



Health and Beauty Market Potential

Prepared by Carol Campbell

5512 Willow Wood Ln
Dallas, TX 75252

Site Type: Drivetime

Latitude: 33.010563
Longitude: -96.813414
Drivetime: 5 minutes

Demographic Summary

	2007	2012
Population	9,898	11,220
Population 18+	8,094	9,303
Households	5,348	6,115
Median Household Income	\$75,479	\$94,393

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Exercise at home 2+ times per week	2,578	31.8%	115
Exercise at club 2+ times per week	1,320	16.3%	153
Exercise at other facility (not club) 2+ times/wk	633	7.8%	101
Own stair stepper	193	2.4%	96
Own stationary bicycle	544	6.7%	106
Own treadmill	817	10.1%	106
Own weight lifting equipment	1,145	14.1%	115
Presently controlling diet	2,533	31.3%	109
Diet control for blood sugar level	341	4.2%	82
Diet control for cholesterol level	525	6.5%	86
Diet control to maintain weight	739	9.1%	112
Diet control for physical fitness	738	9.1%	120
Diet control for salt restriction	163	2.0%	79
Diet control for weight loss	1,222	15.1%	119
Used diet control book for diet method	188	2.3%	105
Used doctor's care/diet for diet method	232	2.9%	73
Used exercise program for diet method	851	10.5%	115
Used Weight Watchers as diet method	178	2.2%	94
Buy foods specifically labeled as fat-free	963	11.9%	104
Buy foods specifically labeled as high fiber	483	6.0%	114
Buy foods specifically labeled as low-calorie	538	6.6%	100
Buy foods specifically labeled as low-cholesterol	397	4.9%	75
Buy foods specifically labeled as low-fat	903	11.2%	105
Buy foods specifically labeled as low-sodium	392	4.8%	101
Buy foods specifically labeled as natural/organic	253	3.1%	102
Buy foods specifically labeled as sugar-free	719	8.9%	97
Used butter alternatives in last 6 months	366	4.5%	102
Used egg alternatives in last 6 months	1,121	13.8%	107
Used salt alternatives in last 6 months	1,667	20.6%	88
Drank meal/dietary supplement in last 6 months	700	8.6%	99
Used nutrition/energy bar in last 6 months	1,165	14.4%	124
Drank sports drink/thirst quencher in last 6 mo	2,610	32.2%	117
Used vitamin/dietary supplement in last 6 months	4,172	51.5%	108
Vitamin/dietary suppl used/6 mo: A	157	1.9%	114
Vitamin/dietary suppl used/6 mo: antioxidant	272	3.4%	116
Vitamin/dietary suppl used/6 mo: B complex	403	5.0%	108
Vitamin/dietary suppl used/6 mo: B complex+C	140	1.7%	103
Vitamin/dietary suppl used/6 mo: B-6	159	2.0%	91
Vitamin/dietary suppl used/6 mo: B-12	226	2.8%	70
Vitamin/dietary suppl used/6 mo: C	892	11.0%	114
Vitamin/dietary suppl used/6 mo: calcium	920	11.4%	102
Vitamin/dietary suppl used/6 mo: D	146	1.8%	79

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. average. A 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 Mediamark Research Inc. in a nationally representative survey of U.S. households.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: E	744	9.2%	108
Vitamin/dietary suppl used/6 mo: echinacea	160	2.0%	93
Vitamin/dietary suppl used/6 mo: garlic	116	1.4%	78
Vitamin/dietary suppl used/6 mo: glucosamine	323	4.0%	93
Vitamin/dietary suppl used/6 mo: multiple formula	1,028	12.7%	124
Vitamin/dietary suppl used/6 mo: multiple w/iron	448	5.5%	116
Vitamin/dietary suppl used/6 mo: mult w/minerals	592	7.3%	113
Vitamin/dietary suppl used/6 mo: zinc	250	3.1%	120
Vitamin/dietary suppl/6 mo: Caltrate 600	167	2.1%	80
Vitamin/dietary suppl/6 mo: Centrum	535	6.6%	110
Vitamin/dietary suppl/6 mo: Nature Made	395	4.9%	122
Visited doctor in last 12 months	6,358	78.5%	99
Visited doctor in last 12 months: 1-2 times	2,160	26.7%	102
Visited doctor in last 12 months: 3-5 times	1,814	22.4%	93
Visited doctor in last 12 months: 6+ times	2,382	29.4%	101
Visited doctor in last 12 mo: allergist	220	2.7%	111
Visited doctor in last 12 mo: cardiologist	351	4.3%	70
Visited doctor in last 12 mo: chiropractor	533	6.6%	93
Visited doctor in last 12 mo: dentist	3,372	41.7%	109
Visited doctor in last 12 mo: dermatologist	588	7.3%	113
Visited doctor in last 12 mo: ear/nose/throat	415	5.1%	109
Visited doctor in last 12 mo: eye	1,385	17.1%	92
Visited doctor in last 12 mo: general/family	3,553	43.9%	96
Visited doctor in last 12 mo: internist	824	10.2%	135
Visited doctor in last 12 mo: physical therapist	365	4.5%	112
Visited doctor in last 12 mo: podiatrist	229	2.8%	109
Visited nurse practitioner in last 12 months	316	3.9%	100
Wear regular/sun/tinted prescription eyeglasses	2,530	31.3%	91
Wear bi-focals	921	11.4%	75
Wear disposable contact lenses	515	6.4%	112
Wear soft contact lenses	740	9.1%	110
Spent on contact lenses in last 12 mo: <\$100	211	2.6%	89
Spent on contact lenses in last 12 mo: \$100-199	345	4.3%	109
Spent on contact lenses in last 12 mo: \$200+	253	3.1%	121
Bought prescription eyewear: discount optical ctr	564	7.0%	84
Bought prescription eyewear: from eye doctor	1,721	21.3%	87
Bought prescription eyewear: retail optical chain	1,007	12.4%	110
Used prescription drug for allergy/hay fever	672	8.3%	112
Used prescription drug for anxiety	264	3.3%	100
Used prescription drug for arthritis/rheumatism	177	2.2%	70
Used prescription drug for asthma	306	3.8%	96
Used prescription drug for backache	338	4.2%	71
Used prescription drug for depression	354	4.4%	80
Used prescription drug for diabetes	238	2.9%	79
Used prescription drug for eczema/skin itch/rash	170	2.1%	99
Used prescription drug for heartburn/acid reflux	413	5.1%	88
Used prescription drug for high blood pressure	689	8.5%	81
Used prescription drug for high cholesterol	437	5.4%	78
Used prescription drug for migraine headache	294	3.6%	89

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for muscle ache/pain	306	3.8%	74
Used prescription drug for sinus congest./headache	369	4.6%	86
Used prescription drug for urinary tract infection	205	2.5%	105
Used last 6 mo: adhesive bandages	4,360	53.9%	101
Used last 6 mo: athlete's foot/foot care product	1,066	13.2%	92
Used last 6 mo: cold/allergy remedy (nonprescr)	3,768	46.5%	104
Used last 6 mo: children's cold tablets/liquids	1,470	18.2%	112
Used last 6 mo: contact lens cleaning solution	1,094	13.5%	113
Used last 6 mo: cotton swabs	3,520	43.5%	97
Used last 6 mo: cough drops (nonprescription)	3,618	44.7%	94
Used last 6 mo: cough syrup (nonprescription)	2,725	33.7%	98
Used last 6 mo: children's cough syrup	1,336	16.5%	107
Used last 6 mo: diarrhea remedy	1,297	16.0%	94
Used last 6 mo: eye wash and drops	2,445	30.2%	100
Used last 6 mo: headache/pain reliever (nonprescr)	6,769	83.6%	101
Used last 6 mo: hemorrhoid remedy	648	8.0%	92
Used last 6 mo: indigestion/upset stomach remedy	3,471	42.9%	95
Used last 6 mo: lactose intolerance product	237	2.9%	98
Used last 6 mo: laxative	853	10.5%	79
Used last 6 mo: medicated skin ointment	2,477	30.6%	102
Used last 6 mo: medicated throat remedy	3,618	44.7%	94
Used last 6 mo: nasal spray	1,193	14.7%	101
Used last 6 mo: pain reliever/fever reducer (kids)	1,905	23.5%	107
Used last 6 mo: pain relieving rub (nonprescr)	1,670	20.6%	85
Used last 6 mo: sleeping tablets (nonprescription)	367	4.5%	99
Used last 12 mo: sunburn remedy	1,242	15.3%	105
Used last 12 mo: suntan/sunscreen product	3,422	42.3%	118
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,428	30.0%	125
Used last 6 mo: toothache/gum/canker sore remedy	1,300	16.1%	95
Used last 6 mo: vitamins for children	1,246	15.4%	107
Used body powder in last 6 months	1,853	22.9%	79
Used body powder <3 times in last 7 days	858	10.6%	84
Used body powder 8+ times in last 7 days	119	1.5%	58
Used body wash/shower gel in last 6 months	3,555	43.9%	99
Used breath freshener in last 6 months	4,086	50.5%	103
Used complexion care product in last 6 months	4,028	49.8%	109
Used complexion care product <7 times last week	1,215	15.0%	106
Used complexion care product 11+ times last week	1,409	17.4%	110
Used complexion care prod: dry facial skin type	609	7.5%	106
Used complexion care prod: normal facial skin type	1,177	14.5%	107
Used complexion care prod: oily facial skin type	516	6.4%	110
Used dental floss in last 6 months	5,385	66.5%	110
Used dental rinse in last 6 months	849	10.5%	94
Used denture adhesive/fixative in last 6 months	290	3.6%	59
Used denture cleaner in last 6 months	461	5.7%	50
Used deodorant/antiperspirant in last 6 months	7,364	91.0%	99
Used deodorant/antiperspirant <8 times last week	5,671	70.0%	102
Used deodorant/antiperspirant 15+ times last week	382	4.7%	89
Used disposable razor in last 6 months	3,807	47.0%	93

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used electric shaver in last 6 months	1,746	21.6%	111
Used hair coloring product (at home) last 6 months	1,619	20.0%	101
Used hair conditioner (at home) in last 6 months	5,133	63.4%	102
Used hair conditioning treatment (at home)/6 mo	1,909	23.6%	101
Used hair growth product in last 6 months	162	2.0%	116
Used hair mousse in last 6 months	1,282	15.8%	92
Used hair spray (at home) in last 6 months	3,037	37.5%	97
Used hair styling gel/lotion in last 6 months	2,450	30.3%	117
Used hand & body cream/lotion/oil in last 6 months	5,745	71.0%	100
Used hand & body cream/lotion/oil <5 times last wk	1,724	21.3%	98
Used hand & body cream/lotion/oil 9+ times last wk	2,120	26.2%	106
Used hand & body cream in last 6 months	1,383	17.1%	107
Used hand & body lotion in last 6 months	3,702	45.7%	98
Used hand & body oil in last 6 months	435	5.4%	101
Used lip care in last 6 months	4,724	58.4%	105
Used liquid soap/hand sanitizer in last 6 months	5,874	72.6%	106
Used mouthwash in last 6 months	5,135	63.4%	100
Used mouthwash <6 times in last 7 days	2,369	29.3%	108
Used mouthwash 8+ times in last 7 days	1,180	14.6%	103
Used shampoo (at home) in last 6 months	7,447	92.0%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,474	18.2%	95
Used shaving cream/gel in last 6 months	4,311	53.2%	105
Used personal care soap (bar) in last 6 months	6,854	84.7%	97
Used personal care soap (bar) <30 times last month	2,354	29.1%	95
Used personal care soap (bar) 60+ times last month	997	12.3%	95
Use personal care soap for antibacterial purpose	1,548	19.1%	102
Use personal care soap for complexion	749	9.3%	124
Use personal care soap for deodorant	1,507	18.6%	108
Use personal care soap for moisturizing	1,703	21.0%	103
Bought toothbrush in last 6 months	6,991	86.4%	103
Bought electric toothbrush in last 6 months	682	8.4%	138
Used toothpaste in last 6 months	7,807	96.4%	101
Used toothpaste <11 times in last 7 days	2,807	34.7%	95
Used toothpaste 15+ times in last 7 days	1,276	15.8%	99
Used toothpaste with baking soda in last 6 months	979	12.1%	100
Used toothpaste (gel) in last 6 months	2,539	31.4%	106
Used toothpaste (paste) in last 6 months	3,884	48.0%	104
Spent \$100+ at barber shops in last 6 months	508	6.3%	139
Spent \$100+ at beauty parlors in last 6 months	1,562	19.3%	130

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Demographic Summary

	2007	2012
Population	133,718	149,279
Population 18+	108,079	122,560
Households	66,812	74,668
Median Household Income	\$76,080	\$93,402

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Exercise at home 2+ times per week	34,627	32.0%	116
Exercise at club 2+ times per week	18,014	16.7%	157
Exercise at other facility (not club) 2+ times/wk	9,540	8.8%	114
Own stair stepper	2,578	2.4%	96
Own stationary bicycle	6,667	6.2%	97
Own treadmill	10,636	9.8%	104
Own weight lifting equipment	15,302	14.2%	115
Presently controlling diet	33,212	30.7%	107
Diet control for blood sugar level	4,374	4.0%	79
Diet control for cholesterol level	7,468	6.9%	91
Diet control to maintain weight	10,087	9.3%	115
Diet control for physical fitness	9,673	8.9%	118
Diet control for salt restriction	2,246	2.1%	81
Diet control for weight loss	15,103	14.0%	110
Used diet control book for diet method	2,523	2.3%	106
Used doctor's care/diet for diet method	3,488	3.2%	83
Used exercise program for diet method	11,370	10.5%	115
Used Weight Watchers as diet method	2,532	2.3%	100
Buy foods specifically labeled as fat-free	12,548	11.6%	101
Buy foods specifically labeled as high fiber	6,389	5.9%	113
Buy foods specifically labeled as low-calorie	7,855	7.3%	109
Buy foods specifically labeled as low-cholesterol	6,265	5.8%	89
Buy foods specifically labeled as low-fat	12,588	11.6%	109
Buy foods specifically labeled as low-sodium	5,459	5.1%	106
Buy foods specifically labeled as natural/organic	3,970	3.7%	120
Buy foods specifically labeled as sugar-free	9,567	8.9%	97
Used butter alternatives in last 6 months	4,103	3.8%	86
Used egg alternatives in last 6 months	13,239	12.2%	94
Used salt alternatives in last 6 months	21,297	19.7%	84
Drank meal/dietary supplement in last 6 months	9,011	8.3%	95
Used nutrition/energy bar in last 6 months	15,806	14.6%	126
Drank sports drink/thirst quencher in last 6 mo	32,711	30.3%	110
Used vitamin/dietary supplement in last 6 months	56,598	52.4%	110
Vitamin/dietary suppl used/6 mo: A	1,885	1.7%	103
Vitamin/dietary suppl used/6 mo: antioxidant	3,405	3.2%	108
Vitamin/dietary suppl used/6 mo: B complex	5,970	5.5%	119
Vitamin/dietary suppl used/6 mo: B complex+C	1,885	1.7%	104
Vitamin/dietary suppl used/6 mo: B-6	2,312	2.1%	99
Vitamin/dietary suppl used/6 mo: B-12	3,660	3.4%	85
Vitamin/dietary suppl used/6 mo: C	12,658	11.7%	121
Vitamin/dietary suppl used/6 mo: calcium	13,264	12.3%	110
Vitamin/dietary suppl used/6 mo: D	2,259	2.1%	92

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: E	10,404	9.6%	113
Vitamin/dietary suppl used/6 mo: echinacea	2,733	2.5%	119
Vitamin/dietary suppl used/6 mo: garlic	1,698	1.6%	86
Vitamin/dietary suppl used/6 mo: glucosamine	4,289	4.0%	92
Vitamin/dietary suppl used/6 mo: multiple formula	13,803	12.8%	125
Vitamin/dietary suppl used/6 mo: multiple w/iron	6,354	5.9%	123
Vitamin/dietary suppl used/6 mo: mult w/minerals	7,951	7.4%	114
Vitamin/dietary suppl used/6 mo: zinc	3,267	3.0%	117
Vitamin/dietary suppl/6 mo: Caltrate 600	2,432	2.3%	87
Vitamin/dietary suppl/6 mo: Centrum	7,309	6.8%	113
Vitamin/dietary suppl/6 mo: Nature Made	5,391	5.0%	125
Visited doctor in last 12 months	86,394	79.9%	101
Visited doctor in last 12 months: 1-2 times	28,288	26.2%	100
Visited doctor in last 12 months: 3-5 times	25,821	23.9%	99
Visited doctor in last 12 months: 6+ times	32,268	29.9%	103
Visited doctor in last 12 mo: allergist	3,035	2.8%	115
Visited doctor in last 12 mo: cardiologist	5,082	4.7%	76
Visited doctor in last 12 mo: chiropractor	7,545	7.0%	99
Visited doctor in last 12 mo: dentist	45,300	41.9%	110
Visited doctor in last 12 mo: dermatologist	9,098	8.4%	131
Visited doctor in last 12 mo: ear/nose/throat	5,504	5.1%	109
Visited doctor in last 12 mo: eye	19,248	17.8%	96
Visited doctor in last 12 mo: general/family	47,665	44.1%	96
Visited doctor in last 12 mo: internist	10,993	10.2%	135
Visited doctor in last 12 mo: physical therapist	5,125	4.7%	117
Visited doctor in last 12 mo: podiatrist	3,234	3.0%	115
Visited nurse practitioner in last 12 months	4,176	3.9%	99
Wear regular/sun/tinted prescription eyeglasses	35,356	32.7%	95
Wear bi-focals	12,891	11.9%	78
Wear disposable contact lenses	7,939	7.3%	129
Wear soft contact lenses	10,118	9.4%	113
Spent on contact lenses in last 12 mo: <\$100	3,348	3.1%	105
Spent on contact lenses in last 12 mo: \$100-199	4,695	4.3%	111
Spent on contact lenses in last 12 mo: \$200+	3,943	3.6%	141
Bought prescription eyewear: discount optical ctr	7,663	7.1%	85
Bought prescription eyewear: from eye doctor	24,683	22.8%	93
Bought prescription eyewear: retail optical chain	13,646	12.6%	111
Used prescription drug for allergy/hay fever	8,643	8.0%	108
Used prescription drug for anxiety	3,407	3.2%	97
Used prescription drug for arthritis/rheumatism	2,416	2.2%	72
Used prescription drug for asthma	4,053	3.8%	96
Used prescription drug for backache	4,989	4.6%	78
Used prescription drug for depression	5,229	4.8%	89
Used prescription drug for diabetes	2,984	2.8%	74
Used prescription drug for eczema/skin itch/rash	2,191	2.0%	96
Used prescription drug for heartburn/acid reflux	5,041	4.7%	80
Used prescription drug for high blood pressure	8,585	7.9%	75
Used prescription drug for high cholesterol	6,168	5.7%	82
Used prescription drug for migraine headache	3,726	3.4%	85

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for muscle ache/pain	4,607	4.3%	83
Used prescription drug for sinus congest./headache	5,193	4.8%	91
Used prescription drug for urinary tract infection	2,644	2.4%	101
Used last 6 mo: adhesive bandages	56,632	52.4%	98
Used last 6 mo: athlete's foot/foot care product	15,705	14.5%	102
Used last 6 mo: cold/allergy remedy (nonprescr)	48,873	45.2%	101
Used last 6 mo: children's cold tablets/liquids	16,354	15.1%	93
Used last 6 mo: contact lens cleaning solution	15,316	14.2%	118
Used last 6 mo: cotton swabs	47,187	43.7%	97
Used last 6 mo: cough drops (nonprescription)	47,262	43.7%	92
Used last 6 mo: cough syrup (nonprescription)	34,829	32.2%	94
Used last 6 mo: children's cough syrup	14,927	13.8%	90
Used last 6 mo: diarrhea remedy	16,452	15.2%	89
Used last 6 mo: eye wash and drops	31,394	29.0%	96
Used last 6 mo: headache/pain reliever (nonprescr)	89,688	83.0%	100
Used last 6 mo: hemorrhoid remedy	8,369	7.7%	89
Used last 6 mo: indigestion/upset stomach remedy	44,725	41.4%	91
Used last 6 mo: lactose intolerance product	3,278	3.0%	102
Used last 6 mo: laxative	12,165	11.3%	84
Used last 6 mo: medicated skin ointment	32,092	29.7%	99
Used last 6 mo: medicated throat remedy	47,262	43.7%	92
Used last 6 mo: nasal spray	15,420	14.3%	98
Used last 6 mo: pain reliever/fever reducer (kids)	22,053	20.4%	93
Used last 6 mo: pain relieving rub (nonprescr)	21,831	20.2%	83
Used last 6 mo: sleeping tablets (nonprescription)	4,900	4.5%	99
Used last 12 mo: sunburn remedy	15,591	14.4%	99
Used last 12 mo: suntan/sunscreen product	45,865	42.4%	118
Used last 12 mo: SPF 15+ suntan/sunscreen product	32,628	30.2%	126
Used last 6 mo: toothache/gum/canker sore remedy	16,027	14.8%	88
Used last 6 mo: vitamins for children	15,129	14.0%	98
Used body powder in last 6 months	25,179	23.3%	80
Used body powder <3 times in last 7 days	11,222	10.4%	83
Used body powder 8+ times in last 7 days	1,968	1.8%	72
Used body wash/shower gel in last 6 months	47,002	43.5%	99
Used breath freshener in last 6 months	52,425	48.5%	99
Used complexion care product in last 6 months	53,095	49.1%	107
Used complexion care product <7 times last week	15,315	14.2%	100
Used complexion care product 11+ times last week	18,925	17.5%	111
Used complexion care prod: dry facial skin type	7,806	7.2%	102
Used complexion care prod: normal facial skin type	16,401	15.2%	112
Used complexion care prod: oily facial skin type	6,335	5.9%	101
Used dental floss in last 6 months	72,523	67.1%	111
Used dental rinse in last 6 months	10,963	10.1%	91
Used denture adhesive/fixative in last 6 months	3,870	3.6%	59
Used denture cleaner in last 6 months	6,811	6.3%	56
Used deodorant/antiperspirant in last 6 months	97,884	90.6%	99
Used deodorant/antiperspirant <8 times last week	75,865	70.2%	102
Used deodorant/antiperspirant 15+ times last week	4,294	4.0%	75
Used disposable razor in last 6 months	50,572	46.8%	93

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Health and Beauty Market Potential

Prepared by Carol Campbell

5512 Willow Wood Ln
Dallas, TX 75252

Site Type: Drivetime

Latitude: 33.010563
Longitude: -96.813414
Drivetime: 10 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used electric shaver in last 6 months	21,622	20.0%	103
Used hair coloring product (at home) last 6 months	20,395	18.9%	95
Used hair conditioner (at home) in last 6 months	67,359	62.3%	100
Used hair conditioning treatment (at home)/6 mo	23,702	21.9%	94
Used hair growth product in last 6 months	1,732	1.6%	93
Used hair mousse in last 6 months	17,271	16.0%	92
Used hair spray (at home) in last 6 months	38,611	35.7%	92
Used hair styling gel/lotion in last 6 months	31,970	29.6%	114
Used hand & body cream/lotion/oil in last 6 months	76,424	70.7%	99
Used hand & body cream/lotion/oil <5 times last wk	23,011	21.3%	98
Used hand & body cream/lotion/oil 9+ times last wk	27,507	25.5%	103
Used hand & body cream in last 6 months	18,764	17.4%	109
Used hand & body lotion in last 6 months	49,363	45.7%	97
Used hand & body oil in last 6 months	5,467	5.1%	96
Used lip care in last 6 months	61,070	56.5%	102
Used liquid soap/hand sanitizer in last 6 months	76,479	70.8%	103
Used mouthwash in last 6 months	66,422	61.5%	97
Used mouthwash <6 times in last 7 days	30,046	27.8%	103
Used mouthwash 8+ times in last 7 days	15,068	13.9%	98
Used shampoo (at home) in last 6 months	98,913	91.5%	101
Used shampoo plus conditioner prod (at home)/6 mo	19,319	17.9%	94
Used shaving cream/gel in last 6 months	57,434	53.1%	105
Used personal care soap (bar) in last 6 months	92,036	85.2%	98
Used personal care soap (bar) <30 times last month	31,597	29.2%	96
Used personal care soap (bar) 60+ times last month	14,463	13.4%	104
Use personal care soap for antibacterial purpose	21,144	19.6%	104
Use personal care soap for complexion	9,367	8.7%	116
Use personal care soap for deodorant	19,561	18.1%	105
Use personal care soap for moisturizing	22,475	20.8%	102
Bought toothbrush in last 6 months	90,875	84.1%	100
Bought electric toothbrush in last 6 months	8,582	7.9%	130
Used toothpaste in last 6 months	104,317	96.5%	101
Used toothpaste <11 times in last 7 days	36,459	33.7%	92
Used toothpaste 15+ times in last 7 days	17,827	16.5%	103
Used toothpaste with baking soda in last 6 months	13,563	12.5%	104
Used toothpaste (gel) in last 6 months	32,623	30.2%	102
Used toothpaste (paste) in last 6 months	51,674	47.8%	103
Spent \$100+ at barber shops in last 6 months	6,965	6.4%	143
Spent \$100+ at beauty parlors in last 6 months	21,085	19.5%	131

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Health and Beauty Market Potential

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Site Type: Drivetime

Latitude: 33.010563
Longitude: -96.813414
Drivetime: 15 minutes

Demographic Summary

	2007	2012
Population	503,287	554,709
Population 18+	384,919	428,246
Households	209,245	230,641
Median Household Income	\$78,220	\$95,802

Product/Consumer Behavior	Expected		MPI
	Number of Adults	Percent	
Exercise at home 2+ times per week	120,306	31.3%	113
Exercise at club 2+ times per week	58,227	15.1%	142
Exercise at other facility (not club) 2+ times/wk	33,215	8.6%	112
Own stair stepper	9,738	2.5%	102
Own stationary bicycle	25,559	6.6%	105
Own treadmill	41,445	10.8%	113
Own weight lifting equipment	54,704	14.2%	115
Presently controlling diet	117,034	30.4%	106
Diet control for blood sugar level	16,508	4.3%	84
Diet control for cholesterol level	26,909	7.0%	92
Diet control to maintain weight	35,093	9.1%	112
Diet control for physical fitness	33,742	8.8%	115
Diet control for salt restriction	7,744	2.0%	79
Diet control for weight loss	54,802	14.2%	112
Used diet control book for diet method	8,813	2.3%	104
Used doctor's care/diet for diet method	12,546	3.3%	84
Used exercise program for diet method	39,905	10.4%	113
Used Weight Watchers as diet method	9,741	2.5%	108
Buy foods specifically labeled as fat-free	45,838	11.9%	104
Buy foods specifically labeled as high fiber	22,645	5.9%	113
Buy foods specifically labeled as low-calorie	27,501	7.1%	107
Buy foods specifically labeled as low-cholesterol	22,848	5.9%	91
Buy foods specifically labeled as low-fat	44,564	11.6%	109
Buy foods specifically labeled as low-sodium	18,142	4.7%	98
Buy foods specifically labeled as natural/organic	13,331	3.5%	113
Buy foods specifically labeled as sugar-free	34,796	9.0%	99
Used butter alternatives in last 6 months	16,786	4.4%	98
Used egg alternatives in last 6 months	52,121	13.5%	104
Used salt alternatives in last 6 months	84,417	21.9%	94
Drank meal/dietary supplement in last 6 months	34,165	8.9%	101
Used nutrition/energy bar in last 6 months	54,009	14.0%	121
Drank sports drink/thirst quencher in last 6 mo	115,604	30.0%	109
Used vitamin/dietary supplement in last 6 months	195,724	50.8%	107
Vitamin/dietary suppl used/6 mo: A	6,735	1.7%	103
Vitamin/dietary suppl used/6 mo: antioxidant	11,911	3.1%	107
Vitamin/dietary suppl used/6 mo: B complex	19,917	5.2%	112
Vitamin/dietary suppl used/6 mo: B complex+C	6,545	1.7%	102
Vitamin/dietary suppl used/6 mo: B-6	8,057	2.1%	97
Vitamin/dietary suppl used/6 mo: B-12	13,881	3.6%	90
Vitamin/dietary suppl used/6 mo: C	41,700	10.8%	112
Vitamin/dietary suppl used/6 mo: calcium	45,622	11.9%	106
Vitamin/dietary suppl used/6 mo: D	8,189	2.1%	94

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Drivetime: 15 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: E	35,768	9.3%	109
Vitamin/dietary suppl used/6 mo: echinacea	9,239	2.4%	113
Vitamin/dietary suppl used/6 mo: garlic	6,400	1.7%	91
Vitamin/dietary suppl used/6 mo: glucosamine	16,440	4.3%	99
Vitamin/dietary suppl used/6 mo: multiple formula	46,970	12.2%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	21,188	5.5%	115
Vitamin/dietary suppl used/6 mo: mult w/minerals	27,852	7.2%	112
Vitamin/dietary suppl used/6 mo: zinc	11,298	2.9%	114
Vitamin/dietary suppl/6 mo: Caltrate 600	8,891	2.3%	89
Vitamin/dietary suppl/6 mo: Centrum	24,754	6.4%	107
Vitamin/dietary suppl/6 mo: Nature Made	17,576	4.6%	115
Visited doctor in last 12 months	307,271	79.8%	101
Visited doctor in last 12 months: 1-2 times	101,139	26.3%	101
Visited doctor in last 12 months: 3-5 times	92,324	24.0%	100
Visited doctor in last 12 months: 6+ times	113,776	29.6%	102
Visited doctor in last 12 mo: allergist	10,823	2.8%	115
Visited doctor in last 12 mo: cardiologist	19,023	4.9%	80
Visited doctor in last 12 mo: chiropractor	27,339	7.1%	101
Visited doctor in last 12 mo: dentist	160,360	41.7%	109
Visited doctor in last 12 mo: dermatologist	29,853	7.8%	121
Visited doctor in last 12 mo: ear/nose/throat	17,808	4.6%	99
Visited doctor in last 12 mo: eye	67,990	17.7%	95
Visited doctor in last 12 mo: general/family	172,973	44.9%	98
Visited doctor in last 12 mo: internist	35,787	9.3%	123
Visited doctor in last 12 mo: physical therapist	16,880	4.4%	109
Visited doctor in last 12 mo: podiatrist	10,707	2.8%	107
Visited nurse practitioner in last 12 months	14,496	3.8%	97
Wear regular/sun/tinted prescription eyeglasses	127,652	33.2%	96
Wear bi-focals	49,668	12.9%	85
Wear disposable contact lenses	26,566	6.9%	121
Wear soft contact lenses	35,411	9.2%	111
Spent on contact lenses in last 12 mo: <\$100	11,622	3.0%	103
Spent on contact lenses in last 12 mo: \$100-199	16,807	4.4%	111
Spent on contact lenses in last 12 mo: \$200+	12,622	3.3%	127
Bought prescription eyewear: discount optical ctr	28,821	7.5%	90
Bought prescription eyewear: from eye doctor	89,356	23.2%	95
Bought prescription eyewear: retail optical chain	48,278	12.5%	111
Used prescription drug for allergy/hay fever	31,669	8.2%	111
Used prescription drug for anxiety	12,031	3.1%	96
Used prescription drug for arthritis/rheumatism	8,978	2.3%	75
Used prescription drug for asthma	15,459	4.0%	102
Used prescription drug for backache	19,117	5.0%	84
Used prescription drug for depression	19,057	5.0%	91
Used prescription drug for diabetes	11,677	3.0%	81
Used prescription drug for eczema/skin itch/rash	8,015	2.1%	98
Used prescription drug for heartburn/acid reflux	19,578	5.1%	88
Used prescription drug for high blood pressure	33,376	8.7%	82
Used prescription drug for high cholesterol	23,615	6.1%	88
Used prescription drug for migraine headache	15,072	3.9%	97

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Health and Beauty Market Potential

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Dallas, TX 75252

Site Type: Drivetime

Latitude: 33.010563
Longitude: -96.813414
Drivetime: 15 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for muscle ache/pain	17,000	4.4%	86
Used prescription drug for sinus congest./headache	19,519	5.1%	96
Used prescription drug for urinary tract infection	9,186	2.4%	99
Used last 6 mo: adhesive bandages	203,106	52.8%	99
Used last 6 mo: athlete`s foot/foot care product	54,107	14.1%	98
Used last 6 mo: cold/allergy remedy (nonprescr)	174,543	45.3%	101
Used last 6 mo: children`s cold tablets/liquids	63,979	16.6%	102
Used last 6 mo: contact lens cleaning solution	53,137	13.8%	115
Used last 6 mo: cotton swabs	174,225	45.3%	101
Used last 6 mo: cough drops (nonprescription)	172,864	44.9%	94
Used last 6 mo: cough syrup (nonprescription)	126,505	32.9%	96
Used last 6 mo: children`s cough syrup	59,163	15.4%	100
Used last 6 mo: diarrhea remedy	59,375	15.4%	90
Used last 6 mo: eye wash and drops	114,121	29.6%	98
Used last 6 mo: headache/pain reliever (nonprescr)	320,979	83.4%	100
Used last 6 mo: hemorrhoid remedy	31,212	8.1%	93
Used last 6 mo: indigestion/upset stomach remedy	162,792	42.3%	93
Used last 6 mo: lactose intolerance product	11,336	2.9%	99
Used last 6 mo: laxative	43,362	11.3%	84
Used last 6 mo: medicated skin ointment	116,144	30.2%	100
Used last 6 mo: medicated throat remedy	172,864	44.9%	94
Used last 6 mo: nasal spray	56,188	14.6%	100
Used last 6 mo: pain reliever/fever reducer (kids)	87,523	22.7%	103
Used last 6 mo: pain relieving rub (nonprescr)	82,052	21.3%	88
Used last 6 mo: sleeping tablets (nonprescription)	17,374	4.5%	98
Used last 12 mo: sunburn remedy	57,713	15.0%	103
Used last 12 mo: suntan/sunscreen product	159,586	41.5%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	112,206	29.2%	121
Used last 6 mo: toothache/gum/canker sore remedy	59,370	15.4%	91
Used last 6 mo: vitamins for children	58,765	15.3%	106
Used body powder in last 6 months	94,481	24.5%	85
Used body powder <3 times in last 7 days	41,930	10.9%	87
Used body powder 8+ times in last 7 days	7,197	1.9%	74
Used body wash/shower gel in last 6 months	166,949	43.4%	98
Used breath freshener in last 6 months	190,514	49.5%	101
Used complexion care product in last 6 months	185,022	48.1%	105
Used complexion care product <7 times last week	54,500	14.2%	100
Used complexion care product 11+ times last week	65,665	17.1%	108
Used complexion care prod: dry facial skin type	27,509	7.1%	101
Used complexion care prod: normal facial skin type	54,710	14.2%	105
Used complexion care prod: oily facial skin type	22,487	5.8%	101
Used dental floss in last 6 months	255,382	66.3%	109
Used dental rinse in last 6 months	40,248	10.5%	93
Used denture adhesive/fixative in last 6 months	15,453	4.0%	66
Used denture cleaner in last 6 months	27,313	7.1%	63
Used deodorant/antiperspirant in last 6 months	351,731	91.4%	100
Used deodorant/antiperspirant <8 times last week	270,543	70.3%	102
Used deodorant/antiperspirant 15+ times last week	16,344	4.2%	80
Used disposable razor in last 6 months	185,880	48.3%	96

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Health and Beauty Market Potential

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Site Type: Drivetime

Latitude: 33.010563
Longitude: -96.813414
Drivetime: 15 minutes

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used electric shaver in last 6 months	76,989	20.0%	103
Used hair coloring product (at home) last 6 months	73,531	19.1%	97
Used hair conditioner (at home) in last 6 months	241,322	62.7%	100
Used hair conditioning treatment (at home)/6 mo	86,169	22.4%	96
Used hair growth product in last 6 months	6,373	1.7%	96
Used hair mousse in last 6 months	63,925	16.6%	96
Used hair spray (at home) in last 6 months	144,989	37.7%	97
Used hair styling gel/lotion in last 6 months	110,180	28.6%	111
Used hand & body cream/lotion/oil in last 6 months	273,266	71.0%	100
Used hand & body cream/lotion/oil <5 times last wk	81,305	21.1%	97
Used hand & body cream/lotion/oil 9+ times last wk	96,786	25.1%	102
Used hand & body cream in last 6 months	66,399	17.3%	108
Used hand & body lotion in last 6 months	179,310	46.6%	99
Used hand & body oil in last 6 months	19,699	5.1%	97
Used lip care in last 6 months	217,397	56.5%	102
Used liquid soap/hand sanitizer in last 6 months	273,405	71.0%	104
Used mouthwash in last 6 months	237,859	61.8%	98
Used mouthwash <6 times in last 7 days	105,773	27.5%	102
Used mouthwash 8+ times in last 7 days	52,703	13.7%	96
Used shampoo (at home) in last 6 months	352,734	91.6%	101
Used shampoo plus conditioner prod (at home)/6 mo	70,239	18.2%	96
Used shaving cream/gel in last 6 months	200,878	52.2%	103
Used personal care soap (bar) in last 6 months	329,461	85.6%	98
Used personal care soap (bar) <30 times last month	112,395	29.2%	96
Used personal care soap (bar) 60+ times last month	49,344	12.8%	99
Use personal care soap for antibacterial purpose	75,181	19.5%	104
Use personal care soap for complexion	31,339	8.1%	109
Use personal care soap for deodorant	70,544	18.3%	106
Use personal care soap for moisturizing	80,284	20.9%	102
Bought toothbrush in last 6 months	326,101	84.7%	101
Bought electric toothbrush in last 6 months	28,595	7.4%	122
Used toothpaste in last 6 months	371,613	96.5%	101
Used toothpaste <11 times in last 7 days	132,022	34.3%	94
Used toothpaste 15+ times in last 7 days	63,318	16.4%	103
Used toothpaste with baking soda in last 6 months	45,264	11.8%	98
Used toothpaste (gel) in last 6 months	120,107	31.2%	105
Used toothpaste (paste) in last 6 months	185,542	48.2%	104
Spent \$100+ at barber shops in last 6 months	22,674	5.9%	131
Spent \$100+ at beauty parlors in last 6 months	72,334	18.8%	127

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