



Health and Beauty Market Potential

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 10 minutes

Latitude: 30.147184
Longitude: -96.396612

Demographic Summary	2010	2015
Population	17,099	17,444
Population 18+	13,356	13,589
Households	6,225	6,364
Median Household Income	\$43,469	\$48,829

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	3,560	26.6%	91
Exercise at club 2+ times per week	1,254	9.4%	81
Exercise at other facility (not club) 2+ times/wk	892	6.7%	82
Own stationary bicycle	774	5.8%	98
Own treadmill	1,134	8.5%	88
Own weight lifting equipment	1,461	10.9%	89
Presently controlling diet	5,389	40.3%	98
Diet control for blood sugar level	927	6.9%	97
Diet control for cholesterol level	1,329	9.9%	98
Diet control to maintain weight	1,266	9.5%	84
Diet control for physical fitness	1,125	8.4%	89
Diet control for salt restriction	474	3.5%	112
Diet control for weight loss	1,934	14.5%	100
Used doctor's care/diet for diet method	411	3.1%	99
Used exercise program for diet method	1,101	8.2%	95
Used Weight Watchers as diet method	358	2.7%	88
Buy foods specifically labeled as fat-free	2,153	16.1%	92
Buy foods specifically labeled as high fiber	1,207	9.0%	81
Buy foods specifically labeled as high protein	547	4.1%	77
Buy foods specifically labeled as lactose-free	227	1.7%	90
Buy foods specifically labeled as low-calorie	1,292	9.7%	94
Buy foods specifically labeled as low-carb	922	6.9%	84
Buy foods specifically labeled as low-cholesterol	1,074	8.0%	93
Buy foods specifically labeled as low-fat	1,685	12.6%	93
Buy foods specifically labeled as low-sodium	1,046	7.8%	95
Buy foods specifically labeled as natural/organic	800	6.0%	80
Buy foods specifically labeled as sugar-free	1,610	12.0%	89
Used butter alternatives in last 6 months	549	4.1%	98
Used egg alternatives in last 6 months	1,630	12.2%	85
Used salt alternatives in last 6 months	3,827	28.6%	104
Drank meal/dietary supplement in last 6 months	1,050	7.9%	91
Used nutrition/energy bar in last 6 months	1,470	11.0%	83
Drank sports drink/thirst quencher in last 6 mo	4,100	30.7%	96
Used vitamin/dietary supplement in last 6 months	6,219	46.5%	98
Vitamin/dietary suppl used/6 mo: A	249	1.9%	125
Vitamin/dietary suppl used/6 mo: antioxidant	372	2.8%	94
Vitamin/dietary suppl used/6 mo: B complex	663	5.0%	104
Vitamin/dietary suppl used/6 mo: B complex+C	234	1.8%	90
Vitamin/dietary suppl used/6 mo: B-6	276	2.1%	99
Vitamin/dietary suppl used/6 mo: B-12	797	6.0%	116
Vitamin/dietary suppl used/6 mo: C	1,138	8.5%	98
Vitamin/dietary suppl used/6 mo: calcium	1,457	10.9%	99

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 2010 and 2015.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	540	4.0%	114
Vitamin/dietary suppl used/6 mo: E	774	5.8%	103
Vitamin/dietary suppl used/6 mo: echinacea	215	1.6%	88
Vitamin/dietary suppl used/6 mo: garlic	265	2.0%	109
Vitamin/dietary suppl used/6 mo: glucosamine	582	4.4%	97
Vitamin/dietary suppl used/6 mo: multiple formula	1,365	10.2%	93
Vitamin/dietary suppl used/6 mo: multiple w/iron	514	3.8%	88
Vitamin/dietary suppl used/6 mo: mult w/minerals	703	5.3%	86
Vitamin/dietary suppl used/6 mo: zinc	306	2.3%	101
Vitamin/dietary suppl/6 mo: Caltrate 600	363	2.7%	105
Vitamin/dietary suppl/6 mo: Centrum	588	4.4%	73
Vitamin/dietary suppl/6 mo: Nature Made	573	4.3%	83
Visited doctor in last 12 months	10,473	78.4%	100
Visited doctor in last 12 months: 1-3 times	4,744	35.5%	104
Visited doctor in last 12 months: 4-7 times	2,784	20.8%	93
Visited doctor in last 12 months: 8+ times	2,945	22.0%	102
Visited doctor in last 12 mo: allergist	238	1.8%	79
Visited doctor in last 12 mo: cardiologist	909	6.8%	101
Visited doctor in last 12 mo: chiropractor	952	7.1%	97
Visited doctor in last 12 mo: dentist	4,656	34.8%	91
Visited doctor in last 12 mo: dermatologist	724	5.4%	77
Visited doctor in last 12 mo: ear/nose/throat	490	3.7%	80
Visited doctor in last 12 mo: eye	2,636	19.7%	97
Visited doctor in last 12 mo: general/family	6,018	45.0%	103
Visited doctor in last 12 mo: internist	790	5.9%	79
Visited doctor in last 12 mo: physical therapist	423	3.2%	69
Visited doctor in last 12 mo: podiatrist	336	2.5%	84
Visited nurse practitioner in last 12 months	604	4.5%	108
Wear regular/sun/tinted prescription eyeglasses	4,798	35.9%	105
Wear bi-focals	2,451	18.3%	116
Wear disposable contact lenses	713	5.3%	84
Wear soft contact lenses	1,012	7.6%	89
Spent on contact lenses in last 12 mo: <\$100	402	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	422	3.2%	85
Spent on contact lenses in last 12 mo: \$200+	270	2.0%	65
Bought prescription eyewear: discount optical ctr	1,165	8.7%	106
Bought prescription eyewear: from eye doctor	3,720	27.8%	110
Bought prescription eyewear: retail optical chain	1,348	10.1%	91
Used prescription drug for allergy/hay fever	877	6.6%	93
Used prescription drug for anxiety/panic	452	3.4%	89
Used prescription drug for arthritis/rheumatism	290	2.2%	93
Used prescription drug for asthma	541	4.0%	101
Used prescription drug for backache	916	6.9%	104
Used prescription drug for depression	895	6.7%	118
Used prescr drug for diabetes (insulin dependent)	238	1.8%	95
Used prescr drug for diabetes (non-insulin)	446	3.3%	98
Used prescription drug for eczema/skin itch/rash	290	2.2%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	947	7.1%	101
Used prescription drug for high blood pressure	1,833	13.7%	117
Used prescription drug for high cholesterol	1,093	8.2%	104
Used prescription drug for migraine headache	557	4.2%	125
Used prescription drug for muscle strain/sprain	285	2.1%	100
Used prescription drug for sinus congest./headache	582	4.4%	92
Used prescription drug for urinary tract infection	335	2.5%	97
Used last 6 mo: adhesive bandages	7,673	57.4%	104
Used last 6 mo: athlete's foot/foot care product	1,827	13.7%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	6,399	47.9%	103
Used last 6 mo: children's cold tablets/liquids	2,125	15.9%	99
Used last 6 mo: contact lens cleaning solution	1,368	10.2%	86
Used last 6 mo: cotton swabs	6,858	51.3%	105
Used last 6 mo: cough drops (nonprescription)	6,510	48.7%	102
Used last 6 mo: cough syrup/suppressant(nonprescr)	4,672	35.0%	99
Used last 6 mo: children's cough syrup	2,058	15.4%	101
Used last 6 mo: diarrhea remedy	2,435	18.2%	106
Used last 6 mo: eye wash and drops	4,155	31.1%	102
Used last 6 mo: headache/pain reliever (nonprescr)	11,328	84.8%	102
Used last 6 mo: hemorrhoid remedy	1,313	9.8%	105
Used last 6 mo: indigestion/upset stomach remedy	6,042	45.2%	100
Used last 6 mo: lactose intolerance product	397	3.0%	82
Used last 6 mo: laxative	1,952	14.6%	109
Used last 6 mo: medicated skin ointment	4,123	30.9%	96
Used last 6 mo: medicated throat remedy	1,665	12.5%	106
Used last 6 mo: nasal spray	1,841	13.8%	88
Used last 6 mo: pain reliever/fever reducer (kids)	2,911	21.8%	98
Used last 6 mo: pain relieving rub (nonprescr)	3,520	26.3%	104
Used last 6 mo: sleeping tablets (nonprescription)	759	5.7%	108
Used last 12 mo: sunburn remedy	2,261	16.9%	110
Used last 12 mo: suntan/sunscreen product	4,525	33.9%	91
Used last 12 mo: SPF 15+ suntan/sunscreen product	3,456	25.9%	90
Used last 6 mo: toothache/gum/canker sore remedy	2,438	18.2%	104
Used last 6 mo: vitamins for children	1,874	14.0%	96
Used body powder in last 6 months	4,240	31.7%	108
Used body powder <3 times in last 7 days	1,870	14.0%	111
Used body powder 8+ times in last 7 days	347	2.6%	104
Used body wash/shower gel in last 6 months	6,892	51.6%	103
Used breath freshener in last 6 months	6,451	48.3%	99
Used complexion care product in last 6 months	5,955	44.6%	95
Used complexion care product <8 times last week	3,702	27.7%	98
Used complexion care product 15+ times last week	781	5.8%	81
Used complexion care prod: dry facial skin type	929	7.0%	94
Used complexion care prod: normal facial skin type	1,955	14.6%	98
Used complexion care prod: oily facial skin type	665	5.0%	84
Used dental floss in last 6 months	7,659	57.3%	92

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	2,259	16.9%	89
Used denture adhesive/fixative in last 6 months	983	7.4%	120
Used denture cleaner in last 6 months	1,897	14.2%	123
Used deodorant/antiperspirant in last 6 months	12,463	93.3%	101
Used deodorant/antiperspirant <8 times last week	9,209	68.9%	101
Used deodorant/antiperspirant 15+ times last week	901	6.7%	113
Used disposable razor in last 6 months	7,377	55.2%	107
Used electric shaver in last 6 months	2,747	20.6%	107
Used hair coloring product (at home) last 6 months	2,684	20.1%	100
Used hair conditioner (at home) in last 6 months	8,402	62.9%	102
Used hair conditioning treatment (at home)/6 mo	3,277	24.5%	99
Used hair growth product in last 6 months	225	1.7%	83
Used hair mousse in last 6 months	2,509	18.8%	102
Used hair spray (at home) in last 6 months	5,330	39.9%	107
Used hair styling gel/lotion in last 6 months	3,412	25.5%	92
Used hand & body cream/lotion/oil in last 6 months	9,620	72.0%	100
Used hand & body cream in last 6 months	2,152	16.1%	91
Used hand & body lotion in last 6 months	6,595	49.4%	103
Used hand & body oil in last 6 months	704	5.3%	94
Used lip care in last 6 months	7,930	59.4%	101
Used liquid soap/hand sanitizer in last 6 months	10,050	75.2%	100
Used mouthwash in last 6 months	8,823	66.0%	101
Used mouthwash <6 times in last 7 days	3,611	27.0%	98
Used mouthwash 8+ times in last 7 days	2,059	15.4%	101
Used shampoo (at home) in last 6 months	12,404	92.8%	101
Used shampoo plus conditioner prod (at home)/6 mo	2,641	19.8%	103
Used shaving cream/gel in last 6 months	7,117	53.3%	101
Used personal care soap (bar) in last 6 months	11,291	84.5%	100
Use personal care soap for antibacterial purpose	2,794	20.9%	109
Use personal care soap for complexion	867	6.5%	90
Use personal care soap for deodorant	2,454	18.4%	110
Use personal care soap for moisturizing	2,844	21.3%	101
Bought toothbrush in last 6 months	11,645	87.2%	102
Bought electric toothbrush in last 6 months	585	4.4%	68
Used toothpaste in last 6 months	12,685	94.9%	99
Used toothpaste <8 times in last 7 days	4,595	34.4%	105
Used toothpaste 15+ times in last 7 days	2,052	15.4%	96
Used toothpaste with baking soda in last 6 months	1,382	10.3%	92
Used toothpaste (gel) in last 6 months	4,126	30.9%	106
Used toothpaste (paste) in last 6 months	6,164	46.1%	96
Used whitening toothpaste in last 6 months	5,017	37.5%	101
Used tooth whitener (not toothpaste) last 6 months	1,231	9.2%	83
Had professional manicure/pedicure last 6 months	1,820	13.6%	81
Had professional facial/massage last 6 months	805	6.0%	66
Spent \$100+ at barber shops in last 6 months	499	3.7%	71
Spent \$100+ at beauty parlors in last 6 months	1,649	12.3%	79

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Demographic Summary	2010	2015
Population	24,654	25,316
Population 18+	19,194	19,665
Households	9,041	9,305
Median Household Income	\$44,785	\$49,641

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	5,202	27.1%	92
Exercise at club 2+ times per week	1,576	8.2%	71
Exercise at other facility (not club) 2+ times/wk	1,269	6.6%	82
Own stationary bicycle	1,213	6.3%	107
Own treadmill	1,910	10.0%	103
Own weight lifting equipment	2,219	11.6%	94
Presently controlling diet	7,767	40.5%	98
Diet control for blood sugar level	1,489	7.8%	108
Diet control for cholesterol level	2,026	10.6%	104
Diet control to maintain weight	1,871	9.7%	87
Diet control for physical fitness	1,621	8.4%	90
Diet control for salt restriction	713	3.7%	117
Diet control for weight loss	2,828	14.7%	102
Used doctor's care/diet for diet method	658	3.4%	110
Used exercise program for diet method	1,561	8.1%	93
Used Weight Watchers as diet method	473	2.5%	81
Buy foods specifically labeled as fat-free	3,139	16.4%	93
Buy foods specifically labeled as high fiber	1,789	9.3%	83
Buy foods specifically labeled as high protein	773	4.0%	75
Buy foods specifically labeled as lactose-free	304	1.6%	84
Buy foods specifically labeled as low-calorie	1,820	9.5%	92
Buy foods specifically labeled as low-carb	1,427	7.4%	90
Buy foods specifically labeled as low-cholesterol	1,541	8.0%	93
Buy foods specifically labeled as low-fat	2,455	12.8%	95
Buy foods specifically labeled as low-sodium	1,459	7.6%	92
Buy foods specifically labeled as natural/organic	1,100	5.7%	76
Buy foods specifically labeled as sugar-free	2,503	13.0%	96
Used butter alternatives in last 6 months	766	4.0%	95
Used egg alternatives in last 6 months	2,305	12.0%	84
Used salt alternatives in last 6 months	5,530	28.8%	105
Drank meal/dietary supplement in last 6 months	1,543	8.0%	93
Used nutrition/energy bar in last 6 months	1,992	10.4%	79
Drank sports drink/thirst quencher in last 6 mo	5,717	29.8%	93
Used vitamin/dietary supplement in last 6 months	8,925	46.5%	97
Vitamin/dietary suppl used/6 mo: A	311	1.6%	108
Vitamin/dietary suppl used/6 mo: antioxidant	508	2.6%	89
Vitamin/dietary suppl used/6 mo: B complex	931	4.9%	101
Vitamin/dietary suppl used/6 mo: B complex+C	313	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6	404	2.1%	101
Vitamin/dietary suppl used/6 mo: B-12	1,088	5.7%	111
Vitamin/dietary suppl used/6 mo: C	1,634	8.5%	98
Vitamin/dietary suppl used/6 mo: calcium	2,144	11.2%	102

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	714	3.7%	105
Vitamin/dietary suppl used/6 mo: E	1,128	5.9%	105
Vitamin/dietary suppl used/6 mo: echinacea	293	1.5%	83
Vitamin/dietary suppl used/6 mo: garlic	374	1.9%	107
Vitamin/dietary suppl used/6 mo: glucosamine	866	4.5%	101
Vitamin/dietary suppl used/6 mo: multiple formula	2,053	10.7%	97
Vitamin/dietary suppl used/6 mo: multiple w/iron	759	4.0%	90
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,054	5.5%	90
Vitamin/dietary suppl used/6 mo: zinc	405	2.1%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	496	2.6%	100
Vitamin/dietary suppl/6 mo: Centrum	854	4.4%	73
Vitamin/dietary suppl/6 mo: Nature Made	838	4.4%	84
Visited doctor in last 12 months	15,098	78.7%	100
Visited doctor in last 12 months: 1-3 times	6,808	35.5%	103
Visited doctor in last 12 months: 4-7 times	4,116	21.4%	95
Visited doctor in last 12 months: 8+ times	4,173	21.7%	101
Visited doctor in last 12 mo: allergist	342	1.8%	79
Visited doctor in last 12 mo: cardiologist	1,361	7.1%	105
Visited doctor in last 12 mo: chiropractor	1,534	8.0%	109
Visited doctor in last 12 mo: dentist	6,693	34.9%	91
Visited doctor in last 12 mo: dermatologist	1,073	5.6%	80
Visited doctor in last 12 mo: ear/nose/throat	749	3.9%	85
Visited doctor in last 12 mo: eye	3,827	19.9%	98
Visited doctor in last 12 mo: general/family	8,805	45.9%	105
Visited doctor in last 12 mo: internist	1,171	6.1%	82
Visited doctor in last 12 mo: physical therapist	619	3.2%	70
Visited doctor in last 12 mo: podiatrist	473	2.5%	82
Visited nurse practitioner in last 12 months	868	4.5%	108
Wear regular/sun/tinted prescription eyeglasses	6,980	36.4%	106
Wear bi-focals	3,797	19.8%	125
Wear disposable contact lenses	1,094	5.7%	89
Wear soft contact lenses	1,497	7.8%	92
Spent on contact lenses in last 12 mo: <\$100	546	2.8%	103
Spent on contact lenses in last 12 mo: \$100-199	645	3.4%	91
Spent on contact lenses in last 12 mo: \$200+	405	2.1%	68
Bought prescription eyewear: discount optical ctr	1,722	9.0%	110
Bought prescription eyewear: from eye doctor	5,546	28.9%	114
Bought prescription eyewear: retail optical chain	2,012	10.5%	95
Used prescription drug for allergy/hay fever	1,293	6.7%	95
Used prescription drug for anxiety/panic	706	3.7%	97
Used prescription drug for arthritis/rheumatism	413	2.2%	93
Used prescription drug for asthma	780	4.1%	101
Used prescription drug for backache	1,357	7.1%	108
Used prescription drug for depression	1,301	6.8%	119
Used prescr drug for diabetes (insulin dependent)	355	1.8%	99
Used prescr drug for diabetes (non-insulin)	734	3.8%	112
Used prescription drug for eczema/skin itch/rash	375	2.0%	93

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	1,483	7.7%	110
Used prescription drug for high blood pressure	2,731	14.2%	121
Used prescription drug for high cholesterol	1,718	9.0%	114
Used prescription drug for migraine headache	724	3.8%	113
Used prescription drug for muscle strain/sprain	395	2.1%	97
Used prescription drug for sinus congest./headache	889	4.6%	97
Used prescription drug for urinary tract infection	477	2.5%	96
Used last 6 mo: adhesive bandages	11,253	58.6%	107
Used last 6 mo: athlete's foot/foot care product	2,708	14.1%	96
Used last 6 mo: cold/sinus/allergy med (nonprescr)	9,103	47.4%	102
Used last 6 mo: children's cold tablets/liquids	2,951	15.4%	95
Used last 6 mo: contact lens cleaning solution	1,997	10.4%	88
Used last 6 mo: cotton swabs	9,738	50.7%	104
Used last 6 mo: cough drops (nonprescription)	9,412	49.0%	102
Used last 6 mo: cough syrup/suppressant(nonprescr)	6,622	34.5%	98
Used last 6 mo: children's cough syrup	2,815	14.7%	97
Used last 6 mo: diarrhea remedy	3,552	18.5%	107
Used last 6 mo: eye wash and drops	6,023	31.4%	103
Used last 6 mo: headache/pain reliever (nonprescr)	16,246	84.6%	101
Used last 6 mo: hemorrhoid remedy	1,938	10.1%	108
Used last 6 mo: indigestion/upset stomach remedy	8,837	46.0%	102
Used last 6 mo: lactose intolerance product	499	2.6%	72
Used last 6 mo: laxative	2,805	14.6%	109
Used last 6 mo: medicated skin ointment	6,129	31.9%	100
Used last 6 mo: medicated throat remedy	2,359	12.3%	105
Used last 6 mo: nasal spray	2,771	14.4%	92
Used last 6 mo: pain reliever/fever reducer (kids)	4,137	21.6%	97
Used last 6 mo: pain relieving rub (nonprescr)	5,150	26.8%	106
Used last 6 mo: sleeping tablets (nonprescription)	1,051	5.5%	104
Used last 12 mo: sunburn remedy	3,283	17.1%	111
Used last 12 mo: suntan/sunscreen product	6,427	33.5%	90
Used last 12 mo: SPF 15+ suntan/sunscreen product	4,964	25.9%	90
Used last 6 mo: toothache/gum/canker sore remedy	3,574	18.6%	106
Used last 6 mo: vitamins for children	2,613	13.6%	93
Used body powder in last 6 months	6,043	31.5%	108
Used body powder <3 times in last 7 days	2,585	13.5%	106
Used body powder 8+ times in last 7 days	479	2.5%	100
Used body wash/shower gel in last 6 months	9,782	51.0%	102
Used breath freshener in last 6 months	9,224	48.1%	99
Used complexion care product in last 6 months	8,319	43.3%	92
Used complexion care product <8 times last week	5,174	27.0%	95
Used complexion care product 15+ times last week	1,071	5.6%	77
Used complexion care prod: dry facial skin type	1,272	6.6%	89
Used complexion care prod: normal facial skin type	2,711	14.1%	94
Used complexion care prod: oily facial skin type	914	4.8%	80
Used dental floss in last 6 months	11,005	57.3%	92

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Health and Beauty Market Potential

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Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 20 minutes

Latitude: 30.147184
Longitude: -96.396612

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	3,312	17.3%	91
Used denture adhesive/fixative in last 6 months	1,466	7.6%	124
Used denture cleaner in last 6 months	2,887	15.0%	130
Used deodorant/antiperspirant in last 6 months	17,795	92.7%	100
Used deodorant/antiperspirant <8 times last week	13,170	68.6%	100
Used deodorant/antiperspirant 15+ times last week	1,191	6.2%	104
Used disposable razor in last 6 months	10,540	54.9%	106
Used electric shaver in last 6 months	4,051	21.1%	110
Used hair coloring product (at home) last 6 months	3,828	19.9%	99
Used hair conditioner (at home) in last 6 months	11,849	61.7%	100
Used hair conditioning treatment (at home)/6 mo	4,530	23.6%	95
Used hair growth product in last 6 months	297	1.5%	77
Used hair mousse in last 6 months	3,651	19.0%	104
Used hair spray (at home) in last 6 months	7,749	40.4%	109
Used hair styling gel/lotion in last 6 months	4,871	25.4%	91
Used hand & body cream/lotion/oil in last 6 months	13,629	71.0%	98
Used hand & body cream in last 6 months	3,020	15.7%	89
Used hand & body lotion in last 6 months	9,394	48.9%	102
Used hand & body oil in last 6 months	973	5.1%	91
Used lip care in last 6 months	11,424	59.5%	101
Used liquid soap/hand sanitizer in last 6 months	14,413	75.1%	100
Used mouthwash in last 6 months	12,603	65.7%	100
Used mouthwash <6 times in last 7 days	5,279	27.5%	100
Used mouthwash 8+ times in last 7 days	2,883	15.0%	98
Used shampoo (at home) in last 6 months	17,808	92.8%	101
Used shampoo plus conditioner prod (at home)/6 mo	3,667	19.1%	100
Used shaving cream/gel in last 6 months	10,424	54.3%	103
Used personal care soap (bar) in last 6 months	16,247	84.6%	100
Use personal care soap for antibacterial purpose	3,947	20.6%	107
Use personal care soap for complexion	1,216	6.3%	88
Use personal care soap for deodorant	3,439	17.9%	107
Use personal care soap for moisturizing	4,023	21.0%	99
Bought toothbrush in last 6 months	16,557	86.3%	101
Bought electric toothbrush in last 6 months	827	4.3%	67
Used toothpaste in last 6 months	18,211	94.9%	99
Used toothpaste <8 times in last 7 days	6,697	34.9%	106
Used toothpaste 15+ times in last 7 days	2,913	15.2%	94
Used toothpaste with baking soda in last 6 months	1,909	9.9%	88
Used toothpaste (gel) in last 6 months	5,916	30.8%	106
Used toothpaste (paste) in last 6 months	8,787	45.8%	95
Used whitening toothpaste in last 6 months	7,290	38.0%	102
Used tooth whitener (not toothpaste) last 6 months	1,659	8.6%	78
Had professional manicure/pedicure last 6 months	2,291	11.9%	71
Had professional facial/massage last 6 months	1,069	5.6%	61
Spent \$100+ at barber shops in last 6 months	712	3.7%	71
Spent \$100+ at beauty parlors in last 6 months	2,264	11.8%	76

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Demographic Summary	2010	2015
Population	44,077	45,121
Population 18+	34,006	34,823
Households	16,369	16,772
Median Household Income	\$42,849	\$48,739

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	9,230	27.1%	92
Exercise at club 2+ times per week	2,649	7.8%	67
Exercise at other facility (not club) 2+ times/wk	2,193	6.4%	80
Own stationary bicycle	2,080	6.1%	103
Own treadmill	3,288	9.7%	100
Own weight lifting equipment	3,872	11.4%	92
Presently controlling diet	13,734	40.4%	98
Diet control for blood sugar level	2,731	8.0%	112
Diet control for cholesterol level	3,581	10.5%	104
Diet control to maintain weight	3,351	9.9%	88
Diet control for physical fitness	2,765	8.1%	86
Diet control for salt restriction	1,311	3.9%	121
Diet control for weight loss	4,759	14.0%	97
Used doctor's care/diet for diet method	1,169	3.4%	110
Used exercise program for diet method	2,560	7.5%	86
Used Weight Watchers as diet method	869	2.6%	84
Buy foods specifically labeled as fat-free	5,605	16.5%	94
Buy foods specifically labeled as high fiber	3,215	9.5%	84
Buy foods specifically labeled as high protein	1,385	4.1%	76
Buy foods specifically labeled as lactose-free	527	1.5%	82
Buy foods specifically labeled as low-calorie	3,176	9.3%	91
Buy foods specifically labeled as low-carb	2,601	7.6%	93
Buy foods specifically labeled as low-cholesterol	2,776	8.2%	95
Buy foods specifically labeled as low-fat	4,240	12.5%	92
Buy foods specifically labeled as low-sodium	2,604	7.7%	93
Buy foods specifically labeled as natural/organic	1,918	5.6%	75
Buy foods specifically labeled as sugar-free	4,558	13.4%	99
Used butter alternatives in last 6 months	1,319	3.9%	92
Used egg alternatives in last 6 months	4,279	12.6%	88
Used salt alternatives in last 6 months	9,995	29.4%	107
Drank meal/dietary supplement in last 6 months	2,823	8.3%	96
Used nutrition/energy bar in last 6 months	3,414	10.0%	76
Drank sports drink/thirst quencher in last 6 mo	10,186	30.0%	94
Used vitamin/dietary supplement in last 6 months	15,929	46.8%	98
Vitamin/dietary suppl used/6 mo: A	539	1.6%	106
Vitamin/dietary suppl used/6 mo: antioxidant	851	2.5%	84
Vitamin/dietary suppl used/6 mo: B complex	1,614	4.7%	99
Vitamin/dietary suppl used/6 mo: B complex+C	582	1.7%	88
Vitamin/dietary suppl used/6 mo: B-6	730	2.1%	103
Vitamin/dietary suppl used/6 mo: B-12	2,030	6.0%	117
Vitamin/dietary suppl used/6 mo: C	2,888	8.5%	98
Vitamin/dietary suppl used/6 mo: calcium	3,753	11.0%	101

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	1,278	3.8%	106
Vitamin/dietary suppl used/6 mo: E	2,095	6.2%	110
Vitamin/dietary suppl used/6 mo: echinacea	538	1.6%	86
Vitamin/dietary suppl used/6 mo: garlic	691	2.0%	111
Vitamin/dietary suppl used/6 mo: glucosamine	1,608	4.7%	106
Vitamin/dietary suppl used/6 mo: multiple formula	3,503	10.3%	94
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,280	3.8%	86
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,964	5.8%	95
Vitamin/dietary suppl used/6 mo: zinc	719	2.1%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	886	2.6%	100
Vitamin/dietary suppl/6 mo: Centrum	1,561	4.6%	76
Vitamin/dietary suppl/6 mo: Nature Made	1,574	4.6%	90
Visited doctor in last 12 months	26,791	78.8%	101
Visited doctor in last 12 months: 1-3 times	12,220	35.9%	105
Visited doctor in last 12 months: 4-7 times	7,351	21.6%	96
Visited doctor in last 12 months: 8+ times	7,221	21.2%	98
Visited doctor in last 12 mo: allergist	581	1.7%	75
Visited doctor in last 12 mo: cardiologist	2,471	7.3%	108
Visited doctor in last 12 mo: chiropractor	2,749	8.1%	110
Visited doctor in last 12 mo: dentist	11,643	34.2%	90
Visited doctor in last 12 mo: dermatologist	1,785	5.2%	75
Visited doctor in last 12 mo: ear/nose/throat	1,218	3.6%	78
Visited doctor in last 12 mo: eye	6,562	19.3%	95
Visited doctor in last 12 mo: general/family	15,683	46.1%	105
Visited doctor in last 12 mo: internist	2,004	5.9%	79
Visited doctor in last 12 mo: physical therapist	1,183	3.5%	76
Visited doctor in last 12 mo: podiatrist	868	2.6%	85
Visited nurse practitioner in last 12 months	1,574	4.6%	111
Wear regular/sun/tinted prescription eyeglasses	12,361	36.3%	106
Wear bi-focals	6,455	19.0%	120
Wear disposable contact lenses	1,906	5.6%	88
Wear soft contact lenses	2,414	7.1%	84
Spent on contact lenses in last 12 mo: <\$100	951	2.8%	101
Spent on contact lenses in last 12 mo: \$100-199	1,090	3.2%	87
Spent on contact lenses in last 12 mo: \$200+	754	2.2%	71
Bought prescription eyewear: discount optical ctr	3,063	9.0%	110
Bought prescription eyewear: from eye doctor	9,489	27.9%	111
Bought prescription eyewear: retail optical chain	3,484	10.2%	93
Used prescription drug for allergy/hay fever	2,192	6.4%	91
Used prescription drug for anxiety/panic	1,307	3.8%	101
Used prescription drug for arthritis/rheumatism	775	2.3%	98
Used prescription drug for asthma	1,350	4.0%	99
Used prescription drug for backache	2,373	7.0%	106
Used prescription drug for depression	2,130	6.3%	110
Used prescr drug for diabetes (insulin dependent)	738	2.2%	116
Used prescr drug for diabetes (non-insulin)	1,321	3.9%	114
Used prescription drug for eczema/skin itch/rash	632	1.9%	88

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	2,625	7.7%	110
Used prescription drug for high blood pressure	4,839	14.2%	121
Used prescription drug for high cholesterol	3,011	8.9%	112
Used prescription drug for migraine headache	1,217	3.6%	108
Used prescription drug for muscle strain/sprain	766	2.3%	106
Used prescription drug for sinus congest./headache	1,569	4.6%	97
Used prescription drug for urinary tract infection	886	2.6%	101
Used last 6 mo: adhesive bandages	19,470	57.3%	104
Used last 6 mo: athlete's foot/foot care product	4,809	14.1%	96
Used last 6 mo: cold/sinus/allergy med (nonprescr)	16,086	47.3%	101
Used last 6 mo: children's cold tablets/liquids	5,182	15.2%	95
Used last 6 mo: contact lens cleaning solution	3,387	10.0%	84
Used last 6 mo: cotton swabs	16,871	49.6%	102
Used last 6 mo: cough drops (nonprescription)	16,392	48.2%	101
Used last 6 mo: cough syrup/suppressant(nonprescr)	11,807	34.7%	98
Used last 6 mo: children's cough syrup	4,949	14.6%	96
Used last 6 mo: diarrhea remedy	6,247	18.4%	107
Used last 6 mo: eye wash and drops	10,549	31.0%	102
Used last 6 mo: headache/pain reliever (nonprescr)	28,764	84.6%	101
Used last 6 mo: hemorrhoid remedy	3,296	9.7%	104
Used last 6 mo: indigestion/upset stomach remedy	15,810	46.5%	103
Used last 6 mo: lactose intolerance product	946	2.8%	77
Used last 6 mo: laxative	5,150	15.1%	113
Used last 6 mo: medicated skin ointment	10,944	32.2%	100
Used last 6 mo: medicated throat remedy	4,363	12.8%	110
Used last 6 mo: nasal spray	4,996	14.7%	93
Used last 6 mo: pain reliever/fever reducer (kids)	7,356	21.6%	97
Used last 6 mo: pain relieving rub (nonprescr)	9,070	26.7%	105
Used last 6 mo: sleeping tablets (nonprescription)	1,822	5.4%	102
Used last 12 mo: sunburn remedy	5,554	16.3%	106
Used last 12 mo: suntan/sunscreen product	11,073	32.6%	88
Used last 12 mo: SPF 15+ suntan/sunscreen product	8,453	24.9%	86
Used last 6 mo: toothache/gum/canker sore remedy	6,414	18.9%	108
Used last 6 mo: vitamins for children	4,602	13.5%	93
Used body powder in last 6 months	10,856	31.9%	109
Used body powder <3 times in last 7 days	4,551	13.4%	106
Used body powder 8+ times in last 7 days	869	2.6%	102
Used body wash/shower gel in last 6 months	17,280	50.8%	102
Used breath freshener in last 6 months	16,252	47.8%	98
Used complexion care product in last 6 months	14,853	43.7%	93
Used complexion care product <8 times last week	9,362	27.5%	97
Used complexion care product 15+ times last week	1,846	5.4%	75
Used complexion care prod: dry facial skin type	2,265	6.7%	90
Used complexion care prod: normal facial skin type	4,890	14.4%	96
Used complexion care prod: oily facial skin type	1,712	5.0%	85
Used dental floss in last 6 months	19,264	56.6%	91

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	6,213	18.3%	97
Used denture adhesive/fixative in last 6 months	2,740	8.1%	131
Used denture cleaner in last 6 months	5,272	15.5%	134
Used deodorant/antiperspirant in last 6 months	31,641	93.0%	101
Used deodorant/antiperspirant <8 times last week	23,274	68.4%	100
Used deodorant/antiperspirant 15+ times last week	2,256	6.6%	111
Used disposable razor in last 6 months	18,566	54.6%	106
Used electric shaver in last 6 months	6,940	20.4%	106
Used hair coloring product (at home) last 6 months	6,931	20.4%	101
Used hair conditioner (at home) in last 6 months	20,960	61.6%	100
Used hair conditioning treatment (at home)/6 mo	8,209	24.1%	97
Used hair growth product in last 6 months	563	1.7%	82
Used hair mousse in last 6 months	6,192	18.2%	99
Used hair spray (at home) in last 6 months	13,533	39.8%	107
Used hair styling gel/lotion in last 6 months	8,491	25.0%	90
Used hand & body cream/lotion/oil in last 6 months	24,333	71.6%	99
Used hand & body cream in last 6 months	5,172	15.2%	86
Used hand & body lotion in last 6 months	16,777	49.3%	103
Used hand & body oil in last 6 months	1,789	5.3%	94
Used lip care in last 6 months	20,389	60.0%	102
Used liquid soap/hand sanitizer in last 6 months	25,307	74.4%	99
Used mouthwash in last 6 months	22,550	66.3%	101
Used mouthwash <6 times in last 7 days	9,278	27.3%	99
Used mouthwash 8+ times in last 7 days	5,249	15.4%	101
Used shampoo (at home) in last 6 months	31,405	92.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,590	19.4%	101
Used shaving cream/gel in last 6 months	18,355	54.0%	103
Used personal care soap (bar) in last 6 months	28,754	84.6%	100
Use personal care soap for antibacterial purpose	6,932	20.4%	106
Use personal care soap for complexion	2,330	6.9%	95
Use personal care soap for deodorant	5,926	17.4%	104
Use personal care soap for moisturizing	7,023	20.7%	98
Bought toothbrush in last 6 months	29,219	85.9%	101
Bought electric toothbrush in last 6 months	1,603	4.7%	73
Used toothpaste in last 6 months	32,250	94.8%	99
Used toothpaste <8 times in last 7 days	11,999	35.3%	108
Used toothpaste 15+ times in last 7 days	4,981	14.6%	91
Used toothpaste with baking soda in last 6 months	3,538	10.4%	92
Used toothpaste (gel) in last 6 months	10,253	30.2%	104
Used toothpaste (paste) in last 6 months	15,645	46.0%	96
Used whitening toothpaste in last 6 months	12,754	37.5%	101
Used tooth whitener (not toothpaste) last 6 months	3,142	9.2%	83
Had professional manicure/pedicure last 6 months	4,068	12.0%	71
Had professional facial/massage last 6 months	1,862	5.5%	60
Spent \$100+ at barber shops in last 6 months	1,249	3.7%	70
Spent \$100+ at beauty parlors in last 6 months	4,141	12.2%	78

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