



Health and Beauty Market Potential

Santa Fe County, NM 3
 Santa Fe County, NM (35049)
 Geography: County

| Demographic Summary | | 2013 | 2018 |
|-------------------------|--|----------|----------|
| Population | | 145,947 | 150,588 |
| Population 18+ | | 116,397 | 120,686 |
| Households | | 63,075 | 65,723 |
| Median Household Income | | \$52,953 | \$60,053 |

| Product/Consumer Behavior | Expected Number of | | |
|--|--------------------|---------|-----|
| | Adults | Percent | MPI |
| Exercise at home 2+ times per week | 33,596 | 28.9% | 106 |
| Exercise at club 2+ times per week | 16,541 | 14.2% | 108 |
| Exercise at other facility (not club) 2+ times/wk | 9,451 | 8.1% | 108 |
| Own elliptical | 4,689 | 4.0% | 104 |
| Own stationary bicycle | 7,058 | 6.1% | 109 |
| Own treadmill | 12,396 | 10.6% | 103 |
| Own weight lifting equipment | 15,871 | 13.6% | 104 |
| Presently controlling diet | 41,905 | 36.0% | 100 |
| Diet control for blood sugar level | 8,156 | 7.0% | 94 |
| Diet control for cholesterol level | 11,312 | 9.7% | 104 |
| Diet control to maintain weight | 13,818 | 11.9% | 107 |
| Diet control for physical fitness | 12,663 | 10.9% | 105 |
| Diet control for salt restriction | 3,956 | 3.4% | 101 |
| Diet control for weight loss | 15,709 | 13.5% | 100 |
| Used doctor`s care/diet for diet method | 2,711 | 2.3% | 87 |
| Used exercise program for diet method | 9,529 | 8.2% | 97 |
| Used Weight Watchers as diet method | 3,044 | 2.6% | 105 |
| Buy foods specifically labeled as fat-free | 14,984 | 12.9% | 99 |
| Buy foods specifically labeled as gluten-free | 3,104 | 2.7% | 100 |
| Buy foods specifically labeled as high fiber | 11,611 | 10.0% | 101 |
| Buy foods specifically labeled as high protein | 6,542 | 5.6% | 99 |
| Buy foods specifically labeled as lactose-free | 2,579 | 2.2% | 110 |
| Buy foods specifically labeled as low-calorie | 12,362 | 10.6% | 100 |
| Buy foods specifically labeled as low-carb | 7,451 | 6.4% | 103 |
| Buy foods specifically labeled as low-cholesterol | 7,835 | 6.7% | 99 |
| Buy foods specifically labeled as low-fat | 14,796 | 12.7% | 107 |
| Buy foods specifically labeled as low-sodium | 12,383 | 10.6% | 106 |
| Buy foods specifically labeled as natural/organic | 11,146 | 9.6% | 105 |
| Buy foods specifically labeled as sugar-free | 12,087 | 10.4% | 99 |
| Used meal/dietary/weight loss supplement last 6 mo | 7,300 | 6.3% | 91 |
| Used vitamins/dietary supplements in last 6 months | 64,265 | 55.2% | 103 |
| Vitamin/dietary suppl used/6 mo: antioxidant | 3,318 | 2.9% | 114 |
| Vitamin/dietary suppl used/6 mo: B complex | 7,447 | 6.4% | 118 |
| Vitamin/dietary suppl used/6 mo: B complex+C | 2,685 | 2.3% | 104 |
| Vitamin/dietary suppl used/6 mo: B-6 | 2,907 | 2.5% | 116 |
| Vitamin/dietary suppl used/6 mo: B-12 | 8,593 | 7.4% | 103 |
| Vitamin/dietary suppl used/6 mo: C | 10,916 | 9.4% | 111 |
| Vitamin/dietary suppl used/6 mo: calcium | 15,406 | 13.2% | 115 |
| Vitamin/dietary suppl used/6 mo: D | 15,388 | 13.2% | 116 |
| Vitamin/dietary suppl used/6 mo: E | 5,222 | 4.5% | 108 |
| Vitamin/dietary suppl used/6 mo: glucosamine | 6,006 | 5.2% | 125 |
| Vitamin/dietary suppl used/6 mo: iron | 3,720 | 3.2% | 103 |
| Vitamin/dietary suppl used/6 mo: multiple formula | 15,954 | 13.7% | 110 |
| Vitamin/dietary suppl used/6 mo: multiple w/iron | 4,729 | 4.1% | 99 |
| Vitamin/dietary suppl used/6 mo: mult w/minerals | 7,050 | 6.1% | 106 |
| Vitamin/dietary suppl used/6 mo: zinc | 2,595 | 2.2% | 106 |
| Vitamin/dietary suppl used/6 mo: Caltrate 600 | 4,250 | 3.7% | 123 |
| Vitamin/dietary suppl used/6 mo: Centrum | 4,519 | 3.9% | 87 |
| Vitamin/dietary suppl used/6 mo: Nature Made | 9,942 | 8.5% | 115 |
| Primary caregiver/caretaker | 8,395 | 7.2% | 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 2013 and 2018.



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| Product/Consumer Behavior | Expected Number of | | MPI |
|--|--------------------|---------|-----|
| | Adults | Percent | |
| Visited doctor in last 12 months | 89,742 | 77.1% | 102 |
| Visited doctor in last 12 months: 1-2 times | 27,284 | 23.4% | 98 |
| Visited doctor in last 12 months: 3-5 times | 25,705 | 22.1% | 102 |
| Visited doctor in last 12 months: 6+ times | 36,753 | 31.6% | 104 |
| Visited doctor in last 12 mo: allergist | 2,325 | 2.0% | 102 |
| Visited doctor in last 12 mo: cardiologist | 8,873 | 7.6% | 115 |
| Visited doctor in last 12 mo: chiropractor | 7,873 | 6.8% | 99 |
| Visited doctor in last 12 mo: dentist | 43,918 | 37.7% | 106 |
| Visited doctor in last 12 mo: dermatologist | 11,193 | 9.6% | 124 |
| Visited doctor in last 12 mo: ear/nose/throat | 5,076 | 4.4% | 98 |
| Visited doctor in last 12 mo: eye | 24,119 | 20.7% | 103 |
| Visited doctor in last 12 mo: gastroenterologist | 4,969 | 4.3% | 110 |
| Visited doctor in last 12 mo: general/family | 49,232 | 42.3% | 104 |
| Visited doctor in last 12 mo: internist | 8,883 | 7.6% | 120 |
| Visited doctor in last 12 mo: physical therapist | 5,325 | 4.6% | 103 |
| Visited doctor in last 12 mo: podiatrist | 3,434 | 3.0% | 105 |
| Visited doctor in last 12 mo: urologist | 5,277 | 4.5% | 117 |
| Visited nurse practitioner in last 12 months | 4,793 | 4.1% | 92 |
| Wear regular/sun/tinted prescription eyeglasses | 42,339 | 36.4% | 105 |
| Wear bi-focals | 19,246 | 16.5% | 104 |
| Wear disposable contact lenses | 8,457 | 7.3% | 104 |
| Wear soft contact lenses | 11,986 | 10.3% | 104 |
| Wear transition lenses | 6,689 | 5.7% | 110 |
| Spent on eyeglasses in last 12 mo: <\$100 | 2,947 | 2.5% | 95 |
| Spent on eyeglasses in last 12 mo: \$100-\$199 | 4,579 | 3.9% | 93 |
| Spent on eyeglasses in last 12 mo: \$200-\$249 | 3,617 | 3.1% | 101 |
| Spent on eyeglasses in last 12 mo: \$250+ | 10,819 | 9.3% | 103 |
| Spent on contact lenses in last 12 mo: <\$100 | 2,967 | 2.5% | 96 |
| Spent on contact lenses in last 12 mo: \$100-\$199 | 5,210 | 4.5% | 113 |
| Spent on contact lenses in last 12 mo: \$200+ | 4,403 | 3.8% | 105 |
| Bought prescription eyewear: discount optical ctr | 10,341 | 8.9% | 108 |
| Bought prescription eyewear: private eye doctor | 30,122 | 25.9% | 104 |
| Bought prescription eyewear: retail optical chain | 13,361 | 11.5% | 99 |
| Used prescription drug for allergy/hay fever | 7,497 | 6.4% | 101 |
| Used prescription drug for anxiety/panic | 5,002 | 4.3% | 93 |
| Used prescr drug for arthritis/osteoarthritis | 3,997 | 3.4% | 106 |
| Used prescr drug for rheumatoid arthritis | 2,788 | 2.4% | 98 |
| Used prescription drug for asthma | 4,745 | 4.1% | 98 |
| Used prescription drug for backache/back pain | 8,873 | 7.6% | 104 |
| Used prescription drug for depression | 6,655 | 5.7% | 89 |
| Used prescr drug for diabetes (insulin dependent) | 2,176 | 1.9% | 92 |
| Used prescr drug for diabetes (non-insulin depend) | 4,210 | 3.6% | 91 |
| Used prescription drug for eczema/skin itch/rash | 2,255 | 1.9% | 101 |
| Used prescription drug for heartburn/acid reflux | 7,095 | 6.1% | 101 |
| Used prescription drug for high blood pressure | 15,995 | 13.7% | 104 |
| Used prescription drug for high cholesterol | 11,073 | 9.5% | 106 |
| Used prescription drug for migraine headache | 3,536 | 3.0% | 98 |
| Used prescr drug for sinus congestion/headache | 4,891 | 4.2% | 101 |
| Used prescription drug for urinary tract infection | 3,082 | 2.6% | 95 |
| Used last 6 mo: adhesive bandages | 65,258 | 56.1% | 101 |

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| | Adults | Percent | |
| Used last 6 mo: athlete`s foot/medicated foot prod | 12,814 | 11.0% | 103 |
| Used last 6 mo: children`s cold tablets/liquids | 15,312 | 13.2% | 93 |
| Used last 6 mo: cold/sinus/allergy med (nonprescr) | 54,591 | 46.9% | 98 |
| Used last 6 mo: contact lens cleaning solution | 15,802 | 13.6% | 104 |
| Used last 6 mo: cotton swabs | 56,790 | 48.8% | 101 |
| Used last 6 mo: children`s cough syrup | 15,487 | 13.3% | 93 |
| Used last 6 mo: cough syrup/suppressant(nonprescr) | 36,790 | 31.6% | 95 |
| Used last 6 mo: eye wash/drops | 34,003 | 29.2% | 101 |
| Used last 6 mo: headache/pain reliever (nonprescr) | 96,327 | 82.8% | 101 |
| Used last 6 mo: heartburn/indigest/diarrhea remedy | 52,250 | 44.9% | 100 |
| Used last 6 mo: hemorrhoid remedy | 9,199 | 7.9% | 99 |
| Used last 6 mo: lactose intolerance product | 4,235 | 3.6% | 98 |
| Used last 6 mo: laxative/fiber supplement | 17,438 | 15.0% | 97 |
| Used last 6 mo: medicated skin cream/lotion/spray | 33,662 | 28.9% | 100 |
| Used last 6 mo: nasal spray | 19,294 | 16.6% | 103 |
| Used last 6 mo: pain reliever/fever reducer (kids) | 24,664 | 21.2% | 96 |
| Used last 6 mo: pain relieving rub/liquid/patch | 24,271 | 20.9% | 95 |
| Used last 6 mo: sleeping aid/snore relief | 9,393 | 8.1% | 104 |
| Used last 6 mo: sore throat remedy/cough drops | 54,082 | 46.5% | 96 |
| Used last 12 mo: sunburn remedy | 15,595 | 13.4% | 96 |
| Used last 12 mo: suntan/sunscreen product | 47,365 | 40.7% | 107 |
| Used last 12 mo: SPF 15 suntan/sunscreen product | 12,328 | 10.6% | 106 |
| Used last 12 mo: SPF 30-49 suntan/sunscreen prod | 20,695 | 17.8% | 107 |
| Used last 12 mo: SPF 50+ suntan/sunscreen product | 12,846 | 11.0% | 102 |
| Used last 6 mo: toothache/gum/canker sore remedy | 10,297 | 8.8% | 86 |
| Used last 6 mo: vitamins/nutritional suppl (kids) | 16,151 | 13.9% | 93 |
| Used body powder in last 6 months | 25,530 | 21.9% | 93 |
| Used body wash/shower gel in last 6 months | 64,137 | 55.1% | 97 |
| Used breath freshener in last 6 months | 47,076 | 40.4% | 95 |
| Used breath freshener in last 6 mo: gum | 29,519 | 25.4% | 92 |
| Used breath freshener in last 6 mo: mints | 19,539 | 16.8% | 94 |
| Used breath freshener in last 6 mo: spray/drops | 2,417 | 2.1% | 103 |
| Used breath freshener in last 6 mo: thin film | 3,101 | 2.7% | 105 |
| Used breath freshener 8+ times in last 7 days | 12,069 | 10.4% | 93 |
| Used complexion care product in last 6 months | 55,536 | 47.7% | 101 |
| Used complexion care prod in last 6 mo: astringent | 7,197 | 6.2% | 102 |
| Used complexion care prod in last 6 mo: cleanser | 29,927 | 25.7% | 102 |
| Used complexion care prod in last 6 mo: toner | 8,374 | 7.2% | 109 |
| Used dental floss in last 6 months | 74,956 | 64.4% | 103 |
| Used dental rinse in last 6 months | 23,667 | 20.3% | 94 |
| Used denture adhesive/fixative in last 6 months | 6,020 | 5.2% | 83 |
| Used denture cleaner in last 6 months | 11,631 | 10.0% | 91 |
| Used deodorant/antiperspirant in last 6 months | 108,036 | 92.8% | 100 |
| Used disposable razor in last 6 months | 63,987 | 55.0% | 100 |
| Used electric shaver in last 6 months | 22,286 | 19.1% | 107 |

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|--|--------------------|---------|-----|
| | Adults | Percent | |
| Used facial moisturizer in last 6 months | 50,511 | 43.4% | 102 |
| Used personal foot care product in last 6 months | 24,717 | 21.2% | 99 |
| Used hair coloring product (at home) last 6 months | 21,778 | 18.7% | 96 |
| Used hair conditioner (at home) in last 6 months | 70,513 | 60.6% | 99 |
| Used hair conditioning treatment (at home)/6 mo | 25,518 | 21.9% | 96 |
| Used hair growth product in last 6 months | 3,049 | 2.6% | 98 |
| Used hair spray (at home) in last 6 months | 40,658 | 34.9% | 102 |
| Used hair styling gel/lotion/mousse in last 6 mo | 39,901 | 34.3% | 99 |
| Used hand & body cream/lotion/oil in last 6 months | 83,352 | 71.6% | 98 |
| Used lip care product in last 6 months | 69,936 | 60.1% | 98 |
| Used liquid soap/hand sanitizer in last 6 months | 90,102 | 77.4% | 99 |
| Used mouthwash in last 6 months | 74,926 | 64.4% | 98 |
| Used mouthwash 8+ times in last 7 days | 18,625 | 16.0% | 97 |
| Used shampoo (at home) in last 6 months | 107,157 | 92.1% | 101 |
| Used shaving cream/gel in last 6 months | 58,890 | 50.6% | 101 |
| Bought toothbrush in last 6 months | 98,185 | 84.4% | 100 |
| Bought electric toothbrush in last 6 months | 9,717 | 8.3% | 114 |
| Used toothpaste in last 6 months | 111,835 | 96.1% | 101 |
| Used toothpaste (gel) in last 6 months | 31,123 | 26.7% | 99 |
| Used toothpaste (paste) in last 6 months | 60,437 | 51.9% | 103 |
| Used whitening toothpaste in last 6 months | 38,273 | 32.9% | 100 |
| Used toothpaste with baking soda in last 6 months | 23,037 | 19.8% | 95 |
| Used toothpaste for sensitive teeth in last 6 mo | 13,600 | 11.7% | 109 |
| Used tooth whitener (not toothpaste) in last 6 mo | 11,052 | 9.5% | 97 |
| Used tooth whitener (strips) in last 6 months | 5,728 | 4.9% | 93 |
| Visited a day spa in last 6 months | 6,853 | 5.9% | 105 |
| Purchased product at salon/day spa in last 6 mo | 7,676 | 6.6% | 101 |
| Professional srv last 6 mo: haircut | 76,494 | 65.7% | 104 |
| Professional srv last 6 mo: hair color/highlights | 21,206 | 18.2% | 109 |
| Professional srv last 6 mo: facial | 4,363 | 3.7% | 113 |
| Professional srv last 6 mo: massage | 10,203 | 8.8% | 108 |
| Professional srv last 6 mo: manicure | 16,538 | 14.2% | 111 |
| Professional srv last 6 mo: pedicure | 19,927 | 17.1% | 110 |
| Spent \$150+ at barber shops in last 6 months | 2,874 | 2.5% | 98 |
| Spent \$150+ at beauty salons in last 6 months | 13,815 | 11.9% | 111 |

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