



Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 1 Miles

Demographic Summary	2009	2014
Population	13,772	14,622
Population 18+	12,271	13,032
Households	5,974	6,404
Median Household Income	\$35,871	\$36,380

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	3,974	32.4%	110
Exercise at club 2+ times per week	1,580	12.9%	111
Exercise at other facility (not club) 2+ times/wk	1,781	14.5%	179
Own stationary bicycle	601	4.9%	83
Own treadmill	664	5.4%	56
Own weight lifting equipment	1,360	11.1%	90
Presently controlling diet	4,230	34.5%	84
Diet control for blood sugar level	551	4.5%	63
Diet control for cholesterol level	873	7.1%	70
Diet control to maintain weight	1,257	10.2%	91
Diet control for physical fitness	815	6.6%	71
Diet control for salt restriction	249	2.0%	64
Diet control for weight loss	1,311	10.7%	74
Used doctor's care/diet for diet method	275	2.2%	72
Used exercise program for diet method	1,020	8.3%	96
Used Weight Watchers as diet method	268	2.2%	72
Buy foods specifically labeled as fat-free	1,768	14.4%	82
Buy foods specifically labeled as high fiber	1,136	9.3%	83
Buy foods specifically labeled as high protein	534	4.4%	81
Buy foods specifically labeled as lactose-free	222	1.8%	95
Buy foods specifically labeled as low-calorie	1,094	8.9%	87
Buy foods specifically labeled as low-carb	912	7.4%	90
Buy foods specifically labeled as low-cholesterol	725	5.9%	69
Buy foods specifically labeled as low-fat	1,258	10.3%	76
Buy foods specifically labeled as low-sodium	672	5.5%	66
Buy foods specifically labeled as natural/organic	1,093	8.9%	119
Buy foods specifically labeled as sugar-free	1,173	9.6%	71
Used butter alternatives in last 6 months	382	3.1%	74
Used egg alternatives in last 6 months	1,264	10.3%	72
Used salt alternatives in last 6 months	2,923	23.8%	86
Drank meal/dietary supplement in last 6 months	896	7.3%	84
Used nutrition/energy bar in last 6 months	1,796	14.6%	111
Drank sports drink/thirst quencher in last 6 mo	4,512	36.8%	115
Used vitamin/dietary supplement in last 6 months	5,640	46.0%	96
Vitamin/dietary suppl used/6 mo: A	232	1.9%	127
Vitamin/dietary suppl used/6 mo: antioxidant	345	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex	451	3.7%	77
Vitamin/dietary suppl used/6 mo: B complex+C	197	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	233	1.9%	91
Vitamin/dietary suppl used/6 mo: B-12	636	5.2%	101
Vitamin/dietary suppl used/6 mo: C	1,119	9.1%	105
Vitamin/dietary suppl used/6 mo: calcium	1,050	8.6%	78

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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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	228	1.9%	52
Vitamin/dietary suppl used/6 mo: E	702	5.7%	102
Vitamin/dietary suppl used/6 mo: echinacea	190	1.5%	84
Vitamin/dietary suppl used/6 mo: garlic	115	0.9%	51
Vitamin/dietary suppl used/6 mo: glucosamine	395	3.2%	72
Vitamin/dietary suppl used/6 mo: multiple formula	1,235	10.1%	91
Vitamin/dietary suppl used/6 mo: multiple w/iron	635	5.2%	118
Vitamin/dietary suppl used/6 mo: mult w/minerals	624	5.1%	83
Vitamin/dietary suppl used/6 mo: zinc	277	2.3%	100
Vitamin/dietary suppl/6 mo: Caltrate 600	211	1.7%	66
Vitamin/dietary suppl/6 mo: Centrum	718	5.9%	97
Vitamin/dietary suppl/6 mo: Nature Made	550	4.5%	87
Visited doctor in last 12 months	8,855	72.2%	92
Visited doctor in last 12 months: 1-3 times	4,207	34.3%	100
Visited doctor in last 12 months: 4-7 times	2,416	19.7%	87
Visited doctor in last 12 months: 8+ times	2,235	18.2%	84
Visited doctor in last 12 mo: allergist	123	1.0%	44
Visited doctor in last 12 mo: cardiologist	593	4.8%	72
Visited doctor in last 12 mo: chiropractor	809	6.6%	90
Visited doctor in last 12 mo: dentist	4,552	37.1%	97
Visited doctor in last 12 mo: dermatologist	689	5.6%	80
Visited doctor in last 12 mo: ear/nose/throat	547	4.5%	97
Visited doctor in last 12 mo: eye	2,182	17.8%	88
Visited doctor in last 12 mo: general/family	4,427	36.1%	82
Visited doctor in last 12 mo: internist	730	5.9%	80
Visited doctor in last 12 mo: physical therapist	622	5.1%	110
Visited doctor in last 12 mo: podiatrist	211	1.7%	57
Visited nurse practitioner in last 12 months	661	5.4%	129
Wear regular/sun/tinted prescription eyeglasses	3,754	30.6%	89
Wear bi-focals	1,287	10.5%	66
Wear disposable contact lenses	706	5.8%	90
Wear soft contact lenses	1,208	9.8%	116
Spent on contact lenses in last 12 mo: <\$100	378	3.1%	111
Spent on contact lenses in last 12 mo: \$100-199	636	5.2%	140
Spent on contact lenses in last 12 mo: \$200+	303	2.5%	80
Bought prescription eyewear: discount optical ctr	762	6.2%	76
Bought prescription eyewear: from eye doctor	2,405	19.6%	78
Bought prescription eyewear: retail optical chain	1,421	11.6%	105
Used prescription drug for allergy/hay fever	715	5.8%	82
Used prescription drug for anxiety/panic	470	3.8%	101
Used prescription drug for arthritis/rheumatism	163	1.3%	57
Used prescription drug for asthma	452	3.7%	92
Used prescription drug for backache	842	6.9%	104
Used prescription drug for depression	794	6.5%	114
Used prescr drug for diabetes (insulin dependent)	216	1.8%	94
Used prescr drug for diabetes (non-insulin)	266	2.2%	63
Used prescription drug for eczema/skin itch/rash	196	1.6%	76

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	577	4.7%	67
Used prescription drug for high blood pressure	1,038	8.5%	72
Used prescription drug for high cholesterol	636	5.2%	66
Used prescription drug for migraine headache	624	5.1%	153
Used prescription drug for muscle strain/sprain	379	3.1%	145
Used prescription drug for sinus congest./headache	418	3.4%	72
Used prescription drug for urinary tract infection	347	2.8%	109
Used last 6 mo: adhesive bandages	6,631	54.0%	98
Used last 6 mo: athlete`s foot/foot care product	1,830	14.9%	101
Used last 6 mo: cold/sinus/allergy med (nonprescr)	5,479	44.6%	96
Used last 6 mo: children`s cold tablets/liquids	1,361	11.1%	69
Used last 6 mo: contact lens cleaning solution	1,598	13.0%	110
Used last 6 mo: cotton swabs	5,126	41.8%	86
Used last 6 mo: cough drops (nonprescription)	5,170	42.1%	88
Used last 6 mo: cough syrup/suppressant(nonprescr)	3,828	31.2%	88
Used last 6 mo: children`s cough syrup	1,143	9.3%	61
Used last 6 mo: diarrhea remedy	2,062	16.8%	97
Used last 6 mo: eye wash and drops	3,401	27.7%	91
Used last 6 mo: headache/pain reliever (nonprescr)	9,704	79.1%	95
Used last 6 mo: hemorrhoid remedy	1,271	10.4%	111
Used last 6 mo: indigestion/upset stomach remedy	4,884	39.8%	88
Used last 6 mo: lactose intolerance product	530	4.3%	119
Used last 6 mo: laxative	1,411	11.5%	85
Used last 6 mo: medicated skin ointment	3,428	27.9%	87
Used last 6 mo: medicated throat remedy	1,607	13.1%	112
Used last 6 mo: nasal spray	1,710	13.9%	89
Used last 6 mo: pain reliever/fever reducer (kids)	1,841	15.0%	67
Used last 6 mo: pain relieving rub (nonprescr)	2,883	23.5%	93
Used last 6 mo: sleeping tablets (nonprescription)	591	4.8%	91
Used last 12 mo: sunburn remedy	2,188	17.8%	116
Used last 12 mo: suntan/sunscreen product	4,448	36.2%	97
Used last 12 mo: SPF 15+ suntan/sunscreen product	3,743	30.5%	106
Used last 6 mo: toothache/gum/canker sore remedy	2,293	18.7%	107
Used last 6 mo: vitamins for children	1,051	8.6%	59
Used body powder in last 6 months	2,963	24.1%	83
Used body powder <3 times in last 7 days	1,407	11.5%	91
Used body powder 8+ times in last 7 days	313	2.6%	102
Used body wash/shower gel in last 6 months	6,835	55.7%	111
Used breath freshener in last 6 months	5,909	48.2%	99
Used complexion care product in last 6 months	5,629	45.9%	97
Used complexion care product <8 times last week	3,469	28.3%	100
Used complexion care product 15+ times last week	766	6.2%	87
Used complexion care prod: dry facial skin type	962	7.8%	106
Used complexion care prod: normal facial skin type	1,799	14.7%	98
Used complexion care prod: oily facial skin type	909	7.4%	125
Used dental floss in last 6 months	7,138	58.2%	93

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	2,523	20.6%	109
Used denture adhesive/fixative in last 6 months	624	5.1%	83
Used denture cleaner in last 6 months	1,247	10.2%	88
Used deodorant/antiperspirant in last 6 months	11,123	90.6%	98
Used deodorant/antiperspirant <8 times last week	8,102	66.0%	97
Used deodorant/antiperspirant 15+ times last week	460	3.7%	63
Used disposable razor in last 6 months	6,307	51.4%	99
Used electric shaver in last 6 months	2,350	19.2%	100
Used hair coloring product (at home) last 6 months	1,994	16.2%	81
Used hair conditioner (at home) in last 6 months	7,828	63.8%	103
Used hair conditioning treatment (at home)/6 mo	2,834	23.1%	93
Used hair growth product in last 6 months	256	2.1%	103
Used hair mousse in last 6 months	1,923	15.7%	86
Used hair spray (at home) in last 6 months	3,567	29.1%	78
Used hair styling gel/lotion in last 6 months	3,004	24.5%	88
Used hand & body cream/lotion/oil in last 6 months	8,330	67.9%	94
Used hand & body cream in last 6 months	1,744	14.2%	80
Used hand & body lotion in last 6 months	5,423	44.2%	92
Used hand & body oil in last 6 months	604	4.9%	88
Used lip care in last 6 months	7,707	62.8%	106
Used liquid soap/hand sanitizer in last 6 months	8,581	69.9%	93
Used mouthwash in last 6 months	7,779	63.4%	97
Used mouthwash <6 times in last 7 days	3,874	31.6%	115
Used mouthwash 8+ times in last 7 days	1,752	14.3%	93
Used shampoo (at home) in last 6 months	11,323	92.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	2,134	17.4%	91
Used shaving cream/gel in last 6 months	6,761	55.1%	105
Used personal care soap (bar) in last 6 months	9,632	78.5%	93
Use personal care soap for antibacterial purpose	2,504	20.4%	106
Use personal care soap for complexion	854	7.0%	97
Use personal care soap for deodorant	1,641	13.4%	80
Use personal care soap for moisturizing	2,090	17.0%	81
Bought toothbrush in last 6 months	10,700	87.2%	102
Bought electric toothbrush in last 6 months	609	5.0%	77
Used toothpaste in last 6 months	11,755	95.8%	100
Used toothpaste <8 times in last 7 days	4,263	34.7%	106
Used toothpaste 15+ times in last 7 days	1,627	13.3%	83
Used toothpaste with baking soda in last 6 months	1,194	9.7%	86
Used toothpaste (gel) in last 6 months	3,654	29.8%	102
Used toothpaste (paste) in last 6 months	5,871	47.8%	100
Used whitening toothpaste in last 6 months	5,194	42.3%	114
Used tooth whitener (not toothpaste) last 6 months	1,439	11.7%	106
Had professional manicure/pedicure last 6 months	1,907	15.5%	92
Had professional facial/massage last 6 months	1,109	9.0%	99
Spent \$100+ at barber shops in last 6 months	0	0%	0
Spent \$100+ at beauty parlors in last 6 months	0	0%	0

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Latitude: 45.68032
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Radius: 3 Miles

Demographic Summary	2009	2014
Population	39,239	44,532
Population 18+	32,689	37,008
Households	15,742	18,033
Median Household Income	\$43,553	\$45,839

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	10,611	32.5%	110
Exercise at club 2+ times per week	4,557	13.9%	121
Exercise at other facility (not club) 2+ times/wk	4,234	13.0%	160
Own stationary bicycle	1,798	5.5%	93
Own treadmill	2,365	7.2%	75
Own weight lifting equipment	4,094	12.5%	102
Presently controlling diet	12,542	38.4%	93
Diet control for blood sugar level	1,806	5.5%	77
Diet control for cholesterol level	2,826	8.6%	85
Diet control to maintain weight	3,816	11.7%	104
Diet control for physical fitness	2,862	8.8%	93
Diet control for salt restriction	713	2.2%	69
Diet control for weight loss	4,139	12.7%	88
Used doctor's care/diet for diet method	746	2.3%	73
Used exercise program for diet method	3,049	9.3%	107
Used Weight Watchers as diet method	842	2.6%	85
Buy foods specifically labeled as fat-free	5,237	16.0%	92
Buy foods specifically labeled as high fiber	3,601	11.0%	98
Buy foods specifically labeled as high protein	1,763	5.4%	101
Buy foods specifically labeled as lactose-free	561	1.7%	91
Buy foods specifically labeled as low-calorie	3,310	10.1%	99
Buy foods specifically labeled as low-carb	2,563	7.8%	95
Buy foods specifically labeled as low-cholesterol	2,397	7.3%	85
Buy foods specifically labeled as low-fat	4,138	12.7%	94
Buy foods specifically labeled as low-sodium	2,249	6.9%	83
Buy foods specifically labeled as natural/organic	3,006	9.2%	122
Buy foods specifically labeled as sugar-free	3,790	11.6%	86
Used butter alternatives in last 6 months	1,082	3.3%	79
Used egg alternatives in last 6 months	3,855	11.8%	82
Used salt alternatives in last 6 months	8,213	25.1%	91
Drank meal/dietary supplement in last 6 months	2,439	7.5%	86
Used nutrition/energy bar in last 6 months	4,988	15.3%	116
Drank sports drink/thirst quencher in last 6 mo	11,517	35.2%	111
Used vitamin/dietary supplement in last 6 months	15,763	48.2%	101
Vitamin/dietary suppl used/6 mo: A	576	1.8%	118
Vitamin/dietary suppl used/6 mo: antioxidant	999	3.1%	103
Vitamin/dietary suppl used/6 mo: B complex	1,386	4.2%	89
Vitamin/dietary suppl used/6 mo: B complex+C	592	1.8%	93
Vitamin/dietary suppl used/6 mo: B-6	632	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12	1,660	5.1%	99
Vitamin/dietary suppl used/6 mo: C	3,237	9.9%	114
Vitamin/dietary suppl used/6 mo: calcium	3,211	9.8%	89

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	991	3.0%	85
Vitamin/dietary suppl used/6 mo: E	1,933	5.9%	105
Vitamin/dietary suppl used/6 mo: echinacea	539	1.6%	90
Vitamin/dietary suppl used/6 mo: garlic	415	1.3%	70
Vitamin/dietary suppl used/6 mo: glucosamine	1,298	4.0%	89
Vitamin/dietary suppl used/6 mo: multiple formula	3,639	11.1%	101
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,606	4.9%	112
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,990	6.1%	100
Vitamin/dietary suppl used/6 mo: zinc	763	2.3%	103
Vitamin/dietary suppl/6 mo: Caltrate 600	697	2.1%	82
Vitamin/dietary suppl/6 mo: Centrum	1,915	5.9%	97
Vitamin/dietary suppl/6 mo: Nature Made	1,792	5.5%	106
Visited doctor in last 12 months	24,687	75.5%	96
Visited doctor in last 12 months: 1-3 times	11,256	34.4%	100
Visited doctor in last 12 months: 4-7 times	6,995	21.4%	95
Visited doctor in last 12 months: 8+ times	6,439	19.7%	91
Visited doctor in last 12 mo: allergist	516	1.6%	70
Visited doctor in last 12 mo: cardiologist	1,766	5.4%	80
Visited doctor in last 12 mo: chiropractor	2,396	7.3%	100
Visited doctor in last 12 mo: dentist	12,882	39.4%	103
Visited doctor in last 12 mo: dermatologist	2,146	6.6%	94
Visited doctor in last 12 mo: ear/nose/throat	1,455	4.5%	97
Visited doctor in last 12 mo: eye	6,241	19.1%	94
Visited doctor in last 12 mo: general/family	12,783	39.1%	89
Visited doctor in last 12 mo: internist	2,309	7.1%	95
Visited doctor in last 12 mo: physical therapist	1,550	4.7%	103
Visited doctor in last 12 mo: podiatrist	761	2.3%	77
Visited nurse practitioner in last 12 months	1,737	5.3%	127
Wear regular/sun/tinted prescription eyeglasses	10,689	32.7%	96
Wear bi-focals	4,198	12.8%	81
Wear disposable contact lenses	2,021	6.2%	97
Wear soft contact lenses	3,161	9.7%	114
Spent on contact lenses in last 12 mo: <\$100	933	2.9%	103
Spent on contact lenses in last 12 mo: \$100-199	1,587	4.9%	131
Spent on contact lenses in last 12 mo: \$200+	942	2.9%	93
Bought prescription eyewear: discount optical ctr	2,351	7.2%	88
Bought prescription eyewear: from eye doctor	7,126	21.8%	86
Bought prescription eyewear: retail optical chain	4,082	12.5%	113
Used prescription drug for allergy/hay fever	2,068	6.3%	90
Used prescription drug for anxiety/panic	1,181	3.6%	95
Used prescription drug for arthritis/rheumatism	526	1.6%	69
Used prescription drug for asthma	1,229	3.8%	94
Used prescription drug for backache	2,055	6.3%	96
Used prescription drug for depression	1,917	5.9%	103
Used prescr drug for diabetes (insulin dependent)	508	1.6%	83
Used prescr drug for diabetes (non-insulin)	763	2.3%	68
Used prescription drug for eczema/skin itch/rash	603	1.8%	88

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	1,815	5.6%	79
Used prescription drug for high blood pressure	3,119	9.5%	81
Used prescription drug for high cholesterol	2,060	6.3%	80
Used prescription drug for migraine headache	1,499	4.6%	138
Used prescription drug for muscle strain/sprain	863	2.6%	124
Used prescription drug for sinus congest./headache	1,372	4.2%	88
Used prescription drug for urinary tract infection	898	2.7%	106
Used last 6 mo: adhesive bandages	17,892	54.7%	100
Used last 6 mo: athlete`s foot/foot care product	4,552	13.9%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	14,707	45.0%	96
Used last 6 mo: children`s cold tablets/liquids	3,926	12.0%	75
Used last 6 mo: contact lens cleaning solution	4,326	13.2%	112
Used last 6 mo: cotton swabs	14,775	45.2%	93
Used last 6 mo: cough drops (nonprescription)	14,332	43.8%	91
Used last 6 mo: cough syrup/suppressant(nonprescr)	10,458	32.0%	91
Used last 6 mo: children`s cough syrup	3,546	10.8%	72
Used last 6 mo: diarrhea remedy	5,199	15.9%	92
Used last 6 mo: eye wash and drops	9,513	29.1%	95
Used last 6 mo: headache/pain reliever (nonprescr)	26,400	80.8%	97
Used last 6 mo: hemorrhoid remedy	3,180	9.7%	104
Used last 6 mo: indigestion/upset stomach remedy	13,498	41.3%	91
Used last 6 mo: lactose intolerance product	1,276	3.9%	107
Used last 6 mo: laxative	3,851	11.8%	87
Used last 6 mo: medicated skin ointment	9,833	30.1%	94
Used last 6 mo: medicated throat remedy	3,874	11.9%	101
Used last 6 mo: nasal spray	4,829	14.8%	94
Used last 6 mo: pain reliever/fever reducer (kids)	5,598	17.1%	77
Used last 6 mo: pain relieving rub (nonprescr)	7,572	23.2%	91
Used last 6 mo: sleeping tablets (nonprescription)	1,608	4.9%	93
Used last 12 mo: sunburn remedy	5,499	16.8%	109
Used last 12 mo: suntan/sunscreen product	12,730	38.9%	105
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,485	32.1%	111
Used last 6 mo: toothache/gum/canker sore remedy	5,696	17.4%	99
Used last 6 mo: vitamins for children	3,553	10.9%	75
Used body powder in last 6 months	8,097	24.8%	85
Used body powder <3 times in last 7 days	3,773	11.5%	91
Used body powder 8+ times in last 7 days	786	2.4%	96
Used body wash/shower gel in last 6 months	17,248	52.8%	106
Used breath freshener in last 6 months	15,748	48.2%	99
Used complexion care product in last 6 months	15,226	46.6%	99
Used complexion care product <8 times last week	9,167	28.0%	99
Used complexion care product 15+ times last week	2,274	7.0%	96
Used complexion care prod: dry facial skin type	2,552	7.8%	105
Used complexion care prod: normal facial skin type	4,806	14.7%	98
Used complexion care prod: oily facial skin type	2,270	6.9%	117
Used dental floss in last 6 months	20,230	61.9%	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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 3 Miles

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	6,402	19.6%	104
Used denture adhesive/fixative in last 6 months	1,632	5.0%	81
Used denture cleaner in last 6 months	3,196	9.8%	84
Used deodorant/antiperspirant in last 6 months	29,769	91.1%	99
Used deodorant/antiperspirant <8 times last week	22,317	68.3%	100
Used deodorant/antiperspirant 15+ times last week	1,494	4.6%	77
Used disposable razor in last 6 months	16,458	50.4%	97
Used electric shaver in last 6 months	6,397	19.6%	102
Used hair coloring product (at home) last 6 months	5,567	17.0%	84
Used hair conditioner (at home) in last 6 months	20,493	62.7%	101
Used hair conditioning treatment (at home)/6 mo	7,365	22.5%	91
Used hair growth product in last 6 months	634	1.9%	96
Used hair mousse in last 6 months	5,229	16.0%	87
Used hair spray (at home) in last 6 months	10,224	31.3%	84
Used hair styling gel/lotion in last 6 months	8,533	26.1%	94
Used hand & body cream/lotion/oil in last 6 months	22,577	69.1%	96
Used hand & body cream in last 6 months	4,825	14.8%	83
Used hand & body lotion in last 6 months	15,010	45.9%	96
Used hand & body oil in last 6 months	1,525	4.7%	84
Used lip care in last 6 months	20,063	61.4%	104
Used liquid soap/hand sanitizer in last 6 months	23,699	72.5%	97
Used mouthwash in last 6 months	20,676	63.3%	96
Used mouthwash <6 times in last 7 days	9,685	29.6%	107
Used mouthwash 8+ times in last 7 days	4,667	14.3%	93
Used shampoo (at home) in last 6 months	30,144	92.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	5,703	17.4%	91
Used shaving cream/gel in last 6 months	17,714	54.2%	103
Used personal care soap (bar) in last 6 months	26,214	80.2%	95
Use personal care soap for antibacterial purpose	6,660	20.4%	106
Use personal care soap for complexion	2,439	7.5%	104
Use personal care soap for deodorant	4,966	15.2%	91
Use personal care soap for moisturizing	6,071	18.6%	88
Bought toothbrush in last 6 months	28,271	86.5%	101
Bought electric toothbrush in last 6 months	1,948	6.0%	92
Used toothpaste in last 6 months	31,387	96.0%	100
Used toothpaste <8 times in last 7 days	10,968	33.6%	102
Used toothpaste 15+ times in last 7 days	4,691	14.4%	89
Used toothpaste with baking soda in last 6 months	3,509	10.7%	95
Used toothpaste (gel) in last 6 months	9,500	29.1%	100
Used toothpaste (paste) in last 6 months	15,847	48.5%	101
Used whitening toothpaste in last 6 months	13,528	41.4%	112
Used tooth whitener (not toothpaste) last 6 months	3,804	11.6%	105
Had professional manicure/pedicure last 6 months	5,282	16.2%	96
Had professional facial/massage last 6 months	3,208	9.8%	107
Spent \$100+ at barber shops in last 6 months	0	0%	0
Spent \$100+ at beauty parlors in last 6 months	0	0%	0

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

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Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Demographic Summary	2009	2014
Population	46,698	53,506
Population 18+	38,374	43,874
Households	18,533	21,406
Median Household Income	\$45,702	\$47,293

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	12,381	32.3%	110
Exercise at club 2+ times per week	5,195	13.5%	117
Exercise at other facility (not club) 2+ times/wk	4,715	12.3%	152
Own stationary bicycle	2,189	5.7%	96
Own treadmill	3,039	7.9%	82
Own weight lifting equipment	4,908	12.8%	104
Presently controlling diet	15,010	39.1%	95
Diet control for blood sugar level	2,212	5.8%	80
Diet control for cholesterol level	3,456	9.0%	89
Diet control to maintain weight	4,572	11.9%	106
Diet control for physical fitness	3,514	9.2%	97
Diet control for salt restriction	890	2.3%	73
Diet control for weight loss	5,033	13.1%	91
Used doctor's care/diet for diet method	915	2.4%	77
Used exercise program for diet method	3,630	9.5%	109
Used Weight Watchers as diet method	1,016	2.6%	87
Buy foods specifically labeled as fat-free	6,320	16.5%	94
Buy foods specifically labeled as high fiber	4,325	11.3%	101
Buy foods specifically labeled as high protein	2,113	5.5%	103
Buy foods specifically labeled as lactose-free	658	1.7%	90
Buy foods specifically labeled as low-calorie	3,946	10.3%	100
Buy foods specifically labeled as low-carb	3,082	8.0%	98
Buy foods specifically labeled as low-cholesterol	2,929	7.6%	89
Buy foods specifically labeled as low-fat	5,013	13.1%	97
Buy foods specifically labeled as low-sodium	2,737	7.1%	86
Buy foods specifically labeled as natural/organic	3,473	9.1%	121
Buy foods specifically labeled as sugar-free	4,639	12.1%	89
Used butter alternatives in last 6 months	1,289	3.4%	80
Used egg alternatives in last 6 months	4,603	12.0%	84
Used salt alternatives in last 6 months	9,731	25.4%	92
Drank meal/dietary supplement in last 6 months	2,873	7.5%	86
Used nutrition/energy bar in last 6 months	5,688	14.8%	112
Drank sports drink/thirst quencher in last 6 mo	13,230	34.5%	108
Used vitamin/dietary supplement in last 6 months	18,637	48.6%	102
Vitamin/dietary suppl used/6 mo: A	656	1.7%	114
Vitamin/dietary suppl used/6 mo: antioxidant	1,164	3.0%	102
Vitamin/dietary suppl used/6 mo: B complex	1,668	4.3%	91
Vitamin/dietary suppl used/6 mo: B complex+C	698	1.8%	94
Vitamin/dietary suppl used/6 mo: B-6	752	2.0%	94
Vitamin/dietary suppl used/6 mo: B-12	1,952	5.1%	99
Vitamin/dietary suppl used/6 mo: C	3,776	9.8%	113
Vitamin/dietary suppl used/6 mo: calcium	3,901	10.2%	93

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Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	1,215	3.2%	89
Vitamin/dietary suppl used/6 mo: E	2,309	6.0%	107
Vitamin/dietary suppl used/6 mo: echinacea	642	1.7%	91
Vitamin/dietary suppl used/6 mo: garlic	523	1.4%	75
Vitamin/dietary suppl used/6 mo: glucosamine	1,606	4.2%	94
Vitamin/dietary suppl used/6 mo: multiple formula	4,332	11.3%	103
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,855	4.8%	110
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,428	6.3%	104
Vitamin/dietary suppl used/6 mo: zinc	887	2.3%	102
Vitamin/dietary suppl/6 mo: Caltrate 600	855	2.2%	86
Vitamin/dietary suppl/6 mo: Centrum	2,236	5.8%	96
Vitamin/dietary suppl/6 mo: Nature Made	2,156	5.6%	109
Visited doctor in last 12 months	29,307	76.4%	97
Visited doctor in last 12 months: 1-3 times	13,242	34.5%	101
Visited doctor in last 12 months: 4-7 times	8,349	21.8%	97
Visited doctor in last 12 months: 8+ times	7,720	20.1%	93
Visited doctor in last 12 mo: allergist	648	1.7%	75
Visited doctor in last 12 mo: cardiologist	2,195	5.7%	85
Visited doctor in last 12 mo: chiropractor	2,870	7.5%	102
Visited doctor in last 12 mo: dentist	15,214	39.6%	104
Visited doctor in last 12 mo: dermatologist	2,590	6.7%	96
Visited doctor in last 12 mo: ear/nose/throat	1,709	4.5%	97
Visited doctor in last 12 mo: eye	7,495	19.5%	96
Visited doctor in last 12 mo: general/family	15,468	40.3%	92
Visited doctor in last 12 mo: internist	2,732	7.1%	95
Visited doctor in last 12 mo: physical therapist	1,817	4.7%	103
Visited doctor in last 12 mo: podiatrist	950	2.5%	82
Visited nurse practitioner in last 12 months	2,007	5.2%	125
Wear regular/sun/tinted prescription eyeglasses	12,854	33.5%	98
Wear bi-focals	5,296	13.8%	87
Wear disposable contact lenses	2,365	6.2%	96
Wear soft contact lenses	3,640	9.5%	112
Spent on contact lenses in last 12 mo: <\$100	1,064	2.8%	100
Spent on contact lenses in last 12 mo: \$100-199	1,791	4.7%	126
Spent on contact lenses in last 12 mo: \$200+	1,113	2.9%	93
Bought prescription eyewear: discount optical ctr	2,860	7.5%	91
Bought prescription eyewear: from eye doctor	8,691	22.6%	90
Bought prescription eyewear: retail optical chain	4,785	12.5%	113
Used prescription drug for allergy/hay fever	2,474	6.4%	91
Used prescription drug for anxiety/panic	1,380	3.6%	95
Used prescription drug for arthritis/rheumatism	656	1.7%	73
Used prescription drug for asthma	1,442	3.8%	94
Used prescription drug for backache	2,429	6.3%	96
Used prescription drug for depression	2,238	5.8%	102
Used prescr drug for diabetes (insulin dependent)	591	1.5%	82
Used prescr drug for diabetes (non-insulin)	940	2.4%	72
Used prescription drug for eczema/skin itch/rash	704	1.8%	87

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Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	2,287	6.0%	85
Used prescription drug for high blood pressure	3,880	10.1%	86
Used prescription drug for high cholesterol	2,598	6.8%	86
Used prescription drug for migraine headache	1,676	4.4%	131
Used prescription drug for muscle strain/sprain	997	2.6%	122
Used prescription drug for sinus congest./headache	1,663	4.3%	91
Used prescription drug for urinary tract infection	1,036	2.7%	104
Used last 6 mo: adhesive bandages	21,194	55.2%	100
Used last 6 mo: athlete`s foot/foot care product	5,305	13.8%	94
Used last 6 mo: cold/sinus/allergy med (nonprescr)	17,435	45.4%	97
Used last 6 mo: children`s cold tablets/liquids	4,749	12.4%	77
Used last 6 mo: contact lens cleaning solution	4,994	13.0%	110
Used last 6 mo: cotton swabs	17,615	45.9%	94
Used last 6 mo: cough drops (nonprescription)	17,004	44.3%	92
Used last 6 mo: cough syrup/suppressant(nonprescr)	12,335	32.1%	91
Used last 6 mo: children`s cough syrup	4,313	11.2%	74
Used last 6 mo: diarrhea remedy	6,102	15.9%	92
Used last 6 mo: eye wash and drops	11,266	29.4%	96
Used last 6 mo: headache/pain reliever (nonprescr)	31,234	81.4%	98
Used last 6 mo: hemorrhoid remedy	3,743	9.8%	104
Used last 6 mo: indigestion/upset stomach remedy	16,125	42.0%	93
Used last 6 mo: lactose intolerance product	1,439	3.8%	103
Used last 6 mo: laxative	4,601	12.0%	89
Used last 6 mo: medicated skin ointment	11,809	30.8%	96
Used last 6 mo: medicated throat remedy	4,497	11.7%	100
Used last 6 mo: nasal spray	5,762	15.0%	95
Used last 6 mo: pain reliever/fever reducer (kids)	6,775	17.7%	79
Used last 6 mo: pain relieving rub (nonprescr)	8,964	23.4%	92
Used last 6 mo: sleeping tablets (nonprescription)	1,896	4.9%	94
Used last 12 mo: sunburn remedy	6,390	16.7%	108
Used last 12 mo: suntan/sunscreen product	14,971	39.0%	105
Used last 12 mo: SPF 15+ suntan/sunscreen product	12,218	31.8%	110
Used last 6 mo: toothache/gum/canker sore remedy	6,680	17.4%	99
Used last 6 mo: vitamins for children	4,302	11.2%	77
Used body powder in last 6 months	9,630	25.1%	86
Used body powder <3 times in last 7 days	4,398	11.5%	91
Used body powder 8+ times in last 7 days	919	2.4%	96
Used body wash/shower gel in last 6 months	20,025	52.2%	104
Used breath freshener in last 6 months	18,448	48.1%	99
Used complexion care product in last 6 months	17,841	46.5%	99
Used complexion care product <8 times last week	10,731	28.0%	99
Used complexion care product 15+ times last week	2,703	7.0%	98
Used complexion care prod: dry facial skin type	3,015	7.9%	106
Used complexion care prod: normal facial skin type	5,605	14.6%	98
Used complexion care prod: oily facial skin type	2,593	6.8%	114
Used dental floss in last 6 months	23,985	62.5%	100

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Health and Beauty Market Potential

Sample

Potential Location
379 W MENDENHALL ST
BOZEMAN, MT 59715

Site Type: Rings

Latitude: 45.68032
Longitude: -111.04234
Radius: 5 Miles

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	7,486	19.5%	103
Used denture adhesive/fixative in last 6 months	1,967	5.1%	83
Used denture cleaner in last 6 months	3,832	10.0%	86
Used deodorant/antiperspirant in last 6 months	35,032	91.3%	99
Used deodorant/antiperspirant <8 times last week	26,320	68.6%	100
Used deodorant/antiperspirant 15+ times last week	1,795	4.7%	78
Used disposable razor in last 6 months	19,384	50.5%	98
Used electric shaver in last 6 months	7,514	19.6%	102
Used hair coloring product (at home) last 6 months	6,654	17.3%	86
Used hair conditioner (at home) in last 6 months	24,009	62.6%	101
Used hair conditioning treatment (at home)/6 mo	8,631	22.5%	91
Used hair growth product in last 6 months	726	1.9%	94
Used hair mousse in last 6 months	6,224	16.2%	89
Used hair spray (at home) in last 6 months	12,417	32.4%	87
Used hair styling gel/lotion in last 6 months	9,986	26.0%	94
Used hand & body cream/lotion/oil in last 6 months	26,666	69.5%	96
Used hand & body cream in last 6 months	5,753	15.0%	85
Used hand & body lotion in last 6 months	17,829	46.5%	97
Used hand & body oil in last 6 months	1,795	4.7%	84
Used lip care in last 6 months	23,440	61.1%	103
Used liquid soap/hand sanitizer in last 6 months	28,083	73.2%	97
Used mouthwash in last 6 months	24,339	63.4%	97
Used mouthwash <6 times in last 7 days	11,174	29.1%	106
Used mouthwash 8+ times in last 7 days	5,476	14.3%	93
Used shampoo (at home) in last 6 months	35,400	92.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,670	17.4%	91
Used shaving cream/gel in last 6 months	20,719	54.0%	103
Used personal care soap (bar) in last 6 months	31,024	80.8%	96
Use personal care soap for antibacterial purpose	7,764	20.2%	105
Use personal care soap for complexion	2,862	7.5%	104
Use personal care soap for deodorant	5,951	15.5%	93
Use personal care soap for moisturizing	7,294	19.0%	90
Bought toothbrush in last 6 months	33,140	86.4%	101
Bought electric toothbrush in last 6 months	2,367	6.2%	95
Used toothpaste in last 6 months	36,845	96.0%	100
Used toothpaste <8 times in last 7 days	12,825	33.4%	102
Used toothpaste 15+ times in last 7 days	5,580	14.5%	91
Used toothpaste with baking soda in last 6 months	4,104	10.7%	95
Used toothpaste (gel) in last 6 months	11,183	29.1%	100
Used toothpaste (paste) in last 6 months	18,635	48.6%	101
Used whitening toothpaste in last 6 months	15,778	41.1%	111
Used tooth whitener (not toothpaste) last 6 months	4,429	11.5%	104
Had professional manicure/pedicure last 6 months	6,243	16.3%	97
Had professional facial/massage last 6 months	3,742	9.8%	107
Spent \$100+ at barber shops in last 6 months	0	0%	0
Spent \$100+ at beauty parlors in last 6 months	0	0%	0

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

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