.5%	112
Used complexion care product in last 6 months	66,842	50.0%	106
Used complexion care prod in last 6 mo: astringent	7,261	5.4%	89
Used complexion care prod in last 6 mo: cleanser	35,793	26.8%	106
Used complexion care prod in last 6 mo: toner	8,619	6.4%	98
Used dental floss in last 6 months	82,588	61.7%	99
Used dental rinse in last 6 months	32,774	24.5%	113
Used denture adhesive/fixative in last 6 months	7,237	5.4%	87
Used denture cleaner in last 6 months	12,195	9.1%	83
Used deodorant/antiperspirant in last 6 months	122,869	91.8%	99
Used disposable razor in last 6 months	70,944	53.0%	96
Used electric shaver in last 6 months	20,484	15.3%	85

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Product/Consumer Behavior	Expected Number of		MPI
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Used facial moisturizer in last 6 months	57,375	42.9%	100
Used personal foot care product in last 6 months	30,637	22.9%	106
Used hair coloring product (at home) last 6 months	28,868	21.6%	111
Used hair conditioner (at home) in last 6 months	81,995	61.3%	100
Used hair conditioning treatment (at home)/6 mo	33,192	24.8%	109
Used hair growth product in last 6 months	3,971	3.0%	111
Used hair spray (at home) in last 6 months	41,976	31.4%	92
Used hair styling gel/lotion/mousse in last 6 mo	48,417	36.2%	105
Used hand & body cream/lotion/oil in last 6 months	98,996	74.0%	102
Used lip care product in last 6 months	78,470	58.7%	95
Used liquid soap/hand sanitizer in last 6 months	99,674	74.5%	96
Used mouthwash in last 6 months	90,598	67.7%	103
Used mouthwash 8+ times in last 7 days	24,831	18.6%	113
Used shampoo (at home) in last 6 months	120,036	89.7%	98
Used shaving cream/gel in last 6 months	65,059	48.6%	97
Bought toothbrush in last 6 months	111,853	83.6%	99
Bought electric toothbrush in last 6 months	7,998	6.0%	82
Used toothpaste in last 6 months	129,238	96.6%	101
Used toothpaste (gel) in last 6 months	31,196	23.3%	86
Used toothpaste (paste) in last 6 months	69,379	51.9%	103
Used whitening toothpaste in last 6 months	39,798	29.7%	91
Used toothpaste with baking soda in last 6 months	29,081	21.7%	105
Used toothpaste for sensitive teeth in last 6 mo	12,088	9.0%	84
Used tooth whitener (not toothpaste) in last 6 mo	13,843	10.3%	106
Used tooth whitener (strips) in last 6 months	7,532	5.6%	106
Visited a day spa in last 6 months	6,881	5.1%	91
Purchased product at salon/day spa in last 6 mo	7,734	5.8%	88
Professional srv last 6 mo: haircut	74,632	55.8%	88
Professional srv last 6 mo: hair color/highlights	17,756	13.3%	79
Professional srv last 6 mo: facial	4,568	3.4%	103
Professional srv last 6 mo: massage	9,687	7.2%	89
Professional srv last 6 mo: manicure	17,531	13.1%	102
Professional srv last 6 mo: pedicure	19,506	14.6%	94
Spent \$150+ at barber shops in last 6 months	3,843	2.9%	114
Spent \$150+ at beauty salons in last 6 months	10,558	7.9%	74

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Demographic Summary		2013	2018	
Population		460,324	477,863	
Population 18+		336,601	352,382	
Households		133,590	138,596	
Median Household Income		\$54,665	\$62,467	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		79,751	23.7%	87
Exercise at club 2+ times per week		40,432	12.0%	91
Exercise at other facility (not club) 2+ times/wk		24,362	7.2%	97
Own elliptical		11,713	3.5%	90
Own stationary bicycle		13,530	4.0%	72
Own treadmill		24,244	7.2%	69
Own weight lifting equipment		32,812	9.7%	75
Presently controlling diet		102,026	30.3%	84
Diet control for blood sugar level		22,901	6.8%	91
Diet control for cholesterol level		27,527	8.2%	87
Diet control to maintain weight		33,929	10.1%	91
Diet control for physical fitness		30,716	9.1%	88
Diet control for salt restriction		10,525	3.1%	93
Diet control for weight loss		38,787	11.5%	86
Used doctor`s care/diet for diet method		9,289	2.8%	103
Used exercise program for diet method		24,077	7.2%	85
Used Weight Watchers as diet method		8,498	2.5%	101
Buy foods specifically labeled as fat-free		36,219	10.8%	82
Buy foods specifically labeled as gluten-free		8,560	2.5%	95
Buy foods specifically labeled as high fiber		28,101	8.3%	84
Buy foods specifically labeled as high protein		18,792	5.6%	99
Buy foods specifically labeled as lactose-free		7,165	2.1%	105
Buy foods specifically labeled as low-calorie		29,837	8.9%	84
Buy foods specifically labeled as low-carb		16,694	5.0%	80
Buy foods specifically labeled as low-cholesterol		20,755	6.2%	91
Buy foods specifically labeled as low-fat		35,347	10.5%	88
Buy foods specifically labeled as low-sodium		29,578	8.8%	87
Buy foods specifically labeled as natural/organic		26,606	7.9%	86
Buy foods specifically labeled as sugar-free		31,561	9.4%	89
Used meal/dietary/weight loss supplement last 6 mo		20,986	6.2%	91
Used vitamins/dietary supplements in last 6 months		160,544	47.7%	89
Vitamin/dietary suppl used/6 mo: antioxidant		10,649	3.2%	127
Vitamin/dietary suppl used/6 mo: B complex		19,885	5.9%	109
Vitamin/dietary suppl used/6 mo: B complex+C		11,451	3.4%	153
Vitamin/dietary suppl used/6 mo: B-6		7,729	2.3%	107
Vitamin/dietary suppl used/6 mo: B-12		22,599	6.7%	93
Vitamin/dietary suppl used/6 mo: C		24,242	7.2%	86
Vitamin/dietary suppl used/6 mo: calcium		35,013	10.4%	90
Vitamin/dietary suppl used/6 mo: D		32,626	9.7%	85
Vitamin/dietary suppl used/6 mo: E		12,890	3.8%	92
Vitamin/dietary suppl used/6 mo: glucosamine		12,882	3.8%	92
Vitamin/dietary suppl used/6 mo: iron		11,978	3.6%	115
Vitamin/dietary suppl used/6 mo: multiple formula		28,117	8.4%	67
Vitamin/dietary suppl used/6 mo: multiple w/iron		12,424	3.7%	90
Vitamin/dietary suppl used/6 mo: mult w/minerals		17,745	5.3%	93
Vitamin/dietary suppl used/6 mo: zinc		7,207	2.1%	101
Vitamin/dietary suppl used/6 mo: Caltrate 600		10,330	3.1%	103
Vitamin/dietary suppl used/6 mo: Centrum		20,732	6.2%	138
Vitamin/dietary suppl used/6 mo: Nature Made		22,616	6.7%	90
Primary caregiver/caretaker		22,602	6.7%	92

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	Adults	Percent	
Visited doctor in last 12 months	232,420	69.0%	91
Visited doctor in last 12 months: 1-2 times	82,956	24.6%	103
Visited doctor in last 12 months: 3-5 times	61,883	18.4%	85
Visited doctor in last 12 months: 6+ times	88,097	26.2%	87
Visited doctor in last 12 mo: allergist	6,255	1.9%	95
Visited doctor in last 12 mo: cardiologist	17,730	5.3%	80
Visited doctor in last 12 mo: chiropractor	19,065	5.7%	83
Visited doctor in last 12 mo: dentist	105,110	31.2%	88
Visited doctor in last 12 mo: dermatologist	21,043	6.3%	80
Visited doctor in last 12 mo: ear/nose/throat	14,930	4.4%	100
Visited doctor in last 12 mo: eye	57,489	17.1%	85
Visited doctor in last 12 mo: gastroenterologist	12,648	3.8%	96
Visited doctor in last 12 mo: general/family	121,327	36.0%	88
Visited doctor in last 12 mo: internist	17,639	5.2%	83
Visited doctor in last 12 mo: physical therapist	13,451	4.0%	90
Visited doctor in last 12 mo: podiatrist	8,282	2.5%	88
Visited doctor in last 12 mo: urologist	10,027	3.0%	77
Visited nurse practitioner in last 12 months	11,740	3.5%	78
Wear regular/sun/tinted prescription eyeglasses	92,942	27.6%	80
Wear bi-focals	35,150	10.4%	66
Wear disposable contact lenses	17,862	5.3%	76
Wear soft contact lenses	29,039	8.6%	87
Wear transition lenses	13,120	3.9%	75
Spent on eyeglasses in last 12 mo: <\$100	8,864	2.6%	99
Spent on eyeglasses in last 12 mo: \$100-\$199	14,586	4.3%	103
Spent on eyeglasses in last 12 mo: \$200-\$249	9,187	2.7%	89
Spent on eyeglasses in last 12 mo: \$250+	23,778	7.1%	78
Spent on contact lenses in last 12 mo: <\$100	7,824	2.3%	88
Spent on contact lenses in last 12 mo: \$100-\$199	11,989	3.6%	90
Spent on contact lenses in last 12 mo: \$200+	10,984	3.3%	91
Bought prescription eyewear: discount optical ctr	23,284	6.9%	84
Bought prescription eyewear: private eye doctor	69,417	20.6%	83
Bought prescription eyewear: retail optical chain	30,156	9.0%	78
Used prescription drug for allergy/hay fever	16,198	4.8%	76
Used prescription drug for anxiety/panic	13,024	3.9%	84
Used prescr drug for arthritis/osteoarthritis	8,440	2.5%	77
Used prescr drug for rheumatoid arthritis	6,769	2.0%	83
Used prescription drug for asthma	13,940	4.1%	100
Used prescription drug for backache/back pain	22,535	6.7%	91
Used prescription drug for depression	17,414	5.2%	81
Used prescr drug for diabetes (insulin dependent)	6,398	1.9%	94
Used prescr drug for diabetes (non-insulin depend)	12,869	3.8%	96
Used prescription drug for eczema/skin itch/rash	5,464	1.6%	85
Used prescription drug for heartburn/acid reflux	15,698	4.7%	77
Used prescription drug for high blood pressure	31,699	9.4%	71
Used prescription drug for high cholesterol	23,943	7.1%	79
Used prescription drug for migraine headache	9,410	2.8%	90
Used prescr drug for sinus congestion/headache	12,206	3.6%	87
Used prescription drug for urinary tract infection	8,372	2.5%	89
Used last 6 mo: adhesive bandages	159,396	47.4%	85

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	47,143	14.0%	131
Used last 6 mo: children`s cold tablets/liquids	55,956	16.6%	118
Used last 6 mo: cold/sinus/allergy med (nonprescr)	140,066	41.6%	87
Used last 6 mo: contact lens cleaning solution	35,383	10.5%	81
Used last 6 mo: cotton swabs	162,101	48.2%	100
Used last 6 mo: children`s cough syrup	62,194	18.5%	129
Used last 6 mo: cough syrup/suppressant(nonprescr)	117,946	35.0%	105
Used last 6 mo: eye wash/drops	96,060	28.5%	98
Used last 6 mo: headache/pain reliever (nonprescr)	259,230	77.0%	94
Used last 6 mo: heartburn/indigest/diarrhea remedy	135,306	40.2%	89
Used last 6 mo: hemorrhoid remedy	23,799	7.1%	88
Used last 6 mo: lactose intolerance product	14,127	4.2%	113
Used last 6 mo: laxative/fiber supplement	39,177	11.6%	75
Used last 6 mo: medicated skin cream/lotion/spray	82,480	24.5%	84
Used last 6 mo: nasal spray	47,513	14.1%	88
Used last 6 mo: pain reliever/fever reducer (kids)	84,447	25.1%	114
Used last 6 mo: pain relieving rub/liquid/patch	65,506	19.5%	89
Used last 6 mo: sleeping aid/snore relief	19,393	5.8%	74
Used last 6 mo: sore throat remedy/cough drops	158,613	47.1%	97
Used last 12 mo: sunburn remedy	39,975	11.9%	85
Used last 12 mo: suntan/sunscreen product	110,724	32.9%	87
Used last 12 mo: SPF 15 suntan/sunscreen product	27,291	8.1%	81
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	45,859	13.6%	82
Used last 12 mo: SPF 50+ suntan/sunscreen product	33,100	9.8%	91
Used last 6 mo: toothache/gum/canker sore remedy	28,707	8.5%	82
Used last 6 mo: vitamins/nutritional suppl (kids)	59,525	17.7%	118
Used body powder in last 6 months	70,543	21.0%	89
Used body wash/shower gel in last 6 months	186,008	55.3%	97
Used breath freshener in last 6 months	142,476	42.3%	100
Used breath freshener in last 6 mo: gum	98,151	29.2%	106
Used breath freshener in last 6 mo: mints	59,034	17.5%	99
Used breath freshener in last 6 mo: spray/drops	8,133	2.4%	119
Used breath freshener in last 6 mo: thin film	8,344	2.5%	97
Used breath freshener 8+ times in last 7 days	41,088	12.2%	110
Used complexion care product in last 6 months	166,220	49.4%	105
Used complexion care prod in last 6 mo: astringent	17,851	5.3%	87
Used complexion care prod in last 6 mo: cleanser	88,867	26.4%	104
Used complexion care prod in last 6 mo: toner	21,452	6.4%	97
Used dental floss in last 6 months	208,093	61.8%	99
Used dental rinse in last 6 months	84,196	25.0%	115
Used denture adhesive/fixative in last 6 months	17,511	5.2%	83
Used denture cleaner in last 6 months	29,577	8.8%	80
Used deodorant/antiperspirant in last 6 months	309,349	91.9%	99
Used disposable razor in last 6 months	175,215	52.1%	94
Used electric shaver in last 6 months	51,715	15.4%	86

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Health and Beauty Market Potential

Montclair, CA
 5060 Montclair Plaza Ln, Montclair, California, 91763
 Ring: 5 mile radius

Latitude: 34.08738
 Longitude: -117.6932

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	141,831	42.1%	99
Used personal foot care product in last 6 months	77,678	23.1%	107
Used hair coloring product (at home) last 6 months	71,974	21.4%	110
Used hair conditioner (at home) in last 6 months	203,115	60.3%	99
Used hair conditioning treatment (at home)/6 mo	84,011	25.0%	110
Used hair growth product in last 6 months	10,243	3.0%	114
Used hair spray (at home) in last 6 months	105,048	31.2%	91
Used hair styling gel/lotion/mousse in last 6 mo	121,312	36.0%	104
Used hand & body cream/lotion/oil in last 6 months	246,155	73.1%	101
Used lip care product in last 6 months	194,966	57.9%	94
Used liquid soap/hand sanitizer in last 6 months	248,899	73.9%	95
Used mouthwash in last 6 months	227,197	67.5%	103
Used mouthwash 8+ times in last 7 days	63,651	18.9%	115
Used shampoo (at home) in last 6 months	300,864	89.4%	98
Used shaving cream/gel in last 6 months	164,935	49.0%	98
Bought toothbrush in last 6 months	279,637	83.1%	99
Bought electric toothbrush in last 6 months	20,865	6.2%	85
Used toothpaste in last 6 months	326,006	96.9%	102
Used toothpaste (gel) in last 6 months	75,936	22.6%	83
Used toothpaste (paste) in last 6 months	180,299	53.6%	107
Used whitening toothpaste in last 6 months	98,659	29.3%	89
Used toothpaste with baking soda in last 6 months	73,905	22.0%	106
Used toothpaste for sensitive teeth in last 6 mo	30,707	9.1%	85
Used tooth whitener (not toothpaste) in last 6 mo	33,822	10.0%	103
Used tooth whitener (strips) in last 6 months	18,047	5.4%	101
Visited a day spa in last 6 months	16,914	5.0%	89
Purchased product at salon/day spa in last 6 mo	19,689	5.8%	89
Professional srv last 6 mo: haircut	188,059	55.9%	88
Professional srv last 6 mo: hair color/highlights	44,693	13.3%	80
Professional srv last 6 mo: facial	11,905	3.5%	107
Professional srv last 6 mo: massage	23,896	7.1%	88
Professional srv last 6 mo: manicure	42,993	12.8%	99
Professional srv last 6 mo: pedicure	48,677	14.5%	93
Spent \$150+ at barber shops in last 6 months	10,002	3.0%	118
Spent \$150+ at beauty salons in last 6 months	27,130	8.1%	75

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Health and Beauty Market Potential

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

Latitude: 34.08738
 Longitude: -117.6932

Demographic Summary		2013	2018	
Population		948,919	984,290	
Population 18+		712,357	746,054	
Households		285,185	295,452	
Median Household Income		\$69,024	\$80,309	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		190,342	26.7%	98
Exercise at club 2+ times per week		103,271	14.5%	110
Exercise at other facility (not club) 2+ times/wk		55,766	7.8%	105
Own elliptical		30,273	4.2%	110
Own stationary bicycle		35,846	5.0%	91
Own treadmill		68,009	9.5%	92
Own weight lifting equipment		86,385	12.1%	93
Presently controlling diet		239,458	33.6%	94
Diet control for blood sugar level		47,597	6.7%	89
Diet control for cholesterol level		62,669	8.8%	94
Diet control to maintain weight		76,536	10.7%	97
Diet control for physical fitness		74,442	10.5%	101
Diet control for salt restriction		21,769	3.1%	91
Diet control for weight loss		93,285	13.1%	97
Used doctor`s care/diet for diet method		17,580	2.5%	92
Used exercise program for diet method		59,609	8.4%	99
Used Weight Watchers as diet method		19,227	2.7%	108
Buy foods specifically labeled as fat-free		85,343	12.0%	92
Buy foods specifically labeled as gluten-free		19,174	2.7%	101
Buy foods specifically labeled as high fiber		67,798	9.5%	96
Buy foods specifically labeled as high protein		44,198	6.2%	110
Buy foods specifically labeled as lactose-free		15,328	2.2%	106
Buy foods specifically labeled as low-calorie		71,842	10.1%	95
Buy foods specifically labeled as low-carb		40,473	5.7%	91
Buy foods specifically labeled as low-cholesterol		46,810	6.6%	97
Buy foods specifically labeled as low-fat		83,841	11.8%	99
Buy foods specifically labeled as low-sodium		68,233	9.6%	95
Buy foods specifically labeled as natural/organic		65,354	9.2%	100
Buy foods specifically labeled as sugar-free		69,949	9.8%	93
Used meal/dietary/weight loss supplement last 6 mo		44,760	6.3%	91
Used vitamins/dietary supplements in last 6 months		366,802	51.5%	96
Vitamin/dietary suppl used/6 mo: antioxidant		20,788	2.9%	117
Vitamin/dietary suppl used/6 mo: B complex		41,824	5.9%	108
Vitamin/dietary suppl used/6 mo: B complex+C		20,352	2.9%	129
Vitamin/dietary suppl used/6 mo: B-6		16,440	2.3%	108
Vitamin/dietary suppl used/6 mo: B-12		49,368	6.9%	96
Vitamin/dietary suppl used/6 mo: C		57,871	8.1%	97
Vitamin/dietary suppl used/6 mo: calcium		80,569	11.3%	98
Vitamin/dietary suppl used/6 mo: D		78,917	11.1%	97
Vitamin/dietary suppl used/6 mo: E		27,893	3.9%	94
Vitamin/dietary suppl used/6 mo: glucosamine		28,557	4.0%	97
Vitamin/dietary suppl used/6 mo: iron		23,893	3.4%	108
Vitamin/dietary suppl used/6 mo: multiple formula		77,039	10.8%	87
Vitamin/dietary suppl used/6 mo: multiple w/iron		29,749	4.2%	101
Vitamin/dietary suppl used/6 mo: mult w/minerals		41,203	5.8%	102
Vitamin/dietary suppl used/6 mo: zinc		16,481	2.3%	110
Vitamin/dietary suppl used/6 mo: Caltrate 600		20,755	2.9%	98
Vitamin/dietary suppl used/6 mo: Centrum		38,617	5.4%	122
Vitamin/dietary suppl used/6 mo: Nature Made		55,050	7.7%	104
Primary caregiver/caretaker		46,293	6.5%	89

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Health and Beauty Market Potential

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

Latitude: 34.08738
 Longitude: -117.6932

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	515,642	72.4%	96
Visited doctor in last 12 months: 1-2 times	169,733	23.8%	100
Visited doctor in last 12 months: 3-5 times	143,885	20.2%	94
Visited doctor in last 12 months: 6+ times	202,573	28.4%	94
Visited doctor in last 12 mo: allergist	14,898	2.1%	107
Visited doctor in last 12 mo: cardiologist	39,860	5.6%	85
Visited doctor in last 12 mo: chiropractor	45,185	6.3%	93
Visited doctor in last 12 mo: dentist	250,972	35.2%	99
Visited doctor in last 12 mo: dermatologist	53,575	7.5%	97
Visited doctor in last 12 mo: ear/nose/throat	33,260	4.7%	105
Visited doctor in last 12 mo: eye	133,745	18.8%	94
Visited doctor in last 12 mo: gastroenterologist	28,071	3.9%	101
Visited doctor in last 12 mo: general/family	271,412	38.1%	93
Visited doctor in last 12 mo: internist	44,554	6.3%	99
Visited doctor in last 12 mo: physical therapist	31,766	4.5%	101
Visited doctor in last 12 mo: podiatrist	18,437	2.6%	92
Visited doctor in last 12 mo: urologist	23,908	3.4%	87
Visited nurse practitioner in last 12 months	25,395	3.6%	79
Wear regular/sun/tinted prescription eyeglasses	224,878	31.6%	91
Wear bi-focals	85,192	12.0%	75
Wear disposable contact lenses	45,318	6.4%	91
Wear soft contact lenses	70,554	9.9%	100
Wear transition lenses	32,628	4.6%	88
Spent on eyeglasses in last 12 mo: <\$100	17,633	2.5%	93
Spent on eyeglasses in last 12 mo: \$100-\$199	30,945	4.3%	103
Spent on eyeglasses in last 12 mo: \$200-\$249	21,561	3.0%	98
Spent on eyeglasses in last 12 mo: \$250+	56,992	8.0%	89
Spent on contact lenses in last 12 mo: <\$100	18,022	2.5%	95
Spent on contact lenses in last 12 mo: \$100-\$199	28,310	4.0%	100
Spent on contact lenses in last 12 mo: \$200+	27,775	3.9%	108
Bought prescription eyewear: discount optical ctr	52,791	7.4%	90
Bought prescription eyewear: private eye doctor	162,388	22.8%	92
Bought prescription eyewear: retail optical chain	75,153	10.5%	91
Used prescription drug for allergy/hay fever	39,468	5.5%	87
Used prescription drug for anxiety/panic	28,283	4.0%	86
Used prescr drug for arthritis/osteoarthritis	18,616	2.6%	81
Used prescr drug for rheumatoid arthritis	13,669	1.9%	79
Used prescription drug for asthma	28,360	4.0%	96
Used prescription drug for backache/back pain	45,334	6.4%	87
Used prescription drug for depression	37,394	5.2%	82
Used prescr drug for diabetes (insulin dependent)	12,093	1.7%	84
Used prescr drug for diabetes (non-insulin depend)	25,135	3.5%	89
Used prescription drug for eczema/skin itch/rash	13,376	1.9%	98
Used prescription drug for heartburn/acid reflux	34,249	4.8%	79
Used prescription drug for high blood pressure	75,087	10.5%	79
Used prescription drug for high cholesterol	54,736	7.7%	85
Used prescription drug for migraine headache	20,791	2.9%	94
Used prescr drug for sinus congestion/headache	27,823	3.9%	94
Used prescription drug for urinary tract infection	18,082	2.5%	91
Used last 6 mo: adhesive bandages	363,573	51.0%	91

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Health and Beauty Market Potential

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

Latitude: 34.08738
 Longitude: -117.6932

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	87,173	12.2%	115
Used last 6 mo: children`s cold tablets/liquids	111,048	15.6%	110
Used last 6 mo: cold/sinus/allergy med (nonprescr)	314,474	44.1%	92
Used last 6 mo: contact lens cleaning solution	89,376	12.5%	96
Used last 6 mo: cotton swabs	347,254	48.7%	101
Used last 6 mo: children`s cough syrup	117,590	16.5%	115
Used last 6 mo: cough syrup/suppressant(nonprescr)	236,880	33.3%	100
Used last 6 mo: eye wash/drops	205,479	28.8%	99
Used last 6 mo: headache/pain reliever (nonprescr)	563,926	79.2%	96
Used last 6 mo: heartburn/indigest/diarrhea remedy	290,925	40.8%	91
Used last 6 mo: hemorrhoid remedy	50,908	7.1%	89
Used last 6 mo: lactose intolerance product	28,845	4.0%	109
Used last 6 mo: laxative/fiber supplement	88,809	12.5%	80
Used last 6 mo: medicated skin cream/lotion/spray	186,132	26.1%	90
Used last 6 mo: nasal spray	107,106	15.0%	93
Used last 6 mo: pain reliever/fever reducer (kids)	171,058	24.0%	109
Used last 6 mo: pain relieving rub/liquid/patch	137,854	19.4%	88
Used last 6 mo: sleeping aid/snore relief	46,740	6.6%	84
Used last 6 mo: sore throat remedy/cough drops	333,810	46.9%	97
Used last 12 mo: sunburn remedy	90,861	12.8%	91
Used last 12 mo: suntan/sunscreen product	273,614	38.4%	101
Used last 12 mo: SPF 15 suntan/sunscreen product	68,612	9.6%	97
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	119,545	16.8%	101
Used last 12 mo: SPF 50+ suntan/sunscreen product	80,675	11.3%	105
Used last 6 mo: toothache/gum/canker sore remedy	58,129	8.2%	79
Used last 6 mo: vitamins/nutritional suppl (kids)	124,207	17.4%	117
Used body powder in last 6 months	146,199	20.5%	87
Used body wash/shower gel in last 6 months	391,362	54.9%	96
Used breath freshener in last 6 months	297,823	41.8%	99
Used breath freshener in last 6 mo: gum	200,602	28.2%	102
Used breath freshener in last 6 mo: mints	125,403	17.6%	99
Used breath freshener in last 6 mo: spray/drops	15,180	2.1%	105
Used breath freshener in last 6 mo: thin film	18,920	2.7%	104
Used breath freshener 8+ times in last 7 days	82,842	11.6%	105
Used complexion care product in last 6 months	351,510	49.3%	104
Used complexion care prod in last 6 mo: astringent	38,509	5.4%	89
Used complexion care prod in last 6 mo: cleanser	193,222	27.1%	107
Used complexion care prod in last 6 mo: toner	50,000	7.0%	107
Used dental floss in last 6 months	462,705	65.0%	104
Used dental rinse in last 6 months	163,067	22.9%	106
Used denture adhesive/fixative in last 6 months	33,075	4.6%	74
Used denture cleaner in last 6 months	56,078	7.9%	72
Used deodorant/antiperspirant in last 6 months	648,951	91.1%	98
Used disposable razor in last 6 months	372,802	52.3%	95
Used electric shaver in last 6 months	118,168	16.6%	92

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Health and Beauty Market Potential

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

Latitude: 34.08738
 Longitude: -117.6932

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	311,794	43.8%	102
Used personal foot care product in last 6 months	154,147	21.6%	100
Used hair coloring product (at home) last 6 months	145,111	20.4%	105
Used hair conditioner (at home) in last 6 months	428,814	60.2%	98
Used hair conditioning treatment (at home)/6 mo	164,500	23.1%	102
Used hair growth product in last 6 months	20,180	2.8%	106
Used hair spray (at home) in last 6 months	230,538	32.4%	95
Used hair styling gel/lotion/mousse in last 6 mo	259,823	36.5%	105
Used hand & body cream/lotion/oil in last 6 months	516,783	72.5%	100
Used lip care product in last 6 months	421,141	59.1%	96
Used liquid soap/hand sanitizer in last 6 months	541,440	76.0%	98
Used mouthwash in last 6 months	468,474	65.8%	100
Used mouthwash 8+ times in last 7 days	124,263	17.4%	106
Used shampoo (at home) in last 6 months	640,435	89.9%	98
Used shaving cream/gel in last 6 months	348,476	48.9%	98
Bought toothbrush in last 6 months	589,274	82.7%	98
Bought electric toothbrush in last 6 months	55,868	7.8%	107
Used toothpaste in last 6 months	685,380	96.2%	101
Used toothpaste (gel) in last 6 months	174,641	24.5%	90
Used toothpaste (paste) in last 6 months	371,404	52.1%	104
Used whitening toothpaste in last 6 months	221,098	31.0%	95
Used toothpaste with baking soda in last 6 months	144,418	20.3%	98
Used toothpaste for sensitive teeth in last 6 mo	69,316	9.7%	90
Used tooth whitener (not toothpaste) in last 6 mo	71,791	10.1%	103
Used tooth whitener (strips) in last 6 months	38,433	5.4%	102
Visited a day spa in last 6 months	44,003	6.2%	110
Purchased product at salon/day spa in last 6 mo	47,069	6.6%	101
Professional srv last 6 mo: haircut	428,119	60.1%	95
Professional srv last 6 mo: hair color/highlights	113,807	16.0%	96
Professional srv last 6 mo: facial	28,219	4.0%	120
Professional srv last 6 mo: massage	60,892	8.5%	105
Professional srv last 6 mo: manicure	101,774	14.3%	111
Professional srv last 6 mo: pedicure	122,253	17.2%	111
Spent \$150+ at barber shops in last 6 months	21,619	3.0%	121
Spent \$150+ at beauty salons in last 6 months	75,355	10.6%	99

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