



Health and Beauty Market Potential

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Demographic Summary		2017	2022	
Population		199,816	201,439	
Population 18+		156,032	158,280	
Households		84,166	84,929	
Median Household Income		\$55,187	\$58,126	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week		32,068	20.6%	95
Typically spend 4-6 hours exercising per week		32,223	20.7%	98
Typically spend 1-3 hours exercising per week		35,345	22.7%	100
Exercise at home 2+ times per week		45,128	28.9%	100
Exercise at club 2+ times per week		20,465	13.1%	98
Exercise at other facility (not club) 2+ times/wk		13,004	8.3%	102
Own elliptical		6,508	4.2%	99
Own stationary bicycle		8,555	5.5%	108
Own treadmill		16,378	10.5%	116
Own weight lifting equipment		19,888	12.7%	102
Presently controlling diet		53,401	34.2%	98
Control diet for blood sugar level		11,616	7.4%	101
Control diet for cholesterol level		12,382	7.9%	101
Control diet to maintain weight		16,672	10.7%	99
Control diet for physical fitness		15,159	9.7%	95
Control diet for salt restriction		4,185	2.7%	99
Control diet for weight loss		20,094	12.9%	100
Used doctor`s care/diet for diet method		4,502	2.9%	105
Used exercise program for diet method		10,743	6.9%	96
Buy foods specifically labeled as fat-free		15,345	9.8%	97
Buy foods specifically labeled as gluten-free		5,991	3.8%	95
Buy foods specifically labeled as high fiber		10,977	7.0%	97
Buy foods specifically labeled as high protein		9,270	5.9%	96
Buy foods specifically labeled as lactose-free		3,455	2.2%	92
Buy foods specifically labeled as low-calorie		12,424	8.0%	95
Buy foods specifically labeled as low-carb		9,202	5.9%	96
Buy foods specifically labeled as low-cholesterol		7,792	5.0%	95
Buy foods specifically labeled as low-fat		13,857	8.9%	97
Buy foods specifically labeled as low-sodium		13,141	8.4%	94
Buy foods specifically labeled as natural/organic		14,593	9.4%	98
Buy foods specifically labeled as sugar-free		13,276	8.5%	100
Used meal/dietary/weight loss supplement last 6 mo		10,559	6.8%	96
Used vitamins/dietary supplements in last 6 months		81,349	52.1%	99
Provide services as a primary caregiver/caretaker		10,778	6.9%	100

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	119,201	76.4%	101
Visited doctor in last 12 months: 1-2 times	37,517	24.0%	100
Visited doctor in last 12 months: 3-5 times	34,995	22.4%	99
Visited doctor in last 12 months: 6+ times	46,691	29.9%	103
Visited doctor in last 12 months: cardiologist	10,876	7.0%	102
Visited doctor in last 12 months: chiropractor	10,751	6.9%	102
Visited doctor in last 12 months: dentist	54,667	35.0%	100
Visited doctor in last 12 months: dermatologist	12,084	7.7%	98
Visited doctor in last 12 months: ear/nose/throat	7,378	4.7%	104
Visited doctor in last 12 months: eye	34,001	21.8%	105
Visited doctor in last 12 months: gastroenterologist	6,841	4.4%	107
Visited doctor in last 12 months: general/family	64,650	41.4%	102
Visited doctor in last 12 months: internist	9,849	6.3%	109
Visited doctor in last 12 months: physical therapist	7,657	4.9%	108
Visited doctor in last 12 months: podiatrist	4,306	2.8%	92
Visited doctor in last 12 months: urologist	6,125	3.9%	103
Visited nurse practitioner in last 12 months	8,444	5.4%	107
Wear regular/sun/tinted prescription eyeglasses	58,717	37.6%	105
Wear bifocals	26,155	16.8%	111
Wear disposable contact lenses	10,686	6.8%	106
Wear soft contact lenses	15,252	9.8%	104
Wear transition lenses	8,837	5.7%	106
Spent on eyeglasses in last 12 months: <\$100	4,436	2.8%	102
Spent on eyeglasses in last 12 months: \$100-\$199	7,118	4.6%	99
Spent on eyeglasses in last 12 months: \$200-\$249	4,692	3.0%	111
Spent on eyeglasses in last 12 months: \$250+	14,543	9.3%	105
Spent on contact lenses in last 12 months: <\$100	3,944	2.5%	105
Spent on contact lenses in last 12 months: \$100-\$199	6,081	3.9%	112
Spent on contact lenses in last 12 months: \$200+	5,152	3.3%	94
Bought prescription eyewear: discount optical ctr	13,273	8.5%	103
Bought prescription eyewear: private eye doctor	38,904	24.9%	103
Bought prescription eyewear: retail optical chain	19,433	12.5%	109
Bought prescription eyewear: online	4,026	2.6%	94
Used prescription drug for allergy/hay fever	23,155	14.8%	101
Used prescription drug for anxiety/panic	12,338	7.9%	106
Used prescription drug for arthritis/osteoarthritis	11,911	7.6%	107
Used prescription drug for rheumatoid arthritis	7,436	4.8%	96
Used prescription drug for asthma	8,998	5.8%	111
Used prescription drug for backache/back pain	33,835	21.7%	104
Used prescription drug for depression	16,029	10.3%	114
Used prescription drug for diabetes (insulin dependent)	4,139	2.7%	101
Used prescription drug for diabetes (non-insulin depend)	8,535	5.5%	100
Used prescription drug for heartburn/acid reflux	20,885	13.4%	103
Used prescription drug for high blood pressure	25,784	16.5%	106
Used prescription drug for high cholesterol	19,671	12.6%	107
Used prescription drug for migraine headache	10,894	7.0%	103
Used prescription drug for sinus congestion/headache	18,105	11.6%	104
Used prescription drug for urinary tract infection	5,887	3.8%	105
Filled prescription last 12 months: discount/dept store	6,556	4.2%	105
Filled prescription last 12 months: drug store/pharmacy	58,739	37.6%	103
Filled prescription last 12 months: supermarket	13,456	8.6%	114
Filled prescription last 12 months: mail order	12,246	7.8%	105
Amount spent out of pocket for prescription drugs: <\$10	10,721	6.9%	114
Amount spent out of pocket for prescription drugs: \$10-19	13,148	8.4%	101
Amount spent out of pocket for prescription drugs: \$20-29	9,547	6.1%	102
Amount spent out of pocket for prescription drugs: \$30-49	11,603	7.4%	109
Amount spent out of pocket for prescription drugs: \$50-99	10,715	6.9%	104
Amount spent out of pocket for prescription drugs: \$100-149	5,679	3.6%	108
Amount spent out of pocket for prescription drugs: \$150+	5,388	3.5%	109

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	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	20,854	13.4%	101
Used last 6 months: cold/sinus/allergy med (nonprescr)	74,804	47.9%	99
Used last 6 months: children`s cough syrup	20,406	13.1%	99
Used last 6 months: cough syrup/suppressant(nonprescr)	49,858	32.0%	97
Used last 6 months: medicated skin cream/lotion/spray	45,328	29.1%	100
Used last 6 months: nasal spray	25,218	16.2%	100
Used last 6 months: pain reliever/fever reducer (kids)	32,502	20.8%	94
Used last 6 months: pain relieving rub/liquid/patch	32,502	20.8%	94
Used last 6 months: sleeping aid/snore relief	16,273	10.4%	103
Used last 6 months: sore throat remedy/cough drops	73,468	47.1%	100
Used last 12 months: sunburn remedy	22,588	14.5%	100
Used last 12 months: suntan/sunscreen product	60,381	38.7%	99
Used last 12 months: SPF 15 suntan/sunscreen product	13,860	8.9%	102
Used last 12 months: SPF 30-49 suntan/sunscreen prod	26,737	17.1%	102
Used last 12 months: SPF 50+ suntan/sunscreen product	18,892	12.1%	95
Used last 6 months: toothache/gum/canker sore remedy	15,556	10.0%	105
Used last 6 months: vitamins/nutritional suppl (kids)	21,723	13.9%	96
Used body wash/shower gel in last 6 months	93,245	59.8%	102
Used breath freshener in last 6 months	63,364	40.6%	99
Used breath freshener in last 6 months: gum	40,039	25.7%	100
Used breath freshener in last 6 months: mints	26,999	17.3%	98
Used breath freshener in last 6 months: thin film	3,531	2.3%	97
Used breath freshener 8+ times in last 7 days	16,024	10.3%	99
Used complexion care product in last 6 months	71,174	45.6%	97
Used denture adhesive/fixative in last 6 months	9,807	6.3%	102
Used denture cleaner in last 6 months	16,831	10.8%	98
Used facial moisturizer in last 6 months	64,761	41.5%	97
Used personal foot care product in last 6 months	29,564	18.9%	97
Used hair coloring product (at home) last 6 months	30,980	19.9%	101
Used hair conditioning treatment (at home)/6 mo	37,801	24.2%	97
Used hair growth product in last 6 months	4,032	2.6%	95
Used hair spray (at home) in last 6 months	52,224	33.5%	103
Used hair styling gel/lotion/mousse in last 6 mo	54,445	34.9%	102
Used mouthwash in last 6 months	100,719	64.6%	98
Used mouthwash 8+ times in last 7 days	27,706	17.8%	96
Used whitening toothpaste in last 6 months	51,023	32.7%	103
Used tooth whitener (not toothpaste) in last 6 mo	14,427	9.2%	96
Used tooth whitener (gel) in last 6 mos	2,837	1.8%	94
Used tooth whitener (strips) in last 6 months	8,132	5.2%	100
Visited a day spa in last 6 months	7,542	4.8%	92
Purchased product at salon/day spa in last 6 mo	8,871	5.7%	106
Professional srv last 6 months: haircut	95,243	61.0%	101
Professional srv last 6 months: hair color/highlights	25,245	16.2%	102
Professional srv last 6 months: facial	4,081	2.6%	92
Professional srv last 6 months: massage	10,475	6.7%	92
Professional srv last 6 months: manicure	17,367	11.1%	92
Professional srv last 6 months: pedicure	22,055	14.1%	93
Spent \$150+ at barber shops in last 6 months	3,712	2.4%	92
Spent \$150+ at beauty salons in last 6 months	18,788	12.0%	104

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