

Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 0

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>25,365,491</b>	<b>100.00</b>	<b>27,359,636</b>	<b>100.00</b>	<b>104,816.08</b>	<b>113,525.46</b>	<b>1.53</b>	<b>142</b>
<b>Healthcare</b>								
Healthcare	1,964,255	100.00	2,264,047	100.00	8,116.75	9,394.38	2.88	120
<b>Health Insurance</b>								
Health insurance	1,272,517	64.78	1,485,980	65.63	5,258.34	6,165.89	3.15	116
Fee for service health plan (not BCBS)	192,063	9.78	221,128	9.77	793.65	917.54	2.86	119
Blue Cross, Blue Shield	258,205	13.15	297,233	13.13	1,066.96	1,233.33	2.86	119
Fee for service health plan (BCBS)	180,449	9.19	207,842	9.18	745.66	862.42	2.87	118
Health maintenance organization (BCBS)	67,631	3.44	76,652	3.39	279.47	318.06	2.54	126
Commercial Medicare supplement (BCBS)	10,125	0.52	12,739	0.56	41.84	52.86	4.70	108
Health maintenance organization (not BCBS)	156,393	7.96	177,667	7.85	646.25	737.21	2.58	119
Medicare payments	395,976	20.16	464,417	20.51	1,636.27	1,927.04	3.24	115
Medicare prescription drug premium	46,682	2.38	55,598	2.46	192.90	230.70	3.56	115
Medicaid premiums	4,214	0.21	4,323	0.19	17.41	17.94	0.51	140
Tricare/military premiums	2,817	0.14	3,008	0.13	11.64	12.48	1.32	135
Children's Health Insurance Program (CHIP) premiums	445	0.02	472	0.02	1.84	1.96	1.14	157
Commercial Medicare supplements and other insurance	194,107	9.88	235,136	10.39	802.10	975.67	3.91	111
Commercial Medicare supplement (not BCBS)	142,619	7.26	174,955	7.73	589.34	725.95	4.17	110
Dental care insurance (not BCBS)	36,451	1.86	42,657	1.88	150.62	177.00	3.19	115
Vision care insurance (not BCBS)	8,104	0.41	9,177	0.41	33.49	38.08	2.52	116
Other single service insurance (not BCBS)	4,668	0.24	5,632	0.25	19.29	23.37	3.83	118
Prescription drug insurance (not BCBS)	2,265	0.12	2,715	0.12	9.36	11.27	3.69	113
Long term care insurance (not BCBS)	21,614	1.10	26,999	1.19	89.31	112.03	4.55	112
<b>Medical Services</b>								
Medical services	430,923	21.94	484,662	21.41	1,780.67	2,011.05	2.38	130
Physician's services	102,005	5.19	112,936	4.99	421.51	468.61	2.06	133
Dental services	198,838	10.12	228,049	10.07	821.65	946.26	2.78	126
Eye care services	29,954	1.52	34,622	1.53	123.78	143.66	2.94	123
Lab tests, x-rays	22,339	1.14	23,883	1.05	92.31	99.10	1.35	139
Hospital room and services	33,377	1.70	36,805	1.63	137.92	152.72	1.97	134
Care in convalescent or nursing home	38,279	1.95	41,933	1.85	158.18	174.00	1.84	141
Other medical care services	6,130	0.31	6,433	0.28	25.33	26.69	0.97	139
<b>Drugs</b>								
Drugs	179,605	9.14	202,840	8.96	742.17	841.66	2.46	116
Nonprescription drugs	37,599	1.91	41,707	1.84	155.37	173.06	2.10	119
Vitamins and supplements	19,009	0.97	21,762	0.96	78.55	90.30	2.74	102
Prescription drugs	122,997	6.26	139,371	6.16	508.25	578.30	2.53	117
<b>Medical Supplies</b>								
Medical supplies	81,210	4.13	90,564	4.00	335.58	375.78	2.20	127
Topical and dressings	15,706	0.80	17,678	0.78	64.90	73.35	2.39	132
Eyeglasses and contact lenses	35,901	1.83	40,296	1.78	148.35	167.20	2.34	131
Hearing aids	7,953	0.40	8,974	0.40	32.86	37.24	2.45	88
Medical equipment for general use	11,230	0.57	11,935	0.53	46.40	49.52	1.22	136
Supportive and convalescent medical equipment	8,798	0.45	9,881	0.44	36.36	41.00	2.35	138
Rental of medical equipment	999	0.05	1,206	0.05	4.13	5.00	3.84	127
Rental of supportive, convalescent medical equipment	624	0.03	594	0.03	2.58	2.47	-0.97	282

Benchmark: USA

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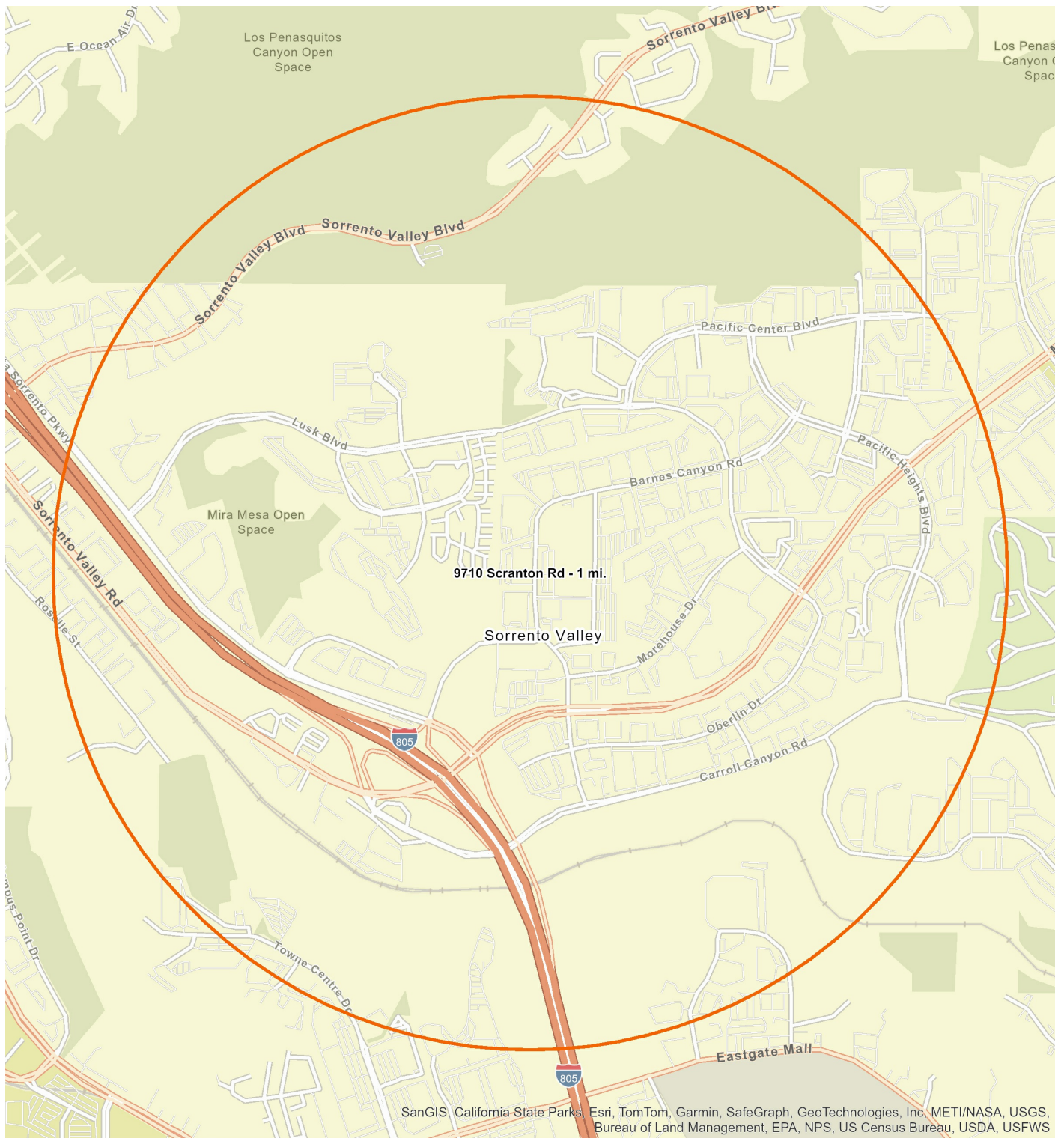
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 0



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Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 32,918 | Dorm Pop: 12,349

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>3,395,427,748</b>	<b>100.00</b>	<b>3,727,133,516</b>	<b>100.00</b>	<b>75,008.90</b>	<b>81,125.17</b>	<b>1.88</b>	<b>102</b>
<b>Healthcare</b>								
Healthcare	262,164,786	100.00	300,845,349	100.00	5,791.52	6,548.23	2.79	85
<b>Health Insurance</b>								
Health insurance	168,691,698	64.35	196,134,136	65.19	3,726.59	4,269.08	3.06	83
Fee for service health plan (not BCBS)	23,545,082	8.98	27,950,010	9.29	520.14	832.27	3.49	78
Blue Cross, Blue Shield	31,529,061	12.03	37,289,901	12.39	696.51	811.66	3.41	78
Fee for service health plan (BCBS)	21,868,681	8.34	25,954,611	8.63	483.10	564.93	3.49	76
Health maintenance organization (BCBS)	8,137,349	3.10	9,525,228	3.17	179.76	283.63	3.20	81
Commercial Medicare supplement (BCBS)	1,523,031	0.58	1,810,062	0.60	33.65	39.40	3.51	87
Health maintenance organization (not BCBS)	19,354,708	7.38	22,511,016	7.48	427.57	489.98	3.07	79
Medicare payments	56,491,101	21.55	64,249,125	21.36	1,247.95	1,913.14	2.61	88
Medicare prescription drug premium	6,640,330	2.53	7,674,119	2.55	146.69	167.04	2.94	88
Medicaid premiums	562,309	0.21	618,974	0.21	12.42	13.47	1.94	100
Tricare/military premiums	356,908	0.14	398,036	0.13	7.88	11.85	2.21	91
Children's Health Insurance Program (CHIP) premiums	44,766	0.02	51,100	0.02	0.99	1.11	2.68	84
Commercial Medicare supplements and other insurance	27,204,557	10.38	31,796,350	10.57	600.98	692.08	3.17	83
Commercial Medicare supplement (not BCBS)	20,766,821	7.92	24,164,445	8.03	458.76	719.54	3.08	85
Dental care insurance (not BCBS)	4,607,755	1.76	5,472,938	1.82	101.79	119.12	3.50	78
Vision care insurance (not BCBS)	963,462	0.37	1,135,977	0.38	21.28	24.73	3.35	74
Other single service insurance (not BCBS)	571,993	0.22	678,234	0.23	12.64	20.20	3.47	78
Prescription drug insurance (not BCBS)	294,527	0.11	344,755	0.11	6.51	7.50	3.20	79
Long term care insurance (not BCBS)	2,962,875	1.13	3,595,503	1.20	65.45	78.26	3.95	82
<b>Medical Services</b>								
Medical services	57,748,148	22.03	64,669,135	21.50	1,275.72	1,925.65	2.29	93
Physician's services	13,298,434	5.07	14,876,307	4.94	293.78	323.80	2.27	92
Dental services	26,914,532	10.27	30,318,196	10.08	594.57	659.91	2.41	91
Eye care services	4,150,181	1.58	4,719,021	1.57	91.68	140.52	2.60	91
Lab tests, x-rays	2,650,890	1.01	2,925,019	0.97	58.56	63.67	1.99	88
Hospital room and services	4,212,994	1.61	4,754,597	1.58	93.07	103.49	2.45	91
Care in convalescent or nursing home	5,824,701	2.22	6,311,347	2.10	128.67	187.93	1.62	114
Other medical care services	696,417	0.27	764,648	0.25	15.38	16.64	1.89	84
<b>Drugs</b>								
Drugs	24,899,552	9.50	27,870,965	9.26	550.06	606.64	2.28	86
Nonprescription drugs	5,176,153	1.97	5,753,508	1.91	114.35	171.32	2.14	88
Vitamins and supplements	2,676,364	1.02	2,985,044	0.99	59.12	64.97	2.21	77
Prescription drugs	17,047,034	6.50	19,132,413	6.36	376.59	416.44	2.33	87
<b>Medical Supplies</b>								
Medical supplies	10,825,387	4.13	12,171,113	4.05	239.15	362.42	2.37	90
Topical and dressings	2,119,883	0.81	2,375,184	0.79	46.83	70.73	2.30	95
Eyeglasses and contact lenses	4,809,354	1.83	5,450,991	1.81	106.24	118.65	2.54	94
Hearing aids	1,051,278	0.40	1,181,228	0.39	23.22	25.71	2.36	62
Medical equipment for general use	1,476,121	0.56	1,631,086	0.54	32.61	35.50	2.02	96
Supportive and convalescent medical equipment	1,191,343	0.45	1,339,661	0.45	26.32	29.16	2.37	100
Rental of medical equipment	120,036	0.05	136,207	0.05	2.65	4.06	2.56	82
Rental of supportive, convalescent medical equipment	57,373	0.02	56,757	0.02	1.27	1.24	-0.22	139

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 32,918 | Dorm Pop: 12,349

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Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 97,858 | Households: 85,509 | Dorm Pop: 12,349

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
<b>Total Specified Consumer Expenditures</b>	9,437,493,347	100.00	10,289,089,958	100.00	96,440.69	104,051.07	1.74	131
<b>Healthcare</b>								
Healthcare	760,823,785	100.00	859,325,088	100.00	7,774.77	8,690.15	2.46	115
<b>Health Insurance</b>								
Health insurance	490,583,692	64.48	560,963,795	65.28	5,013.22	5,672.89	2.72	111
Fee for service health plan (not BCBS)	72,407,195	9.52	84,496,377	9.83	739.92	976.55	3.14	111
Blue Cross, Blue Shield	97,492,644	12.81	113,191,879	13.17	996.27	1,144.68	3.03	112
Fee for service health plan (BCBS)	68,326,604	8.98	79,572,655	9.26	698.22	804.70	3.09	111
Health maintenance organization (BCBS)	24,797,214	3.26	28,575,637	3.33	253.40	330.26	2.88	114
Commercial Medicare supplement (BCBS)	4,368,827	0.57	5,043,587	0.59	44.64	51.00	2.91	115
Health maintenance organization (not BCBS)	57,353,273	7.54	65,565,987	7.63	586.09	663.05	2.71	108
Medicare payments	154,357,015	20.29	173,010,957	20.13	1,577.36	1,999.55	2.31	111
Medicare prescription drug premium	18,491,568	2.43	21,011,631	2.45	188.96	212.49	2.59	113
Medicaid premiums	1,417,933	0.19	1,562,373	0.18	14.49	15.80	1.96	117
Tricare/military premiums	921,580	0.12	1,017,876	0.12	9.42	11.76	2.01	109
Children's Health Insurance Program (CHIP) premiums	144,138	0.02	161,239	0.02	1.47	1.63	2.27	126
Commercial Medicare supplements and other insurance	78,765,594	10.35	90,013,178	10.47	804.90	910.28	2.71	112
Commercial Medicare supplement (not BCBS)	59,058,987	7.76	67,161,827	7.82	603.52	776.21	2.60	112
Dental care insurance (not BCBS)	14,178,163	1.86	16,493,673	1.92	144.89	166.80	3.07	111
Vision care insurance (not BCBS)	2,965,328	0.39	3,429,479	0.40	30.30	34.68	2.95	105
Other single service insurance (not BCBS)	1,715,714	0.23	1,965,146	0.23	17.53	22.71	2.75	108
Prescription drug insurance (not BCBS)	847,402	0.11	963,053	0.11	8.66	9.74	2.59	105
Long term care insurance (not BCBS)	9,232,750	1.21	10,932,299	1.27	94.35	110.56	3.44	118
<b>Medical Services</b>								
Medical services	167,784,947	22.05	185,167,472	21.55	1,714.58	2,140.05	1.99	125
Physician's services	38,833,244	5.10	42,877,609	4.99	396.83	433.61	2.00	125
Dental services	80,247,796	10.55	88,956,084	10.35	820.04	899.59	2.08	126
Eye care services	12,450,106	1.64	13,901,337	1.62	127.23	160.66	2.23	127
Lab tests, x-rays	7,647,415	1.01	8,344,236	0.97	78.15	84.38	1.76	118
Hospital room and services	12,689,633	1.67	14,145,827	1.65	129.67	143.05	2.20	126
Care in convalescent or nursing home	13,881,796	1.82	14,731,072	1.71	141.86	170.25	1.19	126
Other medical care services	2,034,957	0.27	2,211,306	0.26	20.79	22.36	1.68	114
<b>Drugs</b>								
Drugs	70,887,142	9.32	78,224,012	9.10	724.39	791.06	1.99	113
Nonprescription drugs	14,471,979	1.90	15,913,162	1.85	147.89	183.91	1.92	114
Vitamins and supplements	7,793,913	1.02	8,527,786	0.99	79.65	86.24	1.82	103
Prescription drugs	48,621,251	6.39	53,783,064	6.26	496.86	543.90	2.04	115
<b>Medical Supplies</b>								
Medical supplies	31,568,004	4.15	34,969,809	4.07	322.59	404.16	2.07	122
Topical and dressings	6,089,764	0.80	6,722,038	0.78	62.23	77.69	2.00	127
Eyeglasses and contact lenses	14,077,827	1.85	15,756,041	1.83	143.86	159.34	2.28	127
Hearing aids	3,399,541	0.45	3,683,685	0.43	34.74	37.25	1.62	93
Medical equipment for general use	4,116,820	0.54	4,521,166	0.53	42.07	45.72	1.89	123
Supportive and convalescent medical equipment	3,409,624	0.45	3,777,950	0.44	34.84	38.21	2.07	132
Rental of medical equipment	348,979	0.05	383,513	0.04	3.57	4.43	1.91	110
Rental of supportive, convalescent medical equipment	125,449	0.02	125,417	0.01	1.28	1.27	-0.01	140

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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# Report Details

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**Name:** Consumer Buying Power™ Healthcare 2025  
**Date / Time:** 12/16/2024 3:14:05 PM  
**Workspace Vintage:** 2025

## Trade Area

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Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2025 Estimates and 2030 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2024 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2024 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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