



Health and Beauty Market Potential

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Demographic Summary		2016	2021	
Population		7,700	8,454	
Population 18+		5,508	6,042	
Households		2,622	2,865	
Median Household Income		\$54,235	\$60,292	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week		1,193	21.7%	101
Typically spend 4-6 hours exercising per week		983	17.8%	88
Typically spend 1-3 hours exercising per week		1,420	25.8%	112
Exercise at home 2+ times per week		1,355	24.6%	87
Exercise at club 2+ times per week		680	12.3%	95
Exercise at other facility (not club) 2+ times/wk		434	7.9%	98
Own elliptical		168	3.1%	77
Own stationary bicycle		173	3.1%	60
Own treadmill		290	5.3%	54
Own weight lifting equipment		527	9.6%	79
Presently controlling diet		1,501	27.3%	78
Control diet for blood sugar level		298	5.4%	74
Control diet for cholesterol level		343	6.2%	74
Control diet to maintain weight		432	7.8%	74
Control diet for physical fitness		488	8.9%	90
Control diet for salt restriction		133	2.4%	82
Control diet for weight loss		587	10.7%	84
Used doctor`s care/diet for diet method		126	2.3%	86
Used exercise program for diet method		330	6.0%	82
Used Weight Watchers as diet method		110	2.0%	83
Buy foods specifically labeled as fat-free		492	8.9%	81
Buy foods specifically labeled as gluten-free		212	3.8%	106
Buy foods specifically labeled as high fiber		314	5.7%	69
Buy foods specifically labeled as high protein		326	5.9%	100
Buy foods specifically labeled as lactose-free		160	2.9%	125
Buy foods specifically labeled as low-calorie		395	7.2%	79
Buy foods specifically labeled as low-carb		246	4.5%	70
Buy foods specifically labeled as low-cholesterol		313	5.7%	96
Buy foods specifically labeled as low-fat		451	8.2%	80
Buy foods specifically labeled as low-sodium		351	6.4%	68
Buy foods specifically labeled as natural/organic		407	7.4%	80
Buy foods specifically labeled as sugar-free		365	6.6%	74
Used meal/dietary/weight loss supplement last 6 mo		420	7.6%	104
Used vitamins/dietary supplements in last 6 months		2,538	46.1%	87
Provide services as a primary caregiver/caretaker		266	4.8%	75

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 2016 and 2021.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	3,582	65.0%	86
Visited doctor in last 12 months: 1-2 times	1,218	22.1%	93
Visited doctor in last 12 months: 3-5 times	1,121	20.4%	89
Visited doctor in last 12 months: 6+ times	1,244	22.6%	77
Visited doctor in last 12 months: cardiologist	256	4.6%	68
Visited doctor in last 12 months: chiropractor	333	6.0%	87
Visited doctor in last 12 months: dentist	1,665	30.2%	85
Visited doctor in last 12 months: dermatologist	316	5.7%	73
Visited doctor in last 12 months: ear/nose/throat	224	4.1%	92
Visited doctor in last 12 months: eye	831	15.1%	73
Visited doctor in last 12 months: gastroenterologist	170	3.1%	78
Visited doctor in last 12 months: general/family	1,638	29.7%	73
Visited doctor in last 12 months: internist	231	4.2%	71
Visited doctor in last 12 months: physical therapist	245	4.4%	98
Visited doctor in last 12 months: podiatrist	128	2.3%	79
Visited doctor in last 12 months: urologist	159	2.9%	75
Visited nurse practitioner in last 12 months	197	3.6%	73
Wear regular/sun/tinted prescription eyeglasses	1,206	21.9%	62
Wear bifocals	451	8.2%	52
Wear disposable contact lenses	331	6.0%	91
Wear soft contact lenses	465	8.4%	90
Wear transition lenses	217	3.9%	70
Spent on eyeglasses in last 12 months: <\$100	122	2.2%	82
Spent on eyeglasses in last 12 months: \$100-\$199	178	3.2%	78
Spent on eyeglasses in last 12 months: \$200-\$249	160	2.9%	100
Spent on eyeglasses in last 12 months: \$250+	403	7.3%	80
Spent on contact lenses in last 12 months: <\$100	111	2.0%	82
Spent on contact lenses in last 12 months: \$100-\$199	192	3.5%	97
Spent on contact lenses in last 12 months: \$200+	152	2.8%	84
Bought prescription eyewear: discount optical ctr	364	6.6%	77
Bought prescription eyewear: private eye doctor	859	15.6%	65
Bought prescription eyewear: retail optical chain	549	10.0%	88
Bought prescription eyewear: online	147	2.7%	112
Used prescription drug for allergy/hay fever	229	4.2%	73
Used prescription drug for anxiety/panic	205	3.7%	79
Used prescription drug for arthritis/osteoarthritis	103	1.9%	57
Used prescription drug for rheumatoid arthritis	111	2.0%	76
Used prescription drug for asthma	212	3.8%	93
Used prescription drug for backache/back pain	349	6.3%	81
Used prescription drug for depression	202	3.7%	58
Used prescription drug for diabetes (insulin dependent)	80	1.5%	70
Used prescription drug for diabetes (non-insulin depend)	183	3.3%	84
Used prescription drug for heartburn/acid reflux	219	4.0%	67
Used prescription drug for high blood pressure	452	8.2%	62
Used prescription drug for high cholesterol	347	6.3%	69
Used prescription drug for migraine headache	157	2.9%	92
Used prescription drug for sinus congestion/headache	134	2.4%	62
Used prescription drug for urinary tract infection	115	2.1%	79
Filled prescription last 12 months: discount/dept store	122	2.2%	53
Filled prescription last 12 months: drug store/pharmacy	1,528	27.7%	76
Filled prescription last 12 months: supermarket	305	5.5%	76
Filled prescription last 12 months: mail order	225	4.1%	52
Amount spent out of pocket for prescription drugs: <\$10	242	4.4%	70
Amount spent out of pocket for prescription drugs: \$10-19	324	5.9%	69
Amount spent out of pocket for prescription drugs: \$20-29	217	3.9%	64
Amount spent out of pocket for prescription drugs: \$30-49	271	4.9%	70
Amount spent out of pocket for prescription drugs: \$50-99	268	4.9%	72
Amount spent out of pocket for prescription drugs: \$100-149	107	1.9%	58
Amount spent out of pocket for prescription drugs: \$150+	114	2.1%	63

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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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	944	17.1%	123
Used last 6 months: cold/sinus/allergy med (nonprescr)	2,741	49.8%	103
Used last 6 months: children`s cough syrup	1,158	21.0%	152
Used last 6 months: cough syrup/suppressant(nonprescr)	2,270	41.2%	125
Used last 6 months: medicated skin cream/lotion/spray	1,502	27.3%	95
Used last 6 months: nasal spray	904	16.4%	102
Used last 6 months: pain reliever/fever reducer (kids)	1,565	28.4%	136
Used last 6 months: pain relieving rub/liquid/patch	1,379	25.0%	113
Used last 6 months: sleeping aid/snore relief	370	6.7%	73
Used last 6 months: sore throat remedy/cough drops	2,780	50.5%	106
Used last 12 months: sunburn remedy	773	14.0%	101
Used last 12 months: suntan/sunscreen product	1,764	32.0%	83
Used last 12 months: SPF 15 suntan/sunscreen product	445	8.1%	91
Used last 12 months: SPF 30-49 suntan/sunscreen prod	669	12.1%	74
Used last 12 months: SPF 50+ suntan/sunscreen product	611	11.1%	93
Used last 6 months: toothache/gum/canker sore remedy	608	11.0%	116
Used last 6 months: vitamins/nutritional suppl (kids)	915	16.6%	117
Used body wash/shower gel in last 6 months	3,209	58.3%	99
Used breath freshener in last 6 months	2,374	43.1%	106
Used breath freshener in last 6 months: gum	1,552	28.2%	108
Used breath freshener in last 6 months: mints	877	15.9%	90
Used breath freshener in last 6 months: thin film	138	2.5%	112
Used breath freshener 8+ times in last 7 days	650	11.8%	114
Used complexion care product in last 6 months	2,880	52.3%	112
Used denture adhesive/fixative in last 6 months	285	5.2%	84
Used denture cleaner in last 6 months	413	7.5%	71
Used facial moisturizer in last 6 months	2,491	45.2%	107
Used personal foot care product in last 6 months	1,268	23.0%	116
Used hair coloring product (at home) last 6 months	1,265	23.0%	115
Used hair conditioning treatment (at home)/6 mo	1,419	25.8%	108
Used hair growth product in last 6 months	142	2.6%	97
Used hair spray (at home) in last 6 months	1,575	28.6%	86
Used hair styling gel/lotion/mousse in last 6 mo	2,229	40.5%	117
Used mouthwash in last 6 months	3,632	65.9%	102
Used mouthwash 8+ times in last 7 days	1,059	19.2%	124
Used whitening toothpaste in last 6 months	1,567	28.4%	89
Used tooth whitener (not toothpaste) in last 6 mo	591	10.7%	114
Used tooth whitener (gel) in last 6 mos	165	3.0%	161
Used tooth whitener (strips) in last 6 months	283	5.1%	98
Visited a day spa in last 6 months	272	4.9%	90
Purchased product at salon/day spa in last 6 mo	255	4.6%	75
Professional srv last 6 months: haircut	2,918	53.0%	87
Professional srv last 6 months: hair color/highlights	685	12.4%	76
Professional srv last 6 months: facial	208	3.8%	121
Professional srv last 6 months: massage	448	8.1%	98
Professional srv last 6 months: manicure	605	11.0%	84
Professional srv last 6 months: pedicure	722	13.1%	81
Spent \$150+ at barber shops in last 6 months	153	2.8%	116
Spent \$150+ at beauty salons in last 6 months	492	8.9%	79

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Norcross, GA - 1,3,5 Mile
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Demographic Summary		2016	2021
Population		77,945	83,900
Population 18+		55,781	60,196
Households		26,271	28,100
Median Household Income		\$46,912	\$53,012
Product/Consumer Behavior		Expected Number of	MPI
		Adults	Percent
Typically spend 7+ hours exercising per week		11,703	21.0%
Typically spend 4-6 hours exercising per week		10,649	19.1%
Typically spend 1-3 hours exercising per week		14,324	25.7%
Exercise at home 2+ times per week		14,259	25.6%
Exercise at club 2+ times per week		6,943	12.4%
Exercise at other facility (not club) 2+ times/wk		4,728	8.5%
Own elliptical		1,718	3.1%
Own stationary bicycle		2,136	3.8%
Own treadmill		3,609	6.5%
Own weight lifting equipment		6,110	11.0%
Presently controlling diet		17,269	31.0%
Control diet for blood sugar level		3,534	6.3%
Control diet for cholesterol level		3,738	6.7%
Control diet to maintain weight		5,212	9.3%
Control diet for physical fitness		5,529	9.9%
Control diet for salt restriction		1,627	2.9%
Control diet for weight loss		6,405	11.5%
Used doctor`s care/diet for diet method		1,409	2.5%
Used exercise program for diet method		3,860	6.9%
Used Weight Watchers as diet method		1,179	2.1%
Buy foods specifically labeled as fat-free		5,695	10.2%
Buy foods specifically labeled as gluten-free		2,212	4.0%
Buy foods specifically labeled as high fiber		4,186	7.5%
Buy foods specifically labeled as high protein		3,507	6.3%
Buy foods specifically labeled as lactose-free		1,616	2.9%
Buy foods specifically labeled as low-calorie		4,780	8.6%
Buy foods specifically labeled as low-carb		3,216	5.8%
Buy foods specifically labeled as low-cholesterol		3,176	5.7%
Buy foods specifically labeled as low-fat		5,153	9.2%
Buy foods specifically labeled as low-sodium		4,397	7.9%
Buy foods specifically labeled as natural/organic		4,892	8.8%
Buy foods specifically labeled as sugar-free		4,426	7.9%
Used meal/dietary/weight loss supplement last 6 mo		4,643	8.3%
Used vitamins/dietary supplements in last 6 months		26,472	47.5%
Provide services as a primary caregiver/caretaker		3,135	5.6%

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	38,226	68.5%	90
Visited doctor in last 12 months: 1-2 times	13,121	23.5%	99
Visited doctor in last 12 months: 3-5 times	11,744	21.1%	92
Visited doctor in last 12 months: 6+ times	13,361	24.0%	82
Visited doctor in last 12 months: cardiologist	2,647	4.7%	70
Visited doctor in last 12 months: chiropractor	3,225	5.8%	84
Visited doctor in last 12 months: dentist	17,581	31.5%	89
Visited doctor in last 12 months: dermatologist	3,453	6.2%	79
Visited doctor in last 12 months: ear/nose/throat	2,331	4.2%	95
Visited doctor in last 12 months: eye	9,285	16.6%	81
Visited doctor in last 12 months: gastroenterologist	1,884	3.4%	85
Visited doctor in last 12 months: general/family	17,945	32.2%	79
Visited doctor in last 12 months: internist	2,664	4.8%	80
Visited doctor in last 12 months: physical therapist	2,056	3.7%	81
Visited doctor in last 12 months: podiatrist	1,209	2.2%	74
Visited doctor in last 12 months: urologist	1,732	3.1%	80
Visited nurse practitioner in last 12 months	2,230	4.0%	82
Wear regular/sun/tinted prescription eyeglasses	14,653	26.3%	75
Wear bifocals	5,231	9.4%	60
Wear disposable contact lenses	3,543	6.4%	96
Wear soft contact lenses	5,547	9.9%	106
Wear transition lenses	2,043	3.7%	65
Spent on eyeglasses in last 12 months: <\$100	1,255	2.2%	83
Spent on eyeglasses in last 12 months: \$100-\$199	1,763	3.2%	76
Spent on eyeglasses in last 12 months: \$200-\$249	1,675	3.0%	103
Spent on eyeglasses in last 12 months: \$250+	4,311	7.7%	84
Spent on contact lenses in last 12 months: <\$100	1,318	2.4%	97
Spent on contact lenses in last 12 months: \$100-\$199	2,172	3.9%	108
Spent on contact lenses in last 12 months: \$200+	1,598	2.9%	88
Bought prescription eyewear: discount optical ctr	4,208	7.5%	88
Bought prescription eyewear: private eye doctor	9,636	17.3%	72
Bought prescription eyewear: retail optical chain	5,874	10.5%	93
Bought prescription eyewear: online	1,577	2.8%	119
Used prescription drug for allergy/hay fever	2,557	4.6%	81
Used prescription drug for anxiety/panic	2,108	3.8%	80
Used prescription drug for arthritis/osteoarthritis	1,373	2.5%	76
Used prescription drug for rheumatoid arthritis	1,369	2.5%	93
Used prescription drug for asthma	2,378	4.3%	103
Used prescription drug for backache/back pain	3,910	7.0%	89
Used prescription drug for depression	2,505	4.5%	71
Used prescription drug for diabetes (insulin dependent)	1,004	1.8%	87
Used prescription drug for diabetes (non-insulin depend)	1,926	3.5%	87
Used prescription drug for heartburn/acid reflux	2,436	4.4%	73
Used prescription drug for high blood pressure	5,681	10.2%	77
Used prescription drug for high cholesterol	3,691	6.6%	73
Used prescription drug for migraine headache	1,552	2.8%	89
Used prescription drug for sinus congestion/headache	1,638	2.9%	75
Used prescription drug for urinary tract infection	1,215	2.2%	82
Filled prescription last 12 months: discount/dept store	1,636	2.9%	70
Filled prescription last 12 months: drug store/pharmacy	16,624	29.8%	82
Filled prescription last 12 months: supermarket	3,983	7.1%	98
Filled prescription last 12 months: mail order	2,644	4.7%	61
Amount spent out of pocket for prescription drugs: <\$10	2,873	5.2%	82
Amount spent out of pocket for prescription drugs: \$10-19	3,476	6.2%	73
Amount spent out of pocket for prescription drugs: \$20-29	2,675	4.8%	78
Amount spent out of pocket for prescription drugs: \$30-49	3,159	5.7%	80
Amount spent out of pocket for prescription drugs: \$50-99	2,973	5.3%	79
Amount spent out of pocket for prescription drugs: \$100-149	1,229	2.2%	66
Amount spent out of pocket for prescription drugs: \$150+	1,258	2.3%	68

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	8,635	15.5%	111
Used last 6 months: cold/sinus/allergy med (nonprescr)	27,351	49.0%	101
Used last 6 months: children`s cough syrup	10,385	18.6%	134
Used last 6 months: cough syrup/suppressant(nonprescr)	21,318	38.2%	116
Used last 6 months: medicated skin cream/lotion/spray	15,197	27.2%	95
Used last 6 months: nasal spray	9,123	16.4%	102
Used last 6 months: pain reliever/fever reducer (kids)	14,242	25.5%	122
Used last 6 months: pain relieving rub/liquid/patch	12,907	23.1%	105
Used last 6 months: sleeping aid/snore relief	4,807	8.6%	93
Used last 6 months: sore throat remedy/cough drops	27,542	49.4%	104
Used last 12 months: sunburn remedy	7,332	13.1%	95
Used last 12 months: suntan/sunscreen product	18,726	33.6%	87
Used last 12 months: SPF 15 suntan/sunscreen product	4,540	8.1%	91
Used last 12 months: SPF 30-49 suntan/sunscreen prod	7,161	12.8%	78
Used last 12 months: SPF 50+ suntan/sunscreen product	6,332	11.4%	95
Used last 6 months: toothache/gum/canker sore remedy	5,550	9.9%	105
Used last 6 months: vitamins/nutritional suppl (kids)	8,883	15.9%	112
Used body wash/shower gel in last 6 months	33,982	60.9%	104
Used breath freshener in last 6 months	24,897	44.6%	110
Used breath freshener in last 6 months: gum	15,803	28.3%	109
Used breath freshener in last 6 months: mints	9,814	17.6%	100
Used breath freshener in last 6 months: thin film	1,511	2.7%	121
Used breath freshener 8+ times in last 7 days	6,568	11.8%	113
Used complexion care product in last 6 months	29,070	52.1%	111
Used denture adhesive/fixative in last 6 months	2,828	5.1%	82
Used denture cleaner in last 6 months	4,401	7.9%	74
Used facial moisturizer in last 6 months	24,520	44.0%	104
Used personal foot care product in last 6 months	11,814	21.2%	107
Used hair coloring product (at home) last 6 months	12,570	22.5%	113
Used hair conditioning treatment (at home)/6 mo	14,681	26.3%	110
Used hair growth product in last 6 months	1,747	3.1%	118
Used hair spray (at home) in last 6 months	17,185	30.8%	92
Used hair styling gel/lotion/mousse in last 6 mo	22,704	40.7%	118
Used mouthwash in last 6 months	36,886	66.1%	102
Used mouthwash 8+ times in last 7 days	10,373	18.6%	120
Used whitening toothpaste in last 6 months	17,038	30.5%	95
Used tooth whitener (not toothpaste) in last 6 mo	5,936	10.6%	113
Used tooth whitener (gel) in last 6 mos	1,649	3.0%	159
Used tooth whitener (strips) in last 6 months	3,184	5.7%	109
Visited a day spa in last 6 months	3,084	5.5%	101
Purchased product at salon/day spa in last 6 mo	2,899	5.2%	84
Professional srv last 6 months: haircut	30,866	55.3%	91
Professional srv last 6 months: hair color/highlights	7,859	14.1%	86
Professional srv last 6 months: facial	1,889	3.4%	109
Professional srv last 6 months: massage	4,244	7.6%	92
Professional srv last 6 months: manicure	7,004	12.6%	96
Professional srv last 6 months: pedicure	8,589	15.4%	95
Spent \$150+ at barber shops in last 6 months	1,516	2.7%	114
Spent \$150+ at beauty salons in last 6 months	5,289	9.5%	84

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Demographic Summary		2016	2021
Population		245,004	260,609
Population 18+		177,063	189,026
Households		84,363	89,053
Median Household Income		\$47,659	\$53,981
Product/Consumer Behavior		Expected Number of	MPI
		Adults	Percent
Typically spend 7+ hours exercising per week		37,903	21.4%
Typically spend 4-6 hours exercising per week		35,185	19.9%
Typically spend 1-3 hours exercising per week		44,682	25.2%
Exercise at home 2+ times per week		46,759	26.4%
Exercise at club 2+ times per week		23,238	13.1%
Exercise at other facility (not club) 2+ times/wk		15,201	8.6%
Own elliptical		5,886	3.3%
Own stationary bicycle		7,469	4.2%
Own treadmill		13,007	7.3%
Own weight lifting equipment		20,444	11.5%
Presently controlling diet		56,407	31.9%
Control diet for blood sugar level		11,305	6.4%
Control diet for cholesterol level		12,627	7.1%
Control diet to maintain weight		17,740	10.0%
Control diet for physical fitness		17,984	10.2%
Control diet for salt restriction		5,096	2.9%
Control diet for weight loss		20,360	11.5%
Used doctor`s care/diet for diet method		4,388	2.5%
Used exercise program for diet method		12,870	7.3%
Used Weight Watchers as diet method		3,885	2.2%
Buy foods specifically labeled as fat-free		18,283	10.3%
Buy foods specifically labeled as gluten-free		7,210	4.1%
Buy foods specifically labeled as high fiber		13,748	7.8%
Buy foods specifically labeled as high protein		11,129	6.3%
Buy foods specifically labeled as lactose-free		5,147	2.9%
Buy foods specifically labeled as low-calorie		15,561	8.8%
Buy foods specifically labeled as low-carb		10,562	6.0%
Buy foods specifically labeled as low-cholesterol		10,218	5.8%
Buy foods specifically labeled as low-fat		17,002	9.6%
Buy foods specifically labeled as low-sodium		14,550	8.2%
Buy foods specifically labeled as natural/organic		16,644	9.4%
Buy foods specifically labeled as sugar-free		14,382	8.1%
Used meal/dietary/weight loss supplement last 6 mo		14,292	8.1%
Used vitamins/dietary supplements in last 6 months		86,626	48.9%
Provide services as a primary caregiver/caretaker		9,905	5.6%

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

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	124,692	70.4%	93
Visited doctor in last 12 months: 1-2 times	41,220	23.3%	98
Visited doctor in last 12 months: 3-5 times	38,533	21.8%	95
Visited doctor in last 12 months: 6+ times	44,942	25.4%	87
Visited doctor in last 12 months: cardiologist	9,096	5.1%	75
Visited doctor in last 12 months: chiropractor	10,617	6.0%	87
Visited doctor in last 12 months: dentist	59,051	33.4%	94
Visited doctor in last 12 months: dermatologist	12,366	7.0%	89
Visited doctor in last 12 months: ear/nose/throat	7,534	4.3%	96
Visited doctor in last 12 months: eye	31,458	17.8%	86
Visited doctor in last 12 months: gastroenterologist	6,250	3.5%	89
Visited doctor in last 12 months: general/family	59,607	33.7%	82
Visited doctor in last 12 months: internist	9,567	5.4%	91
Visited doctor in last 12 months: physical therapist	7,124	4.0%	89
Visited doctor in last 12 months: podiatrist	4,232	2.4%	81
Visited doctor in last 12 months: urologist	5,803	3.3%	85
Visited nurse practitioner in last 12 months	7,044	4.0%	81
Wear regular/sun/tinted prescription eyeglasses	49,581	28.0%	80
Wear bifocals	18,107	10.2%	65
Wear disposable contact lenses	11,418	6.4%	97
Wear soft contact lenses	17,412	9.8%	105
Wear transition lenses	7,173	4.1%	72
Spent on eyeglasses in last 12 months: <\$100	4,043	2.3%	84
Spent on eyeglasses in last 12 months: \$100-\$199	5,681	3.2%	77
Spent on eyeglasses in last 12 months: \$200-\$249	5,196	2.9%	101
Spent on eyeglasses in last 12 months: \$250+	14,836	8.4%	91
Spent on contact lenses in last 12 months: <\$100	4,123	2.3%	95
Spent on contact lenses in last 12 months: \$100-\$199	6,835	3.9%	107
Spent on contact lenses in last 12 months: \$200+	5,339	3.0%	92
Bought prescription eyewear: discount optical ctr	13,707	7.7%	90
Bought prescription eyewear: private eye doctor	32,700	18.5%	77
Bought prescription eyewear: retail optical chain	19,406	11.0%	97
Bought prescription eyewear: online	4,983	2.8%	118
Used prescription drug for allergy/hay fever	8,469	4.8%	84
Used prescription drug for anxiety/panic	6,688	3.8%	80
Used prescription drug for arthritis/osteoarthritis	4,453	2.5%	77
Used prescription drug for rheumatoid arthritis	4,391	2.5%	94
Used prescription drug for asthma	7,611	4.3%	104
Used prescription drug for backache/back pain	12,486	7.1%	90
Used prescription drug for depression	8,249	4.7%	74
Used prescription drug for diabetes (insulin dependent)	3,286	1.9%	90
Used prescription drug for diabetes (non-insulin depend)	6,157	3.5%	87
Used prescription drug for heartburn/acid reflux	7,908	4.5%	75
Used prescription drug for high blood pressure	18,785	10.6%	80
Used prescription drug for high cholesterol	12,356	7.0%	77
Used prescription drug for migraine headache	4,914	2.8%	89
Used prescription drug for sinus congestion/headache	5,384	3.0%	78
Used prescription drug for urinary tract infection	3,953	2.2%	84
Filled prescription last 12 months: discount/dept store	5,384	3.0%	72
Filled prescription last 12 months: drug store/pharmacy	54,924	31.0%	85
Filled prescription last 12 months: supermarket	12,794	7.2%	99
Filled prescription last 12 months: mail order	9,625	5.4%	70
Amount spent out of pocket for prescription drugs: <\$10	9,245	5.2%	83
Amount spent out of pocket for prescription drugs: \$10-19	11,779	6.7%	78
Amount spent out of pocket for prescription drugs: \$20-29	9,145	5.2%	84
Amount spent out of pocket for prescription drugs: \$30-49	10,637	6.0%	85
Amount spent out of pocket for prescription drugs: \$50-99	9,973	5.6%	83
Amount spent out of pocket for prescription drugs: \$100-149	4,145	2.3%	70
Amount spent out of pocket for prescription drugs: \$150+	4,231	2.4%	72

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	26,646	15.0%	108
Used last 6 months: cold/sinus/allergy med (nonprescr)	86,704	49.0%	101
Used last 6 months: children`s cough syrup	31,423	17.7%	128
Used last 6 months: cough syrup/suppressant(nonprescr)	65,843	37.2%	113
Used last 6 months: medicated skin cream/lotion/spray	48,979	27.7%	97
Used last 6 months: nasal spray	28,314	16.0%	100
Used last 6 months: pain reliever/fever reducer (kids)	43,733	24.7%	118
Used last 6 months: pain relieving rub/liquid/patch	40,062	22.6%	102
Used last 6 months: sleeping aid/snore relief	15,507	8.8%	95
Used last 6 months: sore throat remedy/cough drops	86,743	49.0%	103
Used last 12 months: sunburn remedy	23,644	13.4%	96
Used last 12 months: suntan/sunscreen product	63,201	35.7%	92
Used last 12 months: SPF 15 suntan/sunscreen product	15,371	8.7%	97
Used last 12 months: SPF 30-49 suntan/sunscreen prod	25,057	14.2%	87
Used last 12 months: SPF 50+ suntan/sunscreen product	21,042	11.9%	99
Used last 6 months: toothache/gum/canker sore remedy	16,851	9.5%	100
Used last 6 months: vitamins/nutritional suppl (kids)	27,633	15.6%	110
Used body wash/shower gel in last 6 months	106,415	60.1%	102
Used breath freshener in last 6 months	77,094	43.5%	107
Used breath freshener in last 6 months: gum	48,374	27.3%	105
Used breath freshener in last 6 months: mints	31,106	17.6%	100
Used breath freshener in last 6 months: thin film	4,735	2.7%	119
Used breath freshener 8+ times in last 7 days	20,065	11.3%	109
Used complexion care product in last 6 months	91,623	51.7%	111
Used denture adhesive/fixative in last 6 months	8,623	4.9%	79
Used denture cleaner in last 6 months	13,618	7.7%	73
Used facial moisturizer in last 6 months	78,886	44.6%	106
Used personal foot care product in last 6 months	37,058	20.9%	106
Used hair coloring product (at home) last 6 months	38,931	22.0%	111
Used hair conditioning treatment (at home)/6 mo	45,996	26.0%	109
Used hair growth product in last 6 months	5,381	3.0%	114
Used hair spray (at home) in last 6 months	54,317	30.7%	92
Used hair styling gel/lotion/mousse in last 6 mo	71,083	40.1%	116
Used mouthwash in last 6 months	115,968	65.5%	101
Used mouthwash 8+ times in last 7 days	31,962	18.1%	117
Used whitening toothpaste in last 6 months	54,653	30.9%	96
Used tooth whitener (not toothpaste) in last 6 mo	18,980	10.7%	114
Used tooth whitener (gel) in last 6 mos	5,008	2.8%	152
Used tooth whitener (strips) in last 6 months	10,142	5.7%	110
Visited a day spa in last 6 months	10,480	5.9%	108
Purchased product at salon/day spa in last 6 mo	9,717	5.5%	89
Professional srv last 6 months: haircut	100,287	56.6%	93
Professional srv last 6 months: hair color/highlights	26,420	14.9%	91
Professional srv last 6 months: facial	6,282	3.5%	114
Professional srv last 6 months: massage	14,892	8.4%	102
Professional srv last 6 months: manicure	23,139	13.1%	100
Professional srv last 6 months: pedicure	28,508	16.1%	100
Spent \$150+ at barber shops in last 6 months	4,926	2.8%	116
Spent \$150+ at beauty salons in last 6 months	18,460	10.4%	92

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