



Health and Beauty Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Demographic Summary		2021	2026	
Population		23,988	28,642	
Population 18+		21,653	25,744	
Households		11,694	14,018	
Median Household Income		\$61,193	\$66,905	
Product/Consumer Behavior		Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week		4,427	20.4%	86
Typically spend 4-6 hours exercising per week		4,576	21.1%	105
Typically spend 7+ hours exercising per week		5,625	26.0%	126
Exercise at home 2+ times per week		6,330	29.2%	98
Exercise at club 2+ times per week		2,261	10.4%	72
Exercise at other facility 2+ times per week		2,375	11.0%	132
Member of LA Fitness club/gym		237	1.1%	52
Member of Planet Fitness club/gym		733	3.4%	73
Member of YMCA Fitness club/gym		499	2.3%	71
Own elliptical		660	3.0%	76
Own stationary bicycle		1,397	6.5%	121
Own treadmill		936	4.3%	54
Own weight lifting equipment		2,129	9.8%	83
Control diet for blood sugar level		3,100	14.3%	126
Control diet for cholesterol level		3,281	15.2%	136
Control diet for food allergies		388	1.8%	82
Control diet to maintain weight		2,773	12.8%	133
Control diet for physical fitness		2,201	10.2%	97
Control diet for salt restriction		1,454	6.7%	175
Control diet for weight loss		3,698	17.1%	107
Used doctor`s care/diet for diet method		922	4.3%	164
Used exercise program for diet method		2,019	9.3%	110
Buy foods specifically labeled as fat-free		2,817	13.0%	153
Buy foods specifically labeled as gluten-free		1,536	7.1%	117
Buy foods specifically labeled as high fiber		2,750	12.7%	183
Buy foods specifically labeled as high protein		2,600	12.0%	140
Buy foods specifically labeled as hormone-free		819	3.8%	105
Buy foods specifically labeled as lactose-free		1,446	6.7%	158
Buy foods specifically labeled as low-calorie		1,656	7.6%	125
Buy foods specifically labeled as low-carb		2,365	10.9%	130
Buy foods specifically labeled as low-cholesterol		1,619	7.5%	152
Buy foods specifically labeled as low-fat		2,130	9.8%	129
Buy foods specifically labeled as low-sodium		3,032	14.0%	133
Buy foods specifically labeled as natural/organic		3,369	15.6%	103
Buy foods specifically labeled as probiotic		947	4.4%	101
Buy foods specifically labeled as sugar-free		2,911	13.4%	131
Consider self to be semi-vegetarian		1,985	9.2%	118
Used meal/dietary/weight loss supplement last 6 months		2,448	11.3%	124
Used vitamins/dietary supplements in last 6 months		14,719	68.0%	124
Provide services as a primary caregiver/caretaker		1,903	8.8%	121
Assist with chores as caregiver/caretaker		1,281	5.9%	142
Assist with personal care as caregiver/caretaker		911	4.2%	115
Give medication as caregiver/caretaker		886	4.1%	121
Make doctor appointments as caregiver/caretaker		1,021	4.7%	110
Provide transportation as caregiver/caretaker		1,263	5.8%	127

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 2021 and 2026.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	18,156	83.8%	109
Visited doctor in last 12 months: 1-2 times	4,266	19.7%	86
Visited doctor in last 12 months: 3-5 times	5,058	23.4%	99
Visited doctor in last 12 months: 6+ times	8,832	40.8%	133
Visited doctor in last 12 months: cardiologist	3,506	16.2%	199
Visited doctor in last 12 months: chiropractor	1,512	7.0%	88
Visited doctor in last 12 months: dentist	9,629	44.5%	117
Visited doctor in last 12 months: dermatologist	4,634	21.4%	222
Visited doctor in last 12 months: ear/nose/throat	1,785	8.2%	167
Visited doctor in last 12 months: eye	7,539	34.8%	153
Visited doctor in last 12 months: gastroenterologist	1,525	7.0%	145
Visited doctor in last 12 months: general/family	11,258	52.0%	123
Visited doctor in last 12 months: internist	1,924	8.9%	169
Visited doctor in last 12 months: physical therapist	1,540	7.1%	127
Visited doctor in last 12 months: podiatrist	1,453	6.7%	231
Visited doctor in last 12 months: urologist	1,668	7.7%	180
Visited nurse practitioner in last 12 months	2,269	10.5%	151
Wear regular/sun/tinted prescription eyeglasses	9,543	44.1%	113
Wear bi-focal/multi-focal/progressive glasses	6,927	32.0%	175
Wear soft contact lenses	1,432	6.6%	64
Spent on eyeglasses in last 12 months: \$1-99	663	3.1%	96
Spent on eyeglasses in last 12 months: \$100-\$199	827	3.8%	84
Spent on eyeglasses in last 12 months: \$200-\$249	629	2.9%	99
Spent on eyeglasses in last 12 months: \$250+	3,232	14.9%	158
Spent on contact lenses in last 12 months: \$1-\$199	954	4.4%	91
Spent on contact lenses in last 12 months: \$200+	739	3.4%	81
Bought prescription eyewear: discount optical ctr	2,650	12.2%	144
Bought prescription eyewear: private eye doctor	5,437	25.1%	106
Bought prescription eyewear: retail optical chain	3,460	16.0%	130
Bought prescription eyewear: online	815	3.8%	87
Used prescription drug for acne	527	2.4%	90
Used prescription drug for allergy/hay fever	1,562	7.2%	124
Used prescription drug for anxiety/panic	1,283	5.9%	94
Used prescription drug for arthritis/osteoarthritis	1,178	5.4%	181
Used prescription drug for rheumatoid arthritis	789	3.6%	140
Used prescription drug for asthma	1,074	5.0%	118
Used prescription drug for backache/back pain	2,019	9.3%	138
Used prescription drug for depression	1,497	6.9%	108
Used prescription drug for diabetes (non-insulin dependent Type-2)	1,291	6.0%	117
Used prescription drug for heartburn/acid reflux	1,702	7.9%	135
Used prescription drug for high blood pressure	4,594	21.2%	155
Used prescription drug for high cholesterol	3,369	15.6%	174
Used prescription drug for insomnia	860	4.0%	182
Used prescription drug for migraine headache	643	3.0%	95
Used prescription drug for sinus congestion/headache	910	4.2%	120
Used prescription drug for urinary tract infection	1,240	5.7%	167
Filled prescription last 12 months: at discount/dept store	768	3.5%	130
Filled prescription last 12 months: at drug store/pharmacy	10,489	48.4%	131
Filled prescription last 12 months: at supermarket	2,229	10.3%	134
Filled prescription last 12 months: by mail order	3,576	16.5%	215
Spent out of pocket prescription drugs/30 days: <\$1-9	2,095	9.7%	150
Spent out of pocket prescription drugs/30 days: \$10-19	2,584	11.9%	141
Spent out of pocket prescription drugs/30 days: \$20-29	1,480	6.8%	115
Spent out of pocket prescription drugs/30 days: \$30-49	1,343	6.2%	92
Spent out of pocket prescription drugs/30 days: \$50-99	1,366	6.3%	107
Spent out of pocket prescription drugs/30 days: \$100-149	1,137	5.3%	183
Spent out of pocket prescription drugs/30 days: \$150+	1,429	6.6%	212

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/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	10,705	49.4%	102
Used last 6 months: cough syrup/suppressant(nonprescr)	6,931	32.0%	95
Used last 6 months: medicated skin cream/lotion/spray	8,101	37.4%	132
Used last 6 months: non-medicated nasal spray	3,521	16.3%	127
Used last 6 months: pain relieving rub/liquid/patch	6,304	29.1%	114
Used last 6 months: sleeping aid/snore relief	3,051	14.1%	117
Used last 6 months: sore throat remedy/cough drops	9,248	42.7%	92
Used last 12 months: sunburn remedy	2,947	13.6%	95
Used last 12 months: suntan/sunscreen product	8,525	39.4%	103
Used last 6 months: toothache/gum/canker sore remedy	2,437	11.3%	113
HH used last 6 months: children`s cold tablets/liquids	810	6.9%	69
HH used last 6 months: children`s cough syrup	830	7.1%	74
HH used kids pain reliever/fever reducer last 6 months	1,070	9.1%	52
HH used kids vitamins/nutritional suppl last 6 months	863	7.4%	62
Used body wash/shower gel in last 6 months	13,732	63.4%	99
Used breath freshener in last 6 months	7,169	33.1%	85
Used breath freshener in last 6 months: gum	3,380	15.6%	68
Used breath freshener in last 6 months: mints	3,140	14.5%	84
Used breath freshener in last 6 months: thin film	404	1.9%	82
Used complexion care product in last 6 months	10,830	50.0%	101
Used denture adhesive/fixative in last 6 months	1,909	8.8%	148
Used denture cleaner in last 6 months	3,298	15.2%	154
Used facial moisturizer in last 6 months	10,598	48.9%	106
Used personal foot care product in last 6 months	4,475	20.7%	109
Used hair coloring product (at home) last 6 months	3,873	17.9%	96
Used hair conditioning treatment (at home) in last 6 months	6,045	27.9%	100
Used hair growth product in last 6 months	634	2.9%	91
Used hair spray (at home) in last 6 months	8,228	38.0%	125
Used hair styling gel/lotion/mousse in last 6 months	6,650	30.7%	88
Used mouthwash in last 6 months	13,411	61.9%	95
Used mouthwash 8+ times in last 7 days	4,002	18.5%	110
Used whitening toothpaste in last 6 months	7,363	34.0%	100
Used tooth whitener (not toothpaste) in last 6 months	2,063	9.5%	92
Used tooth whitener (gel) in last 6 months	468	2.2%	109
Used tooth whitener (strips) in last 6 months	1,263	5.8%	110
Visited a day spa in last 6 months	780	3.6%	74
Purchased product at salon/day spa in last 6 months	908	4.2%	93
Used professional service last 6 months: haircut	13,724	63.4%	107
Used professional service last 6 months: hair color/highlights	3,938	18.2%	118
Used professional service last 6 months: facial	537	2.5%	89
Used professional service last 6 months: massage	1,608	7.4%	94
Used professional service last 6 months: manicure	3,190	14.7%	117
Used professional service last 6 months: pedicure	4,357	20.1%	132
Spent \$1-99 at barber shops in last 6 months	3,396	15.7%	107
Spent \$100+ at barber shops in last 6 months	1,184	5.5%	71
Spent \$1-99 at beauty salons in last 6 months	2,969	13.7%	113
Spent \$100+ at beauty salons in last 6 months	4,857	22.4%	135

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Demographic Summary		2021	2026
Population		194,794	224,386
Population 18+		171,821	197,379
Households		93,372	107,575
Median Household Income		\$57,132	\$62,638
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	35,379	20.6%	86
Typically spend 4-6 hours exercising per week	35,583	20.7%	103
Typically spend 7+ hours exercising per week	43,311	25.2%	122
Exercise at home 2+ times per week	50,308	29.3%	98
Exercise at club 2+ times per week	17,458	10.2%	71
Exercise at other facility 2+ times per week	17,849	10.4%	125
Member of LA Fitness club/gym	1,870	1.1%	52
Member of Planet Fitness club/gym	5,772	3.4%	72
Member of YMCA Fitness club/gym	4,057	2.4%	73
Own elliptical	5,594	3.3%	81
Own stationary bicycle	11,033	6.4%	120
Own treadmill	8,387	4.9%	61
Own weight lifting equipment	17,658	10.3%	86
Control diet for blood sugar level	23,985	14.0%	123
Control diet for cholesterol level	24,397	14.2%	127
Control diet for food allergies	3,233	1.9%	86
Control diet to maintain weight	20,920	12.2%	126
Control diet for physical fitness	16,601	9.7%	92
Control diet for salt restriction	10,893	6.3%	165
Control diet for weight loss	28,576	16.6%	105
Used doctor`s care/diet for diet method	7,091	4.1%	159
Used exercise program for diet method	15,011	8.7%	103
Buy foods specifically labeled as fat-free	21,193	12.3%	145
Buy foods specifically labeled as gluten-free	11,931	6.9%	115
Buy foods specifically labeled as high fiber	20,302	11.8%	170
Buy foods specifically labeled as high protein	19,687	11.5%	134
Buy foods specifically labeled as hormone-free	6,401	3.7%	103
Buy foods specifically labeled as lactose-free	10,649	6.2%	147
Buy foods specifically labeled as low-calorie	12,666	7.4%	121
Buy foods specifically labeled as low-carb	18,150	10.6%	125
Buy foods specifically labeled as low-cholesterol	11,999	7.0%	142
Buy foods specifically labeled as low-fat	16,095	9.4%	123
Buy foods specifically labeled as low-sodium	22,960	13.4%	127
Buy foods specifically labeled as natural/organic	25,765	15.0%	99
Buy foods specifically labeled as probiotic	7,420	4.3%	100
Buy foods specifically labeled as sugar-free	22,140	12.9%	126
Consider self to be semi-vegetarian	15,099	8.8%	113
Used meal/dietary/weight loss supplement last 6 months	18,747	10.9%	120
Used vitamins/dietary supplements in last 6 months	113,027	65.8%	120
Provide services as a primary caregiver/caretaker	14,867	8.7%	119
Assist with chores as caregiver/caretaker	9,800	5.7%	137
Assist with personal care as caregiver/caretaker	7,016	4.1%	111
Give medication as caregiver/caretaker	6,791	4.0%	116
Make doctor appointments as caregiver/caretaker	7,833	4.6%	107
Provide transportation as caregiver/caretaker	9,851	5.7%	125

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	142,185	82.8%	107
Visited doctor in last 12 months: 1-2 times	33,510	19.5%	85
Visited doctor in last 12 months: 3-5 times	40,291	23.4%	100
Visited doctor in last 12 months: 6+ times	68,385	39.8%	130
Visited doctor in last 12 months: cardiologist	26,202	15.2%	187
Visited doctor in last 12 months: chiropractor	13,188	7.7%	97
Visited doctor in last 12 months: dentist	74,124	43.1%	114
Visited doctor in last 12 months: dermatologist	33,928	19.7%	205
Visited doctor in last 12 months: ear/nose/throat	13,457	7.8%	159
Visited doctor in last 12 months: eye	56,800	33.1%	146
Visited doctor in last 12 months: gastroenterologist	11,584	6.7%	139
Visited doctor in last 12 months: general/family	87,877	51.1%	121
Visited doctor in last 12 months: internist	13,910	8.1%	154
Visited doctor in last 12 months: physical therapist	11,835	6.9%	123
Visited doctor in last 12 months: podiatrist	10,477	6.1%	210
Visited doctor in last 12 months: urologist	12,209	7.1%	166
Visited nurse practitioner in last 12 months	17,946	10.4%	151
Wear regular/sun/tinted prescription eyeglasses	74,796	43.5%	111
Wear bi-focal/multi-focal/progressive glasses	52,466	30.5%	167
Wear soft contact lenses	12,714	7.4%	71
Spent on eyeglasses in last 12 months: \$1-99	5,304	3.1%	97
Spent on eyeglasses in last 12 months: \$100-\$199	6,958	4.0%	89
Spent on eyeglasses in last 12 months: \$200-\$249	5,061	2.9%	101
Spent on eyeglasses in last 12 months: \$250+	23,951	13.9%	148
Spent on contact lenses in last 12 months: \$1-\$199	7,820	4.6%	94
Spent on contact lenses in last 12 months: \$200+	5,996	3.5%	82
Bought prescription eyewear: discount optical ctr	20,539	12.0%	141
Bought prescription eyewear: private eye doctor	43,130	25.1%	106
Bought prescription eyewear: retail optical chain	27,021	15.7%	128
Bought prescription eyewear: online	6,571	3.8%	89
Used prescription drug for acne	4,132	2.4%	88
Used prescription drug for allergy/hay fever	12,005	7.0%	120
Used prescription drug for anxiety/panic	10,846	6.3%	101
Used prescription drug for arthritis/osteoarthritis	8,791	5.1%	170
Used prescription drug for rheumatoid arthritis	6,306	3.7%	141
Used prescription drug for asthma	8,525	5.0%	118
Used prescription drug for backache/back pain	16,140	9.4%	139
Used prescription drug for depression	12,565	7.3%	114
Used prescription drug for diabetes (non-insulin dependent Type-2)	10,039	5.8%	114
Used prescription drug for heartburn/acid reflux	13,094	7.6%	131
Used prescription drug for high blood pressure	34,660	20.2%	148
Used prescription drug for high cholesterol	24,800	14.4%	161
Used prescription drug for insomnia	6,477	3.8%	173
Used prescription drug for migraine headache	5,370	3.1%	100
Used prescription drug for sinus congestion/headache	7,062	4.1%	117
Used prescription drug for urinary tract infection	9,252	5.4%	157
Filled prescription last 12 months: at discount/dept store	5,981	3.5%	127
Filled prescription last 12 months: at drug store/pharmacy	81,196	47.3%	128
Filled prescription last 12 months: at supermarket	17,560	10.2%	133
Filled prescription last 12 months: by mail order	26,038	15.2%	197
Spent out of pocket prescription drugs/30 days: <\$1-9	16,225	9.4%	146
Spent out of pocket prescription drugs/30 days: \$10-19	19,602	11.4%	135
Spent out of pocket prescription drugs/30 days: \$20-29	11,414	6.6%	112
Spent out of pocket prescription drugs/30 days: \$30-49	11,111	6.5%	96
Spent out of pocket prescription drugs/30 days: \$50-99	10,839	6.3%	107
Spent out of pocket prescription drugs/30 days: \$100-149	8,467	4.9%	171
Spent out of pocket prescription drugs/30 days: \$150+	10,534	6.1%	197

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	84,448	49.1%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	54,712	31.8%	94
Used last 6 months: medicated skin cream/lotion/spray	62,428	36.3%	128
Used last 6 months: non-medicated nasal spray	26,908	15.7%	122
Used last 6 months: pain relieving rub/liquid/patch	49,586	28.9%	113
Used last 6 months: sleeping aid/snore relief	23,755	13.8%	115
Used last 6 months: sore throat remedy/cough drops	74,504	43.4%	94
Used last 12 months: sunburn remedy	24,051	14.0%	97
Used last 12 months: suntan/sunscreen product	67,271	39.2%	102
Used last 6 months: toothache/gum/canker sore remedy	19,395	11.3%	114
HH used last 6 months: children`s cold tablets/liquids	6,849	7.3%	73
HH used last 6 months: children`s cough syrup	7,114	7.6%	80
HH used kids pain reliever/fever reducer last 6 months	9,655	10.3%	59
HH used kids vitamins/nutritional suppl last 6 months	7,338	7.9%	66
Used body wash/shower gel in last 6 months	109,819	63.9%	99
Used breath freshener in last 6 months	57,893	33.7%	86
Used breath freshener in last 6 months: gum	27,834	16.2%	70
Used breath freshener in last 6 months: mints	25,646	14.9%	87
Used breath freshener in last 6 months: thin film	3,322	1.9%	85
Used complexion care product in last 6 months	85,323	49.7%	100
Used denture adhesive/fixative in last 6 months	14,692	8.6%	143
Used denture cleaner in last 6 months	25,504	14.8%	150
Used facial moisturizer in last 6 months	82,946	48.3%	105
Used personal foot care product in last 6 months	35,361	20.6%	108
Used hair coloring product (at home) last 6 months	31,431	18.3%	99
Used hair conditioning treatment (at home) in last 6 months	47,241	27.5%	98
Used hair growth product in last 6 months	4,905	2.9%	88
Used hair spray (at home) in last 6 months	64,847	37.7%	124
Used hair styling gel/lotion/mousse in last 6 months	53,460	31.1%	89
Used mouthwash in last 6 months	106,494	62.0%	95
Used mouthwash 8+ times in last 7 days	31,443	18.3%	109
Used whitening toothpaste in last 6 months	58,851	34.3%	101
Used tooth whitener (not toothpaste) in last 6 months	16,180	9.4%	91
Used tooth whitener (gel) in last 6 months	3,528	2.1%	103
Used tooth whitener (strips) in last 6 months	9,748	5.7%	107
Visited a day spa in last 6 months	6,136	3.6%	73
Purchased product at salon/day spa in last 6 months	7,144	4.2%	93
Used professional service last 6 months: haircut	107,179	62.4%	105
Used professional service last 6 months: hair color/highlights	30,533	17.8%	115
Used professional service last 6 months: facial	4,229	2.5%	89
Used professional service last 6 months: massage	12,576	7.3%	93
Used professional service last 6 months: manicure	23,762	13.8%	110
Used professional service last 6 months: pedicure	31,993	18.6%	122
Spent \$1-99 at barber shops in last 6 months	26,269	15.3%	104
Spent \$100+ at barber shops in last 6 months	9,069	5.3%	68
Spent \$1-99 at beauty salons in last 6 months	23,983	14.0%	115
Spent \$100+ at beauty salons in last 6 months	36,343	21.2%	128

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 Latitude: 28.91446
 Longitude: -82.03627

Demographic Summary		2021	2026
Population		377,728	420,593
Population 18+		321,814	358,214
Households		166,309	185,853
Median Household Income		\$54,342	\$59,459
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 1-3 hours exercising per week	66,772	20.7%	87
Typically spend 4-6 hours exercising per week	63,493	19.7%	98
Typically spend 7+ hours exercising per week	74,655	23.2%	113
Exercise at home 2+ times per week	92,705	28.8%	96
Exercise at club 2+ times per week	33,525	10.4%	72
Exercise at other facility 2+ times per week	28,341	8.8%	106
Member of LA Fitness club/gym	3,469	1.1%	51
Member of Planet Fitness club/gym	11,639	3.6%	78
Member of YMCA Fitness club/gym	8,083	2.5%	77
Own elliptical	11,342	3.5%	88
Own stationary bicycle	19,340	6.0%	113
Own treadmill	19,213	6.0%	74
Own weight lifting equipment	33,952	10.6%	89
Control diet for blood sugar level	43,146	13.4%	118
Control diet for cholesterol level	41,290	12.8%	115
Control diet for food allergies	6,190	1.9%	88
Control diet to maintain weight	35,269	11.0%	114
Control diet for physical fitness	29,200	9.1%	86
Control diet for salt restriction	17,131	5.3%	138
Control diet for weight loss	51,342	16.0%	100
Used doctor`s care/diet for diet method	11,460	3.6%	137
Used exercise program for diet method	25,216	7.8%	93
Buy foods specifically labeled as fat-free	34,052	10.6%	125
Buy foods specifically labeled as gluten-free	20,421	6.3%	105
Buy foods specifically labeled as high fiber	31,661	9.8%	142
Buy foods specifically labeled as high protein	32,468	10.1%	118
Buy foods specifically labeled as hormone-free	11,635	3.6%	100
Buy foods specifically labeled as lactose-free	16,407	5.1%	121
Buy foods specifically labeled as low-calorie	22,017	6.8%	112
Buy foods specifically labeled as low-carb	31,161	9.7%	115
Buy foods specifically labeled as low-cholesterol	19,744	6.1%	125
Buy foods specifically labeled as low-fat	27,213	8.5%	111
Buy foods specifically labeled as low-sodium	40,520	12.6%	119
Buy foods specifically labeled as natural/organic	45,157	14.0%	93
Buy foods specifically labeled as probiotic	13,575	4.2%	98
Buy foods specifically labeled as sugar-free	37,631	11.7%	114
Consider self to be semi-vegetarian	27,216	8.5%	109
Used meal/dietary/weight loss supplement last 6 months	30,956	9.6%	105
Used vitamins/dietary supplements in last 6 months	194,721	60.5%	111
Provide services as a primary caregiver/caretaker	26,513	8.2%	114
Assist with chores as caregiver/caretaker	16,419	5.1%	123
Assist with personal care as caregiver/caretaker	13,075	4.1%	111
Give medication as caregiver/caretaker	12,310	3.8%	113
Make doctor appointments as caregiver/caretaker	14,421	4.5%	105
Provide transportation as caregiver/caretaker	17,598	5.5%	119

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 2021 and 2026.



Health and Beauty Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	254,940	79.2%	103
Visited doctor in last 12 months: 1-2 times	62,233	19.3%	84
Visited doctor in last 12 months: 3-5 times	74,409	23.1%	98
Visited doctor in last 12 months: 6+ times	118,302	36.8%	120
Visited doctor in last 12 months: cardiologist	42,453	13.2%	162
Visited doctor in last 12 months: chiropractor	24,947	7.8%	98
Visited doctor in last 12 months: dentist	129,583	40.3%	106
Visited doctor in last 12 months: dermatologist	52,174	16.2%	168
Visited doctor in last 12 months: ear/nose/throat	21,212	6.6%	134
Visited doctor in last 12 months: eye	93,482	29.0%	128
Visited doctor in last 12 months: gastroenterologist	19,289	6.0%	123
Visited doctor in last 12 months: general/family	154,199	47.9%	113
Visited doctor in last 12 months: internist	21,547	6.7%	127
Visited doctor in last 12 months: physical therapist	21,056	6.5%	117
Visited doctor in last 12 months: podiatrist	15,854	4.9%	170
Visited doctor in last 12 months: urologist	19,036	5.9%	138
Visited nurse practitioner in last 12 months	30,054	9.3%	135
Wear regular/sun/tinted prescription eyeglasses	133,900	41.6%	106
Wear bi-focal/multi-focal/progressive glasses	86,854	27.0%	147
Wear soft contact lenses	27,315	8.5%	82
Spent on eyeglasses in last 12 months: \$1-99	10,014	3.1%	97
Spent on eyeglasses in last 12 months: \$100-\$199	13,234	4.1%	91
Spent on eyeglasses in last 12 months: \$200-\$249	9,707	3.0%	103
Spent on eyeglasses in last 12 months: \$250+	39,081	12.1%	129
Spent on contact lenses in last 12 months: \$1-\$199	14,774	4.6%	95
Spent on contact lenses in last 12 months: \$200+	11,642	3.6%	85
Bought prescription eyewear: discount optical ctr	35,876	11.1%	131
Bought prescription eyewear: private eye doctor	79,365	24.7%	104
Bought prescription eyewear: retail optical chain	47,241	14.7%	119
Bought prescription eyewear: online	12,375	3.8%	89
Used prescription drug for acne	7,901	2.5%	90
Used prescription drug for allergy/hay fever	20,885	6.5%	112
Used prescription drug for anxiety/panic	21,113	6.6%	104
Used prescription drug for arthritis/osteoarthritis	14,220	4.4%	147
Used prescription drug for rheumatoid arthritis	11,435	3.6%	136
Used prescription drug for asthma	14,606	4.5%	108
Used prescription drug for backache/back pain	28,403	8.8%	131
Used prescription drug for depression	23,915	7.4%	116
Used prescription drug for diabetes (non-insulin dependent Type-2)	18,735	5.8%	114
Used prescription drug for heartburn/acid reflux	23,004	7.1%	123
Used prescription drug for high blood pressure	59,068	18.4%	134
Used prescription drug for high cholesterol	40,367	12.5%	140
Used prescription drug for insomnia	10,388	3.2%	148
Used prescription drug for migraine headache	10,685	3.3%	106
Used prescription drug for sinus congestion/headache	12,569	3.9%	111
Used prescription drug for urinary tract infection	15,453	4.8%	140
Filled prescription last 12 months: at discount/dept store	10,565	3.3%	120
Filled prescription last 12 months: at drug store/pharmacy	141,783	44.1%	119
Filled prescription last 12 months: at supermarket	31,580	9.8%	128
Filled prescription last 12 months: by mail order	39,704	12.3%	160
Spent out of pocket prescription drugs/30 days: <\$1-9	27,369	8.5%	132
Spent out of pocket prescription drugs/30 days: \$10-19	33,768	10.5%	124
Spent out of pocket prescription drugs/30 days: \$20-29	20,794	6.5%	109
Spent out of pocket prescription drugs/30 days: \$30-49	21,647	6.7%	99
Spent out of pocket prescription drugs/30 days: \$50-99	20,893	6.5%	110
Spent out of pocket prescription drugs/30 days: \$100-149	13,442	4.2%	145
Spent out of pocket prescription drugs/30 days: \$150+	16,505	5.1%	165

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Health and Beauty Market Potential

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.91446
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	154,971	48.2%	99
Used last 6 months: cough syrup/suppressant(nonprescr)	100,679	31.3%	92
Used last 6 months: medicated skin cream/lotion/spray	107,821	33.5%	118
Used last 6 months: non-medicated nasal spray	46,236	14.4%	112
Used last 6 months: pain relieving rub/liquid/patch	87,479	27.2%	107
Used last 6 months: sleeping aid/snore relief	41,068	12.8%	106
Used last 6 months: sore throat remedy/cough drops	139,098	43.2%	93
Used last 12 months: sunburn remedy	43,913	13.6%	95
Used last 12 months: suntan/sunscreen product	121,183	37.7%	98
Used last 6 months: toothache/gum/canker sore remedy	34,241	10.6%	107
HH used last 6 months: children`s cold tablets/liquids	13,057	7.9%	78
HH used last 6 months: children`s cough syrup	13,529	8.1%	85
HH used kids pain reliever/fever reducer last 6 months	20,258	12.2%	69
HH used kids vitamins/nutritional suppl last 6 months	14,399	8.7%	73
Used body wash/shower gel in last 6 months	201,199	62.5%	97
Used breath freshener in last 6 months	110,567	34.4%	88
Used breath freshener in last 6 months: gum	55,769	17.3%	75
Used breath freshener in last 6 months: mints	50,142	15.6%	91
Used breath freshener in last 6 months: thin film	6,230	1.9%	85
Used complexion care product in last 6 months	154,780	48.1%	97
Used denture adhesive/fixative in last 6 months	25,151	7.8%	131
Used denture cleaner in last 6 months	43,721	13.6%	137
Used facial moisturizer in last 6 months	148,998	46.3%	101
Used personal foot care product in last 6 months	63,553	19.7%	104
Used hair coloring product (at home) last 6 months	57,617	17.9%	97
Used hair conditioning treatment (at home) in last 6 months	86,489	26.9%	96
Used hair growth product in last 6 months	8,903	2.8%	86
Used hair spray (at home) in last 6 months	115,256	35.8%	118
Used hair styling gel/lotion/mousse in last 6 months	100,387	31.2%	89
Used mouthwash in last 6 months	198,990	61.8%	95
Used mouthwash 8+ times in last 7 days	56,706	17.6%	105
Used whitening toothpaste in last 6 months	109,039	33.9%	100
Used tooth whitener (not toothpaste) in last 6 months	29,269	9.1%	88
Used tooth whitener (gel) in last 6 months	6,317	2.0%	99
Used tooth whitener (strips) in last 6 months	17,340	5.4%	101
Visited a day spa in last 6 months	11,482	3.6%	73
Purchased product at salon/day spa in last 6 months	12,982	4.0%	90
Used professional service last 6 months: haircut	192,021	59.7%	101
Used professional service last 6 months: hair color/highlights	52,653	16.4%	106
Used professional service last 6 months: facial	7,757	2.4%	87
Used professional service last 6 months: massage	22,379	7.0%	88
Used professional service last 6 months: manicure	39,526	12.3%	97
Used professional service last 6 months: pedicure	51,365	16.0%	104
Spent \$1-99 at barber shops in last 6 months	46,303	14.4%	98
Spent \$100+ at barber shops in last 6 months	17,024	5.3%	69
Spent \$1-99 at beauty salons in last 6 months	44,995	14.0%	115
Spent \$100+ at beauty salons in last 6 months	60,956	18.9%	114

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