



Health and Beauty Market Potential

Rankin County, MS (28121)
 Geography: County

www.yallbusiness.com

Demographic Summary		2015	2020
Population		146,619	153,070
Population 18+		111,195	116,072
Households		55,243	57,881
Median Household Income		\$56,778	\$62,466

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 6+ hours exercising per week	21,974	19.8%	87
Typically spend 3-5 hours exercising per week	23,400	21.0%	97
Typically spend 1-2 hours exercising per week	21,721	19.5%	97
Exercise at home 2+ times per week	31,397	28.2%	99
Exercise at club 2+ times per week	12,350	11.1%	86
Exercise at other facility (not club) 2+ times/wk	7,746	7.0%	90
Own elliptical	5,528	5.0%	126
Own stationary bicycle	6,526	5.9%	104
Own treadmill	12,464	11.2%	109
Own weight lifting equipment	14,767	13.3%	103
Presently controlling diet	39,595	35.6%	98
Diet control for blood sugar level	8,814	7.9%	104
Diet control for cholesterol level	9,651	8.7%	96
Diet control to maintain weight	11,656	10.5%	96
Diet control for physical fitness	10,729	9.6%	95
Diet control for salt restriction	3,262	2.9%	92
Diet control for weight loss	15,557	14.0%	102
Used doctor`s care/diet for diet method	2,881	2.6%	94
Used exercise program for diet method	8,269	7.4%	98
Used Weight Watchers as diet method	3,107	2.8%	102
Buy foods specifically labeled as fat-free	13,694	12.3%	99
Buy foods specifically labeled as gluten-free	3,659	3.3%	99
Buy foods specifically labeled as high fiber	10,613	9.5%	100
Buy foods specifically labeled as high protein	7,105	6.4%	104
Buy foods specifically labeled as lactose-free	2,439	2.2%	98
Buy foods specifically labeled as low-calorie	11,414	10.3%	98
Buy foods specifically labeled as low-carb	7,670	6.9%	107
Buy foods specifically labeled as low-cholesterol	6,269	5.6%	86
Buy foods specifically labeled as low-fat	12,559	11.3%	100
Buy foods specifically labeled as low-sodium	10,530	9.5%	93
Buy foods specifically labeled as natural/organic	10,085	9.1%	96
Buy foods specifically labeled as sugar-free	11,613	10.4%	103
Used meal/dietary/weight loss supplement last 6 mo	8,873	8.0%	105
Used vitamins/dietary supplements in last 6 months	56,684	51.0%	95
Vitamin/dietary suppl used/6 months: antioxidant	2,437	2.2%	89
Vitamin/dietary suppl used/6 months: B complex	5,494	4.9%	90
Vitamin/dietary suppl used/6 months: B complex+C	2,141	1.9%	94
Vitamin/dietary suppl used/6 months: B-6	2,296	2.1%	101
Vitamin/dietary suppl used/6 months: B-12	9,611	8.6%	106
Vitamin/dietary suppl used/6 months: C	8,686	7.8%	97
Vitamin/dietary suppl used/6 months: calcium	11,057	9.9%	92
Vitamin/dietary suppl used/6 months: D	12,362	11.1%	96
Vitamin/dietary suppl used/6 months: E	4,095	3.7%	95
Vitamin/dietary suppl used/6 months: glucosamine	3,846	3.5%	92
Vitamin/dietary suppl used/6 months: iron	2,983	2.7%	80
Vitamin/dietary suppl used/6 months: multiple formula	14,137	12.7%	102
Vitamin/dietary suppl used/6 months: multiple w/iron	4,303	3.9%	100
Vitamin/dietary suppl used/6 months: mult w/minerals	5,425	4.9%	92
Vitamin/dietary suppl used/6 months: zinc	1,873	1.7%	76
Vitamin/dietary suppl used/6 months: Caltrate 600	2,427	2.2%	92
Vitamin/dietary suppl used/6 months: Centrum	3,964	3.6%	88
Vitamin/dietary suppl used/6 months: Nature Made	9,830	8.8%	102
Primary caregiver/caretaker	7,662	6.9%	99

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 2015 and 2020.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	82,038	73.8%	98
Visited doctor in last 12 months: 1-2 times	25,842	23.2%	98
Visited doctor in last 12 months: 3-5 times	23,636	21.3%	95
Visited doctor in last 12 months: 6+ times	32,560	29.3%	100
Visited doctor in last 12 months: cardiologist	6,642	6.0%	92
Visited doctor in last 12 months: chiropractor	7,326	6.6%	96
Visited doctor in last 12 months: dentist	38,932	35.0%	99
Visited doctor in last 12 months: dermatologist	7,945	7.1%	90
Visited doctor in last 12 months: ear/nose/throat	4,734	4.3%	100
Visited doctor in last 12 months: eye	21,356	19.2%	95
Visited doctor in last 12 months: gastroenterologist	4,205	3.8%	96
Visited doctor in last 12 months: general/family	45,722	41.1%	101
Visited doctor in last 12 months: internist	5,634	5.1%	86
Visited doctor in last 12 months: physical therapist	4,662	4.2%	91
Visited doctor in last 12 months: podiatrist	2,185	2.0%	73
Visited doctor in last 12 months: urologist	4,018	3.6%	95
Visited nurse practitioner in last 12 months	5,334	4.8%	103
Wear regular/sun/tinted prescription eyeglasses	38,517	34.6%	100
Wear bi-focals	18,553	16.7%	104
Wear disposable contact lenses	7,468	6.7%	101
Wear soft contact lenses	10,742	9.7%	97
Wear transition lenses	5,699	5.1%	93
Spent on eyeglasses in last 12 months: <\$100	2,990	2.7%	98
Spent on eyeglasses in last 12 months: \$100-\$199	4,584	4.1%	102
Spent on eyeglasses in last 12 months: \$200-\$249	3,819	3.4%	112
Spent on eyeglasses in last 12 months: \$250+	10,240	9.2%	99
Spent on contact lenses in last 12 months: <\$100	2,622	2.4%	86
Spent on contact lenses in last 12 months: \$100-\$199	3,903	3.5%	95
Spent on contact lenses in last 12 months: \$200+	3,868	3.5%	105
Bought prescription eyewear: discount optical ctr	10,390	9.3%	108
Bought prescription eyewear: private eye doctor	25,874	23.3%	96
Bought prescription eyewear: retail optical chain	13,607	12.2%	104
Used prescription drug for allergy/hay fever	6,263	5.6%	103
Used prescription drug for anxiety/panic	5,226	4.7%	105
Used prescr drug for arthritis/osteoarthritis	3,298	3.0%	96
Used prescr drug for rheumatoid arthritis	2,736	2.5%	100
Used prescription drug for asthma	4,000	3.6%	91
Used prescription drug for backache/back pain	8,842	8.0%	104
Used prescription drug for depression	7,561	6.8%	109
Used prescr drug for diabetes (insulin dependent)	2,259	2.0%	101
Used prescr drug for diabetes (non-insulin depend)	4,442	4.0%	106
Used prescription drug for heartburn/acid reflux	7,183	6.5%	107
Used prescription drug for high blood pressure	14,800	13.3%	98
Used prescription drug for high cholesterol	9,886	8.9%	98
Used prescription drug for migraine headache	3,753	3.4%	105
Used prescr drug for sinus congestion/headache	4,592	4.1%	110
Used prescription drug for urinary tract infection	3,301	3.0%	104
Filled prescription last 12 months: discnt/dept store	5,722	5.1%	116
Filled prescription last 12 months: drug str/pharmacy	38,764	34.9%	97
Filled prescription last 12 months: supermarket	9,363	8.4%	110
Filled prescription last 12 months: mail order	8,193	7.4%	91
Used last 6 months: adhesive bandages	61,094	54.9%	99

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Used last 6 months: athlete`s foot/medicated foot prod	10,549	9.5%	90
Used last 6 months: children`s cold tablets/liquids	16,154	14.5%	105
Used last 6 months: cold/sinus/allergy med (nonprescr)	54,548	49.1%	101
Used last 6 months: contact lens cleaning solution	13,832	12.4%	98
Used last 6 months: cotton swabs	54,254	48.8%	100
Used last 6 months: children`s cough syrup	16,661	15.0%	108
Used last 6 months: cough syrup/suppressant(nonprescr)	37,185	33.4%	97
Used last 6 months: eye wash/drops	31,005	27.9%	96
Used last 6 months: headache/pain reliever (nonprescr)	89,750	80.7%	99
Used last 6 months: heartburn/indigest/diarrhea remedy	49,446	44.5%	101
Used last 6 months: hemorrhoid remedy	9,477	8.5%	107
Used last 6 months: lactose intolerance product	3,877	3.5%	88
Used last 6 months: laxative/fiber supplement	16,905	15.2%	97
Used last 6 months: medicated skin cream/lotion/spray	31,047	27.9%	97
Used last 6 months: nasal spray	17,792	16.0%	99
Used last 6 months: pain reliever/fever reducer (kids)	25,203	22.7%	107
Used last 6 months: pain relieving rub/liquid/patch	23,292	20.9%	94
Used last 6 months: sleeping aid/snore relief	9,458	8.5%	102
Used last 6 months: sore throat remedy/cough drops	52,753	47.4%	98
Used last 12 months: sunburn remedy	16,209	14.6%	104
Used last 12 months: suntan/sunscreen product	41,444	37.3%	97
Used last 12 months: SPF 15 suntan/sunscreen product	10,219	9.2%	98
Used last 12 months: SPF 30-49 suntan/sunscreen prod	17,219	15.5%	96
Used last 12 months: SPF 50+ suntan/sunscreen product	12,588	11.3%	100
Used last 6 months: toothache/gum/canker sore remedy	11,432	10.3%	100
Used last 6 months: vitamins/nutritional suppl (kids)	16,807	15.1%	105
Used body powder in last 6 months	24,908	22.4%	95
Used body wash/shower gel in last 6 months	64,133	57.7%	98
Used breath freshener in last 6 months	46,173	41.5%	99
Used breath freshener in last 6 months: gum	29,628	26.6%	99
Used breath freshener in last 6 months: mints	20,219	18.2%	101
Used breath freshener in last 6 months: spray/drops	1,944	1.7%	99
Used breath freshener in last 6 months: thin film	2,293	2.1%	93
Used breath freshener 8+ times in last 7 days	12,132	10.9%	101
Used complexion care product in last 6 months	49,537	44.5%	95
Used complexion care prod in last 6 months: astringent	6,218	5.6%	97
Used complexion care prod in last 6 months: cleanser	27,419	24.7%	99
Used complexion care prod in last 6 months: toner	6,074	5.5%	86
Used dental floss in last 6 months	68,371	61.5%	97
Used dental rinse in last 6 months	23,437	21.1%	93
Used denture adhesive/fixative in last 6 months	6,148	5.5%	91
Used denture cleaner in last 6 months	10,427	9.4%	90
Used deodorant/antiperspirant in last 6 months	99,939	89.9%	97
Used disposable razor in last 6 months	60,239	54.2%	97
Used electric shaver in last 6 months	19,525	17.6%	97

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Used facial moisturizer in last 6 months	44,217	39.8%	93
Used personal foot care product in last 6 months	21,485	19.3%	94
Used hair coloring product (at home) last 6 months	21,375	19.2%	97
Used hair conditioner (at home) in last 6 months	65,633	59.0%	98
Used hair conditioning treatment (at home)/6 mo	24,467	22.0%	94
Used hair growth product in last 6 months	2,813	2.5%	96
Used hair spray (at home) in last 6 months	38,420	34.6%	103
Used hair styling gel/lotion/mousse in last 6 mo	37,694	33.9%	98
Used hand & body cream/lotion/oil in last 6 months	76,177	68.5%	95
Used lip care product in last 6 months	66,915	60.2%	97
Used liquid soap/hand sanitizer in last 6 months	84,908	76.4%	98
Used mouthwash in last 6 months	70,732	63.6%	96
Used mouthwash 8+ times in last 7 days	17,221	15.5%	95
Used shampoo (at home) in last 6 months	98,302	88.4%	97
Used shaving cream/gel in last 6 months	56,589	50.9%	100
Bought toothbrush in last 6 months	91,285	82.1%	97
Bought electric toothbrush in last 6 months	7,633	6.9%	93
Used toothpaste in last 6 months	102,954	92.6%	97
Used toothpaste (gel) in last 6 months	29,748	26.8%	105
Used toothpaste (paste) in last 6 months	55,721	50.1%	97
Used whitening toothpaste in last 6 months	36,873	33.2%	101
Used toothpaste with baking soda in last 6 months	23,405	21.0%	98
Used toothpaste for sensitive teeth in last 6 mo	13,125	11.8%	101
Used tooth whitener (not toothpaste) in last 6 mo	9,991	9.0%	93
Used tooth whitener (gel) in last 6 mos	1,934	1.7%	91
Used tooth whitener (strips) in last 6 months	5,432	4.9%	93
Visited a day spa in last 6 months	5,546	5.0%	89
Purchased product at salon/day spa in last 6 mo	7,451	6.7%	101
Professional srv last 6 months: haircut	69,924	62.9%	100
Professional srv last 6 months: hair color/highlights	19,009	17.1%	102
Professional srv last 6 months: facial	2,856	2.6%	81
Professional srv last 6 months: massage	7,618	6.9%	83
Professional srv last 6 months: manicure	13,479	12.1%	92
Professional srv last 6 months: pedicure	16,841	15.1%	96
Spent \$150+ at barber shops in last 6 months	2,167	1.9%	86
Spent \$150+ at beauty salons in last 6 months	12,145	10.9%	100

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