

## Health and Beauty Market Potential

Tonto Apache

Prepared by Esri

emographic Summary		2023	202
Population		126	1
Population 18+		105	1
Households		37	
Median Household Income		\$53,760	\$60,8
	Expected Number of	<b>_</b>	
roduct/Consumer Behavior	Adults/HHs	Percent	м
Typically Spend 1-3 Hrs Exercising/Wk	25	23.8%	
Typically Spend 4-6 Hrs Exercising/Wk	21	20.0%	
Typically Spend 7+ Hrs Exercising/Wk	31	29.5%	1
Exercise at Home 2+ Times/Wk	51	48.6%	
Exercise at Club 2+ Times/Wk	9	8.6%	
Exercise at Oth Facility (Not Club) 2+ Times/Wk	8	7.6%	
Member of LA Fitness Club/Gym	1	1.0%	
Member of Planet Fitness Club/Gym	3	2.9%	
Member of YMCA Fitness Club/Gym	4	3.8%	1
Own Elliptical	9	8.6%	1
Own Stationary Bicycle	13	12.4%	1
Own Treadmill	14	13.3%	1
Own Weight Lifting Equipment	20	19.0%	1
Control Diet for Blood Sugar Level	14	13.3%	1
Control Diet for Cholesterol Level	13	12.4%	
Control Diet for Food Allergies	2	1.9%	
Control Diet to Maintain Weight	12	11.4%	
Control Diet for Physical Fitness	14	13.3%	
Control Diet for Salt Restriction	5	4.8%	
Control Diet for Weight Loss	24	22.9%	:
Use Doctor`s Care/Diet for Diet Method	4	3.8%	
Use Exercise Program for Diet Method	9	8.6%	
Buy Foods Specifically Labeled: Fat-Free	11	10.5%	1
Buy Foods Specifically Labeled: Gluten-Free	4	3.8%	
Buy Foods Specifically Labeled: High Fiber	8	7.6%	
Buy Foods Specifically Labeled: High Protein	11	10.5%	:
Buy Foods Specifically Labeled: Hormone-Free	2	1.9%	
Buy Foods Specifically Labeled: Lactose-Free	5	4.8%	
Buy Foods Specifically Labeled: Low-Calorie	8	7.6%	-
Buy Foods Specifically Labeled: Low-Carb	11	10.5%	
Buy Foods Specifically Labeled: Low-Cholesterol	5	4.8%	-
Buy Foods Specifically Labeled: Low-Fat	10	9.5%	
Buy Foods Specifically Labeled: Low-Sodium	12	11.4%	
Buy Foods Specifically Labeled: Natural/Organic	17	16.2%	
Buy Foods Specifically Labeled: Probiotic	5	4.8%	
Buy Foods Specifically Labeled: Sugar-Free	14	13.3%	
Consider Self to Be Semi-Vegetarian	7	6.7%	-
Used Meal/Dietary/Weight Loss Supplement/6 Mo	11	10.5%	t
Used Vitamins or Dietary Supplements/6 Mo	72	68.6%	1
Provide Services as Primary Caregiver/Caretaker	7	6.7%	1
Assist w/Chores as Caregiver/Caretaker	4	3.8%	
Assist w/Personal Care as Caregiver/Caretaker	3	2.9%	
Give Medication as Caregiver/Caretaker	2	1.9%	
Make Doctor Appointments as Caregiver/Caretaker	4	3.8%	1

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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	Expected Number of		
oduct/Consumer Behavior	Adults/HHs	Percent	M
Visited Doctor/12 Mo	86	81.9%	10
Visited Doctor 1-2 Times/12 Mo	23	21.9%	9
Visited Doctor 3-5 Times/12 Mo	24	22.9%	0
/isited Doctor 6+ Times/12 Mo	39	37.1%	10
Visited Acupuncturist Doctor/12 Mo	1	1.0%	
Visited Allergist Doctor/12 Mo	1	1.0%	4
Visited Cardiologist Doctor/12 Mo	- 11	10.5%	12
Visited Chiropractor/12 Mo	11	10.5%	1
Visited Dentist/12 Mo	43	41.0%	1
Visited Dermatologist Doctor/12 Mo	16	15.2%	1
Visited Ear or Nose or Throat Doctor/12 Mo	6	5.7%	1
•			
Visited Eye Doctor/12 Mo	26	24.8%	1
Visited Gastroenterologist Doctor/12 Mo	6	5.7%	1
Visited General or Family Doctor/12 Mo	50	47.6%	1
Visited Internist Doctor/12 Mo	6	5.7%	1
Visited Physical Therapist Doctor/12 Mo	6	5.7%	1
Visited Podiatrist Doctor/12 Mo	2	1.9%	
Visited Psychiatrist/Psychologist Doctor/12 Mo	3	2.9%	
Visited Urologist Doctor/12 Mo	5	4.8%	1
Visited Nurse Practitioner/12 Mo	13	12.4%	1
Wear Regular/Sun/Tinted Prescription Eyeglasses	48	45.7%	
Wear Bi-Focal/Multi-Focal/Progressive Glasses	31	29.5%	1
Wear Soft Contact Lenses	12	11.4%	
Spent \$1-99 on Eyeglasses/12 Mo	4	3.8%	1
Spent \$100-199 on Eyeglasses/12 Mo	4	3.8%	
Spent \$200-249 on Eyeglasses/12 Mo	4	3.8%	1
Spent \$250+ on Eyeglasses/12 Mo	15	14.3%	1
Spent \$1-199 on Contact Lenses/12 Mo	5	4.8%	-
Spent \$200+ on Contact Lenses/12 Mo	4	3.8%	
Bought Prescrp Eyewear at Discount Optical Ctr	10	9.5%	1
	34		
Bought Prescrp Eyewear at Private Eye Doctor		32.4%	1
Bought Prescrp Eyewear at Retail Optical Chain	13	12.4%	
Bought Prescrp Eyewear Online	5	4.8%	
Used Acne Prescription Drug	3	2.9%	
Used Allergy or Hay Fever Prescription Drug	7	6.7%	1
Used Anxiety or Panic Prescription Drug	7	6.7%	
Used Arthritis/Osteoarthritis Prescription Drug	4	3.8%	1
Used Rheumatoid Arthritis Prescription Drug	3	2.9%	1
Used Asthma Prescription Drug	5	4.8%	
Used Backache or Back Pain Prescription Drug	12	11.4%	1
Used Depression Prescription Drug	7	6.7%	
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	6	5.7%	
Used Heartburn or Acid Reflux Prescription Drug	8	7.6%	1
Used High Blood Pressure Prescription Drug	21	20.0%	1
Used High Cholesterol Prescription Drug	19	18.1%	1
Used Insomnia Prescription Drug	4	3.8%	1
Used Migraine Headache Prescription Drug	3	2.9%	-
Used Sinus Congestion/Headache Prescription Drug		2.9%	
	3		
Used Urinary Tract Infection Prescription Drug	3	2.9%	-
Filled Prescription at Discount/Dept Store/12 Mo	11	10.5%	2
Filled Prescription at Drug Store/Pharmacy/12 Mo	42	40.0%	1
Filled Prescription at Supermarket/12 Mo	10	9.5%	
Filled Prescription by Mail Order/12 Mo	14	13.3%	1
Filled Prescription Online/12 Mo	10	9.5%	1
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	8	7.6%	
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	14	13.3%	1
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	8	7.6%	1
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	9	8.6%	1
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	7	6.7%	
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	6	5.7%	1
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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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.



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Product/Consume Behavior         Adults/HHs         Percent         MPE           Usad Couly Syrup/Suppressant (Nonprescry)/6 Mo         24         22.9%         101           Used Medicated Skin Cream (Nonprescry)/6 Mo         33         31.4%         103           Used Medicated Skin Cream (Nonprescry)/6 Mo         33         31.4%         111           Used Medicated Skin Cream (Nonprescry)/6 Mo         36         33.3%         121           Used Medicated Natal Sorav/6 Mo         36         33.3%         121           Used Specing Add or Snore Relit(/ Mo         36         32.4%         189           Used Sore Throat Kenedy or Cough Drops/6 Mo         34         32.4%         189           Used Sontan Remedy 12 Mo         16         15.2%         191           Used Sontan Conscreen Prox/12 Mo         7         6.7%         191           Hi Used Children 's Cough Syrup/6 Mo         3         8.1%         55           Used Totatch/Gun/Conscreen Prox/12 Mo         3         8.1%         71           Used Kotk Strains/NUTOR Synuprescreen Sone Remet/6 Mo         3         8.1%         73           Used Constrainer Sone Remet/6 Mo         3         8.1%         73           Used Kotk Strains/NUTOR Synuprescrem Sone Remet/6 Mo         3         8		Expected Number of		
Used Cough Syrup/Suppresent (Monprescrpt)/6 Mo         24         22.9%         101           Used Monicated Six Creation (Jobin / Spray / 6 Mo         13         12.4%         108           Used Monicated Nass Spray / 6 Mo         13         12.4%         101           Used Monicated Nass Spray / 6 Mo         13         32.4%         101           Used Spray Finance Network (International Control National Control	Product/Consumer Behavior	-	Percent	MPI
Used Medicated Skin Čream/Lotion/Spray/6 Mo         33         31.4%         108           Used Non-Medicated Nassi Spray/6 Mo         35         33.3%         121           Used Pain Relieving Rub or Liquid or Patch/6 Mo         36         33.3%         121           Used Steeping Aid or Snore Relief/6 Mo         16         15.2%         108           Used Steeping Aid or Snore Relief/6 Mo         16         15.2%         108           Used Steeping Aid or Snore Relief/6 Mo         34         32.4%         69           Used Steeping Aid or Snore Relief/6 Mo         15         14.3%         124           Used Steeping Aid or Snore Relief/6 Mo         7         6.7%         91           Hift Used Children's Cold Tablets/Liquid/SG Mo         1         2.7.4%         44           Hift Used Children's Cold Tablets/Liquid/SG Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         30         28.6%         87           Used Body Wash or Shower Gel/6 Mo         30         28.6%         87           Used Body Wash or Shower Gel/6 Mo         16         15.2%         104           Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Mints Breath Freshener/6 Mo         5         4.3%	Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	51	48.6%	107
Uead Non-Medicated Nasal Spray/6 Mo         13         12.4%         111           Uead Pain Reliving Rub or Luguid or Patch/Mo         35         33.3%         121           Used Steeping Ald or Snore Reliet/6 Mo         16         15.2%         108           Used Steeping Ald or Snore Reliet/6 Mo         34         32.4%         089           Used Suntan or Sunscreen Prod/12 Mo         15         14.3%         124           Used Suntan or Sunscreen Prod/12 Mo         7         6.7%         91           HH Used Children's Cough Syrup/6 Mo         1         2.7%         44           HU Used Children's Cough Syrup/6 Mo         3         8.1%         71           HH Used Kids Vlamins/Nutrition Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         3         60.0%         94           Used Gum Breach Freshener/6 Mo         3         2.8%         87           Used Gum Breach Freshener/6 Mo         3         2.9%         122           Used Complexion Care Prod/6 Mo         5         4.3%         102           Used Complexion Care Prod/6 Mo         5         4.3%         102           Used Complexion Care Prod/6 Mo         15         14.3%         85           Used De	Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	24	22.9%	101
Used Pain Relieving Rub or Landi or Patch/6 Mo         35         33.3%         121           Used Sineping Ait or Snore Relie/6 Mo         16         15.2%         108           Used Sore Throat Remedy or Cough Drops/6 Mo         34         32.4%         89           Used Sunburn Remedy/12 Mo         15         14.3%         124           Used Sunburn Remedy/12 Mo         48         45.7%         115           Used Toothache/Gum/Canker Sore Remedy/6 Mo         7         6.7%         91           HH Used Children S Cold Tables/Lugid/S Mo         2         5.4%         68           HH Used Kids Pain Reliev/Fewer Reduce/fe Mo         3         8.1%         71           Used Bouty Wash or Shower Gel/6 Mo         3         60.0%         94           Used Gum/ Wash or Shower Gel/6 Mo         3         2.9%         127           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Gumplexion Care Prod/6 Mo         3         2.9%         127           Used Camplexion Care Prod/6 Mo         3         2.9%         127           Used Camplexion Care Prod/6 Mo         5         4.8%         123           Used Thin Film Breath Freshener/6 Mo         5         4.8%         123           Used P	Used Medicated Skin Cream/Lotion/Spray/6 Mo	33	31.4%	108
Used Sleeping Aid or Snore Relief/S Mo         16         15.2%         108           Used Sort Thraat Remedy/12 Mo         15         14.3%         124           Used Suntan or Sunscreen Prod/12 Mo         48         45.7%         115           Used Suntan or Sunscreen Prod/12 Mo         48         45.7%         111           Het Used Children's Cound Fability Liquids/6 Mo         2         5.4%         68           HH Used Children's Cound Syrup/6 Mo         3         8.1%         55           HH Used Kids Planin Reliever/Fever Reducer/6 Mo         3         8.1%         71           Used Body Wash or Shover Gel/6 Mo         3         8.1%         73           Used Gum Breath Freshener/6 Mo         16         15.2%         104           Used Gum Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         5         5.4.3%         102           Used Complexion Care Prod/6 Mo         5         5.4.3%         102           Used Complexion Care Prod/6 Mo         8         7.6%         102           Used Complexion Care Prod/6 Mo         15         14.3%         73           Used Care Prod/6 Mo         5         5.4.3%         102           Used Facial Molisturizer/6	Used Non-Medicated Nasal Spray/6 Mo	13	12.4%	111
Used Sore Throat Remedy or Cough Drops/6 Mo         34         32.4%         89           Used Suntam Remedy/12 Mo         15         14.3%         124           Used Suntam or Sunscreen Prod/12 Mo         48         45.7%         115           Used Tothache/Journ/Carker Sore Remedy/6 Mo         7         6.7%         91           HH Used Children's Cough Syrup/6 Mo         1         2.7%         44           HH Used Kilds Pian Reliever/Fever Reduce//6 Mo         3         8.1%         75           HH Used Kilds Pian Reliever/Fever Reduce//6 Mo         3         8.1%         71           Used Breath Freshener/6 Mo         3         8.1%         73           Used Gum Breath Freshener/6 Mo         16         15.2%         104           Used Thin Film Breath Freshener/6 Mo         3         2.9%         122           Used Denture Anhesive or Fixative/6 Mo         5         4.8%         133           Used Denture Anhesive or Fixative/6 Mo         5         4.8%         132           Used Expliciner/Expender/6 Mo         5         3.8%         98           Used Carture Cleaner/6 Mo         5         4.8%         132           Used Mair Drod/6 Mo         2         2.3%         98           Used Facial Motstruter/6	Used Pain Relieving Rub or Liquid or Patch/6 Mo	35	33.3%	121
Used Sunburn Remedy/12 Mo         15         14.3%         124           Used Suntan or Sunscreen Prod/12 Mo         48         45.7%         115           Used Tothache/Gum/Canker Sore Remedy/6 Mo         7         6.7%         91           HH Used Children's Coup Syrup/6 Mo         1         2.7%         44           HH Used Kids Plan Reliever/Fever Reducer/6 Mo         3         8.1%         55           HH Used Kids Vtamins/Nutrtino Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Breath Freshnenr/6 Mo         16         15.2%         104           Used Gumplexion Care Prod/6 Mo         5         4.8%         127           Used Complexion Care Prod/6 Mo         5         4.8%         123           Used Denture Cleaner/6 Mo         5         4.8%         102           Used Denture Cleaner/6 Mo         15         14.3%         95           Used Perisonal Foot Care Prod/6 Mo         14         2.9%         123           Used Perisonal Foot Care Prod/6 Mo         16         11.3%         95           Used Hair Conditioning Treatment at Home/6 Mo         13         2.9%         163           Used Hair Condithoning	Used Sleeping Aid or Snore Relief/6 Mo	16	15.2%	108
Used Suntan or Sunsciene Prod/12 Mo         48         45.7%         115           Used Toothache/Gum/Canker Sore Remedy/6 Mo         7         6.7%         91           HH Used Children's Cold Tablets/Liquids/6 Mo         2         5.4%         688           HH Used Children's Cold Tablets/Liquids/6 Mo         3         8.1%         555           HH Used Kids Pia Reliever/Fever Reducer/6 Mo         3         8.1%         71           Used Bord Wash or Shower Gel/6 Mo         63         60.0%         94           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Gum Breath Freshener/6 Mo         16         15.2%         104           Used Dentark Arbeisver Ord/6 Mo         3         2.9%         122           Used Denture Chaner/6 Mo         5         4.8%         123           Used Denture Chaner/6 Mo         5         4.8%         123           Used Denture Chaner/6 Mo         5         4.8%         120           Used Denture Chaner/6 Mo         5         14.3%         85           Used Facial Molsturizer/6 Mo         5         14.3%         85           Used Trin Film Breath Freshener/6 Mo         15         14.43%         85           Used Denture Chanerro/6 Mo	Used Sore Throat Remedy or Cough Drops/6 Mo	34	32.4%	89
Used Toothache/Gum/Canker Sore Remedy/6 Mo         7         6.7%         91           HH Used Children's Cold Tablets/Liquids/6 Mo         2         5.4%         68           HH Used Children's Cold Tablets/Liquids/6 Mo         1         2.7%         444           HH Used Kids Planins, Vurthion Supplements/6 Mo         3         8.1%         55           HH Used Kids Vitanins, Vurthion Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Mints Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         3         2.9%         127           Used Denture Adhesive or Fixative/6 Mo         5         4.8%         123           Used Denture Adhesive or Fixative/6 Mo         25         23.8%         98           Used Denture Adhesive or Fixative/6 Mo         19         18.1%         99           Used Personal Foot Care Prod/6 Mo         19         18.1%         95           Used Prosonal Foot Care Prod/6 Mo         2         1.9%         47           Used Prosonal Foot Care Prod/6 Mo         3         2.9.5%         120	Used Sunburn Remedy/12 Mo	15	14.3%	124
HH Used Children's Cold Tablets/Liquids/6 Mo         2         5.4%         68           HH Used Children's Could Syrup/6 Mo         1         2.7%         44           HH Used Kids Pain Reliever/Fever Reducer/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Body Wash or Shower Gel/6 Mo         53         63.0%         87           Used Brath Freshener/6 Mo         15         14.3%         73           Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Thin Film Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         5         4.8%         123           Used Denture Alhesive or Fixative/6 Mo         5         4.8%         123           Used Complexion Care Prod/6 Mo         25         2.3%         98           Used Facial Molsturizer/6 Mo         19         18.1%         99           Used Hair Conditioning Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         2         1.9%         47           Used Hair Growth Prod/6 Mo         2         1.9%         47         10	Used Suntan or Sunscreen Prod/12 Mo	48	45.7%	115
HH Used Children's Cough Syrup/o Mo         1         2.7%         44           HH Used Kids Pain Reliever/Fever Reducer/6 Mo         3         8.1%         55           HH Used Kids Vitamins/Nutrition Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Gum Breath Freshener/6 Mo         16         15.2%         104           Used Thin Film Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         5         4.8%         123           Used Denture Athesive or Fixative/6 Mo         5         4.8%         102           Used Denture Cleaner/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         15         14.3%         655           Used Facial Moisturizer/6 Mo         15         14.3%         855           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         497           Used Hair Conditioning Treatment at Home/6 Mo         31         29.5%         120           Used Hair Stying Gel/Lation/Mousse/6 Mo         31         29.5%         120	Used Toothache/Gum/Canker Sore Remedy/6 Mo	7	6.7%	91
HH Used Kids Pian Reliever/Fever Reducer/6 Mo         3         8.1%         55           HH Used Kids Vitamins/Nutrition Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Breath Freshener/6 Mo         15         14.3%         73           Used Com Breath Freshener/6 Mo         16         15.2%         104           Used Thin Film Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         57         54.3%         102           Used Denture Athesive or Fixative/6 Mo         5         4.8%         123           Used Eveliner/Experose Prod/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         19         18.1%         99           Used Facial Moisturizer/6 Mo         19         18.1%         99           Used Hair Conditioning Prod at Home/6 Mo         23         21.9%         47           Used Hair Gorwth Prod/6 Mo         2         1.9%         47           Used Hair Spray at Home/6 Mo         36         34.3%         96           Used Hair Spray at Home/6 Mo         24         21.9%         114           Used Muthwash A Times/7 Days <td>HH Used Children's Cold Tablets/Liquids/6 Mo</td> <td>2</td> <td>5.4%</td> <td>68</td>	HH Used Children's Cold Tablets/Liquids/6 Mo	2	5.4%	68
HH Used kids Vitamins/Nutrition Supplements/6 Mo         3         8.1%         71           Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Gum Breath Freshener/6 Mo         30         28.6%         87           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Complexion Care Prod/6 Mo         5         54.3%         102           Used Duttre Adhesive or Fixative/6 Mo         5         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         5         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         5         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         8         7.6%         102           Used Pacial Moisturizer/6 Mo         9         46.7%         95           Used Facial Moisturizer/6 Mo         19         18.1%         99           Used Hair Coloning Prod at Home/6 Mo         13         29.5%         120           Used Hair Gonditioning Treatment at Home/6 Mo         13         29.5%         120           Used Hair Spray at Home/6 Mo         13         29.5%         120           Used Hair Spray at Dom/6 Mo         13         29.5%         120           Used Hair	HH Used Children's Cough Syrup/6 Mo	1	2.7%	44
Used Body Wash or Shower Gel/6 Mo         63         60.0%         94           Used Breath Freshener/6 Mo         15         14.3%         73           Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Complexion Care Prod/6 Mo         57         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         5         4.8%         123           Used Denture Cleaner/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         19         18.1%         99           Used Facial Moisturizer/6 Mo         15         14.3%         85           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Mouthwash & Times 7 Days         18         17.1%         106           Used Mouthwash & Mo         64         61.0%         93           Used Mouthwash & Times 7 Days         18         17.1%         106           Used Mouthwash & Mo         0         3.1.9%         10	HH Used Kids Pain Reliever/Fever Reducer/6 Mo	3	8.1%	55
Used Breath Freshener/6 Mo         30         28.6%         87           Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Mints Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         3         2.9%         123           Used Denture Achesive or Fixative/6 Mo         5         4.8%         123           Used Denture Cleaner/6 Mo         5         4.8%         123           Used Perture Cleaner/6 Mo         8         7.6%         123           Used Personal Foot Care Prod/6 Mo         9         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         23         21.9%         47           Used Hair Growth Prod/6 Mo         23         21.9%         47           Used Hair Spray at Home/6 Mo         36         34.3%         96           Used Hair Spray at Home/6 Mo         24         2.9%         120           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Mouthwash & Times/7 Days         18         17.9%         35           Used Mouthwash & Times/7 Days         3         2.9%	HH Used Kids Vitamins/Nutrition Supplements/6 Mo		8.1%	71
Used Gum Breath Freshener/6 Mo         15         14.3%         73           Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Tinn Firms Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         57         54.3%         102           Used Denture Claner/6 Mo         5         4.8%         123           Used Denture Claner/6 Mo         8         7.6%         102           Used Eyeliner/Eyebrow Penci/6 Mo         25         2.3.8%         98           Used Facial Moisturizer/6 Mo         19         18.1%         99           Used Hair Conditioning Treatment at Home/6 Mo         15         14.3%         85           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Growth Prod/6 Mo         3         2.9%         114           Used Mouthwash 8 + Times/7 Days         18         17.1%         106<	Used Body Wash or Shower Gel/6 Mo	63	60.0%	94
Used Mints Breath Freshener/6 Mo         16         15.2%         104           Used Thin Film Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         5         4.8%         123           Used Denture Adhesive or Fixative/6 Mo         8         7.6%         102           Used Penture Cleaner/6 Mo         8         7.6%         102           Used Eveliner/Evelow Pencil/6 Mo         9         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Conditioning Treatment at Home/6 Mo         2         1.9%         47           Used Hair Sorwith Prod/6 Mo         1         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         3         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash/6 Mo         10         9.5%         120           Used Mouthwash/6 Mo         3         2.9%         114           Used Mouthwash/6 Mo         10         9.5%         102           Used Toothyhister (Not Toothpaste)/6 Mo         3	Used Breath Freshener/6 Mo	30	28.6%	87
Used Thin Film Breath Freshener/6 Mo         3         2.9%         127           Used Complexion Care Prod/6 Mo         57         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         5         4.8%         123           Used Denture Adhesive or Fixative/6 Mo         8         7.6%         102           Used Eyeliner/Eyebrow Penci/6 Mo         25         2.8%         98           Used Facial Moisturizer/6 Mo         49         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         2         1.9%         47           Used Hair Styling Gel/Lotion/Mousse/6 Mo         31         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         64         61.0%         93           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         10         9.5%         102           Used Mouthwash & Times/7 Days         3         2.9%         114           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Mouthwas	Used Gum Breath Freshener/6 Mo	15	14.3%	73
Used Complexion Care Prod/6 Mo         57         54.3%         102           Used Denture Adhesive or Fixative/6 Mo         5         4.8%         123           Used Denture Cleaner/6 Mo         8         7.6%         102           Used Eyeliner/Eyebrow Pencil/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         9         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         23         21.9%         85           Used Hair Conditioning Treatment at Home/6 Mo         2         1.9%         47           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Spray at Home/6 Mo         31         29.5%         120           Used Hair Spray at Home/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Tooth Whitener (Not Toothpaste)/6 Mo         3         2.9%         112           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         152           Used Tooth Whitener (Strips)/6 Mo         6 <td>Used Mints Breath Freshener/6 Mo</td> <td>16</td> <td>15.2%</td> <td>104</td>	Used Mints Breath Freshener/6 Mo	16	15.2%	104
Used Denture Adhesive or Fixative/6 Mo         5         4.8%         123           Used Denture Cleaner/6 Mo         8         7.6%         102           Used Eyeliner/Eyebrow Penci/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         49         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         2         1.9%         47           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Stynig Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Whitening Toothpaste/6 Mo         24         22.9%         114           Used Whitening Toothpaste/6 Mo         3         2.9%         55           Used Tooth Whitener (Not Toothpaste)/6 Mo         3         2.9%         55           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         7	Used Thin Film Breath Freshener/6 Mo	3	2.9%	127
Used Denture Cleaner/6 Mo         8         7.6%         102           Used Eyeliner/Eyebrow Pencil/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         49         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Growth Prod/6 Mo         31         29.5%         120           Used Hair Spray at Home/6 Mo         31         29.5%         120           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash/6 Mo         24         22.9%         114           Used Mouthwash/6 Mo         40         38.1%         97           Used Mouthwash/6 Mo         10         9.5%         102           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         40         38.1%         97           Used Tooth Whitener (Not Toothpaste)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         6         5.7%         152	Used Complexion Care Prod/6 Mo	57	54.3%	102
Used Eyeliner/Eyebrow Pencil/6 Mo         25         23.8%         98           Used Facial Moisturizer/6 Mo         49         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash & Times/7 Days         18         17.1%         106           Used Tooth Whitener (Not Toothpaste/6 Mo         24         22.9%         1144           Used Tooth Whitener (Not Toothpaste/6 Mo         21         9.9%         102           Used Tooth Whitener (Not Toothpaste/6 Mo         24         22.9%         1144           Used Tooth Whitener (Not Toothpaste/6 Mo         3         2.9%         152           Used Tooth Whitener (Not Toothpaste/6 Mo         3         2.9%         152           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         152	Used Denture Adhesive or Fixative/6 Mo	5	4.8%	123
Used Facial Moisturizer/6 Mo         49         46.7%         95           Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         47           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Styling Cel/Lotion/Mousse/6 Mo         31         29.5%         120           Used Hair Styling Cel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash/6 Mo         24         22.9%         114           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Hair Color/Highlights/6 Mo         17         16.2%         111           Used Prof Service for Pacaic/	Used Denture Cleaner/6 Mo		7.6%	102
Used Personal Foot Care Prod/6 Mo         19         18.1%         99           Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Coloring Prod at Home/6 Mo         23         21.9%         85           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Spray at Home/6 Mo         31         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Mouthwash 6/6 Mo         10         9.5%         102           Used Whitening Toothpaste/6 Mo         10         9.5%         102           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         155           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         68         64.8%         111           Used Prof Service for Haircut/6 Mo         17	Used Eyeliner/Eyebrow Pencil/6 Mo	25		98
Used Hair Coloring Prod at Home/6 Mo         15         14.3%         85           Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Styling Gel/Lotion/Mousse/6 Mo         31         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash /6 Mo         64         61.0%         93           Used Mouthwash 8 + Times/7 Days         18         17.1%         106           Used Whitening Toothpaste/6 Mo         24         22.9%         114           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         152           Used Prof Service for Haircut/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         17         16.2%         111           Used Prof Service for Facial/6 Mo         17         16.2%         115           Used Prof Service for Haircut/6 Mo         8         7.6%         118           Used Prof Serv	Used Facial Moisturizer/6 Mo	49	46.7%	95
Used Hair Conditioning Treatment at Home/6 Mo         23         21.9%         85           Used Hair Growth Prod/6 Mo         2         1.9%         47           Used Hair Spray at Home/6 Mo         31         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash/6 Mo         64         61.0%         93           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Sensitive Toothpaste/6 Mo         10         9.5%         102           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Sel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         152           Used Prof Service for Haircut/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         7         16.2%         111           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Facial/6 Mo         13         12.4%         92           Used Prof Service for Manicure/6 Mo	Used Personal Foot Care Prod/6 Mo		18.1%	99
Used Hair Growth Prod/6 Mo       2       1.9%       47         Used Hair Spray at Home/6 Mo       31       29.5%       120         Used Hair Styling Gel/Lotion/Mousse/6 Mo       36       34.3%       96         Used Mouthwash/6 Mo       64       61.0%       93         Used Mouthwash 8 + Times/7 Days       18       17.1%       106         Used Sensitive Toothpaste/6 Mo       24       22.9%       114         Used Tooth Whitener (Not Toothpaste)/6 Mo       40       38.1%       97         Used Tooth Whitener (Gel)/6 Mo       3       2.9%       102         Used Tooth Whitener (Strips)/6 Mo       3       2.9%       152         Used Tooth Whitener (Strips)/6 Mo       3       2.9%       152         Used Tooth Whitener (Strips)/6 Mo       3       2.9%       152         Used Prof Service for Haircut/6 Mo       68       64.8%       111         Used Prof Service for Facial/6 Mo       17       16.2%       115         Used Prof Service for Assage/6 Mo       8       7.6%       74         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo<	Used Hair Coloring Prod at Home/6 Mo	15	14.3%	85
Used Hair Spray at Home/6 Mo         31         29.5%         120           Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Whitening Toothpaste/6 Mo         10         95.5%         102           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         17         16.2%         111           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Manicure/6 Mo         8         7.6%         74           Used Prof Service for Manicure/6 Mo         13	Used Hair Conditioning Treatment at Home/6 Mo	23		
Used Hair Styling Gel/Lotion/Mousse/6 Mo         36         34.3%         96           Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash 8 + Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Vhitening Toothpaste/6 Mo         40         38.1%         97           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         68         64.8%         111           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Massage/6 Mo         8         7.6%         74           Used Prof Service for Maicure/6 Mo         20         19.0%         131           Used Prof Service for Pedicure/6 Mo         13         12.4%         92           Used Prof Service for Pedicure/6 Mo	Used Hair Growth Prod/6 Mo		1.9%	47
Used Mouthwash/6 Mo         64         61.0%         93           Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Whitening Toothpaste/6 Mo         40         38.1%         97           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         159           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         68         64.8%         111           Used Prof Service for Haircut/6 Mo         68         64.8%         111           Used Prof Service for Facial/6 Mo         17         16.2%         115           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Massage/6 Mo         8         7.6%         118           Used Prof Service for Massage/6 Mo         8         7.6%         118           Used Prof Service for Pacicure/6 Mo         8         7.6%         131           Used Prof Service for Pacicure/6 Mo	Used Hair Spray at Home/6 Mo		29.5%	120
Used Mouthwash 8+ Times/7 Days         18         17.1%         106           Used Sensitive Toothpaste/6 Mo         24         22.9%         114           Used Whitening Toothpaste/6 Mo         40         38.1%         97           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         95           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         68         64.8%         111           Used Prof Service for Facial/6 Mo         17         16.2%         115           Used Prof Service for Massage/6 Mo         8         7.6%         118           Used Prof Service for Massage/6 Mo         13         12.4%         92           Spent \$1-99 at Barber Shop/6 Mo         20         19.0%         131           Spent \$1-99 at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Barber Shop/6 Mo         19         18.1%         144			34.3%	96
Used Sensitive Toothpaste/6 Mo2422.9%114Used Whitening Toothpaste/6 Mo4038.1%97Used Tooth Whitener (Not Toothpaste)/6 Mo109.5%102Used Tooth Whitener (Gel)/6 Mo32.9%169Used Tooth Whitener (Strips)/6 Mo32.9%55Visited Day Spa/6 Mo43.8%99Purchased Prod at Salon or Day Spa/6 Mo65.7%152Used Prof Service for Haircut/6 Mo6864.8%111Used Prof Service for Facial/6 Mo1716.2%115Used Prof Service for Facial/6 Mo87.6%18Used Prof Service for Massage/6 Mo87.6%13Used Prof Service for Pedicure/6 Mo1312.4%92Spent \$1-99 at Barber Shop/6 Mo65.7%71Spent \$1-99 at Beauty Salon/6 Mo65.7%71Spent \$1-99 at Beauty Salon/6 Mo1918.1%144	•		61.0%	93
Used Whitening Toothpaste/6 Mo         40         38.1%         97           Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         68         64.8%         111           Used Prof Service for Facial/6 Mo         17         16.2%         115           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Massage/6 Mo         8         7.6%         118           Used Prof Service for Pedicure/6 Mo         13         12.4%         92           Spent \$1-99 at Barber Shop/6 Mo         20         19.0%         131           Spent \$100+ at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Barber Shop/6 Mo         19         18.1%         144				
Used Tooth Whitener (Not Toothpaste)/6 Mo         10         9.5%         102           Used Tooth Whitener (Gel)/6 Mo         3         2.9%         169           Used Tooth Whitener (Strips)/6 Mo         3         2.9%         55           Visited Day Spa/6 Mo         4         3.8%         99           Purchased Prod at Salon or Day Spa/6 Mo         6         5.7%         152           Used Prof Service for Haircut/6 Mo         68         64.8%         111           Used Prof Service for Hair Color/Highlights/6 Mo         17         16.2%         115           Used Prof Service for Facial/6 Mo         2         1.9%         81           Used Prof Service for Massage/6 Mo         8         7.6%         74           Used Prof Service for Manicure/6 Mo         8         7.6%         74           Used Prof Service for Pedicure/6 Mo         13         12.4%         92           Spent \$1-99 at Barber Shop/6 Mo         20         19.0%         131           Spent \$100+ at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Beauty Salon/6 Mo         19         18.1%         144	Used Sensitive Toothpaste/6 Mo			
Used Tooth Whitener (Gel)/6 Mo       3       2.9%       169         Used Tooth Whitener (Strips)/6 Mo       3       2.9%       55         Visited Day Spa/6 Mo       4       3.8%       99         Purchased Prod at Salon or Day Spa/6 Mo       6       5.7%       152         Used Prof Service for Haircut/6 Mo       68       64.8%       111         Used Prof Service for Hair Color/Highlights/6 Mo       17       16.2%       115         Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       6       5.7%       71         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				97
Used Tooth Whitener (Strips)/6 Mo       3       2.9%       55         Visited Day Spa/6 Mo       4       3.8%       99         Purchased Prod at Salon or Day Spa/6 Mo       6       5.7%       152         Used Prof Service for Haircut/6 Mo       68       64.8%       111         Used Prof Service for Hair Color/Highlights/6 Mo       17       16.2%       115         Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Pedicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				
Visited Day Spa/6 Mo       4       3.8%       99         Purchased Prod at Salon or Day Spa/6 Mo       6       5.7%       152         Used Prof Service for Haircut/6 Mo       68       64.8%       111         Used Prof Svc for Hair Color/Highlights/6 Mo       17       16.2%       115         Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				
Purchased Prod at Salon or Day Spa/6 Mo       6       5.7%       152         Used Prof Service for HairCut/6 Mo       68       64.8%       111         Used Prof Svc for Hair Color/Highlights/6 Mo       17       16.2%       115         Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				
Used Prof Service for Haircut/6 Mo       68       64.8%       111         Used Prof Svc for Hair Color/Highlights/6 Mo       17       16.2%       115         Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144	Visited Day Spa/6 Mo			
Used Prof Svc for Hair Color/Highlights/6 Mo1716.2%115Used Prof Service for Facial/6 Mo21.9%81Used Prof Service for Massage/6 Mo87.6%118Used Prof Service for Manicure/6 Mo87.6%74Used Prof Service for Pedicure/6 Mo1312.4%92Spent \$1-99 at Barber Shop/6 Mo2019.0%131Spent \$100+ at Barber Shop/6 Mo65.7%71Spent \$1-99 at Beauty Salon/6 Mo1918.1%144				
Used Prof Service for Facial/6 Mo       2       1.9%       81         Used Prof Service for Massage/6 Mo       8       7.6%       118         Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				
Used Prof Service for Massage/6 Mo         8         7.6%         118           Used Prof Service for Manicure/6 Mo         8         7.6%         74           Used Prof Service for Pedicure/6 Mo         13         12.4%         92           Spent \$1-99 at Barber Shop/6 Mo         20         19.0%         131           Spent \$100+ at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Beauty Salon/6 Mo         19         18.1%         144	Used Prof Svc for Hair Color/Highlights/6 Mo	17		115
Used Prof Service for Manicure/6 Mo       8       7.6%       74         Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144				
Used Prof Service for Pedicure/6 Mo       13       12.4%       92         Spent \$1-99 at Barber Shop/6 Mo       20       19.0%       131         Spent \$100+ at Barber Shop/6 Mo       6       5.7%       71         Spent \$1-99 at Beauty Salon/6 Mo       19       18.1%       144	5.			
Spent \$1-99 at Barber Shop/6 Mo         20         19.0%         131           Spent \$100+ at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Beauty Salon/6 Mo         19         18.1%         144	•			
Spent \$100+ at Barber Shop/6 Mo         6         5.7%         71           Spent \$1-99 at Beauty Salon/6 Mo         19         18.1%         144	•			
Spent \$1-99 at Beauty Salon/6 Mo         19         18.1%         144				
Spent \$100+ at Beauty Salon/6 Mo         24         22.9%         120				
	Spent \$100+ at Beauty Salon/6 Mo	24	22.9%	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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.