



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022
Population		9,311	9,721
Population 18+		7,211	7,577
Households		3,675	3,840
Median Household Income		\$79,998	\$86,024
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	1,728	24.0%	111
Typically spend 4-6 hours exercising per week	1,746	24.2%	115
Typically spend 1-3 hours exercising per week	1,617	22.4%	99
Exercise at home 2+ times per week	2,390	33.1%	114
Exercise at club 2+ times per week	1,166	16.2%	121
Exercise at other facility (not club) 2+ times/wk	680	9.4%	116
Own elliptical	298	4.1%	98
Own stationary bicycle	443	6.1%	121
Own treadmill	894	12.4%	137
Own weight lifting equipment	1,206	16.7%	134
Presently controlling diet	2,716	37.7%	108
Control diet for blood sugar level	487	6.8%	92
Control diet for cholesterol level	587	8.1%	104
Control diet to maintain weight	931	12.9%	120
Control diet for physical fitness	869	12.1%	118
Control diet for salt restriction	187	2.6%	95
Control diet for weight loss	1,056	14.6%	114
Used doctor`s care/diet for diet method	165	2.3%	83
Used exercise program for diet method	569	7.9%	110
Buy foods specifically labeled as fat-free	781	10.8%	107
Buy foods specifically labeled as gluten-free	280	3.9%	96
Buy foods specifically labeled as high fiber	637	8.8%	122
Buy foods specifically labeled as high protein	584	8.1%	131
Buy foods specifically labeled as lactose-free	190	2.6%	110
Buy foods specifically labeled as low-calorie	649	9.0%	107
Buy foods specifically labeled as low-carb	413	5.7%	94
Buy foods specifically labeled as low-cholesterol	416	5.8%	110
Buy foods specifically labeled as low-fat	769	10.7%	117
Buy foods specifically labeled as low-sodium	714	9.9%	111
Buy foods specifically labeled as natural/organic	882	12.2%	128
Buy foods specifically labeled as sugar-free	651	9.0%	106
Used meal/dietary/weight loss supplement last 6 mo	475	6.6%	93
Used vitamins/dietary supplements in last 6 months	4,182	58.0%	110
Provide services as a primary caregiver/caretaker	436	6.0%	88

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.



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	5,773	80.1%	106
Visited doctor in last 12 months: 1-2 times	1,614	22.4%	93
Visited doctor in last 12 months: 3-5 times	1,725	23.9%	105
Visited doctor in last 12 months: 6+ times	2,434	33.8%	116
Visited doctor in last 12 months: cardiologist	528	7.3%	107
Visited doctor in last 12 months: chiropractor	592	8.2%	122
Visited doctor in last 12 months: dentist	3,088	42.8%	122
Visited doctor in last 12 months: dermatologist	747	10.4%	131
Visited doctor in last 12 months: ear/nose/throat	376	5.2%	115
Visited doctor in last 12 months: eye	1,723	23.9%	115
Visited doctor in last 12 months: gastroenterologist	398	5.5%	135
Visited doctor in last 12 months: general/family	3,243	45.0%	111
Visited doctor in last 12 months: internist	646	9.0%	155
Visited doctor in last 12 months: physical therapist	441	6.1%	135
Visited doctor in last 12 months: podiatrist	236	3.3%	109
Visited doctor in last 12 months: urologist	335	4.6%	122
Visited nurse practitioner in last 12 months	369	5.1%	102
Wear regular/sun/tinted prescription eyeglasses	2,953	41.0%	115
Wear bifocals	1,231	17.1%	113
Wear disposable contact lenses	517	7.2%	111
Wear soft contact lenses	748	10.4%	111
Wear transition lenses	488	6.8%	127
Spent on eyeglasses in last 12 months: <\$100	155	2.1%	77
Spent on eyeglasses in last 12 months: \$100-\$199	333	4.6%	100
Spent on eyeglasses in last 12 months: \$200-\$249	229	3.2%	117
Spent on eyeglasses in last 12 months: \$250+	909	12.6%	143
Spent on contact lenses in last 12 months: <\$100	132	1.8%	76
Spent on contact lenses in last 12 months: \$100-\$199	331	4.6%	131
Spent on contact lenses in last 12 months: \$200+	306	4.2%	121
Bought prescription eyewear: discount optical ctr	616	8.5%	104
Bought prescription eyewear: private eye doctor	1,873	26.0%	108
Bought prescription eyewear: retail optical chain	970	13.5%	117
Bought prescription eyewear: online	198	2.7%	101
Used prescription drug for allergy/hay fever	1,188	16.5%	112
Used prescription drug for anxiety/panic	525	7.3%	97
Used prescription drug for arthritis/osteoarthritis	567	7.9%	110
Used prescription drug for rheumatoid arthritis	272	3.8%	76
Used prescription drug for asthma	356	4.9%	95
Used prescription drug for backache/back pain	1,538	21.3%	102
Used prescription drug for depression	614	8.5%	95
Used prescription drug for diabetes (insulin dependent)	148	2.1%	78
Used prescription drug for diabetes (non-insulin depend)	341	4.7%	86
Used prescription drug for heartburn/acid reflux	904	12.5%	97
Used prescription drug for high blood pressure	1,171	16.2%	104
Used prescription drug for high cholesterol	914	12.7%	107
Used prescription drug for migraine headache	437	6.1%	89
Used prescription drug for sinus congestion/headache	799	11.1%	100
Used prescription drug for urinary tract infection	251	3.5%	97
Filled prescription last 12 months: discount/dept store	295	4.1%	103
Filled prescription last 12 months: drug store/pharmacy	2,779	38.5%	105
Filled prescription last 12 months: supermarket	602	8.3%	111
Filled prescription last 12 months: mail order	685	9.5%	127
Amount spent out of pocket for prescription drugs: <\$10	539	7.5%	124
Amount spent out of pocket for prescription drugs: \$10-19	649	9.0%	108
Amount spent out of pocket for prescription drugs: \$20-29	450	6.2%	104
Amount spent out of pocket for prescription drugs: \$30-49	595	8.3%	121
Amount spent out of pocket for prescription drugs: \$50-99	476	6.6%	100
Amount spent out of pocket for prescription drugs: \$100-149	270	3.7%	112
Amount spent out of pocket for prescription drugs: \$150+	218	3.0%	96

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.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	850	11.8%	89
Used last 6 months: cold/sinus/allergy med (nonprescr)	3,452	47.9%	99
Used last 6 months: children`s cough syrup	752	10.4%	79
Used last 6 months: cough syrup/suppressant(nonprescr)	2,157	29.9%	91
Used last 6 months: medicated skin cream/lotion/spray	2,197	30.5%	105
Used last 6 months: nasal spray	1,206	16.7%	103
Used last 6 months: pain reliever/fever reducer (kids)	1,394	19.3%	87
Used last 6 months: pain relieving rub/liquid/patch	1,394	19.3%	87
Used last 6 months: sleeping aid/snore relief	785	10.9%	108
Used last 6 months: sore throat remedy/cough drops	3,348	46.4%	99
Used last 12 months: sunburn remedy	1,112	15.4%	107
Used last 12 months: suntan/sunscreen product	3,533	49.0%	125
Used last 12 months: SPF 15 suntan/sunscreen product	754	10.5%	120
Used last 12 months: SPF 30-49 suntan/sunscreen prod	1,687	23.4%	140
Used last 12 months: SPF 50+ suntan/sunscreen product	1,152	16.0%	126
Used last 6 months: toothache/gum/canker sore remedy	539	7.5%	79
Used last 6 months: vitamins/nutritional suppl (kids)	942	13.1%	90
Used body wash/shower gel in last 6 months	4,008	55.6%	95
Used breath freshener in last 6 months	2,768	38.4%	93
Used breath freshener in last 6 months: gum	1,660	23.0%	90
Used breath freshener in last 6 months: mints	1,192	16.5%	93
Used breath freshener in last 6 months: thin film	200	2.8%	119
Used breath freshener 8+ times in last 7 days	655	9.1%	87
Used complexion care product in last 6 months	3,416	47.4%	101
Used denture adhesive/fixative in last 6 months	259	3.6%	58
Used denture cleaner in last 6 months	615	8.5%	77
Used facial moisturizer in last 6 months	3,250	45.1%	106
Used personal foot care product in last 6 months	1,341	18.6%	95
Used hair coloring product (at home) last 6 months	1,242	17.2%	87
Used hair conditioning treatment (at home)/6 mo	1,554	21.6%	86
Used hair growth product in last 6 months	147	2.0%	75
Used hair spray (at home) in last 6 months	2,353	32.6%	100
Used hair styling gel/lotion/mousse in last 6 mo	2,652	36.8%	108
Used mouthwash in last 6 months	4,468	62.0%	94
Used mouthwash 8+ times in last 7 days	1,164	16.1%	87
Used whitening toothpaste in last 6 months	2,406	33.4%	105
Used tooth whitener (not toothpaste) in last 6 mo	734	10.2%	106
Used tooth whitener (gel) in last 6 mos	127	1.8%	91
Used tooth whitener (strips) in last 6 months	361	5.0%	96
Visited a day spa in last 6 months	442	6.1%	116
Purchased product at salon/day spa in last 6 mo	501	6.9%	129
Professional srv last 6 months: haircut	4,871	67.5%	111
Professional srv last 6 months: hair color/highlights	1,456	20.2%	127
Professional srv last 6 months: facial	275	3.8%	134
Professional srv last 6 months: massage	647	9.0%	123
Professional srv last 6 months: manicure	1,001	13.9%	115
Professional srv last 6 months: pedicure	1,343	18.6%	122
Spent \$150+ at barber shops in last 6 months	238	3.3%	128
Spent \$150+ at beauty salons in last 6 months	1,235	17.1%	148

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.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022
Population		71,886	73,565
Population 18+		57,448	59,140
Households		31,710	32,445
Median Household Income		\$67,922	\$76,615
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	13,339	23.2%	107
Typically spend 4-6 hours exercising per week	13,692	23.8%	114
Typically spend 1-3 hours exercising per week	13,030	22.7%	100
Exercise at home 2+ times per week	18,540	32.3%	111
Exercise at club 2+ times per week	9,872	17.2%	129
Exercise at other facility (not club) 2+ times/wk	5,972	10.4%	127
Own elliptical	2,545	4.4%	106
Own stationary bicycle	3,284	5.7%	112
Own treadmill	5,998	10.4%	115
Own weight lifting equipment	8,598	15.0%	120
Presently controlling diet	21,419	37.3%	107
Control diet for blood sugar level	3,754	6.5%	89
Control diet for cholesterol level	4,612	8.0%	103
Control diet to maintain weight	6,991	12.2%	113
Control diet for physical fitness	6,859	11.9%	117
Control diet for salt restriction	1,450	2.5%	93
Control diet for weight loss	7,953	13.8%	108
Used doctor`s care/diet for diet method	1,360	2.4%	86
Used exercise program for diet method	4,628	8.1%	112
Buy foods specifically labeled as fat-free	6,062	10.6%	104
Buy foods specifically labeled as gluten-free	2,451	4.3%	105
Buy foods specifically labeled as high fiber	4,638	8.1%	112
Buy foods specifically labeled as high protein	4,179	7.3%	117
Buy foods specifically labeled as lactose-free	1,460	2.5%	106
Buy foods specifically labeled as low-calorie	5,080	8.8%	105
Buy foods specifically labeled as low-carb	3,422	6.0%	97
Buy foods specifically labeled as low-cholesterol	3,033	5.3%	101
Buy foods specifically labeled as low-fat	5,652	9.8%	108
Buy foods specifically labeled as low-sodium	5,316	9.3%	103
Buy foods specifically labeled as natural/organic	7,058	12.3%	128
Buy foods specifically labeled as sugar-free	5,045	8.8%	103
Used meal/dietary/weight loss supplement last 6 mo	3,994	7.0%	99
Used vitamins/dietary supplements in last 6 months	32,914	57.3%	109
Provide services as a primary caregiver/caretaker	3,290	5.7%	83

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.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.26339

Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	45,141	78.6%	104
Visited doctor in last 12 months: 1-2 times	13,282	23.1%	96
Visited doctor in last 12 months: 3-5 times	13,169	22.9%	101
Visited doctor in last 12 months: 6+ times	18,689	32.5%	112
Visited doctor in last 12 months: cardiologist	3,973	6.9%	101
Visited doctor in last 12 months: chiropractor	4,392	7.6%	113
Visited doctor in last 12 months: dentist	22,826	39.7%	113
Visited doctor in last 12 months: dermatologist	5,777	10.1%	127
Visited doctor in last 12 months: ear/nose/throat	2,858	5.0%	110
Visited doctor in last 12 months: eye	13,069	22.7%	110
Visited doctor in last 12 months: gastroenterologist	2,873	5.0%	122
Visited doctor in last 12 months: general/family	24,628	42.9%	106
Visited doctor in last 12 months: internist	4,752	8.3%	143
Visited doctor in last 12 months: physical therapist	3,290	5.7%	127
Visited doctor in last 12 months: podiatrist	1,799	3.1%	104
Visited doctor in last 12 months: urologist	2,427	4.2%	111
Visited nurse practitioner in last 12 months	2,857	5.0%	99
Wear regular/sun/tinted prescription eyeglasses	22,479	39.1%	110
Wear bifocals	9,458	16.5%	109
Wear disposable contact lenses	4,194	7.3%	113
Wear soft contact lenses	6,341	11.0%	118
Wear transition lenses	3,503	6.1%	114
Spent on eyeglasses in last 12 months: <\$100	1,360	2.4%	85
Spent on eyeglasses in last 12 months: \$100-\$199	2,570	4.5%	97
Spent on eyeglasses in last 12 months: \$200-\$249	1,713	3.0%	110
Spent on eyeglasses in last 12 months: \$250+	6,037	10.5%	119
Spent on contact lenses in last 12 months: <\$100	1,386	2.4%	100
Spent on contact lenses in last 12 months: \$100-\$199	2,521	4.4%	126
Spent on contact lenses in last 12 months: \$200+	2,319	4.0%	116
Bought prescription eyewear: discount optical ctr	4,728	8.2%	100
Bought prescription eyewear: private eye doctor	15,155	26.4%	109
Bought prescription eyewear: retail optical chain	7,455	13.0%	113
Bought prescription eyewear: online	1,839	3.2%	117
Used prescription drug for allergy/hay fever	8,869	15.4%	105
Used prescription drug for anxiety/panic	4,242	7.4%	99
Used prescription drug for arthritis/osteoarthritis	4,226	7.4%	103
Used prescription drug for rheumatoid arthritis	2,200	3.8%	77
Used prescription drug for asthma	2,789	4.9%	94
Used prescription drug for backache/back pain	11,830	20.6%	99
Used prescription drug for depression	4,910	8.5%	95
Used prescription drug for diabetes (insulin dependent)	1,201	2.1%	79
Used prescription drug for diabetes (non-insulin depend)	2,834	4.9%	90
Used prescription drug for heartburn/acid reflux	7,317	12.7%	98
Used prescription drug for high blood pressure	8,778	15.3%	98
Used prescription drug for high cholesterol	6,942	12.1%	102
Used prescription drug for migraine headache	3,592	6.3%	92
Used prescription drug for sinus congestion/headache	6,503	11.3%	102
Used prescription drug for urinary tract infection	2,142	3.7%	104
Filled prescription last 12 months: discount/dept store	2,037	3.5%	89
Filled prescription last 12 months: drug store/pharmacy	21,541	37.5%	103
Filled prescription last 12 months: supermarket	4,964	8.6%	115
Filled prescription last 12 months: mail order	4,885	8.5%	114
Amount spent out of pocket for prescription drugs: <\$10	3,680	6.4%	106
Amount spent out of pocket for prescription drugs: \$10-19	5,004	8.7%	105
Amount spent out of pocket for prescription drugs: \$20-29	3,925	6.8%	114
Amount spent out of pocket for prescription drugs: \$30-49	4,288	7.5%	110
Amount spent out of pocket for prescription drugs: \$50-99	4,029	7.0%	106
Amount spent out of pocket for prescription drugs: \$100-149	1,851	3.2%	96
Amount spent out of pocket for prescription drugs: \$150+	1,799	3.1%	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 2017 and 2022.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.26339

Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	6,093	10.6%	80
Used last 6 months: cold/sinus/allergy med (nonprescr)	27,186	47.3%	98
Used last 6 months: children`s cough syrup	5,922	10.3%	78
Used last 6 months: cough syrup/suppressant(nonprescr)	17,203	29.9%	91
Used last 6 months: medicated skin cream/lotion/spray	16,688	29.0%	100
Used last 6 months: nasal spray	9,449	16.4%	102
Used last 6 months: pain reliever/fever reducer (kids)	11,079	19.3%	87
Used last 6 months: pain relieving rub/liquid/patch	11,079	19.3%	87
Used last 6 months: sleeping aid/snore relief	6,015	10.5%	103
Used last 6 months: sore throat remedy/cough drops	26,064	45.4%	96
Used last 12 months: sunburn remedy	8,485	14.8%	102
Used last 12 months: suntan/sunscreen product	26,375	45.9%	117
Used last 12 months: SPF 15 suntan/sunscreen product	6,181	10.8%	124
Used last 12 months: SPF 30-49 suntan/sunscreen prod	12,080	21.0%	125
Used last 12 months: SPF 50+ suntan/sunscreen product	8,358	14.5%	115
Used last 6 months: toothache/gum/canker sore remedy	4,425	7.7%	81
Used last 6 months: vitamins/nutritional suppl (kids)	6,880	12.0%	83
Used body wash/shower gel in last 6 months	32,515	56.6%	97
Used breath freshener in last 6 months	22,209	38.7%	94
Used breath freshener in last 6 months: gum	13,265	23.1%	90
Used breath freshener in last 6 months: mints	9,852	17.1%	97
Used breath freshener in last 6 months: thin film	1,461	2.5%	109
Used breath freshener 8+ times in last 7 days	5,483	9.5%	92
Used complexion care product in last 6 months	27,553	48.0%	102
Used denture adhesive/fixative in last 6 months	2,422	4.2%	68
Used denture cleaner in last 6 months	4,939	8.6%	78
Used facial moisturizer in last 6 months	25,636	44.6%	105
Used personal foot care product in last 6 months	10,471	18.2%	93
Used hair coloring product (at home) last 6 months	9,810	17.1%	87
Used hair conditioning treatment (at home)/6 mo	12,582	21.9%	87
Used hair growth product in last 6 months	1,291	2.2%	83
Used hair spray (at home) in last 6 months	18,364	32.0%	98
Used hair styling gel/lotion/mousse in last 6 mo	20,632	35.9%	105
Used mouthwash in last 6 months	35,851	62.4%	95
Used mouthwash 8+ times in last 7 days	9,464	16.5%	89
Used whitening toothpaste in last 6 months	19,440	33.8%	107
Used tooth whitener (not toothpaste) in last 6 mo	5,708	9.9%	103
Used tooth whitener (gel) in last 6 mos	1,031	1.8%	93
Used tooth whitener (strips) in last 6 months	3,156	5.5%	105
Visited a day spa in last 6 months	3,556	6.2%	118
Purchased product at salon/day spa in last 6 mo	3,679	6.4%	119
Professional srv last 6 months: haircut	38,059	66.2%	109
Professional srv last 6 months: hair color/highlights	10,853	18.9%	119
Professional srv last 6 months: facial	1,994	3.5%	122
Professional srv last 6 months: massage	5,246	9.1%	126
Professional srv last 6 months: manicure	7,715	13.4%	111
Professional srv last 6 months: pedicure	10,385	18.1%	119
Spent \$150+ at barber shops in last 6 months	1,735	3.0%	117
Spent \$150+ at beauty salons in last 6 months	9,125	15.9%	138

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.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Demographic Summary		2017	2022
Population		183,983	189,697
Population 18+		145,221	150,546
Households		79,284	81,630
Median Household Income		\$70,982	\$79,136
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	33,937	23.4%	108
Typically spend 4-6 hours exercising per week	34,508	23.8%	113
Typically spend 1-3 hours exercising per week	33,327	22.9%	101
Exercise at home 2+ times per week	47,001	32.4%	112
Exercise at club 2+ times per week	25,384	17.5%	131
Exercise at other facility (not club) 2+ times/wk	14,779	10.2%	125
Own elliptical	6,751	4.6%	111
Own stationary bicycle	8,471	5.8%	115
Own treadmill	15,606	10.7%	119
Own weight lifting equipment	21,805	15.0%	121
Presently controlling diet	53,930	37.1%	106
Control diet for blood sugar level	9,479	6.5%	89
Control diet for cholesterol level	11,482	7.9%	101
Control diet to maintain weight	17,447	12.0%	112
Control diet for physical fitness	17,236	11.9%	117
Control diet for salt restriction	3,496	2.4%	89
Control diet for weight loss	20,023	13.8%	107
Used doctor`s care/diet for diet method	3,410	2.3%	86
Used exercise program for diet method	11,831	8.1%	113
Buy foods specifically labeled as fat-free	15,317	10.5%	104
Buy foods specifically labeled as gluten-free	6,325	4.4%	107
Buy foods specifically labeled as high fiber	11,425	7.9%	109
Buy foods specifically labeled as high protein	10,098	7.0%	112
Buy foods specifically labeled as lactose-free	3,585	2.5%	103
Buy foods specifically labeled as low-calorie	12,878	8.9%	105
Buy foods specifically labeled as low-carb	8,995	6.2%	101
Buy foods specifically labeled as low-cholesterol	7,472	5.1%	98
Buy foods specifically labeled as low-fat	14,318	9.9%	108
Buy foods specifically labeled as low-sodium	13,237	9.1%	102
Buy foods specifically labeled as natural/organic	17,584	12.1%	126
Buy foods specifically labeled as sugar-free	12,828	8.8%	104
Used meal/dietary/weight loss supplement last 6 mo	9,964	6.9%	97
Used vitamins/dietary supplements in last 6 months	82,786	57.0%	108
Provide services as a primary caregiver/caretaker	8,354	5.8%	84

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

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.26339

Longitude: -85.57101

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	114,439	78.8%	104
Visited doctor in last 12 months: 1-2 times	33,941	23.4%	97
Visited doctor in last 12 months: 3-5 times	33,575	23.1%	102
Visited doctor in last 12 months: 6+ times	46,918	32.3%	111
Visited doctor in last 12 months: cardiologist	9,932	6.8%	100
Visited doctor in last 12 months: chiropractor	11,177	7.7%	114
Visited doctor in last 12 months: dentist	57,794	39.8%	114
Visited doctor in last 12 months: dermatologist	14,337	9.9%	125
Visited doctor in last 12 months: ear/nose/throat	7,135	4.9%	108
Visited doctor in last 12 months: eye	32,840	22.6%	109
Visited doctor in last 12 months: gastroenterologist	6,966	4.8%	117
Visited doctor in last 12 months: general/family	62,204	42.8%	106
Visited doctor in last 12 months: internist	11,598	8.0%	138
Visited doctor in last 12 months: physical therapist	7,751	5.3%	118
Visited doctor in last 12 months: podiatrist	4,417	3.0%	101
Visited doctor in last 12 months: urologist	6,043	4.2%	110
Visited nurse practitioner in last 12 months	7,109	4.9%	97
Wear regular/sun/tinted prescription eyeglasses	56,473	38.9%	109
Wear bifocals	23,381	16.1%	106
Wear disposable contact lenses	11,024	7.6%	118
Wear soft contact lenses	16,014	11.0%	118
Wear transition lenses	8,572	5.9%	111
Spent on eyeglasses in last 12 months: <\$100	3,582	2.5%	89
Spent on eyeglasses in last 12 months: \$100-\$199	6,367	4.4%	95
Spent on eyeglasses in last 12 months: \$200-\$249	4,241	2.9%	107
Spent on eyeglasses in last 12 months: \$250+	15,005	10.3%	117
Spent on contact lenses in last 12 months: <\$100	3,475	2.4%	99
Spent on contact lenses in last 12 months: \$100-\$199	6,299	4.3%	124
Spent on contact lenses in last 12 months: \$200+	6,052	4.2%	119
Bought prescription eyewear: discount optical ctr	11,874	8.2%	99
Bought prescription eyewear: private eye doctor	38,169	26.3%	109
Bought prescription eyewear: retail optical chain	18,985	13.1%	114
Bought prescription eyewear: online	4,550	3.1%	115
Used prescription drug for allergy/hay fever	22,481	15.5%	105
Used prescription drug for anxiety/panic	10,596	7.3%	98
Used prescription drug for arthritis/osteoarthritis	10,244	7.1%	99
Used prescription drug for rheumatoid arthritis	5,595	3.9%	78
Used prescription drug for asthma	7,029	4.8%	93
Used prescription drug for backache/back pain	29,373	20.2%	97
Used prescription drug for depression	12,159	8.4%	93
Used prescription drug for diabetes (insulin dependent)	3,052	2.1%	80
Used prescription drug for diabetes (non-insulin depend)	7,088	4.9%	89
Used prescription drug for heartburn/acid reflux	18,627	12.8%	99
Used prescription drug for high blood pressure	21,864	15.1%	97
Used prescription drug for high cholesterol	17,323	11.9%	101
Used prescription drug for migraine headache	9,102	6.3%	93
Used prescription drug for sinus congestion/headache	16,484	11.4%	102
Used prescription drug for urinary tract infection	5,284	3.6%	101
Filled prescription last 12 months: discount/dept store	5,101	3.5%	88
Filled prescription last 12 months: drug store/pharmacy	54,268	37.4%	102
Filled prescription last 12 months: supermarket	12,656	8.7%	116
Filled prescription last 12 months: mail order	12,168	8.4%	112
Amount spent out of pocket for prescription drugs: <\$10	9,055	6.2%	103
Amount spent out of pocket for prescription drugs: \$10-19	12,881	8.9%	107
Amount spent out of pocket for prescription drugs: \$20-29	9,847	6.8%	113
Amount spent out of pocket for prescription drugs: \$30-49	10,843	7.5%	110
Amount spent out of pocket for prescription drugs: \$50-99	10,297	7.1%	107
Amount spent out of pocket for prescription drugs: \$100-149	4,632	3.2%	95
Amount spent out of pocket for prescription drugs: \$150+	4,539	3.1%	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 2017 and 2022.

January 23, 2018



Health and Beauty Market Potential

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.26339

Longitude: -85.57101

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	16,366	11.3%	85
Used last 6 months: cold/sinus/allergy med (nonprescr)	69,222	47.7%	99
Used last 6 months: children`s cough syrup	16,052	11.1%	83
Used last 6 months: cough syrup/suppressant(nonprescr)	43,995	30.3%	92
Used last 6 months: medicated skin cream/lotion/spray	42,088	29.0%	100
Used last 6 months: nasal spray	23,916	16.5%	102
Used last 6 months: pain reliever/fever reducer (kids)	28,406	19.6%	88
Used last 6 months: pain relieving rub/liquid/patch	28,406	19.6%	88
Used last 6 months: sleeping aid/snore relief	14,751	10.2%	100
Used last 6 months: sore throat remedy/cough drops	66,012	45.5%	97
Used last 12 months: sunburn remedy	21,214	14.6%	101
Used last 12 months: suntan/sunscreen product	66,926	46.1%	118
Used last 12 months: SPF 15 suntan/sunscreen product	15,603	10.7%	124
Used last 12 months: SPF 30-49 suntan/sunscreen prod	30,766	21.2%	126
Used last 12 months: SPF 50+ suntan/sunscreen product	21,720	15.0%	118
Used last 6 months: toothache/gum/canker sore remedy	10,935	7.5%	79
Used last 6 months: vitamins/nutritional suppl (kids)	19,071	13.1%	91
Used body wash/shower gel in last 6 months	81,901	56.4%	96
Used breath freshener in last 6 months	56,612	39.0%	95
Used breath freshener in last 6 months: gum	34,224	23.6%	92
Used breath freshener in last 6 months: mints	25,344	17.5%	98
Used breath freshener in last 6 months: thin film	3,626	2.5%	107
Used breath freshener 8+ times in last 7 days	14,020	9.7%	93
Used complexion care product in last 6 months	69,971	48.2%	103
Used denture adhesive/fixative in last 6 months	6,029	4.2%	67
Used denture cleaner in last 6 months	12,162	8.4%	76
Used facial moisturizer in last 6 months	65,705	45.2%	106
Used personal foot care product in last 6 months	26,037	17.9%	91
Used hair coloring product (at home) last 6 months	25,346	17.5%	89
Used hair conditioning treatment (at home)/6 mo	32,478	22.4%	89
Used hair growth product in last 6 months	3,279	2.3%	83
Used hair spray (at home) in last 6 months	46,640	32.1%	99
Used hair styling gel/lotion/mousse in last 6 mo	51,630	35.6%	104
Used mouthwash in last 6 months	91,170	62.8%	96
Used mouthwash 8+ times in last 7 days	24,296	16.7%	90
Used whitening toothpaste in last 6 months	49,552	34.1%	107
Used tooth whitener (not toothpaste) in last 6 mo	14,117	9.7%	101
Used tooth whitener (gel) in last 6 mos	2,412	1.7%	86
Used tooth whitener (strips) in last 6 months	7,889	5.4%	104
Visited a day spa in last 6 months	9,442	6.5%	123
Purchased product at salon/day spa in last 6 mo	9,325	6.4%	119
Professional srv last 6 months: haircut	95,770	65.9%	109
Professional srv last 6 months: hair color/highlights	27,472	18.9%	119
Professional srv last 6 months: facial	5,026	3.5%	121
Professional srv last 6 months: massage	13,395	9.2%	127
Professional srv last 6 months: manicure	19,614	13.5%	111
Professional srv last 6 months: pedicure	26,140	18.0%	118
Spent \$150+ at barber shops in last 6 months	4,341	3.0%	116
Spent \$150+ at beauty salons in last 6 months	23,130	15.9%	138

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.

January 23, 2018