



## Health and Beauty Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28804  
Longitude: -85.51142

Demographic Summary		2023	2028
Population		5,263	5,349
Population 18+		3,822	3,897
Households		2,250	2,292
Median Household Income		\$89,252	\$98,644
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	910	23.8%	95
Typically Spend 4-6 Hrs Exercising/Wk	1,005	26.3%	119
Typically Spend 7+ Hrs Exercising/Wk	975	25.5%	105
Exercise at Home 2+ Times/Wk	2,034	53.2%	108
Exercise at Club 2+ Times/Wk	507	13.3%	113
Exercise at Oth Facility (Not Club) 2+ Times/Wk	330	8.6%	111
Member of LA Fitness Club/Gym	97	2.5%	151
Member of Planet Fitness Club/Gym	122	3.2%	72
Member of YMCA Fitness Club/Gym	106	2.8%	99
Own Elliptical	263	6.9%	127
Own Stationary Bicycle	457	12.0%	112
Own Treadmill	515	13.5%	114
Own Weight Lifting Equipment	857	22.4%	118
Control Diet for Blood Sugar Level	436	11.4%	94
Control Diet for Cholesterol Level	484	12.7%	98
Control Diet for Food Allergies	98	2.6%	110
Control Diet to Maintain Weight	463	12.1%	105
Control Diet for Physical Fitness	628	16.4%	115
Control Diet for Salt Restriction	136	3.6%	85
Control Diet for Weight Loss	887	23.2%	110
Use Doctor's Care/Diet for Diet Method	162	4.2%	97
Use Exercise Program for Diet Method	453	11.9%	119
Buy Foods Specifically Labeled: Fat-Free	334	8.7%	95
Buy Foods Specifically Labeled: Gluten-Free	232	6.1%	108
Buy Foods Specifically Labeled: High Fiber	323	8.5%	106
Buy Foods Specifically Labeled: High Protein	423	11.1%	112
Buy Foods Specifically Labeled: Hormone-Free	169	4.4%	133
Buy Foods Specifically Labeled: Lactose-Free	223	5.8%	105
Buy Foods Specifically Labeled: Low-Calorie	276	7.2%	96
Buy Foods Specifically Labeled: Low-Carb	374	9.8%	96
Buy Foods Specifically Labeled: Low-Cholesterol	170	4.4%	86
Buy Foods Specifically Labeled: Low-Fat	364	9.5%	104
Buy Foods Specifically Labeled: Low-Sodium	508	13.3%	104
Buy Foods Specifically Labeled: Natural/Organic	739	19.3%	112
Buy Foods Specifically Labeled: Probiotic	204	5.3%	112
Buy Foods Specifically Labeled: Sugar-Free	527	13.8%	107
Consider Self to Be Semi-Vegetarian	371	9.7%	114
Used Meal/Dietary/Weight Loss Supplement/6 Mo	431	11.3%	112
Used Vitamins or Dietary Supplements/6 Mo	2,578	67.5%	102
Provide Services as Primary Caregiver/Caretaker	203	5.3%	88
Assist w/Chores as Caregiver/Caretaker	138	3.6%	92
Assist w/Personal Care as Caregiver/Caretaker	105	2.7%	91
Give Medication as Caregiver/Caretaker	93	2.4%	91
Make Doctor Appointments as Caregiver/Caretaker	122	3.2%	88
Provide Transportation as Caregiver/Caretaker	157	4.1%	95

**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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	3,129	81.9%	102
Visited Doctor 1-2 Times/12 Mo	887	23.2%	103
Visited Doctor 3-5 Times/12 Mo	876	22.9%	99
Visited Doctor 6+ Times/12 Mo	1,366	35.7%	104
Visited Acupuncturist Doctor/12 Mo	74	1.9%	116
Visited Allergist Doctor/12 Mo	114	3.0%	145
Visited Cardiologist Doctor/12 Mo	283	7.4%	88
Visited Chiropractor/12 Mo	313	8.2%	97
Visited Dentist/12 Mo	1,745	45.7%	110
Visited Dermatologist Doctor/12 Mo	482	12.6%	109
Visited Ear or Nose or Throat Doctor/12 Mo	161	4.2%	93
Visited Eye Doctor/12 Mo	865	22.6%	105
Visited Gastroenterologist Doctor/12 Mo	202	5.3%	98
Visited General or Family Doctor/12 Mo	1,552	40.6%	95
Visited Internist Doctor/12 Mo	215	5.6%	106
Visited Physical Therapist Doctor/12 Mo	201	5.3%	94
Visited Podiatrist Doctor/12 Mo	106	2.8%	81
Visited Psychiatrist/Psychologist Doctor/12 Mo	188	4.9%	109
Visited Urologist Doctor/12 Mo	157	4.1%	88
Visited Nurse Practitioner/12 Mo	270	7.1%	98
Wear Regular/Sun/Tinted Prescription Eyeglasses	1,807	47.3%	102
Wear Bi-Focal/Multi-Focal/Progressive Glasses	756	19.8%	96
Wear Soft Contact Lenses	689	18.0%	122
Spent \$1-99 on Eyeglasses/12 Mo	122	3.2%	88
Spent \$100-199 on Eyeglasses/12 Mo	222	5.8%	107
Spent \$200-249 on Eyeglasses/12 Mo	132	3.5%	103
Spent \$250+ on Eyeglasses/12 Mo	449	11.7%	106
Spent \$1-199 on Contact Lenses/12 Mo	250	6.5%	113
Spent \$200+ on Contact Lenses/12 Mo	262	6.9%	123
Bought Prescrp Eyewear at Discount Optical Ctr	281	7.4%	107
Bought Prescrp Eyewear at Private Eye Doctor	957	25.0%	97
Bought Prescrp Eyewear at Retail Optical Chain	616	16.1%	107
Bought Prescrp Eyewear Online	280	7.3%	114
Used Acne Prescription Drug	121	3.2%	110
Used Allergy or Hay Fever Prescription Drug	295	7.7%	117
Used Anxiety or Panic Prescription Drug	300	7.8%	99
Used Arthritis/Osteoarthritis Prescription Drug	97	2.5%	72
Used Rheumatoid Arthritis Prescription Drug	57	1.5%	63
Used Asthma Prescription Drug	203	5.3%	110
Used Backache or Back Pain Prescription Drug	274	7.2%	97
Used Depression Prescription Drug	259	6.8%	92
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	196	5.1%	84
Used Heartburn or Acid Reflux Prescription Drug	222	5.8%	84
Used High Blood Pressure Prescription Drug	526	13.8%	88
Used High Cholesterol Prescription Drug	373	9.8%	83
Used Insomnia Prescription Drug	103	2.7%	105
Used Migraine Headache Prescription Drug	145	3.8%	126
Used Sinus Congestion/Headache Prescription Drug	101	2.6%	87
Used Urinary Tract Infection Prescription Drug	106	2.8%	84
Filled Prescription at Discount/Dept Store/12 Mo	154	4.0%	89
Filled Prescription at Drug Store/Pharmacy/12 Mo	1,322	34.6%	96
Filled Prescription at Supermarket/12 Mo	526	13.8%	130
Filled Prescription by Mail Order/12 Mo	450	11.8%	106
Filled Prescription Online/12 Mo	320	8.4%	114
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	295	7.7%	97
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	448	11.7%	114
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	268	7.0%	97
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	295	7.7%	101
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	273	7.1%	101
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	125	3.3%	101
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	128	3.3%	98

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

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Product/Consumer Behavior	Expected Number of		MPI
	Adults/HHs	Percent	
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	1,779	46.5%	103
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	812	21.2%	94
Used Medicated Skin Cream/Lotion/Spray/6 Mo	1,145	30.0%	103
Used Non-Medicated Nasal Spray/6 Mo	453	11.9%	106
Used Pain Relieving Rub or Liquid or Patch/6 Mo	997	26.1%	95
Used Sleeping Aid or Snore Relief/6 Mo	530	13.9%	99
Used Sore Throat Remedy or Cough Drops/6 Mo	1,311	34.3%	95
Used Sunburn Remedy/12 Mo	469	12.3%	106
Used Suntan or Sunscreen Prod/12 Mo	1,726	45.2%	113
Used Toothache/Gum/Canker Sore Remedy/6 Mo	239	6.3%	86
HH Used Children`s Cold Tablets/Liquids/6 Mo	234	10.4%	130
HH Used Children`s Cough Syrup/6 Mo	163	7.2%	117
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	406	18.0%	123
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	323	14.4%	125
Used Body Wash or Shower Gel/6 Mo	2,506	65.6%	102
Used Breath Freshener/6 Mo	1,279	33.5%	102
Used Gum Breath Freshener/6 Mo	781	20.4%	104
Used Mints Breath Freshener/6 Mo	565	14.8%	101
Used Thin Film Breath Freshener/6 Mo	82	2.1%	95
Used Complexion Care Prod/6 Mo	2,206	57.7%	109
Used Denture Adhesive or Fixative/6 Mo	86	2.3%	58
Used Denture Cleaner/6 Mo	188	4.9%	66
Used Eyeliner/Eyebrow Pencil/6 Mo	1,007	26.3%	109
Used Facial Moisturizer/6 Mo	2,019	52.8%	108
Used Personal Foot Care Prod/6 Mo	674	17.6%	97
Used Hair Coloring Prod at Home/6 Mo	612	16.0%	95
Used Hair Conditioning Treatment at Home/6 Mo	1,008	26.4%	102
Used Hair Growth Prod/6 Mo	158	4.1%	103
Used Hair Spray at Home/6 Mo	985	25.8%	105
Used Hair Styling Gel/Lotion/Mousse/6 Mo	1,462	38.3%	107
Used Mouthwash/6 Mo	2,499	65.4%	100
Used Mouthwash 8+ Times/7 Days	579	15.1%	93
Used Sensitive Toothpaste/6 Mo	803	21.0%	105
Used Whitening Toothpaste/6 Mo	1,580	41.3%	105
Used Tooth Whitener (Not Toothpaste)/6 Mo	423	11.1%	119
Used Tooth Whitener (Gel)/6 Mo	43	1.1%	67
Used Tooth Whitener (Strips)/6 Mo	266	7.0%	133
Visited Day Spa/6 Mo	183	4.8%	124
Purchased Prod at Salon or Day Spa/6 Mo	155	4.1%	108
Used Prof Service for Haircut/6 Mo	2,302	60.2%	103
Used Prof Svc for Hair Color/Highlights/6 Mo	634	16.6%	118
Used Prof Service for Facial/6 Mo	117	3.1%	131
Used Prof Service for Massage/6 Mo	267	7.0%	108
Used Prof Service for Manicure/6 Mo	462	12.1%	118
Used Prof Service for Pedicure/6 Mo	587	15.4%	115
Spent \$1-99 at Barber Shop/6 Mo	523	13.7%	94
Spent \$100+ at Barber Shop/6 Mo	356	9.3%	115
Spent \$1-99 at Beauty Salon/6 Mo	474	12.4%	99
Spent \$100+ at Beauty Salon/6 Mo	822	21.5%	113

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Demographic Summary		2023	2028
Population		48,470	50,091
Population 18+		36,655	38,278
Households		18,658	19,457
Median Household Income		\$96,454	\$108,090
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	9,243	25.2%	101
Typically Spend 4-6 Hrs Exercising/Wk	8,860	24.2%	109
Typically Spend 7+ Hrs Exercising/Wk	9,758	26.6%	109
Exercise at Home 2+ Times/Wk	19,532	53.3%	108
Exercise at Club 2+ Times/Wk	5,109	13.9%	119
Exercise at Oth Facility (Not Club) 2+ Times/Wk	3,040	8.3%	107
Member of LA Fitness Club/Gym	787	2.1%	128
Member of Planet Fitness Club/Gym	1,545	4.2%	95
Member of YMCA Fitness Club/Gym	1,062	2.9%	104
Own Elliptical	2,323	6.3%	117
Own Stationary Bicycle	4,571	12.5%	117
Own Treadmill	4,913	13.4%	113
Own Weight Lifting Equipment	8,200	22.4%	117
Control Diet for Blood Sugar Level	4,168	11.4%	94
Control Diet for Cholesterol Level	4,749	13.0%	101
Control Diet for Food Allergies	976	2.7%	115
Control Diet to Maintain Weight	4,612	12.6%	109
Control Diet for Physical Fitness	5,843	15.9%	111
Control Diet for Salt Restriction	1,380	3.8%	90
Control Diet for Weight Loss	8,025	21.9%	104
Use Doctor's Care/Diet for Diet Method	1,471	4.0%	92
Use Exercise Program for Diet Method	4,097	11.2%	112
Buy Foods Specifically Labeled: Fat-Free	3,652	10.0%	108
Buy Foods Specifically Labeled: Gluten-Free	2,018	5.5%	98
Buy Foods Specifically Labeled: High Fiber	3,025	8.3%	104
Buy Foods Specifically Labeled: High Protein	3,949	10.8%	109
Buy Foods Specifically Labeled: Hormone-Free	1,363	3.7%	112
Buy Foods Specifically Labeled: Lactose-Free	2,088	5.7%	102
Buy Foods Specifically Labeled: Low-Calorie	2,896	7.9%	105
Buy Foods Specifically Labeled: Low-Carb	3,750	10.2%	100
Buy Foods Specifically Labeled: Low-Cholesterol	1,768	4.8%	93
Buy Foods Specifically Labeled: Low-Fat	3,645	9.9%	108
Buy Foods Specifically Labeled: Low-Sodium	4,788	13.1%	102
Buy Foods Specifically Labeled: Natural/Organic	7,118	19.4%	113
Buy Foods Specifically Labeled: Probiotic	1,846	5.0%	105
Buy Foods Specifically Labeled: Sugar-Free	4,952	13.5%	105
Consider Self to Be Semi-Vegetarian	3,372	9.2%	108
Used Meal/Dietary/Weight Loss Supplement/6 Mo	3,609	9.8%	98
Used Vitamins or Dietary Supplements/6 Mo	25,026	68.3%	103
Provide Services as Primary Caregiver/Caretaker	2,061	5.6%	93
Assist w/Chores as Caregiver/Caretaker	1,362	3.7%	94
Assist w/Personal Care as Caregiver/Caretaker	1,052	2.9%	95
Give Medication as Caregiver/Caretaker	888	2.4%	91
Make Doctor Appointments as Caregiver/Caretaker	1,257	3.4%	95
Provide Transportation as Caregiver/Caretaker	1,572	4.3%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	30,290	82.6%	103
Visited Doctor 1-2 Times/12 Mo	8,339	22.7%	101
Visited Doctor 3-5 Times/12 Mo	8,676	23.7%	102
Visited Doctor 6+ Times/12 Mo	13,277	36.2%	106
Visited Acupuncturist Doctor/12 Mo	698	1.9%	114
Visited Allergist Doctor/12 Mo	867	2.4%	115
Visited Cardiologist Doctor/12 Mo	3,157	8.6%	102
Visited Chiropractor/12 Mo	3,151	8.6%	102
Visited Dentist/12 Mo	16,643	45.4%	109
Visited Dermatologist Doctor/12 Mo	5,031	13.7%	119
Visited Ear or Nose or Throat Doctor/12 Mo	1,734	4.7%	104
Visited Eye Doctor/12 Mo	8,580	23.4%	109
Visited Gastroenterologist Doctor/12 Mo	2,042	5.6%	103
Visited General or Family Doctor/12 Mo	16,221	44.3%	104
Visited Internist Doctor/12 Mo	2,344	6.4%	120
Visited Physical Therapist Doctor/12 Mo	2,147	5.9%	105
Visited Podiatrist Doctor/12 Mo	1,249	3.4%	100
Visited Psychiatrist/Psychologist Doctor/12 Mo	1,598	4.4%	97
Visited Urologist Doctor/12 Mo	1,787	4.9%	104
Visited Nurse Practitioner/12 Mo	2,464	6.7%	93
Wear Regular/Sun/Tinted Prescription Eyeglasses	17,508	47.8%	103
Wear Bi-Focal/Multi-Focal/Progressive Glasses	7,977	21.8%	106
Wear Soft Contact Lenses	6,160	16.8%	114
Spent \$1-99 on Eyeglasses/12 Mo	1,189	3.2%	90
Spent \$100-199 on Eyeglasses/12 Mo	1,965	5.4%	98
Spent \$200-249 on Eyeglasses/12 Mo	1,271	3.5%	104
Spent \$250+ on Eyeglasses/12 Mo	4,297	11.7%	106
Spent \$1-199 on Contact Lenses/12 Mo	2,246	6.1%	106
Spent \$200+ on Contact Lenses/12 Mo	2,441	6.7%	120
Bought Prescrp Eyewear at Discount Optical Ctr	2,584	7.0%	103
Bought Prescrp Eyewear at Private Eye Doctor	9,646	26.3%	102
Bought Prescrp Eyewear at Retail Optical Chain	5,828	15.9%	105
Bought Prescrp Eyewear Online	2,522	6.9%	107
Used Acne Prescription Drug	1,068	2.9%	101
Used Allergy or Hay Fever Prescription Drug	2,444	6.7%	101
Used Anxiety or Panic Prescription Drug	2,743	7.5%	95
Used Arthritis/Osteoarthritis Prescription Drug	1,112	3.0%	86
Used Rheumatoid Arthritis Prescription Drug	621	1.7%	72
Used Asthma Prescription Drug	1,695	4.6%	95
Used Backache or Back Pain Prescription Drug	2,413	6.6%	89
Used Depression Prescription Drug	2,551	7.0%	94
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	2,061	5.6%	92
Used Heartburn or Acid Reflux Prescription Drug	2,345	6.4%	92
Used High Blood Pressure Prescription Drug	5,537	15.1%	96
Used High Cholesterol Prescription Drug	4,164	11.4%	97
Used Insomnia Prescription Drug	825	2.3%	88
Used Migraine Headache Prescription Drug	1,048	2.9%	95
Used Sinus Congestion/Headache Prescription Drug	1,063	2.9%	95
Used Urinary Tract Infection Prescription Drug	1,196	3.3%	98
Filled Prescription at Discount/Dept Store/12 Mo	1,577	4.3%	95
Filled Prescription at Drug Store/Pharmacy/12 Mo	13,677	37.3%	104
Filled Prescription at Supermarket/12 Mo	4,405	12.0%	114
Filled Prescription by Mail Order/12 Mo	4,590	12.5%	112
Filled Prescription Online/12 Mo	3,179	8.7%	118
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	2,931	8.0%	101
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	4,241	11.6%	112
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	2,693	7.3%	102
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	2,840	7.7%	102
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	2,571	7.0%	99
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	1,322	3.6%	111
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	1,216	3.3%	97

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	Adults/HHs	Percent	
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	16,366	44.6%	99
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	7,280	19.9%	88
Used Medicated Skin Cream/Lotion/Spray/6 Mo	10,949	29.9%	103
Used Non-Medicated Nasal Spray/6 Mo	4,174	11.4%	102
Used Pain Relieving Rub or Liquid or Patch/6 Mo	9,512	26.0%	94
Used Sleeping Aid or Snore Relief/6 Mo	5,039	13.7%	98
Used Sore Throat Remedy or Cough Drops/6 Mo	12,314	33.6%	93
Used Sunburn Remedy/12 Mo	4,255	11.6%	100
Used Suntan or Sunscreen Prod/12 Mo	16,561	45.2%	113
Used Toothache/Gum/Canker Sore Remedy/6 Mo	2,131	5.8%	80
HH Used Children`s Cold Tablets/Liquids/6 Mo	1,514	8.1%	102
HH Used Children`s Cough Syrup/6 Mo	1,100	5.9%	95
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	2,857	15.3%	104
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	2,325	12.5%	109
Used Body Wash or Shower Gel/6 Mo	22,772	62.1%	97
Used Breath Freshener/6 Mo	11,302	30.8%	94
Used Gum Breath Freshener/6 Mo	6,569	17.9%	91
Used Mints Breath Freshener/6 Mo	4,992	13.6%	93
Used Thin Film Breath Freshener/6 Mo	759	2.1%	92
Used Complexion Care Prod/6 Mo	20,237	55.2%	104
Used Denture Adhesive or Fixative/6 Mo	914	2.5%	64
Used Denture Cleaner/6 Mo	2,002	5.5%	73
Used Eyeliner/Eyebrow Pencil/6 Mo	9,150	25.0%	103
Used Facial Moisturizer/6 Mo	18,789	51.3%	104
Used Personal Foot Care Prod/6 Mo	6,272	17.1%	94
Used Hair Coloring Prod at Home/6 Mo	5,892	16.1%	95
Used Hair Conditioning Treatment at Home/6 Mo	9,056	24.7%	96
Used Hair Growth Prod/6 Mo	1,381	3.8%	94
Used Hair Spray at Home/6 Mo	9,022	24.6%	100
Used Hair Styling Gel/Lotion/Mousse/6 Mo	13,257	36.2%	102
Used Mouthwash/6 Mo	23,625	64.5%	98
Used Mouthwash 8+ Times/7 Days	5,437	14.8%	91
Used Sensitive Toothpaste/6 Mo	7,437	20.3%	101
Used Whitening Toothpaste/6 Mo	14,695	40.1%	102
Used Tooth Whitener (Not Toothpaste)/6 Mo	3,546	9.7%	104
Used Tooth Whitener (Gel)/6 Mo	477	1.3%	77
Used Tooth Whitener (Strips)/6 Mo	2,047	5.6%	107
Visited Day Spa/6 Mo	1,657	4.5%	117
Purchased Prod at Salon or Day Spa/6 Mo	1,571	4.3%	114
Used Prof Service for Haircut/6 Mo	22,639	61.8%	106
Used Prof Svc for Hair Color/Highlights/6 Mo	5,768	15.7%	112
Used Prof Service for Facial/6 Mo	972	2.7%	113
Used Prof Service for Massage/6 Mo	2,656	7.2%	112
Used Prof Service for Manicure/6 Mo	4,112	11.2%	110
Used Prof Service for Pedicure/6 Mo	5,266	14.4%	107
Spent \$1-99 at Barber Shop/6 Mo	5,404	14.7%	101
Spent \$100+ at Barber Shop/6 Mo	3,330	9.1%	113
Spent \$1-99 at Beauty Salon/6 Mo	4,434	12.1%	96
Spent \$100+ at Beauty Salon/6 Mo	7,976	21.8%	114

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December 27, 2023



## Health and Beauty Market Potential

Epic Plaza  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28804  
Longitude: -85.51142

Demographic Summary		2023	2028
Population		131,278	134,141
Population 18+		101,285	104,509
Households		53,299	54,787
Median Household Income		\$98,306	\$110,017
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Typically Spend 1-3 Hrs Exercising/Wk	25,189	24.9%	99
Typically Spend 4-6 Hrs Exercising/Wk	24,294	24.0%	108
Typically Spend 7+ Hrs Exercising/Wk	27,503	27.2%	112
Exercise at Home 2+ Times/Wk	54,511	53.8%	109
Exercise at Club 2+ Times/Wk	14,096	13.9%	119
Exercise at Oth Facility (Not Club) 2+ Times/Wk	8,315	8.2%	106
Member of LA Fitness Club/Gym	1,865	1.8%	109
Member of Planet Fitness Club/Gym	4,205	4.2%	94
Member of YMCA Fitness Club/Gym	3,192	3.2%	113
Own Elliptical	6,470	6.4%	118
Own Stationary Bicycle	13,088	12.9%	121
Own Treadmill	14,084	13.9%	118
Own Weight Lifting Equipment	22,565	22.3%	117
Control Diet for Blood Sugar Level	11,604	11.5%	95
Control Diet for Cholesterol Level	13,634	13.5%	104
Control Diet for Food Allergies	2,415	2.4%	103
Control Diet to Maintain Weight	12,978	12.8%	111
Control Diet for Physical Fitness	15,960	15.8%	110
Control Diet for Salt Restriction	3,903	3.9%	92
Control Diet for Weight Loss	21,837	21.6%	103
Use Doctor's Care/Diet for Diet Method	4,073	4.0%	92
Use Exercise Program for Diet Method	11,261	11.1%	111
Buy Foods Specifically Labeled: Fat-Free	9,992	9.9%	107
Buy Foods Specifically Labeled: Gluten-Free	5,606	5.5%	99
Buy Foods Specifically Labeled: High Fiber	8,353	8.2%	104
Buy Foods Specifically Labeled: High Protein	10,785	10.6%	107
Buy Foods Specifically Labeled: Hormone-Free	3,773	3.7%	112
Buy Foods Specifically Labeled: Lactose-Free	5,334	5.3%	95
Buy Foods Specifically Labeled: Low-Calorie	7,935	7.8%	105
Buy Foods Specifically Labeled: Low-Carb	10,689	10.6%	103
Buy Foods Specifically Labeled: Low-Cholesterol	5,005	4.9%	95
Buy Foods Specifically Labeled: Low-Fat	10,074	9.9%	108
Buy Foods Specifically Labeled: Low-Sodium	13,187	13.0%	102
Buy Foods Specifically Labeled: Natural/Organic	19,584	19.3%	112
Buy Foods Specifically Labeled: Probiotic	4,941	4.9%	102
Buy Foods Specifically Labeled: Sugar-Free	13,300	13.1%	102
Consider Self to Be Semi-Vegetarian	9,059	8.9%	105
Used Meal/Dietary/Weight Loss Supplement/6 Mo	9,593	9.5%	94
Used Vitamins or Dietary Supplements/6 Mo	69,589	68.7%	104
Provide Services as Primary Caregiver/Caretaker	5,814	5.7%	95
Assist w/Chores as Caregiver/Caretaker	3,777	3.7%	95
Assist w/Personal Care as Caregiver/Caretaker	2,872	2.8%	94
Give Medication as Caregiver/Caretaker	2,445	2.4%	90
Make Doctor Appointments as Caregiver/Caretaker	3,613	3.6%	98
Provide Transportation as Caregiver/Caretaker	4,355	4.3%	100

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited Doctor/12 Mo	84,140	83.1%	104
Visited Doctor 1-2 Times/12 Mo	22,468	22.2%	99
Visited Doctor 3-5 Times/12 Mo	24,229	23.9%	103
Visited Doctor 6+ Times/12 Mo	37,443	37.0%	108
Visited Acupuncturist Doctor/12 Mo	1,941	1.9%	115
Visited Allergist Doctor/12 Mo	2,365	2.3%	114
Visited Cardiologist Doctor/12 Mo	9,100	9.0%	106
Visited Chiropractor/12 Mo	9,189	9.1%	108
Visited Dentist/12 Mo	46,571	46.0%	111
Visited Dermatologist Doctor/12 Mo	14,635	14.4%	125
Visited Ear or Nose or Throat Doctor/12 Mo	5,015	5.0%	109
Visited Eye Doctor/12 Mo	24,616	24.3%	113
Visited Gastroenterologist Doctor/12 Mo	5,799	5.7%	106
Visited General or Family Doctor/12 Mo	46,115	45.5%	107
Visited Internist Doctor/12 Mo	6,675	6.6%	124
Visited Physical Therapist Doctor/12 Mo	6,157	6.1%	108
Visited Podiatrist Doctor/12 Mo	3,676	3.6%	106
Visited Psychiatrist/Psychologist Doctor/12 Mo	4,354	4.3%	96
Visited Urologist Doctor/12 Mo	5,147	5.1%	109
Visited Nurse Practitioner/12 Mo	7,040	7.0%	96
Wear Regular/Sun/Tinted Prescription Eyeglasses	48,684	48.1%	103
Wear Bi-Focal/Multi-Focal/Progressive Glasses	23,595	23.3%	113
Wear Soft Contact Lenses	16,676	16.5%	112
Spent \$1-99 on Eyeglasses/12 Mo	3,341	3.3%	91
Spent \$100-199 on Eyeglasses/12 Mo	5,371	5.3%	97
Spent \$200-249 on Eyeglasses/12 Mo	3,319	3.3%	98
Spent \$250+ on Eyeglasses/12 Mo	12,204	12.0%	109
Spent \$1-199 on Contact Lenses/12 Mo	6,022	5.9%	103
Spent \$200+ on Contact Lenses/12 Mo	6,675	6.6%	119
Bought Prescrp Eyewear at Discount Optical Ctr	7,251	7.2%	104
Bought Prescrp Eyewear at Private Eye Doctor	27,805	27.5%	107
Bought Prescrp Eyewear at Retail Optical Chain	16,004	15.8%	104
Bought Prescrp Eyewear Online	6,874	6.8%	106
Used Acne Prescription Drug	2,868	2.8%	98
Used Allergy or Hay Fever Prescription Drug	6,784	6.7%	102
Used Anxiety or Panic Prescription Drug	7,660	7.6%	96
Used Arthritis/Osteoarthritis Prescription Drug	3,408	3.4%	95
Used Rheumatoid Arthritis Prescription Drug	1,914	1.9%	80
Used Asthma Prescription Drug	4,716	4.7%	96
Used Backache or Back Pain Prescription Drug	6,719	6.6%	90
Used Depression Prescription Drug	7,051	7.0%	94
Used Diabetes (Non-Insulin Dep T-2) Prescrp Drug	5,851	5.8%	95
Used Heartburn or Acid Reflux Prescription Drug	6,831	6.7%	97
Used High Blood Pressure Prescription Drug	16,136	15.9%	101
Used High Cholesterol Prescription Drug	12,527	12.4%	106
Used Insomnia Prescription Drug	2,389	2.4%	92
Used Migraine Headache Prescription Drug	2,921	2.9%	96
Used Sinus Congestion/Headache Prescription Drug	2,936	2.9%	95
Used Urinary Tract Infection Prescription Drug	3,415	3.4%	102
Filled Prescription at Discount/Dept Store/12 Mo	4,461	4.4%	98
Filled Prescription at Drug Store/Pharmacy/12 Mo	38,120	37.6%	104
Filled Prescription at Supermarket/12 Mo	12,330	12.2%	115
Filled Prescription by Mail Order/12 Mo	13,142	13.0%	116
Filled Prescription Online/12 Mo	9,142	9.0%	123
Spent \$1-9 Out of Pocket Prescrp Drugs/30 Days	8,860	8.7%	110
Spent \$10-19 Out of Pocket Prescrp Drugs/30 Days	11,662	11.5%	112
Spent \$20-29 Out of Pocket Prescrp Drugs/30 Days	7,846	7.7%	107
Spent \$30-49 Out of Pocket Prescrp Drugs/30 Days	8,035	7.9%	104
Spent \$50-99 Out of Pocket Prescrp Drugs/30 Days	7,052	7.0%	98
Spent \$100-149 Out of Pocket Prescrp Drugs/30 Days	3,735	3.7%	114
Spent \$150+ Out of Pocket Prescrp Drugs/30 Days	3,531	3.5%	102

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Product/Consumer Behavior	Expected Number of		MPI
	Adults/HHs	Percent	
Used Cold/Sinus/Allergy Med (Nonprescrp)/6 Mo	44,821	44.3%	98
Used Cough Syrup/Suppressant (Nonprescrp)/6 Mo	19,724	19.5%	86
Used Medicated Skin Cream/Lotion/Spray/6 Mo	30,261	29.9%	103
Used Non-Medicated Nasal Spray/6 Mo	11,553	11.4%	102
Used Pain Relieving Rub or Liquid or Patch/6 Mo	26,483	26.1%	95
Used Sleeping Aid or Snore Relief/6 Mo	14,054	13.9%	99
Used Sore Throat Remedy or Cough Drops/6 Mo	33,759	33.3%	92
Used Sunburn Remedy/12 Mo	11,467	11.3%	98
Used Suntan or Sunscreen Prod/12 Mo	46,562	46.0%	115
Used Toothache/Gum/Canker Sore Remedy/6 Mo	5,867	5.8%	79
HH Used Children`s Cold Tablets/Liquids/6 Mo	3,900	7.3%	92
HH Used Children`s Cough Syrup/6 Mo	2,816	5.3%	85
HH Used Kids Pain Reliever/Fever Reducer/6 Mo	7,559	14.2%	96
HH Used Kids Vitamins/Nutrition Supplements/6 Mo	5,947	11.2%	97
Used Body Wash or Shower Gel/6 Mo	62,248	61.5%	96
Used Breath Freshener/6 Mo	30,662	30.3%	92
Used Gum Breath Freshener/6 Mo	17,734	17.5%	89
Used Mints Breath Freshener/6 Mo	13,868	13.7%	94
Used Thin Film Breath Freshener/6 Mo	2,036	2.0%	89
Used Complexion Care Prod/6 Mo	55,248	54.5%	103
Used Denture Adhesive or Fixative/6 Mo	2,867	2.8%	73
Used Denture Cleaner/6 Mo	6,191	6.1%	82
Used Eyeliner/Eyebrow Pencil/6 Mo	25,243	24.9%	103
Used Facial Moisturizer/6 Mo	51,609	51.0%	104
Used Personal Foot Care Prod/6 Mo	16,982	16.8%	92
Used Hair Coloring Prod at Home/6 Mo	15,903	15.7%	93
Used Hair Conditioning Treatment at Home/6 Mo	24,203	23.9%	93
Used Hair Growth Prod/6 Mo	3,854	3.8%	94
Used Hair Spray at Home/6 Mo	25,758	25.4%	103
Used Hair Styling Gel/Lotion/Mousse/6 Mo	36,635	36.2%	102
Used Mouthwash/6 Mo	64,270	63.5%	97
Used Mouthwash 8+ Times/7 Days	14,645	14.5%	89
Used Sensitive Toothpaste/6 Mo	20,783	20.5%	102
Used Whitening Toothpaste/6 Mo	40,183	39.7%	101
Used Tooth Whitener (Not Toothpaste)/6 Mo	9,871	9.7%	105
Used Tooth Whitener (Gel)/6 Mo	1,462	1.4%	85
Used Tooth Whitener (Strips)/6 Mo	5,561	5.5%	105
Visited Day Spa/6 Mo	4,443	4.4%	114
Purchased Prod at Salon or Day Spa/6 Mo	4,178	4.1%	110
Used Prof Service for Haircut/6 Mo	63,550	62.7%	107
Used Prof Svc for Hair Color/Highlights/6 Mo	16,581	16.4%	116
Used Prof Service for Facial/6 Mo	2,621	2.6%	110
Used Prof Service for Massage/6 Mo	7,313	7.2%	112
Used Prof Service for Manicure/6 Mo	10,975	10.8%	106
Used Prof Service for Pedicure/6 Mo	14,776	14.6%	109
Spent \$1-99 at Barber Shop/6 Mo	15,095	14.9%	102
Spent \$100+ at Barber Shop/6 Mo	8,596	8.5%	105
Spent \$1-99 at Beauty Salon/6 Mo	12,943	12.8%	102
Spent \$100+ at Beauty Salon/6 Mo	22,520	22.2%	117

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