



Health Club

Latitude: 38.468975
 Longitude: -77.448301
 Radius: 1 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	8,691	10,125	10,533
Households	2,561	2,920	3,025
Families	2,270	2,565	2,643
Average Household Size	3.39	3.47	3.48
Owner Occupied HUs	2,146	2,409	2,508
Renter Occupied HUs	414	511	517
Median Age	30.4	31.3	32.0
Total Housing Units	2,642	3,045	3,162
Vacant Housing Units	82	125	137
Average Home Value	\$173,576	\$320,302	\$380,984

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	20	0.8%	22	0.8%	22	0.7%
\$15,000 - \$24,999	75	2.9%	22	0.8%	25	0.8%
\$25,000 - \$34,999	147	5.7%	60	2.1%	53	1.8%
\$35,000 - \$49,999	421	16.4%	166	5.7%	168	5.6%
\$50,000 - \$74,999	793	30.9%	534	18.3%	476	15.7%
\$75,000 - \$99,999	606	23.6%	626	21.4%	657	21.7%
\$100,000 - \$149,999	408	15.9%	1,141	39.1%	1,229	40.6%
\$150,000 - \$199,000	49	1.9%	266	9.1%	301	10.0%
\$200,000+	46	1.8%	83	2.8%	93	3.1%
Median Household Income	\$68,564		\$100,790		\$102,305	
Average Household Income	\$79,147		\$106,495		\$108,895	
Per Capita Income	\$23,658		\$30,896		\$31,448	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	811	9.3%	964	9.5%	1,011	9.6%
5 - 14	2,006	23.1%	1,902	18.8%	1,911	18.1%
15 - 19	664	7.6%	881	8.7%	748	7.1%
20 - 24	304	3.5%	495	4.9%	527	5.0%
25 - 34	1,294	14.9%	1,321	13.0%	1,665	15.8%
35 - 44	1,991	22.9%	1,808	17.9%	1,631	15.5%
45 - 54	1,057	12.2%	1,710	16.9%	1,645	15.6%
55 - 64	379	4.4%	741	7.3%	941	8.9%
65 - 74	124	1.4%	227	2.2%	349	3.3%
75 - 84	49	0.6%	62	0.6%	83	0.8%
85+	13	0.1%	14	0.1%	18	0.2%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,450	74.2%	7,056	69.7%	7,132	67.7%
Black Alone	1,546	17.8%	1,928	19.0%	2,053	19.5%
American Indian Alone	31	0.4%	36	0.4%	36	0.3%
Asian Alone	202	2.3%	331	3.3%	392	3.7%
Pacific Islander Alone	23	0.3%	34	0.3%	39	0.4%
Some Other Race Alone	190	2.2%	338	3.3%	409	3.9%
Two or More Races	249	2.9%	402	4.0%	473	4.5%
Hispanic Origin (Any Race)	492	5.7%	929	9.2%	1,136	10.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014 were effective as of July 1, 2009. Copyright 2009, all rights reserved.



Health Club

Latitude: 38.468975
 Longitude: -77.448301
 Radius: 3 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	31,366	42,259	46,445
Households	9,647	12,902	14,174
Families	8,114	10,670	11,615
Average Household Size	3.25	3.27	3.27
Owner Occupied HUs	7,525	9,891	10,833
Renter Occupied HUs	2,122	3,011	3,341
Median Age	30.2	30.8	31.6
Total Housing Units	9,963	13,543	14,906
Vacant Housing Units	316	641	732
Average Home Value	\$166,493	\$304,375	\$364,221

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	398	4.1%	422	3.3%	463	3.3%
\$15,000 - \$24,999	474	4.9%	328	2.5%	357	2.5%
\$25,000 - \$34,999	717	7.5%	467	3.6%	445	3.1%
\$35,000 - \$49,999	1,344	14.0%	1,072	8.3%	1,136	8.0%
\$50,000 - \$74,999	2,616	27.2%	2,417	18.7%	2,341	16.5%
\$75,000 - \$99,999	2,101	21.9%	2,396	18.6%	2,590	18.3%
\$100,000 - \$149,999	1,475	15.4%	4,241	32.9%	4,961	35.0%
\$150,000 - \$199,000	307	3.2%	1,056	8.2%	1,278	9.0%
\$200,000+	171	1.8%	504	3.9%	602	4.2%
Median Household Income	\$67,110		\$91,536		\$96,890	
Average Household Income	\$76,097		\$99,952		\$102,849	
Per Capita Income	\$23,562		\$30,626		\$31,502	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,849	9.1%	3,863	9.1%	4,234	9.1%
5 - 14	6,849	21.8%	7,431	17.6%	7,989	17.2%
15 - 19	2,487	7.9%	3,541	8.4%	3,247	7.0%
20 - 24	1,563	5.0%	2,647	6.3%	2,797	6.0%
25 - 34	4,595	14.6%	6,213	14.7%	7,831	16.9%
35 - 44	6,865	21.9%	6,887	16.3%	6,999	15.1%
45 - 54	3,846	12.3%	6,804	16.1%	6,798	14.6%
55 - 64	1,469	4.7%	3,282	7.8%	4,237	9.1%
65 - 74	540	1.7%	1,083	2.6%	1,673	3.6%
75 - 84	231	0.7%	387	0.9%	491	1.1%
85+	72	0.2%	122	0.3%	146	0.3%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,493	74.9%	30,025	71.0%	32,150	69.2%
Black Alone	5,376	17.1%	7,559	17.9%	8,487	18.3%
American Indian Alone	136	0.4%	185	0.4%	198	0.4%
Asian Alone	717	2.3%	1,367	3.2%	1,712	3.7%
Pacific Islander Alone	48	0.2%	74	0.2%	88	0.2%
Some Other Race Alone	622	2.0%	1,237	2.9%	1,564	3.4%
Two or More Races	975	3.1%	1,812	4.3%	2,245	4.8%
Hispanic Origin (Any Race)	1,645	5.2%	3,448	8.2%	4,415	9.5%

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Latitude: 38.468975
 Longitude: -77.448301
 Radius: 5 Miles

Site Type: Ring

Summary	2000	2009	2014
Population	51,355	69,526	76,791
Households	15,925	21,453	23,705
Families	13,332	17,697	19,405
Average Household Size	3.17	3.19	3.20
Owner Occupied HUs	12,879	17,051	18,838
Renter Occupied HUs	3,046	4,402	4,867
Median Age	31.2	31.9	32.5
Total Housing Units	16,451	22,525	24,908
Vacant Housing Units	526	1,072	1,203
Average Home Value	\$169,507	\$305,697	\$364,874

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	644	4.1%	608	2.8%	666	2.8%
\$15,000 - \$24,999	767	4.8%	514	2.4%	550	2.3%
\$25,000 - \$34,999	1,170	7.4%	833	3.9%	796	3.4%
\$35,000 - \$49,999	2,169	13.7%	1,789	8.3%	1,895	8.0%
\$50,000 - \$74,999	4,113	25.9%	3,979	18.5%	3,878	16.4%
\$75,000 - \$99,999	3,498	22.0%	3,753	17.5%	4,099	17.3%
\$100,000 - \$149,999	2,652	16.7%	6,942	32.4%	8,162	34.4%
\$150,000 - \$199,000	609	3.8%	2,073	9.7%	2,509	10.6%
\$200,000+	260	1.6%	963	4.5%	1,150	4.9%
Median Household Income	\$68,688		\$93,686		\$99,743	
Average Household Income	\$76,910		\$102,422		\$105,513	
Per Capita Income	\$24,220		\$31,973		\$32,944	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,310	8.4%	5,928	8.5%	6,543	8.5%
5 - 14	10,351	20.2%	11,514	16.6%	12,531	16.3%
15 - 19	4,033	7.9%	5,533	8.0%	5,231	6.8%
20 - 24	2,867	5.6%	4,654	6.7%	4,912	6.4%
25 - 34	7,334	14.3%	10,110	14.5%	12,668	16.5%
35 - 44	10,741	20.9%	10,785	15.5%	11,036	14.4%
45 - 54	6,971	13.6%	11,300	16.3%	11,199	14.6%
55 - 64	2,893	5.6%	6,310	9.1%	7,767	10.1%
65 - 74	1,183	2.3%	2,249	3.2%	3,501	4.6%
75 - 84	512	1.0%	871	1.3%	1,075	1.4%
85+	157	0.3%	272	0.4%	327	0.4%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	39,811	77.5%	51,132	73.5%	55,072	71.7%
Black Alone	7,947	15.5%	11,551	16.6%	13,147	17.1%
American Indian Alone	230	0.4%	316	0.5%	343	0.4%
Asian Alone	1,004	2.0%	1,954	2.8%	2,470	3.2%
Pacific Islander Alone	62	0.1%	98	0.1%	117	0.2%
Some Other Race Alone	841	1.6%	1,719	2.5%	2,200	2.9%
Two or More Races	1,460	2.8%	2,756	4.0%	3,441	4.5%
Hispanic Origin (Any Race)	2,377	4.6%	5,093	7.3%	6,594	8.6%

Data Note: Income is expressed in current dollars.

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Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 1 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	10,125	10,533
Population 18+	6,698	7,135
Households	2,920	3,025
Median Household Income	\$100,790	\$102,305

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	2,418	36.1%	123
Exercise at club 2+ times per week	1,346	20.1%	174
Exercise at other facility (not club) 2+ times/wk	699	10.4%	129
Own stationary bicycle	509	7.6%	128
Own treadmill	985	14.7%	152
Own weight lifting equipment	1,201	17.9%	146
Presently controlling diet	2,914	43.5%	106
Diet control for blood sugar level	412	6.2%	86
Diet control for cholesterol level	676	10.1%	100
Diet control to maintain weight	904	13.5%	120
Diet control for physical fitness	850	12.7%	135
Diet control for salt restriction	120	1.8%	56
Diet control for weight loss	1,231	18.4%	128
Used doctor's care/diet for diet method	164	2.4%	79
Used exercise program for diet method	737	11.0%	126
Used Weight Watchers as diet method	215	3.2%	106
Buy foods specifically labeled as fat-free	1,292	19.3%	110
Buy foods specifically labeled as high fiber	975	14.6%	130
Buy foods specifically labeled as high protein	496	7.4%	139
Buy foods specifically labeled as lactose-free	141	2.1%	111
Buy foods specifically labeled as low-calorie	786	11.7%	114
Buy foods specifically labeled as low-carb	647	9.7%	117
Buy foods specifically labeled as low-cholesterol	586	8.8%	102
Buy foods specifically labeled as low-fat	1,086	16.2%	120
Buy foods specifically labeled as low-sodium	519	7.8%	94
Buy foods specifically labeled as natural/organic	574	8.6%	114
Buy foods specifically labeled as sugar-free	975	14.6%	108
Used butter alternatives in last 6 months	266	4.0%	94
Used egg alternatives in last 6 months	914	13.6%	95
Used salt alternatives in last 6 months	1,788	26.7%	97
Drank meal/dietary supplement in last 6 months	527	7.9%	91
Used nutrition/energy bar in last 6 months	1,233	18.4%	140
Drank sports drink/thirst quencher in last 6 mo	2,405	35.9%	113
Used vitamin/dietary supplement in last 6 months	3,477	51.9%	109
Vitamin/dietary suppl used/6 mo: A	87	1.3%	87
Vitamin/dietary suppl used/6 mo: antioxidant	229	3.4%	115
Vitamin/dietary suppl used/6 mo: B complex	338	5.0%	106
Vitamin/dietary suppl used/6 mo: B complex+C	92	1.4%	71
Vitamin/dietary suppl used/6 mo: B-6	102	1.5%	73
Vitamin/dietary suppl used/6 mo: B-12	275	4.1%	80
Vitamin/dietary suppl used/6 mo: C	651	9.7%	112
Vitamin/dietary suppl used/6 mo: calcium	646	9.6%	88

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Health Club

Health and Beauty Market Potential

Alex Long

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Longitude: -77.448301

Radius: 1 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	186	2.8%	78
Vitamin/dietary suppl used/6 mo: E	307	4.6%	82
Vitamin/dietary suppl used/6 mo: echinacea	94	1.4%	76
Vitamin/dietary suppl used/6 mo: garlic	111	1.7%	91
Vitamin/dietary suppl used/6 mo: glucosamine	323	4.8%	108
Vitamin/dietary suppl used/6 mo: multiple formula	954	14.2%	129
Vitamin/dietary suppl used/6 mo: multiple w/iron	335	5.0%	114
Vitamin/dietary suppl used/6 mo: mult w/minerals	458	6.8%	112
Vitamin/dietary suppl used/6 mo: zinc	147	2.2%	97
Vitamin/dietary suppl/6 mo: Caltrate 600	120	1.8%	69
Vitamin/dietary suppl/6 mo: Centrum	493	7.4%	122
Vitamin/dietary suppl/6 mo: Nature Made	398	5.9%	115
Visited doctor in last 12 months	5,540	82.7%	106
Visited doctor in last 12 months: 1-3 times	2,421	36.2%	105
Visited doctor in last 12 months: 4-7 times	1,604	24.0%	106
Visited doctor in last 12 months: 8+ times	1,515	22.6%	105
Visited doctor in last 12 mo: allergist	189	2.8%	125
Visited doctor in last 12 mo: cardiologist	379	5.7%	84
Visited doctor in last 12 mo: chiropractor	494	7.4%	101
Visited doctor in last 12 mo: dentist	3,148	47.0%	123
Visited doctor in last 12 mo: dermatologist	610	9.1%	130
Visited doctor in last 12 mo: ear/nose/throat	302	4.5%	98
Visited doctor in last 12 mo: eye	1,381	20.6%	102
Visited doctor in last 12 mo: general/family	3,082	46.0%	105
Visited doctor in last 12 mo: internist	635	9.5%	127
Visited doctor in last 12 mo: physical therapist	325	4.9%	106
Visited doctor in last 12 mo: podiatrist	181	2.7%	90
Visited nurse practitioner in last 12 months	234	3.5%	83
Wear regular/sun/tinted prescription eyeglasses	2,379	35.5%	104
Wear bi-focals	911	13.6%	86
Wear disposable contact lenses	592	8.8%	138
Wear soft contact lenses	700	10.5%	124
Spent on contact lenses in last 12 mo: <\$100	174	2.6%	94
Spent on contact lenses in last 12 mo: \$100-199	326	4.9%	132
Spent on contact lenses in last 12 mo: \$200+	268	4.0%	129
Bought prescription eyewear: discount optical ctr	612	9.1%	112
Bought prescription eyewear: from eye doctor	1,596	23.8%	94
Bought prescription eyewear: retail optical chain	963	14.4%	130
Used prescription drug for allergy/hay fever	720	10.8%	152
Used prescription drug for anxiety/panic	277	4.1%	109
Used prescription drug for arthritis/rheumatism	114	1.7%	73
Used prescription drug for asthma	273	4.1%	102
Used prescription drug for backache	420	6.3%	95
Used prescription drug for depression	381	5.7%	100
Used prescr drug for diabetes (insulin dependent)	83	1.2%	66
Used prescr drug for diabetes (non-insulin)	143	2.1%	62
Used prescription drug for eczema/skin itch/rash	162	2.4%	115

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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Latitude: 38.468975

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Radius: 1 Miles

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	410	6.1%	87
Used prescription drug for high blood pressure	631	9.4%	80
Used prescription drug for high cholesterol	475	7.1%	90
Used prescription drug for migraine headache	248	3.7%	111
Used prescription drug for muscle strain/sprain	128	1.9%	90
Used prescription drug for sinus congest./headache	398	5.9%	125
Used prescription drug for urinary tract infection	141	2.1%	81
Used last 6 mo: adhesive bandages	3,632	54.2%	99
Used last 6 mo: athlete`s foot/foot care product	807	12.1%	82
Used last 6 mo: cold/sinus/allergy med (nonprescr)	3,298	49.3%	106
Used last 6 mo: children`s cold tablets/liquids	1,507	22.5%	140
Used last 6 mo: contact lens cleaning solution	1,026	15.3%	130
Used last 6 mo: cotton swabs	3,774	56.4%	116
Used last 6 mo: cough drops (nonprescription)	3,005	44.9%	94
Used last 6 mo: cough syrup/suppressant(nonprescr)	2,220	33.2%	94
Used last 6 mo: children`s cough syrup	1,387	20.7%	137
Used last 6 mo: diarrhea remedy	952	14.2%	82
Used last 6 mo: eye wash and drops	1,952	29.2%	95
Used last 6 mo: headache/pain reliever (nonprescr)	5,829	87.1%	104
Used last 6 mo: hemorrhoid remedy	577	8.6%	92
Used last 6 mo: indigestion/upset stomach remedy	2,927	43.7%	96
Used last 6 mo: lactose intolerance product	231	3.4%	95
Used last 6 mo: laxative	700	10.5%	78
Used last 6 mo: medicated skin ointment	2,230	33.3%	104
Used last 6 mo: medicated throat remedy	633	9.5%	81
Used last 6 mo: nasal spray	1,222	18.2%	116
Used last 6 mo: pain reliever/fever reducer (kids)	1,980	29.6%	133
Used last 6 mo: pain relieving rub (nonprescr)	1,416	21.1%	84
Used last 6 mo: sleeping tablets (nonprescription)	320	4.8%	91
Used last 12 mo: sunburn remedy	1,077	16.1%	104
Used last 12 mo: suntan/sunscreen product	3,252	48.6%	131
Used last 12 mo: SPF 15+ suntan/sunscreen product	2,653	39.6%	137
Used last 6 mo: toothache/gum/canker sore remedy	1,032	15.4%	88
Used last 6 mo: vitamins for children	1,474	22.0%	151
Used body powder in last 6 months	1,361	20.3%	69
Used body powder <3 times in last 7 days	596	8.9%	70
Used body powder 8+ times in last 7 days	97	1.4%	58
Used body wash/shower gel in last 6 months	3,196	47.7%	95
Used breath freshener in last 6 months	3,220	48.1%	99
Used complexion care product in last 6 months	3,403	50.8%	108
Used complexion care product <8 times last week	1,849	27.6%	97
Used complexion care product 15+ times last week	610	9.1%	126
Used complexion care prod: dry facial skin type	391	5.8%	79
Used complexion care prod: normal facial skin type	1,149	17.2%	115
Used complexion care prod: oily facial skin type	393	5.9%	99
Used dental floss in last 6 months	4,944	73.8%	118

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Latitude: 38.468975

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Radius: 1 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	1,131	16.9%	89
Used denture adhesive/fixative in last 6 months	187	2.8%	45
Used denture cleaner in last 6 months	325	4.9%	42
Used deodorant/antiperspirant in last 6 months	6,257	93.4%	101
Used deodorant/antiperspirant <8 times last week	4,861	72.6%	106
Used deodorant/antiperspirant 15+ times last week	271	4.0%	68
Used disposable razor in last 6 months	3,434	51.3%	99
Used electric shaver in last 6 months	1,293	19.3%	101
Used hair coloring product (at home) last 6 months	1,279	19.1%	95
Used hair conditioner (at home) in last 6 months	4,212	62.9%	102
Used hair conditioning treatment (at home)/6 mo	1,546	23.1%	93
Used hair growth product in last 6 months	139	2.1%	103
Used hair mousse in last 6 months	1,133	16.9%	92
Used hair spray (at home) in last 6 months	2,503	37.4%	101
Used hair styling gel/lotion in last 6 months	2,210	33.0%	119
Used hand & body cream/lotion/oil in last 6 months	4,906	73.3%	102
Used hand & body cream in last 6 months	1,222	18.2%	103
Used hand & body lotion in last 6 months	3,388	50.6%	105
Used hand & body oil in last 6 months	336	5.0%	90
Used lip care in last 6 months	4,043	60.4%	102
Used liquid soap/hand sanitizer in last 6 months	5,442	81.3%	108
Used mouthwash in last 6 months	4,141	61.8%	94
Used mouthwash <6 times in last 7 days	1,787	26.7%	97
Used mouthwash 8+ times in last 7 days	911	13.6%	89
Used shampoo (at home) in last 6 months	6,257	93.4%	102
Used shampoo plus conditioner prod (at home)/6 mo	1,006	15.0%	78
Used shaving cream/gel in last 6 months	3,636	54.3%	103
Used personal care soap (bar) in last 6 months	5,513	82.3%	98
Use personal care soap for antibacterial purpose	1,197	17.9%	93
Use personal care soap for complexion	484	7.2%	101
Use personal care soap for deodorant	1,344	20.1%	120
Use personal care soap for moisturizing	1,323	19.8%	94
Bought toothbrush in last 6 months	5,690	85.0%	100
Bought electric toothbrush in last 6 months	557	8.3%	129
Used toothpaste in last 6 months	6,538	97.6%	102
Used toothpaste <8 times in last 7 days	1,791	26.7%	82
Used toothpaste 15+ times in last 7 days	1,122	16.8%	104
Used toothpaste with baking soda in last 6 months	659	9.8%	87
Used toothpaste (gel) in last 6 months	2,295	34.3%	118
Used toothpaste (paste) in last 6 months	3,142	46.9%	98
Used whitening toothpaste in last 6 months	2,864	42.8%	115
Used tooth whitener (not toothpaste) last 6 months	817	12.2%	110
Had professional manicure/pedicure last 6 months	1,586	23.7%	141
Had professional facial/massage last 6 months	801	12.0%	131
Spent \$100+ at barber shops in last 6 months	549	8.2%	156
Spent \$100+ at beauty parlors in last 6 months	1,537	23.0%	147

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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 3 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	42,259	46,445
Population 18+	28,719	32,160
Households	12,902	14,174
Median Household Income	\$91,536	\$96,890

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	9,844	34.3%	116
Exercise at club 2+ times per week	5,247	18.3%	158
Exercise at other facility (not club) 2+ times/wk	2,814	9.8%	121
Own stationary bicycle	2,044	7.1%	120
Own treadmill	3,933	13.7%	142
Own weight lifting equipment	4,840	16.9%	137
Presently controlling diet	12,364	43.1%	104
Diet control for blood sugar level	1,726	6.0%	84
Diet control for cholesterol level	2,740	9.5%	94
Diet control to maintain weight	3,744	13.0%	116
Diet control for physical fitness	3,575	12.4%	132
Diet control for salt restriction	539	1.9%	59
Diet control for weight loss	4,993	17.4%	121
Used doctor's care/diet for diet method	673	2.3%	75
Used exercise program for diet method	3,223	11.2%	129
Used Weight Watchers as diet method	1,050	3.7%	121
Buy foods specifically labeled as fat-free	5,550	19.3%	110
Buy foods specifically labeled as high fiber	3,920	13.6%	122
Buy foods specifically labeled as high protein	1,943	6.8%	127
Buy foods specifically labeled as lactose-free	566	2.0%	104
Buy foods specifically labeled as low-calorie	3,409	11.9%	115
Buy foods specifically labeled as low-carb	2,646	9.2%	112
Buy foods specifically labeled as low-cholesterol	2,418	8.4%	98
Buy foods specifically labeled as low-fat	4,547	15.8%	117
Buy foods specifically labeled as low-sodium	2,219	7.7%	93
Buy foods specifically labeled as natural/organic	2,537	8.8%	118
Buy foods specifically labeled as sugar-free	4,106	14.3%	106
Used butter alternatives in last 6 months	1,168	4.1%	97
Used egg alternatives in last 6 months	4,043	14.1%	98
Used salt alternatives in last 6 months	7,646	26.6%	97
Drank meal/dietary supplement in last 6 months	2,393	8.3%	96
Used nutrition/energy bar in last 6 months	4,772	16.6%	126
Drank sports drink/thirst quencher in last 6 mo	10,128	35.3%	111
Used vitamin/dietary supplement in last 6 months	14,443	50.3%	105
Vitamin/dietary suppl used/6 mo: A	428	1.5%	100
Vitamin/dietary suppl used/6 mo: antioxidant	890	3.1%	105
Vitamin/dietary suppl used/6 mo: B complex	1,363	4.7%	99
Vitamin/dietary suppl used/6 mo: B complex+C	451	1.6%	81
Vitamin/dietary suppl used/6 mo: B-6	522	1.8%	87
Vitamin/dietary suppl used/6 mo: B-12	1,244	4.3%	85
Vitamin/dietary suppl used/6 mo: C	2,703	9.4%	108
Vitamin/dietary suppl used/6 mo: calcium	2,946	10.3%	93

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

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Radius: 3 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	905	3.2%	89
Vitamin/dietary suppl used/6 mo: E	1,449	5.0%	90
Vitamin/dietary suppl used/6 mo: echinacea	515	1.8%	98
Vitamin/dietary suppl used/6 mo: garlic	462	1.6%	88
Vitamin/dietary suppl used/6 mo: glucosamine	1,304	4.5%	102
Vitamin/dietary suppl used/6 mo: multiple formula	3,820	13.3%	121
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,414	4.9%	112
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,941	6.8%	111
Vitamin/dietary suppl used/6 mo: zinc	617	2.1%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	546	1.9%	73
Vitamin/dietary suppl/6 mo: Centrum	2,052	7.1%	118
Vitamin/dietary suppl/6 mo: Nature Made	1,680	5.8%	113
Visited doctor in last 12 months	23,481	81.8%	104
Visited doctor in last 12 months: 1-3 times	10,297	35.9%	105
Visited doctor in last 12 months: 4-7 times	6,756	23.5%	104
Visited doctor in last 12 months: 8+ times	6,428	22.4%	104
Visited doctor in last 12 mo: allergist	797	2.8%	123
Visited doctor in last 12 mo: cardiologist	1,545	5.4%	80
Visited doctor in last 12 mo: chiropractor	2,146	7.5%	102
Visited doctor in last 12 mo: dentist	13,153	45.8%	120
Visited doctor in last 12 mo: dermatologist	2,415	8.4%	120
Visited doctor in last 12 mo: ear/nose/throat	1,257	4.4%	95
Visited doctor in last 12 mo: eye	6,029	21.0%	103
Visited doctor in last 12 mo: general/family	13,140	45.8%	104
Visited doctor in last 12 mo: internist	2,402	8.4%	112
Visited doctor in last 12 mo: physical therapist	1,355	4.7%	103
Visited doctor in last 12 mo: podiatrist	809	2.8%	94
Visited nurse practitioner in last 12 months	1,041	3.6%	87
Wear regular/sun/tinted prescription eyeglasses	9,938	34.6%	101
Wear bi-focals	3,854	13.4%	84
Wear disposable contact lenses	2,423	8.4%	132
Wear soft contact lenses	3,183	11.1%	131
Spent on contact lenses in last 12 mo: <\$100	856	3.0%	108
Spent on contact lenses in last 12 mo: \$100-199	1,336	4.7%	126
Spent on contact lenses in last 12 mo: \$200+	1,202	4.2%	135
Bought prescription eyewear: discount optical ctr	2,420	8.4%	103
Bought prescription eyewear: from eye doctor	6,839	23.8%	94
Bought prescription eyewear: retail optical chain	4,083	14.2%	129
Used prescription drug for allergy/hay fever	2,641	9.2%	130
Used prescription drug for anxiety/panic	1,142	4.0%	105
Used prescription drug for arthritis/rheumatism	453	1.6%	68
Used prescription drug for asthma	1,162	4.0%	101
Used prescription drug for backache	1,774	6.2%	94
Used prescription drug for depression	1,594	5.6%	97
Used prescr drug for diabetes (insulin dependent)	344	1.2%	64
Used prescr drug for diabetes (non-insulin)	702	2.4%	71
Used prescription drug for eczema/skin itch/rash	640	2.2%	106

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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Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 3 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	1,703	5.9%	84
Used prescription drug for high blood pressure	2,766	9.6%	82
Used prescription drug for high cholesterol	2,048	7.1%	90
Used prescription drug for migraine headache	1,051	3.7%	110
Used prescription drug for muscle strain/sprain	583	2.0%	95
Used prescription drug for sinus congest./headache	1,579	5.5%	116
Used prescription drug for urinary tract infection	700	2.4%	94
Used last 6 mo: adhesive bandages	15,788	55.0%	100
Used last 6 mo: athlete`s foot/foot care product	3,591	12.5%	85
Used last 6 mo: cold/sinus/allergy med (nonprescr)	14,155	49.3%	106
Used last 6 mo: children`s cold tablets/liquids	5,795	20.2%	125
Used last 6 mo: contact lens cleaning solution	4,488	15.6%	132
Used last 6 mo: cotton swabs	15,574	54.2%	111
Used last 6 mo: cough drops (nonprescription)	13,403	46.7%	97
Used last 6 mo: cough syrup/suppressant(nonprescr)	9,813	34.2%	97
Used last 6 mo: children`s cough syrup	5,406	18.8%	124
Used last 6 mo: diarrhea remedy	4,221	14.7%	85
Used last 6 mo: eye wash and drops	8,570	29.8%	98
Used last 6 mo: headache/pain reliever (nonprescr)	24,753	86.2%	103
Used last 6 mo: hemorrhoid remedy	2,526	8.8%	94
Used last 6 mo: indigestion/upset stomach remedy	12,574	43.8%	97
Used last 6 mo: lactose intolerance product	1,056	3.7%	101
Used last 6 mo: laxative	3,107	10.8%	80
Used last 6 mo: medicated skin ointment	9,428	32.8%	102
Used last 6 mo: medicated throat remedy	3,018	10.5%	90
Used last 6 mo: nasal spray	4,980	17.3%	110
Used last 6 mo: pain reliever/fever reducer (kids)	7,816	27.2%	122
Used last 6 mo: pain relieving rub (nonprescr)	6,257	21.8%	86
Used last 6 mo: sleeping tablets (nonprescription)	1,393	4.9%	92
Used last 12 mo: sunburn remedy	4,491	15.6%	102
Used last 12 mo: suntan/sunscreen product	13,275	46.2%	124
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,726	37.3%	130
Used last 6 mo: toothache/gum/canker sore remedy	4,621	16.1%	92
Used last 6 mo: vitamins for children	5,644	19.7%	135
Used body powder in last 6 months	6,500	22.6%	77
Used body powder <3 times in last 7 days	2,830	9.9%	78
Used body powder 8+ times in last 7 days	485	1.7%	68
Used body wash/shower gel in last 6 months	14,149	49.3%	99
Used breath freshener in last 6 months	14,147	49.3%	101
Used complexion care product in last 6 months	14,456	50.3%	107
Used complexion care product <8 times last week	8,122	28.3%	100
Used complexion care product 15+ times last week	2,492	8.7%	120
Used complexion care prod: dry facial skin type	1,956	6.8%	92
Used complexion care prod: normal facial skin type	4,703	16.4%	109
Used complexion care prod: oily facial skin type	1,672	5.8%	98
Used dental floss in last 6 months	20,621	71.8%	115

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Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 3 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	5,205	18.1%	96
Used denture adhesive/fixative in last 6 months	842	2.9%	48
Used denture cleaner in last 6 months	1,635	5.7%	49
Used deodorant/antiperspirant in last 6 months	26,913	93.7%	102
Used deodorant/antiperspirant <8 times last week	20,482	71.3%	104
Used deodorant/antiperspirant 15+ times last week	1,267	4.4%	74
Used disposable razor in last 6 months	14,546	50.7%	98
Used electric shaver in last 6 months	5,564	19.4%	101
Used hair coloring product (at home) last 6 months	5,685	19.8%	98
Used hair conditioner (at home) in last 6 months	18,220	63.4%	102
Used hair conditioning treatment (at home)/6 mo	6,756	23.5%	95
Used hair growth product in last 6 months	589	2.1%	101
Used hair mousse in last 6 months	5,242	18.3%	100
Used hair spray (at home) in last 6 months	10,786	37.6%	101
Used hair styling gel/lotion in last 6 months	9,074	31.6%	114
Used hand & body cream/lotion/oil in last 6 months	21,149	73.6%	102
Used hand & body cream in last 6 months	5,299	18.5%	104
Used hand & body lotion in last 6 months	14,563	50.7%	106
Used hand & body oil in last 6 months	1,480	5.2%	92
Used lip care in last 6 months	17,632	61.4%	104
Used liquid soap/hand sanitizer in last 6 months	23,043	80.2%	107
Used mouthwash in last 6 months	18,440	64.2%	98
Used mouthwash <6 times in last 7 days	8,051	28.0%	102
Used mouthwash 8+ times in last 7 days	3,914	13.6%	89
Used shampoo (at home) in last 6 months	26,824	93.4%	102
Used shampoo plus conditioner prod (at home)/6 mo	4,633	16.1%	84
Used shaving cream/gel in last 6 months	15,633	54.4%	103
Used personal care soap (bar) in last 6 months	23,762	82.7%	98
Use personal care soap for antibacterial purpose	5,540	19.3%	101
Use personal care soap for complexion	2,199	7.7%	107
Use personal care soap for deodorant	5,574	19.4%	116
Use personal care soap for moisturizing	5,970	20.8%	99
Bought toothbrush in last 6 months	24,675	85.9%	101
Bought electric toothbrush in last 6 months	2,406	8.4%	129
Used toothpaste in last 6 months	27,977	97.4%	102
Used toothpaste <8 times in last 7 days	8,418	29.3%	89
Used toothpaste 15+ times in last 7 days	4,750	16.5%	103
Used toothpaste with baking soda in last 6 months	2,972	10.3%	92
Used toothpaste (gel) in last 6 months	9,527	33.2%	114
Used toothpaste (paste) in last 6 months	13,843	48.2%	100
Used whitening toothpaste in last 6 months	12,163	42.4%	114
Used tooth whitener (not toothpaste) last 6 months	3,570	12.4%	112
Had professional manicure/pedicure last 6 months	6,342	22.1%	131
Had professional facial/massage last 6 months	3,365	11.7%	128
Spent \$100+ at barber shops in last 6 months	2,121	7.4%	141
Spent \$100+ at beauty parlors in last 6 months	6,065	21.1%	135

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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Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 5 Miles

Site Type: Ring

Demographic Summary	2009	2014
Population	69,526	76,791
Population 18+	48,588	54,407
Households	21,453	23,705
Median Household Income	\$93,686	\$99,743

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	16,412	33.8%	115
Exercise at club 2+ times per week	8,307	17.1%	148
Exercise at other facility (not club) 2+ times/wk	4,430	9.1%	113
Own stationary bicycle	3,404	7.0%	118
Own treadmill	6,680	13.7%	142
Own weight lifting equipment	8,154	16.8%	136
Presently controlling diet	20,810	42.8%	104
Diet control for blood sugar level	2,938	6.0%	84
Diet control for cholesterol level	4,623	9.5%	94
Diet control to maintain weight	6,170	12.7%	113
Diet control for physical fitness	5,845	12.0%	128
Diet control for salt restriction	964	2.0%	62
Diet control for weight loss	8,329	17.1%	119
Used doctor's care/diet for diet method	1,202	2.5%	79
Used exercise program for diet method	5,303	10.9%	125
Used Weight Watchers as diet method	1,827	3.8%	124
Buy foods specifically labeled as fat-free	9,354	19.3%	110
Buy foods specifically labeled as high fiber	6,414	13.2%	118
Buy foods specifically labeled as high protein	3,142	6.5%	121
Buy foods specifically labeled as lactose-free	926	1.9%	100
Buy foods specifically labeled as low-calorie	5,726	11.8%	115
Buy foods specifically labeled as low-carb	4,440	9.1%	111
Buy foods specifically labeled as low-cholesterol	4,046	8.3%	97
Buy foods specifically labeled as low-fat	7,583	15.6%	115
Buy foods specifically labeled as low-sodium	3,747	7.7%	93
Buy foods specifically labeled as natural/organic	4,233	8.7%	116
Buy foods specifically labeled as sugar-free	6,900	14.2%	105
Used butter alternatives in last 6 months	1,967	4.0%	96
Used egg alternatives in last 6 months	6,808	14.0%	98
Used salt alternatives in last 6 months	13,013	26.8%	97
Drank meal/dietary supplement in last 6 months	4,092	8.4%	97
Used nutrition/energy bar in last 6 months	7,640	15.7%	119
Drank sports drink/thirst quencher in last 6 mo	16,977	34.9%	110
Used vitamin/dietary supplement in last 6 months	24,252	49.9%	105
Vitamin/dietary suppl used/6 mo: A	728	1.5%	100
Vitamin/dietary suppl used/6 mo: antioxidant	1,389	2.9%	97
Vitamin/dietary suppl used/6 mo: B complex	2,318	4.8%	100
Vitamin/dietary suppl used/6 mo: B complex+C	812	1.7%	86
Vitamin/dietary suppl used/6 mo: B-6	934	1.9%	92
Vitamin/dietary suppl used/6 mo: B-12	2,190	4.5%	88
Vitamin/dietary suppl used/6 mo: C	4,453	9.2%	106
Vitamin/dietary suppl used/6 mo: calcium	5,078	10.5%	95

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 Mediemark Research & Intelligence LLC. in a nationally representative survey of U.S. households. ESRI forecasts for 2009 and 2014.



Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 5 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	1,516	3.1%	88
Vitamin/dietary suppl used/6 mo: E	2,545	5.2%	93
Vitamin/dietary suppl used/6 mo: echinacea	902	1.9%	101
Vitamin/dietary suppl used/6 mo: garlic	789	1.6%	89
Vitamin/dietary suppl used/6 mo: glucosamine	2,215	4.6%	102
Vitamin/dietary suppl used/6 mo: multiple formula	6,215	12.8%	116
Vitamin/dietary suppl used/6 mo: multiple w/iron	2,447	5.0%	115
Vitamin/dietary suppl used/6 mo: mult w/minerals	3,289	6.8%	111
Vitamin/dietary suppl used/6 mo: zinc	988	2.0%	90
Vitamin/dietary suppl/6 mo: Caltrate 600	920	1.9%	73
Vitamin/dietary suppl/6 mo: Centrum	3,391	7.0%	115
Vitamin/dietary suppl/6 mo: Nature Made	2,826	5.8%	113
Visited doctor in last 12 months	39,665	81.6%	104
Visited doctor in last 12 months: 1-3 times	17,454	35.9%	105
Visited doctor in last 12 months: 4-7 times	11,316	23.3%	103
Visited doctor in last 12 months: 8+ times	10,897	22.4%	104
Visited doctor in last 12 mo: allergist	1,319	2.7%	120
Visited doctor in last 12 mo: cardiologist	2,677	5.5%	82
Visited doctor in last 12 mo: chiropractor	3,635	7.5%	102
Visited doctor in last 12 mo: dentist	21,795	44.9%	118
Visited doctor in last 12 mo: dermatologist	3,884	8.0%	114
Visited doctor in last 12 mo: ear/nose/throat	2,114	4.4%	95
Visited doctor in last 12 mo: eye	10,244	21.1%	104
Visited doctor in last 12 mo: general/family	22,422	46.1%	105
Visited doctor in last 12 mo: internist	3,835	7.9%	106
Visited doctor in last 12 mo: physical therapist	2,252	4.6%	101
Visited doctor in last 12 mo: podiatrist	1,405	2.9%	96
Visited nurse practitioner in last 12 months	1,755	3.6%	86
Wear regular/sun/tinted prescription eyeglasses	16,760	34.5%	101
Wear bi-focals	6,713	13.8%	87
Wear disposable contact lenses	4,010	8.3%	129
Wear soft contact lenses	5,360	11.0%	130
Spent on contact lenses in last 12 mo: <\$100	1,509	3.1%	112
Spent on contact lenses in last 12 mo: \$100-199	2,196	4.5%	122
Spent on contact lenses in last 12 mo: \$200+	1,991	4.1%	132
Bought prescription eyewear: discount optical ctr	4,118	8.5%	103
Bought prescription eyewear: from eye doctor	11,594	23.9%	94
Bought prescription eyewear: retail optical chain	6,872	14.1%	128
Used prescription drug for allergy/hay fever	4,258	8.8%	124
Used prescription drug for anxiety/panic	1,896	3.9%	103
Used prescription drug for arthritis/rheumatism	787	1.6%	70
Used prescription drug for asthma	1,974	4.1%	101
Used prescription drug for backache	3,037	6.3%	95
Used prescription drug for depression	2,700	5.6%	98
Used prescr drug for diabetes (insulin dependent)	621	1.3%	68
Used prescr drug for diabetes (non-insulin)	1,266	2.6%	76
Used prescription drug for eczema/skin itch/rash	1,079	2.2%	105

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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Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 5 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	2,904	6.0%	85
Used prescription drug for high blood pressure	4,799	9.9%	84
Used prescription drug for high cholesterol	3,521	7.2%	92
Used prescription drug for migraine headache	1,741	3.6%	108
Used prescription drug for muscle strain/sprain	1,003	2.1%	97
Used prescription drug for sinus congest./headache	2,629	5.4%	114
Used prescription drug for urinary tract infection	1,208	2.5%	96
Used last 6 mo: adhesive bandages	26,989	55.5%	101
Used last 6 mo: athlete`s foot/foot care product	6,258	12.9%	87
Used last 6 mo: cold/sinus/allergy med (nonprescr)	24,021	49.4%	106
Used last 6 mo: children`s cold tablets/liquids	9,680	19.9%	124
Used last 6 mo: contact lens cleaning solution	7,541	15.5%	131
Used last 6 mo: cotton swabs	26,089	53.7%	110
Used last 6 mo: cough drops (nonprescription)	22,951	47.2%	98
Used last 6 mo: cough syrup/suppressant(nonprescr)	16,728	34.4%	98
Used last 6 mo: children`s cough syrup	9,055	18.6%	123
Used last 6 mo: diarrhea remedy	7,380	15.2%	88
Used last 6 mo: eye wash and drops	14,781	30.4%	100
Used last 6 mo: headache/pain reliever (nonprescr)	41,958	86.4%	104
Used last 6 mo: hemorrhoid remedy	4,366	9.0%	96
Used last 6 mo: indigestion/upset stomach remedy	21,660	44.6%	98
Used last 6 mo: lactose intolerance product	1,789	3.7%	101
Used last 6 mo: laxative	5,419	11.2%	83
Used last 6 mo: medicated skin ointment	16,197	33.3%	104
Used last 6 mo: medicated throat remedy	5,352	11.0%	94
Used last 6 mo: nasal spray	8,361	17.2%	109
Used last 6 mo: pain reliever/fever reducer (kids)	13,034	26.8%	120
Used last 6 mo: pain relieving rub (nonprescr)	10,964	22.6%	89
Used last 6 mo: sleeping tablets (nonprescription)	2,394	4.9%	93
Used last 12 mo: sunburn remedy	7,607	15.7%	102
Used last 12 mo: suntan/sunscreen product	22,064	45.4%	122
Used last 12 mo: SPF 15+ suntan/sunscreen product	17,810	36.7%	127
Used last 6 mo: toothache/gum/canker sore remedy	7,966	16.4%	94
Used last 6 mo: vitamins for children	9,284	19.1%	131
Used body powder in last 6 months	11,472	23.6%	81
Used body powder <3 times in last 7 days	4,929	10.1%	80
Used body powder 8+ times in last 7 days	847	1.7%	70
Used body wash/shower gel in last 6 months	24,098	49.6%	99
Used breath freshener in last 6 months	23,952	49.3%	101
Used complexion care product in last 6 months	24,358	50.1%	106
Used complexion care product <8 times last week	13,956	28.7%	101
Used complexion care product 15+ times last week	4,058	8.4%	116
Used complexion care prod: dry facial skin type	3,399	7.0%	94
Used complexion care prod: normal facial skin type	7,881	16.2%	108
Used complexion care prod: oily facial skin type	2,843	5.9%	99
Used dental floss in last 6 months	34,304	70.6%	113

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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Health Club

Health and Beauty Market Potential

Alex Long

Latitude: 38.468975

Longitude: -77.448301

Radius: 5 Miles

Site Type: Ring

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	8,931	18.4%	97
Used denture adhesive/fixative in last 6 months	1,563	3.2%	52
Used denture cleaner in last 6 months	2,999	6.2%	53
Used deodorant/antiperspirant in last 6 months	45,633	93.9%	102
Used deodorant/antiperspirant <8 times last week	34,468	70.9%	104
Used deodorant/antiperspirant 15+ times last week	2,209	4.5%	76
Used disposable razor in last 6 months	24,737	50.9%	98
Used electric shaver in last 6 months	9,377	19.3%	101
Used hair coloring product (at home) last 6 months	9,717	20.0%	99
Used hair conditioner (at home) in last 6 months	30,882	63.6%	103
Used hair conditioning treatment (at home)/6 mo	11,516	23.7%	95
Used hair growth product in last 6 months	926	1.9%	94
Used hair mousse in last 6 months	9,009	18.5%	101
Used hair spray (at home) in last 6 months	18,609	38.3%	103
Used hair styling gel/lotion in last 6 months	15,009	30.9%	111
Used hand & body cream/lotion/oil in last 6 months	35,778	73.6%	102
Used hand & body cream in last 6 months	8,929	18.4%	104
Used hand & body lotion in last 6 months	24,578	50.6%	105
Used hand & body oil in last 6 months	2,457	5.1%	91
Used lip care in last 6 months	29,816	61.4%	104
Used liquid soap/hand sanitizer in last 6 months	38,820	79.9%	106
Used mouthwash in last 6 months	31,549	64.9%	99
Used mouthwash <6 times in last 7 days	13,772	28.3%	103
Used mouthwash 8+ times in last 7 days	6,542	13.5%	88
Used shampoo (at home) in last 6 months	45,358	93.4%	102
Used shampoo plus conditioner prod (at home)/6 mo	8,098	16.7%	87
Used shaving cream/gel in last 6 months	26,599	54.7%	104
Used personal care soap (bar) in last 6 months	40,316	83.0%	98
Use personal care soap for antibacterial purpose	9,537	19.6%	102
Use personal care soap for complexion	3,746	7.7%	107
Use personal care soap for deodorant	9,395	19.3%	116
Use personal care soap for moisturizing	10,331	21.3%	101
Bought toothbrush in last 6 months	41,928	86.3%	101
Bought electric toothbrush in last 6 months	4,030	8.3%	128
Used toothpaste in last 6 months	47,299	97.3%	102
Used toothpaste <8 times in last 7 days	14,513	29.9%	91
Used toothpaste 15+ times in last 7 days	7,914	16.3%	101
Used toothpaste with baking soda in last 6 months	5,104	10.5%	93
Used toothpaste (gel) in last 6 months	16,094	33.1%	114
Used toothpaste (paste) in last 6 months	23,545	48.5%	101
Used whitening toothpaste in last 6 months	20,544	42.3%	114
Used tooth whitener (not toothpaste) last 6 months	5,999	12.3%	112
Had professional manicure/pedicure last 6 months	10,297	21.2%	126
Had professional facial/massage last 6 months	5,626	11.6%	127
Spent \$100+ at barber shops in last 6 months	3,366	6.9%	132
Spent \$100+ at beauty parlors in last 6 months	9,835	20.2%	130

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 Mediamark Research & Intelligence LLC. in a nationally representative survey of U.S. households.



Site Map on Satellite Imagery – 1.6 Miles Wide

Alex Long

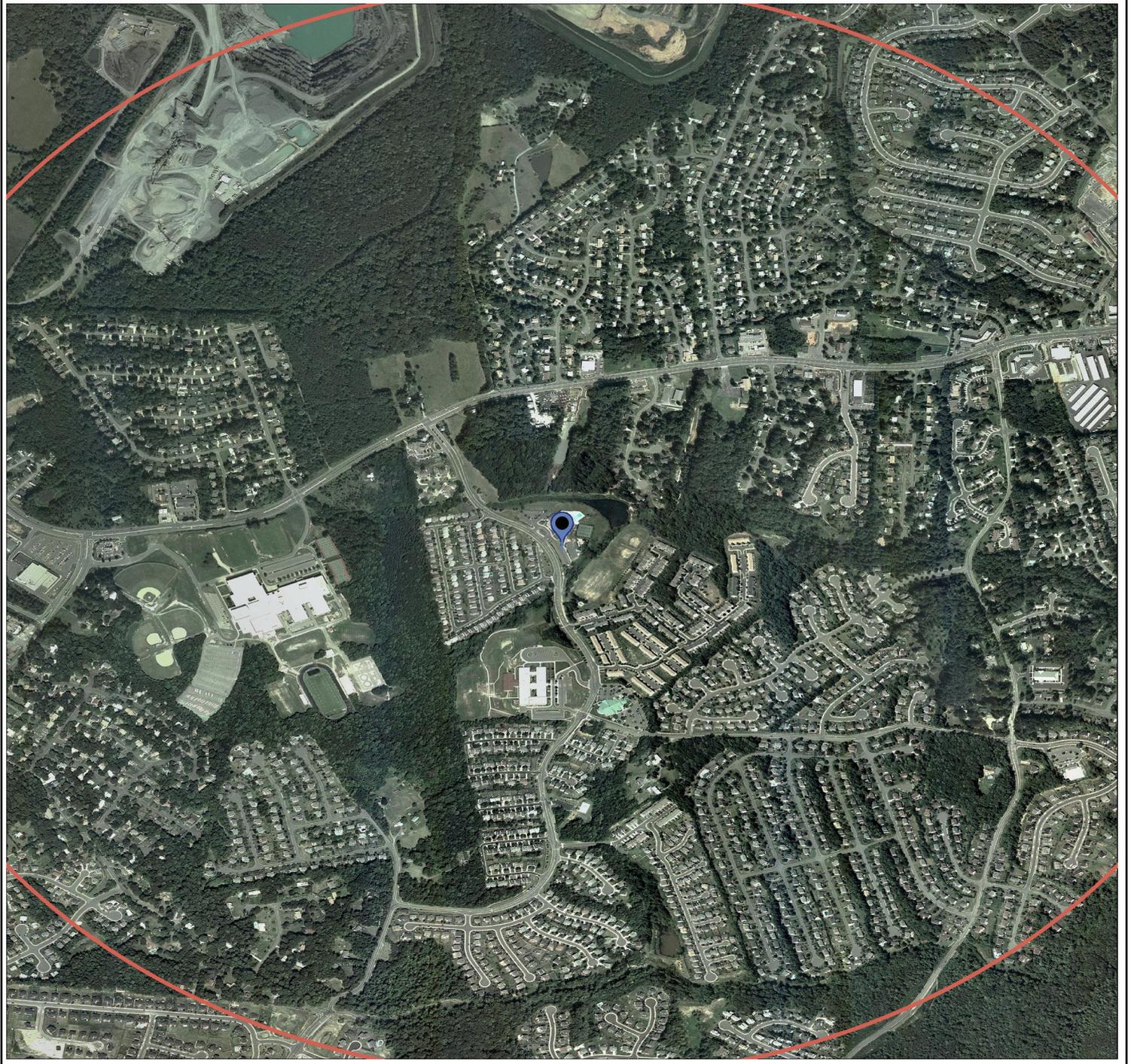
Health Club

Latitude: 38.468975

Longitude: -77.448301

Rings: 1, 3, 5 Miles

Site Type: Ring



Source: © i-cubed



Site Map

Alex Long

Health Club

Latitude: 38.468975

Longitude: -77.448301

Rings: 1, 3, 5 Miles

Site Type: Ring

