



# Health and Beauty Market Potential

Sangamon County, IL  
 Sangamon County, IL (17167)  
 Geography: County

<b>Demographic Summary</b>		<b>2013</b>	<b>2018</b>	
Population		199,077	202,652	
Population 18+		153,668	157,366	
Households		83,972	85,660	
Median Household Income		\$50,987	\$58,130	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week		42,607	27.7%	102
Exercise at club 2+ times per week		19,728	12.8%	97
Exercise at other facility (not club) 2+ times/wk		11,349	7.4%	99
Own elliptical		6,483	4.2%	109
Own stationary bicycle		9,176	6.0%	108
Own treadmill		17,788	11.6%	112
Own weight lifting equipment		22,232	14.5%	111
Presently controlling diet		54,840	35.7%	99
Diet control for blood sugar level		11,204	7.3%	98
Diet control for cholesterol level		14,537	9.5%	101
Diet control to maintain weight		17,143	11.2%	101
Diet control for physical fitness		15,713	10.2%	99
Diet control for salt restriction		5,035	3.3%	97
Diet control for weight loss		21,425	13.9%	104
Used doctor`s care/diet for diet method		3,911	2.5%	95
Used exercise program for diet method		13,454	8.8%	104
Used Weight Watchers as diet method		3,902	2.5%	102
Buy foods specifically labeled as fat-free		19,529	12.7%	97
Buy foods specifically labeled as gluten-free		3,997	2.6%	97
Buy foods specifically labeled as high fiber		14,970	9.7%	99
Buy foods specifically labeled as high protein		9,009	5.9%	104
Buy foods specifically labeled as lactose-free		3,005	2.0%	97
Buy foods specifically labeled as low-calorie		16,377	10.7%	101
Buy foods specifically labeled as low-carb		9,589	6.2%	100
Buy foods specifically labeled as low-cholesterol		10,043	6.5%	96
Buy foods specifically labeled as low-fat		18,466	12.0%	101
Buy foods specifically labeled as low-sodium		15,397	10.0%	99
Buy foods specifically labeled as natural/organic		13,679	8.9%	97
Buy foods specifically labeled as sugar-free		15,990	10.4%	99
Used meal/dietary/weight loss supplement last 6 mo		10,551	6.9%	100
Used vitamins/dietary supplements in last 6 months		82,297	53.6%	100
Vitamin/dietary suppl used/6 mo: antioxidant		3,411	2.2%	89
Vitamin/dietary suppl used/6 mo: B complex		8,415	5.5%	101
Vitamin/dietary suppl used/6 mo: B complex+C		3,252	2.1%	95
Vitamin/dietary suppl used/6 mo: B-6		3,358	2.2%	102
Vitamin/dietary suppl used/6 mo: B-12		10,978	7.1%	99
Vitamin/dietary suppl used/6 mo: C		12,855	8.4%	99
Vitamin/dietary suppl used/6 mo: calcium		18,353	11.9%	103
Vitamin/dietary suppl used/6 mo: D		17,917	11.7%	103
Vitamin/dietary suppl used/6 mo: E		6,538	4.3%	102
Vitamin/dietary suppl used/6 mo: glucosamine		6,310	4.1%	99
Vitamin/dietary suppl used/6 mo: iron		4,864	3.2%	102
Vitamin/dietary suppl used/6 mo: multiple formula		19,378	12.6%	102
Vitamin/dietary suppl used/6 mo: multiple w/iron		6,751	4.4%	107
Vitamin/dietary suppl used/6 mo: mult w/minerals		8,894	5.8%	102
Vitamin/dietary suppl used/6 mo: zinc		3,019	2.0%	93
Vitamin/dietary suppl used/6 mo: Caltrate 600		4,309	2.8%	94
Vitamin/dietary suppl used/6 mo: Centrum		6,172	4.0%	90
Vitamin/dietary suppl used/6 mo: Nature Made		11,487	7.5%	101
Primary caregiver/caretaker		11,516	7.5%	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 2013 and 2018.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	118,747	77.3%	102
Visited doctor in last 12 months: 1-2 times	36,859	24.0%	100
Visited doctor in last 12 months: 3-5 times	33,892	22.1%	102
Visited doctor in last 12 months: 6+ times	47,997	31.2%	103
Visited doctor in last 12 mo: allergist	3,044	2.0%	101
Visited doctor in last 12 mo: cardiologist	10,179	6.6%	100
Visited doctor in last 12 mo: chiropractor	10,919	7.1%	104
Visited doctor in last 12 mo: dentist	56,197	36.6%	103
Visited doctor in last 12 mo: dermatologist	11,549	7.5%	97
Visited doctor in last 12 mo: ear/nose/throat	6,594	4.3%	97
Visited doctor in last 12 mo: eye	31,217	20.3%	101
Visited doctor in last 12 mo: gastroenterologist	5,881	3.8%	98
Visited doctor in last 12 mo: general/family	65,332	42.5%	104
Visited doctor in last 12 mo: internist	9,287	6.0%	95
Visited doctor in last 12 mo: physical therapist	7,058	4.6%	104
Visited doctor in last 12 mo: podiatrist	4,080	2.7%	95
Visited doctor in last 12 mo: urologist	6,331	4.1%	107
Visited nurse practitioner in last 12 months	6,857	4.5%	99
Wear regular/sun/tinted prescription eyeglasses	54,683	35.6%	103
Wear bi-focals	26,251	17.1%	107
Wear disposable contact lenses	11,005	7.2%	102
Wear soft contact lenses	15,528	10.1%	102
Wear transition lenses	8,433	5.5%	105
Spent on eyeglasses in last 12 mo: <\$100	4,310	2.8%	106
Spent on eyeglasses in last 12 mo: \$100-\$199	6,649	4.3%	102
Spent on eyeglasses in last 12 mo: \$200-\$249	4,867	3.2%	103
Spent on eyeglasses in last 12 mo: \$250+	14,138	9.2%	102
Spent on contact lenses in last 12 mo: <\$100	4,205	2.7%	103
Spent on contact lenses in last 12 mo: \$100-\$199	6,621	4.3%	109
Spent on contact lenses in last 12 mo: \$200+	5,652	3.7%	102
Bought prescription eyewear: discount optical ctr	13,708	8.9%	108
Bought prescription eyewear: private eye doctor	39,123	25.5%	102
Bought prescription eyewear: retail optical chain	18,670	12.1%	105
Used prescription drug for allergy/hay fever	10,665	6.9%	109
Used prescription drug for anxiety/panic	7,802	5.1%	110
Used prescr drug for arthritis/osteoarthritis	5,588	3.6%	112
Used prescr drug for rheumatoid arthritis	3,938	2.6%	105
Used prescription drug for asthma	6,239	4.1%	98
Used prescription drug for backache/back pain	12,132	7.9%	108
Used prescription drug for depression	10,446	6.8%	106
Used prescr drug for diabetes (insulin dependent)	3,002	2.0%	96
Used prescr drug for diabetes (non-insulin depend)	6,164	4.0%	101
Used prescription drug for eczema/skin itch/rash	2,964	1.9%	101
Used prescription drug for heartburn/acid reflux	9,829	6.4%	106
Used prescription drug for high blood pressure	21,693	14.1%	106
Used prescription drug for high cholesterol	14,575	9.5%	106
Used prescription drug for migraine headache	5,070	3.3%	106
Used prescr drug for sinus congestion/headache	6,713	4.4%	105
Used prescription drug for urinary tract infection	4,513	2.9%	106
Used last 6 mo: adhesive bandages	87,857	57.2%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 mo: athlete`s foot/medicated foot prod	15,399	10.0%	94
Used last 6 mo: children`s cold tablets/liquids	22,084	14.4%	102
Used last 6 mo: cold/sinus/allergy med (nonprescr)	75,167	48.9%	102
Used last 6 mo: contact lens cleaning solution	20,837	13.6%	104
Used last 6 mo: cotton swabs	76,232	49.6%	103
Used last 6 mo: children`s cough syrup	22,386	14.6%	102
Used last 6 mo: cough syrup/suppressant(nonprescr)	49,770	32.4%	97
Used last 6 mo: eye wash/drops	43,181	28.1%	97
Used last 6 mo: headache/pain reliever (nonprescr)	128,291	83.5%	102
Used last 6 mo: heartburn/indigest/diarrhea remedy	69,882	45.5%	101
Used last 6 mo: hemorrhoid remedy	12,398	8.1%	101
Used last 6 mo: lactose intolerance product	4,943	3.2%	87
Used last 6 mo: laxative/fiber supplement	23,444	15.3%	98
Used last 6 mo: medicated skin cream/lotion/spray	45,499	29.6%	102
Used last 6 mo: nasal spray	24,595	16.0%	99
Used last 6 mo: pain reliever/fever reducer (kids)	35,164	22.9%	104
Used last 6 mo: pain relieving rub/liquid/patch	33,262	21.6%	99
Used last 6 mo: sleeping aid/snore relief	12,791	8.3%	107
Used last 6 mo: sore throat remedy/cough drops	73,935	48.1%	99
Used last 12 mo: sunburn remedy	22,032	14.3%	103
Used last 12 mo: suntan/sunscreen product	58,157	37.8%	100
Used last 12 mo: SPF 15 suntan/sunscreen product	14,721	9.6%	96
Used last 12 mo: SPF 30-49 suntan/sunscreen prod	25,760	16.8%	101
Used last 12 mo: SPF 50+ suntan/sunscreen product	16,464	10.7%	99
Used last 6 mo: toothache/gum/canker sore remedy	16,218	10.6%	102
Used last 6 mo: vitamins/nutritional suppl (kids)	23,012	15.0%	100
Used body powder in last 6 months	36,223	23.6%	100
Used body wash/shower gel in last 6 months	90,490	58.9%	103
Used breath freshener in last 6 months	66,205	43.1%	102
Used breath freshener in last 6 mo: gum	42,657	27.8%	101
Used breath freshener in last 6 mo: mints	27,895	18.2%	102
Used breath freshener in last 6 mo: spray/drops	2,883	1.9%	93
Used breath freshener in last 6 mo: thin film	3,966	2.6%	101
Used breath freshener 8+ times in last 7 days	17,553	11.4%	103
Used complexion care product in last 6 months	71,545	46.6%	99
Used complexion care prod in last 6 mo: astringent	9,231	6.0%	99
Used complexion care prod in last 6 mo: cleanser	38,641	25.1%	99
Used complexion care prod in last 6 mo: toner	9,806	6.4%	97
Used dental floss in last 6 months	96,483	62.8%	101
Used dental rinse in last 6 months	32,005	20.8%	96
Used denture adhesive/fixative in last 6 months	9,427	6.1%	98
Used denture cleaner in last 6 months	17,099	11.1%	101
Used deodorant/antiperspirant in last 6 months	144,533	94.1%	101
Used disposable razor in last 6 months	86,111	56.0%	101
Used electric shaver in last 6 months	28,120	18.3%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used facial moisturizer in last 6 months	63,926	41.6%	97
Used personal foot care product in last 6 months	32,633	21.2%	99
Used hair coloring product (at home) last 6 months	29,053	18.9%	97
Used hair conditioner (at home) in last 6 months	94,176	61.3%	100
Used hair conditioning treatment (at home)/6 mo	34,385	22.4%	98
Used hair growth product in last 6 months	3,647	2.4%	89
Used hair spray (at home) in last 6 months	53,418	34.8%	102
Used hair styling gel/lotion/mousse in last 6 mo	52,718	34.3%	99
Used hand & body cream/lotion/oil in last 6 months	111,700	72.7%	100
Used lip care product in last 6 months	95,517	62.2%	101
Used liquid soap/hand sanitizer in last 6 months	121,777	79.2%	102
Used mouthwash in last 6 months	101,147	65.8%	100
Used mouthwash 8+ times in last 7 days	25,162	16.4%	100
Used shampoo (at home) in last 6 months	141,430	92.0%	101
Used shaving cream/gel in last 6 months	78,118	50.8%	102
Bought toothbrush in last 6 months	131,092	85.3%	101
Bought electric toothbrush in last 6 months	10,972	7.1%	98
Used toothpaste in last 6 months	147,040	95.7%	100
Used toothpaste (gel) in last 6 months	44,008	28.6%	106
Used toothpaste (paste) in last 6 months	77,083	50.2%	100
Used whitening toothpaste in last 6 months	52,280	34.0%	104
Used toothpaste with baking soda in last 6 months	32,456	21.1%	102
Used toothpaste for sensitive teeth in last 6 mo	17,424	11.3%	105
Used tooth whitener (not toothpaste) in last 6 mo	14,665	9.5%	98
Used tooth whitener (strips) in last 6 months	8,179	5.3%	100
Visited a day spa in last 6 months	8,407	5.5%	97
Purchased product at salon/day spa in last 6 mo	10,462	6.8%	104
Professional srv last 6 mo: haircut	99,026	64.4%	102
Professional srv last 6 mo: hair color/highlights	26,372	17.2%	103
Professional srv last 6 mo: facial	4,591	3.0%	90
Professional srv last 6 mo: massage	11,772	7.7%	94
Professional srv last 6 mo: manicure	19,609	12.8%	99
Professional srv last 6 mo: pedicure	23,582	15.3%	99
Spent \$150+ at barber shops in last 6 months	3,517	2.3%	91
Spent \$150+ at beauty salons in last 6 months	16,414	10.7%	100

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