



# Health and Beauty Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28833  
Longitude: -85.51225

Demographic Summary		2019	2024
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	672	21.6%	106
Typically spend 4-6 hours exercising per week	758	24.4%	125
Typically spend 1-3 hours exercising per week	769	24.7%	106
Exercise at home 2+ times per week	1,017	32.7%	119
Exercise at club 2+ times per week	590	19.0%	132
Exercise at other facility 2+ times/wk	359	11.5%	135
Own elliptical	202	6.5%	156
Own stationary bicycle	135	4.3%	84
Own treadmill	349	11.2%	124
Own weight lifting equipment	514	16.5%	142
Control diet for blood sugar level	261	8.4%	83
Control diet for cholesterol level	277	8.9%	90
Control diet for food allergies	69	2.2%	117
Control diet to maintain weight	333	10.7%	107
Control diet for physical fitness	416	13.4%	124
Control diet for salt restriction	92	3.0%	86
Control diet for weight loss	565	18.2%	127
Used doctor's care/diet for diet method	81	2.6%	105
Used exercise program for diet method	334	10.7%	128
Buy foods specifically labeled as fat-free	275	8.8%	102
Buy foods specifically labeled as gluten-free	155	5.0%	93
Buy foods specifically labeled as high fiber	245	7.9%	112
Buy foods specifically labeled as high protein	299	9.6%	120
Buy foods specifically labeled as lactose-free	119	3.8%	118
Buy foods specifically labeled as low-calorie	275	8.8%	119
Buy foods specifically labeled as low-carb	243	7.8%	112
Buy foods specifically labeled as low-cholesterol	156	5.0%	103
Buy foods specifically labeled as low-fat	301	9.7%	118
Buy foods specifically labeled as low-sodium	329	10.6%	107
Buy foods specifically labeled as natural/organic	525	16.9%	129
Buy foods specifically labeled as probiotic	151	4.9%	118
Buy foods specifically labeled as sugar-free	288	9.3%	102
Used meal/dietary/weight loss supplement last 6 months	254	8.2%	99
Used vitamins/dietary supplements in last 6 months	1,709	54.9%	102
Provide services as a primary caregiver/caretaker	183	5.9%	79
Visited doctor in last 12 months	2,509	80.6%	105
Visited doctor in last 12 months: 1-2 times	743	23.9%	98
Visited doctor in last 12 months: 3-5 times	808	26.0%	112
Visited doctor in last 12 months: 6+ times	957	30.8%	105
Visited doctor in last 12 months: cardiologist	168	5.4%	69
Visited doctor in last 12 months: chiropractor	252	8.1%	113
Visited doctor in last 12 months: dentist	1,288	41.4%	110
Visited doctor in last 12 months: dermatologist	339	10.9%	123
Visited doctor in last 12 months: ear/nose/throat	142	4.6%	100
Visited doctor in last 12 months: eye	635	20.4%	94
Visited doctor in last 12 months: gastroenterologist	148	4.8%	111
Visited doctor in last 12 months: general/family	1,385	44.5%	107
Visited doctor in last 12 months: internist	197	6.3%	111
Visited doctor in last 12 months: physical therapist	153	4.9%	94
Visited doctor in last 12 months: podiatrist	64	2.1%	71
Visited doctor in last 12 months: urologist	91	2.9%	77
Visited nurse practitioner in last 12 months	180	5.8%	92

**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		Percent	MPI
	Adults			
Wear regular/sun/tinted prescription eyeglasses	1,242		39.9%	103
Wear bifocals	367		11.8%	83
Wear disposable contact lenses	288		9.3%	152
Wear soft contact lenses	404		13.0%	137
Wear transition lenses	151		4.9%	89
Spent on eyeglasses in last 12 months: \$1-99	52		1.7%	62
Spent on eyeglasses in last 12 months: \$100-\$199	133		4.3%	97
Spent on eyeglasses in last 12 months: \$200-\$249	78		2.5%	83
Spent on eyeglasses in last 12 months: \$250+	316		10.2%	109
Spent on contact lenses in last 12 months: <\$1-99	59		1.9%	104
Spent on contact lenses in last 12 months: \$100-\$199	153		4.9%	138
Spent on contact lenses in last 12 months: \$200+	170		5.5%	144
Bought prescription eyewear: discount optical ctr	275		8.8%	101
Bought prescription eyewear: private eye doctor	741		23.8%	99
Bought prescription eyewear: retail optical chain	429		13.8%	114
Bought prescription eyewear: online	127		4.1%	130
Used prescription drug for acne	72		2.3%	90
Used prescription drug for allergy/hay fever	183		5.9%	103
Used prescription drug for anxiety/panic	155		5.0%	89
Used prescription drug for arthritis/osteoarthritis	62		2.0%	63
Used prescription drug for rheumatoid arthritis	48		1.5%	59
Used prescription drug for asthma	116		3.7%	91
Used prescription drug for backache/back pain	176		5.7%	82
Used prescription drug for depression	172		5.5%	96
Used prescription drug for diabetes (insulin dependent)	66		2.1%	88
Used prescription drug for diabetes (non-insulin depend)	95		3.1%	69
Used prescription drug for heartburn/acid reflux	138		4.4%	79
Used prescription drug for high blood pressure	334		10.7%	82
Used prescription drug for high cholesterol	253		8.1%	95
Used prescription drug for insomnia	60		1.9%	82
Used prescription drug for migraine headache	89		2.9%	98
Used prescription drug for sinus congestion/headache	127		4.1%	115
Used prescription remedy for sleep apnea	76		2.4%	100
Used prescription drug for urinary tract infection	94		3.0%	89
Filled prescription last 12 months: discount/dept store	117		3.8%	111
Filled prescription last 12 months: drug store/pharmacy	1,141		36.7%	99
Filled prescription last 12 months: supermarket	250		8.0%	110
Filled prescription last 12 months: mail order	235		7.6%	101
Spent out of pocket prescr drugs/30 days: <\$1-9	211		6.8%	105
Spent out of pocket prescr drugs/30 days: \$10-19	299		9.6%	114
Spent out of pocket prescr drugs/30 days: \$20-29	170		5.5%	92
Spent out of pocket prescr drugs/30 days: \$30-49	197		6.3%	100
Spent out of pocket prescr drugs/30 days: \$50-99	178		5.7%	99
Spent out of pocket prescr drugs/30 days: \$100-149	80		2.6%	93
Spent out of pocket prescr drugs/30 days: \$150+	82		2.6%	80

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,659	53.3%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	1,035	33.3%	92
Used last 6 months: medicated skin cream/lotion/spray	895	28.8%	94
Used last 6 months: non-medicated nasal spray	450	14.5%	96
Used last 6 months: pain relieving rub/liquid/patch	692	22.2%	89
Used last 6 months: sleeping aid/snore relief	331	10.6%	94
Used last 6 months: sore throat remedy/cough drops	1,520	48.9%	100
Used last 12 months: sunburn remedy	559	18.0%	115
Used last 12 months: suntan/sunscreen product	1,504	48.3%	118
Used last 6 months: toothache/gum/canker sore remedy	223	7.2%	71
HH used last 6 months: children`s cold tablets/liquids	256	13.8%	124
HH used last 6 months: children`s cough syrup	234	12.6%	120
HH used kids pain reliever/fever reducer last 6 months	445	24.0%	132
HH used kids vitamins/nutritional suppl last 6 months	304	16.4%	136
Used body wash/shower gel in last 6 months	1,953	62.8%	101
Used breath freshener in last 6 months	1,324	42.6%	101
Used breath freshener in last 6 months: gum	883	28.4%	113
Used breath freshener in last 6 months: mints	560	18.0%	96
Used breath freshener in last 6 months: thin film	73	2.3%	95
Used breath freshener 8+ times in last 7 days	322	10.4%	110
Used complexion care product in last 6 months	1,594	51.2%	107
Used denture adhesive/fixative in last 6 months	88	2.8%	46
Used denture cleaner in last 6 months	191	6.1%	57
Used facial moisturizer in last 6 months	1,572	50.5%	115
Used personal foot care product in last 6 months	560	18.0%	91
Used hair coloring product (at home) last 6 months	533	17.1%	92
Used hair conditioning treatment (at home)/6 months	813	26.1%	97
Used hair growth product in last 6 months	97	3.1%	100
Used hair spray (at home) in last 6 months	1,024	32.9%	105
Used hair styling gel/lotion/mousse in last 6 months	1,139	36.6%	108
Used mouthwash in last 6 months	1,904	61.2%	93
Used mouthwash 8+ times in last 7 days	445	14.3%	90
Used whitening toothpaste in last 6 months	1,140	36.6%	114
Used tooth whitener (not toothpaste) in last 6 months	315	10.1%	100
Used tooth whitener (gel) in last 6 months	70	2.3%	109
Used tooth whitener (strips) in last 6 months	151	4.9%	92
Visited a day spa in last 6 months	203	6.5%	140
Purchased product at salon/day spa in last 6 months	210	6.8%	152
Professional srv last 6 months: haircut	2,004	64.4%	107
Professional srv last 6 months: hair color/highlights	612	19.7%	124
Professional srv last 6 months: facial	111	3.6%	141
Professional srv last 6 months: massage	370	11.9%	160
Professional srv last 6 months: manicure	470	15.1%	122
Professional srv last 6 months: pedicure	642	20.6%	136
Spent \$150+ at barber shops in last 6 months	111	3.6%	113
Spent \$150+ at beauty salons in last 6 months	528	17.0%	144

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# Health and Beauty Market Potential

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Demographic Summary		2019	2024
Population		45,839	47,952
Population 18+		34,317	36,283
Households		17,617	18,493
Median Household Income		\$96,598	\$107,308
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	7,541	22.0%	108
Typically spend 4-6 hours exercising per week	8,086	23.6%	121
Typically spend 1-3 hours exercising per week	8,549	24.9%	107
Exercise at home 2+ times per week	11,402	33.2%	121
Exercise at club 2+ times per week	6,775	19.7%	138
Exercise at other facility 2+ times/wk	3,637	10.6%	124
Own elliptical	2,038	5.9%	142
Own stationary bicycle	2,099	6.1%	119
Own treadmill	3,959	11.5%	127
Own weight lifting equipment	5,382	15.7%	135
Control diet for blood sugar level	2,894	8.4%	84
Control diet for cholesterol level	3,383	9.9%	100
Control diet for food allergies	683	2.0%	105
Control diet to maintain weight	3,848	11.2%	112
Control diet for physical fitness	4,497	13.1%	121
Control diet for salt restriction	1,047	3.1%	89
Control diet for weight loss	5,696	16.6%	116
Used doctor's care/diet for diet method	730	2.1%	86
Used exercise program for diet method	3,703	10.8%	128
Buy foods specifically labeled as fat-free	2,990	8.7%	101
Buy foods specifically labeled as gluten-free	1,924	5.6%	105
Buy foods specifically labeled as high fiber	2,696	7.9%	111
Buy foods specifically labeled as high protein	3,119	9.1%	114
Buy foods specifically labeled as lactose-free	1,213	3.5%	109
Buy foods specifically labeled as low-calorie	2,737	8.0%	107
Buy foods specifically labeled as low-carb	2,610	7.6%	109
Buy foods specifically labeled as low-cholesterol	1,624	4.7%	98
Buy foods specifically labeled as low-fat	3,137	9.1%	112
Buy foods specifically labeled as low-sodium	3,414	9.9%	100
Buy foods specifically labeled as natural/organic	5,709	16.6%	127
Buy foods specifically labeled as probiotic	1,505	4.4%	106
Buy foods specifically labeled as sugar-free	3,113	9.1%	100
Used meal/dietary/weight loss supplement last 6 months	2,892	8.4%	102
Used vitamins/dietary supplements in last 6 months	19,616	57.2%	106
Provide services as a primary caregiver/caretaker	2,004	5.8%	79
Visited doctor in last 12 months	27,488	80.1%	104
Visited doctor in last 12 months: 1-2 times	7,981	23.3%	95
Visited doctor in last 12 months: 3-5 times	8,494	24.8%	106
Visited doctor in last 12 months: 6+ times	11,012	32.1%	109
Visited doctor in last 12 months: cardiologist	2,429	7.1%	91
Visited doctor in last 12 months: chiropractor	2,720	7.9%	110
Visited doctor in last 12 months: dentist	14,793	43.1%	115
Visited doctor in last 12 months: dermatologist	4,012	11.7%	132
Visited doctor in last 12 months: ear/nose/throat	1,660	4.8%	106
Visited doctor in last 12 months: eye	7,921	23.1%	106
Visited doctor in last 12 months: gastroenterologist	1,588	4.6%	108
Visited doctor in last 12 months: general/family	14,966	43.6%	105
Visited doctor in last 12 months: internist	2,537	7.4%	130
Visited doctor in last 12 months: physical therapist	1,993	5.8%	111
Visited doctor in last 12 months: podiatrist	977	2.8%	99
Visited doctor in last 12 months: urologist	1,277	3.7%	98
Visited nurse practitioner in last 12 months	1,985	5.8%	92

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	14,274	41.6%	107
Wear bifocals	4,638	13.5%	95
Wear disposable contact lenses	2,679	7.8%	128
Wear soft contact lenses	4,152	12.1%	128
Wear transition lenses	1,996	5.8%	106
Spent on eyeglasses in last 12 months: \$1-99	858	2.5%	93
Spent on eyeglasses in last 12 months: \$100-\$199	1,411	4.1%	94
Spent on eyeglasses in last 12 months: \$200-\$249	1,169	3.4%	113
Spent on eyeglasses in last 12 months: \$250+	3,696	10.8%	116
Spent on contact lenses in last 12 months: <\$1-99	664	1.9%	106
Spent on contact lenses in last 12 months: \$100-\$199	1,476	4.3%	121
Spent on contact lenses in last 12 months: \$200+	1,815	5.3%	139
Bought prescription eyewear: discount optical ctr	3,333	9.7%	111
Bought prescription eyewear: private eye doctor	8,528	24.9%	103
Bought prescription eyewear: retail optical chain	4,791	14.0%	115
Bought prescription eyewear: online	1,291	3.8%	120
Used prescription drug for acne	774	2.3%	87
Used prescription drug for allergy/hay fever	1,976	5.8%	101
Used prescription drug for anxiety/panic	1,779	5.2%	92
Used prescription drug for arthritis/osteoarthritis	885	2.6%	81
Used prescription drug for rheumatoid arthritis	619	1.8%	69
Used prescription drug for asthma	1,357	4.0%	96
Used prescription drug for backache/back pain	2,018	5.9%	86
Used prescription drug for depression	1,806	5.3%	91
Used prescription drug for diabetes (insulin dependent)	622	1.8%	75
Used prescription drug for diabetes (non-insulin depend)	1,168	3.4%	77
Used prescription drug for heartburn/acid reflux	1,697	4.9%	88
Used prescription drug for high blood pressure	4,032	11.7%	90
Used prescription drug for high cholesterol	2,934	8.5%	100
Used prescription drug for insomnia	702	2.0%	87
Used prescription drug for migraine headache	1,158	3.4%	116
Used prescription drug for sinus congestion/headache	1,259	3.7%	103
Used prescription remedy for sleep apnea	835	2.4%	100
Used prescription drug for urinary tract infection	1,101	3.2%	94
Filled prescription last 12 months: discount/dept store	1,054	3.1%	91
Filled prescription last 12 months: drug store/pharmacy	12,785	37.3%	100
Filled prescription last 12 months: supermarket	2,930	8.5%	117
Filled prescription last 12 months: mail order	3,047	8.9%	119
Spent out of pocket prescr drugs/30 days: <\$1-9	2,338	6.8%	105
Spent out of pocket prescr drugs/30 days: \$10-19	3,119	9.1%	108
Spent out of pocket prescr drugs/30 days: \$20-29	2,167	6.3%	106
Spent out of pocket prescr drugs/30 days: \$30-49	2,186	6.4%	100
Spent out of pocket prescr drugs/30 days: \$50-99	2,063	6.0%	104
Spent out of pocket prescr drugs/30 days: \$100-149	1,012	2.9%	107
Spent out of pocket prescr drugs/30 days: \$150+	1,083	3.2%	96

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	17,887	52.1%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	11,363	33.1%	92
Used last 6 months: medicated skin cream/lotion/spray	10,513	30.6%	100
Used last 6 months: non-medicated nasal spray	5,164	15.0%	100
Used last 6 months: pain relieving rub/liquid/patch	8,017	23.4%	93
Used last 6 months: sleeping aid/snore relief	3,742	10.9%	96
Used last 6 months: sore throat remedy/cough drops	16,224	47.3%	96
Used last 12 months: sunburn remedy	5,574	16.2%	104
Used last 12 months: suntan/sunscreen product	17,161	50.0%	122
Used last 6 months: toothache/gum/canker sore remedy	2,724	7.9%	79
HH used last 6 months: children`s cold tablets/liquids	2,150	12.2%	110
HH used last 6 months: children`s cough syrup	1,933	11.0%	104
HH used kids pain reliever/fever reducer last 6 months	3,684	20.9%	115
HH used kids vitamins/nutritional suppl last 6 months	2,562	14.5%	121
Used body wash/shower gel in last 6 months	20,794	60.6%	97
Used breath freshener in last 6 months	13,875	40.4%	96
Used breath freshener in last 6 months: gum	8,674	25.3%	101
Used breath freshener in last 6 months: mints	6,308	18.4%	98
Used breath freshener in last 6 months: thin film	768	2.2%	91
Used breath freshener 8+ times in last 7 days	3,319	9.7%	103
Used complexion care product in last 6 months	17,456	50.9%	106
Used denture adhesive/fixative in last 6 months	1,232	3.6%	58
Used denture cleaner in last 6 months	2,393	7.0%	65
Used facial moisturizer in last 6 months	16,592	48.3%	110
Used personal foot care product in last 6 months	6,125	17.8%	90
Used hair coloring product (at home) last 6 months	5,818	17.0%	92
Used hair conditioning treatment (at home)/6 months	8,483	24.7%	92
Used hair growth product in last 6 months	1,063	3.1%	100
Used hair spray (at home) in last 6 months	10,890	31.7%	102
Used hair styling gel/lotion/mousse in last 6 months	12,104	35.3%	105
Used mouthwash in last 6 months	21,611	63.0%	96
Used mouthwash 8+ times in last 7 days	4,943	14.4%	90
Used whitening toothpaste in last 6 months	11,988	34.9%	108
Used tooth whitener (not toothpaste) in last 6 months	3,378	9.8%	97
Used tooth whitener (gel) in last 6 months	589	1.7%	83
Used tooth whitener (strips) in last 6 months	1,796	5.2%	100
Visited a day spa in last 6 months	2,217	6.5%	139
Purchased product at salon/day spa in last 6 months	2,026	5.9%	133
Professional srv last 6 months: haircut	22,691	66.1%	110
Professional srv last 6 months: hair color/highlights	6,886	20.1%	126
Professional srv last 6 months: facial	1,178	3.4%	136
Professional srv last 6 months: massage	3,646	10.6%	143
Professional srv last 6 months: manicure	5,207	15.2%	123
Professional srv last 6 months: pedicure	6,574	19.2%	127
Spent \$150+ at barber shops in last 6 months	1,319	3.8%	122
Spent \$150+ at beauty salons in last 6 months	5,747	16.7%	142

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Demographic Summary		2019	2024
Population		122,833	130,039
Population 18+		94,019	100,430
Households		48,681	51,568
Median Household Income		\$95,830	\$107,125
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	21,585	23.0%	113
Typically spend 4-6 hours exercising per week	21,494	22.9%	118
Typically spend 1-3 hours exercising per week	23,069	24.5%	105
Exercise at home 2+ times per week	31,717	33.7%	123
Exercise at club 2+ times per week	18,246	19.4%	135
Exercise at other facility 2+ times/wk	9,834	10.5%	122
Own elliptical	5,322	5.7%	136
Own stationary bicycle	5,847	6.2%	121
Own treadmill	11,222	11.9%	132
Own weight lifting equipment	14,720	15.7%	135
Control diet for blood sugar level	8,159	8.7%	86
Control diet for cholesterol level	9,296	9.9%	100
Control diet for food allergies	1,955	2.1%	109
Control diet to maintain weight	10,842	11.5%	115
Control diet for physical fitness	12,392	13.2%	122
Control diet for salt restriction	2,892	3.1%	90
Control diet for weight loss	15,323	16.3%	114
Used doctor's care/diet for diet method	1,838	2.0%	79
Used exercise program for diet method	9,880	10.5%	125
Buy foods specifically labeled as fat-free	8,447	9.0%	104
Buy foods specifically labeled as gluten-free	5,445	5.8%	109
Buy foods specifically labeled as high fiber	7,416	7.9%	112
Buy foods specifically labeled as high protein	8,672	9.2%	115
Buy foods specifically labeled as lactose-free	3,337	3.5%	109
Buy foods specifically labeled as low-calorie	7,330	7.8%	105
Buy foods specifically labeled as low-carb	7,003	7.4%	107
Buy foods specifically labeled as low-cholesterol	4,531	4.8%	99
Buy foods specifically labeled as low-fat	8,712	9.3%	113
Buy foods specifically labeled as low-sodium	9,816	10.4%	105
Buy foods specifically labeled as natural/organic	15,605	16.6%	126
Buy foods specifically labeled as probiotic	4,488	4.8%	116
Buy foods specifically labeled as sugar-free	8,659	9.2%	101
Used meal/dietary/weight loss supplement last 6 months	7,754	8.2%	100
Used vitamins/dietary supplements in last 6 months	54,655	58.1%	108
Provide services as a primary caregiver/caretaker	5,804	6.2%	83
Visited doctor in last 12 months	76,162	81.0%	105
Visited doctor in last 12 months: 1-2 times	21,809	23.2%	95
Visited doctor in last 12 months: 3-5 times	23,176	24.7%	106
Visited doctor in last 12 months: 6+ times	31,176	33.2%	113
Visited doctor in last 12 months: cardiologist	7,059	7.5%	97
Visited doctor in last 12 months: chiropractor	7,771	8.3%	115
Visited doctor in last 12 months: dentist	41,466	44.1%	118
Visited doctor in last 12 months: dermatologist	11,458	12.2%	138
Visited doctor in last 12 months: ear/nose/throat	4,506	4.8%	105
Visited doctor in last 12 months: eye	22,874	24.3%	112
Visited doctor in last 12 months: gastroenterologist	4,570	4.9%	113
Visited doctor in last 12 months: general/family	42,118	44.8%	107
Visited doctor in last 12 months: internist	6,943	7.4%	129
Visited doctor in last 12 months: physical therapist	5,909	6.3%	120
Visited doctor in last 12 months: podiatrist	3,187	3.4%	117
Visited doctor in last 12 months: urologist	3,975	4.2%	111
Visited nurse practitioner in last 12 months	5,827	6.2%	99

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December 31, 2019



# Health and Beauty Market Potential

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28833  
Longitude: -85.51225

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	40,688	43.3%	112
Wear bifocals	14,128	15.0%	106
Wear disposable contact lenses	7,267	7.7%	127
Wear soft contact lenses	11,146	11.9%	125
Wear transition lenses	5,724	6.1%	111
Spent on eyeglasses in last 12 months: \$1-99	2,536	2.7%	100
Spent on eyeglasses in last 12 months: \$100-\$199	4,147	4.4%	101
Spent on eyeglasses in last 12 months: \$200-\$249	3,105	3.3%	109
Spent on eyeglasses in last 12 months: \$250+	10,210	10.9%	117
Spent on contact lenses in last 12 months: <\$1-99	1,788	1.9%	105
Spent on contact lenses in last 12 months: \$100-\$199	4,007	4.3%	120
Spent on contact lenses in last 12 months: \$200+	4,724	5.0%	132
Bought prescription eyewear: discount optical ctr	9,256	9.8%	112
Bought prescription eyewear: private eye doctor	24,635	26.2%	109
Bought prescription eyewear: retail optical chain	13,379	14.2%	118
Bought prescription eyewear: online	3,647	3.9%	124
Used prescription drug for acne	2,179	2.3%	90
Used prescription drug for allergy/hay fever	5,539	5.9%	103
Used prescription drug for anxiety/panic	5,033	5.4%	95
Used prescription drug for arthritis/osteoarthritis	2,524	2.7%	85
Used prescription drug for rheumatoid arthritis	1,746	1.9%	71
Used prescription drug for asthma	3,806	4.0%	99
Used prescription drug for backache/back pain	5,782	6.1%	89
Used prescription drug for depression	5,184	5.5%	96
Used prescription drug for diabetes (insulin dependent)	1,641	1.7%	73
Used prescription drug for diabetes (non-insulin depend)	3,494	3.7%	84
Used prescription drug for heartburn/acid reflux	4,964	5.3%	94
Used prescription drug for high blood pressure	11,202	11.9%	91
Used prescription drug for high cholesterol	8,119	8.6%	101
Used prescription drug for insomnia	1,900	2.0%	86
Used prescription drug for migraine headache	3,018	3.2%	110
Used prescription drug for sinus congestion/headache	3,484	3.7%	104
Used prescription remedy for sleep apnea	2,312	2.5%	101
Used prescription drug for urinary tract infection	3,045	3.2%	95
Filled prescription last 12 months: discount/dept store	2,956	3.1%	93
Filled prescription last 12 months: drug store/pharmacy	35,765	38.0%	103
Filled prescription last 12 months: supermarket	8,091	8.6%	118
Filled prescription last 12 months: mail order	9,009	9.6%	128
Spent out of pocket prescr drugs/30 days: <\$1-9	6,727	7.2%	110
Spent out of pocket prescr drugs/30 days: \$10-19	8,755	9.3%	110
Spent out of pocket prescr drugs/30 days: \$20-29	6,162	6.6%	110
Spent out of pocket prescr drugs/30 days: \$30-49	6,252	6.6%	105
Spent out of pocket prescr drugs/30 days: \$50-99	5,788	6.2%	107
Spent out of pocket prescr drugs/30 days: \$100-149	2,826	3.0%	109
Spent out of pocket prescr drugs/30 days: \$150+	3,148	3.3%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	48,813	51.9%	100
Used last 6 months: cough syrup/suppressant(nonprescr)	30,299	32.2%	89
Used last 6 months: medicated skin cream/lotion/spray	29,045	30.9%	101
Used last 6 months: non-medicated nasal spray	14,154	15.1%	100
Used last 6 months: pain relieving rub/liquid/patch	21,724	23.1%	92
Used last 6 months: sleeping aid/snore relief	10,764	11.4%	101
Used last 6 months: sore throat remedy/cough drops	44,226	47.0%	96
Used last 12 months: sunburn remedy	15,036	16.0%	103
Used last 12 months: suntan/sunscreen product	47,180	50.2%	123
Used last 6 months: toothache/gum/canker sore remedy	6,990	7.4%	74
HH used last 6 months: children`s cold tablets/liquids	5,258	10.8%	97
HH used last 6 months: children`s cough syrup	4,752	9.8%	93
HH used kids pain reliever/fever reducer last 6 months	9,156	18.8%	104
HH used kids vitamins/nutritional suppl last 6 months	6,261	12.9%	107
Used body wash/shower gel in last 6 months	55,788	59.3%	95
Used breath freshener in last 6 months	37,568	40.0%	95
Used breath freshener in last 6 months: gum	22,571	24.0%	96
Used breath freshener in last 6 months: mints	17,614	18.7%	100
Used breath freshener in last 6 months: thin film	2,090	2.2%	90
Used breath freshener 8+ times in last 7 days	8,811	9.4%	100
Used complexion care product in last 6 months	47,561	50.6%	106
Used denture adhesive/fixative in last 6 months	3,586	3.8%	61
Used denture cleaner in last 6 months	6,911	7.4%	69
Used facial moisturizer in last 6 months	45,049	47.9%	109
Used personal foot care product in last 6 months	17,012	18.1%	91
Used hair coloring product (at home) last 6 months	15,639	16.6%	90
Used hair conditioning treatment (at home)/6 months	22,830	24.3%	90
Used hair growth product in last 6 months	2,661	2.8%	91
Used hair spray (at home) in last 6 months	29,973	31.9%	102
Used hair styling gel/lotion/mousse in last 6 months	33,289	35.4%	105
Used mouthwash in last 6 months	58,680	62.4%	95
Used mouthwash 8+ times in last 7 days	13,521	14.4%	90
Used whitening toothpaste in last 6 months	32,934	35.0%	109
Used tooth whitener (not toothpaste) in last 6 months	9,358	10.0%	98
Used tooth whitener (gel) in last 6 months	1,599	1.7%	83
Used tooth whitener (strips) in last 6 months	4,908	5.2%	99
Visited a day spa in last 6 months	5,954	6.3%	136
Purchased product at salon/day spa in last 6 months	5,302	5.6%	127
Professional srv last 6 months: haircut	62,918	66.9%	111
Professional srv last 6 months: hair color/highlights	18,842	20.0%	126
Professional srv last 6 months: facial	3,023	3.2%	127
Professional srv last 6 months: massage	9,713	10.3%	139
Professional srv last 6 months: manicure	13,809	14.7%	119
Professional srv last 6 months: pedicure	17,492	18.6%	123
Spent \$150+ at barber shops in last 6 months	3,633	3.9%	122
Spent \$150+ at beauty salons in last 6 months	15,693	16.7%	142

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