



Wilmington  
46 S South St, Wilmington, OH, 45177  
Ring: 10 miles radius

Latitude: 39.44489  
Longitude: -83.82858

Demographic Summary	2010	2015
Population	30,490	31,535
Population 18+	23,306	24,147
Households	11,859	12,323
Median Household Income	\$51,382	\$57,941

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	6,629	28.4%	97
Exercise at club 2+ times per week	2,151	9.2%	80
Exercise at other facility (not club) 2+ times/wk	1,810	7.8%	96
Own stationary bicycle	1,569	6.7%	114
Own treadmill	2,677	11.5%	119
Own weight lifting equipment	3,084	13.2%	107
Presently controlling diet	9,661	41.5%	101
Diet control for blood sugar level	1,893	8.1%	113
Diet control for cholesterol level	2,528	10.8%	107
Diet control to maintain weight	2,585	11.1%	99
Diet control for physical fitness	2,154	9.2%	98
Diet control for salt restriction	769	3.3%	104
Diet control for weight loss	3,606	15.5%	107
Used doctor's care/diet for diet method	769	3.3%	106
Used exercise program for diet method	2,089	9.0%	103
Used Weight Watchers as diet method	646	2.8%	91
Buy foods specifically labeled as fat-free	3,946	16.9%	97
Buy foods specifically labeled as high fiber	2,450	10.5%	94
Buy foods specifically labeled as high protein	1,157	5.0%	93
Buy foods specifically labeled as lactose-free	311	1.3%	70
Buy foods specifically labeled as low-calorie	2,353	10.1%	98
Buy foods specifically labeled as low-carb	1,873	8.0%	98
Buy foods specifically labeled as low-cholesterol	1,922	8.2%	96
Buy foods specifically labeled as low-fat	3,126	13.4%	99
Buy foods specifically labeled as low-sodium	1,963	8.4%	102
Buy foods specifically labeled as natural/organic	1,459	6.3%	83
Buy foods specifically labeled as sugar-free	3,339	14.3%	106
Used butter alternatives in last 6 months	840	3.6%	86
Used egg alternatives in last 6 months	3,012	12.9%	90
Used salt alternatives in last 6 months	6,791	29.1%	106
Drank meal/dietary supplement in last 6 months	1,849	7.9%	92
Used nutrition/energy bar in last 6 months	2,565	11.0%	83
Drank sports drink/thirst quencher in last 6 mo	7,163	30.7%	96
Used vitamin/dietary supplement in last 6 months	11,015	47.3%	99
Vitamin/dietary suppl used/6 mo: A	303	1.3%	87
Vitamin/dietary suppl used/6 mo: antioxidant	603	2.6%	87
Vitamin/dietary suppl used/6 mo: B complex	1,029	4.4%	92
Vitamin/dietary suppl used/6 mo: B complex+C	353	1.5%	78
Vitamin/dietary suppl used/6 mo: B-6	462	2.0%	95
Vitamin/dietary suppl used/6 mo: B-12	1,071	4.6%	90
Vitamin/dietary suppl used/6 mo: C	2,060	8.8%	102
Vitamin/dietary suppl used/6 mo: calcium	2,660	11.4%	104

**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 2010 and 2015.



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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	834	3.6%	101
Vitamin/dietary suppl used/6 mo: E	1,308	5.6%	100
Vitamin/dietary suppl used/6 mo: echinacea	361	1.5%	84
Vitamin/dietary suppl used/6 mo: garlic	398	1.7%	94
Vitamin/dietary suppl used/6 mo: glucosamine	981	4.2%	94
Vitamin/dietary suppl used/6 mo: multiple formula	2,663	11.4%	104
Vitamin/dietary suppl used/6 mo: multiple w/iron	978	4.2%	96
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,425	6.1%	100
Vitamin/dietary suppl used/6 mo: zinc	500	2.1%	95
Vitamin/dietary suppl/6 mo: Caltrate 600	587	2.5%	97
Vitamin/dietary suppl/6 mo: Centrum	1,161	5.0%	82
Vitamin/dietary suppl/6 mo: Nature Made	1,185	5.1%	98
Visited doctor in last 12 months	18,442	79.1%	101
Visited doctor in last 12 months: 1-3 times	7,978	34.2%	100
Visited doctor in last 12 months: 4-7 times	5,362	23.0%	102
Visited doctor in last 12 months: 8+ times	5,103	21.9%	101
Visited doctor in last 12 mo: allergist	501	2.1%	95
Visited doctor in last 12 mo: cardiologist	1,518	6.5%	97
Visited doctor in last 12 mo: chiropractor	1,945	8.3%	114
Visited doctor in last 12 mo: dentist	8,799	37.8%	99
Visited doctor in last 12 mo: dermatologist	1,263	5.4%	77
Visited doctor in last 12 mo: ear/nose/throat	923	4.0%	86
Visited doctor in last 12 mo: eye	4,850	20.8%	103
Visited doctor in last 12 mo: general/family	10,905	46.8%	107
Visited doctor in last 12 mo: internist	1,499	6.4%	86
Visited doctor in last 12 mo: physical therapist	1,035	4.4%	97
Visited doctor in last 12 mo: podiatrist	573	2.5%	82
Visited nurse practitioner in last 12 months	1,000	4.3%	102
Wear regular/sun/tinted prescription eyeglasses	8,449	36.3%	106
Wear bi-focals	4,396	18.9%	119
Wear disposable contact lenses	1,510	6.5%	101
Wear soft contact lenses	1,986	8.5%	101
Spent on contact lenses in last 12 mo: <\$100	628	2.7%	97
Spent on contact lenses in last 12 mo: \$100-199	853	3.7%	99
Spent on contact lenses in last 12 mo: \$200+	665	2.9%	92
Bought prescription eyewear: discount optical ctr	2,059	8.8%	108
Bought prescription eyewear: from eye doctor	6,379	27.4%	108
Bought prescription eyewear: retail optical chain	2,663	11.4%	104
Used prescription drug for allergy/hay fever	1,585	6.8%	96
Used prescription drug for anxiety/panic	1,007	4.3%	114
Used prescription drug for arthritis/rheumatism	577	2.5%	107
Used prescription drug for asthma	972	4.2%	104
Used prescription drug for backache	1,630	7.0%	106
Used prescription drug for depression	1,552	6.7%	117
Used prescr drug for diabetes (insulin dependent)	442	1.9%	101
Used prescr drug for diabetes (non-insulin)	944	4.1%	118
Used prescription drug for eczema/skin itch/rash	435	1.9%	89

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	1,841	7.9%	112
Used prescription drug for high blood pressure	3,208	13.8%	117
Used prescription drug for high cholesterol	2,194	9.4%	119
Used prescription drug for migraine headache	723	3.1%	93
Used prescription drug for muscle strain/sprain	498	2.1%	100
Used prescription drug for sinus congest./headache	1,171	5.0%	106
Used prescription drug for urinary tract infection	562	2.4%	93
Used last 6 mo: adhesive bandages	13,783	59.1%	108
Used last 6 mo: athlete`s foot/foot care product	3,203	13.7%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	10,942	46.9%	101
Used last 6 mo: children`s cold tablets/liquids	3,795	16.3%	101
Used last 6 mo: contact lens cleaning solution	2,742	11.8%	99
Used last 6 mo: cotton swabs	11,994	51.5%	106
Used last 6 mo: cough drops (nonprescription)	11,519	49.4%	103
Used last 6 mo: cough syrup/suppressant(nonprescr)	8,120	34.8%	99
Used last 6 mo: children`s cough syrup	3,615	15.5%	102
Used last 6 mo: diarrhea remedy	4,000	17.2%	100
Used last 6 mo: eye wash and drops	7,058	30.3%	99
Used last 6 mo: headache/pain reliever (nonprescr)	19,930	85.5%	103
Used last 6 mo: hemorrhoid remedy	2,308	9.9%	106
Used last 6 mo: indigestion/upset stomach remedy	10,539	45.2%	100
Used last 6 mo: lactose intolerance product	637	2.7%	75
Used last 6 mo: laxative	3,034	13.0%	97
Used last 6 mo: medicated skin ointment	7,470	32.1%	100
Used last 6 mo: medicated throat remedy	2,731	11.7%	100
Used last 6 mo: nasal spray	3,612	15.5%	98
Used last 6 mo: pain reliever/fever reducer (kids)	5,369	23.0%	103
Used last 6 mo: pain relieving rub (nonprescr)	6,108	26.2%	104
Used last 6 mo: sleeping tablets (nonprescription)	1,260	5.4%	103
Used last 12 mo: sunburn remedy	4,019	17.2%	112
Used last 12 mo: suntan/sunscreen product	8,639	37.1%	100
Used last 12 mo: SPF 15+ suntan/sunscreen product	6,780	29.1%	101
Used last 6 mo: toothache/gum/canker sore remedy	4,388	18.8%	108
Used last 6 mo: vitamins for children	3,437	14.7%	101
Used body powder in last 6 months	6,718	28.8%	99
Used body powder <3 times in last 7 days	2,820	12.1%	96
Used body powder 8+ times in last 7 days	508	2.2%	87
Used body wash/shower gel in last 6 months	11,906	51.1%	102
Used breath freshener in last 6 months	11,330	48.6%	100
Used complexion care product in last 6 months	10,344	44.4%	94
Used complexion care product <8 times last week	6,224	26.7%	94
Used complexion care product 15+ times last week	1,523	6.5%	91
Used complexion care prod: dry facial skin type	1,574	6.8%	91
Used complexion care prod: normal facial skin type	3,222	13.8%	92
Used complexion care prod: oily facial skin type	1,212	5.2%	88
Used dental floss in last 6 months	14,605	62.7%	101

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	4,272	18.3%	97
Used denture adhesive/fixative in last 6 months	1,544	6.6%	108
Used denture cleaner in last 6 months	3,009	12.9%	111
Used deodorant/antiperspirant in last 6 months	21,771	93.4%	101
Used deodorant/antiperspirant <8 times last week	15,933	68.4%	100
Used deodorant/antiperspirant 15+ times last week	1,437	6.2%	103
Used disposable razor in last 6 months	12,407	53.2%	103
Used electric shaver in last 6 months	4,866	20.9%	109
Used hair coloring product (at home) last 6 months	4,463	19.1%	95
Used hair conditioner (at home) in last 6 months	14,307	61.4%	99
Used hair conditioning treatment (at home)/6 mo	5,282	22.7%	91
Used hair growth product in last 6 months	410	1.8%	87
Used hair mousse in last 6 months	4,282	18.4%	100
Used hair spray (at home) in last 6 months	9,177	39.4%	106
Used hair styling gel/lotion in last 6 months	6,121	26.3%	95
Used hand & body cream/lotion/oil in last 6 months	16,644	71.4%	99
Used hand & body cream in last 6 months	3,603	15.5%	87
Used hand & body lotion in last 6 months	11,585	49.7%	104
Used hand & body oil in last 6 months	1,172	5.0%	90
Used lip care in last 6 months	14,092	60.5%	102
Used liquid soap/hand sanitizer in last 6 months	17,802	76.4%	102
Used mouthwash in last 6 months	15,218	65.3%	99
Used mouthwash <6 times in last 7 days	6,380	27.4%	99
Used mouthwash 8+ times in last 7 days	3,410	14.6%	96
Used shampoo (at home) in last 6 months	21,568	92.5%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,162	17.9%	93
Used shaving cream/gel in last 6 months	13,006	55.8%	106
Used personal care soap (bar) in last 6 months	19,552	83.9%	100
Use personal care soap for antibacterial purpose	4,467	19.2%	100
Use personal care soap for complexion	1,501	6.4%	90
Use personal care soap for deodorant	3,966	17.0%	102
Use personal care soap for moisturizing	4,684	20.1%	95
Bought toothbrush in last 6 months	20,145	86.4%	101
Bought electric toothbrush in last 6 months	1,253	5.4%	83
Used toothpaste in last 6 months	22,324	95.8%	100
Used toothpaste <8 times in last 7 days	8,157	35.0%	107
Used toothpaste 15+ times in last 7 days	3,464	14.9%	93
Used toothpaste with baking soda in last 6 months	2,541	10.9%	97
Used toothpaste (gel) in last 6 months	7,356	31.6%	108
Used toothpaste (paste) in last 6 months	10,969	47.1%	98
Used whitening toothpaste in last 6 months	9,184	39.4%	106
Used tooth whitener (not toothpaste) last 6 months	2,241	9.6%	87
Had professional manicure/pedicure last 6 months	2,845	12.2%	72
Had professional facial/massage last 6 months	1,584	6.8%	74
Spent \$100+ at barber shops in last 6 months	850	3.6%	69
Spent \$100+ at beauty parlors in last 6 months	3,345	14.4%	92

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Demographic Summary	2010	2015
Population	177,233	184,642
Population 18+	133,406	139,351
Households	66,130	69,276
Median Household Income	\$58,266	\$64,104

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week	40,108	30.1%	102
Exercise at club 2+ times per week	14,236	10.7%	92
Exercise at other facility (not club) 2+ times/wk	10,511	7.9%	97
Own stationary bicycle	9,339	7.0%	118
Own treadmill	16,782	12.6%	130
Own weight lifting equipment	19,283	14.5%	117
Presently controlling diet	56,522	42.4%	103
Diet control for blood sugar level	10,140	7.6%	106
Diet control for cholesterol level	14,512	10.9%	107
Diet control to maintain weight	15,563	11.7%	104
Diet control for physical fitness	13,348	10.0%	106
Diet control for salt restriction	4,234	3.2%	100
Diet control for weight loss	20,999	15.7%	109
Used doctor's care/diet for diet method	4,137	3.1%	100
Used exercise program for diet method	12,342	9.3%	106
Used Weight Watchers as diet method	3,822	2.9%	94
Buy foods specifically labeled as fat-free	23,765	17.8%	102
Buy foods specifically labeled as high fiber	15,341	11.5%	103
Buy foods specifically labeled as high protein	6,977	5.2%	98
Buy foods specifically labeled as lactose-free	1,846	1.4%	73
Buy foods specifically labeled as low-calorie	14,279	10.7%	104
Buy foods specifically labeled as low-carb	11,241	8.4%	102
Buy foods specifically labeled as low-cholesterol	11,196	8.4%	98
Buy foods specifically labeled as low-fat	18,749	14.1%	104
Buy foods specifically labeled as low-sodium	11,158	8.4%	101
Buy foods specifically labeled as natural/organic	9,411	7.1%	94
Buy foods specifically labeled as sugar-free	19,241	14.4%	107
Used butter alternatives in last 6 months	4,935	3.7%	88
Used egg alternatives in last 6 months	17,442	13.1%	91
Used salt alternatives in last 6 months	38,123	28.6%	104
Drank meal/dietary supplement in last 6 months	10,620	8.0%	92
Used nutrition/energy bar in last 6 months	16,007	12.0%	91
Drank sports drink/thirst quencher in last 6 mo	40,504	30.4%	95
Used vitamin/dietary supplement in last 6 months	65,201	48.9%	102
Vitamin/dietary suppl used/6 mo: A	1,842	1.4%	92
Vitamin/dietary suppl used/6 mo: antioxidant	3,770	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex	6,388	4.8%	100
Vitamin/dietary suppl used/6 mo: B complex+C	2,165	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6	2,763	2.1%	100
Vitamin/dietary suppl used/6 mo: B-12	6,586	4.9%	96
Vitamin/dietary suppl used/6 mo: C	12,173	9.1%	105
Vitamin/dietary suppl used/6 mo: calcium	15,891	11.9%	108

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	4,963	3.7%	105
Vitamin/dietary suppl used/6 mo: E	7,751	5.8%	103
Vitamin/dietary suppl used/6 mo: echinacea	2,224	1.7%	91
Vitamin/dietary suppl used/6 mo: garlic	2,324	1.7%	95
Vitamin/dietary suppl used/6 mo: glucosamine	6,219	4.7%	104
Vitamin/dietary suppl used/6 mo: multiple formula	16,265	12.2%	111
Vitamin/dietary suppl used/6 mo: multiple w/iron	5,789	4.3%	99
Vitamin/dietary suppl used/6 mo: mult w/minerals	8,733	6.5%	107
Vitamin/dietary suppl used/6 mo: zinc	2,979	2.2%	99
Vitamin/dietary suppl/6 mo: Caltrate 600	3,383	2.5%	98
Vitamin/dietary suppl/6 mo: Centrum	7,009	5.3%	87
Vitamin/dietary suppl/6 mo: Nature Made	7,126	5.3%	103
Visited doctor in last 12 months	107,433	80.5%	103
Visited doctor in last 12 months: 1-3 times	46,322	34.7%	101
Visited doctor in last 12 months: 4-7 times	31,277	23.4%	104
Visited doctor in last 12 months: 8+ times	29,840	22.4%	104
Visited doctor in last 12 mo: allergist	2,873	2.2%	95
Visited doctor in last 12 mo: cardiologist	8,988	6.7%	100
Visited doctor in last 12 mo: chiropractor	11,183	8.4%	114
Visited doctor in last 12 mo: dentist	52,703	39.5%	104
Visited doctor in last 12 mo: dermatologist	8,571	6.4%	91
Visited doctor in last 12 mo: ear/nose/throat	5,573	4.2%	91
Visited doctor in last 12 mo: eye	28,041	21.0%	104
Visited doctor in last 12 mo: general/family	62,868	47.1%	107
Visited doctor in last 12 mo: internist	9,537	7.1%	96
Visited doctor in last 12 mo: physical therapist	5,953	4.5%	97
Visited doctor in last 12 mo: podiatrist	3,301	2.5%	82
Visited nurse practitioner in last 12 months	5,561	4.2%	100
Wear regular/sun/tinted prescription eyeglasses	49,022	36.7%	107
Wear bi-focals	25,305	19.0%	119
Wear disposable contact lenses	9,089	6.8%	107
Wear soft contact lenses	11,942	9.0%	106
Spent on contact lenses in last 12 mo: <\$100	3,866	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	4,927	3.7%	100
Spent on contact lenses in last 12 mo: \$200+	4,196	3.1%	101
Bought prescription eyewear: discount optical ctr	11,819	8.9%	108
Bought prescription eyewear: from eye doctor	37,073	27.8%	110
Bought prescription eyewear: retail optical chain	16,027	12.0%	109
Used prescription drug for allergy/hay fever	9,496	7.1%	101
Used prescription drug for anxiety/panic	5,623	4.2%	111
Used prescription drug for arthritis/rheumatism	3,157	2.4%	102
Used prescription drug for asthma	5,317	4.0%	99
Used prescription drug for backache	8,898	6.7%	102
Used prescription drug for depression	8,562	6.4%	113
Used prescr drug for diabetes (insulin dependent)	2,260	1.7%	91
Used prescr drug for diabetes (non-insulin)	5,156	3.9%	113
Used prescription drug for eczema/skin itch/rash	2,536	1.9%	90

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	9,971	7.5%	106
Used prescription drug for high blood pressure	17,888	13.4%	114
Used prescription drug for high cholesterol	12,336	9.2%	117
Used prescription drug for migraine headache	4,340	3.3%	98
Used prescription drug for muscle strain/sprain	2,653	2.0%	93
Used prescription drug for sinus congest./headache	6,632	5.0%	105
Used prescription drug for urinary tract infection	3,059	2.3%	89
Used last 6 mo: adhesive bandages	78,553	58.9%	107
Used last 6 mo: athlete`s foot/foot care product	18,239	13.7%	93
Used last 6 mo: cold/sinus/allergy med (nonprescr)	63,220	47.4%	102
Used last 6 mo: children`s cold tablets/liquids	21,802	16.3%	101
Used last 6 mo: contact lens cleaning solution	16,630	12.5%	105
Used last 6 mo: cotton swabs	69,848	52.4%	108
Used last 6 mo: cough drops (nonprescription)	64,470	48.3%	101
Used last 6 mo: cough syrup/suppressant(nonprescr)	45,101	33.8%	96
Used last 6 mo: children`s cough syrup	20,335	15.2%	100
Used last 6 mo: diarrhea remedy	22,444	16.8%	98
Used last 6 mo: eye wash and drops	40,957	30.7%	101
Used last 6 mo: headache/pain reliever (nonprescr)	114,209	85.6%	103
Used last 6 mo: hemorrhoid remedy	12,998	9.7%	104
Used last 6 mo: indigestion/upset stomach remedy	60,640	45.5%	100
Used last 6 mo: lactose intolerance product	3,612	2.7%	74
Used last 6 mo: laxative	17,482	13.1%	97
Used last 6 mo: medicated skin ointment	43,820	32.8%	102
Used last 6 mo: medicated throat remedy	15,146	11.4%	97
Used last 6 mo: nasal spray	20,565	15.4%	98
Used last 6 mo: pain reliever/fever reducer (kids)	30,834	23.1%	104
Used last 6 mo: pain relieving rub (nonprescr)	34,357	25.8%	102
Used last 6 mo: sleeping tablets (nonprescription)	7,188	5.4%	102
Used last 12 mo: sunburn remedy	22,709	17.0%	111
Used last 12 mo: suntan/sunscreen product	52,282	39.2%	105
Used last 12 mo: SPF 15+ suntan/sunscreen product	41,437	31.1%	108
Used last 6 mo: toothache/gum/canker sore remedy	24,124	18.1%	103
Used last 6 mo: vitamins for children	19,896	14.9%	102
Used body powder in last 6 months	37,126	27.8%	95
Used body powder <3 times in last 7 days	15,880	11.9%	94
Used body powder 8+ times in last 7 days	2,707	2.0%	81
Used body wash/shower gel in last 6 months	67,147	50.3%	101
Used breath freshener in last 6 months	64,250	48.2%	99
Used complexion care product in last 6 months	60,546	45.4%	96
Used complexion care product <8 times last week	35,864	26.9%	95
Used complexion care product 15+ times last week	8,621	6.5%	90
Used complexion care prod: dry facial skin type	9,329	7.0%	94
Used complexion care prod: normal facial skin type	19,168	14.4%	96
Used complexion care prod: oily facial skin type	6,907	5.2%	87
Used dental floss in last 6 months	85,156	63.8%	102

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Wilmington  
46 S South St, Wilmington, OH, 45177  
Ring: 20 miles radius

Latitude: 39.44489  
Longitude: -83.82858

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	24,288	18.2%	96
Used denture adhesive/fixative in last 6 months	8,543	6.4%	104
Used denture cleaner in last 6 months	16,322	12.2%	106
Used deodorant/antiperspirant in last 6 months	124,338	93.2%	101
Used deodorant/antiperspirant <8 times last week	92,043	69.0%	101
Used deodorant/antiperspirant 15+ times last week	7,535	5.6%	95
Used disposable razor in last 6 months	70,369	52.7%	102
Used electric shaver in last 6 months	27,794	20.8%	109
Used hair coloring product (at home) last 6 months	25,270	18.9%	94
Used hair conditioner (at home) in last 6 months	81,951	61.4%	99
Used hair conditioning treatment (at home)/6 mo	30,035	22.5%	91
Used hair growth product in last 6 months	2,249	1.7%	83
Used hair mousse in last 6 months	24,706	18.5%	101
Used hair spray (at home) in last 6 months	52,601	39.4%	106
Used hair styling gel/lotion in last 6 months	35,878	26.9%	97
Used hand & body cream/lotion/oil in last 6 months	95,320	71.5%	99
Used hand & body cream in last 6 months	21,632	16.2%	92
Used hand & body lotion in last 6 months	65,577	49.2%	102
Used hand & body oil in last 6 months	6,608	5.0%	89
Used lip care in last 6 months	79,806	59.8%	101
Used liquid soap/hand sanitizer in last 6 months	102,640	76.9%	102
Used mouthwash in last 6 months	87,034	65.2%	99
Used mouthwash <6 times in last 7 days	36,476	27.3%	99
Used mouthwash 8+ times in last 7 days	19,137	14.3%	94
Used shampoo (at home) in last 6 months	123,612	92.7%	101
Used shampoo plus conditioner prod (at home)/6 mo	23,595	17.7%	92
Used shaving cream/gel in last 6 months	73,850	55.4%	105
Used personal care soap (bar) in last 6 months	112,224	84.1%	100
Use personal care soap for antibacterial purpose	25,389	19.0%	99
Use personal care soap for complexion	8,868	6.6%	92
Use personal care soap for deodorant	23,564	17.7%	106
Use personal care soap for moisturizing	26,988	20.2%	96
Bought toothbrush in last 6 months	114,691	86.0%	101
Bought electric toothbrush in last 6 months	8,027	6.0%	93
Used toothpaste in last 6 months	127,869	95.8%	100
Used toothpaste <8 times in last 7 days	45,005	33.7%	103
Used toothpaste 15+ times in last 7 days	20,024	15.0%	93
Used toothpaste with baking soda in last 6 months	13,688	10.3%	91
Used toothpaste (gel) in last 6 months	41,773	31.3%	108
Used toothpaste (paste) in last 6 months	64,014	48.0%	100
Used whitening toothpaste in last 6 months	52,350	39.2%	106
Used tooth whitener (not toothpaste) last 6 months	13,307	10.0%	90
Had professional manicure/pedicure last 6 months	18,353	13.8%	82
Had professional facial/massage last 6 months	10,561	7.9%	86
Spent \$100+ at barber shops in last 6 months	5,924	4.4%	85
Spent \$100+ at beauty parlors in last 6 months	21,328	16.0%	102

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**Wilmington**  
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**Ring: 30 miles radius**

**Latitude: 39.44489**  
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<b>Demographic Summary</b>	<b>2010</b>	<b>2015</b>
Population	985,370	1,018,059
Population 18+	747,368	773,362
Households	384,010	397,517
Median Household Income	\$60,372	\$67,861

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Exercise at home 2+ times per week	230,665	30.9%	105
Exercise at club 2+ times per week	93,150	12.5%	108
Exercise at other facility (not club) 2+ times/wk	66,864	8.9%	110
Own stationary bicycle	49,529	6.6%	112
Own treadmill	84,462	11.3%	117
Own weight lifting equipment	105,621	14.1%	115
Presently controlling diet	315,844	42.3%	103
Diet control for blood sugar level	53,049	7.1%	99
Diet control for cholesterol level	76,600	10.2%	101
Diet control to maintain weight	89,505	12.0%	107
Diet control for physical fitness	76,022	10.2%	108
Diet control for salt restriction	21,548	2.9%	91
Diet control for weight loss	115,619	15.5%	107
Used doctor`s care/diet for diet method	22,496	3.0%	97
Used exercise program for diet method	71,503	9.6%	110
Used Weight Watchers as diet method	21,930	2.9%	97
Buy foods specifically labeled as fat-free	134,265	18.0%	103
Buy foods specifically labeled as high fiber	89,131	11.9%	106
Buy foods specifically labeled as high protein	42,425	5.7%	106
Buy foods specifically labeled as lactose-free	12,859	1.7%	91
Buy foods specifically labeled as low-calorie	83,162	11.1%	108
Buy foods specifically labeled as low-carb	65,398	8.8%	106
Buy foods specifically labeled as low-cholesterol	65,216	8.7%	101
Buy foods specifically labeled as low-fat	107,779	14.4%	107
Buy foods specifically labeled as low-sodium	63,338	8.5%	103
Buy foods specifically labeled as natural/organic	57,514	7.7%	102
Buy foods specifically labeled as sugar-free	106,269	14.2%	105
Used butter alternatives in last 6 months	28,134	3.8%	89
Used egg alternatives in last 6 months	100,248	13.4%	93
Used salt alternatives in last 6 months	204,678	27.4%	99
Drank meal/dietary supplement in last 6 months	61,666	8.3%	95
Used nutrition/energy bar in last 6 months	100,007	13.4%	101
Drank sports drink/thirst quencher in last 6 mo	236,754	31.7%	99
Used vitamin/dietary supplement in last 6 months	368,066	49.2%	103
Vitamin/dietary suppl used/6 mo: A	10,992	1.5%	98
Vitamin/dietary suppl used/6 mo: antioxidant	21,855	2.9%	99
Vitamin/dietary suppl used/6 mo: B complex	36,289	4.9%	102
Vitamin/dietary suppl used/6 mo: B complex+C	12,086	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	14,991	2.0%	96
Vitamin/dietary suppl used/6 mo: B-12	36,949	4.9%	97
Vitamin/dietary suppl used/6 mo: C	68,723	9.2%	106
Vitamin/dietary suppl used/6 mo: calcium	85,064	11.4%	104

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Wilmington  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Vitamin/dietary suppl used/6 mo: D	26,452	3.5%	100
Vitamin/dietary suppl used/6 mo: E	42,670	5.7%	102
Vitamin/dietary suppl used/6 mo: echinacea	13,416	1.8%	98
Vitamin/dietary suppl used/6 mo: garlic	13,225	1.8%	97
Vitamin/dietary suppl used/6 mo: glucosamine	34,410	4.6%	103
Vitamin/dietary suppl used/6 mo: multiple formula	90,361	12.1%	110
Vitamin/dietary suppl used/6 mo: multiple w/iron	33,984	4.5%	104
Vitamin/dietary suppl used/6 mo: mult w/minerals	48,233	6.5%	106
Vitamin/dietary suppl used/6 mo: zinc	17,630	2.4%	104
Vitamin/dietary suppl/6 mo: Caltrate 600	19,162	2.6%	99
Vitamin/dietary suppl/6 mo: Centrum	43,256	5.8%	96
Vitamin/dietary suppl/6 mo: Nature Made	39,996	5.4%	103
Visited doctor in last 12 months	597,251	79.9%	102
Visited doctor in last 12 months: 1-3 times	260,333	34.8%	102
Visited doctor in last 12 months: 4-7 times	172,400	23.1%	102
Visited doctor in last 12 months: 8+ times	165,295	22.1%	102
Visited doctor in last 12 mo: allergist	16,667	2.2%	98
Visited doctor in last 12 mo: cardiologist	49,396	6.6%	98
Visited doctor in last 12 mo: chiropractor	57,394	7.7%	105
Visited doctor in last 12 mo: dentist	299,055	40.0%	105
Visited doctor in last 12 mo: dermatologist	53,219	7.1%	101
Visited doctor in last 12 mo: ear/nose/throat	32,263	4.3%	94
Visited doctor in last 12 mo: eye	156,057	20.9%	103
Visited doctor in last 12 mo: general/family	338,832	45.3%	103
Visited doctor in last 12 mo: internist	56,532	7.6%	101
Visited doctor in last 12 mo: physical therapist	34,784	4.7%	101
Visited doctor in last 12 mo: podiatrist	20,426	2.7%	91
Visited nurse practitioner in last 12 months	31,636	4.2%	101
Wear regular/sun/tinted prescription eyeglasses	270,372	36.2%	106
Wear bi-focals	129,802	17.4%	109
Wear disposable contact lenses	51,291	6.9%	107
Wear soft contact lenses	70,106	9.4%	111
Spent on contact lenses in last 12 mo: <\$100	21,712	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	30,181	4.0%	109
Spent on contact lenses in last 12 mo: \$200+	24,685	3.3%	106
Bought prescription eyewear: discount optical ctr	63,211	8.5%	103
Bought prescription eyewear: from eye doctor	196,863	26.3%	104
Bought prescription eyewear: retail optical chain	92,541	12.4%	112
Used prescription drug for allergy/hay fever	56,621	7.6%	107
Used prescription drug for anxiety/panic	31,104	4.2%	109
Used prescription drug for arthritis/rheumatism	17,448	2.3%	100
Used prescription drug for asthma	30,208	4.0%	101
Used prescription drug for backache	50,343	6.7%	103
Used prescription drug for depression	46,466	6.2%	109
Used prescr drug for diabetes (insulin dependent)	12,554	1.7%	90
Used prescr drug for diabetes (non-insulin)	25,319	3.4%	99
Used prescription drug for eczema/skin itch/rash	15,481	2.1%	98

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Wilmington  
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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used prescription drug for heartburn/acid reflux	53,938	7.2%	103
Used prescription drug for high blood pressure	91,562	12.3%	104
Used prescription drug for high cholesterol	62,228	8.3%	106
Used prescription drug for migraine headache	26,435	3.5%	106
Used prescription drug for muscle strain/sprain	15,183	2.0%	95
Used prescription drug for sinus congest./headache	37,071	5.0%	104
Used prescription drug for urinary tract infection	17,817	2.4%	92
Used last 6 mo: adhesive bandages	428,408	57.3%	104
Used last 6 mo: athlete`s foot/foot care product	100,262	13.4%	91
Used last 6 mo: cold/sinus/allergy med (nonprescr)	353,252	47.3%	101
Used last 6 mo: children`s cold tablets/liquids	120,863	16.2%	100
Used last 6 mo: contact lens cleaning solution	97,578	13.1%	110
Used last 6 mo: cotton swabs	378,732	50.7%	104
Used last 6 mo: cough drops (nonprescription)	357,125	47.8%	100
Used last 6 mo: cough syrup/suppressant(nonprescr)	254,226	34.0%	96
Used last 6 mo: children`s cough syrup	112,581	15.1%	99
Used last 6 mo: diarrhea remedy	124,427	16.6%	97
Used last 6 mo: eye wash and drops	223,095	29.9%	98
Used last 6 mo: headache/pain reliever (nonprescr)	633,088	84.7%	102
Used last 6 mo: hemorrhoid remedy	69,557	9.3%	100
Used last 6 mo: indigestion/upset stomach remedy	335,471	44.9%	99
Used last 6 mo: lactose intolerance product	23,938	3.2%	88
Used last 6 mo: laxative	97,564	13.1%	97
Used last 6 mo: medicated skin ointment	243,979	32.6%	102
Used last 6 mo: medicated throat remedy	85,208	11.4%	97
Used last 6 mo: nasal spray	117,888	15.8%	100
Used last 6 mo: pain reliever/fever reducer (kids)	169,708	22.7%	102
Used last 6 mo: pain relieving rub (nonprescr)	185,452	24.8%	98
Used last 6 mo: sleeping tablets (nonprescription)	40,396	5.4%	102
Used last 12 mo: sunburn remedy	124,132	16.6%	108
Used last 12 mo: suntan/sunscreen product	300,461	40.2%	108
Used last 12 mo: SPF 15+ suntan/sunscreen product	237,408	31.8%	110
Used last 6 mo: toothache/gum/canker sore remedy	128,913	17.2%	98
Used last 6 mo: vitamins for children	111,717	14.9%	103
Used body powder in last 6 months	202,447	27.1%	93
Used body powder <3 times in last 7 days	88,028	11.8%	93
Used body powder 8+ times in last 7 days	15,188	2.0%	81
Used body wash/shower gel in last 6 months	376,817	50.4%	101
Used breath freshener in last 6 months	364,281	48.7%	100
Used complexion care product in last 6 months	349,973	46.8%	99
Used complexion care product <8 times last week	205,903	27.6%	97
Used complexion care product 15+ times last week	53,610	7.2%	99
Used complexion care prod: dry facial skin type	53,086	7.1%	96
Used complexion care prod: normal facial skin type	112,812	15.1%	101
Used complexion care prod: oily facial skin type	42,272	5.7%	95
Used dental floss in last 6 months	482,142	64.5%	103

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Used dental rinse in last 6 months	135,159	18.1%	96
Used denture adhesive/fixative in last 6 months	43,162	5.8%	94
Used denture cleaner in last 6 months	81,763	10.9%	94
Used deodorant/antiperspirant in last 6 months	694,011	92.9%	101
Used deodorant/antiperspirant <8 times last week	513,620	68.7%	100
Used deodorant/antiperspirant 15+ times last week	42,449	5.7%	95
Used disposable razor in last 6 months	388,587	52.0%	101
Used electric shaver in last 6 months	150,803	20.2%	105
Used hair coloring product (at home) last 6 months	143,153	19.2%	95
Used hair conditioner (at home) in last 6 months	461,662	61.8%	100
Used hair conditioning treatment (at home)/6 mo	173,304	23.2%	93
Used hair growth product in last 6 months	14,465	1.9%	96
Used hair mousse in last 6 months	134,943	18.1%	99
Used hair spray (at home) in last 6 months	284,534	38.1%	103
Used hair styling gel/lotion in last 6 months	207,682	27.8%	100
Used hand & body cream/lotion/oil in last 6 months	536,060	71.7%	99
Used hand & body cream in last 6 months	127,318	17.0%	96
Used hand & body lotion in last 6 months	366,084	49.0%	102
Used hand & body oil in last 6 months	39,008	5.2%	93
Used lip care in last 6 months	449,002	60.1%	102
Used liquid soap/hand sanitizer in last 6 months	572,080	76.5%	102
Used mouthwash in last 6 months	484,318	64.8%	99
Used mouthwash <6 times in last 7 days	203,565	27.2%	99
Used mouthwash 8+ times in last 7 days	109,495	14.7%	96
Used shampoo (at home) in last 6 months	688,727	92.2%	101
Used shampoo plus conditioner prod (at home)/6 mo	131,943	17.7%	92
Used shaving cream/gel in last 6 months	404,404	54.1%	103
Used personal care soap (bar) in last 6 months	621,535	83.2%	99
Use personal care soap for antibacterial purpose	140,518	18.8%	98
Use personal care soap for complexion	51,552	6.9%	96
Use personal care soap for deodorant	133,386	17.8%	107
Use personal care soap for moisturizing	153,737	20.6%	97
Bought toothbrush in last 6 months	641,240	85.8%	101
Bought electric toothbrush in last 6 months	47,891	6.4%	99
Used toothpaste in last 6 months	715,412	95.7%	100
Used toothpaste <8 times in last 7 days	243,311	32.6%	99
Used toothpaste 15+ times in last 7 days	115,564	15.5%	96
Used toothpaste with baking soda in last 6 months	77,043	10.3%	91
Used toothpaste (gel) in last 6 months	232,217	31.1%	107
Used toothpaste (paste) in last 6 months	358,306	47.9%	100
Used whitening toothpaste in last 6 months	292,930	39.2%	106
Used tooth whitener (not toothpaste) last 6 months	80,543	10.8%	97
Had professional manicure/pedicure last 6 months	119,098	15.9%	95
Had professional facial/massage last 6 months	67,093	9.0%	98
Spent \$100+ at barber shops in last 6 months	38,962	5.2%	99
Spent \$100+ at beauty parlors in last 6 months	126,540	16.9%	108

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