



## Health and Beauty Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
Longitude: -85.68667

| Demographic Summary                                    |                           | 2019     | 2024     |
|--|---------------------------|----------|----------|
| Population   |                           | 9,597    | 9,668    |
| Population 18+   |                           | 7,706    | 7,789    |
| Households   |                           | 4,502    | 4,526    |
| Median Household Income                                |                           | \$45,816 | \$52,315 |
| Product/Consumer Behavior                              | Expected Number of Adults | Percent  | MPI      |
| Typically spend 7+ hours exercising per week           | 1,618                     | 21.0%    | 103      |
| Typically spend 4-6 hours exercising per week          | 1,583                     | 20.5%    | 106      |
| Typically spend 1-3 hours exercising per week          | 1,700                     | 22.1%    | 95       |
| Exercise at home 2+ times per week                     | 2,095                     | 27.2%    | 99       |
| Exercise at club 2+ times per week                     | 1,088                     | 14.1%    | 98       |
| Exercise at other facility 2+ times/wk                 | 686                       | 8.9%     | 104      |
| Own elliptical   | 300                       | 3.9%     | 93       |
| Own stationary bicycle                                 | 327                       | 4.2%     | 82       |
| Own treadmill  | 643                       | 8.3%     | 92       |
| Own weight lifting equipment                           | 819                       | 10.6%    | 92       |
| Control diet for blood sugar level                     | 766                       | 9.9%     | 99       |
| Control diet for cholesterol level                     | 746                       | 9.7%     | 98       |
| Control diet for food allergies                        | 138                       | 1.8%     | 94       |
| Control diet to maintain weight                        | 815                       | 10.6%    | 106      |
| Control diet for physical fitness                      | 880                       | 11.4%    | 106      |
| Control diet for salt restriction                      | 300                       | 3.9%     | 113      |
| Control diet for weight loss                           | 1,195                     | 15.5%    | 108      |
| Used doctor's care/diet for diet method                | 147                       | 1.9%     | 77       |
| Used exercise program for diet method                  | 715                       | 9.3%     | 110      |
| Buy foods specifically labeled as fat-free             | 659                       | 8.6%     | 99       |
| Buy foods specifically labeled as gluten-free          | 409                       | 5.3%     | 100      |
| Buy foods specifically labeled as high fiber           | 617                       | 8.0%     | 113      |
| Buy foods specifically labeled as high protein         | 705                       | 9.1%     | 115      |
| Buy foods specifically labeled as lactose-free         | 258                       | 3.3%     | 103      |
| Buy foods specifically labeled as low-calorie          | 595                       | 7.7%     | 104      |
| Buy foods specifically labeled as low-carb             | 594                       | 7.7%     | 111      |
| Buy foods specifically labeled as low-cholesterol      | 399                       | 5.2%     | 107      |
| Buy foods specifically labeled as low-fat              | 669                       | 8.7%     | 106      |
| Buy foods specifically labeled as low-sodium           | 836                       | 10.8%    | 109      |
| Buy foods specifically labeled as natural/organic      | 1,134                     | 14.7%    | 112      |
| Buy foods specifically labeled as probiotic            | 434                       | 5.6%     | 137      |
| Buy foods specifically labeled as sugar-free           | 768                       | 10.0%    | 110      |
| Used meal/dietary/weight loss supplement last 6 months | 729                       | 9.5%     | 115      |
| Used vitamins/dietary supplements in last 6 months     | 4,347                     | 56.4%    | 104      |
| Provide services as a primary caregiver/caretaker      | 651                       | 8.4%     | 114      |
| Visited doctor in last 12 months                       | 5,968                     | 77.4%    | 101      |
| Visited doctor in last 12 months: 1-2 times            | 1,793                     | 23.3%    | 95       |
| Visited doctor in last 12 months: 3-5 times            | 1,747                     | 22.7%    | 97       |
| Visited doctor in last 12 months: 6+ times             | 2,429                     | 31.5%    | 108      |
| Visited doctor in last 12 months: cardiologist         | 715                       | 9.3%     | 119      |
| Visited doctor in last 12 months: chiropractor         | 580                       | 7.5%     | 105      |
| Visited doctor in last 12 months: dentist              | 2,957                     | 38.4%    | 102      |
| Visited doctor in last 12 months: dermatologist        | 754                       | 9.8%     | 111      |
| Visited doctor in last 12 months: ear/nose/throat      | 337                       | 4.4%     | 95       |
| Visited doctor in last 12 months: eye                  | 1,855                     | 24.1%    | 111      |
| Visited doctor in last 12 months: gastroenterologist   | 329                       | 4.3%     | 99       |
| Visited doctor in last 12 months: general/family       | 3,145                     | 40.8%    | 98       |
| Visited doctor in last 12 months: internist            | 495                       | 6.4%     | 113      |
| Visited doctor in last 12 months: physical therapist   | 531                       | 6.9%     | 132      |
| Visited doctor in last 12 months: podiatrist           | 307                       | 4.0%     | 138      |
| Visited doctor in last 12 months: urologist            | 387                       | 5.0%     | 132      |
| Visited nurse practitioner in last 12 months           | 453                       | 5.9%     | 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 GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

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| Product/Consumer Behavior                                | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Wear regular/sun/tinted prescription eyeglasses          | 3,134              | 40.7%   | 105 |
| Wear bifocals  | 1,225              | 15.9%   | 112 |
| Wear disposable contact lenses                           | 427                | 5.5%    | 91  |
| Wear soft contact lenses                                 | 656                | 8.5%    | 90  |
| Wear transition lenses                                   | 450                | 5.8%    | 107 |
| Spent on eyeglasses in last 12 months: \$1-99            | 211                | 2.7%    | 102 |
| Spent on eyeglasses in last 12 months: \$100-\$199       | 374                | 4.9%    | 111 |
| Spent on eyeglasses in last 12 months: \$200-\$249       | 239                | 3.1%    | 103 |
| Spent on eyeglasses in last 12 months: \$250+            | 710                | 9.2%    | 99  |
| Spent on contact lenses in last 12 months: <\$1-99       | 133                | 1.7%    | 95  |
| Spent on contact lenses in last 12 months: \$100-\$199   | 230                | 3.0%    | 84  |
| Spent on contact lenses in last 12 months: \$200+        | 281                | 3.6%    | 96  |
| Bought prescription eyewear: discount optical ctr        | 736                | 9.6%    | 109 |
| Bought prescription eyewear: private eye doctor          | 1,945              | 25.2%   | 105 |
| Bought prescription eyewear: retail optical chain        | 1,015              | 13.2%   | 109 |
| Bought prescription eyewear: online                      | 197                | 2.6%    | 82  |
| Used prescription drug for acne                          | 155                | 2.0%    | 78  |
| Used prescription drug for allergy/hay fever             | 451                | 5.9%    | 102 |
| Used prescription drug for anxiety/panic                 | 490                | 6.4%    | 113 |
| Used prescription drug for arthritis/osteoarthritis      | 220                | 2.9%    | 90  |
| Used prescription drug for rheumatoid arthritis          | 234                | 3.0%    | 115 |
| Used prescription drug for asthma                        | 337                | 4.4%    | 106 |
| Used prescription drug for backache/back pain            | 553                | 7.2%    | 104 |
| Used prescription drug for depression                    | 483                | 6.3%    | 109 |
| Used prescription drug for diabetes (insulin dependent)  | 213                | 2.8%    | 115 |
| Used prescription drug for diabetes (non-insulin depend) | 328                | 4.3%    | 97  |
| Used prescription drug for heartburn/acid reflux         | 524                | 6.8%    | 120 |
| Used prescription drug for high blood pressure           | 1,019              | 13.2%   | 101 |
| Used prescription drug for high cholesterol              | 704                | 9.1%    | 107 |
| Used prescription drug for insomnia                      | 190                | 2.5%    | 105 |
| Used prescription drug for migraine headache             | 238                | 3.1%    | 106 |
| Used prescription drug for sinus congestion/headache     | 280                | 3.6%    | 102 |
| Used prescription remedy for sleep apnea                 | 181                | 2.3%    | 96  |
| Used prescription drug for urinary tract infection       | 247                | 3.2%    | 94  |
| Filled prescription last 12 months: discount/dept store  | 282                | 3.7%    | 108 |
| Filled prescription last 12 months: drug store/pharmacy  | 2,890              | 37.5%   | 101 |
| Filled prescription last 12 months: supermarket          | 631                | 8.2%    | 112 |
| Filled prescription last 12 months: mail order           | 657                | 8.5%    | 114 |
| Spent out of pocket prescr drugs/30 days: <\$1-9         | 515                | 6.7%    | 103 |
| Spent out of pocket prescr drugs/30 days: \$10-19        | 524                | 6.8%    | 81  |
| Spent out of pocket prescr drugs/30 days: \$20-29        | 475                | 6.2%    | 104 |
| Spent out of pocket prescr drugs/30 days: \$30-49        | 491                | 6.4%    | 100 |
| Spent out of pocket prescr drugs/30 days: \$50-99        | 560                | 7.3%    | 126 |
| Spent out of pocket prescr drugs/30 days: \$100-149      | 221                | 2.9%    | 104 |
| Spent out of pocket prescr drugs/30 days: \$150+         | 286                | 3.7%    | 113 |

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| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Used last 6 months: cold/sinus/allergy med (nonprescr) | 3,910              | 50.7%   | 98  |
| Used last 6 months: cough syrup/suppressant(nonprescr) | 2,683              | 34.8%   | 96  |
| Used last 6 months: medicated skin cream/lotion/spray  | 2,328              | 30.2%   | 99  |
| Used last 6 months: non-medicated nasal spray          | 1,171              | 15.2%   | 101 |
| Used last 6 months: pain relieving rub/liquid/patch    | 1,948              | 25.3%   | 101 |
| Used last 6 months: sleeping aid/snore relief          | 1,002              | 13.0%   | 114 |
| Used last 6 months: sore throat remedy/cough drops     | 3,685              | 47.8%   | 97  |
| Used last 12 months: sunburn remedy                    | 1,163              | 15.1%   | 97  |
| Used last 12 months: suntan/sunscreen product          | 3,089              | 40.1%   | 98  |
| Used last 6 months: toothache/gum/canker sore remedy   | 811                | 10.5%   | 104 |
| HH used last 6 months: children`s cold tablets/liquids | 437                | 9.7%    | 87  |
| HH used last 6 months: children`s cough syrup          | 387                | 8.6%    | 82  |
| HH used kids pain reliever/fever reducer last 6 months | 634                | 14.1%   | 78  |
| HH used kids vitamins/nutritional suppl last 6 months  | 415                | 9.2%    | 76  |
| Used body wash/shower gel in last 6 months             | 4,752              | 61.7%   | 99  |
| Used breath freshener in last 6 months                 | 3,253              | 42.2%   | 100 |
| Used breath freshener in last 6 months: gum            | 1,853              | 24.0%   | 96  |
| Used breath freshener in last 6 months: mints          | 1,514              | 19.6%   | 105 |
| Used breath freshener in last 6 months: thin film      | 182                | 2.4%    | 96  |
| Used breath freshener 8+ times in last 7 days          | 715                | 9.3%    | 99  |
| Used complexion care product in last 6 months          | 3,806              | 49.4%   | 103 |
| Used denture adhesive/fixative in last 6 months        | 480                | 6.2%    | 100 |
| Used denture cleaner in last 6 months                  | 801                | 10.4%   | 97  |
| Used facial moisturizer in last 6 months               | 3,468              | 45.0%   | 102 |
| Used personal foot care product in last 6 months       | 1,622              | 21.0%   | 106 |
| Used hair coloring product (at home) last 6 months     | 1,440              | 18.7%   | 101 |
| Used hair conditioning treatment (at home)/6 months    | 2,050              | 26.6%   | 99  |
| Used hair growth product in last 6 months              | 224                | 2.9%    | 94  |
| Used hair spray (at home) in last 6 months             | 2,348              | 30.5%   | 98  |
| Used hair styling gel/lotion/mousse in last 6 months   | 2,664              | 34.6%   | 102 |
| Used mouthwash in last 6 months                        | 5,006              | 65.0%   | 99  |
| Used mouthwash 8+ times in last 7 days                 | 1,249              | 16.2%   | 102 |
| Used whitening toothpaste in last 6 months             | 2,439              | 31.7%   | 98  |
| Used tooth whitener (not toothpaste) in last 6 months  | 835                | 10.8%   | 107 |
| Used tooth whitener (gel) in last 6 months             | 201                | 2.6%    | 127 |
| Used tooth whitener (strips) in last 6 months          | 407                | 5.3%    | 101 |
| Visited a day spa in last 6 months                     | 373                | 4.8%    | 104 |
| Purchased product at salon/day spa in last 6 months    | 406                | 5.3%    | 119 |
| Professional srv last 6 months: haircut                | 4,655              | 60.4%   | 100 |
| Professional srv last 6 months: hair color/highlights  | 1,234              | 16.0%   | 101 |
| Professional srv last 6 months: facial                 | 207                | 2.7%    | 106 |
| Professional srv last 6 months: massage                | 580                | 7.5%    | 101 |
| Professional srv last 6 months: manicure               | 859                | 11.1%   | 90  |
| Professional srv last 6 months: pedicure               | 1,068              | 13.9%   | 92  |
| Spent \$150+ at barber shops in last 6 months          | 266                | 3.5%    | 109 |
| Spent \$150+ at beauty salons in last 6 months         | 869                | 11.3%   | 96  |

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4208 Bishop Lane, Louisville, KY, 40218  
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Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.20047  
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| Demographic Summary                                    |                           | 2019     | 2024     |
|--|---------------------------|----------|----------|
| Population   |                           | 93,687   | 94,616   |
| Population 18+   |                           | 74,753   | 75,591   |
| Households   |                           | 40,762   | 41,120   |
| Median Household Income                                |                           | \$52,057 | \$59,456 |
| Product/Consumer Behavior                              | Expected Number of Adults | Percent  | MPI      |
| Typically spend 7+ hours exercising per week           | 15,717                    | 21.0%    | 103      |
| Typically spend 4-6 hours exercising per week          | 14,840                    | 19.9%    | 102      |
| Typically spend 1-3 hours exercising per week          | 17,063                    | 22.8%    | 98       |
| Exercise at home 2+ times per week                     | 21,244                    | 28.4%    | 104      |
| Exercise at club 2+ times per week                     | 11,290                    | 15.1%    | 105      |
| Exercise at other facility 2+ times/wk                 | 6,500                     | 8.7%     | 102      |
| Own elliptical   | 2,666                     | 3.6%     | 86       |
| Own stationary bicycle                                 | 3,355                     | 4.5%     | 87       |
| Own treadmill  | 6,370                     | 8.5%     | 94       |
| Own weight lifting equipment                           | 8,148                     | 10.9%    | 94       |
| Control diet for blood sugar level                     | 7,099                     | 9.5%     | 94       |
| Control diet for cholesterol level                     | 6,583                     | 8.8%     | 89       |
| Control diet for food allergies                        | 1,409                     | 1.9%     | 99       |
| Control diet to maintain weight                        | 7,682                     | 10.3%    | 103      |
| Control diet for physical fitness                      | 8,027                     | 10.7%    | 99       |
| Control diet for salt restriction                      | 2,544                     | 3.4%     | 99       |
| Control diet for weight loss                           | 10,480                    | 14.0%    | 98       |
| Used doctor`s care/diet for diet method                | 1,656                     | 2.2%     | 89       |
| Used exercise program for diet method                  | 6,533                     | 8.7%     | 104      |
| Buy foods specifically labeled as fat-free             | 6,190                     | 8.3%     | 96       |
| Buy foods specifically labeled as gluten-free          | 3,727                     | 5.0%     | 93       |
| Buy foods specifically labeled as high fiber           | 5,022                     | 6.7%     | 95       |
| Buy foods specifically labeled as high protein         | 5,839                     | 7.8%     | 98       |
| Buy foods specifically labeled as lactose-free         | 2,756                     | 3.7%     | 113      |
| Buy foods specifically labeled as low-calorie          | 5,451                     | 7.3%     | 98       |
| Buy foods specifically labeled as low-carb             | 5,028                     | 6.7%     | 97       |
| Buy foods specifically labeled as low-cholesterol      | 3,546                     | 4.7%     | 98       |
| Buy foods specifically labeled as low-fat              | 6,060                     | 8.1%     | 99       |
| Buy foods specifically labeled as low-sodium           | 7,694                     | 10.3%    | 104      |
| Buy foods specifically labeled as natural/organic      | 9,915                     | 13.3%    | 101      |
| Buy foods specifically labeled as probiotic            | 3,387                     | 4.5%     | 110      |
| Buy foods specifically labeled as sugar-free           | 6,559                     | 8.8%     | 97       |
| Used meal/dietary/weight loss supplement last 6 months | 5,860                     | 7.8%     | 95       |
| Used vitamins/dietary supplements in last 6 months     | 39,441                    | 52.8%    | 98       |
| Provide services as a primary caregiver/caretaker      | 6,016                     | 8.0%     | 109      |
| Visited doctor in last 12 months                       | 57,255                    | 76.6%    | 100      |
| Visited doctor in last 12 months: 1-2 times            | 17,739                    | 23.7%    | 97       |
| Visited doctor in last 12 months: 3-5 times            | 16,858                    | 22.6%    | 97       |
| Visited doctor in last 12 months: 6+ times             | 22,658                    | 30.3%    | 103      |
| Visited doctor in last 12 months: cardiologist         | 5,912                     | 7.9%     | 102      |
| Visited doctor in last 12 months: chiropractor         | 5,403                     | 7.2%     | 101      |
| Visited doctor in last 12 months: dentist              | 27,489                    | 36.8%    | 98       |
| Visited doctor in last 12 months: dermatologist        | 7,149                     | 9.6%     | 108      |
| Visited doctor in last 12 months: ear/nose/throat      | 3,328                     | 4.5%     | 97       |
| Visited doctor in last 12 months: eye                  | 16,717                    | 22.4%    | 103      |
| Visited doctor in last 12 months: gastroenterologist   | 3,076                     | 4.1%     | 96       |
| Visited doctor in last 12 months: general/family       | 30,809                    | 41.2%    | 99       |
| Visited doctor in last 12 months: internist            | 4,147                     | 5.5%     | 97       |
| Visited doctor in last 12 months: physical therapist   | 4,260                     | 5.7%     | 109      |
| Visited doctor in last 12 months: podiatrist           | 2,552                     | 3.4%     | 118      |
| Visited doctor in last 12 months: urologist            | 3,184                     | 4.3%     | 112      |
| Visited nurse practitioner in last 12 months           | 4,572                     | 6.1%     | 97       |

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| Product/Consumer Behavior                                | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Wear regular/sun/tinted prescription eyeglasses          | 30,337             | 40.6%   | 105 |
| Wear bifocals  | 11,167             | 14.9%   | 105 |
| Wear disposable contact lenses                           | 4,812              | 6.4%    | 106 |
| Wear soft contact lenses                                 | 7,495              | 10.0%   | 106 |
| Wear transition lenses                                   | 4,291              | 5.7%    | 105 |
| Spent on eyeglasses in last 12 months: \$1-99            | 2,293              | 3.1%    | 114 |
| Spent on eyeglasses in last 12 months: \$100-\$199       | 3,602              | 4.8%    | 110 |
| Spent on eyeglasses in last 12 months: \$200-\$249       | 2,297              | 3.1%    | 102 |
| Spent on eyeglasses in last 12 months: \$250+            | 6,890              | 9.2%    | 99  |
| Spent on contact lenses in last 12 months: <\$1-99       | 1,377              | 1.8%    | 101 |
| Spent on contact lenses in last 12 months: \$100-\$199   | 2,694              | 3.6%    | 101 |
| Spent on contact lenses in last 12 months: \$200+        | 2,853              | 3.8%    | 100 |
| Bought prescription eyewear: discount optical ctr        | 7,095              | 9.5%    | 108 |
| Bought prescription eyewear: private eye doctor          | 17,264             | 23.1%   | 96  |
| Bought prescription eyewear: retail optical chain        | 9,996              | 13.4%   | 111 |
| Bought prescription eyewear: online                      | 2,555              | 3.4%    | 109 |
| Used prescription drug for acne                          | 1,740              | 2.3%    | 90  |
| Used prescription drug for allergy/hay fever             | 4,511              | 6.0%    | 106 |
| Used prescription drug for anxiety/panic                 | 4,535              | 6.1%    | 108 |
| Used prescription drug for arthritis/osteoarthritis      | 2,219              | 3.0%    | 93  |
| Used prescription drug for rheumatoid arthritis          | 1,976              | 2.6%    | 101 |
| Used prescription drug for asthma                        | 3,275              | 4.4%    | 107 |
| Used prescription drug for backache/back pain            | 5,252              | 7.0%    | 102 |
| Used prescription drug for depression                    | 4,851              | 6.5%    | 112 |
| Used prescription drug for diabetes (insulin dependent)  | 1,748              | 2.3%    | 97  |
| Used prescription drug for diabetes (non-insulin depend) | 2,910              | 3.9%    | 88  |
| Used prescription drug for heartburn/acid reflux         | 4,579              | 6.1%    | 108 |
| Used prescription drug for high blood pressure           | 9,497              | 12.7%   | 97  |
| Used prescription drug for high cholesterol              | 5,917              | 7.9%    | 93  |
| Used prescription drug for insomnia                      | 1,484              | 2.0%    | 85  |
| Used prescription drug for migraine headache             | 2,517              | 3.4%    | 116 |
| Used prescription drug for sinus congestion/headache     | 2,757              | 3.7%    | 104 |
| Used prescription remedy for sleep apnea                 | 1,714              | 2.3%    | 94  |
| Used prescription drug for urinary tract infection       | 2,694              | 3.6%    | 106 |
| Filled prescription last 12 months: discount/dept store  | 2,492              | 3.3%    | 98  |
| Filled prescription last 12 months: drug store/pharmacy  | 27,392             | 36.6%   | 99  |
| Filled prescription last 12 months: supermarket          | 6,101              | 8.2%    | 112 |
| Filled prescription last 12 months: mail order           | 5,792              | 7.7%    | 103 |
| Spent out of pocket prescr drugs/30 days: <\$1-9         | 4,950              | 6.6%    | 102 |
| Spent out of pocket prescr drugs/30 days: \$10-19        | 5,793              | 7.7%    | 92  |
| Spent out of pocket prescr drugs/30 days: \$20-29        | 4,038              | 5.4%    | 91  |
| Spent out of pocket prescr drugs/30 days: \$30-49        | 4,911              | 6.6%    | 103 |
| Spent out of pocket prescr drugs/30 days: \$50-99        | 4,479              | 6.0%    | 104 |
| Spent out of pocket prescr drugs/30 days: \$100-149      | 2,281              | 3.1%    | 111 |
| Spent out of pocket prescr drugs/30 days: \$150+         | 2,414              | 3.2%    | 98  |

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| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Used last 6 months: cold/sinus/allergy med (nonprescr) | 38,556             | 51.6%   | 100 |
| Used last 6 months: cough syrup/suppressant(nonprescr) | 25,809             | 34.5%   | 96  |
| Used last 6 months: medicated skin cream/lotion/spray  | 22,630             | 30.3%   | 99  |
| Used last 6 months: non-medicated nasal spray          | 11,149             | 14.9%   | 99  |
| Used last 6 months: pain relieving rub/liquid/patch    | 18,310             | 24.5%   | 97  |
| Used last 6 months: sleeping aid/snore relief          | 9,131              | 12.2%   | 107 |
| Used last 6 months: sore throat remedy/cough drops     | 35,789             | 47.9%   | 98  |
| Used last 12 months: sunburn remedy                    | 11,160             | 14.9%   | 96  |
| Used last 12 months: suntan/sunscreen product          | 29,684             | 39.7%   | 97  |
| Used last 6 months: toothache/gum/canker sore remedy   | 7,787              | 10.4%   | 103 |
| HH used last 6 months: children`s cold tablets/liquids | 4,221              | 10.4%   | 93  |
| HH used last 6 months: children`s cough syrup          | 3,973              | 9.7%    | 93  |
| HH used kids pain reliever/fever reducer last 6 months | 6,689              | 16.4%   | 90  |
| HH used kids vitamins/nutritional suppl last 6 months  | 4,409              | 10.8%   | 90  |
| Used body wash/shower gel in last 6 months             | 46,892             | 62.7%   | 101 |
| Used breath freshener in last 6 months                 | 31,641             | 42.3%   | 101 |
| Used breath freshener in last 6 months: gum            | 19,058             | 25.5%   | 102 |
| Used breath freshener in last 6 months: mints          | 14,859             | 19.9%   | 106 |
| Used breath freshener in last 6 months: thin film      | 1,744              | 2.3%    | 94  |
| Used breath freshener 8+ times in last 7 days          | 7,486              | 10.0%   | 107 |
| Used complexion care product in last 6 months          | 35,886             | 48.0%   | 100 |
| Used denture adhesive/fixative in last 6 months        | 4,757              | 6.4%    | 102 |
| Used denture cleaner in last 6 months                  | 8,379              | 11.2%   | 105 |
| Used facial moisturizer in last 6 months               | 32,652             | 43.7%   | 99  |
| Used personal foot care product in last 6 months       | 14,697             | 19.7%   | 99  |
| Used hair coloring product (at home) last 6 months     | 12,760             | 17.1%   | 92  |
| Used hair conditioning treatment (at home)/6 months    | 20,801             | 27.8%   | 103 |
| Used hair growth product in last 6 months              | 2,356              | 3.2%    | 101 |
| Used hair spray (at home) in last 6 months             | 22,367             | 29.9%   | 96  |
| Used hair styling gel/lotion/mousse in last 6 months   | 25,206             | 33.7%   | 100 |
| Used mouthwash in last 6 months                        | 48,649             | 65.1%   | 99  |
| Used mouthwash 8+ times in last 7 days                 | 12,252             | 16.4%   | 103 |
| Used whitening toothpaste in last 6 months             | 24,223             | 32.4%   | 101 |
| Used tooth whitener (not toothpaste) in last 6 months  | 7,551              | 10.1%   | 100 |
| Used tooth whitener (gel) in last 6 months             | 1,738              | 2.3%    | 113 |
| Used tooth whitener (strips) in last 6 months          | 3,793              | 5.1%    | 97  |
| Visited a day spa in last 6 months                     | 3,620              | 4.8%    | 104 |
| Purchased product at salon/day spa in last 6 months    | 3,599              | 4.8%    | 108 |
| Professional srv last 6 months: haircut                | 44,138             | 59.0%   | 98  |
| Professional srv last 6 months: hair color/highlights  | 11,932             | 16.0%   | 101 |
| Professional srv last 6 months: facial                 | 1,891              | 2.5%    | 100 |
| Professional srv last 6 months: massage                | 5,759              | 7.7%    | 104 |
| Professional srv last 6 months: manicure               | 8,589              | 11.5%   | 93  |
| Professional srv last 6 months: pedicure               | 10,859             | 14.5%   | 96  |
| Spent \$150+ at barber shops in last 6 months          | 2,335              | 3.1%    | 99  |
| Spent \$150+ at beauty salons in last 6 months         | 8,434              | 11.3%   | 96  |

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December 31, 2019





# Health and Beauty Market Potential

4208 Bishop Lane, Louisville, KY, 40218  
Oriental Garden  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.20047  
Longitude: -85.68667

| Demographic Summary                                    |                           | 2019     | 2024     |
|--|---------------------------|----------|----------|
| Population   |                           | 260,724  | 266,936  |
| Population 18+   |                           | 210,777  | 216,056  |
| Households   |                           | 116,614  | 119,439  |
| Median Household Income                                |                           | \$50,538 | \$57,615 |
| Product/Consumer Behavior                              | Expected Number of Adults | Percent  | MPI      |
| Typically spend 7+ hours exercising per week           | 44,733                    | 21.2%    | 104      |
| Typically spend 4-6 hours exercising per week          | 40,267                    | 19.1%    | 98       |
| Typically spend 1-3 hours exercising per week          | 48,728                    | 23.1%    | 99       |
| Exercise at home 2+ times per week                     | 59,198                    | 28.1%    | 102      |
| Exercise at club 2+ times per week                     | 31,254                    | 14.8%    | 103      |
| Exercise at other facility 2+ times/wk                 | 18,687                    | 8.9%     | 104      |
| Own elliptical   | 7,720                     | 3.7%     | 88       |
| Own stationary bicycle                                 | 10,138                    | 4.8%     | 93       |
| Own treadmill  | 17,835                    | 8.5%     | 93       |
| Own weight lifting equipment                           | 23,110                    | 11.0%    | 95       |
| Control diet for blood sugar level                     | 20,087                    | 9.5%     | 95       |
| Control diet for cholesterol level                     | 19,225                    | 9.1%     | 92       |
| Control diet for food allergies                        | 4,137                     | 2.0%     | 103      |
| Control diet to maintain weight                        | 20,636                    | 9.8%     | 98       |
| Control diet for physical fitness                      | 22,472                    | 10.7%    | 99       |
| Control diet for salt restriction                      | 7,174                     | 3.4%     | 99       |
| Control diet for weight loss                           | 29,041                    | 13.8%    | 96       |
| Used doctor's care/diet for diet method                | 4,705                     | 2.2%     | 90       |
| Used exercise program for diet method                  | 17,998                    | 8.5%     | 101      |
| Buy foods specifically labeled as fat-free             | 17,308                    | 8.2%     | 95       |
| Buy foods specifically labeled as gluten-free          | 10,881                    | 5.2%     | 97       |
| Buy foods specifically labeled as high fiber           | 14,406                    | 6.8%     | 97       |
| Buy foods specifically labeled as high protein         | 17,163                    | 8.1%     | 102      |
| Buy foods specifically labeled as lactose-free         | 7,349                     | 3.5%     | 107      |
| Buy foods specifically labeled as low-calorie          | 15,740                    | 7.5%     | 101      |
| Buy foods specifically labeled as low-carb             | 14,442                    | 6.9%     | 99       |
| Buy foods specifically labeled as low-cholesterol      | 9,790                     | 4.6%     | 96       |
| Buy foods specifically labeled as low-fat              | 16,814                    | 8.0%     | 98       |
| Buy foods specifically labeled as low-sodium           | 20,947                    | 9.9%     | 100      |
| Buy foods specifically labeled as natural/organic      | 26,743                    | 12.7%    | 97       |
| Buy foods specifically labeled as probiotic            | 9,562                     | 4.5%     | 110      |
| Buy foods specifically labeled as sugar-free           | 18,251                    | 8.7%     | 95       |
| Used meal/dietary/weight loss supplement last 6 months | 16,304                    | 7.7%     | 94       |
| Used vitamins/dietary supplements in last 6 months     | 110,414                   | 52.4%    | 97       |
| Provide services as a primary caregiver/caretaker      | 15,861                    | 7.5%     | 102      |
| Visited doctor in last 12 months                       | 159,948                   | 75.9%    | 99       |
| Visited doctor in last 12 months: 1-2 times            | 50,600                    | 24.0%    | 98       |
| Visited doctor in last 12 months: 3-5 times            | 47,293                    | 22.4%    | 96       |
| Visited doctor in last 12 months: 6+ times             | 62,058                    | 29.4%    | 100      |
| Visited doctor in last 12 months: cardiologist         | 15,986                    | 7.6%     | 98       |
| Visited doctor in last 12 months: chiropractor         | 14,939                    | 7.1%     | 99       |
| Visited doctor in last 12 months: dentist              | 77,150                    | 36.6%    | 98       |
| Visited doctor in last 12 months: dermatologist        | 19,618                    | 9.3%     | 105      |
| Visited doctor in last 12 months: ear/nose/throat      | 9,529                     | 4.5%     | 99       |
| Visited doctor in last 12 months: eye                  | 46,727                    | 22.2%    | 102      |
| Visited doctor in last 12 months: gastroenterologist   | 8,580                     | 4.1%     | 95       |
| Visited doctor in last 12 months: general/family       | 86,542                    | 41.1%    | 99       |
| Visited doctor in last 12 months: internist            | 10,968                    | 5.2%     | 91       |
| Visited doctor in last 12 months: physical therapist   | 12,226                    | 5.8%     | 111      |
| Visited doctor in last 12 months: podiatrist           | 6,723                     | 3.2%     | 110      |
| Visited doctor in last 12 months: urologist            | 8,659                     | 4.1%     | 108      |
| Visited nurse practitioner in last 12 months           | 13,536                    | 6.4%     | 102      |

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December 31, 2019



## Health and Beauty Market Potential

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Oriental Garden  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.20047  
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| Product/Consumer Behavior                                | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Wear regular/sun/tinted prescription eyeglasses          | 84,363             | 40.0%   | 103 |
| Wear bifocals  | 30,275             | 14.4%   | 101 |
| Wear disposable contact lenses                           | 13,749             | 6.5%    | 107 |
| Wear soft contact lenses                                 | 21,536             | 10.2%   | 108 |
| Wear transition lenses                                   | 11,457             | 5.4%    | 99  |
| Spent on eyeglasses in last 12 months: \$1-99            | 6,899              | 3.3%    | 121 |
| Spent on eyeglasses in last 12 months: \$100-\$199       | 9,813              | 4.7%    | 106 |
| Spent on eyeglasses in last 12 months: \$200-\$249       | 6,218              | 3.0%    | 98  |
| Spent on eyeglasses in last 12 months: \$250+            | 19,199             | 9.1%    | 98  |
| Spent on contact lenses in last 12 months: <\$1-99       | 3,872              | 1.8%    | 101 |
| Spent on contact lenses in last 12 months: \$100-\$199   | 8,106              | 3.8%    | 108 |
| Spent on contact lenses in last 12 months: \$200+        | 8,379              | 4.0%    | 105 |
| Bought prescription eyewear: discount optical ctr        | 19,060             | 9.0%    | 103 |
| Bought prescription eyewear: private eye doctor          | 48,922             | 23.2%   | 96  |
| Bought prescription eyewear: retail optical chain        | 28,444             | 13.5%   | 112 |
| Bought prescription eyewear: online                      | 7,232              | 3.4%    | 109 |
| Used prescription drug for acne                          | 5,024              | 2.4%    | 92  |
| Used prescription drug for allergy/hay fever             | 12,358             | 5.9%    | 103 |
| Used prescription drug for anxiety/panic                 | 12,563             | 6.0%    | 106 |
| Used prescription drug for arthritis/osteoarthritis      | 6,555              | 3.1%    | 98  |
| Used prescription drug for rheumatoid arthritis          | 5,689              | 2.7%    | 103 |
| Used prescription drug for asthma                        | 9,273              | 4.4%    | 107 |
| Used prescription drug for backache/back pain            | 14,518             | 6.9%    | 100 |
| Used prescription drug for depression                    | 13,375             | 6.3%    | 110 |
| Used prescription drug for diabetes (insulin dependent)  | 4,959              | 2.4%    | 98  |
| Used prescription drug for diabetes (non-insulin depend) | 8,259              | 3.9%    | 89  |
| Used prescription drug for heartburn/acid reflux         | 12,303             | 5.8%    | 103 |
| Used prescription drug for high blood pressure           | 26,738             | 12.7%   | 97  |
| Used prescription drug for high cholesterol              | 16,791             | 8.0%    | 94  |
| Used prescription drug for insomnia                      | 4,474              | 2.1%    | 91  |
| Used prescription drug for migraine headache             | 6,676              | 3.2%    | 109 |
| Used prescription drug for sinus congestion/headache     | 7,657              | 3.6%    | 102 |
| Used prescription remedy for sleep apnea                 | 4,749              | 2.3%    | 92  |
| Used prescription drug for urinary tract infection       | 7,551              | 3.6%    | 105 |
| Filled prescription last 12 months: discount/dept store  | 6,756              | 3.2%    | 95  |
| Filled prescription last 12 months: drug store/pharmacy  | 77,700             | 36.9%   | 99  |
| Filled prescription last 12 months: supermarket          | 16,772             | 8.0%    | 109 |
| Filled prescription last 12 months: mail order           | 16,301             | 7.7%    | 103 |
| Spent out of pocket prescr drugs/30 days: <\$1-9         | 13,912             | 6.6%    | 102 |
| Spent out of pocket prescr drugs/30 days: \$10-19        | 17,067             | 8.1%    | 96  |
| Spent out of pocket prescr drugs/30 days: \$20-29        | 11,664             | 5.5%    | 93  |
| Spent out of pocket prescr drugs/30 days: \$30-49        | 13,566             | 6.4%    | 101 |
| Spent out of pocket prescr drugs/30 days: \$50-99        | 12,593             | 6.0%    | 103 |
| Spent out of pocket prescr drugs/30 days: \$100-149      | 5,933              | 2.8%    | 102 |
| Spent out of pocket prescr drugs/30 days: \$150+         | 6,822              | 3.2%    | 98  |

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4208 Bishop Lane, Louisville, KY, 40218  
 Oriental Garden  
 Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
 Latitude: 38.20047  
 Longitude: -85.68667

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Used last 6 months: cold/sinus/allergy med (nonprescr) | 107,579            | 51.0%   | 99  |
| Used last 6 months: cough syrup/suppressant(nonprescr) | 72,916             | 34.6%   | 96  |
| Used last 6 months: medicated skin cream/lotion/spray  | 62,668             | 29.7%   | 97  |
| Used last 6 months: non-medicated nasal spray          | 30,446             | 14.4%   | 96  |
| Used last 6 months: pain relieving rub/liquid/patch    | 50,732             | 24.1%   | 96  |
| Used last 6 months: sleeping aid/snore relief          | 25,421             | 12.1%   | 106 |
| Used last 6 months: sore throat remedy/cough drops     | 101,317            | 48.1%   | 98  |
| Used last 12 months: sunburn remedy                    | 31,432             | 14.9%   | 96  |
| Used last 12 months: suntan/sunscreen product          | 82,296             | 39.0%   | 96  |
| Used last 6 months: toothache/gum/canker sore remedy   | 21,369             | 10.1%   | 100 |
| HH used last 6 months: children`s cold tablets/liquids | 11,432             | 9.8%    | 88  |
| HH used last 6 months: children`s cough syrup          | 11,056             | 9.5%    | 90  |
| HH used kids pain reliever/fever reducer last 6 months | 18,740             | 16.1%   | 88  |
| HH used kids vitamins/nutritional suppl last 6 months  | 12,142             | 10.4%   | 86  |
| Used body wash/shower gel in last 6 months             | 133,559            | 63.4%   | 102 |
| Used breath freshener in last 6 months                 | 88,687             | 42.1%   | 100 |
| Used breath freshener in last 6 months: gum            | 53,473             | 25.4%   | 101 |
| Used breath freshener in last 6 months: mints          | 41,107             | 19.5%   | 104 |
| Used breath freshener in last 6 months: thin film      | 4,999              | 2.4%    | 96  |
| Used breath freshener 8+ times in last 7 days          | 20,701             | 9.8%    | 105 |
| Used complexion care product in last 6 months          | 99,779             | 47.3%   | 99  |
| Used denture adhesive/fixative in last 6 months        | 13,596             | 6.5%    | 104 |
| Used denture cleaner in last 6 months                  | 23,422             | 11.1%   | 104 |
| Used facial moisturizer in last 6 months               | 89,998             | 42.7%   | 97  |
| Used personal foot care product in last 6 months       | 40,715             | 19.3%   | 97  |
| Used hair coloring product (at home) last 6 months     | 35,797             | 17.0%   | 92  |
| Used hair conditioning treatment (at home)/6 months    | 57,447             | 27.3%   | 101 |
| Used hair growth product in last 6 months              | 6,176              | 2.9%    | 94  |
| Used hair spray (at home) in last 6 months             | 63,861             | 30.3%   | 97  |
| Used hair styling gel/lotion/mousse in last 6 months   | 70,709             | 33.5%   | 99  |
| Used mouthwash in last 6 months                        | 136,763            | 64.9%   | 99  |
| Used mouthwash 8+ times in last 7 days                 | 34,248             | 16.2%   | 102 |
| Used whitening toothpaste in last 6 months             | 68,716             | 32.6%   | 101 |
| Used tooth whitener (not toothpaste) in last 6 months  | 21,046             | 10.0%   | 98  |
| Used tooth whitener (gel) in last 6 months             | 4,467              | 2.1%    | 103 |
| Used tooth whitener (strips) in last 6 months          | 10,965             | 5.2%    | 99  |
| Visited a day spa in last 6 months                     | 10,082             | 4.8%    | 103 |
| Purchased product at salon/day spa in last 6 months    | 10,124             | 4.8%    | 108 |
| Professional srv last 6 months: haircut                | 124,924            | 59.3%   | 98  |
| Professional srv last 6 months: hair color/highlights  | 33,899             | 16.1%   | 101 |
| Professional srv last 6 months: facial                 | 5,264              | 2.5%    | 99  |
| Professional srv last 6 months: massage                | 16,677             | 7.9%    | 106 |
| Professional srv last 6 months: manicure               | 23,450             | 11.1%   | 90  |
| Professional srv last 6 months: pedicure               | 30,021             | 14.2%   | 94  |
| Spent \$150+ at barber shops in last 6 months          | 6,814              | 3.2%    | 102 |
| Spent \$150+ at beauty salons in last 6 months         | 23,659             | 11.2%   | 95  |

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