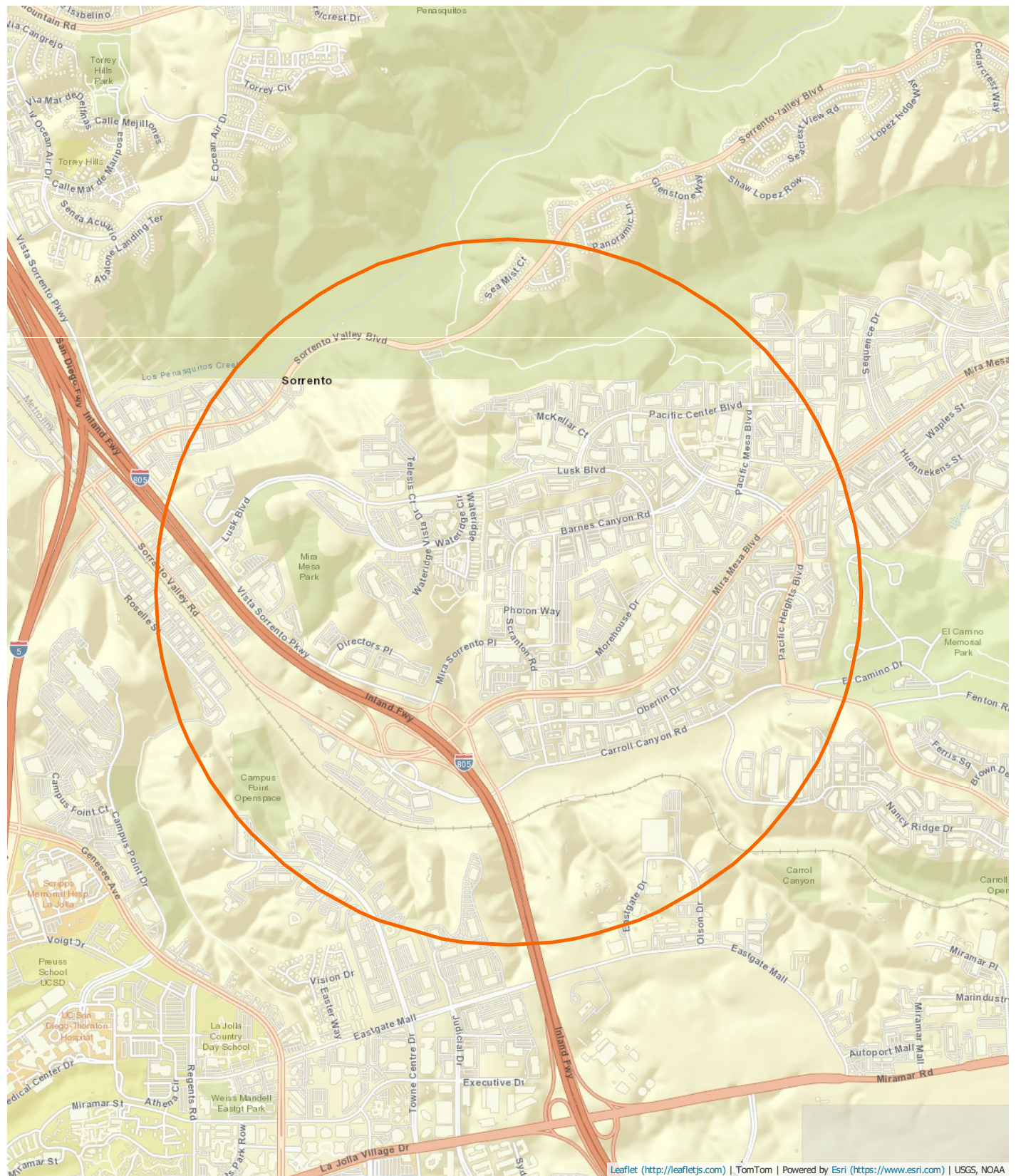


	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
Healthcare								
Healthcare	3,745,539	100.00	4,527,255	100.00	10,289.94	11,820.51	3.86	167
Health Insurance								
Health insurance	2,488,198	66.43	3,003,359	66.34	6,835.71	7,841.67	3.84	158
Fee for service health plan (not BCBS)	610,227	16.29	722,687	15.96	1,676.45	1,886.91	3.44	198
Blue Cross, Blue Shield	881,784	23.54	1,023,915	22.62	2,422.48	2,673.41	3.03	186
Fee for service health plan (BCBS)	540,830	14.44	628,458	13.88	1,485.80	1,640.88	3.05	196
Health maintenance organization (BCBS)	316,190	8.44	362,720	8.01	868.65	947.05	2.78	180
Commercial Medicare supplement (BCBS)	12,887	0.34	18,334	0.41	35.40	47.87	7.31	82
Other health insurance (BCBS)	11,878	0.32	14,403	0.32	32.63	37.61	3.93	188
Health maintenance organization (not BCBS)	516,579	13.79	601,197	13.28	1,419.17	1,569.71	3.08	174
Medicare payments	224,014	5.98	314,141	6.94	615.42	820.21	7.00	79
Medicare prescription drug premium	39,170	1.05	56,000	1.24	107.61	146.22	7.41	81
Commercial Medicare supplements and other insurance	174,163	4.65	227,029	5.01	478.47	592.77	5.44	128
Commercial Medicare supplement (not BCBS)	91,966	2.46	131,493	2.90	252.65	343.32	7.41	98
Other health insurance (not BCBS)	82,197	2.19	95,537	2.11	225.82	249.44	3.05	194
Long term care insurance	42,261	1.13	58,390	1.29	116.10	152.45	6.68	155
Medical Services								
Medical services	802,432	21.42	986,342	21.79	2,204.48	2,575.30	4.21	210
Physician's services	246,670	6.59	295,287	6.52	677.67	770.99	3.66	219
Dental services	275,439	7.35	343,530	7.59	756.70	896.94	4.52	209
Eye care services	38,945	1.04	48,102	1.06	106.99	125.59	4.31	209
Service by professionals other than physician	69,518	1.86	83,091	1.84	190.98	216.95	3.63	228
Lab tests, x-rays	43,099	1.15	51,869	1.15	118.40	135.43	3.77	241
Hospital room and services	89,123	2.38	106,508	2.35	244.84	278.09	3.63	217
Care in convalescent or nursing home	30,154	0.81	46,831	1.03	82.84	122.27	9.20	122
Other medical care services	9,483	0.25	11,124	0.25	26.05	29.04	3.24	214
Drugs								
Drugs	325,301	8.69	380,325	8.40	893.69	993.02	3.17	147
Nonprescription drugs	60,147	1.61	69,638	1.54	165.24	181.82	2.97	159
Nonprescription vitamins	39,871	1.06	45,910	1.01	109.54	119.87	2.86	184
Prescription drugs	225,283	6.01	264,777	5.85	618.91	691.32	3.28	139
Medical Supplies								
Medical supplies	129,607	3.46	157,229	3.47	356.06	410.52	3.94	183
Topical and dressings	27,563	0.74	32,629	0.72	75.72	85.19	3.43	179
Adult diapers	1,950	0.05	2,141	0.05	5.36	5.59	1.89	134
Eyeglasses and contact lenses	63,798	1.70	77,313	1.71	175.27	201.86	3.92	200
Hearing aids	12,742	0.34	17,753	0.39	35.01	46.35	6.86	142
Medical equipment for general use	9,746	0.26	11,303	0.25	26.77	29.51	3.01	171
Supportive and convalescent medical equipment	11,309	0.30	13,278	0.29	31.07	34.67	3.26	181
Rental of medical equipment	2,288	0.06	2,548	0.06	6.29	6.65	2.17	215
Rental of supportive, convalescent medical equipment	211	0.01	264	0.01	0.58	0.69	4.63	129

Benchmark: USA

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	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
Healthcare								
Healthcare	220,543,395	100.00	265,072,710	100.00	5,184.62	6,035.22	3.75	84
Health Insurance								
Health insurance	148,669,880	67.41	178,373,657	67.29	3,494.99	4,061.24	3.71	81
Fee for service health plan (not BCBS)	34,823,759	15.79	41,696,740	15.73	818.65	949.36	3.67	97
Blue Cross, Blue Shield	51,525,794	23.36	60,901,725	22.98	1,211.29	1,386.62	3.40	93
Fee for service health plan (BCBS)	30,997,807	14.06	36,656,757	13.83	728.71	834.61	3.41	96
Health maintenance organization (BCBS)	19,011,230	8.62	22,365,161	8.44	446.92	509.21	3.30	93
Commercial Medicare supplement (BCBS)	861,004	0.39	1,084,305	0.41	20.24	24.69	4.72	47
Other health insurance (BCBS)	655,753	0.30	795,501	0.30	15.42	18.11	3.94	89
Health maintenance organization (not BCBS)	31,586,348	14.32	37,306,916	14.07	742.54	849.41	3.39	91
Medicare payments	15,605,845	7.08	19,549,130	7.38	366.87	445.10	4.61	47
Medicare prescription drug premium	2,647,141	1.20	3,346,275	1.26	62.23	76.19	4.80	47
Commercial Medicare supplements and other insurance	10,322,899	4.68	12,760,308	4.81	242.67	290.53	4.33	65
Commercial Medicare supplement (not BCBS)	5,588,131	2.53	7,139,917	2.69	131.37	162.56	5.02	51
Other health insurance (not BCBS)	4,734,768	2.15	5,620,391	2.12	111.31	127.97	3.49	96
Long term care insurance	2,158,095	0.98	2,812,563	1.06	50.73	64.04	5.44	68
Medical Services								
Medical services	45,225,630	20.51	55,657,534	21.00	1,063.18	1,267.22	4.24	102
Physician's services	14,172,500	6.43	17,207,630	6.49	333.17	391.79	3.96	108
Dental services	15,385,327	6.98	19,061,355	7.19	361.68	433.99	4.38	100
Eye care services	2,160,210	0.98	2,668,909	1.01	50.78	60.77	4.32	99
Service by professionals other than physician	3,977,347	1.80	4,858,849	1.83	93.50	110.63	4.08	112
Lab tests, x-rays	2,352,708	1.07	2,900,379	1.09	55.31	66.04	4.27	113
Hospital room and services	5,080,826	2.30	6,184,438	2.33	119.44	140.81	4.01	106
Care in convalescent or nursing home	1,547,788	0.70	2,111,151	0.80	36.39	48.07	6.40	54
Other medical care services	548,923	0.25	664,824	0.25	12.90	15.14	3.91	106
Drugs								
Drugs	19,352,521	8.77	22,353,837	8.43	454.95	508.96	2.93	75
Nonprescription drugs	3,592,821	1.63	4,123,809	1.56	84.46	93.89	2.80	81
Nonprescription vitamins	2,238,876	1.02	2,580,433	0.97	52.63	58.75	2.88	88
Prescription drugs	13,520,824	6.13	15,649,596	5.90	317.85	356.31	2.97	71
Medical Supplies								
Medical supplies	7,295,365	3.31	8,687,681	3.28	171.50	197.80	3.56	88
Topical and dressings	1,603,263	0.73	1,882,269	0.71	37.69	42.86	3.26	89
Adult diapers	136,856	0.06	152,032	0.06	3.22	3.46	2.13	81
Eyeglasses and contact lenses	3,492,982	1.58	4,182,421	1.58	82.11	95.23	3.67	94
Hearing aids	680,600	0.31	853,400	0.32	16.00	19.43	4.63	65
Medical equipment for general use	587,610	0.27	681,469	0.26	13.81	15.52	3.01	88
Supportive and convalescent medical equipment	652,743	0.30	766,442	0.29	15.34	17.45	3.26	89
Rental of medical equipment	128,530	0.06	153,995	0.06	3.02	3.51	3.68	104
Rental of supportive, convalescent medical equipment	12,781	0.01	15,653	0.01	0.30	0.36	4.14	67

Benchmark: USA

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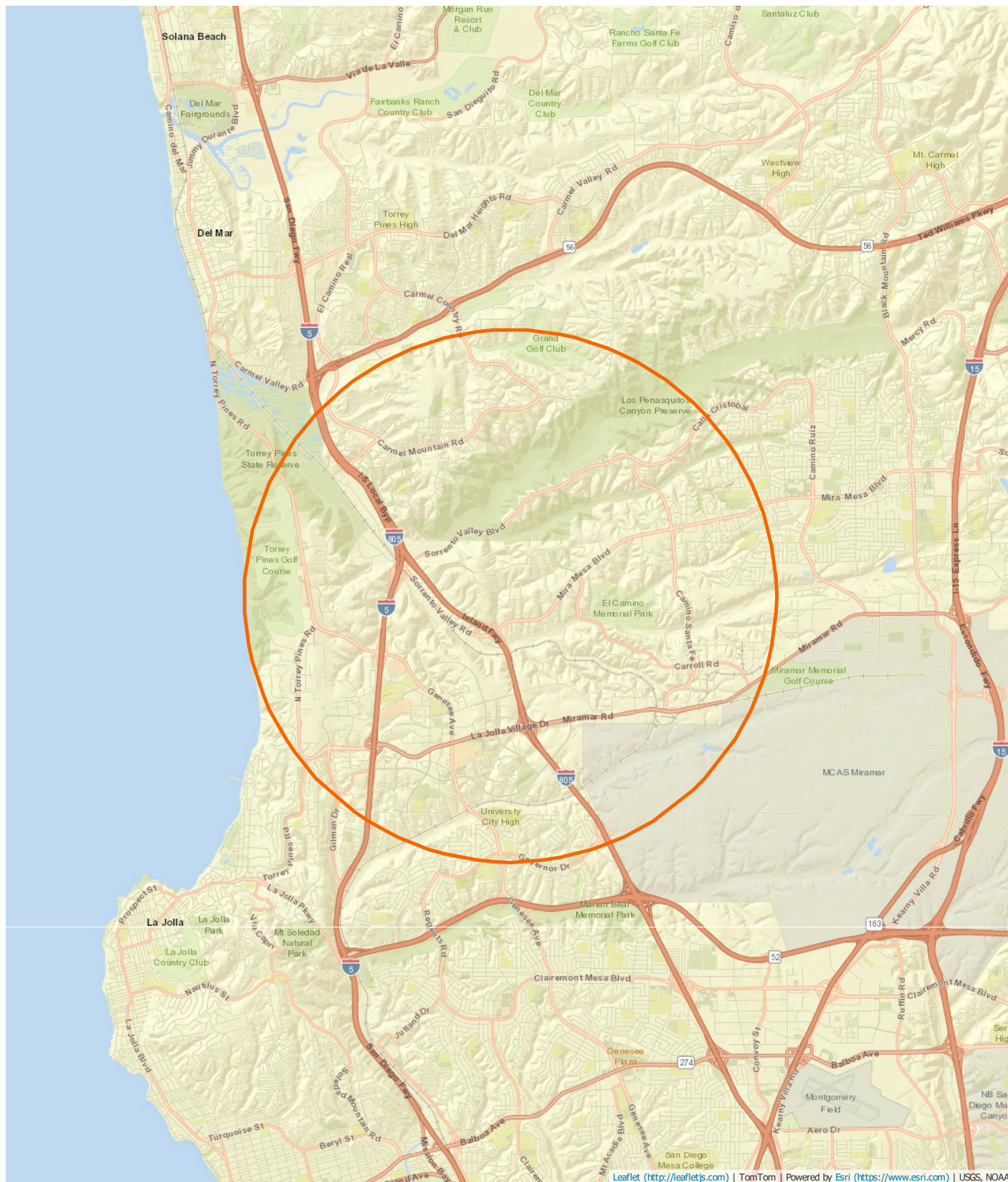
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,538 | Households: 33,658 | Dorm Pop: 8,880



Benchmark: USA

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	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
Healthcare								
Healthcare	661,804,354	100.00	783,359,512	100.00	6,854.95	7,891.36	3.43	111
Health Insurance								
Health insurance	446,246,196	67.43	528,128,255	67.42	4,622.21	5,320.23	3.43	107
Fee for service health plan (not BCBS)	98,368,503	14.86	115,803,366	14.78	1,018.90	1,166.57	3.32	120
Blue Cross, Blue Shield	144,367,969	21.81	167,692,518	21.41	1,495.36	1,689.29	3.04	115
Fee for service health plan (BCBS)	86,631,663	13.09	100,876,491	12.88	897.33	1,016.20	3.09	118
Health maintenance organization (BCBS)	52,399,227	7.92	60,306,767	7.70	542.75	607.51	2.85	113
Commercial Medicare supplement (BCBS)	3,420,070	0.52	4,241,120	0.54	35.42	42.72	4.40	82
Other health insurance (BCBS)	1,917,009	0.29	2,268,139	0.29	19.86	22.85	3.42	114
Health maintenance organization (not BCBS)	87,996,163	13.29	101,697,497	12.98	911.36	1,024.47	2.94	112
Medicare payments	61,190,373	9.25	75,575,529	9.65	633.81	761.33	4.31	82
Medicare prescription drug premium	10,574,468	1.60	13,194,927	1.68	109.53	132.92	4.53	83
Commercial Medicare supplements and other insurance	35,638,360	5.38	43,811,206	5.59	369.14	441.34	4.22	98
Commercial Medicare supplement (not BCBS)	22,343,002	3.38	28,220,499	3.60	231.43	284.29	4.78	89
Other health insurance (not BCBS)	13,295,359	2.01	15,590,707	1.99	137.71	157.06	3.24	119
Long term care insurance	8,120,358	1.23	10,353,211	1.32	84.11	104.30	4.98	113
Medical Services								
Medical services	134,075,260	20.26	161,492,658	20.62	1,388.75	1,626.84	3.79	133
Physician's services	39,949,688	6.04	47,429,586	6.05	413.80	477.79	3.49	134
Dental services	46,666,896	7.05	56,538,219	7.22	483.37	569.55	3.91	134
Eye care services	6,485,116	0.98	7,815,598	1.00	67.17	78.73	3.80	131
Service by professionals other than physician	11,138,795	1.68	13,387,604	1.71	115.38	134.86	3.75	138
Lab tests, x-rays	6,681,311	1.01	7,981,239	1.02	69.20	80.40	3.62	141
Hospital room and services	14,642,939	2.21	17,361,217	2.22	151.67	174.89	3.46	134
Care in convalescent or nursing home	6,991,923	1.06	9,189,654	1.17	72.42	92.57	5.62	107
Other medical care services	1,518,593	0.23	1,789,541	0.23	15.73	18.03	3.34	129
Drugs								
Drugs	58,873,530	8.90	67,080,295	8.56	609.81	675.75	2.64	100
Nonprescription drugs	10,566,488	1.60	12,018,694	1.53	109.45	121.07	2.61	105
Nonprescription vitamins	6,498,790	0.98	7,465,059	0.95	67.31	75.20	2.81	113
Prescription drugs	41,808,252	6.32	47,596,541	6.08	433.05	479.48	2.63	97
Medical Supplies								
Medical supplies	22,609,369	3.42	26,658,304	3.40	234.19	268.55	3.35	120
Topical and dressings	4,850,702	0.73	5,642,462	0.72	50.24	56.84	3.07	119
Adult diapers	376,792	0.06	419,031	0.05	3.90	4.22	2.15	98
Eyeglasses and contact lenses	10,594,300	1.60	12,507,674	1.60	109.74	126.00	3.38	125
Hearing aids	2,759,686	0.42	3,439,302	0.44	28.58	34.65	4.50	116
Medical equipment for general use	1,673,968	0.25	1,920,111	0.25	17.34	19.34	2.78	111
Supportive and convalescent medical equipment	1,944,940	0.29	2,253,237	0.29	20.15	22.70	2.99	117
Rental of medical equipment	364,036	0.06	423,314	0.05	3.77	4.26	3.06	129
Rental of supportive, convalescent medical equipment	44,945	0.01	53,173	0.01	0.47	0.54	3.42	104

Benchmark: USA

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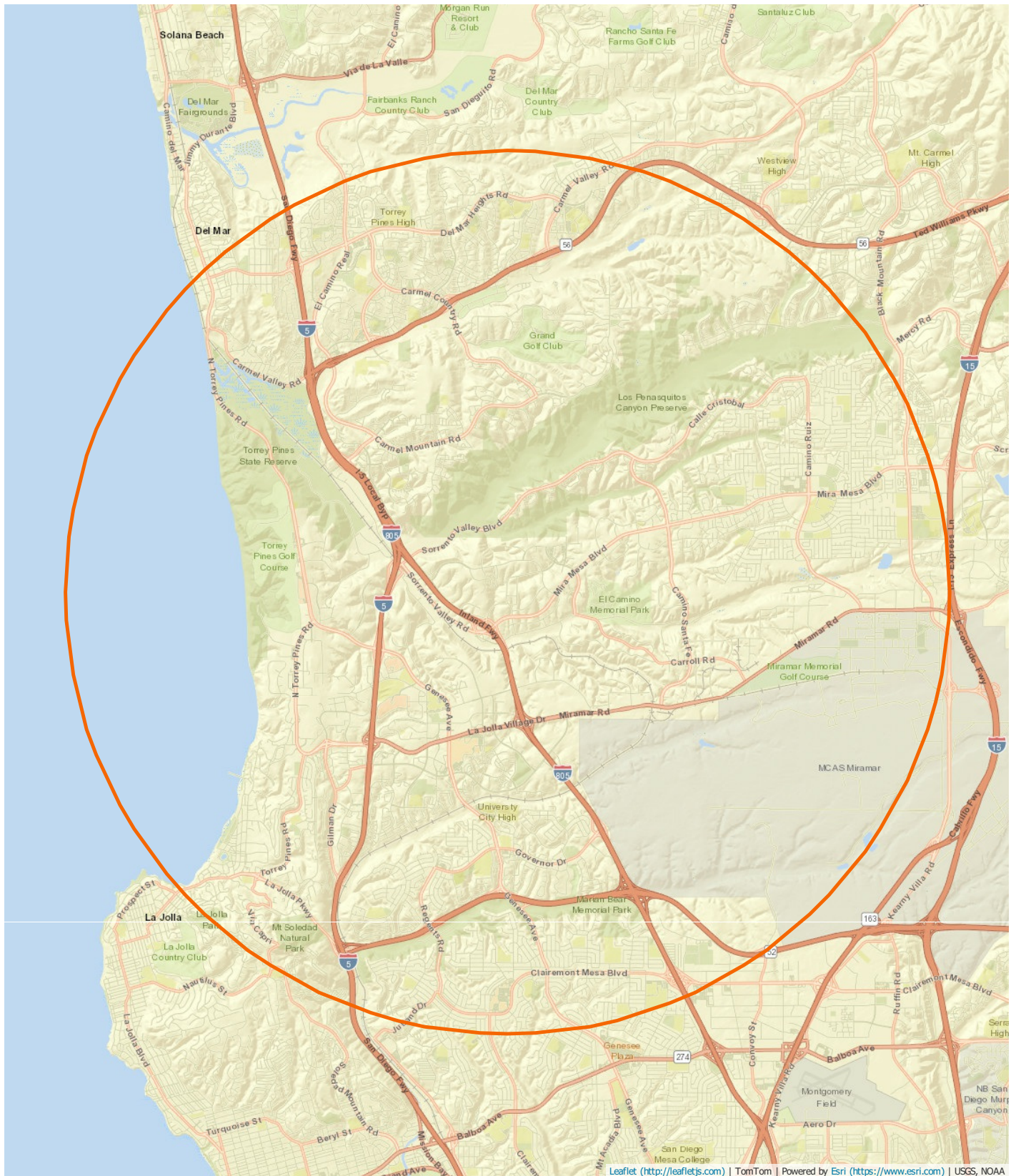
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,544 | Households: 87,664 | Dorm Pop: 8,880



Benchmark: USA

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Report Details

Name: Consumer Buying Power™ Healthcare 2021
Date / Time: 3/9/2021 9:51:49 AM
Workspace Vintage: 2021

Trade Area

Name	Level	Geographies
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9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2021 Estimates and 2026 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)