

Independence City, MO 2  
 Independence City, MO (2935000)  
 Geography: Place

Data provided by ESRI

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>	
Population		120,865	124,191	
Population 18+		95,025	97,568	
Households		50,166	51,400	
Median Household Income		\$48,224	\$53,516	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week		19,133	20.1%	93
Typically spend 4-6 hours exercising per week		18,939	19.9%	95
Typically spend 1-3 hours exercising per week		20,652	21.7%	96
Exercise at home 2+ times per week		26,504	27.9%	96
Exercise at club 2+ times per week		10,872	11.4%	86
Exercise at other facility (not club) 2+ times/wk		7,323	7.7%	94
Own elliptical		3,190	3.4%	80
Own stationary bicycle		5,063	5.3%	105
Own treadmill		8,622	9.1%	100
Own weight lifting equipment		10,866	11.4%	92
Presently controlling diet		31,480	33.1%	95
Control diet for blood sugar level		7,391	7.8%	106
Control diet for cholesterol level		7,197	7.6%	97
Control diet to maintain weight		9,000	9.5%	88
Control diet for physical fitness		8,051	8.5%	83
Control diet for salt restriction		2,458	2.6%	95
Control diet for weight loss		12,168	12.8%	100
Used doctor`s care/diet for diet method		3,074	3.2%	118
Used exercise program for diet method		5,984	6.3%	88
Buy foods specifically labeled as fat-free		9,583	10.1%	100
Buy foods specifically labeled as gluten-free		3,212	3.4%	83
Buy foods specifically labeled as high fiber		6,408	6.7%	93
Buy foods specifically labeled as high protein		5,124	5.4%	87
Buy foods specifically labeled as lactose-free		1,911	2.0%	84
Buy foods specifically labeled as low-calorie		7,606	8.0%	95
Buy foods specifically labeled as low-carb		5,924	6.2%	102
Buy foods specifically labeled as low-cholesterol		4,662	4.9%	93
Buy foods specifically labeled as low-fat		8,028	8.4%	92
Buy foods specifically labeled as low-sodium		7,546	7.9%	89
Buy foods specifically labeled as natural/organic		7,895	8.3%	87
Buy foods specifically labeled as sugar-free		8,440	8.9%	104
Used meal/dietary/weight loss supplement last 6 mo		6,232	6.6%	93
Used vitamins/dietary supplements in last 6 months		48,917	51.5%	98
Provide services as a primary caregiver/caretaker		7,141	7.5%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	71,847	75.6%	100
Visited doctor in last 12 months: 1-2 times	23,284	24.5%	102
Visited doctor in last 12 months: 3-5 times	19,918	21.0%	92
Visited doctor in last 12 months: 6+ times	28,654	30.2%	104
Visited doctor in last 12 months: cardiologist	6,816	7.2%	105
Visited doctor in last 12 months: chiropractor	6,418	6.8%	100
Visited doctor in last 12 months: dentist	31,576	33.2%	95
Visited doctor in last 12 months: dermatologist	6,442	6.8%	86
Visited doctor in last 12 months: ear/nose/throat	4,593	4.8%	107
Visited doctor in last 12 months: eye	20,371	21.4%	103
Visited doctor in last 12 months: gastroenterologist	4,043	4.3%	104
Visited doctor in last 12 months: general/family	39,281	41.3%	102
Visited doctor in last 12 months: internist	5,210	5.5%	95
Visited doctor in last 12 months: physical therapist	4,363	4.6%	101
Visited doctor in last 12 months: podiatrist	2,796	2.9%	98
Visited doctor in last 12 months: urologist	3,887	4.1%	108
Visited nurse practitioner in last 12 months	5,465	5.8%	114
Wear regular/sun/tinted prescription eyeglasses	35,346	37.2%	104
Wear bifocals	16,304	17.2%	113
Wear disposable contact lenses	5,396	5.7%	88
Wear soft contact lenses	8,486	8.9%	95
Wear transition lenses	4,892	5.1%	96
Spent on eyeglasses in last 12 months: <\$100	2,898	3.0%	110
Spent on eyeglasses in last 12 months: \$100-\$199	4,708	5.0%	107
Spent on eyeglasses in last 12 months: \$200-\$249	2,586	2.7%	100
Spent on eyeglasses in last 12 months: \$250+	8,146	8.6%	97
Spent on contact lenses in last 12 months: <\$100	2,328	2.4%	102
Spent on contact lenses in last 12 months: \$100-\$199	3,266	3.4%	98
Spent on contact lenses in last 12 months: \$200+	2,480	2.6%	75
Bought prescription eyewear: discount optical ctr	8,293	8.7%	106
Bought prescription eyewear: private eye doctor	23,295	24.5%	102
Bought prescription eyewear: retail optical chain	11,959	12.6%	110
Bought prescription eyewear: online	2,058	2.2%	79
Used prescription drug for allergy/hay fever	14,009	14.7%	100
Used prescription drug for anxiety/panic	8,277	8.7%	117
Used prescription drug for arthritis/osteoarthritis	7,740	8.1%	114
Used prescription drug for rheumatoid arthritis	5,091	5.4%	108
Used prescription drug for asthma	5,759	6.1%	117
Used prescription drug for backache/back pain	21,913	23.1%	110
Used prescription drug for depression	10,963	11.5%	128
Used prescription drug for diabetes (insulin dependent)	3,061	3.2%	122
Used prescription drug for diabetes (non-insulin depend)	5,422	5.7%	104
Used prescription drug for heartburn/acid reflux	14,196	14.9%	115
Used prescription drug for high blood pressure	16,668	17.5%	113
Used prescription drug for high cholesterol	12,526	13.2%	112
Used prescription drug for migraine headache	7,553	7.9%	117
Used prescription drug for sinus congestion/headache	11,162	11.7%	106
Used prescription drug for urinary tract infection	3,568	3.8%	104
Filled prescription last 12 months: discount/dept store	3,850	4.1%	102
Filled prescription last 12 months: drug store/pharmacy	36,262	38.2%	104
Filled prescription last 12 months: supermarket	8,291	8.7%	116
Filled prescription last 12 months: mail order	7,473	7.9%	105
Amount spent out of pocket for prescription drugs: <\$10	6,412	6.7%	112
Amount spent out of pocket for prescription drugs: \$10-19	8,135	8.6%	103
Amount spent out of pocket for prescription drugs: \$20-29	5,074	5.3%	89
Amount spent out of pocket for prescription drugs: \$30-49	6,847	7.2%	106
Amount spent out of pocket for prescription drugs: \$50-99	6,578	6.9%	105
Amount spent out of pocket for prescription drugs: \$100-149	3,612	3.8%	113
Amount spent out of pocket for prescription drugs: \$150+	3,307	3.5%	110

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# Health and Beauty Market Potential

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	13,753	14.5%	109
Used last 6 months: cold/sinus/allergy med (nonprescr)	45,472	47.9%	99
Used last 6 months: children`s cough syrup	13,645	14.4%	108
Used last 6 months: cough syrup/suppressant(nonprescr)	30,389	32.0%	97
Used last 6 months: medicated skin cream/lotion/spray	26,955	28.4%	97
Used last 6 months: nasal spray	14,933	15.7%	97
Used last 6 months: pain reliever/fever reducer (kids)	20,969	22.1%	99
Used last 6 months: pain relieving rub/liquid/patch	20,969	22.1%	99
Used last 6 months: sleeping aid/snore relief	10,482	11.0%	109
Used last 6 months: sore throat remedy/cough drops	45,922	48.3%	103
Used last 12 months: sunburn remedy	14,595	15.4%	106
Used last 12 months: suntan/sunscreen product	33,947	35.7%	91
Used last 12 months: SPF 15 suntan/sunscreen product	7,959	8.4%	96
Used last 12 months: SPF 30-49 suntan/sunscreen prod	13,456	14.2%	84
Used last 12 months: SPF 50+ suntan/sunscreen product	10,353	10.9%	86
Used last 6 months: toothache/gum/canker sore remedy	10,811	11.4%	120
Used last 6 months: vitamins/nutritional suppl (kids)	13,888	14.6%	101
Used body wash/shower gel in last 6 months	57,833	60.9%	104
Used breath freshener in last 6 months	38,723	40.8%	99
Used breath freshener in last 6 months: gum	24,615	25.9%	101
Used breath freshener in last 6 months: mints	16,436	17.3%	98
Used breath freshener in last 6 months: thin film	2,054	2.2%	92
Used breath freshener 8+ times in last 7 days	10,118	10.6%	102
Used complexion care product in last 6 months	42,842	45.1%	96
Used denture adhesive/fixative in last 6 months	7,394	7.8%	126
Used denture cleaner in last 6 months	12,080	12.7%	115
Used facial moisturizer in last 6 months	37,803	39.8%	93
Used personal foot care product in last 6 months	19,268	20.3%	103
Used hair coloring product (at home) last 6 months	19,880	20.9%	106
Used hair conditioning treatment (at home)/6 mo	23,774	25.0%	100
Used hair growth product in last 6 months	2,026	2.1%	78
Used hair spray (at home) in last 6 months	33,269	35.0%	107
Used hair styling gel/lotion/mousse in last 6 mo	32,238	33.9%	99
Used mouthwash in last 6 months	62,061	65.3%	100
Used mouthwash 8+ times in last 7 days	18,037	19.0%	102
Used whitening toothpaste in last 6 months	31,332	33.0%	104
Used tooth whitener (not toothpaste) in last 6 mo	8,121	8.5%	89
Used tooth whitener (gel) in last 6 mos	1,636	1.7%	89
Used tooth whitener (strips) in last 6 months	4,815	5.1%	97
Visited a day spa in last 6 months	3,902	4.1%	78
Purchased product at salon/day spa in last 6 mo	4,962	5.2%	97
Professional srv last 6 months: haircut	56,591	59.6%	98
Professional srv last 6 months: hair color/highlights	15,086	15.9%	100
Professional srv last 6 months: facial	2,302	2.4%	85
Professional srv last 6 months: massage	5,489	5.8%	79
Professional srv last 6 months: manicure	9,567	10.1%	83
Professional srv last 6 months: pedicure	11,431	12.0%	79
Spent \$150+ at barber shops in last 6 months	2,056	2.2%	84
Spent \$150+ at beauty salons in last 6 months	10,034	10.6%	91

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