



Health and Beauty Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28861

Longitude: -85.51168

Demographic Summary		2018	2023
Population		4,694	5,038
Population 18+		3,386	3,642
Households		1,984	2,138
Median Household Income		\$102,049	\$106,993
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	752	22.2%	109
Typically spend 4-6 hours exercising per week	863	25.5%	126
Typically spend 1-3 hours exercising per week	845	25.0%	105
Exercise at home 2+ times per week	1,155	34.1%	122
Exercise at club 2+ times per week	713	21.1%	146
Exercise at other facility (not club) 2+ times/wk	372	11.0%	133
Own elliptical	240	7.1%	168
Own stationary bicycle	171	5.1%	99
Own treadmill	422	12.5%	133
Own weight lifting equipment	583	17.2%	140
Presently controlling diet	1,339	39.5%	110
Control diet for blood sugar level	233	6.9%	82
Control diet for cholesterol level	244	7.2%	89
Control diet to maintain weight	392	11.6%	109
Control diet for physical fitness	450	13.3%	129
Control diet for salt restriction	79	2.3%	86
Control diet for weight loss	585	17.3%	137
Used doctor`s care/diet for diet method	77	2.3%	86
Used exercise program for diet method	319	9.4%	138
Buy foods specifically labeled as fat-free	308	9.1%	107
Buy foods specifically labeled as gluten-free	151	4.5%	96
Buy foods specifically labeled as high fiber	248	7.3%	109
Buy foods specifically labeled as high protein	301	8.9%	128
Buy foods specifically labeled as lactose-free	89	2.6%	97
Buy foods specifically labeled as low-calorie	331	9.8%	125
Buy foods specifically labeled as low-carb	289	8.5%	132
Buy foods specifically labeled as low-cholesterol	140	4.1%	88
Buy foods specifically labeled as low-fat	275	8.1%	106
Buy foods specifically labeled as low-sodium	300	8.9%	106
Buy foods specifically labeled as natural/organic	488	14.4%	130
Buy foods specifically labeled as sugar-free	317	9.4%	112
Used meal/dietary/weight loss supplement last 6 mo	276	8.2%	101
Used vitamins/dietary supplements in last 6 months	1,855	54.8%	101
Provide services as a primary caregiver/caretaker	177	5.2%	76

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 2018 and 2023.

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	2,778	82.0%	107
Visited doctor in last 12 months: 1-2 times	844	24.9%	105
Visited doctor in last 12 months: 3-5 times	874	25.8%	110
Visited doctor in last 12 months: 6+ times	1,061	31.3%	106
Visited doctor in last 12 months: cardiologist	176	5.2%	68
Visited doctor in last 12 months: chiropractor	280	8.3%	116
Visited doctor in last 12 months: dentist	1,411	41.7%	113
Visited doctor in last 12 months: dermatologist	377	11.1%	130
Visited doctor in last 12 months: ear/nose/throat	122	3.6%	76
Visited doctor in last 12 months: eye	707	20.9%	97
Visited doctor in last 12 months: gastroenterologist	120	3.5%	79
Visited doctor in last 12 months: general/family	1,558	46.0%	110
Visited doctor in last 12 months: internist	225	6.6%	117
Visited doctor in last 12 months: physical therapist	180	5.3%	104
Visited doctor in last 12 months: podiatrist	72	2.1%	73
Visited doctor in last 12 months: urologist	93	2.7%	77
Visited nurse practitioner in last 12 months	183	5.4%	90
Wear regular/sun/tinted prescription eyeglasses	1,371	40.5%	99
Wear bifocals	307	9.1%	74
Wear disposable contact lenses	289	8.5%	139
Wear soft contact lenses	495	14.6%	151
Wear transition lenses	144	4.3%	77
Spent on eyeglasses in last 12 months: <\$100	49	1.4%	51
Spent on eyeglasses in last 12 months: \$100-\$199	167	4.9%	103
Spent on eyeglasses in last 12 months: \$200-\$249	105	3.1%	108
Spent on eyeglasses in last 12 months: \$250+	358	10.6%	110
Spent on contact lenses in last 12 months: <\$100	67	2.0%	102
Spent on contact lenses in last 12 months: \$100-\$199	185	5.5%	153
Spent on contact lenses in last 12 months: \$200+	205	6.1%	153
Bought prescription eyewear: discount optical ctr	288	8.5%	97
Bought prescription eyewear: private eye doctor	811	24.0%	98
Bought prescription eyewear: retail optical chain	491	14.5%	115
Bought prescription eyewear: online	131	3.9%	128
Used prescription drug for allergy/hay fever	222	6.6%	116
Used prescription drug for anxiety/panic	158	4.7%	99
Used prescription drug for arthritis/osteoarthritis	67	2.0%	61
Used prescription drug for rheumatoid arthritis	56	1.7%	63
Used prescription drug for asthma	113	3.3%	81
Used prescription drug for backache/back pain	194	5.7%	73
Used prescription drug for depression	158	4.7%	74
Used prescription drug for diabetes (insulin dependent)	46	1.4%	66
Used prescription drug for diabetes (non-insulin depend)	113	3.3%	84
Used prescription drug for heartburn/acid reflux	171	5.1%	85
Used prescription drug for high blood pressure	369	10.9%	82
Used prescription drug for high cholesterol	223	6.6%	72
Used prescription drug for migraine headache	87	2.6%	83
Used prescription drug for sinus congestion/headache	139	4.1%	105
Used prescription drug for urinary tract infection	97	2.9%	108
Filled prescription last 12 months: discount/dept store	124	3.7%	107
Filled prescription last 12 months: drug store/pharmacy	1,169	34.5%	94
Filled prescription last 12 months: supermarket	301	8.9%	118
Filled prescription last 12 months: mail order	255	7.5%	99
Spent out of pocket prescr drugs/30 days: <\$10	214	6.3%	99
Spent out of pocket prescr drugs/30 days: \$10-19	311	9.2%	110
Spent out of pocket prescr drugs/30 days: \$20-29	202	6.0%	98
Spent out of pocket prescr drugs/30 days: \$30-49	218	6.4%	98
Spent out of pocket prescr drugs/30 days: \$50-99	194	5.7%	94
Spent out of pocket prescr drugs/30 days: \$100-149	75	2.2%	78
Spent out of pocket prescr drugs/30 days: \$150+	92	2.7%	84

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 2018 and 2023.

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	550	16.2%	126
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,734	51.2%	103
Used last 6 months: children`s cough syrup	464	13.7%	117
Used last 6 months: cough syrup/suppressant(nonprescr)	1,081	31.9%	90
Used last 6 months: medicated skin cream/lotion/spray	934	27.6%	91
Used last 6 months: nasal spray	573	16.9%	95
Used last 6 months: pain relieving rub/liquid/patch	714	21.1%	88
Used last 6 months: sleeping aid/snore relief	371	11.0%	93
Used last 6 months: sore throat remedy/cough drops	1,547	45.7%	95
Used last 12 months: sunburn remedy	546	16.1%	112
Used last 12 months: suntan/sunscreen product	1,665	49.2%	124
Used last 12 months: SPF 15 suntan/sunscreen product	350	10.3%	129
Used last 12 months: SPF 30-49 suntan/sunscreen prod	698	20.6%	124
Used last 12 months: SPF 50+ suntan/sunscreen product	680	20.1%	135
Used last 6 months: toothache/gum/canker sore remedy	238	7.0%	71
Used last 6 months: vitamins/nutritional suppl (kids)	615	18.2%	132
Used body wash/shower gel in last 6 months	2,058	60.8%	99
Used breath freshener in last 6 months	1,492	44.1%	106
Used breath freshener in last 6 months: gum	978	28.9%	116
Used breath freshener in last 6 months: mints	659	19.5%	104
Used breath freshener in last 6 months: thin film	83	2.5%	102
Used breath freshener 8+ times in last 7 days	366	10.8%	111
Used complexion care product in last 6 months	1,801	53.2%	112
Used denture adhesive/fixative in last 6 months	98	2.9%	47
Used denture cleaner in last 6 months	215	6.3%	61
Used facial moisturizer in last 6 months	1,722	50.9%	118
Used personal foot care product in last 6 months	552	16.3%	82
Used hair coloring product (at home) last 6 months	570	16.8%	91
Used hair conditioning treatment (at home)/6 mo	861	25.4%	98
Used hair growth product in last 6 months	87	2.6%	95
Used hair spray (at home) in last 6 months	1,158	34.2%	109
Used hair styling gel/lotion/mousse in last 6 mo	1,300	38.4%	114
Used mouthwash in last 6 months	2,122	62.7%	95
Used mouthwash 8+ times in last 7 days	461	13.6%	84
Used whitening toothpaste in last 6 months	1,261	37.2%	115
Used tooth whitener (not toothpaste) in last 6 mo	326	9.6%	97
Used tooth whitener (gel) in last 6 mos	60	1.8%	90
Used tooth whitener (strips) in last 6 months	151	4.5%	86
Visited a day spa in last 6 months	204	6.0%	126
Purchased product at salon/day spa in last 6 mo	206	6.1%	135
Professional srv last 6 months: haircut	2,226	65.7%	108
Professional srv last 6 months: hair color/highlights	702	20.7%	129
Professional srv last 6 months: facial	129	3.8%	150
Professional srv last 6 months: massage	389	11.5%	161
Professional srv last 6 months: manicure	555	16.4%	133
Professional srv last 6 months: pedicure	765	22.6%	150
Spent \$150+ at barber shops in last 6 months	118	3.5%	118
Spent \$150+ at beauty salons in last 6 months	657	19.4%	164

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Demographic Summary		2018	2023
Population		45,494	47,929
Population 18+		33,891	36,084
Households		17,388	18,360
Median Household Income		\$88,522	\$96,254
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	7,760	22.9%	113
Typically spend 4-6 hours exercising per week	8,345	24.6%	122
Typically spend 1-3 hours exercising per week	8,466	25.0%	105
Exercise at home 2+ times per week	11,655	34.4%	123
Exercise at club 2+ times per week	6,997	20.6%	143
Exercise at other facility (not club) 2+ times/wk	3,461	10.2%	124
Own elliptical	2,115	6.2%	148
Own stationary bicycle	2,132	6.3%	123
Own treadmill	4,321	12.7%	136
Own weight lifting equipment	5,870	17.3%	141
Presently controlling diet	13,456	39.7%	110
Control diet for blood sugar level	2,345	6.9%	82
Control diet for cholesterol level	2,692	7.9%	98
Control diet to maintain weight	4,083	12.0%	114
Control diet for physical fitness	4,539	13.4%	130
Control diet for salt restriction	762	2.2%	83
Control diet for weight loss	5,344	15.8%	125
Used doctor`s care/diet for diet method	749	2.2%	84
Used exercise program for diet method	2,879	8.5%	124
Buy foods specifically labeled as fat-free	3,190	9.4%	110
Buy foods specifically labeled as gluten-free	1,786	5.3%	114
Buy foods specifically labeled as high fiber	2,624	7.7%	116
Buy foods specifically labeled as high protein	2,897	8.5%	123
Buy foods specifically labeled as lactose-free	890	2.6%	96
Buy foods specifically labeled as low-calorie	3,210	9.5%	121
Buy foods specifically labeled as low-carb	2,582	7.6%	118
Buy foods specifically labeled as low-cholesterol	1,617	4.8%	102
Buy foods specifically labeled as low-fat	2,913	8.6%	112
Buy foods specifically labeled as low-sodium	2,940	8.7%	103
Buy foods specifically labeled as natural/organic	5,030	14.8%	134
Buy foods specifically labeled as sugar-free	3,018	8.9%	107
Used meal/dietary/weight loss supplement last 6 mo	2,734	8.1%	100
Used vitamins/dietary supplements in last 6 months	19,580	57.8%	107
Provide services as a primary caregiver/caretaker	1,947	5.7%	83

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	27,413	80.9%	105
Visited doctor in last 12 months: 1-2 times	7,681	22.7%	95
Visited doctor in last 12 months: 3-5 times	8,554	25.2%	108
Visited doctor in last 12 months: 6+ times	11,181	33.0%	111
Visited doctor in last 12 months: cardiologist	2,412	7.1%	93
Visited doctor in last 12 months: chiropractor	2,865	8.5%	119
Visited doctor in last 12 months: dentist	14,678	43.3%	117
Visited doctor in last 12 months: dermatologist	4,000	11.8%	138
Visited doctor in last 12 months: ear/nose/throat	1,723	5.1%	107
Visited doctor in last 12 months: eye	7,799	23.0%	107
Visited doctor in last 12 months: gastroenterologist	1,552	4.6%	103
Visited doctor in last 12 months: general/family	15,014	44.3%	106
Visited doctor in last 12 months: internist	2,694	7.9%	140
Visited doctor in last 12 months: physical therapist	2,088	6.2%	120
Visited doctor in last 12 months: podiatrist	993	2.9%	101
Visited doctor in last 12 months: urologist	1,334	3.9%	110
Visited nurse practitioner in last 12 months	1,819	5.4%	89
Wear regular/sun/tinted prescription eyeglasses	14,561	43.0%	105
Wear bifocals	3,848	11.4%	93
Wear disposable contact lenses	2,601	7.7%	125
Wear soft contact lenses	4,191	12.4%	128
Wear transition lenses	1,997	5.9%	106
Spent on eyeglasses in last 12 months: <\$100	729	2.2%	75
Spent on eyeglasses in last 12 months: \$100-\$199	1,593	4.7%	99
Spent on eyeglasses in last 12 months: \$200-\$249	1,100	3.2%	113
Spent on eyeglasses in last 12 months: \$250+	3,834	11.3%	118
Spent on contact lenses in last 12 months: <\$100	686	2.0%	104
Spent on contact lenses in last 12 months: \$100-\$199	1,490	4.4%	123
Spent on contact lenses in last 12 months: \$200+	1,849	5.5%	138
Bought prescription eyewear: discount optical ctr	3,144	9.3%	105
Bought prescription eyewear: private eye doctor	8,393	24.8%	102
Bought prescription eyewear: retail optical chain	5,088	15.0%	119
Bought prescription eyewear: online	1,277	3.8%	125
Used prescription drug for allergy/hay fever	2,204	6.5%	115
Used prescription drug for anxiety/panic	1,510	4.5%	95
Used prescription drug for arthritis/osteoarthritis	854	2.5%	78
Used prescription drug for rheumatoid arthritis	697	2.1%	78
Used prescription drug for asthma	1,236	3.6%	88
Used prescription drug for backache/back pain	2,218	6.5%	84
Used prescription drug for depression	1,821	5.4%	85
Used prescription drug for diabetes (insulin dependent)	529	1.6%	76
Used prescription drug for diabetes (non-insulin depend)	1,179	3.5%	88
Used prescription drug for heartburn/acid reflux	1,812	5.3%	90
Used prescription drug for high blood pressure	4,219	12.4%	94
Used prescription drug for high cholesterol	2,950	8.7%	96
Used prescription drug for migraine headache	1,014	3.0%	96
Used prescription drug for sinus congestion/headache	1,384	4.1%	105
Used prescription drug for urinary tract infection	894	2.6%	100
Filled prescription last 12 months: discount/dept store	1,091	3.2%	94
Filled prescription last 12 months: drug store/pharmacy	12,511	36.9%	101
Filled prescription last 12 months: supermarket	3,002	8.9%	118
Filled prescription last 12 months: mail order	3,011	8.9%	116
Spent out of pocket prescr drugs/30 days: <\$10	2,148	6.3%	99
Spent out of pocket prescr drugs/30 days: \$10-19	3,040	9.0%	108
Spent out of pocket prescr drugs/30 days: \$20-29	2,193	6.5%	106
Spent out of pocket prescr drugs/30 days: \$30-49	2,401	7.1%	108
Spent out of pocket prescr drugs/30 days: \$50-99	2,029	6.0%	98
Spent out of pocket prescr drugs/30 days: \$100-149	1,087	3.2%	113
Spent out of pocket prescr drugs/30 days: \$150+	1,166	3.4%	107

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	4,557	13.4%	104
Used last 6 months: cold/sinus/allergy med (nonprescr)	16,888	49.8%	100
Used last 6 months: children`s cough syrup	4,148	12.2%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	11,047	32.6%	92
Used last 6 months: medicated skin cream/lotion/spray	10,312	30.4%	100
Used last 6 months: nasal spray	6,220	18.4%	103
Used last 6 months: pain relieving rub/liquid/patch	7,363	21.7%	91
Used last 6 months: sleeping aid/snore relief	3,883	11.5%	97
Used last 6 months: sore throat remedy/cough drops	15,582	46.0%	95
Used last 12 months: sunburn remedy	5,165	15.2%	105
Used last 12 months: suntan/sunscreen product	16,801	49.6%	125
Used last 12 months: SPF 15 suntan/sunscreen product	3,637	10.7%	134
Used last 12 months: SPF 30-49 suntan/sunscreen prod	7,636	22.5%	135
Used last 12 months: SPF 50+ suntan/sunscreen product	6,483	19.1%	129
Used last 6 months: toothache/gum/canker sore remedy	2,540	7.5%	76
Used last 6 months: vitamins/nutritional suppl (kids)	5,387	15.9%	115
Used body wash/shower gel in last 6 months	19,779	58.4%	95
Used breath freshener in last 6 months	13,709	40.5%	98
Used breath freshener in last 6 months: gum	8,428	24.9%	100
Used breath freshener in last 6 months: mints	6,612	19.5%	104
Used breath freshener in last 6 months: thin film	712	2.1%	87
Used breath freshener 8+ times in last 7 days	3,318	9.8%	101
Used complexion care product in last 6 months	17,292	51.0%	108
Used denture adhesive/fixative in last 6 months	1,111	3.3%	53
Used denture cleaner in last 6 months	2,377	7.0%	67
Used facial moisturizer in last 6 months	16,277	48.0%	111
Used personal foot care product in last 6 months	5,939	17.5%	89
Used hair coloring product (at home) last 6 months	5,828	17.2%	93
Used hair conditioning treatment (at home)/6 mo	7,992	23.6%	91
Used hair growth product in last 6 months	953	2.8%	103
Used hair spray (at home) in last 6 months	10,871	32.1%	102
Used hair styling gel/lotion/mousse in last 6 mo	12,233	36.1%	107
Used mouthwash in last 6 months	21,655	63.9%	97
Used mouthwash 8+ times in last 7 days	4,826	14.2%	88
Used whitening toothpaste in last 6 months	12,270	36.2%	112
Used tooth whitener (not toothpaste) in last 6 mo	3,295	9.7%	98
Used tooth whitener (gel) in last 6 mos	535	1.6%	80
Used tooth whitener (strips) in last 6 months	1,780	5.3%	102
Visited a day spa in last 6 months	2,241	6.6%	139
Purchased product at salon/day spa in last 6 mo	2,048	6.0%	134
Professional srv last 6 months: haircut	22,915	67.6%	111
Professional srv last 6 months: hair color/highlights	7,063	20.8%	130
Professional srv last 6 months: facial	1,209	3.6%	140
Professional srv last 6 months: massage	3,461	10.2%	143
Professional srv last 6 months: manicure	5,375	15.9%	128
Professional srv last 6 months: pedicure	6,820	20.1%	133
Spent \$150+ at barber shops in last 6 months	1,218	3.6%	122
Spent \$150+ at beauty salons in last 6 months	6,185	18.2%	155

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Demographic Summary		2018	2023
Population		120,918	127,894
Population 18+		92,319	98,478
Households		47,703	50,390
Median Household Income		\$87,458	\$95,475
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	21,050	22.8%	112
Typically spend 4-6 hours exercising per week	22,285	24.1%	120
Typically spend 1-3 hours exercising per week	22,867	24.8%	104
Exercise at home 2+ times per week	31,935	34.6%	124
Exercise at club 2+ times per week	18,394	19.9%	138
Exercise at other facility (not club) 2+ times/wk	9,493	10.3%	125
Own elliptical	5,525	6.0%	142
Own stationary bicycle	5,777	6.3%	122
Own treadmill	11,362	12.3%	131
Own weight lifting equipment	15,585	16.9%	137
Presently controlling diet	36,004	39.0%	108
Control diet for blood sugar level	6,693	7.2%	86
Control diet for cholesterol level	7,446	8.1%	99
Control diet to maintain weight	11,272	12.2%	115
Control diet for physical fitness	11,850	12.8%	124
Control diet for salt restriction	2,086	2.3%	83
Control diet for weight loss	13,468	14.6%	116
Used doctor`s care/diet for diet method	1,962	2.1%	80
Used exercise program for diet method	7,476	8.1%	119
Buy foods specifically labeled as fat-free	8,518	9.2%	108
Buy foods specifically labeled as gluten-free	4,711	5.1%	110
Buy foods specifically labeled as high fiber	6,932	7.5%	112
Buy foods specifically labeled as high protein	7,723	8.4%	120
Buy foods specifically labeled as lactose-free	2,403	2.6%	96
Buy foods specifically labeled as low-calorie	8,296	9.0%	115
Buy foods specifically labeled as low-carb	6,867	7.4%	115
Buy foods specifically labeled as low-cholesterol	4,412	4.8%	102
Buy foods specifically labeled as low-fat	7,767	8.4%	109
Buy foods specifically labeled as low-sodium	8,198	8.9%	106
Buy foods specifically labeled as natural/organic	12,878	13.9%	126
Buy foods specifically labeled as sugar-free	7,952	8.6%	103
Used meal/dietary/weight loss supplement last 6 mo	7,269	7.9%	98
Used vitamins/dietary supplements in last 6 months	53,924	58.4%	108
Provide services as a primary caregiver/caretaker	5,379	5.8%	84

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September 17, 2018



Health and Beauty Market Potential

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28861

Longitude: -85.51168

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	74,899	81.1%	106
Visited doctor in last 12 months: 1-2 times	20,854	22.6%	95
Visited doctor in last 12 months: 3-5 times	23,002	24.9%	106
Visited doctor in last 12 months: 6+ times	31,047	33.6%	113
Visited doctor in last 12 months: cardiologist	6,841	7.4%	97
Visited doctor in last 12 months: chiropractor	7,669	8.3%	117
Visited doctor in last 12 months: dentist	40,262	43.6%	118
Visited doctor in last 12 months: dermatologist	10,976	11.9%	139
Visited doctor in last 12 months: ear/nose/throat	4,408	4.8%	100
Visited doctor in last 12 months: eye	21,800	23.6%	110
Visited doctor in last 12 months: gastroenterologist	4,461	4.8%	108
Visited doctor in last 12 months: general/family	41,626	45.1%	108
Visited doctor in last 12 months: internist	7,082	7.7%	135
Visited doctor in last 12 months: physical therapist	5,657	6.1%	120
Visited doctor in last 12 months: podiatrist	2,950	3.2%	110
Visited doctor in last 12 months: urologist	3,751	4.1%	114
Visited nurse practitioner in last 12 months	5,246	5.7%	94
Wear regular/sun/tinted prescription eyeglasses	41,160	44.6%	109
Wear bifocals	11,555	12.5%	102
Wear disposable contact lenses	6,999	7.6%	124
Wear soft contact lenses	11,038	12.0%	124
Wear transition lenses	5,882	6.4%	115
Spent on eyeglasses in last 12 months: <\$100	2,207	2.4%	84
Spent on eyeglasses in last 12 months: \$100-\$199	4,417	4.8%	100
Spent on eyeglasses in last 12 months: \$200-\$249	2,864	3.1%	108
Spent on eyeglasses in last 12 months: \$250+	10,583	11.5%	119
Spent on contact lenses in last 12 months: <\$100	1,932	2.1%	108
Spent on contact lenses in last 12 months: \$100-\$199	3,856	4.2%	117
Spent on contact lenses in last 12 months: \$200+	4,904	5.3%	134
Bought prescription eyewear: discount optical ctr	8,804	9.5%	108
Bought prescription eyewear: private eye doctor	24,169	26.2%	107
Bought prescription eyewear: retail optical chain	13,462	14.6%	116
Bought prescription eyewear: online	3,407	3.7%	122
Used prescription drug for allergy/hay fever	5,940	6.4%	114
Used prescription drug for anxiety/panic	4,161	4.5%	96
Used prescription drug for arthritis/osteoarthritis	2,690	2.9%	90
Used prescription drug for rheumatoid arthritis	1,960	2.1%	80
Used prescription drug for asthma	3,547	3.8%	93
Used prescription drug for backache/back pain	6,382	6.9%	88
Used prescription drug for depression	5,384	5.8%	93
Used prescription drug for diabetes (insulin dependent)	1,517	1.6%	80
Used prescription drug for diabetes (non-insulin depend)	3,306	3.6%	90
Used prescription drug for heartburn/acid reflux	5,244	5.7%	96
Used prescription drug for high blood pressure	12,368	13.4%	101
Used prescription drug for high cholesterol	8,602	9.3%	102
Used prescription drug for migraine headache	2,781	3.0%	97
Used prescription drug for sinus congestion/headache	3,690	4.0%	103
Used prescription drug for urinary tract infection	2,451	2.7%	100
Filled prescription last 12 months: discount/dept store	3,112	3.4%	99
Filled prescription last 12 months: drug store/pharmacy	34,577	37.5%	102
Filled prescription last 12 months: supermarket	8,004	8.7%	115
Filled prescription last 12 months: mail order	8,774	9.5%	124
Spent out of pocket prescr drugs/30 days: <\$10	6,067	6.6%	103
Spent out of pocket prescr drugs/30 days: \$10-19	8,617	9.3%	112
Spent out of pocket prescr drugs/30 days: \$20-29	5,845	6.3%	104
Spent out of pocket prescr drugs/30 days: \$30-49	6,853	7.4%	113
Spent out of pocket prescr drugs/30 days: \$50-99	5,817	6.3%	103
Spent out of pocket prescr drugs/30 days: \$100-149	3,011	3.3%	115
Spent out of pocket prescr drugs/30 days: \$150+	3,191	3.5%	107

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	11,173	12.1%	94
Used last 6 months: cold/sinus/allergy med (nonprescr)	46,001	49.8%	100
Used last 6 months: children`s cough syrup	10,290	11.1%	95
Used last 6 months: cough syrup/suppressant(nonprescr)	29,380	31.8%	90
Used last 6 months: medicated skin cream/lotion/spray	28,302	30.7%	101
Used last 6 months: nasal spray	17,309	18.7%	105
Used last 6 months: pain relieving rub/liquid/patch	19,995	21.7%	91
Used last 6 months: sleeping aid/snore relief	10,853	11.8%	99
Used last 6 months: sore throat remedy/cough drops	42,192	45.7%	95
Used last 12 months: sunburn remedy	13,706	14.8%	103
Used last 12 months: suntan/sunscreen product	45,293	49.1%	124
Used last 12 months: SPF 15 suntan/sunscreen product	9,567	10.4%	130
Used last 12 months: SPF 30-49 suntan/sunscreen prod	21,045	22.8%	137
Used last 12 months: SPF 50+ suntan/sunscreen product	17,058	18.5%	125
Used last 6 months: toothache/gum/canker sore remedy	6,652	7.2%	73
Used last 6 months: vitamins/nutritional suppl (kids)	13,536	14.7%	107
Used body wash/shower gel in last 6 months	53,139	57.6%	94
Used breath freshener in last 6 months	36,735	39.8%	96
Used breath freshener in last 6 months: gum	22,175	24.0%	96
Used breath freshener in last 6 months: mints	17,844	19.3%	103
Used breath freshener in last 6 months: thin film	1,825	2.0%	82
Used breath freshener 8+ times in last 7 days	8,750	9.5%	98
Used complexion care product in last 6 months	46,682	50.6%	107
Used denture adhesive/fixative in last 6 months	3,342	3.6%	59
Used denture cleaner in last 6 months	6,679	7.2%	69
Used facial moisturizer in last 6 months	43,214	46.8%	109
Used personal foot care product in last 6 months	16,360	17.7%	90
Used hair coloring product (at home) last 6 months	15,510	16.8%	90
Used hair conditioning treatment (at home)/6 mo	21,374	23.2%	89
Used hair growth product in last 6 months	2,490	2.7%	99
Used hair spray (at home) in last 6 months	29,743	32.2%	102
Used hair styling gel/lotion/mousse in last 6 mo	33,104	35.9%	106
Used mouthwash in last 6 months	58,695	63.6%	97
Used mouthwash 8+ times in last 7 days	13,220	14.3%	88
Used whitening toothpaste in last 6 months	33,192	36.0%	111
Used tooth whitener (not toothpaste) in last 6 mo	8,929	9.7%	98
Used tooth whitener (gel) in last 6 mos	1,474	1.6%	81
Used tooth whitener (strips) in last 6 months	4,817	5.2%	101
Visited a day spa in last 6 months	5,950	6.4%	135
Purchased product at salon/day spa in last 6 mo	5,455	5.9%	131
Professional srv last 6 months: haircut	62,642	67.9%	111
Professional srv last 6 months: hair color/highlights	19,120	20.7%	129
Professional srv last 6 months: facial	2,935	3.2%	125
Professional srv last 6 months: massage	9,290	10.1%	141
Professional srv last 6 months: manicure	14,043	15.2%	123
Professional srv last 6 months: pedicure	17,673	19.1%	127
Spent \$150+ at barber shops in last 6 months	3,294	3.6%	121
Spent \$150+ at beauty salons in last 6 months	16,102	17.4%	148

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