



Health and Beauty Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Demographic Summary		2017	2022
Population		3,946	4,124
Population 18+		2,874	3,017
Households		1,673	1,740
Median Household Income		\$103,100	\$110,746
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	685	23.8%	110
Typically spend 4-6 hours exercising per week	732	25.5%	121
Typically spend 1-3 hours exercising per week	690	24.0%	106
Exercise at home 2+ times per week	1,015	35.3%	122
Exercise at club 2+ times per week	583	20.3%	152
Exercise at other facility (not club) 2+ times/wk	304	10.6%	130
Own elliptical	166	5.8%	138
Own stationary bicycle	142	4.9%	97
Own treadmill	338	11.8%	130
Own weight lifting equipment	517	18.0%	145
Presently controlling diet	1,059	36.8%	106
Control diet for blood sugar level	163	5.7%	77
Control diet for cholesterol level	176	6.1%	78
Control diet to maintain weight	320	11.1%	104
Control diet for physical fitness	364	12.7%	124
Control diet for salt restriction	54	1.9%	69
Control diet for weight loss	396	13.8%	107
Used doctor`s care/diet for diet method	61	2.1%	77
Used exercise program for diet method	264	9.2%	128
Buy foods specifically labeled as fat-free	255	8.9%	88
Buy foods specifically labeled as gluten-free	123	4.3%	105
Buy foods specifically labeled as high fiber	238	8.3%	114
Buy foods specifically labeled as high protein	216	7.5%	121
Buy foods specifically labeled as lactose-free	77	2.7%	112
Buy foods specifically labeled as low-calorie	260	9.0%	108
Buy foods specifically labeled as low-carb	196	6.8%	111
Buy foods specifically labeled as low-cholesterol	134	4.7%	89
Buy foods specifically labeled as low-fat	278	9.7%	106
Buy foods specifically labeled as low-sodium	256	8.9%	99
Buy foods specifically labeled as natural/organic	359	12.5%	130
Buy foods specifically labeled as sugar-free	223	7.8%	91
Used meal/dietary/weight loss supplement last 6 mo	213	7.4%	105
Used vitamins/dietary supplements in last 6 months	1,646	57.3%	109
Provide services as a primary caregiver/caretaker	158	5.5%	80

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 2017 and 2022.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	2,305	80.2%	106
Visited doctor in last 12 months: 1-2 times	761	26.5%	110
Visited doctor in last 12 months: 3-5 times	683	23.8%	105
Visited doctor in last 12 months: 6+ times	860	29.9%	103
Visited doctor in last 12 months: cardiologist	135	4.7%	69
Visited doctor in last 12 months: chiropractor	247	8.6%	127
Visited doctor in last 12 months: dentist	1,202	41.8%	119
Visited doctor in last 12 months: dermatologist	247	8.6%	108
Visited doctor in last 12 months: ear/nose/throat	113	3.9%	87
Visited doctor in last 12 months: eye	546	19.0%	92
Visited doctor in last 12 months: gastroenterologist	112	3.9%	95
Visited doctor in last 12 months: general/family	1,154	40.2%	99
Visited doctor in last 12 months: internist	159	5.5%	95
Visited doctor in last 12 months: physical therapist	106	3.7%	81
Visited doctor in last 12 months: podiatrist	62	2.2%	72
Visited doctor in last 12 months: urologist	99	3.4%	91
Visited nurse practitioner in last 12 months	125	4.3%	86
Wear regular/sun/tinted prescription eyeglasses	1,027	35.7%	100
Wear bifocals	341	11.9%	78
Wear disposable contact lenses	269	9.4%	145
Wear soft contact lenses	365	12.7%	136
Wear transition lenses	119	4.1%	78
Spent on eyeglasses in last 12 months: <\$100	76	2.6%	95
Spent on eyeglasses in last 12 months: \$100-\$199	97	3.4%	73
Spent on eyeglasses in last 12 months: \$200-\$249	73	2.5%	93
Spent on eyeglasses in last 12 months: \$250+	303	10.5%	119
Spent on contact lenses in last 12 months: <\$100	63	2.2%	91
Spent on contact lenses in last 12 months: \$100-\$199	162	5.6%	161
Spent on contact lenses in last 12 months: \$200+	150	5.2%	149
Bought prescription eyewear: discount optical ctr	214	7.4%	90
Bought prescription eyewear: private eye doctor	701	24.4%	101
Bought prescription eyewear: retail optical chain	387	13.5%	117
Bought prescription eyewear: online	94	3.3%	120
Used prescription drug for allergy/hay fever	480	16.7%	114
Used prescription drug for anxiety/panic	213	7.4%	99
Used prescription drug for arthritis/osteoarthritis	149	5.2%	73
Used prescription drug for rheumatoid arthritis	96	3.3%	67
Used prescription drug for asthma	119	4.1%	80
Used prescription drug for backache/back pain	541	18.8%	90
Used prescription drug for depression	188	6.5%	73
Used prescription drug for diabetes (insulin dependent)	46	1.6%	61
Used prescription drug for diabetes (non-insulin depend)	121	4.2%	77
Used prescription drug for heartburn/acid reflux	357	12.4%	96
Used prescription drug for high blood pressure	389	13.5%	87
Used prescription drug for high cholesterol	259	9.0%	76
Used prescription drug for migraine headache	200	7.0%	103
Used prescription drug for sinus congestion/headache	364	12.7%	114
Used prescription drug for urinary tract infection	104	3.6%	101
Filled prescription last 12 months: discount/dept store	92	3.2%	80
Filled prescription last 12 months: drug store/pharmacy	1,017	35.4%	97
Filled prescription last 12 months: supermarket	272	9.5%	126
Filled prescription last 12 months: mail order	184	6.4%	86
Amount spent out of pocket for prescription drugs: <\$10	159	5.5%	92
Amount spent out of pocket for prescription drugs: \$10-19	277	9.6%	116
Amount spent out of pocket for prescription drugs: \$20-29	192	6.7%	111
Amount spent out of pocket for prescription drugs: \$30-49	195	6.8%	100
Amount spent out of pocket for prescription drugs: \$50-99	172	6.0%	91
Amount spent out of pocket for prescription drugs: \$100-149	105	3.7%	109
Amount spent out of pocket for prescription drugs: \$150+	61	2.1%	67

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		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	482	16.8%	127
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,398	48.6%	101
Used last 6 months: children`s cough syrup	435	15.1%	114
Used last 6 months: cough syrup/suppressant(nonprescr)	913	31.8%	96
Used last 6 months: medicated skin cream/lotion/spray	782	27.2%	93
Used last 6 months: nasal spray	510	17.7%	110
Used last 6 months: pain reliever/fever reducer (kids)	599	20.8%	94
Used last 6 months: pain relieving rub/liquid/patch	599	20.8%	94
Used last 6 months: sleeping aid/snore relief	295	10.3%	101
Used last 6 months: sore throat remedy/cough drops	1,304	45.4%	96
Used last 12 months: sunburn remedy	439	15.3%	106
Used last 12 months: suntan/sunscreen product	1,408	49.0%	125
Used last 12 months: SPF 15 suntan/sunscreen product	333	11.6%	133
Used last 12 months: SPF 30-49 suntan/sunscreen prod	650	22.6%	135
Used last 12 months: SPF 50+ suntan/sunscreen product	501	17.4%	137
Used last 6 months: toothache/gum/canker sore remedy	179	6.2%	66
Used last 6 months: vitamins/nutritional suppl (kids)	585	20.4%	141
Used body wash/shower gel in last 6 months	1,678	58.4%	100
Used breath freshener in last 6 months	1,203	41.9%	102
Used breath freshener in last 6 months: gum	744	25.9%	101
Used breath freshener in last 6 months: mints	580	20.2%	114
Used breath freshener in last 6 months: thin film	62	2.2%	92
Used breath freshener 8+ times in last 7 days	280	9.7%	94
Used complexion care product in last 6 months	1,455	50.6%	108
Used denture adhesive/fixative in last 6 months	72	2.5%	41
Used denture cleaner in last 6 months	192	6.7%	60
Used facial moisturizer in last 6 months	1,362	47.4%	111
Used personal foot care product in last 6 months	464	16.1%	82
Used hair coloring product (at home) last 6 months	517	18.0%	91
Used hair conditioning treatment (at home)/6 mo	645	22.4%	89
Used hair growth product in last 6 months	80	2.8%	102
Used hair spray (at home) in last 6 months	945	32.9%	101
Used hair styling gel/lotion/mousse in last 6 mo	1,072	37.3%	109
Used mouthwash in last 6 months	1,861	64.8%	99
Used mouthwash 8+ times in last 7 days	466	16.2%	87
Used whitening toothpaste in last 6 months	1,081	37.6%	118
Used tooth whitener (not toothpaste) in last 6 mo	299	10.4%	108
Used tooth whitener (gel) in last 6 mos	53	1.8%	96
Used tooth whitener (strips) in last 6 months	166	5.8%	110
Visited a day spa in last 6 months	210	7.3%	139
Purchased product at salon/day spa in last 6 mo	180	6.3%	116
Professional srv last 6 months: haircut	1,903	66.2%	109
Professional srv last 6 months: hair color/highlights	533	18.5%	116
Professional srv last 6 months: facial	100	3.5%	122
Professional srv last 6 months: massage	281	9.8%	134
Professional srv last 6 months: manicure	382	13.3%	110
Professional srv last 6 months: pedicure	509	17.7%	116
Spent \$150+ at barber shops in last 6 months	106	3.7%	143
Spent \$150+ at beauty salons in last 6 months	478	16.6%	144

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Demographic Summary		2017	2022
Population		44,658	46,512
Population 18+		33,176	34,972
Households		17,016	17,682
Median Household Income		\$84,387	\$91,737
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	7,998	24.1%	112
Typically spend 4-6 hours exercising per week	8,008	24.1%	115
Typically spend 1-3 hours exercising per week	7,835	23.6%	104
Exercise at home 2+ times per week	10,983	33.1%	114
Exercise at club 2+ times per week	6,276	18.9%	142
Exercise at other facility (not club) 2+ times/wk	3,366	10.1%	124
Own elliptical	1,813	5.5%	130
Own stationary bicycle	1,945	5.9%	115
Own treadmill	3,944	11.9%	131
Own weight lifting equipment	5,517	16.6%	134
Presently controlling diet	12,350	37.2%	107
Control diet for blood sugar level	1,995	6.0%	82
Control diet for cholesterol level	2,422	7.3%	93
Control diet to maintain weight	4,023	12.1%	113
Control diet for physical fitness	4,081	12.3%	121
Control diet for salt restriction	690	2.1%	77
Control diet for weight loss	4,659	14.0%	109
Used doctor`s care/diet for diet method	711	2.1%	78
Used exercise program for diet method	2,915	8.8%	122
Buy foods specifically labeled as fat-free	3,489	10.5%	104
Buy foods specifically labeled as gluten-free	1,506	4.5%	112
Buy foods specifically labeled as high fiber	2,707	8.2%	113
Buy foods specifically labeled as high protein	2,459	7.4%	119
Buy foods specifically labeled as lactose-free	839	2.5%	106
Buy foods specifically labeled as low-calorie	3,049	9.2%	109
Buy foods specifically labeled as low-carb	2,206	6.6%	109
Buy foods specifically labeled as low-cholesterol	1,683	5.1%	97
Buy foods specifically labeled as low-fat	3,360	10.1%	111
Buy foods specifically labeled as low-sodium	3,109	9.4%	105
Buy foods specifically labeled as natural/organic	4,152	12.5%	131
Buy foods specifically labeled as sugar-free	2,949	8.9%	104
Used meal/dietary/weight loss supplement last 6 mo	2,308	7.0%	99
Used vitamins/dietary supplements in last 6 months	18,983	57.2%	109
Provide services as a primary caregiver/caretaker	1,755	5.3%	77

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	26,492	79.9%	106
Visited doctor in last 12 months: 1-2 times	7,880	23.8%	99
Visited doctor in last 12 months: 3-5 times	7,968	24.0%	106
Visited doctor in last 12 months: 6+ times	10,642	32.1%	110
Visited doctor in last 12 months: cardiologist	2,097	6.3%	93
Visited doctor in last 12 months: chiropractor	2,640	8.0%	118
Visited doctor in last 12 months: dentist	13,767	41.5%	118
Visited doctor in last 12 months: dermatologist	3,214	9.7%	122
Visited doctor in last 12 months: ear/nose/throat	1,487	4.5%	99
Visited doctor in last 12 months: eye	7,221	21.8%	105
Visited doctor in last 12 months: gastroenterologist	1,470	4.4%	108
Visited doctor in last 12 months: general/family	14,051	42.4%	104
Visited doctor in last 12 months: internist	2,526	7.6%	131
Visited doctor in last 12 months: physical therapist	1,609	4.8%	107
Visited doctor in last 12 months: podiatrist	869	2.6%	87
Visited doctor in last 12 months: urologist	1,254	3.8%	100
Visited nurse practitioner in last 12 months	1,467	4.4%	88
Wear regular/sun/tinted prescription eyeglasses	12,670	38.2%	107
Wear bifocals	4,707	14.2%	94
Wear disposable contact lenses	2,824	8.5%	132
Wear soft contact lenses	3,710	11.2%	119
Wear transition lenses	1,777	5.4%	100
Spent on eyeglasses in last 12 months: <\$100	857	2.6%	93
Spent on eyeglasses in last 12 months: \$100-\$199	1,346	4.1%	88
Spent on eyeglasses in last 12 months: \$200-\$249	900	2.7%	100
Spent on eyeglasses in last 12 months: \$250+	3,480	10.5%	119
Spent on contact lenses in last 12 months: <\$100	746	2.2%	93
Spent on contact lenses in last 12 months: \$100-\$199	1,502	4.5%	130
Spent on contact lenses in last 12 months: \$200+	1,587	4.8%	137
Bought prescription eyewear: discount optical ctr	2,581	7.8%	94
Bought prescription eyewear: private eye doctor	8,364	25.2%	105
Bought prescription eyewear: retail optical chain	4,465	13.5%	117
Bought prescription eyewear: online	1,079	3.3%	119
Used prescription drug for allergy/hay fever	5,320	16.0%	109
Used prescription drug for anxiety/panic	2,290	6.9%	92
Used prescription drug for arthritis/osteoarthritis	1,985	6.0%	84
Used prescription drug for rheumatoid arthritis	1,166	3.5%	71
Used prescription drug for asthma	1,550	4.7%	90
Used prescription drug for backache/back pain	6,428	19.4%	93
Used prescription drug for depression	2,388	7.2%	80
Used prescription drug for diabetes (insulin dependent)	605	1.8%	69
Used prescription drug for diabetes (non-insulin depend)	1,525	4.6%	84
Used prescription drug for heartburn/acid reflux	4,154	12.5%	97
Used prescription drug for high blood pressure	4,740	14.3%	92
Used prescription drug for high cholesterol	3,687	11.1%	94
Used prescription drug for migraine headache	2,152	6.5%	96
Used prescription drug for sinus congestion/headache	3,843	11.6%	104
Used prescription drug for urinary tract infection	1,140	3.4%	96
Filled prescription last 12 months: discount/dept store	1,169	3.5%	88
Filled prescription last 12 months: drug store/pharmacy	12,225	36.8%	101
Filled prescription last 12 months: supermarket	2,818	8.5%	113
Filled prescription last 12 months: mail order	2,617	7.9%	106
Amount spent out of pocket for prescription drugs: <\$10	1,893	5.7%	95
Amount spent out of pocket for prescription drugs: \$10-19	3,032	9.1%	110
Amount spent out of pocket for prescription drugs: \$20-29	2,259	6.8%	113
Amount spent out of pocket for prescription drugs: \$30-49	2,579	7.8%	114
Amount spent out of pocket for prescription drugs: \$50-99	2,266	6.8%	103
Amount spent out of pocket for prescription drugs: \$100-149	1,002	3.0%	90
Amount spent out of pocket for prescription drugs: \$150+	971	2.9%	93

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	4,347	13.1%	99
Used last 6 months: cold/sinus/allergy med (nonprescr)	16,119	48.6%	101
Used last 6 months: children`s cough syrup	4,174	12.6%	95
Used last 6 months: cough syrup/suppressant(nonprescr)	10,271	31.0%	94
Used last 6 months: medicated skin cream/lotion/spray	9,649	29.1%	100
Used last 6 months: nasal spray	5,474	16.5%	102
Used last 6 months: pain reliever/fever reducer (kids)	6,441	19.4%	87
Used last 6 months: pain relieving rub/liquid/patch	6,441	19.4%	87
Used last 6 months: sleeping aid/snore relief	3,291	9.9%	98
Used last 6 months: sore throat remedy/cough drops	14,965	45.1%	96
Used last 12 months: sunburn remedy	4,684	14.1%	98
Used last 12 months: suntan/sunscreen product	16,186	48.8%	124
Used last 12 months: SPF 15 suntan/sunscreen product	3,656	11.0%	127
Used last 12 months: SPF 30-49 suntan/sunscreen prod	7,563	22.8%	136
Used last 12 months: SPF 50+ suntan/sunscreen product	5,647	17.0%	134
Used last 6 months: toothache/gum/canker sore remedy	2,173	6.5%	69
Used last 6 months: vitamins/nutritional suppl (kids)	5,414	16.3%	113
Used body wash/shower gel in last 6 months	18,609	56.1%	96
Used breath freshener in last 6 months	13,163	39.7%	96
Used breath freshener in last 6 months: gum	8,211	24.7%	96
Used breath freshener in last 6 months: mints	6,030	18.2%	102
Used breath freshener in last 6 months: thin film	827	2.5%	107
Used breath freshener 8+ times in last 7 days	3,239	9.8%	94
Used complexion care product in last 6 months	16,287	49.1%	105
Used denture adhesive/fixative in last 6 months	1,004	3.0%	49
Used denture cleaner in last 6 months	2,305	6.9%	63
Used facial moisturizer in last 6 months	15,635	47.1%	110
Used personal foot care product in last 6 months	5,681	17.1%	87
Used hair coloring product (at home) last 6 months	5,912	17.8%	90
Used hair conditioning treatment (at home)/6 mo	7,433	22.4%	89
Used hair growth product in last 6 months	803	2.4%	89
Used hair spray (at home) in last 6 months	10,528	31.7%	97
Used hair styling gel/lotion/mousse in last 6 mo	11,719	35.3%	104
Used mouthwash in last 6 months	20,874	62.9%	96
Used mouthwash 8+ times in last 7 days	5,467	16.5%	89
Used whitening toothpaste in last 6 months	11,778	35.5%	112
Used tooth whitener (not toothpaste) in last 6 mo	3,214	9.7%	101
Used tooth whitener (gel) in last 6 mos	488	1.5%	76
Used tooth whitener (strips) in last 6 months	1,746	5.3%	101
Visited a day spa in last 6 months	2,631	7.9%	151
Purchased product at salon/day spa in last 6 mo	2,263	6.8%	127
Professional srv last 6 months: haircut	21,946	66.2%	109
Professional srv last 6 months: hair color/highlights	6,431	19.4%	122
Professional srv last 6 months: facial	1,260	3.8%	133
Professional srv last 6 months: massage	3,308	10.0%	137
Professional srv last 6 months: manicure	4,796	14.5%	119
Professional srv last 6 months: pedicure	6,352	19.1%	126
Spent \$150+ at barber shops in last 6 months	1,085	3.3%	127
Spent \$150+ at beauty salons in last 6 months	5,476	16.5%	143

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Demographic Summary		2017	2022
Population		117,205	122,602
Population 18+		89,217	94,151
Households		46,231	48,242
Median Household Income		\$82,507	\$89,735
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	21,161	23.7%	110
Typically spend 4-6 hours exercising per week	21,600	24.2%	115
Typically spend 1-3 hours exercising per week	20,822	23.3%	103
Exercise at home 2+ times per week	29,763	33.4%	115
Exercise at club 2+ times per week	16,248	18.2%	136
Exercise at other facility (not club) 2+ times/wk	8,944	10.0%	123
Own elliptical	4,650	5.2%	124
Own stationary bicycle	5,367	6.0%	118
Own treadmill	10,750	12.0%	133
Own weight lifting equipment	14,542	16.3%	131
Presently controlling diet	33,487	37.5%	108
Control diet for blood sugar level	5,814	6.5%	89
Control diet for cholesterol level	6,966	7.8%	100
Control diet to maintain weight	10,984	12.3%	115
Control diet for physical fitness	10,921	12.2%	120
Control diet for salt restriction	2,037	2.3%	84
Control diet for weight loss	12,817	14.4%	112
Used doctor`s care/diet for diet method	1,985	2.2%	81
Used exercise program for diet method	7,759	8.7%	121
Buy foods specifically labeled as fat-free	9,482	10.6%	105
Buy foods specifically labeled as gluten-free	3,992	4.5%	110
Buy foods specifically labeled as high fiber	7,367	8.3%	114
Buy foods specifically labeled as high protein	6,597	7.4%	119
Buy foods specifically labeled as lactose-free	2,192	2.5%	103
Buy foods specifically labeled as low-calorie	8,192	9.2%	109
Buy foods specifically labeled as low-carb	5,772	6.5%	106
Buy foods specifically labeled as low-cholesterol	4,650	5.2%	99
Buy foods specifically labeled as low-fat	9,135	10.2%	112
Buy foods specifically labeled as low-sodium	8,327	9.3%	104
Buy foods specifically labeled as natural/organic	11,145	12.5%	130
Buy foods specifically labeled as sugar-free	8,011	9.0%	106
Used meal/dietary/weight loss supplement last 6 mo	6,199	6.9%	98
Used vitamins/dietary supplements in last 6 months	51,304	57.5%	109
Provide services as a primary caregiver/caretaker	4,986	5.6%	81

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January 23, 2018



Health and Beauty Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821

Longitude: -85.51154

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	71,493	80.1%	106
Visited doctor in last 12 months: 1-2 times	20,717	23.2%	97
Visited doctor in last 12 months: 3-5 times	21,436	24.0%	106
Visited doctor in last 12 months: 6+ times	29,337	32.9%	113
Visited doctor in last 12 months: cardiologist	6,050	6.8%	99
Visited doctor in last 12 months: chiropractor	7,041	7.9%	117
Visited doctor in last 12 months: dentist	37,143	41.6%	119
Visited doctor in last 12 months: dermatologist	8,917	10.0%	126
Visited doctor in last 12 months: ear/nose/throat	4,292	4.8%	106
Visited doctor in last 12 months: eye	20,352	22.8%	110
Visited doctor in last 12 months: gastroenterologist	4,207	4.7%	115
Visited doctor in last 12 months: general/family	38,587	43.3%	107
Visited doctor in last 12 months: internist	7,212	8.1%	139
Visited doctor in last 12 months: physical therapist	4,751	5.3%	118
Visited doctor in last 12 months: podiatrist	2,561	2.9%	96
Visited doctor in last 12 months: urologist	3,502	3.9%	103
Visited nurse practitioner in last 12 months	4,261	4.8%	95
Wear regular/sun/tinted prescription eyeglasses	35,014	39.2%	110
Wear bifocals	13,871	15.5%	103
Wear disposable contact lenses	7,228	8.1%	126
Wear soft contact lenses	9,989	11.2%	119
Wear transition lenses	5,240	5.9%	110
Spent on eyeglasses in last 12 months: <\$100	2,228	2.5%	90
Spent on eyeglasses in last 12 months: \$100-\$199	3,838	4.3%	93
Spent on eyeglasses in last 12 months: \$200-\$249	2,584	2.9%	107
Spent on eyeglasses in last 12 months: \$250+	9,574	10.7%	121
Spent on contact lenses in last 12 months: <\$100	2,034	2.3%	94
Spent on contact lenses in last 12 months: \$100-\$199	4,049	4.5%	130
Spent on contact lenses in last 12 months: \$200+	4,090	4.6%	131
Bought prescription eyewear: discount optical ctr	7,378	8.3%	100
Bought prescription eyewear: private eye doctor	23,262	26.1%	108
Bought prescription eyewear: retail optical chain	12,054	13.5%	118
Bought prescription eyewear: online	2,805	3.1%	115
Used prescription drug for allergy/hay fever	14,181	15.9%	108
Used prescription drug for anxiety/panic	6,326	7.1%	95
Used prescription drug for arthritis/osteoarthritis	6,004	6.7%	94
Used prescription drug for rheumatoid arthritis	3,253	3.6%	74
Used prescription drug for asthma	4,361	4.9%	94
Used prescription drug for backache/back pain	17,921	20.1%	96
Used prescription drug for depression	7,061	7.9%	88
Used prescription drug for diabetes (insulin dependent)	1,738	1.9%	74
Used prescription drug for diabetes (non-insulin depend)	4,229	4.7%	87
Used prescription drug for heartburn/acid reflux	11,391	12.8%	99
Used prescription drug for high blood pressure	13,480	15.1%	97
Used prescription drug for high cholesterol	10,592	11.9%	101
Used prescription drug for migraine headache	5,678	6.4%	94
Used prescription drug for sinus congestion/headache	10,242	11.5%	103
Used prescription drug for urinary tract infection	3,142	3.5%	98
Filled prescription last 12 months: discount/dept store	3,297	3.7%	93
Filled prescription last 12 months: drug store/pharmacy	33,693	37.8%	103
Filled prescription last 12 months: supermarket	7,804	8.7%	116
Filled prescription last 12 months: mail order	7,737	8.7%	116
Amount spent out of pocket for prescription drugs: <\$10	5,586	6.3%	104
Amount spent out of pocket for prescription drugs: \$10-19	8,247	9.2%	111
Amount spent out of pocket for prescription drugs: \$20-29	5,983	6.7%	112
Amount spent out of pocket for prescription drugs: \$30-49	6,898	7.7%	114
Amount spent out of pocket for prescription drugs: \$50-99	6,231	7.0%	106
Amount spent out of pocket for prescription drugs: \$100-149	2,878	3.2%	96
Amount spent out of pocket for prescription drugs: \$150+	2,821	3.2%	100

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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Health and Beauty Market Potential

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	10,986	12.3%	93
Used last 6 months: cold/sinus/allergy med (nonprescr)	43,124	48.3%	100
Used last 6 months: children`s cough syrup	10,502	11.8%	89
Used last 6 months: cough syrup/suppressant(nonprescr)	27,089	30.4%	92
Used last 6 months: medicated skin cream/lotion/spray	26,201	29.4%	101
Used last 6 months: nasal spray	14,929	16.7%	104
Used last 6 months: pain reliever/fever reducer (kids)	17,315	19.4%	87
Used last 6 months: pain relieving rub/liquid/patch	17,315	19.4%	87
Used last 6 months: sleeping aid/snore relief	9,160	10.3%	101
Used last 6 months: sore throat remedy/cough drops	40,611	45.5%	97
Used last 12 months: sunburn remedy	13,068	14.6%	101
Used last 12 months: suntan/sunscreen product	43,289	48.5%	124
Used last 12 months: SPF 15 suntan/sunscreen product	9,951	11.2%	128
Used last 12 months: SPF 30-49 suntan/sunscreen prod	20,252	22.7%	135
Used last 12 months: SPF 50+ suntan/sunscreen product	14,360	16.1%	127
Used last 6 months: toothache/gum/canker sore remedy	6,170	6.9%	73
Used last 6 months: vitamins/nutritional suppl (kids)	13,074	14.7%	102
Used body wash/shower gel in last 6 months	50,045	56.1%	96
Used breath freshener in last 6 months	34,828	39.0%	95
Used breath freshener in last 6 months: gum	21,419	24.0%	93
Used breath freshener in last 6 months: mints	15,651	17.5%	99
Used breath freshener in last 6 months: thin film	2,292	2.6%	110
Used breath freshener 8+ times in last 7 days	8,574	9.6%	92
Used complexion care product in last 6 months	43,476	48.7%	104
Used denture adhesive/fixative in last 6 months	3,171	3.6%	58
Used denture cleaner in last 6 months	6,818	7.6%	69
Used facial moisturizer in last 6 months	41,334	46.3%	109
Used personal foot care product in last 6 months	15,685	17.6%	90
Used hair coloring product (at home) last 6 months	15,634	17.5%	89
Used hair conditioning treatment (at home)/6 mo	19,587	22.0%	87
Used hair growth product in last 6 months	2,028	2.3%	83
Used hair spray (at home) in last 6 months	28,674	32.1%	99
Used hair styling gel/lotion/mousse in last 6 mo	31,843	35.7%	105
Used mouthwash in last 6 months	55,655	62.4%	95
Used mouthwash 8+ times in last 7 days	14,511	16.3%	88
Used whitening toothpaste in last 6 months	30,983	34.7%	109
Used tooth whitener (not toothpaste) in last 6 mo	8,742	9.8%	102
Used tooth whitener (gel) in last 6 mos	1,348	1.5%	78
Used tooth whitener (strips) in last 6 months	4,737	5.3%	102
Visited a day spa in last 6 months	6,434	7.2%	137
Purchased product at salon/day spa in last 6 mo	6,192	6.9%	129
Professional srv last 6 months: haircut	59,694	66.9%	110
Professional srv last 6 months: hair color/highlights	17,718	19.9%	125
Professional srv last 6 months: facial	3,336	3.7%	131
Professional srv last 6 months: massage	8,689	9.7%	134
Professional srv last 6 months: manicure	12,602	14.1%	117
Professional srv last 6 months: pedicure	16,751	18.8%	123
Spent \$150+ at barber shops in last 6 months	2,778	3.1%	121
Spent \$150+ at beauty salons in last 6 months	14,884	16.7%	144

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