

Health and Beauty Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

Demographic Summary	2025	2030
Population	85,883	90,628
Population 18+	80,374	84,826
Households	52,380	56,302
Median Household Income	\$138,427	\$147,664


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising Per Week	20,315	25.3%	100
Typically Spend 4-6 Hrs Exercising Per Week	20,586	25.6%	116
Typically Spend 7+ Hrs Exercising Per Week	21,956	27.3%	117
Exercise at Home 2+ Times Per Week	40,580	50.5%	110
Exercise at Club 2+ Times Per Week	16,059	20.0%	150
Exercise at Oth Facility (Not Club) 2+ Times Per Week	11,131	13.8%	141
Member of LA Fitness Club/Gym	2,048	2.5%	150
Member of Planet Fitness Club/Gym	4,067	5.1%	100
Member of YMCA Fitness Club/Gym	2,417	3.0%	109
Own Elliptical	3,242	4.0%	66
Own Stationary Bicycle	9,369	11.7%	97
Own Treadmill	8,075	10.1%	79
Own Weight Lifting Equipment	18,141	22.6%	111
Own Blood Glucose Monitor	5,545	6.9%	58
Own BMI/Body-Fat Monitor	1,907	2.4%	155
Own Electronic Ear Thermometer	3,471	4.3%	75
Own Finger Pulse Oximeter	8,511	10.6%	72
Own Forehead Thermometer	10,857	13.5%	76
Own Hand-Held Massagers	6,759	8.4%	78
Own Hearing Aids	2,043	2.5%	60
Own Heart Rate Monitor	4,239	5.3%	81
Own Home Blood Pressure Monitor	16,600	20.6%	69
Own Oral Irrigation Device	3,787	4.7%	95
Own Pedometer	4,156	5.2%	95
Own Wheelchair	591	0.7%	39

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Control Diet for Blood Sugar Level	7,660	9.5%	71
Control Diet for Cholesterol Level	8,528	10.6%	76
Control Diet for Food Allergies	2,058	2.6%	104
Control Diet to Maintain Weight	9,172	11.4%	101
Control Diet for Physical Fitness	16,120	20.1%	131
Control Diet for Salt Restriction	3,063	3.8%	89
Control Diet for Weight Loss	17,726	22.1%	106
Use Doctor's Care or Diet for Diet Method	3,508	4.4%	88
Use Exercise Program for Diet Method	10,296	12.8%	123
Buy Foods Specifically Labeled as Fat-Free	7,260	9.0%	99
Buy Foods Specifically Labeled as Gluten-Free	5,572	6.9%	115
Buy Foods Specifically Labeled as High Fiber	5,776	7.2%	90
Buy Foods Specifically Labeled as High Protein	10,750	13.4%	119
Buy Foods Specifically Labeled as Hormone-Free	3,028	3.8%	125
Buy Foods Specifically Labeled as Lactose-Free	5,749	7.2%	119
Buy Foods Specifically Labeled as Low-Calorie	5,979	7.4%	103
Buy Foods Specifically Labeled as Low-Carb	7,976	9.9%	100
Buy Foods Specifically Labeled as Low-Cholesterol	3,870	4.8%	88
Buy Foods Specifically Labeled as Low-Fat	6,474	8.1%	94
Buy Foods Specifically Labeled as Low-Sodium	9,254	11.5%	92
Buy Foods Specifically Labeled as Natural/Organic	17,680	22.0%	135
Buy Foods Specifically Labeled as Probiotic	5,702	7.1%	129
Buy Foods Specifically Labeled as Sugar-Free	11,123	13.8%	101
Consider Self to Be Vegan	1,382	1.7%	207
Consider Self to Be Vegetarian	2,562	3.2%	191
Consider Self to Be Semi-Vegetarian	8,430	10.5%	127
Used Meal or Dietary or Weight Loss Supplement Last 6 Mo	9,507	11.8%	113
Used Vitamins or Dietary Supplements Last 6 Mo	49,448	61.5%	94
Provide Services as Primary Caregiver or Caretaker	3,083	3.8%	59
Assist w/Chores as Caregiver/Caretaker	2,013	2.5%	59
Assist w/Personal Care as Caregiver/Caretaker	1,433	1.8%	53
Cook/Prepare Food as Caregiver/Caretaker	1,639	2.0%	47
Make Doctor Appointments as Caregiver/Caretaker	1,680	2.1%	56
Attend Doc Appointments as Caregiver/Caretaker	1,650	2.0%	46

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Shop/Pick Up Meds as Caregiver/Caretaker	2,071	2.6%	58
Give Medication as Caregiver/Caretaker	1,019	1.3%	46
Provide Transportation as Caregiver/Caretaker	1,764	2.2%	49
Visited Doctor Last 12 Mo	63,201	78.6%	99
Visited Doctor 1-2 Times Last 12 Mo	17,541	21.8%	108
Visited Doctor 3-5 Times Last 12 Mo	19,540	24.3%	108
Visited Doctor 6+ Times Last 12 Mo	26,136	32.5%	88
Visited Acupuncturist Doctor Last 12 Mo	2,018	2.5%	139
Visited Allergist Doctor Last 12 Mo	2,287	2.9%	125
Visited Cardiologist Doctor Last 12 Mo	5,325	6.6%	64
Visited Chiropractor Last 12 Mo	4,837	6.0%	73
Visited Dentist Last 12 Mo	34,856	43.4%	100
Visited Dermatologist Doctor Last 12 Mo	9,826	12.2%	98
Visited Ear or Nose or Throat Doctor Last 12 Mo	3,870	4.8%	89
Visited Eye Doctor Last 12 Mo	15,218	18.9%	87
Visited Gastroenterologist Doctor Last 12 Mo	4,198	5.2%	83
Visited General or Family Doctor Last 12 Mo	32,013	39.8%	92
Visited Internist Doctor Last 12 Mo	3,540	4.4%	91
Visited Physical Therapist Doctor Last 12 Mo	4,948	6.2%	95
Visited Podiatrist Doctor Last 12 Mo	2,279	2.8%	78
Visited Psychiatrist/Psychologist Doctor Last 12 Mo	6,461	8.0%	150
Visited Urologist Doctor Last 12 Mo	3,342	4.2%	81
Visited Nurse Practitioner Last 12 Mo	4,830	6.0%	72
Wear Regular/Sun/Tinted Prescription Eyeglasses	36,860	45.9%	102
Wear Bi-Focal/Multi-Focal/Progressive Glasses	9,851	12.3%	60
Wear Soft Contact Lenses	14,820	18.4%	140
Spent \$1-\$99 on Eyeglasses Last 12 Mo	3,152	3.9%	119
Spent \$100-\$199 on Eyeglasses Last 12 Mo	4,563	5.7%	104
Spent \$200-\$249 on Eyeglasses Last 12 Mo	2,825	3.5%	107
Spent \$250+ on Eyeglasses Last 12 Mo	7,009	8.7%	73
Spent \$1-\$199 on Contact Lenses Last 12 Mo	5,047	6.3%	137
Spent \$200+ on Contact Lenses Last 12 Mo	5,726	7.1%	128

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Bought Prescription Eyewear at Discount Optical Center	3,610	4.5%	75
Bought Prescription Eyewear at Private Eye Doctor	14,639	18.2%	83
Bought Prescription Eyewear at Retail Optical Chain	14,680	18.3%	113
Bought Prescription Eyewear Online	6,490	8.1%	126
Used Acne Prescription Drug	3,769	4.7%	140
Used Allergy or Hay Fever Prescription Drug	5,172	6.4%	85
Used Anxiety or Panic Prescription Drug	7,258	9.0%	102
Used Arthritis or Osteoarthritis Prescription Drug	1,629	2.0%	53
Used Rheumatoid Arthritis Prescription Drug	877	1.1%	45
Used Asthma Prescription Drug	3,644	4.5%	88
Used ADD/ADHD Prescription Drug	3,173	4.0%	174
Used Bipolar Disorder Prescription Drug	679	0.8%	73
Used High Blood Pressure Prescription Drug	7,651	9.5%	59
Used High Cholesterol Prescription Drug	5,743	7.2%	57
Used Depression Prescription Drug	6,176	7.7%	95
Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug	3,112	3.9%	57
Used Heartburn or Acid Reflux Prescription Drug	3,111	3.9%	55
Used Insomnia Prescription Drug	1,600	2.0%	68
Used Backache or Back Pain Prescription Drug	4,458	5.5%	67
Used Chronic/Severe Pain Prescription Drug	1,200	1.5%	71
Used Migraine Headache Prescription Drug	2,752	3.4%	90
Used Sinus Congestion or Headache Prescription Drug	2,646	3.3%	89
Used Obesity/Weight Loss Prescription Drug	1,025	1.3%	84
Used Urinary Tract Infection Prescription Drug	2,175	2.7%	74
Filled Prescription at Discount or Department Store Last 12 Mo	1,018	1.3%	49
Filled Prescription at Drug Store or Pharmacy Last 12 Mo	37,269	46.4%	97
Filled Prescription at Supermarket Last 12 Mo	6,848	8.5%	80
Filled Prescription by Mail Order Last 12 Mo	6,800	8.5%	78
Filled Prescription Online Last 12 Mo	2,674	3.3%	124
Received Prescription Drugs via Home Delivery Last 12 Mo	10,800	13.4%	86
Received Prescription Drugs via Curbside Pickup Last 12 Mo	2,486	3.1%	51
Received Prescription Drugs via In-Store Pickup Last 12 Mo	38,043	47.3%	93


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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Spent \$1-\$9 Out-of-Pocket Prescription Drugs Last 30 Days	5,706	7.1%	95
Spent \$10-\$19 Out-of-Pocket Prescription Drugs Last 30 Days	7,550	9.4%	97
Spent \$20-\$29 Out-of-Pocket Prescription Drugs Last 30 Days	5,407	6.7%	94
Spent \$30-\$49 Out-of-Pocket Prescription Drugs Last 30 Days	5,128	6.4%	83
Spent \$50-\$99 Out-of-Pocket Prescription Drugs Last 30 Days	4,085	5.1%	71
Spent \$100-\$149 Out-of-Pocket Prescription Drugs Last 30 Days	2,529	3.1%	90
Spent \$150+ Out-of-Pocket Prescription Drugs Last 30 Days	2,495	3.1%	73
Used Cold or Sinus or Allergy Med (Nonprescrp) Last 6 Mo	39,094	48.6%	94
Used Cough Syrup or Suppressant (Nonprescrp) Last 6 Mo	23,932	29.8%	92
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	63,659	79.2%	97
Used Medicated Skin Cream or Lotion or Spray Last 6 Mo	20,103	25.0%	93
Used Non-Medicated Nasal Spray Last 6 Mo	9,860	12.3%	93
Used Pain Relieving Rub or Liquid or Patch Last 6 Mo	17,812	22.2%	78
Used Sleeping Aid or Snore Relief Last 6 Mo	12,205	15.2%	103
Used Sore Throat Remedy or Cough Drops Last 6 Mo	35,813	44.6%	96
Used Sunburn Remedy Last 12 Mo	10,994	13.7%	107
Used Suntan or Sunscreen Product Last 12 Mo	41,721	51.9%	120
Used Toothache/Gum/Canker Sore Remedy Last 6 Mo	4,926	6.1%	78
HH Used Children's Cold Tablets/Liquids Last 6 Mo	2,341	4.5%	45
HH Used Children's Cough Syrup Last 6 Mo	2,257	4.3%	51
HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo	3,897	7.4%	47
HH Used Kids Vitamins/Nutrition Supplements Last 6 Mo	3,152	6.0%	55
Health Ad Action: Made Appointment to See Doctor Last 12 Mo	7,215	9.0%	89
Health Ad Action: Asked Doctor to Prescribe Drug Last 12 Mo	2,661	3.3%	82
Health Ad Action: Requested Specific Test/Procedure Last 12 Mo	1,039	1.3%	99
Health Ad Action: Asked Doctor for Vaccine Last 12 Mo	3,209	4.0%	109
Health Ad Action: Consulted Pharmacist Last 12 Mo	2,857	3.5%	90
Health Ad Action: Refilled Prescription Last 12 Mo	6,099	7.6%	81
Health Ad Action: Bought Non-Prescription Product Last 12 Mo	8,290	10.3%	94
Health Ad Action: Discussed Ad with Doctor Last 12 Mo	2,148	2.7%	66
Health Ad Action: Discussed Ad with Friends/Family Last 12 Mo	3,993	5.0%	117
Health Ad Action: Visited Product or Drug Website Last 12 Mo	3,777	4.7%	86

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Got Ailment/Drug Info via Doctor's Office Video Last 12 Mo	2,321	2.9%	88
Got Ailment/Drug Info via Friends/Family Last 12 Mo	9,467	11.8%	117
Got Ailment/Drug Info via Health Info Website or App Last 12 Mo	13,005	16.2%	104
Got Ailment/Drug Info via Other Website or App Last 12 Mo	7,152	8.9%	114
Got Ailment/Drug Info via Magazine Ad Last 12 Mo	1,266	1.6%	66
Got Ailment/Drug Info via Medical Journal Last 12 Mo	2,747	3.4%	141
Got Ailment/Drug Info via Pamphlet/Brochure Last 12 Mo	2,276	2.8%	70
Got Ailment/Drug Info via Medical Professional Last 12 Mo	38,550	48.0%	96
Got Ailment/Drug Info via Pharmacist Last 12 Mo	7,092	8.8%	98
Got Ailment/Drug Info via Social Media Last 12 Mo	5,492	6.8%	105
Got Ailment/Drug Info via Streaming Video Ad Last 12 Mo	4,604	5.7%	127
Got Ailment/Drug Info via Television Advertisement Last 12 Mo	9,050	11.3%	98
Used Body Wash or Shower Gel/6 Mo	53,995	67.2%	104
Used Breath Freshener/6 Mo	27,763	34.5%	100
Used Gum Breath Freshener/6 Mo	16,504	20.5%	99
Used Mints Breath Freshener/6 Mo	12,226	15.2%	99
Used Thin Film Breath Freshener/6 Mo	2,530	3.1%	144
Used Complexion Care Prod/6 Mo	46,454	57.8%	106
Used Denture Adhesive or Fixative/6 Mo	1,640	2.0%	50
Used Denture Cleaner/6 Mo	3,663	4.6%	63
Used Eyeliner/Eyebrow Pencil/6 Mo	19,135	23.8%	91
Used Facial Moisturizer/6 Mo	44,804	55.7%	108
Used Personal Foot Care Prod/6 Mo	11,845	14.7%	79
Used Hair Coloring Prod at Home/6 Mo	11,564	14.4%	84
Used Hair Conditioning Treatment at Home/6 Mo	19,678	24.5%	90
Used Hair Growth Prod/6 Mo	3,379	4.2%	104
Used Hair Spray at Home/6 Mo	15,408	19.2%	75
Used Hair Styling Gel/Lotion/Mousse/6 Mo	29,743	37.0%	98

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Mouthwash Last 6 Mo	50,339	62.6%	96
Used Mouthwash 8+ Times Last 7 Days	11,619	14.5%	85
Used Sensitive Toothpaste Last 6 Mo	16,560	20.6%	100
Used Whitening Toothpaste Last 6 Mo	33,845	42.1%	109
Used Tooth Whitener (Not Toothpaste) Last 6 Mo	9,275	11.5%	114
Used Tooth Whitener (Gel) Last 6 Mo	1,348	1.7%	86
Used Tooth Whitener (Strips) Last 6 Mo	5,527	6.9%	123
Visited Day Spa Last 6 Mo	5,999	7.5%	149
Purchased Product at Salon or Day Spa Last 6 Mo	3,437	4.3%	113
Used Professional Service for Haircut Last 6 Mo	51,127	63.6%	106
Used Professional Service for Hair Color/Highlights Last 6 Mo	9,979	12.4%	86
Used Professional Service for Facial Last 6 Mo	3,144	3.9%	131
Used Professional Service for Massage Last 6 Mo	7,310	9.1%	116
Used Professional Service for Manicure Last 6 Mo	9,563	11.9%	101
Used Professional Service for Pedicure Last 6 Mo	11,803	14.7%	98
Used Professional Service for Waxing/6 Mo	4,534	5.6%	118
Spent \$1-\$99 at Barber Shop Last 6 Mo	11,918	14.8%	110
Spent \$100+ at Barber Shop Last 6 Mo	12,132	15.1%	153
Spent \$1-\$99 at Beauty Salon Last 6 Mo	5,874	7.3%	68
Spent \$100+ at Beauty Salon Last 6 Mo	15,418	19.2%	94

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Ring: 3 mile radius

Demographic Summary	2025	2030
Population	404,831	413,853
Population 18+	359,533	369,185
Households	224,866	234,916
Median Household Income	\$118,422	\$128,064


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising Per Week	90,269	25.1%	99
Typically Spend 4-6 Hrs Exercising Per Week	88,796	24.7%	112
Typically Spend 7+ Hrs Exercising Per Week	97,025	27.0%	116
Exercise at Home 2+ Times Per Week	178,445	49.6%	108
Exercise at Club 2+ Times Per Week	65,991	18.4%	138
Exercise at Oth Facility (Not Club) 2+ Times Per Week	46,725	13.0%	133
Member of LA Fitness Club/Gym	8,337	2.3%	136
Member of Planet Fitness Club/Gym	17,627	4.9%	96
Member of YMCA Fitness Club/Gym	9,498	2.6%	96
Own Elliptical	16,261	4.5%	74
Own Stationary Bicycle	40,559	11.3%	94
Own Treadmill	34,969	9.7%	77
Own Weight Lifting Equipment	77,545	21.6%	107
Own Blood Glucose Monitor	28,750	8.0%	68
Own BMI/Body-Fat Monitor	7,614	2.1%	138
Own Electronic Ear Thermometer	15,386	4.3%	74
Own Finger Pulse Oximeter	41,844	11.6%	79
Own Forehead Thermometer	50,356	14.0%	79
Own Hand-Held Massagers	32,320	9.0%	83
Own Hearing Aids	10,013	2.8%	66
Own Heart Rate Monitor	21,495	6.0%	91
Own Home Blood Pressure Monitor	80,250	22.3%	74
Own Oral Irrigation Device	17,252	4.8%	97
Own Pedometer	18,922	5.3%	97
Own Wheelchair	3,541	1.0%	52

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Control Diet for Blood Sugar Level	38,785	10.8%	80
Control Diet for Cholesterol Level	41,292	11.5%	82
Control Diet for Food Allergies	9,594	2.7%	108
Control Diet to Maintain Weight	42,140	11.7%	103
Control Diet for Physical Fitness	68,931	19.2%	126
Control Diet for Salt Restriction	13,833	3.9%	90
Control Diet for Weight Loss	77,976	21.7%	104
Use Doctor's Care or Diet for Diet Method	16,801	4.7%	94
Use Exercise Program for Diet Method	44,484	12.4%	119
Buy Foods Specifically Labeled as Fat-Free	35,124	9.8%	107
Buy Foods Specifically Labeled as Gluten-Free	25,901	7.2%	120
Buy Foods Specifically Labeled as High Fiber	27,789	7.7%	97
Buy Foods Specifically Labeled as High Protein	45,525	12.7%	113
Buy Foods Specifically Labeled as Hormone-Free	12,954	3.6%	120
Buy Foods Specifically Labeled as Lactose-Free	26,069	7.3%	121
Buy Foods Specifically Labeled as Low-Calorie	27,415	7.6%	106
Buy Foods Specifically Labeled as Low-Carb	34,982	9.7%	98
Buy Foods Specifically Labeled as Low-Cholesterol	20,510	5.7%	104
Buy Foods Specifically Labeled as Low-Fat	31,307	8.7%	102
Buy Foods Specifically Labeled as Low-Sodium	44,875	12.5%	100
Buy Foods Specifically Labeled as Natural/Organic	79,088	22.0%	135
Buy Foods Specifically Labeled as Probiotic	24,697	6.9%	125
Buy Foods Specifically Labeled as Sugar-Free	49,132	13.7%	100
Consider Self to Be Vegan	5,405	1.5%	181
Consider Self to Be Vegetarian	10,766	3.0%	179
Consider Self to Be Semi-Vegetarian	38,288	10.7%	129
Used Meal or Dietary or Weight Loss Supplement Last 6 Mo	40,409	11.2%	108
Used Vitamins or Dietary Supplements Last 6 Mo	228,677	63.6%	97
Provide Services as Primary Caregiver or Caretaker	17,506	4.9%	75
Assist w/Chores as Caregiver/Caretaker	11,368	3.2%	75
Assist w/Personal Care as Caregiver/Caretaker	8,243	2.3%	69
Cook/Prepare Food as Caregiver/Caretaker	10,250	2.9%	66
Make Doctor Appointments as Caregiver/Caretaker	9,373	2.6%	70
Attend Doc Appointments as Caregiver/Caretaker	10,051	2.8%	63

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Shop/Pick Up Meds as Caregiver/Caretaker	11,032	3.1%	69
Give Medication as Caregiver/Caretaker	6,058	1.7%	61
Provide Transportation as Caregiver/Caretaker	10,354	2.9%	65
Visited Doctor Last 12 Mo	284,089	79.0%	99
Visited Doctor 1-2 Times Last 12 Mo	77,424	21.5%	106
Visited Doctor 3-5 Times Last 12 Mo	84,468	23.5%	105
Visited Doctor 6+ Times Last 12 Mo	122,235	34.0%	92
Visited Acupuncturist Doctor Last 12 Mo	9,898	2.8%	152
Visited Allergist Doctor Last 12 Mo	9,271	2.6%	114
Visited Cardiologist Doctor Last 12 Mo	27,908	7.8%	75
Visited Chiropractor Last 12 Mo	21,687	6.0%	73
Visited Dentist Last 12 Mo	157,226	43.7%	101
Visited Dermatologist Doctor Last 12 Mo	46,599	13.0%	104
Visited Ear or Nose or Throat Doctor Last 12 Mo	18,455	5.1%	95
Visited Eye Doctor Last 12 Mo	71,129	19.8%	91
Visited Gastroenterologist Doctor Last 12 Mo	19,769	5.5%	88
Visited General or Family Doctor Last 12 Mo	142,724	39.7%	92
Visited Internist Doctor Last 12 Mo	19,005	5.3%	109
Visited Physical Therapist Doctor Last 12 Mo	22,925	6.4%	98
Visited Podiatrist Doctor Last 12 Mo	12,385	3.4%	94
Visited Psychiatrist/Psychologist Doctor Last 12 Mo	27,363	7.6%	142
Visited Urologist Doctor Last 12 Mo	16,048	4.5%	87
Visited Nurse Practitioner Last 12 Mo	22,803	6.3%	76
Wear Regular/Sun/Tinted Prescription Eyeglasses	163,972	45.6%	101
Wear Bi-Focal/Multi-Focal/Progressive Glasses	48,234	13.4%	66
Wear Soft Contact Lenses	60,834	16.9%	128
Spent \$1-\$99 on Eyeglasses Last 12 Mo	13,043	3.6%	110
Spent \$100-\$199 on Eyeglasses Last 12 Mo	20,555	5.7%	105
Spent \$200-\$249 on Eyeglasses Last 12 Mo	12,271	3.4%	104
Spent \$250+ on Eyeglasses Last 12 Mo	33,674	9.4%	78
Spent \$1-\$199 on Contact Lenses Last 12 Mo	19,963	5.5%	121
Spent \$200+ on Contact Lenses Last 12 Mo	24,599	6.8%	123

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Bought Prescription Eyewear at Discount Optical Center	16,484	4.6%	76
Bought Prescription Eyewear at Private Eye Doctor	69,321	19.3%	88
Bought Prescription Eyewear at Retail Optical Chain	65,411	18.2%	112
Bought Prescription Eyewear Online	28,144	7.8%	122
Used Acne Prescription Drug	16,979	4.7%	141
Used Allergy or Hay Fever Prescription Drug	22,760	6.3%	84
Used Anxiety or Panic Prescription Drug	30,255	8.4%	95
Used Arthritis or Osteoarthritis Prescription Drug	8,281	2.3%	61
Used Rheumatoid Arthritis Prescription Drug	4,991	1.4%	57
Used Asthma Prescription Drug	17,097	4.8%	92
Used ADD/ADHD Prescription Drug	11,781	3.3%	144
Used Bipolar Disorder Prescription Drug	2,893	0.8%	70
Used High Blood Pressure Prescription Drug	37,522	10.4%	64
Used High Cholesterol Prescription Drug	28,546	7.9%	63
Used Depression Prescription Drug	25,678	7.1%	89
Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug	15,318	4.3%	62
Used Heartburn or Acid Reflux Prescription Drug	15,534	4.3%	62
Used Insomnia Prescription Drug	7,573	2.1%	72
Used Backache or Back Pain Prescription Drug	21,567	6.0%	73
Used Chronic/Severe Pain Prescription Drug	5,207	1.4%	69
Used Migraine Headache Prescription Drug	11,792	3.3%	86
Used Sinus Congestion or Headache Prescription Drug	11,426	3.2%	86
Used Obesity/Weight Loss Prescription Drug	4,814	1.3%	88
Used Urinary Tract Infection Prescription Drug	10,489	2.9%	79
Filled Prescription at Discount or Department Store Last 12 Mo	4,551	1.3%	49
Filled Prescription at Drug Store or Pharmacy Last 12 Mo	167,300	46.5%	97
Filled Prescription at Supermarket Last 12 Mo	27,950	7.8%	73
Filled Prescription by Mail Order Last 12 Mo	31,380	8.7%	80
Filled Prescription Online Last 12 Mo	12,889	3.6%	134
Received Prescription Drugs via Home Delivery Last 12 Mo	52,305	14.6%	93
Received Prescription Drugs via Curbside Pickup Last 12 Mo	11,908	3.3%	55
Received Prescription Drugs via In-Store Pickup Last 12 Mo	169,105	47.0%	92


Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Health and Beauty Market Potential | Ring: 3 mile radius


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Spent \$1-\$9 Out-of-Pocket Prescription Drugs Last 30 Days	26,129	7.3%	97
Spent \$10-\$19 Out-of-Pocket Prescription Drugs Last 30 Days	34,826	9.7%	100
Spent \$20-\$29 Out-of-Pocket Prescription Drugs Last 30 Days	24,289	6.8%	94
Spent \$30-\$49 Out-of-Pocket Prescription Drugs Last 30 Days	22,626	6.3%	82
Spent \$50-\$99 Out-of-Pocket Prescription Drugs Last 30 Days	19,671	5.5%	77
Spent \$100-\$149 Out-of-Pocket Prescription Drugs Last 30 Days	10,277	2.9%	82
Spent \$150+ Out-of-Pocket Prescription Drugs Last 30 Days	10,622	3.0%	69
Used Cold or Sinus or Allergy Med (Nonprescrp) Last 6 Mo	174,128	48.4%	94
Used Cough Syrup or Suppressant (Nonprescrp) Last 6 Mo	110,028	30.6%	95
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	284,193	79.0%	97
Used Medicated Skin Cream or Lotion or Spray Last 6 Mo	92,506	25.7%	95
Used Non-Medicated Nasal Spray Last 6 Mo	44,412	12.3%	94
Used Pain Relieving Rub or Liquid or Patch Last 6 Mo	85,734	23.9%	84
Used Sleeping Aid or Snore Relief Last 6 Mo	54,895	15.3%	104
Used Sore Throat Remedy or Cough Drops Last 6 Mo	160,339	44.6%	96
Used Sunburn Remedy Last 12 Mo	47,388	13.2%	103
Used Suntan or Sunscreen Product Last 12 Mo	182,230	50.7%	117
Used Toothache/Gum/Canker Sore Remedy Last 6 Mo	22,811	6.3%	80
HH Used Children's Cold Tablets/Liquids Last 6 Mo	12,150	5.4%	54
HH Used Children's Cough Syrup Last 6 Mo	11,505	5.1%	60
HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo	19,883	8.8%	56
HH Used Kids Vitamins/Nutrition Supplements Last 6 Mo	15,480	6.9%	63
Health Ad Action: Made Appointment to See Doctor Last 12 Mo	35,463	9.9%	98
Health Ad Action: Asked Doctor to Prescribe Drug Last 12 Mo	12,650	3.5%	87
Health Ad Action: Requested Specific Test/Procedure Last 12 Mo	4,528	1.3%	96
Health Ad Action: Asked Doctor for Vaccine Last 12 Mo	13,969	3.9%	106
Health Ad Action: Consulted Pharmacist Last 12 Mo	13,056	3.6%	92
Health Ad Action: Refilled Prescription Last 12 Mo	28,948	8.1%	85
Health Ad Action: Bought Non-Prescription Product Last 12 Mo	38,118	10.6%	96
Health Ad Action: Discussed Ad with Doctor Last 12 Mo	11,850	3.3%	81
Health Ad Action: Discussed Ad with Friends/Family Last 12 Mo	16,207	4.5%	106
Health Ad Action: Visited Product or Drug Website Last 12 Mo	17,259	4.8%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Got Ailment/Drug Info via Doctor's Office Video Last 12 Mo	11,618	3.2%	98
Got Ailment/Drug Info via Friends/Family Last 12 Mo	41,096	11.4%	113
Got Ailment/Drug Info via Health Info Website or App Last 12 Mo	58,957	16.4%	105
Got Ailment/Drug Info via Other Website or App Last 12 Mo	32,596	9.1%	116
Got Ailment/Drug Info via Magazine Ad Last 12 Mo	7,229	2.0%	84
Got Ailment/Drug Info via Medical Journal Last 12 Mo	12,536	3.5%	144
Got Ailment/Drug Info via Pamphlet/Brochure Last 12 Mo	11,277	3.1%	77
Got Ailment/Drug Info via Medical Professional Last 12 Mo	172,974	48.1%	97
Got Ailment/Drug Info via Pharmacist Last 12 Mo	31,186	8.7%	96
Got Ailment/Drug Info via Social Media Last 12 Mo	24,549	6.8%	105
Got Ailment/Drug Info via Streaming Video Ad Last 12 Mo	19,352	5.4%	119
Got Ailment/Drug Info via Television Advertisement Last 12 Mo	41,339	11.5%	100
Used Body Wash or Shower Gel/6 Mo	236,646	65.8%	102
Used Breath Freshener/6 Mo	124,063	34.5%	100
Used Gum Breath Freshener/6 Mo	74,114	20.6%	100
Used Mints Breath Freshener/6 Mo	54,471	15.2%	99
Used Thin Film Breath Freshener/6 Mo	10,553	2.9%	135
Used Complexion Care Prod/6 Mo	210,213	58.5%	108
Used Denture Adhesive or Fixative/6 Mo	9,028	2.5%	61
Used Denture Cleaner/6 Mo	19,225	5.3%	74
Used Eyeliner/Eyebrow Pencil/6 Mo	91,727	25.5%	97
Used Facial Moisturizer/6 Mo	204,887	57.0%	111
Used Personal Foot Care Prod/6 Mo	59,656	16.6%	89
Used Hair Coloring Prod at Home/6 Mo	55,772	15.5%	90
Used Hair Conditioning Treatment at Home/6 Mo	94,187	26.2%	96
Used Hair Growth Prod/6 Mo	15,784	4.4%	108
Used Hair Spray at Home/6 Mo	71,476	19.9%	78
Used Hair Styling Gel/Lotion/Mousse/6 Mo	135,420	37.7%	100

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Mouthwash Last 6 Mo	230,465	64.1%	98
Used Mouthwash 8+ Times Last 7 Days	56,347	15.7%	92
Used Sensitive Toothpaste Last 6 Mo	72,762	20.2%	98
Used Whitening Toothpaste Last 6 Mo	145,168	40.4%	104
Used Tooth Whitener (Not Toothpaste) Last 6 Mo	42,416	11.8%	116
Used Tooth Whitener (Gel) Last 6 Mo	6,899	1.9%	99
Used Tooth Whitener (Strips) Last 6 Mo	24,629	6.8%	122
Visited Day Spa Last 6 Mo	25,739	7.2%	143
Purchased Product at Salon or Day Spa Last 6 Mo	14,554	4.0%	107
Used Professional Service for Haircut Last 6 Mo	223,270	62.1%	103
Used Professional Service for Hair Color/Highlights Last 6 Mo	46,683	13.0%	90
Used Professional Service for Facial Last 6 Mo	14,207	4.0%	132
Used Professional Service for Massage Last 6 Mo	34,344	9.6%	121
Used Professional Service for Manicure Last 6 Mo	47,920	13.3%	113
Used Professional Service for Pedicure Last 6 Mo	55,978	15.6%	103
Used Professional Service for Waxing/6 Mo	20,453	5.7%	119
Spent \$1-\$99 at Barber Shop Last 6 Mo	49,781	13.8%	103
Spent \$100+ at Barber Shop Last 6 Mo	49,114	13.7%	138
Spent \$1-\$99 at Beauty Salon Last 6 Mo	27,756	7.7%	72
Spent \$100+ at Beauty Salon Last 6 Mo	71,980	20.0%	98

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Health and Beauty Market Potential



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Demographic Summary	2025	2030
Population	860,198	862,494
Population 18+	733,129	741,807
Households	431,408	442,972
Median Household Income	\$102,657	\$111,418


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising Per Week	185,185	25.3%	100
Typically Spend 4-6 Hrs Exercising Per Week	173,029	23.6%	107
Typically Spend 7+ Hrs Exercising Per Week	188,291	25.7%	110
Exercise at Home 2+ Times Per Week	349,178	47.6%	104
Exercise at Club 2+ Times Per Week	123,844	16.9%	127
Exercise at Oth Facility (Not Club) 2+ Times Per Week	88,806	12.1%	124
Member of LA Fitness Club/Gym	16,675	2.3%	133
Member of Planet Fitness Club/Gym	37,590	5.1%	101
Member of YMCA Fitness Club/Gym	17,869	2.4%	89
Own Elliptical	33,218	4.5%	75
Own Stationary Bicycle	79,265	10.8%	90
Own Treadmill	70,409	9.6%	76
Own Weight Lifting Equipment	147,676	20.1%	99
Own Blood Glucose Monitor	67,589	9.2%	78
Own BMI/Body-Fat Monitor	14,231	1.9%	127
Own Electronic Ear Thermometer	31,378	4.3%	74
Own Finger Pulse Oximeter	85,945	11.7%	80
Own Forehead Thermometer	102,438	14.0%	78
Own Hand-Held Massagers	64,185	8.8%	81
Own Hearing Aids	19,408	2.6%	63
Own Heart Rate Monitor	43,730	6.0%	91
Own Home Blood Pressure Monitor	166,802	22.8%	76
Own Oral Irrigation Device	32,527	4.4%	90
Own Pedometer	36,209	4.9%	91
Own Wheelchair	8,470	1.2%	61

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Control Diet for Blood Sugar Level	87,082	11.9%	88
Control Diet for Cholesterol Level	89,729	12.2%	88
Control Diet for Food Allergies	19,875	2.7%	110
Control Diet to Maintain Weight	84,471	11.5%	102
Control Diet for Physical Fitness	133,890	18.3%	120
Control Diet for Salt Restriction	29,680	4.0%	95
Control Diet for Weight Loss	156,435	21.3%	102
Use Doctor's Care or Diet for Diet Method	36,123	4.9%	100
Use Exercise Program for Diet Method	85,381	11.7%	112
Buy Foods Specifically Labeled as Fat-Free	73,433	10.0%	109
Buy Foods Specifically Labeled as Gluten-Free	52,998	7.2%	120
Buy Foods Specifically Labeled as High Fiber	58,802	8.0%	100
Buy Foods Specifically Labeled as High Protein	88,849	12.1%	108
Buy Foods Specifically Labeled as Hormone-Free	25,715	3.5%	117
Buy Foods Specifically Labeled as Lactose-Free	52,916	7.2%	120
Buy Foods Specifically Labeled as Low-Calorie	55,305	7.5%	105
Buy Foods Specifically Labeled as Low-Carb	70,334	9.6%	97
Buy Foods Specifically Labeled as Low-Cholesterol	45,683	6.2%	113
Buy Foods Specifically Labeled as Low-Fat	65,061	8.9%	104
Buy Foods Specifically Labeled as Low-Sodium	94,526	12.9%	103
Buy Foods Specifically Labeled as Natural/Organic	154,200	21.0%	129
Buy Foods Specifically Labeled as Probiotic	49,509	6.8%	123
Buy Foods Specifically Labeled as Sugar-Free	100,413	13.7%	100
Consider Self to Be Vegan	10,109	1.4%	166
Consider Self to Be Vegetarian	19,646	2.7%	160
Consider Self to Be Semi-Vegetarian	77,355	10.6%	128
Used Meal or Dietary or Weight Loss Supplement Last 6 Mo	82,475	11.3%	108
Used Vitamins or Dietary Supplements Last 6 Mo	463,482	63.2%	97
Provide Services as Primary Caregiver or Caretaker	40,649	5.5%	85
Assist w/Chores as Caregiver/Caretaker	25,568	3.5%	82
Assist w/Personal Care as Caregiver/Caretaker	19,465	2.7%	80
Cook/Prepare Food as Caregiver/Caretaker	24,561	3.4%	77
Make Doctor Appointments as Caregiver/Caretaker	21,112	2.9%	77
Attend Doc Appointments as Caregiver/Caretaker	23,353	3.2%	71

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Shop/Pick Up Meds as Caregiver/Caretaker	24,905	3.4%	76
Give Medication as Caregiver/Caretaker	14,499	2.0%	71
Provide Transportation as Caregiver/Caretaker	23,819	3.3%	73
Visited Doctor Last 12 Mo	571,233	77.9%	98
Visited Doctor 1-2 Times Last 12 Mo	157,609	21.5%	106
Visited Doctor 3-5 Times Last 12 Mo	166,728	22.7%	101
Visited Doctor 6+ Times Last 12 Mo	246,911	33.7%	91
Visited Acupuncturist Doctor Last 12 Mo	18,902	2.6%	143
Visited Allergist Doctor Last 12 Mo	18,102	2.5%	109
Visited Cardiologist Doctor Last 12 Mo	57,536	7.8%	76
Visited Chiropractor Last 12 Mo	43,198	5.9%	71
Visited Dentist Last 12 Mo	306,444	41.8%	96
Visited Dermatologist Doctor Last 12 Mo	88,600	12.1%	97
Visited Ear or Nose or Throat Doctor Last 12 Mo	37,343	5.1%	94
Visited Eye Doctor Last 12 Mo	139,789	19.1%	88
Visited Gastroenterologist Doctor Last 12 Mo	39,652	5.4%	86
Visited General or Family Doctor Last 12 Mo	283,924	38.7%	90
Visited Internist Doctor Last 12 Mo	36,957	5.0%	104
Visited Physical Therapist Doctor Last 12 Mo	45,283	6.2%	95
Visited Podiatrist Doctor Last 12 Mo	26,169	3.6%	98
Visited Psychiatrist/Psychologist Doctor Last 12 Mo	52,470	7.2%	134
Visited Urologist Doctor Last 12 Mo	31,773	4.3%	84
Visited Nurse Practitioner Last 12 Mo	46,640	6.4%	76
Wear Regular/Sun/Tinted Prescription Eyeglasses	325,719	44.4%	99
Wear Bi-Focal/Multi-Focal/Progressive Glasses	100,351	13.7%	67
Wear Soft Contact Lenses	112,391	15.3%	116
Spent \$1-\$99 on Eyeglasses Last 12 Mo	26,120	3.6%	108
Spent \$100-\$199 on Eyeglasses Last 12 Mo	41,781	5.7%	105
Spent \$200-\$249 on Eyeglasses Last 12 Mo	23,855	3.3%	99
Spent \$250+ on Eyeglasses Last 12 Mo	70,154	9.6%	80
Spent \$1-\$199 on Contact Lenses Last 12 Mo	37,310	5.1%	111
Spent \$200+ on Contact Lenses Last 12 Mo	45,834	6.3%	113

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Bought Prescription Eyewear at Discount Optical Center	33,007	4.5%	75
Bought Prescription Eyewear at Private Eye Doctor	138,545	18.9%	86
Bought Prescription Eyewear at Retail Optical Chain	131,500	17.9%	111
Bought Prescription Eyewear Online	52,958	7.2%	113
Used Acne Prescription Drug	34,127	4.7%	139
Used Allergy or Hay Fever Prescription Drug	46,637	6.4%	84
Used Anxiety or Panic Prescription Drug	59,896	8.2%	92
Used Arthritis or Osteoarthritis Prescription Drug	18,824	2.6%	68
Used Rheumatoid Arthritis Prescription Drug	12,649	1.7%	71
Used Asthma Prescription Drug	36,465	5.0%	96
Used ADD/ADHD Prescription Drug	21,070	2.9%	126
Used Bipolar Disorder Prescription Drug	6,753	0.9%	80
Used High Blood Pressure Prescription Drug	83,154	11.3%	70
Used High Cholesterol Prescription Drug	61,293	8.4%	67
Used Depression Prescription Drug	51,025	7.0%	86
Used Diabetes (Non-Insulin Dependent Type-2) Prescription Drug	36,742	5.0%	74
Used Heartburn or Acid Reflux Prescription Drug	34,898	4.8%	68
Used Insomnia Prescription Drug	16,693	2.3%	78
Used Backache or Back Pain Prescription Drug	49,491	6.8%	82
Used Chronic/Severe Pain Prescription Drug	11,308	1.5%	74
Used Migraine Headache Prescription Drug	25,322	3.5%	91
Used Sinus Congestion or Headache Prescription Drug	23,882	3.3%	88
Used Obesity/Weight Loss Prescription Drug	11,236	1.5%	101
Used Urinary Tract Infection Prescription Drug	22,446	3.1%	83
Filled Prescription at Discount or Department Store Last 12 Mo	9,426	1.3%	50
Filled Prescription at Drug Store or Pharmacy Last 12 Mo	339,784	46.4%	97
Filled Prescription at Supermarket Last 12 Mo	54,183	7.4%	70
Filled Prescription by Mail Order Last 12 Mo	61,452	8.4%	77
Filled Prescription Online Last 12 Mo	24,725	3.4%	126
Received Prescription Drugs via Home Delivery Last 12 Mo	105,098	14.3%	92
Received Prescription Drugs via Curbside Pickup Last 12 Mo	25,406	3.5%	57
Received Prescription Drugs via In-Store Pickup Last 12 Mo	339,873	46.4%	91


Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Health and Beauty Market Potential | Ring: 5 mile radius


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Spent \$1-\$9 Out-of-Pocket Prescription Drugs Last 30 Days	51,671	7.0%	94
Spent \$10-\$19 Out-of-Pocket Prescription Drugs Last 30 Days	67,677	9.2%	95
Spent \$20-\$29 Out-of-Pocket Prescription Drugs Last 30 Days	47,710	6.5%	91
Spent \$30-\$49 Out-of-Pocket Prescription Drugs Last 30 Days	45,745	6.2%	81
Spent \$50-\$99 Out-of-Pocket Prescription Drugs Last 30 Days	39,851	5.4%	76
Spent \$100-\$149 Out-of-Pocket Prescription Drugs Last 30 Days	20,559	2.8%	80
Spent \$150+ Out-of-Pocket Prescription Drugs Last 30 Days	21,706	3.0%	69
Used Cold or Sinus or Allergy Med (Nonprescrp) Last 6 Mo	359,586	49.0%	95
Used Cough Syrup or Suppressant (Nonprescrp) Last 6 Mo	239,723	32.7%	101
Used Headache/Pain Reliever (Nonprescrp)/6 Mo	579,245	79.0%	97
Used Medicated Skin Cream or Lotion or Spray Last 6 Mo	190,318	26.0%	96
Used Non-Medicated Nasal Spray Last 6 Mo	92,440	12.6%	96
Used Pain Relieving Rub or Liquid or Patch Last 6 Mo	184,807	25.2%	88
Used Sleeping Aid or Snore Relief Last 6 Mo	110,729	15.1%	103
Used Sore Throat Remedy or Cough Drops Last 6 Mo	335,277	45.7%	99
Used Sunburn Remedy Last 12 Mo	94,348	12.9%	101
Used Suntan or Sunscreen Product Last 12 Mo	344,462	47.0%	109
Used Toothache/Gum/Canker Sore Remedy Last 6 Mo	52,027	7.1%	90
HH Used Children's Cold Tablets/Liquids Last 6 Mo	29,281	6.8%	68
HH Used Children's Cough Syrup Last 6 Mo	27,208	6.3%	74
HH Used Kids Pain Reliever/Fever Reducer Last 6 Mo	45,908	10.6%	67
HH Used Kids Vitamins/Nutrition Supplements Last 6 Mo	34,779	8.1%	74
Health Ad Action: Made Appointment to See Doctor Last 12 Mo	76,113	10.4%	103
Health Ad Action: Asked Doctor to Prescribe Drug Last 12 Mo	27,946	3.8%	95
Health Ad Action: Requested Specific Test/Procedure Last 12 Mo	9,722	1.3%	101
Health Ad Action: Asked Doctor for Vaccine Last 12 Mo	28,054	3.8%	105
Health Ad Action: Consulted Pharmacist Last 12 Mo	27,669	3.8%	95
Health Ad Action: Refilled Prescription Last 12 Mo	62,567	8.5%	91
Health Ad Action: Bought Non-Prescription Product Last 12 Mo	81,240	11.1%	101
Health Ad Action: Discussed Ad with Doctor Last 12 Mo	26,211	3.6%	88
Health Ad Action: Discussed Ad with Friends/Family Last 12 Mo	33,057	4.5%	106
Health Ad Action: Visited Product or Drug Website Last 12 Mo	35,031	4.8%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.


Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Got Ailment/Drug Info via Doctor's Office Video Last 12 Mo	25,586	3.5%	106
Got Ailment/Drug Info via Friends/Family Last 12 Mo	81,516	11.1%	110
Got Ailment/Drug Info via Health Info Website or App Last 12 Mo	113,509	15.5%	100
Got Ailment/Drug Info via Other Website or App Last 12 Mo	62,859	8.6%	110
Got Ailment/Drug Info via Magazine Ad Last 12 Mo	16,163	2.2%	93
Got Ailment/Drug Info via Medical Journal Last 12 Mo	23,934	3.3%	135
Got Ailment/Drug Info via Pamphlet/Brochure Last 12 Mo	24,647	3.4%	83
Got Ailment/Drug Info via Medical Professional Last 12 Mo	345,716	47.2%	95
Got Ailment/Drug Info via Pharmacist Last 12 Mo	63,147	8.6%	95
Got Ailment/Drug Info via Social Media Last 12 Mo	50,612	6.9%	107
Got Ailment/Drug Info via Streaming Video Ad Last 12 Mo	39,511	5.4%	120
Got Ailment/Drug Info via Television Advertisement Last 12 Mo	88,337	12.1%	105
Used Body Wash or Shower Gel/6 Mo	486,651	66.4%	103
Used Breath Freshener/6 Mo	262,631	35.8%	103
Used Gum Breath Freshener/6 Mo	160,727	21.9%	106
Used Mints Breath Freshener/6 Mo	112,553	15.3%	100
Used Thin Film Breath Freshener/6 Mo	21,186	2.9%	133
Used Complexion Care Prod/6 Mo	427,348	58.3%	107
Used Denture Adhesive or Fixative/6 Mo	23,650	3.2%	79
Used Denture Cleaner/6 Mo	44,729	6.1%	84
Used Eyeliner/Eyebrow Pencil/6 Mo	190,400	26.0%	99
Used Facial Moisturizer/6 Mo	414,363	56.5%	110
Used Personal Foot Care Prod/6 Mo	131,126	17.9%	96
Used Hair Coloring Prod at Home/6 Mo	123,150	16.8%	98
Used Hair Conditioning Treatment at Home/6 Mo	208,021	28.4%	104
Used Hair Growth Prod/6 Mo	33,807	4.6%	114
Used Hair Spray at Home/6 Mo	149,245	20.4%	80
Used Hair Styling Gel/Lotion/Mousse/6 Mo	283,738	38.7%	102

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Used Mouthwash Last 6 Mo	483,982	66.0%	101
Used Mouthwash 8+ Times Last 7 Days	125,735	17.1%	101
Used Sensitive Toothpaste Last 6 Mo	146,587	20.0%	97
Used Whitening Toothpaste Last 6 Mo	290,266	39.6%	102
Used Tooth Whitener (Not Toothpaste) Last 6 Mo	87,292	11.9%	117
Used Tooth Whitener (Gel) Last 6 Mo	15,908	2.2%	112
Used Tooth Whitener (Strips) Last 6 Mo	49,818	6.8%	121
Visited Day Spa Last 6 Mo	49,367	6.7%	135
Purchased Product at Salon or Day Spa Last 6 Mo	28,446	3.9%	103
Used Professional Service for Haircut Last 6 Mo	436,731	59.6%	99
Used Professional Service for Hair Color/Highlights Last 6 Mo	91,460	12.5%	87
Used Professional Service for Facial Last 6 Mo	28,196	3.9%	129
Used Professional Service for Massage Last 6 Mo	66,787	9.1%	116
Used Professional Service for Manicure Last 6 Mo	101,350	13.8%	118
Used Professional Service for Pedicure Last 6 Mo	117,207	16.0%	106
Used Professional Service for Waxing/6 Mo	42,518	5.8%	122
Spent \$1-\$99 at Barber Shop Last 6 Mo	97,096	13.2%	98
Spent \$100+ at Barber Shop Last 6 Mo	94,454	12.9%	130
Spent \$1-\$99 at Beauty Salon Last 6 Mo	57,462	7.8%	73
Spent \$100+ at Beauty Salon Last 6 Mo	140,416	19.1%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households 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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.