Health and Beauty Market Potential

Palm Bay City Limits

City of Palm Bay (01/30/2014)

Demographic Summary	2013	2018
Population	105,475	107,953
Population 18+	81,552	84,172
Households	40,418	41,491
Median Household Income	$42,566	$50,098

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	24,154	29.6%	99
Exercise at club 2+ times per week	8,859	10.9%	87
Exercise at other facility (not club) 2+ times/wk	6,796	8.3%	103
Own stationary bicycle	4,180	5.1%	91
Own treadmill	7,205	8.8%	91
Own weight lifting equipment	11,077	13.6%	105
Presently controlling diet	34,215	42.0%	102
Diet control for blood sugar level	6,779	8.3%	114
Diet control for cholesterol level	8,689	10.7%	106
Diet control to maintain weight	9,485	11.6%	104
Diet control for physical fitness	7,501	9.2%	92
Diet control for salt restriction	2,672	3.3%	99
Diet control for weight loss	12,469	15.3%	108
Used doctor's care/diet for diet method	2,557	3.1%	105
Used exercise program for diet method	7,005	8.6%	101
Used Weight Watchers as diet method	2,546	3.1%	102
Buy foods specifically labeled as fat-free	14,994	18.4%	105
Buy foods specifically labeled as high fiber	9,553	11.7%	102
Buy foods specifically labeled as high protein	4,339	5.3%	97
Buy foods specifically labeled as lactose-free	1,288	1.6%	85
Buy foods specifically labeled as low-calorie	8,943	11.0%	101
Buy foods specifically labeled as low-carb	6,115	7.5%	98
Buy foods specifically labeled as low-cholesterol	6,618	8.1%	98
Buy foods specifically labeled as low-fat	10,806	13.3%	100
Buy foods specifically labeled as low-sodium	7,688	9.4%	105
Buy foods specifically labeled as natural/organic	5,847	7.2%	84
Buy foods specifically labeled as sugar-free	11,868	14.6%	110
Used butter alternatives in last 6 months	3,198	3.9%	94
Used egg alternatives in last 6 months	10,715	13.1%	93
Used salt alternatives in last 6 months	22,520	27.6%	100
Drank meal/dietary supplement in last 6 months	6,566	8.1%	110
Used nutrition/energy bar in last 6 months	10,028	12.3%	86
Drank sports drink/thirst quencher in last 6 mo	26,564	32.6%	102
Used vitamin/dietary supplement in last 6 months	39,911	48.9%	101
Vitamin/dietary suppl used/6 mo: antioxidant	2,287	2.8%	96
Vitamin/dietary suppl used/6 mo: B complex	3,988	4.9%	100
Vitamin/dietary suppl used/6 mo: B complex+C	1,163	1.4%	73
Vitamin/dietary suppl used/6 mo: B-6	1,618	2.0%	98
Vitamin/dietary suppl used/6 mo: B-12	4,686	5.7%	102
Vitamin/dietary suppl used/6 mo: C	7,715	9.5%	112
Vitamin/dietary suppl used/6 mo: calcium	8,939	11.0%	102

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.

January 30, 2014

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	3,646	4.5%	91
Vitamin/dietary suppl used/6 mo: E	3,949	4.8%	98
Vitamin/dietary suppl used/6 mo: garlic	1,313	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	4,012	4.9%	106
Vitamin/dietary suppl used/6 mo: multiple formula	9,718	11.9%	102
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,495	4.3%	99
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,595	5.6%	95
Vitamin/dietary suppl used/6 mo: zinc	1,856	2.3%	98
Vitamin/dietary suppl/6 mo: Caltrate 600	1,994	2.4%	92
Vitamin/dietary suppl/6 mo: Centrum	4,059	5.0%	85
Vitamin/dietary suppl/6 mo: Nature Made	4,291	5.3%	90
Visited doctor in last 12 months	62,539	76.7%	99
Visited doctor in last 12 months: 1-3 times	26,454	32.4%	96
Visited doctor in last 12 months: 4-7 times	18,361	22.5%	101
Visited doctor in last 12 months: 8+ times	17,719	21.7%	101
Visited doctor in last 12 mo: allergist	1,920	2.4%	98
Visited doctor in last 12 mo: cardiologist	5,931	7.3%	104
Visited doctor in last 12 mo: chiropractor	6,030	7.4%	99
Visited doctor in last 12 mo: dentist	29,568	36.3%	96
Visited doctor in last 12 mo: dermatologist	4,892	6.0%	84
Visited doctor in last 12 mo: ear/nose/throat	3,423	4.2%	91
Visited doctor in last 12 mo: eye	16,858	20.7%	100
Visited doctor in last 12 mo: general/family	35,541	43.6%	103
Visited doctor in last 12 mo: internist	5,025	6.2%	84
Visited doctor in last 12 mo: physical therapist	3,594	4.4%	97
Visited doctor in last 12 mo: podiatrist	2,726	3.3%	99
Visited doctor in last 12 mo: urologist	3,439	4.2%	110
Visited nurse practitioner in last 12 months	3,386	4.2%	99
Wear regular/sun/tinted prescription eyeglasses	29,332	36.0%	105
Wear bi-focals	14,767	18.1%	116
Wear disposable contact lenses	5,454	6.7%	103
Wear soft contact lenses	6,630	8.1%	92
Spent on contact lenses in last 12 mo:<$100	2,631	3.2%	115
Spent on contact lenses in last 12 mo:$100-199	2,632	3.2%	86
Spent on contact lenses in last 12 mo:$200+	1,913	2.3%	78
Bought prescription eyewear: discount optical ctr	6,961	8.5%	107
Bought prescription eyewear: from eye doctor	22,011	27.0%	106
Bought prescription eyewear: retail optical chain	9,562	11.7%	106
Used prescription drug for allergy/hay fever	5,863	7.2%	102
Used prescription drug for anxiety/panic	3,649	4.5%	110
Used prescription drug for arthritis/rheumatism	2,407	3.0%	113
Used prescription drug for asthma	2,929	3.6%	88
Used prescription drug for backache/back pain	5,882	7.2%	99
Used prescription drug for depression	4,861	6.0%	101
Used prescr drug for diabetes (insulin dependent)	1,817	2.2%	113
Used prescr drug for diabetes (non-insulin)	3,566	4.4%	118
Used prescription drug for eczema/skin itch/rash	1,756	2.2%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	5,702	7.0%	107
Used prescription drug for high blood pressure	11,177	13.7%	111
Used prescription drug for high cholesterol	7,470	9.2%	106
Used prescription drug for migraine headache	3,602	4.4%	120
Used prescription drug for sinus congest./headache	4,529	5.6%	114
Used prescription drug for urinary tract infection	2,435	3.0%	96
Used last 6 mo: adhesive bandages	46,641	57.2%	104
Used last 6 mo: athlete's foot/foot care product	11,054	13.6%	97
Used last 6 mo: cold/sinus/allergy med (nonprescr)	39,402	48.3%	102
Used last 6 mo: children's cold tablets/liquids	13,097	16.1%	107
Used last 6 mo: contact lens cleaning solution	9,521	11.7%	96
Used last 6 mo: cotton swabs	40,867	50.1%	105
Used last 6 mo: cough/sore throat drops (nonprescr)	40,192	49.3%	104
Used last 6 mo: cough syrup/suppressant (nonprescr)	28,674	35.2%	103
Used last 6 mo: children's cough syrup	12,739	15.6%	110
Used last 6 mo: diarrhea remedy	14,352	17.6%	108
Used last 6 mo: eye wash and drops	25,145	30.8%	101
Used last 6 mo: headache/pain reliever (nonprescr)	69,567	85.3%	102
Used last 6 mo: hemorrhoid remedy	6,700	8.2%	93
Used last 6 mo: indigestion/upset stomach remedy	38,754	47.5%	106
Used last 6 mo: lactose intolerance product	2,289	2.8%	79
Used last 6 mo: laxative/fiber supplement	11,745	14.4%	104
Used last 6 mo: medicated skin ointment	24,987	30.6%	98
Used last 6 mo: medicated throat remedy	10,353	12.7%	111
Used last 6 mo: nasal spray	13,283	16.3%	103
Used last 6 mo: pain reliever/fever reducer (kids)	18,745	23.0%	104
Used last 6 mo: pain relieving rub/liquid/patch	21,681	26.6%	106
Used last 6 mo: sleeping tablets (nonprescription)	4,341	5.3%	99
Used last 12 mo: sunburn remedy	14,267	17.5%	114
Used last 12 mo: suntan/sunscreen product	30,284	37.1%	97
Used last 12 mo: SPF 15+ suntan/sunscreen product	23,914	29.3%	97
Used last 6 mo: toothache/gum/canker sore remedy	14,583	17.9%	107
Used last 6 mo: vitamins for children	12,011	14.7%	100
Used body powder in last 6 months	22,770	27.9%	101
Used body powder <3 times in last 7 days	10,156	12.5%	106
Used body powder 8+ times in last 7 days	1,240	1.5%	70
Used body wash/shower gel in last 6 months	43,335	53.1%	103
Used breath freshener in last 6 months	38,888	47.7%	103
Used complexion care product in last 6 months	38,387	47.1%	100
Used complexion care product <7 times last week	11,212	13.7%	101
Used complexion care product 11+ times last week	13,048	16.0%	96
Used complexion care prod: dry facial skin type	5,532	6.8%	93
Used complexion care prod: normal facial skin type	12,802	15.7%	103
Used complexion care prod: oily facial skin type	4,642	5.7%	94
Used dental floss in last 6 months	49,806	61.1%	98

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	16,562	20.3%	101
Used denture adhesive/fixative in last 6 months	5,931	7.3%	118
Used denture cleaner in last 6 months	10,122	12.4%	113
Used deodorant/antiperspirant in last 6 months	76,957	94.4%	102
Used deodorant/antiperspirant <8 times last week	56,877	69.7%	102
Used deodorant/antiperspirant 15+ times last week	5,201	6.4%	106
Used disposable razor in last 6 months	44,798	54.9%	105
Used electric shaver in last 6 months	15,111	18.5%	99
Used hair coloring product (at home) last 6 months	16,880	20.7%	104
Used hair conditioner (at home) in last 6 months	50,822	62.3%	100
Used hair conditioning treatment (at home)/6 mo	19,059	23.4%	99
Used hair growth product in last 6 months	1,632	2.0%	87
Used hair mousse in last 6 months	14,681	18.0%	104
Used hair spray (at home) in last 6 months	30,559	37.5%	104
Used hair styling gel/lotion in last 6 months	21,360	26.2%	97
Used hand & body cream/lotion/oil in last 6 months	59,698	73.2%	101
Used hand & body cream/lotion/oil <5 times last wk	17,524	21.5%	101
Used hand & body cream/lotion/oil 9+ times last wk	20,137	24.7%	100
Used hand & body cream in last 6 months	13,268	16.3%	92
Used hand & body lotion in last 6 months	40,788	50.0%	102
Used hand & body oil in last 6 months	3,772	4.6%	90
Used lip care in last 6 months	48,876	59.9%	101
Used liquid soap/hand sanitizer in last 6 months	64,200	78.7%	103
Used mouthwash in last 6 months	52,963	64.9%	99
Used mouthwash <4 times in last 7 days	16,573	20.3%	95
Used mouthwash 8+ times in last 7 days	12,385	15.2%	96
Used shampoo (at home) in last 6 months	75,379	92.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	15,038	18.4%	96
Used shaving cream/gel in last 6 months	44,004	54.0%	103
Used personal care soap (bar) in last 6 months	68,668	84.2%	101
Used personal care soap for antibacterial purpose	16,044	19.7%	102
Used personal care soap for complexion	5,871	7.2%	105
Used personal care soap for deodorant	13,758	16.9%	105
Use personal care soap for moisturizing	17,277	21.2%	98
Bought toothbrush in last 6 months	70,415	86.3%	102
Bought electric toothbrush in last 6 months	5,011	6.1%	92
Used toothpaste in last 6 months	77,750	95.3%	100
Used toothpaste <8 times in last 7 days	26,277	32.2%	101
Used toothpaste 15+ times in last 7 days	12,724	15.6%	96
Used toothpaste with baking soda in last 6 months	8,924	10.9%	96
Used toothpaste (gel) in last 6 months	23,893	29.3%	106
Used toothpaste (paste) in last 6 months	37,762	46.3%	96
Used whitening toothpaste in last 6 months	29,361	36.0%	104
Used tooth whitener (not toothpaste) last 6 months	7,991	9.8%	92
Had professional manicure/pedicure last 6 months	13,238	16.2%	94
Had professional facial/massage last 6 months	7,349	9.0%	95
Spent $100+ at barber shops in last 6 months	3,921	4.8%	89
Spent $100+ at beauty parlors in last 6 months	11,998	14.7%	93

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