



# Health and Beauty Market Potential

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

Prepared by Charlotte Hollkamp

Latitude: 38.28821  
Longitude: -85.51154

<b>Demographic Summary</b>		<b>2019</b>	<b>2024</b>
Population		4,267	4,503
Population 18+		3,111	3,284
Households		1,857	1,984
Median Household Income		\$109,381	\$121,727
<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week	672	21.6%	106
Typically spend 4-6 hours exercising per week	758	24.4%	125
Typically spend 1-3 hours exercising per week	769	24.7%	106
Exercise at home 2+ times per week	1,017	32.7%	119
Exercise at club 2+ times per week	590	19.0%	132
Exercise at other facility 2+ times/wk	359	11.5%	135
Own elliptical	202	6.5%	156
Own stationary bicycle	135	4.3%	84
Own treadmill	349	11.2%	124
Own weight lifting equipment	514	16.5%	142
Control diet for blood sugar level	261	8.4%	83
Control diet for cholesterol level	277	8.9%	90
Control diet for food allergies	69	2.2%	117
Control diet to maintain weight	333	10.7%	107
Control diet for physical fitness	416	13.4%	124
Control diet for salt restriction	92	3.0%	86
Control diet for weight loss	565	18.2%	127
Used doctor`s care/diet for diet method	81	2.6%	105
Used exercise program for diet method	334	10.7%	128
Buy foods specifically labeled as fat-free	275	8.8%	102
Buy foods specifically labeled as gluten-free	155	5.0%	93
Buy foods specifically labeled as high fiber	245	7.9%	112
Buy foods specifically labeled as high protein	299	9.6%	120
Buy foods specifically labeled as lactose-free	119	3.8%	118
Buy foods specifically labeled as low-calorie	275	8.8%	119
Buy foods specifically labeled as low-carb	243	7.8%	112
Buy foods specifically labeled as low-cholesterol	156	5.0%	103
Buy foods specifically labeled as low-fat	301	9.7%	118
Buy foods specifically labeled as low-sodium	329	10.6%	107
Buy foods specifically labeled as natural/organic	525	16.9%	129
Buy foods specifically labeled as probiotic	151	4.9%	118
Buy foods specifically labeled as sugar-free	288	9.3%	102
Used meal/dietary/weight loss supplement last 6 months	254	8.2%	99
Used vitamins/dietary supplements in last 6 months	1,709	54.9%	102
Provide services as a primary caregiver/caretaker	183	5.9%	79
Visited doctor in last 12 months	2,509	80.6%	105
Visited doctor in last 12 months: 1-2 times	743	23.9%	98
Visited doctor in last 12 months: 3-5 times	808	26.0%	112
Visited doctor in last 12 months: 6+ times	957	30.8%	105
Visited doctor in last 12 months: cardiologist	168	5.4%	69
Visited doctor in last 12 months: chiropractor	252	8.1%	113
Visited doctor in last 12 months: dentist	1,288	41.4%	110
Visited doctor in last 12 months: dermatologist	339	10.9%	123
Visited doctor in last 12 months: ear/nose/throat	142	4.6%	100
Visited doctor in last 12 months: eye	635	20.4%	94
Visited doctor in last 12 months: gastroenterologist	148	4.8%	111
Visited doctor in last 12 months: general/family	1,385	44.5%	107
Visited doctor in last 12 months: internist	197	6.3%	111
Visited doctor in last 12 months: physical therapist	153	4.9%	94
Visited doctor in last 12 months: podiatrist	64	2.1%	71
Visited doctor in last 12 months: urologist	91	2.9%	77
Visited nurse practitioner in last 12 months	180	5.8%	92

**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 2019 and 2024.



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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	1,242	39.9%	103
Wear bifocals	367	11.8%	83
Wear disposable contact lenses	288	9.3%	152
Wear soft contact lenses	404	13.0%	137
Wear transition lenses	151	4.9%	89
Spent on eyeglasses in last 12 months: \$1-99	52	1.7%	62
Spent on eyeglasses in last 12 months: \$100-\$199	133	4.3%	97
Spent on eyeglasses in last 12 months: \$200-\$249	78	2.5%	83
Spent on eyeglasses in last 12 months: \$250+	316	10.2%	109
Spent on contact lenses in last 12 months: <\$1-99	59	1.9%	104
Spent on contact lenses in last 12 months: \$100-\$199	153	4.9%	138
Spent on contact lenses in last 12 months: \$200+	170	5.5%	144
Bought prescription eyewear: discount optical ctr	275	8.8%	101
Bought prescription eyewear: private eye doctor	741	23.8%	99
Bought prescription eyewear: retail optical chain	429	13.8%	114
Bought prescription eyewear: online	127	4.1%	130
Used prescription drug for acne	72	2.3%	90
Used prescription drug for allergy/hay fever	183	5.9%	103
Used prescription drug for anxiety/panic	155	5.0%	89
Used prescription drug for arthritis/osteoarthritis	62	2.0%	63
Used prescription drug for rheumatoid arthritis	48	1.5%	59
Used prescription drug for asthma	116	3.7%	91
Used prescription drug for backache/back pain	176	5.7%	82
Used prescription drug for depression	172	5.5%	96
Used prescription drug for diabetes (insulin dependent)	66	2.1%	88
Used prescription drug for diabetes (non-insulin depend)	95	3.1%	69
Used prescription drug for heartburn/acid reflux	138	4.4%	79
Used prescription drug for high blood pressure	334	10.7%	82
Used prescription drug for high cholesterol	253	8.1%	95
Used prescription drug for insomnia	60	1.9%	82
Used prescription drug for migraine headache	89	2.9%	98
Used prescription drug for sinus congestion/headache	127	4.1%	115
Used prescription remedy for sleep apnea	76	2.4%	100
Used prescription drug for urinary tract infection	94	3.0%	89
Filled prescription last 12 months: discount/dept store	117	3.8%	111
Filled prescription last 12 months: drug store/pharmacy	1,141	36.7%	99
Filled prescription last 12 months: supermarket	250	8.0%	110
Filled prescription last 12 months: mail order	235	7.6%	101
Spent out of pocket prescr drugs/30 days: <\$1-9	211	6.8%	105
Spent out of pocket prescr drugs/30 days: \$10-19	299	9.6%	114
Spent out of pocket prescr drugs/30 days: \$20-29	170	5.5%	92
Spent out of pocket prescr drugs/30 days: \$30-49	197	6.3%	100
Spent out of pocket prescr drugs/30 days: \$50-99	178	5.7%	99
Spent out of pocket prescr drugs/30 days: \$100-149	80	2.6%	93
Spent out of pocket prescr drugs/30 days: \$150+	82	2.6%	80

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,659	53.3%	103
Used last 6 months: cough syrup/suppressant(nonprescr)	1,035	33.3%	92
Used last 6 months: medicated skin cream/lotion/spray	895	28.8%	94
Used last 6 months: non-medicated nasal spray	450	14.5%	96
Used last 6 months: pain relieving rub/liquid/patch	692	22.2%	89
Used last 6 months: sleeping aid/snore relief	331	10.6%	94
Used last 6 months: sore throat remedy/cough drops	1,520	48.9%	100
Used last 12 months: sunburn remedy	559	18.0%	115
Used last 12 months: suntan/sunscreen product	1,504	48.3%	118
Used last 6 months: toothache/gum/canker sore remedy	223	7.2%	71
HH used last 6 months: children`s cold tablets/liquids	256	13.8%	124
HH used last 6 months: children`s cough syrup	234	12.6%	120
HH used kids pain reliever/fever reducer last 6 months	445	24.0%	132
HH used kids vitamins/nutritional suppl last 6 months	304	16.4%	136
Used body wash/shower gel in last 6 months	1,953	62.8%	101
Used breath freshener in last 6 months	1,324	42.6%	101
Used breath freshener in last 6 months: gum	883	28.4%	113
Used breath freshener in last 6 months: mints	560	18.0%	96
Used breath freshener in last 6 months: thin film	73	2.3%	95
Used breath freshener 8+ times in last 7 days	322	10.4%	110
Used complexion care product in last 6 months	1,594	51.2%	107
Used denture adhesive/fixative in last 6 months	88	2.8%	46
Used denture cleaner in last 6 months	191	6.1%	57
Used facial moisturizer in last 6 months	1,572	50.5%	115
Used personal foot care product in last 6 months	560	18.0%	91
Used hair coloring product (at home) last 6 months	533	17.1%	92
Used hair conditioning treatment (at home)/6 months	813	26.1%	97
Used hair growth product in last 6 months	97	3.1%	100
Used hair spray (at home) in last 6 months	1,024	32.9%	105
Used hair styling gel/lotion/mousse in last 6 months	1,139	36.6%	108
Used mouthwash in last 6 months	1,904	61.2%	93
Used mouthwash 8+ times in last 7 days	445	14.3%	90
Used whitening toothpaste in last 6 months	1,140	36.6%	114
Used tooth whitener (not toothpaste) in last 6 months	315	10.1%	100
Used tooth whitener (gel) in last 6 months	70	2.3%	109
Used tooth whitener (strips) in last 6 months	151	4.9%	92
Visited a day spa in last 6 months	203	6.5%	140
Purchased product at salon/day spa in last 6 months	210	6.8%	152
Professional srv last 6 months: haircut	2,004	64.4%	107
Professional srv last 6 months: hair color/highlights	612	19.7%	124
Professional srv last 6 months: facial	111	3.6%	141
Professional srv last 6 months: massage	370	11.9%	160
Professional srv last 6 months: manicure	470	15.1%	122
Professional srv last 6 months: pedicure	642	20.6%	136
Spent \$150+ at barber shops in last 6 months	111	3.6%	113
Spent \$150+ at beauty salons in last 6 months	528	17.0%	144

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<b>Demographic Summary</b>		<b>2019</b>	<b>2024</b>	
Population		46,130	48,276	
Population 18+		34,525	36,523	
Households		17,743	18,632	
Median Household Income		\$97,046	\$107,576	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week		7,588	22.0%	108
Typically spend 4-6 hours exercising per week		8,143	23.6%	121
Typically spend 1-3 hours exercising per week		8,596	24.9%	107
Exercise at home 2+ times per week		11,481	33.3%	121
Exercise at club 2+ times per week		6,832	19.8%	138
Exercise at other facility 2+ times/wk		3,651	10.6%	123
Own elliptical		2,056	6.0%	143
Own stationary bicycle		2,118	6.1%	119
Own treadmill		4,001	11.6%	128
Own weight lifting equipment		5,424	15.7%	135
Control diet for blood sugar level		2,907	8.4%	84
Control diet for cholesterol level		3,400	9.8%	100
Control diet for food allergies		688	2.0%	105
Control diet to maintain weight		3,880	11.2%	112
Control diet for physical fitness		4,523	13.1%	121
Control diet for salt restriction		1,050	3.0%	89
Control diet for weight loss		5,722	16.6%	116
Used doctor`s care/diet for diet method		732	2.1%	85
Used exercise program for diet method		3,727	10.8%	128
Buy foods specifically labeled as fat-free		3,004	8.7%	100
Buy foods specifically labeled as gluten-free		1,936	5.6%	105
Buy foods specifically labeled as high fiber		2,712	7.9%	111
Buy foods specifically labeled as high protein		3,138	9.1%	114
Buy foods specifically labeled as lactose-free		1,218	3.5%	108
Buy foods specifically labeled as low-calorie		2,753	8.0%	107
Buy foods specifically labeled as low-carb		2,627	7.6%	110
Buy foods specifically labeled as low-cholesterol		1,633	4.7%	98
Buy foods specifically labeled as low-fat		3,155	9.1%	112
Buy foods specifically labeled as low-sodium		3,428	9.9%	100
Buy foods specifically labeled as natural/organic		5,750	16.7%	127
Buy foods specifically labeled as probiotic		1,516	4.4%	107
Buy foods specifically labeled as sugar-free		3,128	9.1%	100
Used meal/dietary/weight loss supplement last 6 months		2,905	8.4%	102
Used vitamins/dietary supplements in last 6 months		19,751	57.2%	106
Provide services as a primary caregiver/caretaker		2,016	5.8%	79
Visited doctor in last 12 months		27,668	80.1%	104
Visited doctor in last 12 months: 1-2 times		8,020	23.2%	95
Visited doctor in last 12 months: 3-5 times		8,545	24.8%	106
Visited doctor in last 12 months: 6+ times		11,102	32.2%	110
Visited doctor in last 12 months: cardiologist		2,449	7.1%	91
Visited doctor in last 12 months: chiropractor		2,750	8.0%	111
Visited doctor in last 12 months: dentist		14,901	43.2%	115
Visited doctor in last 12 months: dermatologist		4,037	11.7%	132
Visited doctor in last 12 months: ear/nose/throat		1,677	4.9%	106
Visited doctor in last 12 months: eye		7,983	23.1%	106
Visited doctor in last 12 months: gastroenterologist		1,604	4.6%	108
Visited doctor in last 12 months: general/family		15,061	43.6%	105
Visited doctor in last 12 months: internist		2,567	7.4%	130
Visited doctor in last 12 months: physical therapist		2,009	5.8%	111
Visited doctor in last 12 months: podiatrist		985	2.9%	99
Visited doctor in last 12 months: urologist		1,284	3.7%	98
Visited nurse practitioner in last 12 months		1,998	5.8%	92

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Wear regular/sun/tinted prescription eyeglasses	14,377	41.6%	108
Wear bifocals	4,681	13.6%	95
Wear disposable contact lenses	2,697	7.8%	128
Wear soft contact lenses	4,180	12.1%	128
Wear transition lenses	2,009	5.8%	106
Spent on eyeglasses in last 12 months: \$1-99	865	2.5%	93
Spent on eyeglasses in last 12 months: \$100-\$199	1,418	4.1%	94
Spent on eyeglasses in last 12 months: \$200-\$249	1,176	3.4%	113
Spent on eyeglasses in last 12 months: \$250+	3,728	10.8%	116
Spent on contact lenses in last 12 months: <\$1-99	670	1.9%	107
Spent on contact lenses in last 12 months: \$100-\$199	1,486	4.3%	121
Spent on contact lenses in last 12 months: \$200+	1,824	5.3%	139
Bought prescription eyewear: discount optical ctr	3,356	9.7%	111
Bought prescription eyewear: private eye doctor	8,603	24.9%	103
Bought prescription eyewear: retail optical chain	4,812	13.9%	115
Bought prescription eyewear: online	1,301	3.8%	120
Used prescription drug for acne	781	2.3%	88
Used prescription drug for allergy/hay fever	1,985	5.7%	101
Used prescription drug for anxiety/panic	1,792	5.2%	93
Used prescription drug for arthritis/osteoarthritis	894	2.6%	82
Used prescription drug for rheumatoid arthritis	623	1.8%	69
Used prescription drug for asthma	1,366	4.0%	96
Used prescription drug for backache/back pain	2,032	5.9%	86
Used prescription drug for depression	1,816	5.3%	91
Used prescription drug for diabetes (insulin dependent)	625	1.8%	75
Used prescription drug for diabetes (non-insulin depend)	1,175	3.4%	77
Used prescription drug for heartburn/acid reflux	1,704	4.9%	87
Used prescription drug for high blood pressure	4,053	11.7%	90
Used prescription drug for high cholesterol	2,950	8.5%	100
Used prescription drug for insomnia	709	2.1%	88
Used prescription drug for migraine headache	1,166	3.4%	116
Used prescription drug for sinus congestion/headache	1,269	3.7%	103
Used prescription remedy for sleep apnea	841	2.4%	100
Used prescription drug for urinary tract infection	1,111	3.2%	94
Filled prescription last 12 months: discount/dept store	1,061	3.1%	91
Filled prescription last 12 months: drug store/pharmacy	12,879	37.3%	101
Filled prescription last 12 months: supermarket	2,947	8.5%	117
Filled prescription last 12 months: mail order	3,073	8.9%	119
Spent out of pocket prescr drugs/30 days: <\$1-9	2,353	6.8%	105
Spent out of pocket prescr drugs/30 days: \$10-19	3,139	9.1%	108
Spent out of pocket prescr drugs/30 days: \$20-29	2,187	6.3%	106
Spent out of pocket prescr drugs/30 days: \$30-49	2,207	6.4%	101
Spent out of pocket prescr drugs/30 days: \$50-99	2,076	6.0%	104
Spent out of pocket prescr drugs/30 days: \$100-149	1,020	3.0%	107
Spent out of pocket prescr drugs/30 days: \$150+	1,090	3.2%	96

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Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	18,006	52.2%	101
Used last 6 months: cough syrup/suppressant(nonprescr)	11,430	33.1%	92
Used last 6 months: medicated skin cream/lotion/spray	10,586	30.7%	100
Used last 6 months: non-medicated nasal spray	5,204	15.1%	100
Used last 6 months: pain relieving rub/liquid/patch	8,074	23.4%	93
Used last 6 months: sleeping aid/snore relief	3,762	10.9%	96
Used last 6 months: sore throat remedy/cough drops	16,311	47.2%	96
Used last 12 months: sunburn remedy	5,602	16.2%	104
Used last 12 months: suntan/sunscreen product	17,288	50.1%	123
Used last 6 months: toothache/gum/canker sore remedy	2,743	7.9%	79
HH used last 6 months: children`s cold tablets/liquids	2,167	12.2%	110
HH used last 6 months: children`s cough syrup	1,946	11.0%	104
HH used kids pain reliever/fever reducer last 6 months	3,711	20.9%	115
HH used kids vitamins/nutritional suppl last 6 months	2,584	14.6%	121
Used body wash/shower gel in last 6 months	20,900	60.5%	97
Used breath freshener in last 6 months	13,950	40.4%	96
Used breath freshener in last 6 months: gum	8,721	25.3%	101
Used breath freshener in last 6 months: mints	6,337	18.4%	98
Used breath freshener in last 6 months: thin film	772	2.2%	91
Used breath freshener 8+ times in last 7 days	3,332	9.7%	103
Used complexion care product in last 6 months	17,566	50.9%	106
Used denture adhesive/fixative in last 6 months	1,238	3.6%	58
Used denture cleaner in last 6 months	2,402	7.0%	65
Used facial moisturizer in last 6 months	16,694	48.4%	110
Used personal foot care product in last 6 months	6,157	17.8%	90
Used hair coloring product (at home) last 6 months	5,847	16.9%	91
Used hair conditioning treatment (at home)/6 months	8,535	24.7%	92
Used hair growth product in last 6 months	1,068	3.1%	100
Used hair spray (at home) in last 6 months	10,965	31.8%	102
Used hair styling gel/lotion/mousse in last 6 months	12,182	35.3%	105
Used mouthwash in last 6 months	21,738	63.0%	96
Used mouthwash 8+ times in last 7 days	4,972	14.4%	90
Used whitening toothpaste in last 6 months	12,068	35.0%	109
Used tooth whitener (not toothpaste) in last 6 months	3,402	9.9%	97
Used tooth whitener (gel) in last 6 months	595	1.7%	84
Used tooth whitener (strips) in last 6 months	1,811	5.2%	100
Visited a day spa in last 6 months	2,235	6.5%	139
Purchased product at salon/day spa in last 6 months	2,036	5.9%	133
Professional srv last 6 months: haircut	22,856	66.2%	110
Professional srv last 6 months: hair color/highlights	6,944	20.1%	127
Professional srv last 6 months: facial	1,182	3.4%	136
Professional srv last 6 months: massage	3,671	10.6%	143
Professional srv last 6 months: manicure	5,248	15.2%	123
Professional srv last 6 months: pedicure	6,620	19.2%	127
Spent \$150+ at barber shops in last 6 months	1,329	3.8%	122
Spent \$150+ at beauty salons in last 6 months	5,800	16.8%	143

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<b>Demographic Summary</b>		<b>2019</b>	<b>2024</b>	
Population		122,354	129,557	
Population 18+		93,631	100,036	
Households		48,433	51,318	
Median Household Income		\$95,819	\$107,133	
<b>Product/Consumer Behavior</b>		<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
Typically spend 7+ hours exercising per week		21,493	23.0%	113
Typically spend 4-6 hours exercising per week		21,399	22.9%	118
Typically spend 1-3 hours exercising per week		22,975	24.5%	105
Exercise at home 2+ times per week		31,593	33.7%	123
Exercise at club 2+ times per week		18,166	19.4%	135
Exercise at other facility 2+ times/wk		9,786	10.5%	122
Own elliptical		5,304	5.7%	136
Own stationary bicycle		5,828	6.2%	121
Own treadmill		11,183	11.9%	132
Own weight lifting equipment		14,665	15.7%	135
Control diet for blood sugar level		8,126	8.7%	86
Control diet for cholesterol level		9,258	9.9%	100
Control diet for food allergies		1,946	2.1%	109
Control diet to maintain weight		10,795	11.5%	115
Control diet for physical fitness		12,335	13.2%	122
Control diet for salt restriction		2,873	3.1%	89
Control diet for weight loss		15,257	16.3%	114
Used doctor`s care/diet for diet method		1,832	2.0%	79
Used exercise program for diet method		9,836	10.5%	125
Buy foods specifically labeled as fat-free		8,406	9.0%	104
Buy foods specifically labeled as gluten-free		5,423	5.8%	109
Buy foods specifically labeled as high fiber		7,378	7.9%	112
Buy foods specifically labeled as high protein		8,628	9.2%	115
Buy foods specifically labeled as lactose-free		3,322	3.5%	109
Buy foods specifically labeled as low-calorie		7,294	7.8%	105
Buy foods specifically labeled as low-carb		6,975	7.4%	107
Buy foods specifically labeled as low-cholesterol		4,507	4.8%	99
Buy foods specifically labeled as low-fat		8,667	9.3%	113
Buy foods specifically labeled as low-sodium		9,765	10.4%	105
Buy foods specifically labeled as natural/organic		15,530	16.6%	126
Buy foods specifically labeled as probiotic		4,456	4.8%	115
Buy foods specifically labeled as sugar-free		8,619	9.2%	101
Used meal/dietary/weight loss supplement last 6 months		7,716	8.2%	100
Used vitamins/dietary supplements in last 6 months		54,404	58.1%	108
Provide services as a primary caregiver/caretaker		5,780	6.2%	83
Visited doctor in last 12 months		75,836	81.0%	105
Visited doctor in last 12 months: 1-2 times		21,724	23.2%	95
Visited doctor in last 12 months: 3-5 times		23,079	24.6%	106
Visited doctor in last 12 months: 6+ times		31,031	33.1%	113
Visited doctor in last 12 months: cardiologist		7,022	7.5%	96
Visited doctor in last 12 months: chiropractor		7,737	8.3%	115
Visited doctor in last 12 months: dentist		41,280	44.1%	118
Visited doctor in last 12 months: dermatologist		11,401	12.2%	138
Visited doctor in last 12 months: ear/nose/throat		4,488	4.8%	105
Visited doctor in last 12 months: eye		22,766	24.3%	112
Visited doctor in last 12 months: gastroenterologist		4,552	4.9%	113
Visited doctor in last 12 months: general/family		41,944	44.8%	107
Visited doctor in last 12 months: internist		6,904	7.4%	129
Visited doctor in last 12 months: physical therapist		5,869	6.3%	120
Visited doctor in last 12 months: podiatrist		3,168	3.4%	117
Visited doctor in last 12 months: urologist		3,954	4.2%	111
Visited nurse practitioner in last 12 months		5,805	6.2%	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 2019 and 2024.



# Health and Beauty Market Potential

Epic Plaza  
 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	
Wear regular/sun/tinted prescription eyeglasses	40,517	43.3%	112
Wear bifocals	14,068	15.0%	105
Wear disposable contact lenses	7,242	7.7%	127
Wear soft contact lenses	11,101	11.9%	125
Wear transition lenses	5,698	6.1%	111
Spent on eyeglasses in last 12 months: \$1-99	2,526	2.7%	100
Spent on eyeglasses in last 12 months: \$100-\$199	4,128	4.4%	100
Spent on eyeglasses in last 12 months: \$200-\$249	3,092	3.3%	109
Spent on eyeglasses in last 12 months: \$250+	10,168	10.9%	117
Spent on contact lenses in last 12 months: <\$1-99	1,782	1.9%	105
Spent on contact lenses in last 12 months: \$100-\$199	3,994	4.3%	120
Spent on contact lenses in last 12 months: \$200+	4,701	5.0%	132
Bought prescription eyewear: discount optical ctr	9,215	9.8%	112
Bought prescription eyewear: private eye doctor	24,530	26.2%	109
Bought prescription eyewear: retail optical chain	13,314	14.2%	118
Bought prescription eyewear: online	3,632	3.9%	124
Used prescription drug for acne	2,172	2.3%	90
Used prescription drug for allergy/hay fever	5,516	5.9%	103
Used prescription drug for anxiety/panic	5,009	5.3%	95
Used prescription drug for arthritis/osteoarthritis	2,513	2.7%	84
Used prescription drug for rheumatoid arthritis	1,737	1.9%	71
Used prescription drug for asthma	3,788	4.0%	98
Used prescription drug for backache/back pain	5,758	6.1%	89
Used prescription drug for depression	5,159	5.5%	95
Used prescription drug for diabetes (insulin dependent)	1,634	1.7%	73
Used prescription drug for diabetes (non-insulin depend)	3,480	3.7%	84
Used prescription drug for heartburn/acid reflux	4,943	5.3%	93
Used prescription drug for high blood pressure	11,154	11.9%	91
Used prescription drug for high cholesterol	8,082	8.6%	101
Used prescription drug for insomnia	1,889	2.0%	86
Used prescription drug for migraine headache	3,007	3.2%	111
Used prescription drug for sinus congestion/headache	3,466	3.7%	104
Used prescription remedy for sleep apnea	2,303	2.5%	101
Used prescription drug for urinary tract infection	3,033	3.2%	95
Filled prescription last 12 months: discount/dept store	2,944	3.1%	93
Filled prescription last 12 months: drug store/pharmacy	35,611	38.0%	103
Filled prescription last 12 months: supermarket	8,061	8.6%	118
Filled prescription last 12 months: mail order	8,968	9.6%	128
Spent out of pocket prescr drugs/30 days: <\$1-9	6,694	7.1%	110
Spent out of pocket prescr drugs/30 days: \$10-19	8,726	9.3%	111
Spent out of pocket prescr drugs/30 days: \$20-29	6,139	6.6%	110
Spent out of pocket prescr drugs/30 days: \$30-49	6,224	6.6%	105
Spent out of pocket prescr drugs/30 days: \$50-99	5,758	6.1%	106
Spent out of pocket prescr drugs/30 days: \$100-149	2,815	3.0%	109
Spent out of pocket prescr drugs/30 days: \$150+	3,133	3.3%	101

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# Health and Beauty Market Potential

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

Prepared by Charlotte Hollkamp

Latitude: 38.28821  
 Longitude: -85.51154

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used last 6 months: cold/sinus/allergy med (nonprescr)	48,608	51.9%	100
Used last 6 months: cough syrup/suppressant(nonprescr)	30,170	32.2%	89
Used last 6 months: medicated skin cream/lotion/spray	28,924	30.9%	101
Used last 6 months: non-medicated nasal spray	14,092	15.1%	100
Used last 6 months: pain relieving rub/liquid/patch	21,636	23.1%	92
Used last 6 months: sleeping aid/snore relief	10,717	11.4%	101
Used last 6 months: sore throat remedy/cough drops	44,041	47.0%	96
Used last 12 months: sunburn remedy	14,978	16.0%	103
Used last 12 months: suntan/sunscreen product	46,978	50.2%	123
Used last 6 months: toothache/gum/canker sore remedy	6,960	7.4%	74
HH used last 6 months: children`s cold tablets/liquids	5,241	10.8%	97
HH used last 6 months: children`s cough syrup	4,738	9.8%	93
HH used kids pain reliever/fever reducer last 6 months	9,128	18.8%	104
HH used kids vitamins/nutritional suppl last 6 months	6,241	12.9%	107
Used body wash/shower gel in last 6 months	55,569	59.3%	95
Used breath freshener in last 6 months	37,408	40.0%	95
Used breath freshener in last 6 months: gum	22,489	24.0%	96
Used breath freshener in last 6 months: mints	17,540	18.7%	100
Used breath freshener in last 6 months: thin film	2,078	2.2%	90
Used breath freshener 8+ times in last 7 days	8,780	9.4%	100
Used complexion care product in last 6 months	47,353	50.6%	106
Used denture adhesive/fixative in last 6 months	3,575	3.8%	61
Used denture cleaner in last 6 months	6,889	7.4%	69
Used facial moisturizer in last 6 months	44,851	47.9%	109
Used personal foot care product in last 6 months	16,926	18.1%	91
Used hair coloring product (at home) last 6 months	15,576	16.6%	90
Used hair conditioning treatment (at home)/6 months	22,731	24.3%	90
Used hair growth product in last 6 months	2,649	2.8%	91
Used hair spray (at home) in last 6 months	29,854	31.9%	102
Used hair styling gel/lotion/mousse in last 6 months	33,145	35.4%	105
Used mouthwash in last 6 months	58,436	62.4%	95
Used mouthwash 8+ times in last 7 days	13,465	14.4%	90
Used whitening toothpaste in last 6 months	32,802	35.0%	109
Used tooth whitener (not toothpaste) in last 6 months	9,317	10.0%	98
Used tooth whitener (gel) in last 6 months	1,592	1.7%	83
Used tooth whitener (strips) in last 6 months	4,887	5.2%	99
Visited a day spa in last 6 months	5,926	6.3%	136
Purchased product at salon/day spa in last 6 months	5,271	5.6%	127
Professional srv last 6 months: haircut	62,651	66.9%	111
Professional srv last 6 months: hair color/highlights	18,755	20.0%	126
Professional srv last 6 months: facial	3,009	3.2%	127
Professional srv last 6 months: massage	9,670	10.3%	139
Professional srv last 6 months: manicure	13,754	14.7%	119
Professional srv last 6 months: pedicure	17,424	18.6%	123
Spent \$150+ at barber shops in last 6 months	3,617	3.9%	122
Spent \$150+ at beauty salons in last 6 months	15,620	16.7%	142

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