



# Health and Beauty Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245

Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911

Longitude: -85.51468

Demographic Summary		2020	2025
Population		3,556	3,805
Population 18+		2,520	2,717
Households		1,458	1,597
Median Household Income		\$114,936	\$125,067
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	540	21.4%	109
Typically spend 4-6 hours exercising per week	613	24.3%	128
Typically spend 1-3 hours exercising per week	627	24.9%	105
Exercise at home 2+ times per week	802	31.8%	116
Exercise at club 2+ times per week	500	19.8%	140
Exercise at other facility 2+ times/wk	256	10.2%	126
Own elliptical	168	6.7%	160
Own stationary bicycle	129	5.1%	101
Own treadmill	240	9.5%	115
Own weight lifting equipment	404	16.0%	140
Control diet for blood sugar level	234	9.3%	80
Control diet for cholesterol level	274	10.9%	97
Control diet for food allergies	70	2.8%	132
Control diet to maintain weight	283	11.2%	119
Control diet for physical fitness	329	13.1%	125
Control diet for salt restriction	78	3.1%	79
Control diet for weight loss	447	17.7%	111
Used doctor's care/diet for diet method	59	2.3%	92
Used exercise program for diet method	274	10.9%	123
Buy foods specifically labeled as fat-free	212	8.4%	94
Buy foods specifically labeled as gluten-free	173	6.9%	113
Buy foods specifically labeled as high fiber	209	8.3%	113
Buy foods specifically labeled as high protein	267	10.6%	118
Buy foods specifically labeled as hormone-free	109	4.3%	115
Buy foods specifically labeled as lactose-free	115	4.6%	116
Buy foods specifically labeled as low-calorie	175	6.9%	104
Buy foods specifically labeled as low-carb	214	8.5%	106
Buy foods specifically labeled as low-cholesterol	128	5.1%	96
Buy foods specifically labeled as low-fat	248	9.8%	118
Buy foods specifically labeled as low-sodium	270	10.7%	97
Buy foods specifically labeled as natural/organic	470	18.7%	123
Buy foods specifically labeled as probiotic	129	5.1%	109
Buy foods specifically labeled as sugar-free	249	9.9%	98
Consider self to be semi-vegetarian	195	7.7%	97
Used meal/dietary/weight loss supplement last 6 months	229	9.1%	102
Used vitamins/dietary supplements in last 6 months	1,447	57.4%	107
Provide services as a primary caregiver/caretaker	188	7.5%	97
Visited doctor in last 12 months	1,982	78.7%	103
Visited doctor in last 12 months: 1-2 times	565	22.4%	94
Visited doctor in last 12 months: 3-5 times	659	26.2%	115
Visited doctor in last 12 months: 6+ times	757	30.0%	102
Visited doctor in last 12 months: cardiologist	177	7.0%	87
Visited doctor in last 12 months: chiropractor	188	7.5%	102
Visited doctor in last 12 months: dentist	1,054	41.8%	113
Visited doctor in last 12 months: dermatologist	260	10.3%	115
Visited doctor in last 12 months: ear/nose/throat	128	5.1%	108
Visited doctor in last 12 months: eye	584	23.2%	105
Visited doctor in last 12 months: gastroenterologist	128	5.1%	116
Visited doctor in last 12 months: general/family	1,119	44.4%	107
Visited doctor in last 12 months: internist	153	6.1%	115
Visited doctor in last 12 months: physical therapist	127	5.0%	97
Visited doctor in last 12 months: podiatrist	69	2.7%	92
Visited doctor in last 12 months: urologist	95	3.8%	93
Visited nurse practitioner in last 12 months	157	6.2%	98

**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.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	998	39.6%	105
Wear bifocals	340	13.5%	88
Wear disposable contact lenses	220	8.7%	150
Wear soft contact lenses	314	12.5%	129
Wear transition lenses	165	6.5%	118
Spent on eyeglasses in last 12 months: \$1-99	54	2.1%	73
Spent on eyeglasses in last 12 months: \$100-\$199	126	5.0%	119
Spent on eyeglasses in last 12 months: \$200-\$249	69	2.7%	94
Spent on eyeglasses in last 12 months: \$250+	238	9.4%	105
Spent on contact lenses in last 12 months: \$100-\$199	110	4.4%	133
Spent on contact lenses in last 12 months: \$200+	139	5.5%	142
Bought prescription eyewear: discount optical ctr	216	8.6%	99
Bought prescription eyewear: private eye doctor	590	23.4%	99
Bought prescription eyewear: retail optical chain	355	14.1%	118
Bought prescription eyewear: online	116	4.6%	126
Used prescription drug for acne	62	2.5%	88
Used prescription drug for allergy/hay fever	172	6.8%	120
Used prescription drug for anxiety/panic	148	5.9%	100
Used prescription drug for arthritis/osteoarthritis	62	2.5%	77
Used prescription drug for rheumatoid arthritis	49	1.9%	75
Used prescription drug for asthma	96	3.8%	97
Used prescription drug for backache/back pain	155	6.2%	92
Used prescription drug for depression	155	6.2%	100
Used prescription drug for diabetes (insulin dependent Type-1)	34	1.3%	59
Used prescription drug for diabetes (non-insulin dependent Type-2)	73	2.9%	64
Used prescription drug for heartburn/acid reflux	111	4.4%	80
Used prescription drug for high blood pressure	296	11.7%	90
Used prescription drug for high cholesterol	206	8.2%	101
Used prescription drug for insomnia	43	1.7%	77
Used prescription drug for migraine headache	61	2.4%	81
Used prescription drug for sinus congestion/headache	118	4.7%	132
Used prescription drug for urinary tract infection	87	3.5%	105
Filled prescription last 12 months: at discount/dept store	81	3.2%	103
Filled prescription last 12 months: at drug store/pharmacy	914	36.3%	98
Filled prescription last 12 months: at supermarket	224	8.9%	121
Filled prescription last 12 months: by mail order	201	8.0%	112
Spent out of pocket prescription drugs/30 days: <\$1-9	158	6.3%	98
Spent out of pocket prescription drugs/30 days: \$10-19	259	10.3%	127
Spent out of pocket prescription drugs/30 days: \$20-29	152	6.0%	102
Spent out of pocket prescription drugs/30 days: \$30-49	162	6.4%	101
Spent out of pocket prescription drugs/30 days: \$50-99	118	4.7%	83
Spent out of pocket prescription drugs/30 days: \$100-149	66	2.6%	93
Spent out of pocket prescription drugs/30 days: \$150+	80	3.2%	97

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,308	51.9%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	878	34.8%	97
Used last 6 months: medicated skin cream/lotion/spray	727	28.8%	99
Used last 6 months: non-medicated nasal spray	309	12.3%	96
Used last 6 months: pain relieving rub/liquid/patch	615	24.4%	96
Used last 6 months: sleeping aid/snore relief	296	11.7%	101
Used last 6 months: sore throat remedy/cough drops	1,213	48.1%	101
Used last 12 months: sunburn remedy	455	18.1%	117
Used last 12 months: suntan/sunscreen product	1,243	49.3%	124
Used last 6 months: toothache/gum/canker sore remedy	204	8.1%	76
HH used last 6 months: children`s cold tablets/liquids	195	13.4%	123
HH used last 6 months: children`s cough syrup	181	12.4%	121
HH used kids pain reliever/fever reducer last 6 months	339	23.3%	128
HH used kids vitamins/nutritional suppl last 6 months	242	16.6%	139
Used body wash/shower gel in last 6 months	1,612	64.0%	100
Used breath freshener in last 6 months	1,059	42.0%	101
Used breath freshener in last 6 months: gum	680	27.0%	109
Used breath freshener in last 6 months: mints	421	16.7%	92
Used breath freshener in last 6 months: thin film	63	2.5%	105
Used complexion care product in last 6 months	1,333	52.9%	108
Used denture adhesive/fixative in last 6 months	63	2.5%	38
Used denture cleaner in last 6 months	130	5.2%	48
Used facial moisturizer in last 6 months	1,305	51.8%	115
Used personal foot care product in last 6 months	466	18.5%	95
Used hair coloring product (at home) last 6 months	442	17.5%	93
Used hair conditioning treatment (at home) in last 6 months	670	26.6%	95
Used hair growth product in last 6 months	97	3.8%	112
Used hair spray (at home) in last 6 months	800	31.7%	102
Used hair styling gel/lotion/mousse in last 6 months	914	36.3%	105
Used mouthwash in last 6 months	1,603	63.6%	97
Used mouthwash 8+ times in last 7 days	427	16.9%	103
Used whitening toothpaste in last 6 months	939	37.3%	114
Used tooth whitener (not toothpaste) in last 6 months	283	11.2%	109
Used tooth whitener (gel) in last 6 months	48	1.9%	86
Used tooth whitener (strips) in last 6 months	136	5.4%	101
Visited a day spa in last 6 months	192	7.6%	155
Purchased product at salon/day spa in last 6 months	186	7.4%	165
Used professional service last 6 months: haircut	1,644	65.2%	110
Used professional service last 6 months: hair color/highlights	490	19.4%	125
Used professional service last 6 months: facial	94	3.7%	128
Used professional service last 6 months: massage	314	12.5%	160
Used professional service last 6 months: manicure	400	15.9%	125
Used professional service last 6 months: pedicure	544	21.6%	140
Spent \$150+ at barber shops in last 6 months	155	6.2%	170
Spent \$150+ at beauty salons in last 6 months	420	16.7%	144

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Demographic Summary		2020	2025
Population		47,637	50,876
Population 18+		35,785	38,711
Households		18,421	19,829
Median Household Income		\$95,444	\$103,452
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	7,682	21.5%	110
Typically spend 4-6 hours exercising per week	8,106	22.7%	119
Typically spend 1-3 hours exercising per week	9,360	26.2%	110
Exercise at home 2+ times per week	11,420	31.9%	117
Exercise at club 2+ times per week	6,728	18.8%	133
Exercise at other facility 2+ times/wk	3,527	9.9%	122
Own elliptical	2,014	5.6%	135
Own stationary bicycle	2,104	5.9%	116
Own treadmill	3,550	9.9%	120
Own weight lifting equipment	5,295	14.8%	130
Control diet for blood sugar level	3,662	10.2%	88
Control diet for cholesterol level	4,001	11.2%	100
Control diet for food allergies	755	2.1%	100
Control diet to maintain weight	4,000	11.2%	119
Control diet for physical fitness	4,455	12.4%	120
Control diet for salt restriction	1,275	3.6%	91
Control diet for weight loss	6,483	18.1%	113
Used doctor's care/diet for diet method	726	2.0%	79
Used exercise program for diet method	3,821	10.7%	121
Buy foods specifically labeled as fat-free	3,069	8.6%	96
Buy foods specifically labeled as gluten-free	2,388	6.7%	109
Buy foods specifically labeled as high fiber	2,941	8.2%	112
Buy foods specifically labeled as high protein	3,560	9.9%	111
Buy foods specifically labeled as hormone-free	1,617	4.5%	120
Buy foods specifically labeled as lactose-free	1,572	4.4%	112
Buy foods specifically labeled as low-calorie	2,392	6.7%	100
Buy foods specifically labeled as low-carb	2,953	8.3%	103
Buy foods specifically labeled as low-cholesterol	1,613	4.5%	85
Buy foods specifically labeled as low-fat	3,304	9.2%	111
Buy foods specifically labeled as low-sodium	3,958	11.1%	101
Buy foods specifically labeled as natural/organic	6,780	18.9%	125
Buy foods specifically labeled as probiotic	1,844	5.2%	110
Buy foods specifically labeled as sugar-free	3,596	10.0%	99
Consider self to be semi-vegetarian	2,762	7.7%	96
Used meal/dietary/weight loss supplement last 6 months	3,281	9.2%	103
Used vitamins/dietary supplements in last 6 months	20,637	57.7%	107
Provide services as a primary caregiver/caretaker	2,394	6.7%	87
Visited doctor in last 12 months	28,304	79.1%	104
Visited doctor in last 12 months: 1-2 times	8,244	23.0%	97
Visited doctor in last 12 months: 3-5 times	8,743	24.4%	107
Visited doctor in last 12 months: 6+ times	11,315	31.6%	107
Visited doctor in last 12 months: cardiologist	2,893	8.1%	100
Visited doctor in last 12 months: chiropractor	2,827	7.9%	108
Visited doctor in last 12 months: dentist	15,190	42.4%	115
Visited doctor in last 12 months: dermatologist	4,137	11.6%	129
Visited doctor in last 12 months: ear/nose/throat	1,757	4.9%	104
Visited doctor in last 12 months: eye	8,672	24.2%	110
Visited doctor in last 12 months: gastroenterologist	1,795	5.0%	114
Visited doctor in last 12 months: general/family	15,547	43.4%	105
Visited doctor in last 12 months: internist	2,454	6.9%	130
Visited doctor in last 12 months: physical therapist	2,016	5.6%	109
Visited doctor in last 12 months: podiatrist	1,204	3.4%	113
Visited doctor in last 12 months: urologist	1,455	4.1%	100
Visited nurse practitioner in last 12 months	2,130	6.0%	94

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	14,636	40.9%	108
Wear bifocals	5,348	14.9%	98
Wear disposable contact lenses	2,577	7.2%	124
Wear soft contact lenses	4,143	11.6%	119
Wear transition lenses	2,098	5.9%	106
Spent on eyeglasses in last 12 months: \$1-99	1,016	2.8%	96
Spent on eyeglasses in last 12 months: \$100-\$199	1,429	4.0%	95
Spent on eyeglasses in last 12 months: \$200-\$249	1,118	3.1%	107
Spent on eyeglasses in last 12 months: \$250+	3,687	10.3%	115
Spent on contact lenses in last 12 months: \$100-\$199	1,383	3.9%	118
Spent on contact lenses in last 12 months: \$200+	1,766	4.9%	127
Bought prescription eyewear: discount optical ctr	3,289	9.2%	106
Bought prescription eyewear: private eye doctor	8,557	23.9%	102
Bought prescription eyewear: retail optical chain	5,057	14.1%	119
Bought prescription eyewear: online	1,442	4.0%	110
Used prescription drug for acne	869	2.4%	87
Used prescription drug for allergy/hay fever	2,206	6.2%	108
Used prescription drug for anxiety/panic	2,122	5.9%	101
Used prescription drug for arthritis/osteoarthritis	966	2.7%	85
Used prescription drug for rheumatoid arthritis	716	2.0%	77
Used prescription drug for asthma	1,427	4.0%	101
Used prescription drug for backache/back pain	2,113	5.9%	89
Used prescription drug for depression	1,963	5.5%	89
Used prescription drug for diabetes (insulin dependent Type-1)	567	1.6%	70
Used prescription drug for diabetes (non-insulin dependent Type-2)	1,300	3.6%	80
Used prescription drug for heartburn/acid reflux	1,869	5.2%	95
Used prescription drug for high blood pressure	4,363	12.2%	93
Used prescription drug for high cholesterol	2,845	8.0%	99
Used prescription drug for insomnia	659	1.8%	83
Used prescription drug for migraine headache	1,146	3.2%	107
Used prescription drug for sinus congestion/headache	1,284	3.6%	101
Used prescription drug for urinary tract infection	1,138	3.2%	97
Filled prescription last 12 months: at discount/dept store	982	2.7%	88
Filled prescription last 12 months: at drug store/pharmacy	13,088	36.6%	99
Filled prescription last 12 months: at supermarket	3,083	8.6%	117
Filled prescription last 12 months: by mail order	3,131	8.7%	122
Spent out of pocket prescription drugs/30 days: <\$1-9	2,294	6.4%	100
Spent out of pocket prescription drugs/30 days: \$10-19	3,266	9.1%	113
Spent out of pocket prescription drugs/30 days: \$20-29	2,272	6.3%	107
Spent out of pocket prescription drugs/30 days: \$30-49	2,456	6.9%	108
Spent out of pocket prescription drugs/30 days: \$50-99	2,058	5.8%	102
Spent out of pocket prescription drugs/30 days: \$100-149	930	2.6%	92
Spent out of pocket prescription drugs/30 days: \$150+	1,170	3.3%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	18,128	50.7%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	12,081	33.8%	94
Used last 6 months: medicated skin cream/lotion/spray	10,596	29.6%	102
Used last 6 months: non-medicated nasal spray	4,525	12.6%	99
Used last 6 months: pain relieving rub/liquid/patch	8,627	24.1%	95
Used last 6 months: sleeping aid/snore relief	4,254	11.9%	103
Used last 6 months: sore throat remedy/cough drops	16,725	46.7%	98
Used last 12 months: sunburn remedy	5,836	16.3%	106
Used last 12 months: suntan/sunscreen product	17,378	48.6%	122
Used last 6 months: toothache/gum/canker sore remedy	2,848	8.0%	75
HH used last 6 months: children`s cold tablets/liquids	2,153	11.7%	107
HH used last 6 months: children`s cough syrup	1,929	10.5%	102
HH used kids pain reliever/fever reducer last 6 months	3,707	20.1%	111
HH used kids vitamins/nutritional suppl last 6 months	2,537	13.8%	115
Used body wash/shower gel in last 6 months	22,198	62.0%	97
Used breath freshener in last 6 months	14,377	40.2%	97
Used breath freshener in last 6 months: gum	8,813	24.6%	100
Used breath freshener in last 6 months: mints	6,242	17.4%	96
Used breath freshener in last 6 months: thin film	844	2.4%	99
Used complexion care product in last 6 months	18,460	51.6%	106
Used denture adhesive/fixative in last 6 months	1,397	3.9%	60
Used denture cleaner in last 6 months	2,537	7.1%	65
Used facial moisturizer in last 6 months	17,616	49.2%	109
Used personal foot care product in last 6 months	6,468	18.1%	93
Used hair coloring product (at home) last 6 months	6,217	17.4%	92
Used hair conditioning treatment (at home) in last 6 months	9,068	25.3%	90
Used hair growth product in last 6 months	1,168	3.3%	95
Used hair spray (at home) in last 6 months	11,096	31.0%	100
Used hair styling gel/lotion/mousse in last 6 months	12,777	35.7%	103
Used mouthwash in last 6 months	22,791	63.7%	97
Used mouthwash 8+ times in last 7 days	5,568	15.6%	94
Used whitening toothpaste in last 6 months	12,732	35.6%	109
Used tooth whitener (not toothpaste) in last 6 months	3,664	10.2%	99
Used tooth whitener (gel) in last 6 months	584	1.6%	74
Used tooth whitener (strips) in last 6 months	1,865	5.2%	97
Visited a day spa in last 6 months	2,381	6.7%	135
Purchased product at salon/day spa in last 6 months	2,083	5.8%	130
Used professional service last 6 months: haircut	23,041	64.4%	108
Used professional service last 6 months: hair color/highlights	6,691	18.7%	120
Used professional service last 6 months: facial	1,214	3.4%	116
Used professional service last 6 months: massage	3,767	10.5%	136
Used professional service last 6 months: manicure	5,271	14.7%	116
Used professional service last 6 months: pedicure	6,829	19.1%	124
Spent \$150+ at barber shops in last 6 months	1,775	5.0%	137
Spent \$150+ at beauty salons in last 6 months	5,525	15.4%	134

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Demographic Summary		2020	2025
Population		126,116	135,193
Population 18+		96,748	104,708
Households		50,040	53,686
Median Household Income		\$95,169	\$103,637
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically spend 7+ hours exercising per week	20,918	21.6%	110
Typically spend 4-6 hours exercising per week	21,967	22.7%	119
Typically spend 1-3 hours exercising per week	24,897	25.7%	109
Exercise at home 2+ times per week	31,494	32.6%	119
Exercise at club 2+ times per week	18,238	18.9%	133
Exercise at other facility 2+ times/wk	9,310	9.6%	119
Own elliptical	5,280	5.5%	131
Own stationary bicycle	5,798	6.0%	118
Own treadmill	10,506	10.9%	131
Own weight lifting equipment	14,558	15.0%	132
Control diet for blood sugar level	9,861	10.2%	88
Control diet for cholesterol level	10,635	11.0%	98
Control diet for food allergies	2,120	2.2%	104
Control diet to maintain weight	10,954	11.3%	120
Control diet for physical fitness	11,992	12.4%	119
Control diet for salt restriction	3,496	3.6%	92
Control diet for weight loss	17,683	18.3%	114
Used doctor's care/diet for diet method	1,977	2.0%	80
Used exercise program for diet method	10,509	10.9%	123
Buy foods specifically labeled as fat-free	8,661	9.0%	100
Buy foods specifically labeled as gluten-free	6,490	6.7%	110
Buy foods specifically labeled as high fiber	7,970	8.2%	112
Buy foods specifically labeled as high protein	9,744	10.1%	113
Buy foods specifically labeled as hormone-free	4,633	4.8%	127
Buy foods specifically labeled as lactose-free	4,106	4.2%	108
Buy foods specifically labeled as low-calorie	6,643	6.9%	103
Buy foods specifically labeled as low-carb	8,449	8.7%	109
Buy foods specifically labeled as low-cholesterol	4,499	4.7%	88
Buy foods specifically labeled as low-fat	9,132	9.4%	113
Buy foods specifically labeled as low-sodium	11,153	11.5%	105
Buy foods specifically labeled as natural/organic	18,435	19.1%	126
Buy foods specifically labeled as probiotic	5,354	5.5%	118
Buy foods specifically labeled as sugar-free	9,966	10.3%	102
Consider self to be semi-vegetarian	7,552	7.8%	97
Used meal/dietary/weight loss supplement last 6 months	8,503	8.8%	99
Used vitamins/dietary supplements in last 6 months	56,165	58.1%	108
Provide services as a primary caregiver/caretaker	6,660	6.9%	89
Visited doctor in last 12 months	77,693	80.3%	105
Visited doctor in last 12 months: 1-2 times	22,083	22.8%	96
Visited doctor in last 12 months: 3-5 times	23,527	24.3%	107
Visited doctor in last 12 months: 6+ times	32,080	33.2%	112
Visited doctor in last 12 months: cardiologist	8,181	8.5%	104
Visited doctor in last 12 months: chiropractor	8,156	8.4%	115
Visited doctor in last 12 months: dentist	42,271	43.7%	118
Visited doctor in last 12 months: dermatologist	11,549	11.9%	133
Visited doctor in last 12 months: ear/nose/throat	4,758	4.9%	104
Visited doctor in last 12 months: eye	23,980	24.8%	112
Visited doctor in last 12 months: gastroenterologist	4,961	5.1%	117
Visited doctor in last 12 months: general/family	43,652	45.1%	109
Visited doctor in last 12 months: internist	6,863	7.1%	135
Visited doctor in last 12 months: physical therapist	5,989	6.2%	119
Visited doctor in last 12 months: podiatrist	3,527	3.6%	122
Visited doctor in last 12 months: urologist	4,268	4.4%	108
Visited nurse practitioner in last 12 months	6,007	6.2%	98

**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 2020 and 2025.

July 20, 2020



## Health and Beauty Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Wear regular/sun/tinted prescription eyeglasses	40,407	41.8%	110
Wear bifocals	15,392	15.9%	104
Wear disposable contact lenses	6,977	7.2%	124
Wear soft contact lenses	11,345	11.7%	121
Wear transition lenses	5,917	6.1%	110
Spent on eyeglasses in last 12 months: \$1-99	2,847	2.9%	100
Spent on eyeglasses in last 12 months: \$100-\$199	4,025	4.2%	99
Spent on eyeglasses in last 12 months: \$200-\$249	3,093	3.2%	110
Spent on eyeglasses in last 12 months: \$250+	10,199	10.5%	118
Spent on contact lenses in last 12 months: \$100-\$199	3,756	3.9%	118
Spent on contact lenses in last 12 months: \$200+	4,540	4.7%	121
Bought prescription eyewear: discount optical ctr	8,909	9.2%	106
Bought prescription eyewear: private eye doctor	24,430	25.3%	107
Bought prescription eyewear: retail optical chain	13,612	14.1%	118
Bought prescription eyewear: online	3,961	4.1%	112
Used prescription drug for acne	2,350	2.4%	87
Used prescription drug for allergy/hay fever	5,713	5.9%	103
Used prescription drug for anxiety/panic	5,694	5.9%	100
Used prescription drug for arthritis/osteoarthritis	2,647	2.7%	86
Used prescription drug for rheumatoid arthritis	1,985	2.1%	79
Used prescription drug for asthma	3,724	3.8%	98
Used prescription drug for backache/back pain	5,882	6.1%	91
Used prescription drug for depression	5,726	5.9%	96
Used prescription drug for diabetes (insulin dependent Type-1)	1,622	1.7%	74
Used prescription drug for diabetes (non-insulin dependent Type-2)	3,788	3.9%	87
Used prescription drug for heartburn/acid reflux	5,315	5.5%	100
Used prescription drug for high blood pressure	12,203	12.6%	96
Used prescription drug for high cholesterol	7,795	8.1%	100
Used prescription drug for insomnia	1,786	1.8%	83
Used prescription drug for migraine headache	2,967	3.1%	103
Used prescription drug for sinus congestion/headache	3,488	3.6%	102
Used prescription drug for urinary tract infection	3,156	3.3%	100
Filled prescription last 12 months: at discount/dept store	2,797	2.9%	93
Filled prescription last 12 months: at drug store/pharmacy	36,450	37.7%	102
Filled prescription last 12 months: at supermarket	8,561	8.8%	121
Filled prescription last 12 months: by mail order	9,105	9.4%	132
Spent out of pocket prescription drugs/30 days: <\$1-9	6,649	6.9%	107
Spent out of pocket prescription drugs/30 days: \$10-19	8,732	9.0%	111
Spent out of pocket prescription drugs/30 days: \$20-29	6,521	6.7%	114
Spent out of pocket prescription drugs/30 days: \$30-49	6,891	7.1%	112
Spent out of pocket prescription drugs/30 days: \$50-99	5,916	6.1%	109
Spent out of pocket prescription drugs/30 days: \$100-149	2,553	2.6%	93
Spent out of pocket prescription drugs/30 days: \$150+	3,134	3.2%	99

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July 20, 2020





# Health and Beauty Market Potential

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	48,877	50.5%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	31,897	33.0%	92
Used last 6 months: medicated skin cream/lotion/spray	28,794	29.8%	103
Used last 6 months: non-medicated nasal spray	12,377	12.8%	100
Used last 6 months: pain relieving rub/liquid/patch	22,873	23.6%	93
Used last 6 months: sleeping aid/snore relief	11,741	12.1%	105
Used last 6 months: sore throat remedy/cough drops	45,099	46.6%	97
Used last 12 months: sunburn remedy	15,703	16.2%	105
Used last 12 months: suntan/sunscreen product	47,337	48.9%	123
Used last 6 months: toothache/gum/canker sore remedy	7,538	7.8%	73
HH used last 6 months: children`s cold tablets/liquids	5,281	10.6%	97
HH used last 6 months: children`s cough syrup	4,694	9.4%	91
HH used kids pain reliever/fever reducer last 6 months	9,268	18.5%	102
HH used kids vitamins/nutritional suppl last 6 months	6,203	12.4%	104
Used body wash/shower gel in last 6 months	59,014	61.0%	95
Used breath freshener in last 6 months	38,055	39.3%	94
Used breath freshener in last 6 months: gum	22,782	23.5%	95
Used breath freshener in last 6 months: mints	16,975	17.5%	97
Used breath freshener in last 6 months: thin film	2,212	2.3%	96
Used complexion care product in last 6 months	49,042	50.7%	104
Used denture adhesive/fixative in last 6 months	3,769	3.9%	60
Used denture cleaner in last 6 months	6,942	7.2%	66
Used facial moisturizer in last 6 months	47,484	49.1%	109
Used personal foot care product in last 6 months	17,493	18.1%	93
Used hair coloring product (at home) last 6 months	16,287	16.8%	89
Used hair conditioning treatment (at home) in last 6 months	24,071	24.9%	89
Used hair growth product in last 6 months	2,922	3.0%	88
Used hair spray (at home) in last 6 months	30,734	31.8%	102
Used hair styling gel/lotion/mousse in last 6 months	34,928	36.1%	105
Used mouthwash in last 6 months	60,889	62.9%	96
Used mouthwash 8+ times in last 7 days	14,535	15.0%	91
Used whitening toothpaste in last 6 months	34,989	36.2%	111
Used tooth whitener (not toothpaste) in last 6 months	9,802	10.1%	98
Used tooth whitener (gel) in last 6 months	1,676	1.7%	78
Used tooth whitener (strips) in last 6 months	5,019	5.2%	97
Visited a day spa in last 6 months	6,235	6.4%	131
Purchased product at salon/day spa in last 6 months	5,362	5.5%	124
Used professional service last 6 months: haircut	63,726	65.9%	111
Used professional service last 6 months: hair color/highlights	18,893	19.5%	126
Used professional service last 6 months: facial	3,242	3.4%	115
Used professional service last 6 months: massage	10,190	10.5%	136
Used professional service last 6 months: manicure	14,181	14.7%	116
Used professional service last 6 months: pedicure	18,331	18.9%	123
Spent \$150+ at barber shops in last 6 months	4,560	4.7%	130
Spent \$150+ at beauty salons in last 6 months	15,749	16.3%	141

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