



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		2018	2023
Population		9,603	10,094
Population 18+		7,452	7,879
Households		3,782	3,969
Median Household Income		\$85,675	\$91,938

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	1,713	23.0%	113
Typically spend 4-6 hours exercising per week	1,731	23.2%	115
Typically spend 1-3 hours exercising per week	1,757	23.6%	99
Exercise at home 2+ times per week	2,530	34.0%	122
Exercise at club 2+ times per week	1,370	18.4%	127
Exercise at other facility (not club) 2+ times/wk	792	10.6%	129
Own elliptical	397	5.3%	126
Own stationary bicycle	462	6.2%	121
Own treadmill	881	11.8%	126
Own weight lifting equipment	1,142	15.3%	124
Presently controlling diet	2,876	38.6%	107
Control diet for blood sugar level	580	7.8%	92
Control diet for cholesterol level	596	8.0%	98
Control diet to maintain weight	922	12.4%	117
Control diet for physical fitness	886	11.9%	115
Control diet for salt restriction	180	2.4%	89
Control diet for weight loss	978	13.1%	104
Used doctor`s care/diet for diet method	191	2.6%	97
Used exercise program for diet method	559	7.5%	110
Buy foods specifically labeled as fat-free	634	8.5%	100
Buy foods specifically labeled as gluten-free	366	4.9%	106
Buy foods specifically labeled as high fiber	526	7.1%	105
Buy foods specifically labeled as high protein	590	7.9%	114
Buy foods specifically labeled as lactose-free	203	2.7%	100
Buy foods specifically labeled as low-calorie	623	8.4%	107
Buy foods specifically labeled as low-carb	565	7.6%	117
Buy foods specifically labeled as low-cholesterol	375	5.0%	107
Buy foods specifically labeled as low-fat	641	8.6%	112
Buy foods specifically labeled as low-sodium	736	9.9%	118
Buy foods specifically labeled as natural/organic	976	13.1%	118
Buy foods specifically labeled as sugar-free	655	8.8%	105
Used meal/dietary/weight loss supplement last 6 mo	538	7.2%	90
Used vitamins/dietary supplements in last 6 months	4,447	59.7%	110
Provide services as a primary caregiver/caretaker	515	6.9%	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.

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Visited doctor in last 12 months	6,041	81.1%	105
Visited doctor in last 12 months: 1-2 times	1,666	22.4%	94
Visited doctor in last 12 months: 3-5 times	1,776	23.8%	102
Visited doctor in last 12 months: 6+ times	2,599	34.9%	118
Visited doctor in last 12 months: cardiologist	607	8.1%	107
Visited doctor in last 12 months: chiropractor	592	7.9%	112
Visited doctor in last 12 months: dentist	3,257	43.7%	118
Visited doctor in last 12 months: dermatologist	874	11.7%	137
Visited doctor in last 12 months: ear/nose/throat	318	4.3%	90
Visited doctor in last 12 months: eye	1,843	24.7%	115
Visited doctor in last 12 months: gastroenterologist	391	5.2%	118
Visited doctor in last 12 months: general/family	3,351	45.0%	108
Visited doctor in last 12 months: internist	569	7.6%	134
Visited doctor in last 12 months: physical therapist	458	6.1%	120
Visited doctor in last 12 months: podiatrist	275	3.7%	128
Visited doctor in last 12 months: urologist	373	5.0%	140
Visited nurse practitioner in last 12 months	533	7.2%	119
Wear regular/sun/tinted prescription eyeglasses	3,411	45.8%	112
Wear bifocals	956	12.8%	105
Wear disposable contact lenses	532	7.1%	117
Wear soft contact lenses	802	10.8%	111
Wear transition lenses	565	7.6%	137
Spent on eyeglasses in last 12 months: <\$100	182	2.4%	85
Spent on eyeglasses in last 12 months: \$100-\$199	360	4.8%	101
Spent on eyeglasses in last 12 months: \$200-\$249	199	2.7%	93
Spent on eyeglasses in last 12 months: \$250+	858	11.5%	120
Spent on contact lenses in last 12 months: <\$100	154	2.1%	106
Spent on contact lenses in last 12 months: \$100-\$199	283	3.8%	106
Spent on contact lenses in last 12 months: \$200+	389	5.2%	132
Bought prescription eyewear: discount optical ctr	765	10.3%	117
Bought prescription eyewear: private eye doctor	2,047	27.5%	113
Bought prescription eyewear: retail optical chain	1,033	13.9%	110
Bought prescription eyewear: online	251	3.4%	112
Used prescription drug for allergy/hay fever	514	6.9%	122
Used prescription drug for anxiety/panic	339	4.5%	97
Used prescription drug for arthritis/osteoarthritis	281	3.8%	116
Used prescription drug for rheumatoid arthritis	150	2.0%	76
Used prescription drug for asthma	294	3.9%	95
Used prescription drug for backache/back pain	583	7.8%	100
Used prescription drug for depression	440	5.9%	94
Used prescription drug for diabetes (insulin dependent)	150	2.0%	97
Used prescription drug for diabetes (non-insulin depend)	281	3.8%	95
Used prescription drug for heartburn/acid reflux	433	5.8%	98
Used prescription drug for high blood pressure	1,112	14.9%	113
Used prescription drug for high cholesterol	750	10.1%	111
Used prescription drug for migraine headache	230	3.1%	99
Used prescription drug for sinus congestion/headache	310	4.2%	107
Used prescription drug for urinary tract infection	199	2.7%	101
Filled prescription last 12 months: discount/dept store	224	3.0%	88
Filled prescription last 12 months: drug store/pharmacy	2,829	38.0%	103
Filled prescription last 12 months: supermarket	615	8.3%	110
Filled prescription last 12 months: mail order	742	10.0%	130
Spent out of pocket prescr drugs/30 days: <\$10	515	6.9%	108
Spent out of pocket prescr drugs/30 days: \$10-19	750	10.1%	121
Spent out of pocket prescr drugs/30 days: \$20-29	439	5.9%	97
Spent out of pocket prescr drugs/30 days: \$30-49	513	6.9%	105
Spent out of pocket prescr drugs/30 days: \$50-99	491	6.6%	108
Spent out of pocket prescr drugs/30 days: \$100-149	237	3.2%	112
Spent out of pocket prescr drugs/30 days: \$150+	291	3.9%	121

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 2018 and 2023.



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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	743	10.0%	77
Used last 6 months: cold/sinus/allergy med (nonprescr)	3,746	50.3%	101
Used last 6 months: children`s cough syrup	776	10.4%	89
Used last 6 months: cough syrup/suppressant(nonprescr)	2,352	31.6%	89
Used last 6 months: medicated skin cream/lotion/spray	2,266	30.4%	100
Used last 6 months: nasal spray	1,415	19.0%	107
Used last 6 months: pain relieving rub/liquid/patch	1,576	21.1%	89
Used last 6 months: sleeping aid/snore relief	896	12.0%	102
Used last 6 months: sore throat remedy/cough drops	3,482	46.7%	97
Used last 12 months: sunburn remedy	1,146	15.4%	106
Used last 12 months: suntan/sunscreen product	3,540	47.5%	120
Used last 12 months: SPF 15 suntan/sunscreen product	736	9.9%	124
Used last 12 months: SPF 30-49 suntan/sunscreen prod	1,650	22.1%	133
Used last 12 months: SPF 50+ suntan/sunscreen product	1,235	16.6%	112
Used last 6 months: toothache/gum/canker sore remedy	565	7.6%	77
Used last 6 months: vitamins/nutritional suppl (kids)	976	13.1%	95
Used body wash/shower gel in last 6 months	4,289	57.6%	94
Used breath freshener in last 6 months	2,987	40.1%	97
Used breath freshener in last 6 months: gum	1,736	23.3%	93
Used breath freshener in last 6 months: mints	1,471	19.7%	105
Used breath freshener in last 6 months: thin film	152	2.0%	85
Used breath freshener 8+ times in last 7 days	646	8.7%	89
Used complexion care product in last 6 months	3,685	49.4%	104
Used denture adhesive/fixative in last 6 months	341	4.6%	74
Used denture cleaner in last 6 months	649	8.7%	84
Used facial moisturizer in last 6 months	3,342	44.8%	104
Used personal foot care product in last 6 months	1,363	18.3%	93
Used hair coloring product (at home) last 6 months	1,289	17.3%	93
Used hair conditioning treatment (at home)/6 mo	1,710	22.9%	89
Used hair growth product in last 6 months	200	2.7%	99
Used hair spray (at home) in last 6 months	2,387	32.0%	102
Used hair styling gel/lotion/mousse in last 6 mo	2,626	35.2%	104
Used mouthwash in last 6 months	4,802	64.4%	98
Used mouthwash 8+ times in last 7 days	1,095	14.7%	91
Used whitening toothpaste in last 6 months	2,543	34.1%	106
Used tooth whitener (not toothpaste) in last 6 mo	621	8.3%	84
Used tooth whitener (gel) in last 6 mos	121	1.6%	82
Used tooth whitener (strips) in last 6 months	347	4.7%	90
Visited a day spa in last 6 months	453	6.1%	127
Purchased product at salon/day spa in last 6 mo	420	5.6%	125
Professional srv last 6 months: haircut	5,024	67.4%	111
Professional srv last 6 months: hair color/highlights	1,445	19.4%	121
Professional srv last 6 months: facial	202	2.7%	107
Professional srv last 6 months: massage	692	9.3%	130
Professional srv last 6 months: manicure	1,088	14.6%	118
Professional srv last 6 months: pedicure	1,369	18.4%	122
Spent \$150+ at barber shops in last 6 months	267	3.6%	121
Spent \$150+ at beauty salons in last 6 months	1,106	14.8%	126

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Demographic Summary		2018	2023
Population		73,160	75,759
Population 18+		58,571	61,015
Households		32,204	33,323
Median Household Income		\$72,820	\$81,003

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	13,376	22.8%	112
Typically spend 4-6 hours exercising per week	13,595	23.2%	115
Typically spend 1-3 hours exercising per week	14,271	24.4%	102
Exercise at home 2+ times per week	19,826	33.8%	121
Exercise at club 2+ times per week	10,923	18.6%	129
Exercise at other facility (not club) 2+ times/wk	6,128	10.5%	127
Own elliptical	2,803	4.8%	113
Own stationary bicycle	3,206	5.5%	107
Own treadmill	6,044	10.3%	110
Own weight lifting equipment	8,733	14.9%	121
Presently controlling diet	22,311	38.1%	106
Control diet for blood sugar level	4,429	7.6%	90
Control diet for cholesterol level	4,747	8.1%	100
Control diet to maintain weight	6,934	11.8%	112
Control diet for physical fitness	7,184	12.3%	119
Control diet for salt restriction	1,367	2.3%	86
Control diet for weight loss	7,642	13.0%	104
Used doctor`s care/diet for diet method	1,282	2.2%	83
Used exercise program for diet method	4,459	7.6%	112
Buy foods specifically labeled as fat-free	5,391	9.2%	108
Buy foods specifically labeled as gluten-free	2,933	5.0%	108
Buy foods specifically labeled as high fiber	4,400	7.5%	112
Buy foods specifically labeled as high protein	4,954	8.5%	121
Buy foods specifically labeled as lactose-free	1,763	3.0%	111
Buy foods specifically labeled as low-calorie	5,042	8.6%	110
Buy foods specifically labeled as low-carb	4,236	7.2%	112
Buy foods specifically labeled as low-cholesterol	2,896	4.9%	105
Buy foods specifically labeled as low-fat	4,908	8.4%	109
Buy foods specifically labeled as low-sodium	5,455	9.3%	111
Buy foods specifically labeled as natural/organic	7,768	13.3%	120
Buy foods specifically labeled as sugar-free	5,046	8.6%	103
Used meal/dietary/weight loss supplement last 6 mo	4,723	8.1%	100
Used vitamins/dietary supplements in last 6 months	34,112	58.2%	108
Provide services as a primary caregiver/caretaker	3,407	5.8%	84

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Visited doctor in last 12 months	46,904	80.1%	104
Visited doctor in last 12 months: 1-2 times	13,179	22.5%	94
Visited doctor in last 12 months: 3-5 times	13,920	23.8%	102
Visited doctor in last 12 months: 6+ times	19,807	33.8%	114
Visited doctor in last 12 months: cardiologist	4,500	7.7%	101
Visited doctor in last 12 months: chiropractor	4,821	8.2%	116
Visited doctor in last 12 months: dentist	24,606	42.0%	114
Visited doctor in last 12 months: dermatologist	7,016	12.0%	140
Visited doctor in last 12 months: ear/nose/throat	2,545	4.3%	91
Visited doctor in last 12 months: eye	14,036	24.0%	112
Visited doctor in last 12 months: gastroenterologist	2,855	4.9%	109
Visited doctor in last 12 months: general/family	25,652	43.8%	105
Visited doctor in last 12 months: internist	4,380	7.5%	131
Visited doctor in last 12 months: physical therapist	3,579	6.1%	119
Visited doctor in last 12 months: podiatrist	2,006	3.4%	118
Visited doctor in last 12 months: urologist	2,489	4.2%	119
Visited nurse practitioner in last 12 months	3,496	6.0%	99
Wear regular/sun/tinted prescription eyeglasses	26,195	44.7%	110
Wear bifocals	7,354	12.6%	103
Wear disposable contact lenses	4,308	7.4%	120
Wear soft contact lenses	6,814	11.6%	120
Wear transition lenses	3,741	6.4%	115
Spent on eyeglasses in last 12 months: <\$100	1,537	2.6%	92
Spent on eyeglasses in last 12 months: \$100-\$199	2,861	4.9%	102
Spent on eyeglasses in last 12 months: \$200-\$249	1,629	2.8%	97
Spent on eyeglasses in last 12 months: \$250+	6,246	10.7%	111
Spent on contact lenses in last 12 months: <\$100	1,258	2.1%	110
Spent on contact lenses in last 12 months: \$100-\$199	2,290	3.9%	110
Spent on contact lenses in last 12 months: \$200+	3,063	5.2%	132
Bought prescription eyewear: discount optical ctr	5,556	9.5%	108
Bought prescription eyewear: private eye doctor	15,450	26.4%	108
Bought prescription eyewear: retail optical chain	8,280	14.1%	112
Bought prescription eyewear: online	2,169	3.7%	123
Used prescription drug for allergy/hay fever	3,499	6.0%	105
Used prescription drug for anxiety/panic	2,660	4.5%	97
Used prescription drug for arthritis/osteoarthritis	1,997	3.4%	105
Used prescription drug for rheumatoid arthritis	1,365	2.3%	88
Used prescription drug for asthma	2,343	4.0%	97
Used prescription drug for backache/back pain	4,282	7.3%	94
Used prescription drug for depression	3,741	6.4%	101
Used prescription drug for diabetes (insulin dependent)	1,042	1.8%	86
Used prescription drug for diabetes (non-insulin depend)	2,198	3.8%	95
Used prescription drug for heartburn/acid reflux	3,454	5.9%	99
Used prescription drug for high blood pressure	8,162	13.9%	105
Used prescription drug for high cholesterol	5,513	9.4%	104
Used prescription drug for migraine headache	1,744	3.0%	96
Used prescription drug for sinus congestion/headache	2,372	4.0%	104
Used prescription drug for urinary tract infection	1,584	2.7%	102
Filled prescription last 12 months: discount/dept store	1,982	3.4%	99
Filled prescription last 12 months: drug store/pharmacy	21,745	37.1%	101
Filled prescription last 12 months: supermarket	4,967	8.5%	113
Filled prescription last 12 months: mail order	5,421	9.3%	121
Spent out of pocket prescr drugs/30 days: <\$10	4,073	7.0%	109
Spent out of pocket prescr drugs/30 days: \$10-19	5,432	9.3%	111
Spent out of pocket prescr drugs/30 days: \$20-29	3,312	5.7%	93
Spent out of pocket prescr drugs/30 days: \$30-49	4,399	7.5%	115
Spent out of pocket prescr drugs/30 days: \$50-99	3,716	6.3%	104
Spent out of pocket prescr drugs/30 days: \$100-149	1,917	3.3%	115
Spent out of pocket prescr drugs/30 days: \$150+	2,031	3.5%	108

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	6,194	10.6%	82
Used last 6 months: cold/sinus/allergy med (nonprescr)	28,616	48.9%	98
Used last 6 months: children`s cough syrup	5,771	9.9%	84
Used last 6 months: cough syrup/suppressant(nonprescr)	18,453	31.5%	89
Used last 6 months: medicated skin cream/lotion/spray	18,138	31.0%	102
Used last 6 months: nasal spray	11,174	19.1%	107
Used last 6 months: pain relieving rub/liquid/patch	12,457	21.3%	89
Used last 6 months: sleeping aid/snore relief	7,114	12.1%	103
Used last 6 months: sore throat remedy/cough drops	26,517	45.3%	94
Used last 12 months: sunburn remedy	8,213	14.0%	97
Used last 12 months: suntan/sunscreen product	27,357	46.7%	118
Used last 12 months: SPF 15 suntan/sunscreen product	5,615	9.6%	120
Used last 12 months: SPF 30-49 suntan/sunscreen prod	12,783	21.8%	131
Used last 12 months: SPF 50+ suntan/sunscreen product	10,070	17.2%	116
Used last 6 months: toothache/gum/canker sore remedy	4,373	7.5%	76
Used last 6 months: vitamins/nutritional suppl (kids)	7,677	13.1%	95
Used body wash/shower gel in last 6 months	33,420	57.1%	93
Used breath freshener in last 6 months	22,954	39.2%	95
Used breath freshener in last 6 months: gum	13,528	23.1%	92
Used breath freshener in last 6 months: mints	10,998	18.8%	100
Used breath freshener in last 6 months: thin film	1,183	2.0%	84
Used breath freshener 8+ times in last 7 days	5,412	9.2%	95
Used complexion care product in last 6 months	29,253	49.9%	105
Used denture adhesive/fixative in last 6 months	2,474	4.2%	68
Used denture cleaner in last 6 months	4,740	8.1%	78
Used facial moisturizer in last 6 months	26,747	45.7%	106
Used personal foot care product in last 6 months	10,499	17.9%	91
Used hair coloring product (at home) last 6 months	9,489	16.2%	87
Used hair conditioning treatment (at home)/6 mo	13,563	23.2%	90
Used hair growth product in last 6 months	1,618	2.8%	102
Used hair spray (at home) in last 6 months	18,459	31.5%	100
Used hair styling gel/lotion/mousse in last 6 mo	20,548	35.1%	104
Used mouthwash in last 6 months	37,197	63.5%	97
Used mouthwash 8+ times in last 7 days	8,468	14.5%	89
Used whitening toothpaste in last 6 months	20,429	34.9%	108
Used tooth whitener (not toothpaste) in last 6 mo	5,549	9.5%	96
Used tooth whitener (gel) in last 6 mos	939	1.6%	81
Used tooth whitener (strips) in last 6 months	3,010	5.1%	99
Visited a day spa in last 6 months	3,736	6.4%	134
Purchased product at salon/day spa in last 6 mo	3,442	5.9%	130
Professional srv last 6 months: haircut	39,084	66.7%	109
Professional srv last 6 months: hair color/highlights	11,468	19.6%	122
Professional srv last 6 months: facial	1,634	2.8%	110
Professional srv last 6 months: massage	5,838	10.0%	140
Professional srv last 6 months: manicure	8,131	13.9%	112
Professional srv last 6 months: pedicure	10,567	18.0%	119
Spent \$150+ at barber shops in last 6 months	2,134	3.6%	123
Spent \$150+ at beauty salons in last 6 months	9,183	15.7%	133

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Demographic Summary		2018	2023
Population		188,613	195,754
Population 18+		149,176	155,737
Households		81,115	84,033
Median Household Income		\$75,828	\$83,533

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	33,851	22.7%	112
Typically spend 4-6 hours exercising per week	34,738	23.3%	116
Typically spend 1-3 hours exercising per week	36,762	24.6%	104
Exercise at home 2+ times per week	50,395	33.8%	121
Exercise at club 2+ times per week	28,158	18.9%	131
Exercise at other facility (not club) 2+ times/wk	15,287	10.2%	124
Own elliptical	7,632	5.1%	121
Own stationary bicycle	8,597	5.8%	113
Own treadmill	16,240	10.9%	116
Own weight lifting equipment	23,210	15.6%	126
Presently controlling diet	56,820	38.1%	106
Control diet for blood sugar level	11,009	7.4%	88
Control diet for cholesterol level	11,816	7.9%	97
Control diet to maintain weight	17,609	11.8%	112
Control diet for physical fitness	18,500	12.4%	120
Control diet for salt restriction	3,502	2.3%	86
Control diet for weight loss	20,081	13.5%	107
Used doctor`s care/diet for diet method	3,255	2.2%	83
Used exercise program for diet method	11,529	7.7%	113
Buy foods specifically labeled as fat-free	13,649	9.1%	107
Buy foods specifically labeled as gluten-free	7,440	5.0%	108
Buy foods specifically labeled as high fiber	11,232	7.5%	112
Buy foods specifically labeled as high protein	12,309	8.3%	118
Buy foods specifically labeled as lactose-free	4,338	2.9%	107
Buy foods specifically labeled as low-calorie	12,896	8.6%	110
Buy foods specifically labeled as low-carb	10,587	7.1%	110
Buy foods specifically labeled as low-cholesterol	7,110	4.8%	102
Buy foods specifically labeled as low-fat	12,319	8.3%	107
Buy foods specifically labeled as low-sodium	13,360	9.0%	107
Buy foods specifically labeled as natural/organic	20,192	13.5%	122
Buy foods specifically labeled as sugar-free	12,941	8.7%	104
Used meal/dietary/weight loss supplement last 6 mo	11,951	8.0%	100
Used vitamins/dietary supplements in last 6 months	86,303	57.9%	107
Provide services as a primary caregiver/caretaker	8,782	5.9%	85

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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	119,421	80.1%	104
Visited doctor in last 12 months: 1-2 times	33,465	22.4%	94
Visited doctor in last 12 months: 3-5 times	36,113	24.2%	103
Visited doctor in last 12 months: 6+ times	49,849	33.4%	113
Visited doctor in last 12 months: cardiologist	11,275	7.6%	99
Visited doctor in last 12 months: chiropractor	12,287	8.2%	116
Visited doctor in last 12 months: dentist	62,641	42.0%	114
Visited doctor in last 12 months: dermatologist	17,563	11.8%	137
Visited doctor in last 12 months: ear/nose/throat	6,945	4.7%	98
Visited doctor in last 12 months: eye	35,030	23.5%	109
Visited doctor in last 12 months: gastroenterologist	7,012	4.7%	105
Visited doctor in last 12 months: general/family	65,407	43.8%	105
Visited doctor in last 12 months: internist	11,268	7.6%	133
Visited doctor in last 12 months: physical therapist	9,142	6.1%	120
Visited doctor in last 12 months: podiatrist	4,882	3.3%	113
Visited doctor in last 12 months: urologist	6,073	4.1%	114
Visited nurse practitioner in last 12 months	8,553	5.7%	95
Wear regular/sun/tinted prescription eyeglasses	65,979	44.2%	109
Wear bifocals	18,486	12.4%	101
Wear disposable contact lenses	10,956	7.3%	120
Wear soft contact lenses	17,494	11.7%	121
Wear transition lenses	9,226	6.2%	112
Spent on eyeglasses in last 12 months: <\$100	3,913	2.6%	92
Spent on eyeglasses in last 12 months: \$100-\$199	7,080	4.7%	100
Spent on eyeglasses in last 12 months: \$200-\$249	4,291	2.9%	100
Spent on eyeglasses in last 12 months: \$250+	16,026	10.7%	112
Spent on contact lenses in last 12 months: <\$100	3,111	2.1%	107
Spent on contact lenses in last 12 months: \$100-\$199	5,984	4.0%	112
Spent on contact lenses in last 12 months: \$200+	7,613	5.1%	129
Bought prescription eyewear: discount optical ctr	13,927	9.3%	106
Bought prescription eyewear: private eye doctor	38,574	25.9%	106
Bought prescription eyewear: retail optical chain	21,436	14.4%	114
Bought prescription eyewear: online	5,446	3.7%	121
Used prescription drug for allergy/hay fever	9,015	6.0%	107
Used prescription drug for anxiety/panic	6,637	4.4%	95
Used prescription drug for arthritis/osteoarthritis	4,715	3.2%	97
Used prescription drug for rheumatoid arthritis	3,558	2.4%	90
Used prescription drug for asthma	5,765	3.9%	94
Used prescription drug for backache/back pain	10,462	7.0%	90
Used prescription drug for depression	9,287	6.2%	99
Used prescription drug for diabetes (insulin dependent)	2,643	1.8%	86
Used prescription drug for diabetes (non-insulin depend)	5,507	3.7%	93
Used prescription drug for heartburn/acid reflux	8,711	5.8%	98
Used prescription drug for high blood pressure	20,140	13.5%	102
Used prescription drug for high cholesterol	13,885	9.3%	102
Used prescription drug for migraine headache	4,385	2.9%	95
Used prescription drug for sinus congestion/headache	5,927	4.0%	102
Used prescription drug for urinary tract infection	4,061	2.7%	103
Filled prescription last 12 months: discount/dept store	4,898	3.3%	96
Filled prescription last 12 months: drug store/pharmacy	55,591	37.3%	102
Filled prescription last 12 months: supermarket	12,715	8.5%	114
Filled prescription last 12 months: mail order	13,643	9.1%	120
Spent out of pocket prescr drugs/30 days: <\$10	10,031	6.7%	105
Spent out of pocket prescr drugs/30 days: \$10-19	13,692	9.2%	110
Spent out of pocket prescr drugs/30 days: \$20-29	8,889	6.0%	98
Spent out of pocket prescr drugs/30 days: \$30-49	11,102	7.4%	113
Spent out of pocket prescr drugs/30 days: \$50-99	9,334	6.3%	102
Spent out of pocket prescr drugs/30 days: \$100-149	4,823	3.2%	114
Spent out of pocket prescr drugs/30 days: \$150+	5,046	3.4%	105

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Health and Beauty Market Potential

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

Prepared by Charlotte Hollkamp
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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: children`s cold tablets/liquids	17,307	11.6%	90
Used last 6 months: cold/sinus/allergy med (nonprescr)	73,319	49.1%	99
Used last 6 months: children`s cough syrup	15,650	10.5%	89
Used last 6 months: cough syrup/suppressant(nonprescr)	47,132	31.6%	89
Used last 6 months: medicated skin cream/lotion/spray	46,437	31.1%	102
Used last 6 months: nasal spray	27,901	18.7%	105
Used last 6 months: pain relieving rub/liquid/patch	32,234	21.6%	91
Used last 6 months: sleeping aid/snore relief	17,992	12.1%	102
Used last 6 months: sore throat remedy/cough drops	68,052	45.6%	95
Used last 12 months: sunburn remedy	21,254	14.2%	99
Used last 12 months: suntan/sunscreen product	70,150	47.0%	119
Used last 12 months: SPF 15 suntan/sunscreen product	14,435	9.7%	121
Used last 12 months: SPF 30-49 suntan/sunscreen prod	32,679	21.9%	132
Used last 12 months: SPF 50+ suntan/sunscreen product	26,258	17.6%	119
Used last 6 months: toothache/gum/canker sore remedy	11,115	7.5%	76
Used last 6 months: vitamins/nutritional suppl (kids)	20,511	13.7%	100
Used body wash/shower gel in last 6 months	85,847	57.5%	94
Used breath freshener in last 6 months	58,829	39.4%	95
Used breath freshener in last 6 months: gum	34,952	23.4%	94
Used breath freshener in last 6 months: mints	28,014	18.8%	100
Used breath freshener in last 6 months: thin film	3,220	2.2%	90
Used breath freshener 8+ times in last 7 days	14,084	9.4%	97
Used complexion care product in last 6 months	74,515	50.0%	105
Used denture adhesive/fixative in last 6 months	6,026	4.0%	65
Used denture cleaner in last 6 months	11,804	7.9%	76
Used facial moisturizer in last 6 months	68,626	46.0%	107
Used personal foot care product in last 6 months	26,753	17.9%	91
Used hair coloring product (at home) last 6 months	24,519	16.4%	89
Used hair conditioning treatment (at home)/6 mo	34,916	23.4%	90
Used hair growth product in last 6 months	4,000	2.7%	99
Used hair spray (at home) in last 6 months	47,273	31.7%	101
Used hair styling gel/lotion/mousse in last 6 mo	52,450	35.2%	104
Used mouthwash in last 6 months	94,786	63.5%	97
Used mouthwash 8+ times in last 7 days	21,835	14.6%	90
Used whitening toothpaste in last 6 months	52,590	35.3%	109
Used tooth whitener (not toothpaste) in last 6 mo	14,436	9.7%	98
Used tooth whitener (gel) in last 6 mos	2,425	1.6%	82
Used tooth whitener (strips) in last 6 months	7,823	5.2%	101
Visited a day spa in last 6 months	9,486	6.4%	133
Purchased product at salon/day spa in last 6 mo	8,655	5.8%	129
Professional srv last 6 months: haircut	99,615	66.8%	109
Professional srv last 6 months: hair color/highlights	29,397	19.7%	123
Professional srv last 6 months: facial	4,426	3.0%	117
Professional srv last 6 months: massage	14,779	9.9%	139
Professional srv last 6 months: manicure	20,953	14.0%	114
Professional srv last 6 months: pedicure	27,060	18.1%	120
Spent \$150+ at barber shops in last 6 months	5,244	3.5%	119
Spent \$150+ at beauty salons in last 6 months	24,160	16.2%	137

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