



STDBonline Office

Health and Beauty Market Potential

Prepared by Carol Campbell

Latitude: 32.861976

Longitude: -96.809829

Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	120,380	121,590
Population 18+	93,966	95,968
Households	51,920	52,041
Median Household Income	\$71,428	\$73,096

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	31,099	33.1%	112
Exercise at club 2+ times per week	17,662	18.8%	163
Exercise at other facility (not club) 2+ times/wk	9,890	10.5%	130
Own stationary bicycle	5,925	6.3%	106
Own treadmill	9,200	9.8%	101
Own weight lifting equipment	13,246	14.1%	114
Presently controlling diet	40,765	43.4%	105
Diet control for blood sugar level	5,172	5.5%	77
Diet control for cholesterol level	8,882	9.5%	93
Diet control to maintain weight	12,595	13.4%	119
Diet control for physical fitness	10,856	11.6%	123
Diet control for salt restriction	2,545	2.7%	85
Diet control for weight loss	13,691	14.6%	101
Used doctor's care/diet for diet method	2,276	2.4%	78
Used exercise program for diet method	9,722	10.3%	119
Used Weight Watchers as diet method	3,032	3.2%	106
Buy foods specifically labeled as fat-free	18,076	19.2%	110
Buy foods specifically labeled as high fiber	13,141	14.0%	125
Buy foods specifically labeled as high protein	6,398	6.8%	128
Buy foods specifically labeled as lactose-free	2,088	2.2%	117
Buy foods specifically labeled as low-calorie	10,757	11.4%	111
Buy foods specifically labeled as low-carb	7,364	7.8%	95
Buy foods specifically labeled as low-cholesterol	8,484	9.0%	105
Buy foods specifically labeled as low-fat	14,536	15.5%	114
Buy foods specifically labeled as low-sodium	7,922	8.4%	102
Buy foods specifically labeled as natural/organic	10,191	10.8%	144
Buy foods specifically labeled as sugar-free	12,401	13.2%	97
Used butter alternatives in last 6 months	4,164	4.4%	105
Used egg alternatives in last 6 months	14,250	15.2%	106
Used salt alternatives in last 6 months	22,284	23.7%	86
Drank meal/dietary supplement in last 6 months	7,978	8.5%	98
Used nutrition/energy bar in last 6 months	19,260	20.5%	155
Drank sports drink/thirst quencher in last 6 mo	30,732	32.7%	103
Used vitamin/dietary supplement in last 6 months	48,936	52.1%	109
Vitamin/dietary suppl used/6 mo: A	1,602	1.7%	114
Vitamin/dietary suppl used/6 mo: antioxidant	3,350	3.6%	120
Vitamin/dietary suppl used/6 mo: B complex	5,344	5.7%	119
Vitamin/dietary suppl used/6 mo: B complex+C	2,158	2.3%	119
Vitamin/dietary suppl used/6 mo: B-6	2,014	2.1%	103
Vitamin/dietary suppl used/6 mo: B-12	4,873	5.2%	101
Vitamin/dietary suppl used/6 mo: C	8,765	9.3%	107
Vitamin/dietary suppl used/6 mo: calcium	11,524	12.3%	112

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



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Vitamin/dietary suppl used/6 mo: D	3,905	4.2%	117
Vitamin/dietary suppl used/6 mo: E	5,339	5.7%	101
Vitamin/dietary suppl used/6 mo: echinacea	2,361	2.5%	137
Vitamin/dietary suppl used/6 mo: garlic	1,548	1.6%	90
Vitamin/dietary suppl used/6 mo: glucosamine	5,067	5.4%	121
Vitamin/dietary suppl used/6 mo: multiple formula	12,083	12.9%	117
Vitamin/dietary suppl used/6 mo: multiple w/iron	4,572	4.9%	111
Vitamin/dietary suppl used/6 mo: mult w/minerals	6,486	6.9%	113
Vitamin/dietary suppl used/6 mo: zinc	2,869	3.1%	135
Vitamin/dietary suppl/6 mo: Caltrate 600	2,741	2.9%	112
Vitamin/dietary suppl/6 mo: Centrum	7,582	8.1%	133
Vitamin/dietary suppl/6 mo: Nature Made	5,385	5.7%	111
Visited doctor in last 12 months	73,478	78.2%	100
Visited doctor in last 12 months: 1-3 times	30,608	32.6%	95
Visited doctor in last 12 months: 4-7 times	22,309	23.7%	105
Visited doctor in last 12 months: 8+ times	20,542	21.9%	101
Visited doctor in last 12 mo: allergist	2,577	2.7%	121
Visited doctor in last 12 mo: cardiologist	6,387	6.8%	101
Visited doctor in last 12 mo: chiropractor	6,565	7.0%	95
Visited doctor in last 12 mo: dentist	40,169	42.7%	112
Visited doctor in last 12 mo: dermatologist	10,270	10.9%	156
Visited doctor in last 12 mo: ear/nose/throat	5,049	5.4%	117
Visited doctor in last 12 mo: eye	19,230	20.5%	101
Visited doctor in last 12 mo: general/family	37,965	40.4%	92
Visited doctor in last 12 mo: internist	10,298	11.0%	147
Visited doctor in last 12 mo: physical therapist	4,824	5.1%	112
Visited doctor in last 12 mo: podiatrist	3,226	3.4%	114
Visited nurse practitioner in last 12 months	3,427	3.6%	87
Wear regular/sun/tinted prescription eyeglasses	29,439	31.3%	92
Wear bi-focals	11,613	12.4%	78
Wear disposable contact lenses	7,115	7.6%	119
Wear soft contact lenses	9,360	10.0%	118
Spent on contact lenses in last 12 mo: <\$100	2,533	2.7%	97
Spent on contact lenses in last 12 mo: \$100-199	4,267	4.5%	123
Spent on contact lenses in last 12 mo: \$200+	3,929	4.2%	135
Bought prescription eyewear: discount optical ctr	6,717	7.1%	87
Bought prescription eyewear: from eye doctor	22,116	23.5%	93
Bought prescription eyewear: retail optical chain	11,199	11.9%	108
Used prescription drug for allergy/hay fever	7,060	7.5%	106
Used prescription drug for anxiety/panic	3,131	3.3%	88
Used prescription drug for arthritis/rheumatism	1,585	1.7%	73
Used prescription drug for asthma	3,344	3.6%	89
Used prescription drug for backache	4,657	5.0%	75
Used prescription drug for depression	4,401	4.7%	82
Used prescr drug for diabetes (insulin dependent)	1,280	1.4%	73
Used prescr drug for diabetes (non-insulin)	2,079	2.2%	65
Used prescription drug for eczema/skin itch/rash	2,229	2.4%	113

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Used prescription drug for heartburn/acid reflux	4,452	4.7%	67
Used prescription drug for high blood pressure	8,042	8.6%	73
Used prescription drug for high cholesterol	6,139	6.5%	83
Used prescription drug for migraine headache	2,322	2.5%	74
Used prescription drug for muscle strain/sprain	2,037	2.2%	102
Used prescription drug for sinus congest./headache	3,970	4.2%	89
Used prescription drug for urinary tract infection	2,475	2.6%	102
Used last 6 mo: adhesive bandages	50,236	53.5%	97
Used last 6 mo: athlete`s foot/foot care product	15,383	16.4%	111
Used last 6 mo: cold/sinus/allergy med (nonprescr)	41,681	44.4%	95
Used last 6 mo: children`s cold tablets/liquids	11,891	12.7%	79
Used last 6 mo: contact lens cleaning solution	13,674	14.6%	123
Used last 6 mo: cotton swabs	42,755	45.5%	93
Used last 6 mo: cough drops (nonprescription)	41,465	44.1%	92
Used last 6 mo: cough syrup/suppressant(nonprescr)	30,961	32.9%	93
Used last 6 mo: children`s cough syrup	11,995	12.8%	84
Used last 6 mo: diarrhea remedy	14,331	15.3%	88
Used last 6 mo: eye wash and drops	27,397	29.2%	96
Used last 6 mo: headache/pain reliever (nonprescr)	75,853	80.7%	97
Used last 6 mo: hemorrhoid remedy	7,619	8.1%	87
Used last 6 mo: indigestion/upset stomach remedy	39,401	41.9%	93
Used last 6 mo: lactose intolerance product	4,400	4.7%	129
Used last 6 mo: laxative	11,468	12.2%	91
Used last 6 mo: medicated skin ointment	29,472	31.4%	98
Used last 6 mo: medicated throat remedy	9,022	9.6%	82
Used last 6 mo: nasal spray	14,376	15.3%	97
Used last 6 mo: pain reliever/fever reducer (kids)	17,718	18.9%	85
Used last 6 mo: pain relieving rub (nonprescr)	19,572	20.8%	82
Used last 6 mo: sleeping tablets (nonprescription)	5,332	5.7%	108
Used last 12 mo: sunburn remedy	13,995	14.9%	97
Used last 12 mo: suntan/sunscreen product	42,052	44.8%	120
Used last 12 mo: SPF 15+ suntan/sunscreen product	33,275	35.4%	123
Used last 6 mo: toothache/gum/canker sore remedy	13,995	14.9%	85
Used last 6 mo: vitamins for children	11,975	12.7%	87
Used body powder in last 6 months	22,412	23.9%	82
Used body powder <3 times in last 7 days	11,134	11.8%	94
Used body powder 8+ times in last 7 days	2,059	2.2%	88
Used body wash/shower gel in last 6 months	43,595	46.4%	93
Used breath freshener in last 6 months	43,826	46.6%	96
Used complexion care product in last 6 months	47,827	50.9%	108
Used complexion care product <8 times last week	27,695	29.5%	104
Used complexion care product 15+ times last week	7,803	8.3%	115
Used complexion care prod: dry facial skin type	8,169	8.7%	117
Used complexion care prod: normal facial skin type	16,315	17.4%	116
Used complexion care prod: oily facial skin type	5,759	6.1%	103
Used dental floss in last 6 months	64,384	68.5%	110

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Used dental rinse in last 6 months	18,061	19.2%	102
Used denture adhesive/fixative in last 6 months	3,787	4.0%	65
Used denture cleaner in last 6 months	6,827	7.3%	63
Used deodorant/antiperspirant in last 6 months	85,099	90.6%	98
Used deodorant/antiperspirant <8 times last week	64,968	69.1%	101
Used deodorant/antiperspirant 15+ times last week	4,374	4.7%	78
Used disposable razor in last 6 months	44,801	47.7%	92
Used electric shaver in last 6 months	18,337	19.5%	102
Used hair coloring product (at home) last 6 months	17,587	18.7%	93
Used hair conditioner (at home) in last 6 months	56,975	60.6%	98
Used hair conditioning treatment (at home)/6 mo	21,892	23.3%	94
Used hair growth product in last 6 months	2,417	2.6%	127
Used hair mousse in last 6 months	16,089	17.1%	93
Used hair spray (at home) in last 6 months	30,245	32.2%	87
Used hair styling gel/lotion in last 6 months	28,335	30.2%	109
Used hand & body cream/lotion/oil in last 6 months	66,075	70.3%	98
Used hand & body cream in last 6 months	18,731	19.9%	113
Used hand & body lotion in last 6 months	40,702	43.3%	90
Used hand & body oil in last 6 months	5,845	6.2%	111
Used lip care in last 6 months	54,372	57.9%	98
Used liquid soap/hand sanitizer in last 6 months	69,806	74.3%	99
Used mouthwash in last 6 months	58,346	62.1%	95
Used mouthwash <6 times in last 7 days	26,746	28.5%	103
Used mouthwash 8+ times in last 7 days	13,102	13.9%	91
Used shampoo (at home) in last 6 months	85,341	90.8%	99
Used shampoo plus conditioner prod (at home)/6 mo	17,043	18.1%	95
Used shaving cream/gel in last 6 months	47,307	50.3%	96
Used personal care soap (bar) in last 6 months	77,146	82.1%	97
Use personal care soap for antibacterial purpose	18,227	19.4%	101
Use personal care soap for complexion	6,935	7.4%	103
Use personal care soap for deodorant	14,396	15.3%	92
Use personal care soap for moisturizing	19,199	20.4%	97
Bought toothbrush in last 6 months	78,124	83.1%	97
Bought electric toothbrush in last 6 months	7,814	8.3%	128
Used toothpaste in last 6 months	91,266	97.1%	102
Used toothpaste <8 times in last 7 days	28,061	29.9%	91
Used toothpaste 15+ times in last 7 days	17,293	18.4%	115
Used toothpaste with baking soda in last 6 months	11,694	12.4%	110
Used toothpaste (gel) in last 6 months	25,107	26.7%	92
Used toothpaste (paste) in last 6 months	47,408	50.5%	105
Used whitening toothpaste in last 6 months	36,253	38.6%	104
Used tooth whitener (not toothpaste) last 6 months	12,892	13.7%	124
Had professional manicure/pedicure last 6 months	21,529	22.9%	136
Had professional facial/massage last 6 months	14,293	15.2%	166
Spent \$100+ at barber shops in last 6 months	6,892	7.3%	140
Spent \$100+ at beauty parlors in last 6 months	19,141	20.4%	130

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