



Health and Beauty Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Demographic Summary		2018	2023
Population		8,703	9,754
Population 18+		6,282	7,024
Households		3,010	3,339
Median Household Income		\$63,734	\$71,815

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	1,201	19.1%	94
Typically spend 4-6 hours exercising per week	1,198	19.1%	95
Typically spend 1-3 hours exercising per week	1,554	24.7%	104
Exercise at home 2+ times per week	1,900	30.2%	108
Exercise at club 2+ times per week	838	13.3%	92
Exercise at other facility (not club) 2+ times/wk	497	7.9%	96
Own elliptical	274	4.4%	103
Own stationary bicycle	375	6.0%	117
Own treadmill	630	10.0%	107
Own weight lifting equipment	884	14.1%	114
Presently controlling diet	2,239	35.6%	99
Control diet for blood sugar level	456	7.3%	86
Control diet for cholesterol level	372	5.9%	73
Control diet to maintain weight	675	10.7%	102
Control diet for physical fitness	666	10.6%	103
Control diet for salt restriction	127	2.0%	74
Control diet for weight loss	776	12.4%	98
Used doctor`s care/diet for diet method	159	2.5%	96
Used exercise program for diet method	436	6.9%	102
Buy foods specifically labeled as fat-free	475	7.6%	89
Buy foods specifically labeled as gluten-free	280	4.5%	96
Buy foods specifically labeled as high fiber	382	6.1%	91
Buy foods specifically labeled as high protein	377	6.0%	86
Buy foods specifically labeled as lactose-free	202	3.2%	118
Buy foods specifically labeled as low-calorie	419	6.7%	85
Buy foods specifically labeled as low-carb	289	4.6%	71
Buy foods specifically labeled as low-cholesterol	261	4.2%	89
Buy foods specifically labeled as low-fat	436	6.9%	90
Buy foods specifically labeled as low-sodium	512	8.2%	97
Buy foods specifically labeled as natural/organic	724	11.5%	104
Buy foods specifically labeled as sugar-free	513	8.2%	98
Used meal/dietary/weight loss supplement last 6 mo	476	7.6%	94
Used vitamins/dietary supplements in last 6 months	3,228	51.4%	95
Provide services as a primary caregiver/caretaker	520	8.3%	120

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	4,631	73.7%	96
Visited doctor in last 12 months: 1-2 times	1,435	22.8%	96
Visited doctor in last 12 months: 3-5 times	1,370	21.8%	93
Visited doctor in last 12 months: 6+ times	1,826	29.1%	98
Visited doctor in last 12 months: cardiologist	348	5.5%	73
Visited doctor in last 12 months: chiropractor	460	7.3%	103
Visited doctor in last 12 months: dentist	2,002	31.9%	86
Visited doctor in last 12 months: dermatologist	426	6.8%	79
Visited doctor in last 12 months: ear/nose/throat	305	4.9%	102
Visited doctor in last 12 months: eye	1,203	19.1%	89
Visited doctor in last 12 months: gastroenterologist	208	3.3%	74
Visited doctor in last 12 months: general/family	2,432	38.7%	93
Visited doctor in last 12 months: internist	285	4.5%	80
Visited doctor in last 12 months: physical therapist	327	5.2%	102
Visited doctor in last 12 months: podiatrist	132	2.1%	73
Visited doctor in last 12 months: urologist	222	3.5%	99
Visited nurse practitioner in last 12 months	409	6.5%	108
Wear regular/sun/tinted prescription eyeglasses	2,488	39.6%	97
Wear bifocals	690	11.0%	90
Wear disposable contact lenses	476	7.6%	124
Wear soft contact lenses	704	11.2%	116
Wear transition lenses	334	5.3%	96
Spent on eyeglasses in last 12 months: <\$100	198	3.2%	110
Spent on eyeglasses in last 12 months: \$100-\$199	261	4.2%	87
Spent on eyeglasses in last 12 months: \$200-\$249	147	2.3%	81
Spent on eyeglasses in last 12 months: \$250+	535	8.5%	89
Spent on contact lenses in last 12 months: <\$100	161	2.6%	132
Spent on contact lenses in last 12 months: \$100-\$199	269	4.3%	120
Spent on contact lenses in last 12 months: \$200+	240	3.8%	96
Bought prescription eyewear: discount optical ctr	569	9.1%	103
Bought prescription eyewear: private eye doctor	1,311	20.9%	86
Bought prescription eyewear: retail optical chain	829	13.2%	105
Bought prescription eyewear: online	192	3.1%	101
Used prescription drug for allergy/hay fever	406	6.5%	114
Used prescription drug for anxiety/panic	310	4.9%	105
Used prescription drug for arthritis/osteoarthritis	148	2.4%	73
Used prescription drug for rheumatoid arthritis	171	2.7%	103
Used prescription drug for asthma	256	4.1%	99
Used prescription drug for backache/back pain	468	7.4%	95
Used prescription drug for depression	438	7.0%	111
Used prescription drug for diabetes (insulin dependent)	134	2.1%	103
Used prescription drug for diabetes (non-insulin depend)	225	3.6%	90
Used prescription drug for heartburn/acid reflux	309	4.9%	83
Used prescription drug for high blood pressure	720	11.5%	86
Used prescription drug for high cholesterol	491	7.8%	86
Used prescription drug for migraine headache	207	3.3%	106
Used prescription drug for sinus congestion/headache	247	3.9%	101
Used prescription drug for urinary tract infection	206	3.3%	124
Filled prescription last 12 months: discount/dept store	145	2.3%	67
Filled prescription last 12 months: drug store/pharmacy	2,139	34.0%	93
Filled prescription last 12 months: supermarket	601	9.6%	127
Filled prescription last 12 months: mail order	378	6.0%	79
Spent out of pocket prescr drugs/30 days: <\$10	358	5.7%	89
Spent out of pocket prescr drugs/30 days: \$10-19	489	7.8%	94
Spent out of pocket prescr drugs/30 days: \$20-29	361	5.7%	94
Spent out of pocket prescr drugs/30 days: \$30-49	341	5.4%	83
Spent out of pocket prescr drugs/30 days: \$50-99	340	5.4%	89
Spent out of pocket prescr drugs/30 days: \$100-149	151	2.4%	85
Spent out of pocket prescr drugs/30 days: \$150+	208	3.3%	103

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	1,089	17.3%	134
Used last 6 months: cold/sinus/allergy med (nonprescr)	3,237	51.5%	104
Used last 6 months: children`s cough syrup	1,030	16.4%	140
Used last 6 months: cough syrup/suppressant(nonprescr)	2,196	35.0%	99
Used last 6 months: medicated skin cream/lotion/spray	1,845	29.4%	96
Used last 6 months: nasal spray	1,039	16.5%	93
Used last 6 months: pain relieving rub/liquid/patch	1,436	22.9%	96
Used last 6 months: sleeping aid/snore relief	766	12.2%	103
Used last 6 months: sore throat remedy/cough drops	3,066	48.8%	101
Used last 12 months: sunburn remedy	1,073	17.1%	118
Used last 12 months: suntan/sunscreen product	2,525	40.2%	101
Used last 12 months: SPF 15 suntan/sunscreen product	447	7.1%	89
Used last 12 months: SPF 30-49 suntan/sunscreen prod	1,001	15.9%	96
Used last 12 months: SPF 50+ suntan/sunscreen product	992	15.8%	106
Used last 6 months: toothache/gum/canker sore remedy	548	8.7%	88
Used last 6 months: vitamins/nutritional suppl (kids)	1,194	19.0%	138
Used body wash/shower gel in last 6 months	4,037	64.3%	105
Used breath freshener in last 6 months	2,785	44.3%	107
Used breath freshener in last 6 months: gum	1,728	27.5%	110
Used breath freshener in last 6 months: mints	1,256	20.0%	106
Used breath freshener in last 6 months: thin film	184	2.9%	122
Used breath freshener 8+ times in last 7 days	639	10.2%	105
Used complexion care product in last 6 months	2,975	47.4%	100
Used denture adhesive/fixative in last 6 months	340	5.4%	88
Used denture cleaner in last 6 months	568	9.0%	87
Used facial moisturizer in last 6 months	2,510	40.0%	93
Used personal foot care product in last 6 months	1,182	18.8%	95
Used hair coloring product (at home) last 6 months	1,198	19.1%	103
Used hair conditioning treatment (at home)/6 mo	1,608	25.6%	99
Used hair growth product in last 6 months	142	2.3%	83
Used hair spray (at home) in last 6 months	1,957	31.2%	99
Used hair styling gel/lotion/mousse in last 6 mo	2,167	34.5%	102
Used mouthwash in last 6 months	4,153	66.1%	101
Used mouthwash 8+ times in last 7 days	1,105	17.6%	108
Used whitening toothpaste in last 6 months	2,021	32.2%	100
Used tooth whitener (not toothpaste) in last 6 mo	541	8.6%	87
Used tooth whitener (gel) in last 6 mos	131	2.1%	105
Used tooth whitener (strips) in last 6 months	280	4.5%	86
Visited a day spa in last 6 months	264	4.2%	88
Purchased product at salon/day spa in last 6 mo	248	3.9%	88
Professional srv last 6 months: haircut	3,906	62.2%	102
Professional srv last 6 months: hair color/highlights	916	14.6%	91
Professional srv last 6 months: facial	146	2.3%	91
Professional srv last 6 months: massage	452	7.2%	101
Professional srv last 6 months: manicure	755	12.0%	97
Professional srv last 6 months: pedicure	952	15.2%	100
Spent \$150+ at barber shops in last 6 months	160	2.5%	86
Spent \$150+ at beauty salons in last 6 months	565	9.0%	76

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Demographic Summary		2018	2023
Population		64,740	73,661
Population 18+		46,133	52,251
Households		21,068	23,767
Median Household Income		\$71,489	\$78,678

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	8,820	19.1%	94
Typically spend 4-6 hours exercising per week	9,495	20.6%	102
Typically spend 1-3 hours exercising per week	11,542	25.0%	105
Exercise at home 2+ times per week	14,021	30.4%	109
Exercise at club 2+ times per week	6,779	14.7%	102
Exercise at other facility (not club) 2+ times/wk	3,731	8.1%	98
Own elliptical	2,196	4.8%	113
Own stationary bicycle	2,621	5.7%	111
Own treadmill	4,760	10.3%	110
Own weight lifting equipment	6,615	14.3%	116
Presently controlling diet	17,147	37.2%	103
Control diet for blood sugar level	3,394	7.4%	87
Control diet for cholesterol level	3,199	6.9%	85
Control diet to maintain weight	4,962	10.8%	102
Control diet for physical fitness	5,022	10.9%	106
Control diet for salt restriction	906	2.0%	72
Control diet for weight loss	6,589	14.3%	114
Used doctor`s care/diet for diet method	1,082	2.3%	89
Used exercise program for diet method	3,472	7.5%	110
Buy foods specifically labeled as fat-free	3,931	8.5%	100
Buy foods specifically labeled as gluten-free	2,390	5.2%	112
Buy foods specifically labeled as high fiber	2,890	6.3%	94
Buy foods specifically labeled as high protein	3,141	6.8%	98
Buy foods specifically labeled as lactose-free	1,460	3.2%	116
Buy foods specifically labeled as low-calorie	3,514	7.6%	97
Buy foods specifically labeled as low-carb	2,378	5.2%	80
Buy foods specifically labeled as low-cholesterol	2,187	4.7%	101
Buy foods specifically labeled as low-fat	3,563	7.7%	100
Buy foods specifically labeled as low-sodium	3,908	8.5%	101
Buy foods specifically labeled as natural/organic	5,463	11.8%	107
Buy foods specifically labeled as sugar-free	3,561	7.7%	92
Used meal/dietary/weight loss supplement last 6 mo	3,806	8.3%	103
Used vitamins/dietary supplements in last 6 months	23,953	51.9%	96
Provide services as a primary caregiver/caretaker	3,302	7.2%	104

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	34,336	74.4%	97
Visited doctor in last 12 months: 1-2 times	10,802	23.4%	98
Visited doctor in last 12 months: 3-5 times	10,537	22.8%	98
Visited doctor in last 12 months: 6+ times	13,002	28.2%	95
Visited doctor in last 12 months: cardiologist	2,493	5.4%	71
Visited doctor in last 12 months: chiropractor	3,485	7.6%	106
Visited doctor in last 12 months: dentist	15,458	33.5%	91
Visited doctor in last 12 months: dermatologist	3,388	7.3%	86
Visited doctor in last 12 months: ear/nose/throat	2,297	5.0%	105
Visited doctor in last 12 months: eye	9,401	20.4%	95
Visited doctor in last 12 months: gastroenterologist	1,823	4.0%	89
Visited doctor in last 12 months: general/family	18,181	39.4%	94
Visited doctor in last 12 months: internist	2,226	4.8%	85
Visited doctor in last 12 months: physical therapist	2,418	5.2%	102
Visited doctor in last 12 months: podiatrist	845	1.8%	63
Visited doctor in last 12 months: urologist	1,429	3.1%	87
Visited nurse practitioner in last 12 months	2,609	5.7%	94
Wear regular/sun/tinted prescription eyeglasses	17,957	38.9%	95
Wear bifocals	4,963	10.8%	88
Wear disposable contact lenses	3,622	7.9%	128
Wear soft contact lenses	5,450	11.8%	122
Wear transition lenses	2,310	5.0%	90
Spent on eyeglasses in last 12 months: <\$100	1,163	2.5%	88
Spent on eyeglasses in last 12 months: \$100-\$199	2,188	4.7%	100
Spent on eyeglasses in last 12 months: \$200-\$249	1,176	2.5%	89
Spent on eyeglasses in last 12 months: \$250+	4,092	8.9%	92
Spent on contact lenses in last 12 months: <\$100	1,243	2.7%	138
Spent on contact lenses in last 12 months: \$100-\$199	2,018	4.4%	123
Spent on contact lenses in last 12 months: \$200+	1,916	4.2%	105
Bought prescription eyewear: discount optical ctr	4,366	9.5%	107
Bought prescription eyewear: private eye doctor	9,901	21.5%	88
Bought prescription eyewear: retail optical chain	5,900	12.8%	101
Bought prescription eyewear: online	1,407	3.0%	101
Used prescription drug for allergy/hay fever	3,082	6.7%	118
Used prescription drug for anxiety/panic	2,488	5.4%	115
Used prescription drug for arthritis/osteoarthritis	943	2.0%	63
Used prescription drug for rheumatoid arthritis	1,015	2.2%	83
Used prescription drug for asthma	2,137	4.6%	112
Used prescription drug for backache/back pain	3,389	7.3%	94
Used prescription drug for depression	3,007	6.5%	103
Used prescription drug for diabetes (insulin dependent)	750	1.6%	79
Used prescription drug for diabetes (non-insulin depend)	1,623	3.5%	89
Used prescription drug for heartburn/acid reflux	2,102	4.6%	77
Used prescription drug for high blood pressure	5,044	10.9%	82
Used prescription drug for high cholesterol	3,458	7.5%	82
Used prescription drug for migraine headache	1,565	3.4%	109
Used prescription drug for sinus congestion/headache	1,929	4.2%	107
Used prescription drug for urinary tract infection	1,359	2.9%	111
Filled prescription last 12 months: discount/dept store	1,343	2.9%	85
Filled prescription last 12 months: drug store/pharmacy	15,431	33.4%	91
Filled prescription last 12 months: supermarket	4,484	9.7%	129
Filled prescription last 12 months: mail order	3,027	6.6%	86
Spent out of pocket prescr drugs/30 days: <\$10	2,707	5.9%	92
Spent out of pocket prescr drugs/30 days: \$10-19	3,509	7.6%	91
Spent out of pocket prescr drugs/30 days: \$20-29	2,589	5.6%	92
Spent out of pocket prescr drugs/30 days: \$30-49	2,741	5.9%	91
Spent out of pocket prescr drugs/30 days: \$50-99	2,447	5.3%	87
Spent out of pocket prescr drugs/30 days: \$100-149	1,149	2.5%	88
Spent out of pocket prescr drugs/30 days: \$150+	1,413	3.1%	95

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	7,765	16.8%	130
Used last 6 months: cold/sinus/allergy med (nonprescr)	23,700	51.4%	103
Used last 6 months: children`s cough syrup	7,228	15.7%	134
Used last 6 months: cough syrup/suppressant(nonprescr)	16,093	34.9%	98
Used last 6 months: medicated skin cream/lotion/spray	13,135	28.5%	93
Used last 6 months: nasal spray	7,786	16.9%	95
Used last 6 months: pain relieving rub/liquid/patch	10,470	22.7%	95
Used last 6 months: sleeping aid/snore relief	5,257	11.4%	96
Used last 6 months: sore throat remedy/cough drops	22,082	47.9%	99
Used last 12 months: sunburn remedy	7,470	16.2%	112
Used last 12 months: suntan/sunscreen product	19,493	42.3%	107
Used last 12 months: SPF 15 suntan/sunscreen product	3,588	7.8%	97
Used last 12 months: SPF 30-49 suntan/sunscreen prod	7,951	17.2%	104
Used last 12 months: SPF 50+ suntan/sunscreen product	7,756	16.8%	113
Used last 6 months: toothache/gum/canker sore remedy	4,015	8.7%	88
Used last 6 months: vitamins/nutritional suppl (kids)	8,933	19.4%	141
Used body wash/shower gel in last 6 months	28,725	62.3%	102
Used breath freshener in last 6 months	20,196	43.8%	106
Used breath freshener in last 6 months: gum	12,623	27.4%	109
Used breath freshener in last 6 months: mints	9,317	20.2%	107
Used breath freshener in last 6 months: thin film	1,079	2.3%	97
Used breath freshener 8+ times in last 7 days	4,682	10.1%	105
Used complexion care product in last 6 months	22,115	47.9%	101
Used denture adhesive/fixative in last 6 months	2,297	5.0%	81
Used denture cleaner in last 6 months	3,741	8.1%	78
Used facial moisturizer in last 6 months	19,327	41.9%	97
Used personal foot care product in last 6 months	8,411	18.2%	92
Used hair coloring product (at home) last 6 months	8,598	18.6%	100
Used hair conditioning treatment (at home)/6 mo	11,233	24.3%	94
Used hair growth product in last 6 months	1,089	2.4%	87
Used hair spray (at home) in last 6 months	14,600	31.6%	101
Used hair styling gel/lotion/mousse in last 6 mo	16,388	35.5%	105
Used mouthwash in last 6 months	29,961	64.9%	99
Used mouthwash 8+ times in last 7 days	7,507	16.3%	100
Used whitening toothpaste in last 6 months	14,753	32.0%	99
Used tooth whitener (not toothpaste) in last 6 mo	4,382	9.5%	96
Used tooth whitener (gel) in last 6 mos	1,042	2.3%	114
Used tooth whitener (strips) in last 6 months	2,116	4.6%	89
Visited a day spa in last 6 months	2,128	4.6%	97
Purchased product at salon/day spa in last 6 mo	1,983	4.3%	95
Professional srv last 6 months: haircut	29,423	63.8%	105
Professional srv last 6 months: hair color/highlights	7,501	16.3%	101
Professional srv last 6 months: facial	1,106	2.4%	94
Professional srv last 6 months: massage	3,626	7.9%	110
Professional srv last 6 months: manicure	6,280	13.6%	110
Professional srv last 6 months: pedicure	7,747	16.8%	111
Spent \$150+ at barber shops in last 6 months	1,429	3.1%	105
Spent \$150+ at beauty salons in last 6 months	5,016	10.9%	92

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Demographic Summary		2018	2023	
Population		164,411	184,213	
Population 18+		117,566	131,502	
Households		54,649	60,775	
Median Household Income		\$67,963	\$76,021	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week		22,617	19.2%	95
Typically spend 4-6 hours exercising per week		24,021	20.4%	101
Typically spend 1-3 hours exercising per week		29,241	24.9%	105
Exercise at home 2+ times per week		35,106	29.9%	107
Exercise at club 2+ times per week		17,506	14.9%	103
Exercise at other facility (not club) 2+ times/wk		9,300	7.9%	96
Own elliptical		5,744	4.9%	116
Own stationary bicycle		6,452	5.5%	107
Own treadmill		12,163	10.3%	110
Own weight lifting equipment		16,291	13.9%	113
Presently controlling diet		43,373	36.9%	102
Control diet for blood sugar level		9,300	7.9%	94
Control diet for cholesterol level		8,807	7.5%	92
Control diet to maintain weight		12,691	10.8%	102
Control diet for physical fitness		12,486	10.6%	103
Control diet for salt restriction		2,632	2.2%	82
Control diet for weight loss		16,279	13.8%	110
Used doctor`s care/diet for diet method		2,995	2.5%	96
Used exercise program for diet method		8,396	7.1%	105
Buy foods specifically labeled as fat-free		9,949	8.5%	99
Buy foods specifically labeled as gluten-free		5,945	5.1%	109
Buy foods specifically labeled as high fiber		7,565	6.4%	96
Buy foods specifically labeled as high protein		8,007	6.8%	98
Buy foods specifically labeled as lactose-free		3,458	2.9%	108
Buy foods specifically labeled as low-calorie		9,162	7.8%	100
Buy foods specifically labeled as low-carb		7,054	6.0%	93
Buy foods specifically labeled as low-cholesterol		5,513	4.7%	100
Buy foods specifically labeled as low-fat		8,775	7.5%	97
Buy foods specifically labeled as low-sodium		10,017	8.5%	102
Buy foods specifically labeled as natural/organic		13,866	11.8%	107
Buy foods specifically labeled as sugar-free		9,555	8.1%	97
Used meal/dietary/weight loss supplement last 6 mo		9,557	8.1%	101
Used vitamins/dietary supplements in last 6 months		62,145	52.9%	98
Provide services as a primary caregiver/caretaker		8,337	7.1%	103

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Health and Beauty Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
 Longitude: -97.35323

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	88,490	75.3%	98
Visited doctor in last 12 months: 1-2 times	28,208	24.0%	101
Visited doctor in last 12 months: 3-5 times	26,836	22.8%	98
Visited doctor in last 12 months: 6+ times	33,455	28.5%	96
Visited doctor in last 12 months: cardiologist	7,096	6.0%	79
Visited doctor in last 12 months: chiropractor	8,679	7.4%	104
Visited doctor in last 12 months: dentist	40,988	34.9%	94
Visited doctor in last 12 months: dermatologist	8,758	7.4%	87
Visited doctor in last 12 months: ear/nose/throat	5,430	4.6%	97
Visited doctor in last 12 months: eye	24,347	20.7%	96
Visited doctor in last 12 months: gastroenterologist	4,872	4.1%	93
Visited doctor in last 12 months: general/family	47,299	40.2%	96
Visited doctor in last 12 months: internist	5,848	5.0%	87
Visited doctor in last 12 months: physical therapist	5,639	4.8%	94
Visited doctor in last 12 months: podiatrist	2,528	2.2%	74
Visited doctor in last 12 months: urologist	3,709	3.2%	88
Visited nurse practitioner in last 12 months	6,531	5.6%	92
Wear regular/sun/tinted prescription eyeglasses	46,581	39.6%	97
Wear bifocals	13,183	11.2%	92
Wear disposable contact lenses	8,279	7.0%	115
Wear soft contact lenses	12,923	11.0%	114
Wear transition lenses	6,070	5.2%	93
Spent on eyeglasses in last 12 months: <\$100	3,043	2.6%	91
Spent on eyeglasses in last 12 months: \$100-\$199	5,504	4.7%	98
Spent on eyeglasses in last 12 months: \$200-\$249	3,254	2.8%	96
Spent on eyeglasses in last 12 months: \$250+	10,787	9.2%	95
Spent on contact lenses in last 12 months: <\$100	2,901	2.5%	127
Spent on contact lenses in last 12 months: \$100-\$199	4,765	4.1%	114
Spent on contact lenses in last 12 months: \$200+	4,642	3.9%	100
Bought prescription eyewear: discount optical ctr	10,916	9.3%	105
Bought prescription eyewear: private eye doctor	26,156	22.2%	91
Bought prescription eyewear: retail optical chain	15,282	13.0%	103
Bought prescription eyewear: online	3,537	3.0%	100
Used prescription drug for allergy/hay fever	7,382	6.3%	111
Used prescription drug for anxiety/panic	5,865	5.0%	106
Used prescription drug for arthritis/osteoarthritis	2,856	2.4%	75
Used prescription drug for rheumatoid arthritis	2,698	2.3%	87
Used prescription drug for asthma	5,314	4.5%	109
Used prescription drug for backache/back pain	8,843	7.5%	96
Used prescription drug for depression	6,947	5.9%	94
Used prescription drug for diabetes (insulin dependent)	2,027	1.7%	83
Used prescription drug for diabetes (non-insulin depend)	4,362	3.7%	94
Used prescription drug for heartburn/acid reflux	5,750	4.9%	82
Used prescription drug for high blood pressure	14,181	12.1%	91
Used prescription drug for high cholesterol	9,276	7.9%	87
Used prescription drug for migraine headache	3,784	3.2%	104
Used prescription drug for sinus congestion/headache	4,665	4.0%	102
Used prescription drug for urinary tract infection	3,167	2.7%	102
Filled prescription last 12 months: discount/dept store	3,650	3.1%	91
Filled prescription last 12 months: drug store/pharmacy	40,414	34.4%	94
Filled prescription last 12 months: supermarket	10,970	9.3%	124
Filled prescription last 12 months: mail order	8,220	7.0%	91
Spent out of pocket prescr drugs/30 days: <\$10	6,821	5.8%	91
Spent out of pocket prescr drugs/30 days: \$10-19	9,407	8.0%	96
Spent out of pocket prescr drugs/30 days: \$20-29	6,935	5.9%	97
Spent out of pocket prescr drugs/30 days: \$30-49	7,082	6.0%	92
Spent out of pocket prescr drugs/30 days: \$50-99	6,733	5.7%	94
Spent out of pocket prescr drugs/30 days: \$100-149	2,963	2.5%	89
Spent out of pocket prescr drugs/30 days: \$150+	3,607	3.1%	95

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Health and Beauty Market Potential

100-180 N Crowley Rd, Crowley, Texas, 76036
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 32.57840
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	18,607	15.8%	123
Used last 6 months: cold/sinus/allergy med (nonprescr)	60,127	51.1%	103
Used last 6 months: children`s cough syrup	17,166	14.6%	124
Used last 6 months: cough syrup/suppressant(nonprescr)	41,815	35.6%	100
Used last 6 months: medicated skin cream/lotion/spray	34,482	29.3%	96
Used last 6 months: nasal spray	20,306	17.3%	97
Used last 6 months: pain relieving rub/liquid/patch	27,403	23.3%	98
Used last 6 months: sleeping aid/snore relief	13,636	11.6%	98
Used last 6 months: sore throat remedy/cough drops	57,086	48.6%	101
Used last 12 months: sunburn remedy	18,170	15.5%	107
Used last 12 months: suntan/sunscreen product	48,209	41.0%	104
Used last 12 months: SPF 15 suntan/sunscreen product	9,014	7.7%	96
Used last 12 months: SPF 30-49 suntan/sunscreen prod	19,765	16.8%	101
Used last 12 months: SPF 50+ suntan/sunscreen product	18,957	16.1%	109
Used last 6 months: toothache/gum/canker sore remedy	10,780	9.2%	93
Used last 6 months: vitamins/nutritional suppl (kids)	20,479	17.4%	127
Used body wash/shower gel in last 6 months	73,586	62.6%	102
Used breath freshener in last 6 months	51,703	44.0%	106
Used breath freshener in last 6 months: gum	32,716	27.8%	111
Used breath freshener in last 6 months: mints	23,361	19.9%	106
Used breath freshener in last 6 months: thin film	2,649	2.3%	94
Used breath freshener 8+ times in last 7 days	12,329	10.5%	108
Used complexion care product in last 6 months	56,702	48.2%	102
Used denture adhesive/fixative in last 6 months	6,013	5.1%	83
Used denture cleaner in last 6 months	10,366	8.8%	85
Used facial moisturizer in last 6 months	50,330	42.8%	99
Used personal foot care product in last 6 months	22,205	18.9%	96
Used hair coloring product (at home) last 6 months	22,236	18.9%	102
Used hair conditioning treatment (at home)/6 mo	30,066	25.6%	99
Used hair growth product in last 6 months	2,887	2.5%	90
Used hair spray (at home) in last 6 months	38,016	32.3%	103
Used hair styling gel/lotion/mousse in last 6 mo	42,030	35.8%	106
Used mouthwash in last 6 months	77,101	65.6%	100
Used mouthwash 8+ times in last 7 days	19,537	16.6%	102
Used whitening toothpaste in last 6 months	38,196	32.5%	101
Used tooth whitener (not toothpaste) in last 6 mo	11,276	9.6%	97
Used tooth whitener (gel) in last 6 months	2,501	2.1%	108
Used tooth whitener (strips) in last 6 months	5,601	4.8%	92
Visited a day spa in last 6 months	5,268	4.5%	94
Purchased product at salon/day spa in last 6 mo	5,013	4.3%	95
Professional srv last 6 months: haircut	73,347	62.4%	102
Professional srv last 6 months: hair color/highlights	19,020	16.2%	101
Professional srv last 6 months: facial	2,980	2.5%	100
Professional srv last 6 months: massage	8,669	7.4%	103
Professional srv last 6 months: manicure	15,749	13.4%	109
Professional srv last 6 months: pedicure	19,237	16.4%	108
Spent \$150+ at barber shops in last 6 months	3,332	2.8%	96
Spent \$150+ at beauty salons in last 6 months	13,325	11.3%	96

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