



Health and Beauty Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Demographic Summary		2019	2024
Population		23,993	24,628
Population 18+		19,783	20,253
Households		12,135	12,487
Median Household Income		\$28,729	\$32,834
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	4,162	21.0%	103
Typically spend 4-6 hours exercising per week	3,374	17.1%	88
Typically spend 1-3 hours exercising per week	4,239	21.4%	92
Exercise at home 2+ times per week	4,480	22.6%	83
Exercise at club 2+ times per week	2,145	10.8%	76
Exercise at other facility 2+ times/wk	1,753	8.9%	103
Own elliptical	574	2.9%	70
Own stationary bicycle	1,003	5.1%	98
Own treadmill	1,332	6.7%	74
Own weight lifting equipment	1,574	8.0%	69
Control diet for blood sugar level	1,928	9.7%	97
Control diet for cholesterol level	1,841	9.3%	94
Control diet for food allergies	386	2.0%	102
Control diet to maintain weight	1,456	7.4%	74
Control diet for physical fitness	1,767	8.9%	83
Control diet for salt restriction	682	3.4%	100
Control diet for weight loss	2,425	12.3%	86
Used doctor's care/diet for diet method	515	2.6%	105
Used exercise program for diet method	1,399	7.1%	84
Buy foods specifically labeled as fat-free	1,388	7.0%	81
Buy foods specifically labeled as gluten-free	1,003	5.1%	95
Buy foods specifically labeled as high fiber	1,357	6.9%	97
Buy foods specifically labeled as high protein	1,461	7.4%	92
Buy foods specifically labeled as lactose-free	564	2.9%	88
Buy foods specifically labeled as low-calorie	1,326	6.7%	90
Buy foods specifically labeled as low-carb	1,341	6.8%	98
Buy foods specifically labeled as low-cholesterol	813	4.1%	85
Buy foods specifically labeled as low-fat	1,309	6.6%	81
Buy foods specifically labeled as low-sodium	1,716	8.7%	87
Buy foods specifically labeled as natural/organic	1,966	9.9%	76
Buy foods specifically labeled as probiotic	779	3.9%	96
Buy foods specifically labeled as sugar-free	1,677	8.5%	93
Used meal/dietary/weight loss supplement last 6 months	1,447	7.3%	89
Used vitamins/dietary supplements in last 6 months	9,198	46.5%	86
Provide services as a primary caregiver/caretaker	1,756	8.9%	120
Visited doctor in last 12 months	14,002	70.8%	92
Visited doctor in last 12 months: 1-2 times	5,151	26.0%	107
Visited doctor in last 12 months: 3-5 times	4,080	20.6%	89
Visited doctor in last 12 months: 6+ times	4,772	24.1%	82
Visited doctor in last 12 months: cardiologist	1,358	6.9%	88
Visited doctor in last 12 months: chiropractor	1,095	5.5%	77
Visited doctor in last 12 months: dentist	6,121	30.9%	83
Visited doctor in last 12 months: dermatologist	1,333	6.7%	76
Visited doctor in last 12 months: ear/nose/throat	986	5.0%	109
Visited doctor in last 12 months: eye	3,884	19.6%	90
Visited doctor in last 12 months: gastroenterologist	813	4.1%	96
Visited doctor in last 12 months: general/family	7,278	36.8%	88
Visited doctor in last 12 months: internist	832	4.2%	74
Visited doctor in last 12 months: physical therapist	1,082	5.5%	104
Visited doctor in last 12 months: podiatrist	543	2.7%	95
Visited doctor in last 12 months: urologist	714	3.6%	95
Visited nurse practitioner in last 12 months	1,303	6.6%	105

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	6,906	34.9%	90
Wear bifocals	2,420	12.2%	86
Wear disposable contact lenses	1,134	5.7%	94
Wear soft contact lenses	1,782	9.0%	95
Wear transition lenses	889	4.5%	82
Spent on eyeglasses in last 12 months: \$1-99	776	3.9%	145
Spent on eyeglasses in last 12 months: \$100-\$199	838	4.2%	97
Spent on eyeglasses in last 12 months: \$200-\$249	571	2.9%	96
Spent on eyeglasses in last 12 months: \$250+	1,593	8.1%	87
Spent on contact lenses in last 12 months: <\$1-99	441	2.2%	123
Spent on contact lenses in last 12 months: \$100-\$199	773	3.9%	110
Spent on contact lenses in last 12 months: \$200+	736	3.7%	98
Bought prescription eyewear: discount optical ctr	1,552	7.8%	89
Bought prescription eyewear: private eye doctor	4,202	21.2%	88
Bought prescription eyewear: retail optical chain	2,300	11.6%	96
Bought prescription eyewear: online	644	3.3%	104
Used prescription drug for acne	591	3.0%	116
Used prescription drug for allergy/hay fever	1,103	5.6%	98
Used prescription drug for anxiety/panic	1,141	5.8%	103
Used prescription drug for arthritis/osteoarthritis	716	3.6%	114
Used prescription drug for rheumatoid arthritis	678	3.4%	130
Used prescription drug for asthma	914	4.6%	112
Used prescription drug for backache/back pain	1,465	7.4%	108
Used prescription drug for depression	1,325	6.7%	116
Used prescription drug for diabetes (insulin dependent)	491	2.5%	103
Used prescription drug for diabetes (non-insulin depend)	742	3.8%	85
Used prescription drug for heartburn/acid reflux	1,134	5.7%	102
Used prescription drug for high blood pressure	2,613	13.2%	101
Used prescription drug for high cholesterol	1,510	7.6%	90
Used prescription drug for insomnia	467	2.4%	101
Used prescription drug for migraine headache	520	2.6%	90
Used prescription drug for sinus congestion/headache	713	3.6%	101
Used prescription remedy for sleep apnea	371	1.9%	77
Used prescription drug for urinary tract infection	733	3.7%	109
Filled prescription last 12 months: discount/dept store	577	2.9%	86
Filled prescription last 12 months: drug store/pharmacy	7,190	36.3%	98
Filled prescription last 12 months: supermarket	1,419	7.2%	98
Filled prescription last 12 months: mail order	1,191	6.0%	80
Spent out of pocket prescr drugs/30 days: <\$1-9	1,348	6.8%	105
Spent out of pocket prescr drugs/30 days: \$10-19	1,539	7.8%	92
Spent out of pocket prescr drugs/30 days: \$20-29	1,062	5.4%	90
Spent out of pocket prescr drugs/30 days: \$30-49	988	5.0%	79
Spent out of pocket prescr drugs/30 days: \$50-99	1,096	5.5%	96
Spent out of pocket prescr drugs/30 days: \$100-149	495	2.5%	91
Spent out of pocket prescr drugs/30 days: \$150+	598	3.0%	92

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	9,851	49.8%	96
Used last 6 months: cough syrup/suppressant(nonprescr)	7,683	38.8%	108
Used last 6 months: medicated skin cream/lotion/spray	5,556	28.1%	92
Used last 6 months: non-medicated nasal spray	2,656	13.4%	89
Used last 6 months: pain relieving rub/liquid/patch	4,916	24.8%	99
Used last 6 months: sleeping aid/snore relief	2,436	12.3%	108
Used last 6 months: sore throat remedy/cough drops	9,948	50.3%	102
Used last 12 months: sunburn remedy	2,750	13.9%	89
Used last 12 months: suntan/sunscreen product	5,914	29.9%	73
Used last 6 months: toothache/gum/canker sore remedy	2,485	12.6%	124
HH used last 6 months: children`s cold tablets/liquids	1,205	9.9%	89
HH used last 6 months: children`s cough syrup	1,243	10.2%	98
HH used kids pain reliever/fever reducer last 6 months	1,778	14.7%	81
HH used kids vitamins/nutritional suppl last 6 months	1,224	10.1%	84
Used body wash/shower gel in last 6 months	13,249	67.0%	108
Used breath freshener in last 6 months	8,870	44.8%	107
Used breath freshener in last 6 months: gum	5,492	27.8%	111
Used breath freshener in last 6 months: mints	3,969	20.1%	107
Used breath freshener in last 6 months: thin film	493	2.5%	101
Used breath freshener 8+ times in last 7 days	2,076	10.5%	112
Used complexion care product in last 6 months	8,816	44.6%	93
Used denture adhesive/fixative in last 6 months	1,785	9.0%	145
Used denture cleaner in last 6 months	2,548	12.9%	120
Used facial moisturizer in last 6 months	7,535	38.1%	86
Used personal foot care product in last 6 months	3,870	19.6%	98
Used hair coloring product (at home) last 6 months	3,610	18.2%	99
Used hair conditioning treatment (at home)/6 months	5,785	29.2%	108
Used hair growth product in last 6 months	610	3.1%	99
Used hair spray (at home) in last 6 months	5,539	28.0%	90
Used hair styling gel/lotion/mousse in last 6 months	6,380	32.2%	96
Used mouthwash in last 6 months	13,283	67.1%	102
Used mouthwash 8+ times in last 7 days	3,586	18.1%	114
Used whitening toothpaste in last 6 months	6,135	31.0%	96
Used tooth whitener (not toothpaste) in last 6 months	1,713	8.7%	85
Used tooth whitener (gel) in last 6 months	504	2.5%	124
Used tooth whitener (strips) in last 6 months	892	4.5%	86
Visited a day spa in last 6 months	697	3.5%	76
Purchased product at salon/day spa in last 6 months	744	3.8%	85
Professional srv last 6 months: haircut	10,160	51.4%	85
Professional srv last 6 months: hair color/highlights	2,407	12.2%	77
Professional srv last 6 months: facial	400	2.0%	80
Professional srv last 6 months: massage	1,331	6.7%	90
Professional srv last 6 months: manicure	1,644	8.3%	67
Professional srv last 6 months: pedicure	2,134	10.8%	71
Spent \$150+ at barber shops in last 6 months	536	2.7%	86
Spent \$150+ at beauty salons in last 6 months	1,574	8.0%	68

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Demographic Summary		2019	2024
Population		122,263	125,019
Population 18+		98,988	101,486
Households		53,863	55,379
Median Household Income		\$36,350	\$41,482
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	20,574	20.8%	102
Typically spend 4-6 hours exercising per week	16,263	16.4%	84
Typically spend 1-3 hours exercising per week	22,255	22.5%	96
Exercise at home 2+ times per week	23,889	24.1%	88
Exercise at club 2+ times per week	11,889	12.0%	84
Exercise at other facility 2+ times/wk	7,681	7.8%	91
Own elliptical	2,932	3.0%	71
Own stationary bicycle	4,196	4.2%	82
Own treadmill	6,703	6.8%	75
Own weight lifting equipment	8,210	8.3%	72
Control diet for blood sugar level	9,595	9.7%	96
Control diet for cholesterol level	8,892	9.0%	91
Control diet for food allergies	1,878	1.9%	100
Control diet to maintain weight	7,998	8.1%	81
Control diet for physical fitness	8,455	8.5%	79
Control diet for salt restriction	3,548	3.6%	104
Control diet for weight loss	11,136	11.2%	79
Used doctor`s care/diet for diet method	2,521	2.5%	102
Used exercise program for diet method	7,255	7.3%	87
Buy foods specifically labeled as fat-free	7,539	7.6%	88
Buy foods specifically labeled as gluten-free	4,740	4.8%	90
Buy foods specifically labeled as high fiber	6,451	6.5%	92
Buy foods specifically labeled as high protein	7,391	7.5%	93
Buy foods specifically labeled as lactose-free	3,322	3.4%	103
Buy foods specifically labeled as low-calorie	6,869	6.9%	93
Buy foods specifically labeled as low-carb	6,305	6.4%	92
Buy foods specifically labeled as low-cholesterol	4,786	4.8%	100
Buy foods specifically labeled as low-fat	7,110	7.2%	88
Buy foods specifically labeled as low-sodium	9,473	9.6%	97
Buy foods specifically labeled as natural/organic	10,219	10.3%	79
Buy foods specifically labeled as probiotic	4,245	4.3%	104
Buy foods specifically labeled as sugar-free	8,006	8.1%	89
Used meal/dietary/weight loss supplement last 6 months	7,203	7.3%	88
Used vitamins/dietary supplements in last 6 months	46,184	46.7%	86
Provide services as a primary caregiver/caretaker	8,529	8.6%	116
Visited doctor in last 12 months	71,676	72.4%	94
Visited doctor in last 12 months: 1-2 times	25,547	25.8%	106
Visited doctor in last 12 months: 3-5 times	20,877	21.1%	91
Visited doctor in last 12 months: 6+ times	25,259	25.5%	87
Visited doctor in last 12 months: cardiologist	6,738	6.8%	88
Visited doctor in last 12 months: chiropractor	5,688	5.7%	80
Visited doctor in last 12 months: dentist	31,849	32.2%	86
Visited doctor in last 12 months: dermatologist	7,374	7.4%	84
Visited doctor in last 12 months: ear/nose/throat	4,858	4.9%	107
Visited doctor in last 12 months: eye	20,092	20.3%	93
Visited doctor in last 12 months: gastroenterologist	3,715	3.8%	87
Visited doctor in last 12 months: general/family	36,754	37.1%	89
Visited doctor in last 12 months: internist	4,323	4.4%	77
Visited doctor in last 12 months: physical therapist	5,116	5.2%	99
Visited doctor in last 12 months: podiatrist	2,984	3.0%	104
Visited doctor in last 12 months: urologist	3,549	3.6%	94
Visited nurse practitioner in last 12 months	6,074	6.1%	98

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	35,156	35.5%	92
Wear bifocals	12,891	13.0%	91
Wear disposable contact lenses	5,766	5.8%	96
Wear soft contact lenses	8,398	8.5%	90
Wear transition lenses	4,907	5.0%	91
Spent on eyeglasses in last 12 months: \$1-99	3,248	3.3%	122
Spent on eyeglasses in last 12 months: \$100-\$199	4,467	4.5%	103
Spent on eyeglasses in last 12 months: \$200-\$249	2,737	2.8%	92
Spent on eyeglasses in last 12 months: \$250+	8,065	8.1%	88
Spent on contact lenses in last 12 months: <\$1-99	1,791	1.8%	100
Spent on contact lenses in last 12 months: \$100-\$199	3,462	3.5%	98
Spent on contact lenses in last 12 months: \$200+	3,815	3.9%	101
Bought prescription eyewear: discount optical ctr	8,527	8.6%	98
Bought prescription eyewear: private eye doctor	20,449	20.7%	86
Bought prescription eyewear: retail optical chain	12,214	12.3%	102
Bought prescription eyewear: online	3,271	3.3%	105
Used prescription drug for acne	2,624	2.7%	103
Used prescription drug for allergy/hay fever	5,524	5.6%	98
Used prescription drug for anxiety/panic	5,467	5.5%	98
Used prescription drug for arthritis/osteoarthritis	3,315	3.3%	105
Used prescription drug for rheumatoid arthritis	3,445	3.5%	132
Used prescription drug for asthma	4,559	4.6%	112
Used prescription drug for backache/back pain	7,811	7.9%	115
Used prescription drug for depression	6,038	6.1%	106
Used prescription drug for diabetes (insulin dependent)	2,684	2.7%	113
Used prescription drug for diabetes (non-insulin depend)	3,776	3.8%	87
Used prescription drug for heartburn/acid reflux	5,537	5.6%	99
Used prescription drug for high blood pressure	13,212	13.3%	102
Used prescription drug for high cholesterol	7,148	7.2%	85
Used prescription drug for insomnia	2,253	2.3%	97
Used prescription drug for migraine headache	2,842	2.9%	99
Used prescription drug for sinus congestion/headache	3,683	3.7%	105
Used prescription remedy for sleep apnea	2,068	2.1%	85
Used prescription drug for urinary tract infection	3,549	3.6%	105
Filled prescription last 12 months: discount/dept store	2,920	2.9%	87
Filled prescription last 12 months: drug store/pharmacy	35,555	35.9%	97
Filled prescription last 12 months: supermarket	7,272	7.3%	101
Filled prescription last 12 months: mail order	6,009	6.1%	81
Spent out of pocket prescr drugs/30 days: <\$1-9	6,550	6.6%	102
Spent out of pocket prescr drugs/30 days: \$10-19	7,486	7.6%	90
Spent out of pocket prescr drugs/30 days: \$20-29	5,230	5.3%	89
Spent out of pocket prescr drugs/30 days: \$30-49	5,599	5.7%	89
Spent out of pocket prescr drugs/30 days: \$50-99	5,446	5.5%	95
Spent out of pocket prescr drugs/30 days: \$100-149	2,491	2.5%	91
Spent out of pocket prescr drugs/30 days: \$150+	3,129	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)	49,288	49.8%	96
Used last 6 months: cough syrup/suppressant(nonprescr)	38,237	38.6%	107
Used last 6 months: medicated skin cream/lotion/spray	28,778	29.1%	95
Used last 6 months: non-medicated nasal spray	14,147	14.3%	95
Used last 6 months: pain relieving rub/liquid/patch	24,304	24.6%	98
Used last 6 months: sleeping aid/snore relief	11,716	11.8%	104
Used last 6 months: sore throat remedy/cough drops	49,550	50.1%	102
Used last 12 months: sunburn remedy	13,079	13.2%	85
Used last 12 months: suntan/sunscreen product	29,789	30.1%	74
Used last 6 months: toothache/gum/canker sore remedy	12,891	13.0%	129
HH used last 6 months: children`s cold tablets/liquids	5,341	9.9%	89
HH used last 6 months: children`s cough syrup	5,613	10.4%	99
HH used kids pain reliever/fever reducer last 6 months	8,397	15.6%	86
HH used kids vitamins/nutritional suppl last 6 months	5,498	10.2%	85
Used body wash/shower gel in last 6 months	65,513	66.2%	106
Used breath freshener in last 6 months	45,092	45.6%	108
Used breath freshener in last 6 months: gum	27,792	28.1%	112
Used breath freshener in last 6 months: mints	20,018	20.2%	108
Used breath freshener in last 6 months: thin film	2,647	2.7%	108
Used breath freshener 8+ times in last 7 days	11,065	11.2%	119
Used complexion care product in last 6 months	45,242	45.7%	96
Used denture adhesive/fixative in last 6 months	8,680	8.8%	141
Used denture cleaner in last 6 months	12,676	12.8%	120
Used facial moisturizer in last 6 months	40,013	40.4%	92
Used personal foot care product in last 6 months	19,506	19.7%	99
Used hair coloring product (at home) last 6 months	18,213	18.4%	99
Used hair conditioning treatment (at home)/6 months	30,328	30.6%	114
Used hair growth product in last 6 months	3,370	3.4%	110
Used hair spray (at home) in last 6 months	27,216	27.5%	88
Used hair styling gel/lotion/mousse in last 6 months	31,563	31.9%	94
Used mouthwash in last 6 months	67,021	67.7%	103
Used mouthwash 8+ times in last 7 days	18,311	18.5%	116
Used whitening toothpaste in last 6 months	30,370	30.7%	95
Used tooth whitener (not toothpaste) in last 6 months	10,023	10.1%	100
Used tooth whitener (gel) in last 6 months	2,541	2.6%	125
Used tooth whitener (strips) in last 6 months	5,353	5.4%	103
Visited a day spa in last 6 months	4,290	4.3%	93
Purchased product at salon/day spa in last 6 months	4,273	4.3%	97
Professional srv last 6 months: haircut	51,930	52.5%	87
Professional srv last 6 months: hair color/highlights	13,424	13.6%	85
Professional srv last 6 months: facial	2,309	2.3%	92
Professional srv last 6 months: massage	6,762	6.8%	92
Professional srv last 6 months: manicure	10,065	10.2%	82
Professional srv last 6 months: pedicure	12,660	12.8%	84
Spent \$150+ at barber shops in last 6 months	3,253	3.3%	104
Spent \$150+ at beauty salons in last 6 months	9,281	9.4%	80

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Demographic Summary		2019	2024
Population		270,530	274,622
Population 18+		214,790	218,530
Households		117,349	119,423
Median Household Income		\$39,919	\$45,584
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Typically spend 7+ hours exercising per week	43,142	20.1%	99
Typically spend 4-6 hours exercising per week	35,106	16.3%	84
Typically spend 1-3 hours exercising per week	49,295	23.0%	98
Exercise at home 2+ times per week	51,423	23.9%	87
Exercise at club 2+ times per week	24,204	11.3%	79
Exercise at other facility 2+ times/wk	16,061	7.5%	87
Own elliptical	6,550	3.0%	73
Own stationary bicycle	8,805	4.1%	80
Own treadmill	14,730	6.9%	76
Own weight lifting equipment	18,059	8.4%	73
Control diet for blood sugar level	22,262	10.4%	103
Control diet for cholesterol level	20,541	9.6%	97
Control diet for food allergies	4,182	1.9%	102
Control diet to maintain weight	18,667	8.7%	87
Control diet for physical fitness	19,068	8.9%	82
Control diet for salt restriction	8,055	3.8%	109
Control diet for weight loss	25,804	12.0%	84
Used doctor's care/diet for diet method	5,594	2.6%	105
Used exercise program for diet method	15,963	7.4%	88
Buy foods specifically labeled as fat-free	17,030	7.9%	91
Buy foods specifically labeled as gluten-free	10,613	4.9%	93
Buy foods specifically labeled as high fiber	14,417	6.7%	95
Buy foods specifically labeled as high protein	15,645	7.3%	91
Buy foods specifically labeled as lactose-free	7,331	3.4%	105
Buy foods specifically labeled as low-calorie	14,718	6.9%	92
Buy foods specifically labeled as low-carb	13,494	6.3%	90
Buy foods specifically labeled as low-cholesterol	10,706	5.0%	103
Buy foods specifically labeled as low-fat	15,833	7.4%	90
Buy foods specifically labeled as low-sodium	20,823	9.7%	98
Buy foods specifically labeled as natural/organic	22,226	10.3%	79
Buy foods specifically labeled as probiotic	8,541	4.0%	96
Buy foods specifically labeled as sugar-free	17,994	8.4%	92
Used meal/dietary/weight loss supplement last 6 months	16,547	7.7%	93
Used vitamins/dietary supplements in last 6 months	101,913	47.4%	88
Provide services as a primary caregiver/caretaker	19,026	8.9%	120
Visited doctor in last 12 months	157,058	73.1%	95
Visited doctor in last 12 months: 1-2 times	53,628	25.0%	102
Visited doctor in last 12 months: 3-5 times	46,479	21.6%	93
Visited doctor in last 12 months: 6+ times	56,963	26.5%	90
Visited doctor in last 12 months: cardiologist	15,440	7.2%	92
Visited doctor in last 12 months: chiropractor	12,436	5.8%	81
Visited doctor in last 12 months: dentist	70,327	32.7%	87
Visited doctor in last 12 months: dermatologist	15,198	7.1%	80
Visited doctor in last 12 months: ear/nose/throat	10,301	4.8%	105
Visited doctor in last 12 months: eye	44,077	20.5%	94
Visited doctor in last 12 months: gastroenterologist	8,428	3.9%	91
Visited doctor in last 12 months: general/family	81,445	37.9%	91
Visited doctor in last 12 months: internist	9,681	4.5%	79
Visited doctor in last 12 months: physical therapist	10,981	5.1%	98
Visited doctor in last 12 months: podiatrist	6,462	3.0%	104
Visited doctor in last 12 months: urologist	7,995	3.7%	98
Visited nurse practitioner in last 12 months	13,350	6.2%	99

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

April 15, 2020



Health and Beauty Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	77,192	35.9%	93
Wear bifocals	29,788	13.9%	97
Wear disposable contact lenses	11,524	5.4%	88
Wear soft contact lenses	17,594	8.2%	87
Wear transition lenses	11,189	5.2%	95
Spent on eyeglasses in last 12 months: \$1-99	6,518	3.0%	113
Spent on eyeglasses in last 12 months: \$100-\$199	9,589	4.5%	102
Spent on eyeglasses in last 12 months: \$200-\$249	6,057	2.8%	93
Spent on eyeglasses in last 12 months: \$250+	17,213	8.0%	86
Spent on contact lenses in last 12 months: <\$1-99	3,932	1.8%	101
Spent on contact lenses in last 12 months: \$100-\$199	6,633	3.1%	87
Spent on contact lenses in last 12 months: \$200+	7,662	3.6%	94
Bought prescription eyewear: discount optical ctr	18,962	8.8%	100
Bought prescription eyewear: private eye doctor	45,435	21.2%	88
Bought prescription eyewear: retail optical chain	25,882	12.0%	100
Bought prescription eyewear: online	6,733	3.1%	100
Used prescription drug for acne	5,624	2.6%	101
Used prescription drug for allergy/hay fever	12,631	5.9%	103
Used prescription drug for anxiety/panic	12,133	5.6%	101
Used prescription drug for arthritis/osteoarthritis	7,347	3.4%	108
Used prescription drug for rheumatoid arthritis	7,605	3.5%	135
Used prescription drug for asthma	9,877	4.6%	112
Used prescription drug for backache/back pain	17,257	8.0%	117
Used prescription drug for depression	13,051	6.1%	105
Used prescription drug for diabetes (insulin dependent)	6,400	3.0%	124
Used prescription drug for diabetes (non-insulin depend)	9,215	4.3%	98
Used prescription drug for heartburn/acid reflux	12,541	5.8%	103
Used prescription drug for high blood pressure	29,817	13.9%	106
Used prescription drug for high cholesterol	15,971	7.4%	87
Used prescription drug for insomnia	5,060	2.4%	101
Used prescription drug for migraine headache	6,386	3.0%	102
Used prescription drug for sinus congestion/headache	7,674	3.6%	101
Used prescription remedy for sleep apnea	5,045	2.3%	96
Used prescription drug for urinary tract infection	7,543	3.5%	103
Filled prescription last 12 months: discount/dept store	6,657	3.1%	91
Filled prescription last 12 months: drug store/pharmacy	78,900	36.7%	99
Filled prescription last 12 months: supermarket	14,981	7.0%	96
Filled prescription last 12 months: mail order	13,489	6.3%	84
Spent out of pocket prescr drugs/30 days: <\$1-9	13,365	6.2%	96
Spent out of pocket prescr drugs/30 days: \$10-19	16,369	7.6%	90
Spent out of pocket prescr drugs/30 days: \$20-29	11,342	5.3%	89
Spent out of pocket prescr drugs/30 days: \$30-49	12,556	5.8%	92
Spent out of pocket prescr drugs/30 days: \$50-99	11,697	5.4%	94
Spent out of pocket prescr drugs/30 days: \$100-149	5,840	2.7%	99
Spent out of pocket prescr drugs/30 days: \$150+	6,951	3.2%	98

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Health and Beauty Market Potential

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	107,162	49.9%	97
Used last 6 months: cough syrup/suppressant(nonprescr)	81,467	37.9%	105
Used last 6 months: medicated skin cream/lotion/spray	62,648	29.2%	95
Used last 6 months: non-medicated nasal spray	30,797	14.3%	95
Used last 6 months: pain relieving rub/liquid/patch	54,034	25.2%	100
Used last 6 months: sleeping aid/snore relief	24,963	11.6%	102
Used last 6 months: sore throat remedy/cough drops	106,350	49.5%	101
Used last 12 months: sunburn remedy	28,413	13.2%	85
Used last 12 months: suntan/sunscreen product	64,930	30.2%	74
Used last 6 months: toothache/gum/canker sore remedy	28,333	13.2%	131
HH used last 6 months: children`s cold tablets/liquids	12,326	10.5%	95
HH used last 6 months: children`s cough syrup	13,026	11.1%	106
HH used kids pain reliever/fever reducer last 6 months	19,726	16.8%	93
HH used kids vitamins/nutritional suppl last 6 months	12,897	11.0%	91
Used body wash/shower gel in last 6 months	141,111	65.7%	106
Used breath freshener in last 6 months	96,767	45.1%	107
Used breath freshener in last 6 months: gum	59,150	27.5%	110
Used breath freshener in last 6 months: mints	43,358	20.2%	108
Used breath freshener in last 6 months: thin film	5,371	2.5%	101
Used breath freshener 8+ times in last 7 days	24,280	11.3%	121
Used complexion care product in last 6 months	98,145	45.7%	96
Used denture adhesive/fixative in last 6 months	18,923	8.8%	142
Used denture cleaner in last 6 months	27,857	13.0%	121
Used facial moisturizer in last 6 months	87,889	40.9%	93
Used personal foot care product in last 6 months	42,181	19.6%	99
Used hair coloring product (at home) last 6 months	40,310	18.8%	101
Used hair conditioning treatment (at home)/6 months	65,618	30.5%	113
Used hair growth product in last 6 months	7,568	3.5%	113
Used hair spray (at home) in last 6 months	59,127	27.5%	88
Used hair styling gel/lotion/mousse in last 6 months	68,200	31.8%	94
Used mouthwash in last 6 months	146,452	68.2%	104
Used mouthwash 8+ times in last 7 days	39,834	18.5%	117
Used whitening toothpaste in last 6 months	65,244	30.4%	94
Used tooth whitener (not toothpaste) in last 6 months	21,748	10.1%	100
Used tooth whitener (gel) in last 6 months	5,656	2.6%	128
Used tooth whitener (strips) in last 6 months	11,486	5.3%	102
Visited a day spa in last 6 months	9,049	4.2%	90
Purchased product at salon/day spa in last 6 months	8,803	4.1%	92
Professional srv last 6 months: haircut	111,993	52.1%	86
Professional srv last 6 months: hair color/highlights	28,843	13.4%	85
Professional srv last 6 months: facial	5,149	2.4%	95
Professional srv last 6 months: massage	13,368	6.2%	84
Professional srv last 6 months: manicure	23,128	10.8%	87
Professional srv last 6 months: pedicure	27,795	12.9%	85
Spent \$150+ at barber shops in last 6 months	6,559	3.1%	97
Spent \$150+ at beauty salons in last 6 months	19,889	9.3%	79

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