



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		2018	2023
Population		4,280	4,600
Population 18+		3,116	3,353
Households		1,858	2,005
Median Household Income		\$100,529	\$105,676
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	697	22.4%	110
Typically spend 4-6 hours exercising per week	788	25.3%	125
Typically spend 1-3 hours exercising per week	777	24.9%	105
Exercise at home 2+ times per week	1,059	34.0%	122
Exercise at club 2+ times per week	652	20.9%	145
Exercise at other facility (not club) 2+ times/wk	343	11.0%	133
Own elliptical	218	7.0%	166
Own stationary bicycle	157	5.0%	99
Own treadmill	381	12.2%	130
Own weight lifting equipment	534	17.1%	139
Presently controlling diet	1,230	39.5%	110
Control diet for blood sugar level	217	7.0%	83
Control diet for cholesterol level	225	7.2%	89
Control diet to maintain weight	358	11.5%	109
Control diet for physical fitness	412	13.2%	128
Control diet for salt restriction	74	2.4%	87
Control diet for weight loss	537	17.2%	137
Used doctor`s care/diet for diet method	71	2.3%	86
Used exercise program for diet method	291	9.3%	137
Buy foods specifically labeled as fat-free	283	9.1%	106
Buy foods specifically labeled as gluten-free	139	4.5%	96
Buy foods specifically labeled as high fiber	229	7.3%	110
Buy foods specifically labeled as high protein	278	8.9%	128
Buy foods specifically labeled as lactose-free	82	2.6%	97
Buy foods specifically labeled as low-calorie	303	9.7%	124
Buy foods specifically labeled as low-carb	265	8.5%	131
Buy foods specifically labeled as low-cholesterol	131	4.2%	90
Buy foods specifically labeled as low-fat	255	8.2%	106
Buy foods specifically labeled as low-sodium	276	8.9%	106
Buy foods specifically labeled as natural/organic	450	14.4%	131
Buy foods specifically labeled as sugar-free	294	9.4%	113
Used meal/dietary/weight loss supplement last 6 mo	253	8.1%	101
Used vitamins/dietary supplements in last 6 months	1,706	54.7%	101
Provide services as a primary caregiver/caretaker	163	5.2%	76

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
Visited doctor in last 12 months	2,548	81.8%	106
Visited doctor in last 12 months: 1-2 times	773	24.8%	104
Visited doctor in last 12 months: 3-5 times	798	25.6%	109
Visited doctor in last 12 months: 6+ times	978	31.4%	106
Visited doctor in last 12 months: cardiologist	163	5.2%	69
Visited doctor in last 12 months: chiropractor	256	8.2%	116
Visited doctor in last 12 months: dentist	1,293	41.5%	112
Visited doctor in last 12 months: dermatologist	347	11.1%	130
Visited doctor in last 12 months: ear/nose/throat	113	3.6%	76
Visited doctor in last 12 months: eye	649	20.8%	97
Visited doctor in last 12 months: gastroenterologist	111	3.6%	80
Visited doctor in last 12 months: general/family	1,423	45.7%	109
Visited doctor in last 12 months: internist	211	6.8%	119
Visited doctor in last 12 months: physical therapist	164	5.3%	103
Visited doctor in last 12 months: podiatrist	67	2.2%	74
Visited doctor in last 12 months: urologist	87	2.8%	78
Visited nurse practitioner in last 12 months	167	5.4%	89
Wear regular/sun/tinted prescription eyeglasses	1,259	40.4%	99
Wear bifocals	285	9.1%	75
Wear disposable contact lenses	263	8.4%	138
Wear soft contact lenses	451	14.5%	150
Wear transition lenses	133	4.3%	77
Spent on eyeglasses in last 12 months: <\$100	45	1.4%	51
Spent on eyeglasses in last 12 months: \$100-\$199	153	4.9%	103
Spent on eyeglasses in last 12 months: \$200-\$249	95	3.0%	106
Spent on eyeglasses in last 12 months: \$250+	328	10.5%	110
Spent on contact lenses in last 12 months: <\$100	60	1.9%	99
Spent on contact lenses in last 12 months: \$100-\$199	169	5.4%	152
Spent on contact lenses in last 12 months: \$200+	191	6.1%	155
Bought prescription eyewear: discount optical ctr	265	8.5%	97
Bought prescription eyewear: private eye doctor	744	23.9%	98
Bought prescription eyewear: retail optical chain	452	14.5%	115
Bought prescription eyewear: online	120	3.9%	128
Used prescription drug for allergy/hay fever	206	6.6%	117
Used prescription drug for anxiety/panic	146	4.7%	100
Used prescription drug for arthritis/osteoarthritis	61	2.0%	60
Used prescription drug for rheumatoid arthritis	52	1.7%	63
Used prescription drug for asthma	104	3.3%	81
Used prescription drug for backache/back pain	178	5.7%	73
Used prescription drug for depression	148	4.7%	75
Used prescription drug for diabetes (insulin dependent)	43	1.4%	67
Used prescription drug for diabetes (non-insulin depend)	104	3.3%	84
Used prescription drug for heartburn/acid reflux	159	5.1%	86
Used prescription drug for high blood pressure	344	11.0%	83
Used prescription drug for high cholesterol	209	6.7%	74
Used prescription drug for migraine headache	81	2.6%	84
Used prescription drug for sinus congestion/headache	128	4.1%	105
Used prescription drug for urinary tract infection	90	2.9%	109
Filled prescription last 12 months: discount/dept store	112	3.6%	105
Filled prescription last 12 months: drug store/pharmacy	1,081	34.7%	95
Filled prescription last 12 months: supermarket	276	8.9%	118
Filled prescription last 12 months: mail order	235	7.5%	99
Spent out of pocket prescr drugs/30 days: <\$10	196	6.3%	99
Spent out of pocket prescr drugs/30 days: \$10-19	288	9.2%	111
Spent out of pocket prescr drugs/30 days: \$20-29	183	5.9%	96
Spent out of pocket prescr drugs/30 days: \$30-49	201	6.5%	98
Spent out of pocket prescr drugs/30 days: \$50-99	176	5.6%	92
Spent out of pocket prescr drugs/30 days: \$100-149	71	2.3%	80
Spent out of pocket prescr drugs/30 days: \$150+	86	2.8%	86

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	
Used last 6 months: children`s cold tablets/liquids	498	16.0%	124
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,593	51.1%	103
Used last 6 months: children`s cough syrup	422	13.5%	115
Used last 6 months: cough syrup/suppressant(nonprescr)	995	31.9%	90
Used last 6 months: medicated skin cream/lotion/spray	865	27.8%	91
Used last 6 months: nasal spray	526	16.9%	95
Used last 6 months: pain relieving rub/liquid/patch	655	21.0%	88
Used last 6 months: sleeping aid/snore relief	339	10.9%	92
Used last 6 months: sore throat remedy/cough drops	1,428	45.8%	95
Used last 12 months: sunburn remedy	503	16.1%	112
Used last 12 months: suntan/sunscreen product	1,528	49.0%	124
Used last 12 months: SPF 15 suntan/sunscreen product	324	10.4%	130
Used last 12 months: SPF 30-49 suntan/sunscreen prod	640	20.5%	123
Used last 12 months: SPF 50+ suntan/sunscreen product	622	20.0%	135
Used last 6 months: toothache/gum/canker sore remedy	221	7.1%	72
Used last 6 months: vitamins/nutritional suppl (kids)	556	17.8%	130
Used body wash/shower gel in last 6 months	1,891	60.7%	99
Used breath freshener in last 6 months	1,366	43.8%	106
Used breath freshener in last 6 months: gum	893	28.7%	115
Used breath freshener in last 6 months: mints	604	19.4%	103
Used breath freshener in last 6 months: thin film	77	2.5%	103
Used breath freshener 8+ times in last 7 days	334	10.7%	110
Used complexion care product in last 6 months	1,649	52.9%	112
Used denture adhesive/fixative in last 6 months	93	3.0%	48
Used denture cleaner in last 6 months	205	6.6%	63
Used facial moisturizer in last 6 months	1,579	50.7%	117
Used personal foot care product in last 6 months	507	16.3%	82
Used hair coloring product (at home) last 6 months	524	16.8%	91
Used hair conditioning treatment (at home)/6 mo	791	25.4%	98
Used hair growth product in last 6 months	81	2.6%	96
Used hair spray (at home) in last 6 months	1,060	34.0%	108
Used hair styling gel/lotion/mousse in last 6 mo	1,190	38.2%	113
Used mouthwash in last 6 months	1,957	62.8%	95
Used mouthwash 8+ times in last 7 days	425	13.6%	84
Used whitening toothpaste in last 6 months	1,158	37.2%	115
Used tooth whitener (not toothpaste) in last 6 mo	299	9.6%	97
Used tooth whitener (gel) in last 6 mos	53	1.7%	86
Used tooth whitener (strips) in last 6 months	140	4.5%	87
Visited a day spa in last 6 months	188	6.0%	126
Purchased product at salon/day spa in last 6 mo	191	6.1%	136
Professional srv last 6 months: haircut	2,040	65.5%	107
Professional srv last 6 months: hair color/highlights	644	20.7%	129
Professional srv last 6 months: facial	118	3.8%	149
Professional srv last 6 months: massage	356	11.4%	160
Professional srv last 6 months: manicure	506	16.2%	132
Professional srv last 6 months: pedicure	694	22.3%	147
Spent \$150+ at barber shops in last 6 months	108	3.5%	117
Spent \$150+ at beauty salons in last 6 months	599	19.2%	163

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Demographic Summary		2018	2023
Population		45,553	48,000
Population 18+		33,931	36,133
Households		17,438	18,416
Median Household Income		\$88,482	\$96,236
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	7,771	22.9%	113
Typically spend 4-6 hours exercising per week	8,355	24.6%	122
Typically spend 1-3 hours exercising per week	8,474	25.0%	105
Exercise at home 2+ times per week	11,678	34.4%	123
Exercise at club 2+ times per week	7,006	20.6%	143
Exercise at other facility (not club) 2+ times/wk	3,464	10.2%	124
Own elliptical	2,117	6.2%	148
Own stationary bicycle	2,138	6.3%	123
Own treadmill	4,328	12.8%	136
Own weight lifting equipment	5,881	17.3%	141
Presently controlling diet	13,476	39.7%	110
Control diet for blood sugar level	2,347	6.9%	82
Control diet for cholesterol level	2,699	8.0%	98
Control diet to maintain weight	4,092	12.1%	114
Control diet for physical fitness	4,549	13.4%	130
Control diet for salt restriction	762	2.2%	83
Control diet for weight loss	5,347	15.8%	125
Used doctor`s care/diet for diet method	748	2.2%	83
Used exercise program for diet method	2,885	8.5%	125
Buy foods specifically labeled as fat-free	3,196	9.4%	110
Buy foods specifically labeled as gluten-free	1,789	5.3%	114
Buy foods specifically labeled as high fiber	2,627	7.7%	116
Buy foods specifically labeled as high protein	2,900	8.5%	123
Buy foods specifically labeled as lactose-free	890	2.6%	96
Buy foods specifically labeled as low-calorie	3,215	9.5%	121
Buy foods specifically labeled as low-carb	2,585	7.6%	118
Buy foods specifically labeled as low-cholesterol	1,619	4.8%	102
Buy foods specifically labeled as low-fat	2,916	8.6%	112
Buy foods specifically labeled as low-sodium	2,943	8.7%	103
Buy foods specifically labeled as natural/organic	5,037	14.8%	134
Buy foods specifically labeled as sugar-free	3,018	8.9%	106
Used meal/dietary/weight loss supplement last 6 mo	2,736	8.1%	100
Used vitamins/dietary supplements in last 6 months	19,615	57.8%	107
Provide services as a primary caregiver/caretaker	1,949	5.7%	83

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Visited doctor in last 12 months	27,451	80.9%	105
Visited doctor in last 12 months: 1-2 times	7,687	22.7%	95
Visited doctor in last 12 months: 3-5 times	8,564	25.2%	108
Visited doctor in last 12 months: 6+ times	11,203	33.0%	111
Visited doctor in last 12 months: cardiologist	2,418	7.1%	93
Visited doctor in last 12 months: chiropractor	2,872	8.5%	119
Visited doctor in last 12 months: dentist	14,702	43.3%	117
Visited doctor in last 12 months: dermatologist	4,009	11.8%	138
Visited doctor in last 12 months: ear/nose/throat	1,727	5.1%	107
Visited doctor in last 12 months: eye	7,814	23.0%	107
Visited doctor in last 12 months: gastroenterologist	1,557	4.6%	103
Visited doctor in last 12 months: general/family	15,039	44.3%	106
Visited doctor in last 12 months: internist	2,699	8.0%	140
Visited doctor in last 12 months: physical therapist	2,094	6.2%	121
Visited doctor in last 12 months: podiatrist	994	2.9%	101
Visited doctor in last 12 months: urologist	1,337	3.9%	110
Visited nurse practitioner in last 12 months	1,822	5.4%	89
Wear regular/sun/tinted prescription eyeglasses	14,591	43.0%	106
Wear bifocals	3,856	11.4%	93
Wear disposable contact lenses	2,607	7.7%	126
Wear soft contact lenses	4,199	12.4%	128
Wear transition lenses	2,003	5.9%	107
Spent on eyeglasses in last 12 months: <\$100	731	2.2%	75
Spent on eyeglasses in last 12 months: \$100-\$199	1,597	4.7%	99
Spent on eyeglasses in last 12 months: \$200-\$249	1,102	3.2%	113
Spent on eyeglasses in last 12 months: \$250+	3,842	11.3%	118
Spent on contact lenses in last 12 months: <\$100	687	2.0%	104
Spent on contact lenses in last 12 months: \$100-\$199	1,491	4.4%	123
Spent on contact lenses in last 12 months: \$200+	1,852	5.5%	138
Bought prescription eyewear: discount optical ctr	3,150	9.3%	105
Bought prescription eyewear: private eye doctor	8,404	24.8%	102
Bought prescription eyewear: retail optical chain	5,097	15.0%	119
Bought prescription eyewear: online	1,280	3.8%	125
Used prescription drug for allergy/hay fever	2,204	6.5%	115
Used prescription drug for anxiety/panic	1,510	4.5%	95
Used prescription drug for arthritis/osteoarthritis	857	2.5%	78
Used prescription drug for rheumatoid arthritis	699	2.1%	78
Used prescription drug for asthma	1,237	3.6%	88
Used prescription drug for backache/back pain	2,222	6.5%	84
Used prescription drug for depression	1,824	5.4%	85
Used prescription drug for diabetes (insulin dependent)	529	1.6%	75
Used prescription drug for diabetes (non-insulin depend)	1,181	3.5%	88
Used prescription drug for heartburn/acid reflux	1,814	5.3%	90
Used prescription drug for high blood pressure	4,225	12.5%	94
Used prescription drug for high cholesterol	2,956	8.7%	96
Used prescription drug for migraine headache	1,015	3.0%	96
Used prescription drug for sinus congestion/headache	1,386	4.1%	105
Used prescription drug for urinary tract infection	895	2.6%	100
Filled prescription last 12 months: discount/dept store	1,093	3.2%	94
Filled prescription last 12 months: drug store/pharmacy	12,530	36.9%	101
Filled prescription last 12 months: supermarket	3,009	8.9%	118
Filled prescription last 12 months: mail order	3,021	8.9%	116
Spent out of pocket prescr drugs/30 days: <\$10	2,152	6.3%	99
Spent out of pocket prescr drugs/30 days: \$10-19	3,044	9.0%	108
Spent out of pocket prescr drugs/30 days: \$20-29	2,198	6.5%	106
Spent out of pocket prescr drugs/30 days: \$30-49	2,407	7.1%	108
Spent out of pocket prescr drugs/30 days: \$50-99	2,035	6.0%	98
Spent out of pocket prescr drugs/30 days: \$100-149	1,090	3.2%	113
Spent out of pocket prescr drugs/30 days: \$150+	1,169	3.4%	107

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	4,564	13.5%	104
Used last 6 months: cold/sinus/allergy med (nonprescr)	16,903	49.8%	100
Used last 6 months: children`s cough syrup	4,154	12.2%	104
Used last 6 months: cough syrup/suppressant(nonprescr)	11,058	32.6%	92
Used last 6 months: medicated skin cream/lotion/spray	10,327	30.4%	100
Used last 6 months: nasal spray	6,235	18.4%	103
Used last 6 months: pain relieving rub/liquid/patch	7,373	21.7%	91
Used last 6 months: sleeping aid/snore relief	3,889	11.5%	97
Used last 6 months: sore throat remedy/cough drops	15,591	45.9%	95
Used last 12 months: sunburn remedy	5,167	15.2%	105
Used last 12 months: suntan/sunscreen product	16,829	49.6%	125
Used last 12 months: SPF 15 suntan/sunscreen product	3,642	10.7%	134
Used last 12 months: SPF 30-49 suntan/sunscreen prod	7,653	22.6%	136
Used last 12 months: SPF 50+ suntan/sunscreen product	6,493	19.1%	129
Used last 6 months: toothache/gum/canker sore remedy	2,539	7.5%	76
Used last 6 months: vitamins/nutritional suppl (kids)	5,397	15.9%	116
Used body wash/shower gel in last 6 months	19,797	58.3%	95
Used breath freshener in last 6 months	13,720	40.4%	98
Used breath freshener in last 6 months: gum	8,434	24.9%	99
Used breath freshener in last 6 months: mints	6,623	19.5%	104
Used breath freshener in last 6 months: thin film	711	2.1%	87
Used breath freshener 8+ times in last 7 days	3,323	9.8%	101
Used complexion care product in last 6 months	17,314	51.0%	108
Used denture adhesive/fixative in last 6 months	1,110	3.3%	53
Used denture cleaner in last 6 months	2,375	7.0%	67
Used facial moisturizer in last 6 months	16,298	48.0%	111
Used personal foot care product in last 6 months	5,946	17.5%	89
Used hair coloring product (at home) last 6 months	5,833	17.2%	93
Used hair conditioning treatment (at home)/6 mo	7,996	23.6%	91
Used hair growth product in last 6 months	953	2.8%	103
Used hair spray (at home) in last 6 months	10,887	32.1%	102
Used hair styling gel/lotion/mousse in last 6 mo	12,248	36.1%	107
Used mouthwash in last 6 months	21,678	63.9%	97
Used mouthwash 8+ times in last 7 days	4,831	14.2%	88
Used whitening toothpaste in last 6 months	12,288	36.2%	112
Used tooth whitener (not toothpaste) in last 6 mo	3,302	9.7%	98
Used tooth whitener (gel) in last 6 mos	535	1.6%	80
Used tooth whitener (strips) in last 6 months	1,785	5.3%	102
Visited a day spa in last 6 months	2,246	6.6%	139
Purchased product at salon/day spa in last 6 mo	2,052	6.0%	134
Professional srv last 6 months: haircut	22,954	67.6%	111
Professional srv last 6 months: hair color/highlights	7,079	20.9%	130
Professional srv last 6 months: facial	1,210	3.6%	140
Professional srv last 6 months: massage	3,466	10.2%	143
Professional srv last 6 months: manicure	5,383	15.9%	129
Professional srv last 6 months: pedicure	6,831	20.1%	133
Spent \$150+ at barber shops in last 6 months	1,220	3.6%	122
Spent \$150+ at beauty salons in last 6 months	6,198	18.3%	155

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Demographic Summary		2018	2023
Population		121,103	128,090
Population 18+		92,474	98,642
Households		47,790	50,483
Median Household Income		\$87,476	\$95,495
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 7+ hours exercising per week	21,087	22.8%	112
Typically spend 4-6 hours exercising per week	22,325	24.1%	120
Typically spend 1-3 hours exercising per week	22,903	24.8%	104
Exercise at home 2+ times per week	31,990	34.6%	124
Exercise at club 2+ times per week	18,425	19.9%	138
Exercise at other facility (not club) 2+ times/wk	9,513	10.3%	125
Own elliptical	5,531	6.0%	142
Own stationary bicycle	5,786	6.3%	122
Own treadmill	11,378	12.3%	131
Own weight lifting equipment	15,607	16.9%	137
Presently controlling diet	36,065	39.0%	108
Control diet for blood sugar level	6,707	7.3%	86
Control diet for cholesterol level	7,459	8.1%	99
Control diet to maintain weight	11,291	12.2%	115
Control diet for physical fitness	11,869	12.8%	124
Control diet for salt restriction	2,089	2.3%	83
Control diet for weight loss	13,485	14.6%	116
Used doctor`s care/diet for diet method	1,964	2.1%	80
Used exercise program for diet method	7,486	8.1%	119
Buy foods specifically labeled as fat-free	8,534	9.2%	108
Buy foods specifically labeled as gluten-free	4,718	5.1%	110
Buy foods specifically labeled as high fiber	6,944	7.5%	112
Buy foods specifically labeled as high protein	7,739	8.4%	120
Buy foods specifically labeled as lactose-free	2,408	2.6%	96
Buy foods specifically labeled as low-calorie	8,309	9.0%	115
Buy foods specifically labeled as low-carb	6,878	7.4%	115
Buy foods specifically labeled as low-cholesterol	4,421	4.8%	102
Buy foods specifically labeled as low-fat	7,782	8.4%	109
Buy foods specifically labeled as low-sodium	8,213	8.9%	106
Buy foods specifically labeled as natural/organic	12,901	14.0%	126
Buy foods specifically labeled as sugar-free	7,965	8.6%	103
Used meal/dietary/weight loss supplement last 6 mo	7,285	7.9%	98
Used vitamins/dietary supplements in last 6 months	54,028	58.4%	108
Provide services as a primary caregiver/caretaker	5,388	5.8%	84

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July 16, 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		MPI
	Adults	Percent	
Visited doctor in last 12 months	75,031	81.1%	106
Visited doctor in last 12 months: 1-2 times	20,885	22.6%	95
Visited doctor in last 12 months: 3-5 times	23,039	24.9%	106
Visited doctor in last 12 months: 6+ times	31,111	33.6%	113
Visited doctor in last 12 months: cardiologist	6,856	7.4%	97
Visited doctor in last 12 months: chiropractor	7,683	8.3%	117
Visited doctor in last 12 months: dentist	40,339	43.6%	118
Visited doctor in last 12 months: dermatologist	11,001	11.9%	139
Visited doctor in last 12 months: ear/nose/throat	4,415	4.8%	100
Visited doctor in last 12 months: eye	21,845	23.6%	110
Visited doctor in last 12 months: gastroenterologist	4,471	4.8%	108
Visited doctor in last 12 months: general/family	41,698	45.1%	108
Visited doctor in last 12 months: internist	7,101	7.7%	135
Visited doctor in last 12 months: physical therapist	5,671	6.1%	120
Visited doctor in last 12 months: podiatrist	2,958	3.2%	111
Visited doctor in last 12 months: urologist	3,762	4.1%	114
Visited nurse practitioner in last 12 months	5,256	5.7%	94
Wear regular/sun/tinted prescription eyeglasses	41,234	44.6%	109
Wear bifocals	11,576	12.5%	102
Wear disposable contact lenses	7,012	7.6%	124
Wear soft contact lenses	11,056	12.0%	124
Wear transition lenses	5,895	6.4%	115
Spent on eyeglasses in last 12 months: <\$100	2,211	2.4%	84
Spent on eyeglasses in last 12 months: \$100-\$199	4,425	4.8%	100
Spent on eyeglasses in last 12 months: \$200-\$249	2,869	3.1%	108
Spent on eyeglasses in last 12 months: \$250+	10,603	11.5%	119
Spent on contact lenses in last 12 months: <\$100	1,935	2.1%	107
Spent on contact lenses in last 12 months: \$100-\$199	3,861	4.2%	117
Spent on contact lenses in last 12 months: \$200+	4,915	5.3%	134
Bought prescription eyewear: discount optical ctr	8,822	9.5%	108
Bought prescription eyewear: private eye doctor	24,217	26.2%	107
Bought prescription eyewear: retail optical chain	13,481	14.6%	116
Bought prescription eyewear: online	3,412	3.7%	122
Used prescription drug for allergy/hay fever	5,949	6.4%	113
Used prescription drug for anxiety/panic	4,169	4.5%	96
Used prescription drug for arthritis/osteoarthritis	2,697	2.9%	90
Used prescription drug for rheumatoid arthritis	1,963	2.1%	80
Used prescription drug for asthma	3,552	3.8%	93
Used prescription drug for backache/back pain	6,391	6.9%	88
Used prescription drug for depression	5,393	5.8%	93
Used prescription drug for diabetes (insulin dependent)	1,519	1.6%	80
Used prescription drug for diabetes (non-insulin depend)	3,311	3.6%	90
Used prescription drug for heartburn/acid reflux	5,253	5.7%	96
Used prescription drug for high blood pressure	12,391	13.4%	101
Used prescription drug for high cholesterol	8,620	9.3%	103
Used prescription drug for migraine headache	2,785	3.0%	97
Used prescription drug for sinus congestion/headache	3,697	4.0%	103
Used prescription drug for urinary tract infection	2,455	2.7%	100
Filled prescription last 12 months: discount/dept store	3,118	3.4%	99
Filled prescription last 12 months: drug store/pharmacy	34,637	37.5%	102
Filled prescription last 12 months: supermarket	8,014	8.7%	115
Filled prescription last 12 months: mail order	8,796	9.5%	124
Spent out of pocket prescr drugs/30 days: <\$10	6,080	6.6%	103
Spent out of pocket prescr drugs/30 days: \$10-19	8,634	9.3%	112
Spent out of pocket prescr drugs/30 days: \$20-29	5,853	6.3%	104
Spent out of pocket prescr drugs/30 days: \$30-49	6,865	7.4%	113
Spent out of pocket prescr drugs/30 days: \$50-99	5,827	6.3%	103
Spent out of pocket prescr drugs/30 days: \$100-149	3,018	3.3%	115
Spent out of pocket prescr drugs/30 days: \$150+	3,198	3.5%	107

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Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: children`s cold tablets/liquids	11,183	12.1%	94
Used last 6 months: cold/sinus/allergy med (nonprescr)	46,074	49.8%	100
Used last 6 months: children`s cough syrup	10,300	11.1%	95
Used last 6 months: cough syrup/suppressant(nonprescr)	29,425	31.8%	90
Used last 6 months: medicated skin cream/lotion/spray	28,348	30.7%	101
Used last 6 months: nasal spray	17,342	18.8%	105
Used last 6 months: pain relieving rub/liquid/patch	20,027	21.7%	91
Used last 6 months: sleeping aid/snore relief	10,872	11.8%	99
Used last 6 months: sore throat remedy/cough drops	42,261	45.7%	95
Used last 12 months: sunburn remedy	13,728	14.8%	103
Used last 12 months: suntan/sunscreen product	45,370	49.1%	124
Used last 12 months: SPF 15 suntan/sunscreen product	9,583	10.4%	130
Used last 12 months: SPF 30-49 suntan/sunscreen prod	21,087	22.8%	137
Used last 12 months: SPF 50+ suntan/sunscreen product	17,082	18.5%	124
Used last 6 months: toothache/gum/canker sore remedy	6,662	7.2%	73
Used last 6 months: vitamins/nutritional suppl (kids)	13,550	14.7%	106
Used body wash/shower gel in last 6 months	53,216	57.5%	94
Used breath freshener in last 6 months	36,790	39.8%	96
Used breath freshener in last 6 months: gum	22,201	24.0%	96
Used breath freshener in last 6 months: mints	17,874	19.3%	103
Used breath freshener in last 6 months: thin film	1,828	2.0%	82
Used breath freshener 8+ times in last 7 days	8,762	9.5%	98
Used complexion care product in last 6 months	46,765	50.6%	107
Used denture adhesive/fixative in last 6 months	3,348	3.6%	59
Used denture cleaner in last 6 months	6,690	7.2%	69
Used facial moisturizer in last 6 months	43,287	46.8%	109
Used personal foot care product in last 6 months	16,389	17.7%	90
Used hair coloring product (at home) last 6 months	15,533	16.8%	90
Used hair conditioning treatment (at home)/6 mo	21,403	23.1%	89
Used hair growth product in last 6 months	2,494	2.7%	99
Used hair spray (at home) in last 6 months	29,790	32.2%	102
Used hair styling gel/lotion/mousse in last 6 mo	33,156	35.9%	106
Used mouthwash in last 6 months	58,788	63.6%	97
Used mouthwash 8+ times in last 7 days	13,240	14.3%	88
Used whitening toothpaste in last 6 months	33,245	36.0%	111
Used tooth whitener (not toothpaste) in last 6 mo	8,940	9.7%	97
Used tooth whitener (gel) in last 6 mos	1,477	1.6%	81
Used tooth whitener (strips) in last 6 months	4,823	5.2%	101
Visited a day spa in last 6 months	5,963	6.4%	135
Purchased product at salon/day spa in last 6 mo	5,466	5.9%	131
Professional srv last 6 months: haircut	62,754	67.9%	111
Professional srv last 6 months: hair color/highlights	19,156	20.7%	129
Professional srv last 6 months: facial	2,941	3.2%	125
Professional srv last 6 months: massage	9,308	10.1%	141
Professional srv last 6 months: manicure	14,069	15.2%	123
Professional srv last 6 months: pedicure	17,704	19.1%	127
Spent \$150+ at barber shops in last 6 months	3,300	3.6%	121
Spent \$150+ at beauty salons in last 6 months	16,128	17.4%	148

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