

New Strategist Press

11th
EDITION

THE WHO'S BUYING SERIES

BY THE NEW STRATEGIST EDITORS

Who's
Buying

Health Care



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About the Data in *Who's Buying Health Care*

Introduction

The spending data in *Who's Buying Health Care* are based on the Bureau of Labor Statistics' Consumer Expenditure Survey, an ongoing, nationwide survey of household spending. The Consumer Expenditure Survey is a complete accounting of household expenditures. It includes everything from big-ticket items, such as homes and cars, to small purchases like laundry detergent and videos. The survey does not include expenditures by government, business, or institutions. The data in this report are from the 2013 Consumer Expenditure Survey, unless otherwise noted.

To produce this report, New Strategist Press analyzed the Consumer Expenditure Survey's average household spending data in a variety of ways, calculating household spending indexes, aggregate (or total) household spending, and market shares. This report shows spending data by age, household income, household type, race, Hispanic origin, region of residence, and education. These analyses are presented in two formats—for all product categories by demographic characteristic and for all demographic characteristics by product category.

Definition of Consumer Unit

The Consumer Expenditure Survey uses the consumer unit rather than the household as the sampling unit. The term "household" is used interchangeably with the term "consumer unit" in this report for convenience, although they are not exactly the same. Some households contain more than one consumer unit.

The Bureau of Labor Statistics defines consumer unit as either: (1) members of a household who are related by blood, marriage, adoption, or other legal arrangements; (2) a person living alone or sharing a household with others or living as a roomer in a private home or lodging house or in permanent living quarters in a hotel or motel, but who is financially independent; or (3) two or more persons living together who pool their income to make joint expenditure decisions. The bureau defines financial independence in terms of "the three major expense categories: housing, food, and other living expenses. To be considered financially independent, at least two of the three major expense categories have to be provided by the respondent."

The Census Bureau uses the household as its sampling unit in the decennial census and in the monthly Current Population Survey. The Census Bureau's household "consists of all persons who occupy a housing unit. A house, an apartment or other groups of rooms, or a single room is regarded as a housing unit when it is occupied or intended for occupancy as separate living quarters; that is, when the occupants do not live and eat with any other persons in the structure and there is direct access from the outside or through a common hall."

The definition goes on to specify that "a household includes the related family members and all the unrelated persons, if any, such as lodgers, foster children, wards, or employees who share the housing unit. A person living alone in a housing unit or a group of unrelated persons sharing a housing unit as partners is also counted as a household. The count of households excludes group quarters."

Because there can be more than one consumer unit in a household, consumer units outnumber households by several million. Young adults under age 25 head most of the additional consumer units.

How to Use the Tables in This Report

The starting point for all calculations are the unpublished, detailed average household spending data collected by the Consumer Expenditure Survey. These numbers are shown on the report's average spending tables and on each of the product-specific tables. New Strategist's editors calculated the other figures in the report based on the average figures. The indexed spending tables and the indexed spending column (Best Customers) on the product-specific tables reveal whether spending by households in a given segment is above or below the average for all households and by how much. The total (or aggregate) spending tables show the overall size of the market. The market share tables and market share column (Biggest Customers) on the product-specific tables reveal how much spending each household segment controls. These analyses are described in detail below.

- **Average Spending.** The average spending figures show the average annual spending of households on health care in 2013. The Consumer Expenditure Survey produces average spending data for all households in a segment, e.g., all households with a

householder aged 25 to 34, not just for those who purchased the item. When examining spending data, it is important to remember that by including both purchasers and nonpurchasers in the calculation, the average is less than the amount spent on the item by buyers. (See Table 1 for the percentage of households that spent on health care in 2013 and how much the purchasers spent.)

Because average spending figures include both buyers and nonbuyers, they reveal spending patterns by demographic characteristic. By knowing who is most likely to spend on an item, marketers can target their advertising and promotions more efficiently, and businesses can determine the market potential of a product or service in a city or neighborhood. By multiplying the average amount households spend on dental services by the number of households in an area, for example, the owners of a dental clinic can determine where to site their business.

• **Indexed Spending (Best Customers).** The indexed spending figures compare the spending of each household segment with that of the average household. To compute the indexes, New Strategist divides the average amount each household segment spends on an item by average household spending and multiplies the resulting figure by 100.

An index of 100 is the average for all households. An index of 125 means the spending of a household segment is 25 percent above average (100 plus 25). An index of 75 indicates spending that is 25 percent below the average for all households (100 minus 25). Indexed spending figures identify the best customers for a product or service. Households with an index of 178 for physician services, for example, are a strong market for this service. Those with an index below 100 are either a weak or an underserved market.

Spending indexes can reveal hidden markets—household segments with a high propensity to buy a particular product or service but which are overshadowed by household segments that account for a larger share of the market. Householders aged 65 to 74, for example, account for 14.7 percent of the market for out-of-pocket spending on eyeglasses and contact lenses, nearly the same as the 14.6 percent share accounted for by householders aged 35 to 44. But a look at the indexed spending figures reveals that, in fact, the older householders are the better customers. Householders aged 65 to 74 spend 15 percent more than the average household on eyeglasses and contact lenses (index 115), while householders aged 35 to 44 spend 14 percent less than average on this item (index 86). The marketers of eyeglasses and contact lenses can use this information to target their best customers.

Note that because of sampling errors, small differences in index values may be insignificant. But the broader patterns revealed by indexes can guide marketers to the best customers.

• **Total (Aggregate) Spending.** To produce the total (aggregate) spending figures, New Strategist multiplies average spending by the number of households in a segment. The result is the dollar size of the total household market and of each market segment. All totals are shown in thousands of dollars. To convert the numbers in the total spending tables to dollars, you must append “000” to the number. For example, households headed by people aged 75 or older spent \$6.5 billion (\$6,543,681,000) out-of-pocket on prescription drugs in 2013.

When comparing the total spending figures in this report with total spending estimates from the Bureau of Economic Analysis, other government agencies, or trade associations, keep in mind that the Consumer Expenditure Survey includes only household spending, not spending by businesses or institutions. Sales data also differ from household spending totals because sales figures for consumer products include the value of goods sold to industries, government, and foreign markets, which may be a significant proportion of sales.

• **Market Shares (Biggest Customers).** New Strategist produces market share figures by converting total (aggregate) spending data into percentages. To calculate the percentage of total spending on an item that is controlled by each demographic segment—i.e., its market share—each segment’s total spending on an item is divided by aggregate household spending on the item.

Market shares reveal the biggest customers—the demographic segments that account for the largest share of spending on a particular product or service. In 2013, for example, households headed by people aged 45 to 64 accounted for over half the spending on eye care services. By targeting these householders, ophthalmologists could reach the majority of their customers. There is a danger here, however. By single-mindedly targeting the biggest customers, businesses cannot nurture potential growth markets. With competition for customers more heated than ever, targeting potential markets is increasingly important to business survival.

• **Product-Specific Tables.** The product-specific tables reveal at a glance the demographic characteristics of spending by individual product category. These tables show average spending, indexed spending (Best Customers), and market shares (Biggest Customers) by age, income, household type, race and Hispanic origin, region of residence, and education. If you want to see the spending pattern for an individual product at a glance, these are the tables for you.

History and Methodology of the Consumer Expenditure Survey

The Consumer Expenditure Survey is an ongoing study of the day-to-day spending of American households. In taking the survey, government interviewers collect spending data on products and services as well as the amount and sources of household income, changes in saving and debt, and demographic and economic characteristics of household members. The Bureau of the Census collects data for the Consumer Expenditure Survey under contract with the Bureau of Labor Statistics, which is responsible for analysis and release of the survey data.

Since the late 19th century, the federal government has conducted expenditure surveys about every 10 years. Although the results have been used for a variety of purposes, their primary application is to track consumer prices. In 1980, the Consumer Expenditure Survey became continuous, with annual release of data. The survey is used to update prices for the market basket of products and services used in calculating the Consumer Price Index.

The Consumer Expenditure Survey consists of two separate surveys: an interview survey and a diary survey. In the interview portion of the survey, respondents are asked each quarter for five consecutive quarters to report their expenditures for the previous three months. The interview survey records purchases of big-ticket items such as houses, cars, and major appliances, and recurring expenses such as insurance premiums, utility payments, and rent. The interview component covers about 95 percent of all expenditures.

The diary survey records expenditures on small, frequently purchased items during a two-week period. These detailed records include expenses for food and beverages purchased in grocery stores and at restaurants, as well as other items such as tobacco, housekeeping supplies, nonprescription drugs, and personal care products and services. The diary survey is intended to capture expenditures respondents are likely to forget or recall incorrectly over longer periods of time.

Two separate, nationally representative samples are used for the interview and diary surveys. For the interview survey, about 7,100 consumer units are interviewed on a rotating panel basis each quarter for five consecutive quarters. Another 7,100 consumer units kept weekly diaries of spending for two consecutive weeks. Data collection is carried out in 91 areas of the country.

The Bureau of Labor Statistics reviews, audits, and cleanses the data, then weights them to reflect the number and characteristics of all U.S. consumer units. Like any sample survey, the Consumer Expenditure Survey is subject to two major types of error. Nonsampling error occurs when respondents misinterpret questions or interviewers are inconsistent in the way they ask questions or record answers. Respondents may forget items, recall expenses incorrectly, or deliberately give wrong answers. A respondent may remember how much he or she spent at the grocery store but forget the items picked up at a local convenience store. Mistakes during the various stages of data processing and refinement can also cause nonsampling error.

Sampling error occurs when a sample does not accurately represent the population it is supposed to represent. This kind of error is present in every sample-based survey and is minimized by using a proper sampling procedure. Standard error tables documenting the extent of sampling error in the Consumer Expenditure Survey are available from the Bureau of Labor Statistics at <http://www.bls.gov/cex/csxcombined.htm>.

Although the Consumer Expenditure Survey is the best source of information about the spending behavior of American households, it should be treated with care because of the above problems.

For More Information

To find out more about the Consumer Expenditure Survey, contact the specialists at the Bureau of Labor Statistics at (202) 691-6900, or visit the Consumer Expenditure Survey home page at <http://www.bls.gov/cex/>. The web site includes news releases, technical documentation, and current and historical summary-level data. The detailed average spending data shown in this report are available from the Bureau of Labor Statistics only by special request.

For a comprehensive look at detailed household spending data for all products and services, see the 20th edition of *Household Spending: Who Spends How Much on What*. New Strategist's books are available in hardcopy or as downloads with links to the Excel version of each table. Find out more by visiting <http://www.newstrategist.com> or by calling 1-800-848-0842.

Table 1. Percent reporting expenditure and amount spent, average quarter or week, 2013

(percent of consumer units reporting expenditure and amount spent by purchasers during the average quarter or week, 2013)

	average quarter	
	percent reporting expenditure	average spent by purchasers
HEALTH CARE (out-of-pocket expenses)	78.9%	\$1,091.17
Health insurance	65.5	851.34
Commercial health insurance	15.1	684.65
Fee-for-service health plan (not BCBS)	13.9	916.04
Blue Cross, Blue Shield	22.5	756.93
Fee-for-service health plan	11.2	1,040.93
Health maintenance organization	8.4	739.86
Commercial Medicare supplement	1.7	601.05
Other BCBS health insurance	1.2	349.58
Health maintenance plans (HMOs)	15.1	691.80
Medicare payments	25.2	413.96
Medicare prescription drug premium	8.9	193.62
Commercial Medicare supplements/other health insurance	11.4	344.09
Commercial Medicare supplement (not BCBS)	4.0	579.17
Other health insurance (not BCBS)	7.9	202.18
Long-term care insurance	3.1	599.03
Medical services	41.9	475.41
Physician's services	24.7	194.54
Dental services	15.1	438.19
Eye care services	7.7	149.22
Service by professionals other than physician	6.1	283.66
Lab tests, X-rays	5.7	214.72
Hospital room and services	4.7	745.52
Care in convalescent or nursing home	0.1	4,794.44
Other medical services	1.6	279.53
Prescription drugs	41.2	194.93
Medical supplies	9.3	257.99
Eyeglasses and contact lenses	7.3	225.45
Hearing aids	0.4	1,156.76
Adult diapers	0.6	120.63
Medical equipment for general use	0.7	137.13
Supportive/convalescent medical equipment	0.7	178.21
Rental of medical equipment	0.1	187.50
Rental of supportive, convalescent medical equipment	0.1	86.54
	average week	
	percent reporting expenditure	amount spent by purchasers
Health care (out-of-pocket expenses)	22.0%	\$16.56
Drugs	17.6	16.20
Drugs, nonprescription	15.2	12.17
Vitamins, nonprescription	4.1	24.69
Medical supplies	8.6	9.32
Topicals and dressings	8.5	8.96

Source: Calculations by New Strategist based on the 2013 Consumer Expenditure Survey

Household Spending Trends, 2000 to 2013

The average household spent \$51,100 in 2013, 0.6 percent less than in 2010, after adjusting for inflation, and 8.6 percent less than in 2006 (the year overall household spending peaked). The continuing decline in household spending is evidence of the exceedingly slow recovery from the Great Recession, which was itself a historic economic setback. The average household spent less in 2013 than it did in 2000.

Average household spending on most products and services fell steeply in the 2006-to-2013 time period. The average household reduced its spending on food away from home by 16 percent, after adjusting for inflation. It cut spending on alcoholic beverages by 23 percent, household furnishings by 22 percent, new cars and trucks by 25 percent, and entertainment by 10 percent. Average household spending on mortgage interest fell 29 percent as some households lost their home and others were unwilling or unable to buy. Meanwhile, average household spending on rent grew 11 percent between 2006 and 2013. Spending on education also grew 11 percent. Out-of-pocket health insurance spending climbed by a substantial 32 percent during those years.

In the more recent 2010-to-2013 time period, average household spending on most categories continued to decline, after adjusting for inflation. But spending began to grow in a few categories. Average household spending on alcoholic beverages grew 1 percent between 2010 and 2013, for example. Spending on furniture increased 0.7 percent. Spending on new cars and trucks climbed 20 percent. Interestingly, after growing for many years, average household spending on education slipped 0.8 percent between 2010 and 2013 as households began to resist the relentless rise in college costs.

The Great Recession (officially lasting from December 2007 through June 2009) is years behind us, but the consequences linger. Economic insecurity has turned Americans into exceedingly cautious consumers.

Average household spending in 2013 was below the 2000 level

(average household spending, 2000 to 2013; in 2013 dollars)

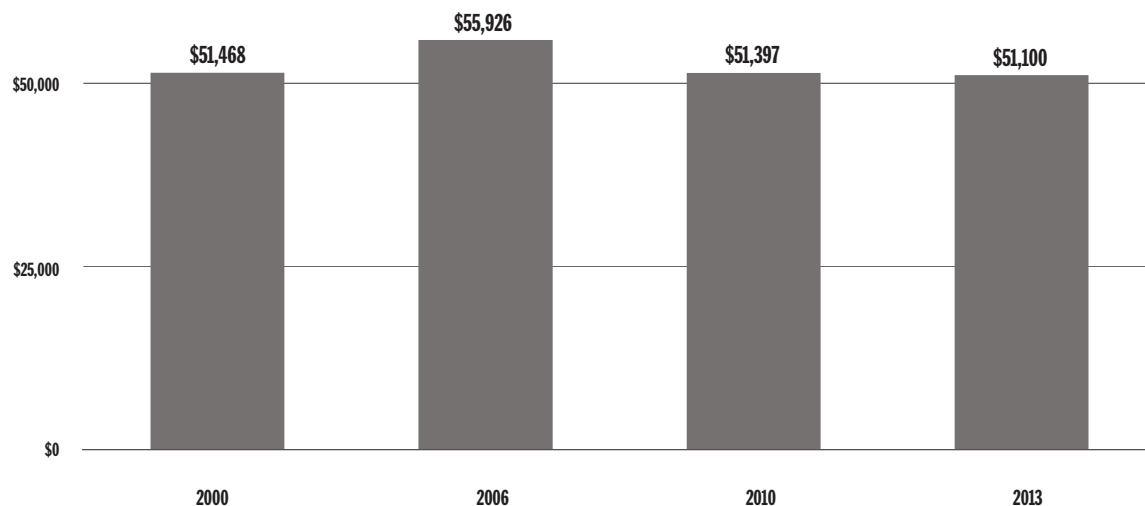


Table 2. Household spending trends, 2000 to 2013*(average annual spending of total consumer units, 2000, 2006, 2010, and 2013; percent change, 2010–13, 2006–13, and 2000–06; in 2013 dollars)*

	average annual household spending (in 2013\$)				percent change		
	2013	2010	2006	2000	2010–13	2006–13	2000–06
Number of consumer units (in 000s)	125,670	121,107	118,843	109,367	3.8%	5.7%	8.7%
Average before-tax income of consumer units	\$63,784	\$66,751	\$69,948	\$60,402	–4.4	–8.8	15.8
Average annual spending of consumer units	51,100	51,397	55,926	51,468	–0.6	–8.6	8.7
FOOD	6,602	6,548	7,062	6,978	0.8	–6.5	1.2
Food at home	3,977	3,872	3,948	4,087	2.7	0.7	–3.4
Cereals and bakery products	544	536	515	613	1.4	5.6	–15.9
Cereals and cereal products	185	176	165	211	4.9	12.0	–21.7
Bakery products	359	360	351	402	–0.3	2.2	–12.6
Meats, poultry, fish, and eggs	856	838	921	1,075	2.2	–7.1	–14.4
Beef	219	232	273	322	–5.5	–19.7	–15.3
Pork	170	159	181	226	6.8	–6.3	–19.7
Other meats	119	125	121	137	–4.8	–1.9	–11.2
Poultry	170	147	163	196	15.3	4.3	–16.9
Fish and seafood	122	125	141	149	–2.4	–13.5	–5.3
Eggs	56	49	43	46	14.0	31.0	–7.0
Dairy products	414	406	425	440	2.0	–2.6	–3.3
Fresh milk and cream	152	151	162	177	0.9	–6.0	–8.7
Other dairy products	262	256	263	261	2.2	–0.6	0.9
Fruits and vegetables	751	725	684	705	3.5	9.8	–2.9
Fresh fruits	270	248	225	221	8.9	19.8	2.2
Fresh vegetables	236	224	223	215	5.2	5.8	3.7
Processed fruits	115	121	126	156	–4.7	–8.7	–19.0
Processed vegetables	130	132	110	114	–1.9	18.4	–3.4
Other food at home	1,412	1,365	1,401	1,254	3.4	0.8	11.7
Sugar and other sweets	143	141	144	158	1.4	–1.0	–8.7
Fats and oils	117	110	99	112	6.3	17.7	–11.5
Miscellaneous foods	728	713	725	591	2.2	0.5	22.6
Nonalcoholic beverages	384	356	384	338	7.9	0.1	13.4
Food prepared by consumer unit on trips	42	46	50	54	–8.6	–15.5	–8.2
Food away from home	2,625	2,676	3,113	2,891	–1.9	–15.7	7.7
ALCOHOLIC BEVERAGES	445	440	574	503	1.1	–22.5	14.1
HOUSING	17,148	17,688	18,912	16,665	–3.1	–9.3	13.5
Shelter	10,080	10,483	11,178	9,624	–3.8	–9.8	16.1
Owned dwellings	6,108	6,706	7,530	6,226	–8.9	–18.9	20.9
Mortgage interest and charges	3,078	3,580	4,337	3,570	–14.0	–29.0	21.5
Property taxes	1,848	1,938	1,905	1,541	–4.6	–3.0	23.7
Maintenance, repair, insurance, other expenses	1,182	1,188	1,288	1,116	–0.5	–8.3	15.4
Rented dwellings	3,324	3,098	2,993	2,752	7.3	11.1	8.8
Other lodging	649	678	655	647	–4.3	–0.9	1.3
Utilities, fuels, and public services	3,737	3,910	3,925	3,367	–4.4	–4.8	16.6
Natural gas	393	470	588	415	–16.4	–33.2	41.6
Electricity	1,422	1,510	1,463	1,232	–5.8	–2.8	18.7
Fuel oil and other fuels	142	150	159	131	–5.1	–11.0	21.5
Telephone services	1,271	1,258	1,256	1,186	1.0	1.2	5.9
Residential telephone, VoIP, and phone cards	358	447	651	1,025	–19.8	–45.0	–36.6
Cellular phone service	913	812	606	161	12.5	50.8	276.1
Water and other public services	509	522	459	400	–2.6	11.0	14.6
Household services	1,144	1,076	1,095	925	6.3	4.4	18.4
Personal services	368	363	454	441	1.3	–19.0	3.0
Other household services	776	713	641	484	8.9	21.0	32.4
Housekeeping supplies	645	654	740	652	–1.3	–12.8	13.4
Laundry and cleaning supplies	154	160	174	177	–3.9	–11.7	–1.5
Other household products	350	351	381	306	–0.4	–8.2	24.7
Postage and stationery	140	141	184	170	–0.7	–23.8	7.8

	average annual household spending (in 2013\$)				percent change		
	2013	2010	2006	2000	2010-13	2006-13	2000-06
Household furnishings and equipment	\$1,542	\$1,567	\$1,974	\$2,096	-1.6%	-21.9%	-5.8%
Household textiles	97	109	178	143	-11.0	-45.5	24.1
Furniture	382	379	535	529	0.7	-28.6	1.1
Floor coverings	20	38	55	60	-48.0	-63.9	-6.8
Major appliances	214	223	278	256	-4.2	-23.2	8.9
Small appliances and miscellaneous housewares	100	114	126	118	-12.5	-20.6	7.0
Miscellaneous household equipment	727	702	801	989	3.6	-9.2	-19.0
APPAREL AND RELATED SERVICES	1,604	1,816	2,165	2,511	-11.7	-25.9	-13.8
Men and boys	374	408	513	595	-8.4	-27.1	-13.8
Men, aged 16 or older	304	325	408	465	-6.4	-25.5	-12.3
Boys, aged 2 to 15	70	83	105	130	-16.0	-33.4	-19.0
Women and girls	636	708	868	981	-10.2	-26.7	-11.5
Women, aged 16 or older	527	600	727	821	-12.2	-27.5	-11.5
Girls, aged 2 to 15	109	108	141	160	1.0	-22.7	-11.7
Children under age 2	75	97	111	111	-22.9	-32.4	0.0
Footwear	307	324	351	464	-5.2	-12.6	-24.3
Other apparel products and services	211	279	324	360	-24.3	-34.8	-10.1
TRANSPORTATION	9,004	8,202	9,831	10,034	9.8	-8.4	-2.0
Vehicle purchases	3,271	2,765	3,953	4,624	18.3	-17.3	-14.5
Cars and trucks, new	1,563	1,302	2,078	2,171	20.0	-24.8	-4.3
Cars and trucks, used	1,669	1,408	1,812	2,395	18.5	-7.9	-24.3
Gasoline and motor oil	2,611	2,278	2,573	1,747	14.6	1.5	47.3
Other vehicle expenses	2,584	2,632	2,721	3,086	-1.8	-5.0	-11.8
Vehicle finance charges	204	260	344	444	-21.4	-40.8	-22.4
Maintenance and repairs	835	841	795	844	-0.7	5.0	-5.8
Vehicle insurance	1,013	1,079	1,024	1,053	-6.1	-1.1	-2.7
Vehicle rentals, leases, licenses, other charges	533	452	557	745	17.9	-4.3	-25.3
Public transportation	537	527	584	578	2.0	-8.0	1.0
HEALTH CARE	3,631	3,373	3,196	2,795	7.7	13.6	14.4
Health insurance	2,229	1,956	1,693	1,330	13.9	31.7	27.3
Medical services	796	771	774	768	3.2	2.8	0.8
Drugs	470	518	594	563	-9.3	-20.9	5.5
Medical supplies	135	127	135	134	6.2	-0.1	0.9
ENTERTAINMENT	2,482	2,675	2,746	2,520	-7.2	-9.6	8.9
Fees and admissions	569	621	700	697	-8.3	-18.7	0.5
Audio and visual equipment and services	964	1,019	1,047	841	-5.4	-7.9	24.4
Pets, toys, and playground equipment	596	647	476	452	-7.9	25.2	5.4
Pets	460	513	365	283	-10.3	26.0	29.1
Toys, hobbies, and playground equipment	136	134	111	169	1.8	22.6	-34.4
Other entertainment products and services	353	389	521	532	-9.2	-32.3	-2.0
PERSONAL CARE PRODUCTS AND SERVICES	608	622	676	763	-2.2	-10.1	-11.4
READING	102	107	135	198	-4.5	-24.6	-31.5
EDUCATION	1,138	1,147	1,026	855	-0.8	10.9	20.0
TOBACCO PRODUCTS AND SMOKING SUPPLIES	330	387	378	432	-14.7	-12.7	-12.4
MISCELLANEOUS	645	907	978	1,050	-28.9	-34.0	-6.9
CASH CONTRIBUTIONS	1,834	1,745	2,160	1,613	5.1	-15.1	33.9
PERSONAL INSURANCE AND PENSIONS	5,528	5,740	6,090	4,552	-3.7	-9.2	33.8
Life and other personal insurance	319	340	372	540	-6.1	-14.3	-31.1
Pensions and Social Security*	5,209	5,399	5,718	4,012	-3.5	-8.9	*
GIFTS FOR PEOPLE IN OTHER HOUSEHOLDS	1,078	1,099	1,333	1,465	-1.9	-19.2	-9.0

*Recent spending on pensions and Social Security is not comparable with 2000 because of changes in methodology.

Note: Spending by category does not add to total spending because gift spending is also included in the preceding product and service categories. Subcategories may not add to category total because some are not shown.

Source: Bureau of Labor Statistics, 2000, 2006, 2010, and 2013 Consumer Expenditure Surveys, Internet site <http://www.bls.gov/cex/>; calculations by New Strategist

Household Spending on Health Care, 2000 to 2013

Spending on health care has grown sharply over the past few years as health care costs continue to soar and employers shift more expenses onto their employees. Between 2000 and 2013, out-of-pocket spending on health care by the average household rose 30 percent, after adjusting for inflation, to \$3,631. Health insurance is the seventh largest household expense, and the average household spent \$2,229 out-of-pocket on this item in 2013.

Prescription drugs are the third largest out-of-pocket health care expense for the average household. Out-of-pocket spending on prescription drugs, which had risen 10 percent between 2000 and 2006, fell 29 percent between 2006 and 2013, after adjusting for inflation. This decline was due to the introduction of the Medicare prescription drug program, which reduced spending on prescription drugs by people aged 65 or older.

Out-of-pocket spending on some health care categories fell between 2000 and 2013, after adjusting for inflation, as health insurance benefits changed and households attempted to cut back on health care costs. Spending on Medicare commercial supplements declined 25 percent between 2000 and 2013 because of the reduced need for prescription drug insurance. The average household spent a substantial 17 percent less on eyeglasses and contact lenses as well as nonprescription vitamins in 2013 than in 2000 and 11 percent less on dental services. In contrast, out-of-pocket spending on hospital room and services rose over the entire time span, ending up 34 percent higher in 2013 than in 2000. Medicare premium spending by the average household rose a whopping 88 percent between 2000 and 2013, although the rate of increase slowed toward the end of the time period. Out-of-pocket spending on lab tests and X-rays, which had nearly doubled between 2000 and 2006, dropped by 1 percent over the ensuing seven years.

Table 3. Health care spending, 2000 to 2013

(average annual household spending on out-of-pocket health care costs and percent distribution, by category, 2000 to 2013; percent change in spending and percentage point change in distribution, 2000–06, 2006–13, and 2010–13; in 2013 dollars; ranked by amount spent)

	average annual household spending (in 2013\$)				percent change		
	2013	2010	2006	2000	2010–13	2006–13	2000–06
Average household out-of-pocket spending on health care	\$3,631.08	\$3,372.61	\$3,196.61	\$2,794.50	7.7%	13.6%	14.4%
Health insurance, including Medicare, long-term care	2,229.48	1,955.62	1,692.84	1,329.36	14.0	31.7	27.3
Medicare premiums	416.44	377.50	351.97	221.92	10.3	18.3	58.6
Drugs, prescription	321.55	373.99	454.09	412.84	–14.0	–29.2	10.0
Dental services	265.37	280.57	276.13	298.69	–5.4	–3.9	–7.6
Physician services	192.05	195.69	194.02	181.83	–1.9	–1.0	6.7
Hospital room and services	139.86	123.37	108.40	104.28	13.4	29.0	4.0
Medicare supplements, commercial	133.28	164.53	158.33	178.56	–19.0	–15.8	–11.3
Drugs, nonprescription	96.26	95.68	93.11	88.06	0.6	3.4	5.7
Long-term care insurance	74.04	75.50	68.17	–	–1.9	8.6	–
Nonphysician health care professional services	68.76	57.69	56.78	49.88	19.2	21.1	13.8
Medicare prescription drug premiums	68.62	64.98	31.27	–	5.6	119.5	–
Eyeglasses and contact lenses	65.65	64.78	62.39	79.05	1.3	5.2	–21.1
Vitamins, nonprescription	51.93	48.65	46.36	62.49	6.7	12.0	–25.8
Lab tests and X-rays	49.30	47.74	49.95	27.22	3.3	–1.3	83.5
Eye care services	45.90	37.02	44.85	47.42	24.0	2.3	–5.4
Topicals and dressings	39.49	38.64	37.08	28.40	2.2	6.5	30.6
Hearing aids	17.12	13.23	19.57	15.94	29.4	–12.5	22.8
					percentage point change		
PERCENT DISTRIBUTION OF SPENDING					2010–13	2006–13	2000–06
Average household out-of-pocket spending on health care	100.0%	100.0%	100.0%	100.0%	–	–	–
Health insurance, including Medicare, long-term care	61.4	58.0	53.0	47.6	3.4	8.4	5.4
Medicare premiums	11.5	11.2	11.0	7.9	0.3	0.5	3.1
Drugs, prescription	8.9	11.1	14.2	14.8	–2.2	–5.3	–0.6
Dental services	7.3	8.3	8.6	10.7	–1.0	–1.3	–2.1
Physician services	5.3	5.8	6.1	6.5	–0.5	–0.8	–0.4
Hospital room and services	3.9	3.7	3.4	3.7	0.2	0.5	–0.3
Medicare supplements, commercial	3.7	4.9	5.0	6.4	–1.2	–1.3	–1.4
Drugs, nonprescription	2.7	2.8	2.9	3.2	–0.2	–0.3	–0.2
Long-term care insurance	2.0	2.2	2.1	–	–0.2	–0.1	–
Nonphysician health care professional services	1.9	1.7	1.8	1.8	0.2	0.1	0.0
Medicare prescription drug premiums	1.9	1.9	1.0	–	0.0	0.9	–
Eyeglasses and contact lenses	1.8	1.9	2.0	2.8	–0.1	–0.1	–0.9
Vitamins, nonprescription	1.4	1.4	1.5	2.2	0.0	0.0	–0.8
Lab tests and X-rays	1.4	1.4	1.6	1.0	–0.1	–0.2	0.6
Eye care services	1.3	1.1	1.4	1.7	0.2	–0.1	–0.3
Topicals and dressings	1.1	1.1	1.2	1.0	–0.1	–0.1	0.1
Hearing aids	0.5	0.4	0.6	0.6	0.1	–0.1	0.0

Note: Numbers sum to more than total because Medicare premiums and supplements and long-term care insurance are also included in health insurance total. Percentage point change calculations are based on unrounded figures. “–” means not applicable or data are unavailable.

Source: Bureau of Labor Statistics, 2000, 2006, 2010, and 2013 Consumer Expenditure Surveys; calculations by New Strategist

Household Spending on Health Care by Demographic Characteristic, 2013

Spending by Age

Not surprisingly, older Americans are the biggest spenders on health care. Householders aged 65 to 74 spent nearly \$5,200 out-of-pocket on health care in 2013, and the figure is more than \$4,900 for those aged 75 or older. Householders aged 65 or older spend more than younger age groups on health insurance and drugs. Householders aged 55 to 64 are the biggest spenders on medical services.

Spending by Household Income

Out-of-pocket spending on health care rises with income, in part because household size rises with income. Households with incomes of \$100,000 or more spend 60 percent more than the average household on out-of-pocket health care expenses. High-income households spend only 39 percent more than average on prescription drugs, however. Low-income households spend the most on Medicare payments and Medicare prescription drug premiums because the elderly head a large proportion of them.

Spending by Household Type

Married couples without children at home (most of them older empty-nesters) are the biggest spenders on health care. This household type spent \$5,477 on out-of-pocket health care expenses in 2013. They spend the most on health insurance and drugs, but the larger married-couple households with adult children at home are the biggest spenders on medical services as well as eyeglasses and contact lenses.

Spending by Race and Hispanic Origin

Asian, Black, and Hispanic households spend less than non-Hispanic White households on out-of-pocket health care costs. In 2013, the average Asian household spent \$3,255 on health care, and the average Black household, \$2,013. Hispanic households spend the least on health care—only \$1,931 in 2013, which is less than half the \$4,187 out-of-pocket spending by the average non-Hispanic White household. Hispanics have larger households than non-Hispanic Whites, and they are less likely to be covered by health insurance—two factors that should drive up their out-of-pocket health care costs. Although the younger average age of Hispanics lowers their health care needs, these statistics suggest that Hispanics receive less medical attention than non-Hispanic Whites.

Spending by Region

Spending on health care does not vary much by region, the index ranging from a low of 91 in the South to a high of 113 in the Midwest. On specific health care categories, however, there is more regional variation. Households in the Midwest spend a surprising 45 percent more than average on services by medical professionals other than physicians (a category that includes chiropractors, nurse practitioners, herbalists, etc.). Households in the Northeast spend 54 percent more than average on long-term care insurance. Western households spend 71 percent more than average on vitamins and 34 percent more on dental services. Households in the South spend slightly below average on the majority of health care categories.

Spending by Education

Out-of-pocket spending on health care rises with education, largely because income rises with education. The 39 percent of households that include a college graduate account for 50 percent of out-of-pocket health care spending overall, and the share rises above this level in a number of categories. Households with college graduates account for 67 percent of spending on long-term care insurance, 56 percent of out-of-pocket spending on dental services, and 55 percent of out-of-pocket spending on eyeglasses and contact lenses.

Table 4. Health Care: Average spending by age, 2013*(average annual out-of-pocket spending of consumer units on health care by age of consumer unit reference person, 2013)*

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Number of consumer units (000s)	125,670	8,275	20,707	21,257	24,501	22,887	16,024	12,018
Number of persons per consumer unit	2.5	2.0	2.8	3.4	2.7	2.1	1.9	1.6
Average before-tax income of consumer units	\$63,784.00	\$27,914.00	\$59,002.00	\$78,385.00	\$78,879.00	\$74,182.00	\$53,451.00	\$34,097.00
Average spending of consumer units, total	51,099.75	30,372.57	48,087.05	58,784.00	60,524.24	55,891.63	46,757.17	34,382.25
HEALTH CARE	3,631.08	942.75	2,188.73	3,188.43	3,800.68	4,377.50	5,188.49	4,910.42
Health insurance	2,229.48	525.88	1,334.42	1,943.70	2,242.32	2,537.12	3,409.20	3,265.07
Commercial health insurance	412.98	153.65	351.57	471.52	489.19	579.30	330.99	231.02
Fee-for-service health plan (not BCBS)	412.98	153.65	351.58	471.53	489.18	579.30	331.00	231.02
Blue Cross, Blue Shield	681.54	216.42	525.26	721.42	855.22	923.74	604.44	487.99
Fee-for-service health plan	376.60	108.04	290.71	450.57	479.90	551.24	270.89	176.42
Health maintenance organization	248.00	106.79	223.05	250.32	352.18	337.18	173.92	100.64
Commercial Medicare supplement	40.15	0.28	0.91	3.43	6.15	12.03	139.60	190.48
Other BCBS health insurance	16.78	1.31	10.58	17.11	16.98	23.29	20.02	20.45
Health maintenance plans (HMOs)	418.68	83.40	356.78	527.21	555.65	536.66	280.38	244.67
Medicare payments	416.44	42.94	42.36	90.40	125.43	271.60	1,411.72	1,436.90
Medicare prescription drug premium	68.62	4.88	5.90	9.46	22.77	47.97	230.57	242.06
Commercial Medicare supplements and other health insurance	157.18	13.15	43.79	98.83	153.31	94.57	364.47	405.68
Commercial Medicare supplement (not BCBS)	93.13	1.79	7.42	14.80	65.39	32.00	295.97	344.75
Other health insurance (not BCBS)	64.05	11.36	36.36	84.02	87.92	62.56	68.50	60.93
Long-term care insurance	74.04	11.44	8.75	24.86	40.75	83.28	186.64	216.75
Medical services	796.49	271.91	580.37	785.88	917.92	1,053.30	875.95	706.23
Physician's services	192.05	67.00	168.55	228.22	210.32	260.74	154.97	136.07
Dental services	265.37	89.88	139.15	221.00	309.99	306.73	439.16	280.77
Eye care services	45.90	12.90	27.25	33.45	49.30	78.50	43.49	56.95
Service by professionals other than physician	68.76	10.05	68.86	71.50	75.04	82.32	76.18	55.68
Lab tests, X-rays	49.30	10.28	24.60	62.28	57.04	86.42	35.77	27.32
Hospital room and services	139.86	80.83	131.03	154.41	191.78	144.38	105.31	101.65
Care in convalescent or nursing home	17.26	—	—	2.28	0.65	73.48	0.88	34.02
Other medical services	17.89	0.98	20.92	12.74	23.67	20.73	20.19	13.13
Drugs	469.75	103.45	196.89	342.67	489.49	628.71	741.75	715.11
Nonprescription drugs	96.26	35.35	72.30	76.96	99.38	126.13	125.84	113.15
Nonprescription vitamins	51.93	11.71	23.48	50.74	56.64	65.59	81.51	57.48
Prescription drugs	321.55	56.39	101.11	214.97	333.48	436.99	534.41	544.49
Medical supplies	135.36	41.52	77.04	116.19	150.94	158.37	161.59	224.01
Eyeglasses and contact lenses	65.65	17.23	43.28	56.50	95.15	84.26	75.74	44.64
Hearing aids	17.12	—	0.12	3.18	1.56	14.23	30.93	101.68
Topicals and dressings	39.49	19.52	29.00	37.90	45.89	45.12	44.09	44.40
Adult diapers	3.04	2.94	3.08	3.88	0.88	2.08	5.25	4.79
Medical equipment for general use	3.73	0.54	0.96	4.07	3.52	5.66	2.24	8.87
Supportive and convalescent medical equipment	4.99	1.25	0.49	7.86	3.02	5.36	2.32	17.06
Rental of medical equipment	0.90	—	0.12	2.75	0.44	0.97	0.64	0.72
Rental of supportive and convalescent medical equipment	0.45	0.03	—	0.03	0.47	0.67	0.38	1.84

Note: "—" means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 5. Health Care: Indexed spending by age, 2013

(indexed average annual spending of consumer units on health care by age of consumer unit reference person, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Average spending of consumer units, total	\$51,100	\$30,373	\$48,087	\$58,784	\$60,524	\$55,892	\$46,757	\$34,382
Average spending of consumer units, index	100	59	94	115	118	109	92	67
HEALTH CARE	100	26	60	88	105	121	143	135
Health insurance	100	24	60	87	101	114	153	146
Commercial health insurance	100	37	85	114	118	140	80	56
Fee-for-service health plan (not BCBS)	100	37	85	114	118	140	80	56
Blue Cross, Blue Shield	100	32	77	106	125	136	89	72
Fee-for-service health plan	100	29	77	120	127	146	72	47
Health maintenance organization	100	43	90	101	142	136	70	41
Commercial Medicare supplement	100	1	2	9	15	30	348	474
Other BCBS health insurance	100	8	63	102	101	139	119	122
Health maintenance plans (HMOs)	100	20	85	126	133	128	67	58
Medicare payments	100	10	10	22	30	65	339	345
Medicare prescription drug premium	100	7	9	14	33	70	336	353
Commercial Medicare supplements and other health insurance	100	8	28	63	98	60	232	258
Commercial Medicare supplement (not BCBS)	100	2	8	16	70	34	318	370
Other health insurance (not BCBS)	100	18	57	131	137	98	107	95
Long-term care insurance	100	15	12	34	55	112	252	293
Medical services	100	34	73	99	115	132	110	89
Physician's services	100	35	88	119	110	136	81	71
Dental services	100	34	52	83	117	116	165	106
Eye care services	100	28	59	73	107	171	95	124
Service by professionals other than physician	100	15	100	104	109	120	111	81
Lab tests, X-rays	100	21	50	126	116	175	73	55
Hospital room and services	100	58	94	110	137	103	75	73
Care in convalescent or nursing home	100	—	—	13	4	426	5	197
Other medical services	100	5	117	71	132	116	113	73
Drugs	100	22	42	73	104	134	158	152
Nonprescription drugs	100	37	75	80	103	131	131	118
Nonprescription vitamins	100	23	45	98	109	126	157	111
Prescription drugs	100	18	31	67	104	136	166	169
Medical supplies	100	31	57	86	112	117	119	165
Eyeglasses and contact lenses	100	26	66	86	145	128	115	68
Hearing aids	100	—	1	19	9	83	181	594
Topicals and dressings	100	49	73	96	116	114	112	112
Adult diapers	100	97	101	128	29	68	173	158
Medical equipment for general use	100	14	26	109	94	152	60	238
Supportive and convalescent medical equipment	100	25	10	158	61	107	46	342
Rental of medical equipment	100	—	13	306	49	108	71	80
Rental of supportive and convalescent medical equipment	100	7	—	7	104	149	84	409

Note: "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 6. Health Care: Total spending by age, 2013*(total annual spending on health care by consumer unit age groups, 2013; consumer units and dollars in thousands)*

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Number of consumer units	125,670	8,275	20,707	21,257	24,501	22,887	16,024	12,018
Total spending of all consumer units	\$6,421,705,583	\$251,333,017	\$995,738,544	\$1,249,571,488	\$1,482,904,404	\$1,279,191,736	\$749,236,892	\$413,205,881
HEALTH CARE	456,317,824	7,801,256	45,322,032	67,776,457	93,120,461	100,187,843	83,140,364	59,013,428
Health insurance	280,178,752	4,351,657	27,631,835	41,317,231	54,939,082	58,067,065	54,629,021	39,239,611
Commercial health insurance	51,899,197	1,271,454	7,279,960	10,023,101	11,985,644	13,258,439	5,303,784	2,776,398
Fee-for-service health plan (not BCBS)	51,899,197	1,271,454	7,280,167	10,023,313	11,985,399	13,258,439	5,303,944	2,776,398
Blue Cross, Blue Shield	85,649,132	1,790,876	10,876,559	15,335,225	20,953,745	21,141,637	9,685,547	5,864,664
Fee-for-service health plan	47,327,322	894,031	6,019,732	9,577,766	11,758,030	12,616,230	4,340,741	2,120,216
Health maintenance organization	31,166,160	883,687	4,618,696	5,321,052	8,628,762	7,717,039	2,786,894	1,209,492
Commercial Medicare supplement	5,045,651	2,317	18,843	72,912	150,681	275,331	2,236,950	2,289,189
Other BCBS health insurance	2,108,743	10,840	219,080	363,707	416,027	533,038	320,800	245,768
Health maintenance plans (HMOs)	52,615,516	690,135	7,387,843	11,206,903	13,613,981	12,282,537	4,492,809	2,940,444
Medicare payments	52,334,015	355,329	877,149	1,921,633	3,073,160	6,216,109	22,621,401	17,268,664
Medicare prescription drug premium	8,623,475	40,382	122,171	201,091	557,888	1,097,889	3,694,654	2,909,077
Commercial Medicare supplements and other health insurance	19,752,811	108,816	906,760	2,100,829	3,756,248	2,164,424	5,840,267	4,875,462
Commercial Medicare supplement (not BCBS)	11,703,647	14,812	153,646	314,604	1,602,120	732,384	4,742,623	4,143,206
Other health insurance (not BCBS)	8,049,164	94,004	752,907	1,786,013	2,154,128	1,431,811	1,097,644	732,257
Long-term care insurance	9,304,607	94,666	181,186	528,449	998,416	1,906,029	2,990,719	2,604,902
Medical services	100,094,898	2,250,055	12,017,722	16,705,451	22,489,958	24,106,877	14,036,223	8,487,472
Physician's services	24,134,924	554,425	3,490,165	4,851,273	5,153,050	5,967,556	2,483,239	1,635,289
Dental services	33,349,048	743,757	2,881,379	4,697,797	7,595,065	7,020,130	7,037,100	3,374,294
Eye care services	5,768,253	106,748	564,266	711,047	1,207,899	1,796,630	696,884	684,425
Service by professionals other than physician	8,641,069	83,164	1,425,884	1,519,876	1,838,555	1,884,058	1,220,708	669,162
Lab tests, X-rays	6,195,531	85,067	509,392	1,323,886	1,397,537	1,977,895	573,178	328,332
Hospital room and services	17,576,206	668,868	2,713,238	3,282,293	4,698,802	3,304,425	1,687,487	1,221,630
Care in convalescent or nursing home	2,169,064	—	—	48,466	15,926	1,681,737	14,101	408,852
Other medical services	2,248,236	8,110	433,190	270,814	579,939	474,448	323,525	157,796
Drugs	59,033,483	856,049	4,077,001	7,284,136	11,992,994	14,389,286	11,885,802	8,594,192
Nonprescription drugs	12,096,994	292,521	1,497,116	1,635,939	2,434,909	2,886,737	2,016,460	1,359,837
Nonprescription vitamins	6,526,043	96,900	486,200	1,078,580	1,387,737	1,501,158	1,306,116	690,795
Prescription drugs	40,409,189	466,627	2,093,685	4,569,617	8,170,593	10,001,390	8,563,386	6,543,681
Medical supplies	17,010,691	343,578	1,595,267	2,469,851	3,698,181	3,624,614	2,589,318	2,692,152
Eyeglasses and contact lenses	8,250,236	142,578	896,199	1,201,021	2,331,270	1,928,459	1,213,658	536,484
Hearing aids	2,151,470	—	2,485	67,597	38,222	325,682	495,622	1,221,990
Topicals and dressings	4,962,708	161,528	600,503	805,640	1,124,351	1,032,661	706,498	533,599
Adult diapers	382,037	24,329	63,778	82,477	21,561	47,605	84,126	57,566
Medical equipment for general use	468,749	4,469	19,879	86,516	86,244	129,540	35,894	106,600
Supportive and convalescent medical equipment	627,093	10,344	10,146	167,080	73,993	122,674	37,176	205,027
Rental of medical equipment	113,103	—	2,485	58,457	10,780	22,200	10,255	8,653
Rental of supportive and convalescent medical equipment	56,552	248	—	638	11,515	15,334	6,089	22,113

*Note: Numbers may not add to total because of rounding. "—" means sample is too small to make a reliable estimate.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 7. Health Care: Market shares by age, 2013*(percentage of total annual spending on health care accounted for by consumer unit age groups, 2013)*

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Share of total consumer units	100.0%	6.6%	16.5%	16.9%	19.5%	18.2%	12.8%	9.6%
Share of total before-tax income	100.0	2.9	15.2	20.8	24.1	21.2	10.7	5.1
Share of total spending	100.0	3.9	15.5	19.5	23.1	19.9	11.7	6.4
HEALTH CARE	100.0	1.7	9.9	14.9	20.4	22.0	18.2	12.9
Health insurance	100.0	1.6	9.9	14.7	19.6	20.7	19.5	14.0
Commercial health insurance	100.0	2.4	14.0	19.3	23.1	25.5	10.2	5.3
Fee-for-service health plan (not BCBS)	100.0	2.4	14.0	19.3	23.1	25.5	10.2	5.3
Blue Cross, Blue Shield	100.0	2.1	12.7	17.9	24.5	24.7	11.3	6.8
Fee-for-service health plan	100.0	1.9	12.7	20.2	24.8	26.7	9.2	4.5
Health maintenance organization	100.0	2.8	14.8	17.1	27.7	24.8	8.9	3.9
Commercial Medicare supplement	100.0	0.0	0.4	1.4	3.0	5.5	44.3	45.4
Other BCBS health insurance	100.0	0.5	10.4	17.2	19.7	25.3	15.2	11.7
Health maintenance plans (HMOs)	100.0	1.3	14.0	21.3	25.9	23.3	8.5	5.6
Medicare payments	100.0	0.7	1.7	3.7	5.9	11.9	43.2	33.0
Medicare prescription drug premium	100.0	0.5	1.4	2.3	6.5	12.7	42.8	33.7
Commercial Medicare supplements and other health insurance	100.0	0.6	4.6	10.6	19.0	11.0	29.6	24.7
Commercial Medicare supplement (not BCBS)	100.0	0.1	1.3	2.7	13.7	6.3	40.5	35.4
Other health insurance (not BCBS)	100.0	1.2	9.4	22.2	26.8	17.8	13.6	9.1
Long-term care insurance	100.0	1.0	1.9	5.7	10.7	20.5	32.1	28.0
Medical services	100.0	2.2	12.0	16.7	22.5	24.1	14.0	8.5
Physician's services	100.0	2.3	14.5	20.1	21.4	24.7	10.3	6.8
Dental services	100.0	2.2	8.6	14.1	22.8	21.1	21.1	10.1
Eye care services	100.0	1.9	9.8	12.3	20.9	31.1	12.1	11.9
Service by professionals other than physician	100.0	1.0	16.5	17.6	21.3	21.8	14.1	7.7
Lab tests, X-rays	100.0	1.4	8.2	21.4	22.6	31.9	9.3	5.3
Hospital room and services	100.0	3.8	15.4	18.7	26.7	18.8	9.6	7.0
Care in convalescent or nursing home	100.0	—	—	2.2	0.7	77.5	0.7	18.8
Other medical services	100.0	0.4	19.3	12.0	25.8	21.1	14.4	7.0
Drugs	100.0	1.5	6.9	12.3	20.3	24.4	20.1	14.6
Nonprescription drugs	100.0	2.4	12.4	13.5	20.1	23.9	16.7	11.2
Nonprescription vitamins	100.0	1.5	7.5	16.5	21.3	23.0	20.0	10.6
Prescription drugs	100.0	1.2	5.2	11.3	20.2	24.8	21.2	16.2
Medical supplies	100.0	2.0	9.4	14.5	21.7	21.3	15.2	15.8
Eyeglasses and contact lenses	100.0	1.7	10.9	14.6	28.3	23.4	14.7	6.5
Hearing aids	100.0	—	0.1	3.1	1.8	15.1	23.0	56.8
Topicals and dressings	100.0	3.3	12.1	16.2	22.7	20.8	14.2	10.8
Adult diapers	100.0	6.4	16.7	21.6	5.6	12.5	22.0	15.1
Medical equipment for general use	100.0	1.0	4.2	18.5	18.4	27.6	7.7	22.7
Supportive and convalescent medical equipment	100.0	1.6	1.6	26.6	11.8	19.6	5.9	32.7
Rental of medical equipment	100.0	—	2.2	51.7	9.5	19.6	9.1	7.7
Rental of supportive and convalescent medical equipment	100.0	0.4	—	1.1	20.4	27.1	10.8	39.1

*Note: Numbers may not add to total because of rounding. "—" means sample is too small to make a reliable estimate.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 8. Health Care: Average spending by income, 2013*(average annual spending on health care by before-tax income of consumer units, 2013)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units (000s)	125,670	28,373	27,781	11,179	17,887	6,681	10,781	22,989
Number of persons per consumer unit	2.5	1.7	2.2	2.5	2.7	2.7	2.9	3.2
Average before-tax income of consumer units	\$63,784.00	\$10,729.34	\$29,465.61	\$44,576.00	\$59,101.00	\$74,535.00	\$89,114.00	\$168,715.00
Average spending of consumer units, total	51,099.75	22,756.60	34,180.57	41,750.34	50,636.76	58,977.59	66,650.47	101,685.59
HEALTH CARE	3,631.08	1,896.01	2,946.80	3,310.03	3,993.76	4,278.35	4,655.30	5,799.99
Health insurance	2,229.48	1,175.97	1,870.51	2,158.61	2,463.27	2,708.09	2,848.13	3,386.82
Commercial health insurance	412.98	129.55	236.56	351.24	510.70	499.47	641.46	797.70
Fee-for-service health plan (not BCBS)	412.98	129.54	236.57	351.24	510.70	499.47	641.46	797.70
Blue Cross, Blue Shield	681.54	216.03	424.14	555.11	733.12	1,070.95	986.92	1,332.08
Fee-for-service health plan	376.60	103.44	208.03	253.65	393.74	626.65	580.02	795.82
Health maintenance organization	248.00	69.10	147.18	237.61	265.21	412.63	362.74	480.65
Commercial Medicare supplement	40.15	38.88	49.51	50.71	60.82	18.50	26.40	21.95
Other BCBS health insurance	16.78	4.61	19.41	13.14	13.36	13.18	17.77	33.66
Health maintenance plans (HMOs)	418.68	146.50	261.35	410.00	515.42	607.75	669.93	700.87
Medicare payments	416.44	447.14	603.47	452.52	411.90	319.38	271.25	234.83
Medicare prescription drug premium	68.62	84.29	107.19	61.13	62.10	39.37	35.66	35.32
Commercial Medicare supplements and other health insurance	157.18	107.54	173.71	242.66	156.28	116.84	176.89	160.09
Commercial Medicare supplement (not BCBS)	93.13	80.74	129.91	198.96	85.96	48.48	53.71	49.55
Other health insurance (not BCBS)	64.05	26.79	43.80	43.70	70.32	68.37	123.18	110.53
Long-term care insurance	74.04	44.92	64.08	85.95	73.75	54.33	66.02	125.94
Medical services	796.49	369.12	546.98	581.72	893.91	945.17	1,079.01	1,478.35
Physician's services	192.05	72.36	125.88	158.27	209.98	225.41	273.25	374.45
Dental services	265.37	107.48	184.43	166.90	265.06	352.71	329.06	550.94
Eye care services	45.90	20.98	34.70	29.86	53.05	49.40	53.07	88.04
Service by professionals other than physician	68.76	37.23	40.52	75.87	72.86	97.72	82.68	120.22
Lab tests, X-rays	49.30	17.26	40.77	34.54	54.53	53.85	69.37	91.51
Hospital room and services	139.86	50.62	101.41	90.81	204.30	133.63	234.60	227.59
Care in convalescent or nursing home	17.26	–	2.13	12.67	13.46	–	0.04	3.02
Other medical services	17.89	4.54	17.14	12.80	20.67	32.46	36.94	22.42
Drugs	469.75	285.54	445.89	458.29	487.91	479.69	544.42	675.57
Nonprescription drugs	96.26	54.34	82.76	97.88	109.44	110.17	113.46	139.16
Nonprescription vitamins	51.93	28.95	37.99	54.38	47.97	45.78	69.52	90.73
Prescription drugs	321.55	202.25	325.15	306.03	330.51	323.74	361.43	445.68
Medical supplies	135.36	65.39	83.42	111.41	148.67	145.40	183.74	259.24
Eyeglasses and contact lenses	65.65	24.56	38.82	44.58	68.99	58.43	88.41	147.84
Hearing aids	17.12	11.58	6.87	17.05	24.99	31.41	37.79	19.29
Topicals and dressings	39.49	18.32	28.17	39.10	44.64	50.09	44.93	68.92
Adult diapers	3.04	3.45	3.43	1.20	1.51	2.90	1.69	4.80
Medical equipment for general use	3.73	3.03	1.48	6.19	2.56	1.70	6.39	6.39
Supportive and convalescent medical equipment	4.99	6.29	2.38	1.84	4.24	0.77	3.54	10.54
Rental of medical equipment	0.90	0.29	1.94	0.87	0.94	–	0.44	1.02
Rental of supportive and convalescent medical equipment	0.45	0.41	0.33	0.59	0.80	0.10	0.55	0.44

Note: "–" means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey; calculations by New Strategist

Table 9. Health Care: Indexed spending by income, 2013

(indexed average annual spending of consumer units on health care by before-tax income of consumer unit, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Average spending of consumer units, total	\$51,100	\$22,757	\$34,181	\$41,750	\$50,637	\$58,978	\$66,650	\$101,686
Average spending of consumer units, index	100	45	67	82	99	115	130	199
HEALTH CARE	100	52	81	91	110	118	128	160
Health insurance	100	53	84	97	110	121	128	152
Commercial health insurance	100	31	57	85	124	121	155	193
Fee-for-service health plan (not BCBS)	100	31	57	85	124	121	155	193
Blue Cross, Blue Shield	100	32	62	81	108	157	145	195
Fee-for-service health plan	100	27	55	67	105	166	154	211
Health maintenance organization	100	28	59	96	107	166	146	194
Commercial Medicare supplement	100	97	123	126	151	46	66	55
Other BCBS health insurance	100	28	116	78	80	79	106	201
Health maintenance plans (HMOs)	100	35	62	98	123	145	160	167
Medicare payments	100	107	145	109	99	77	65	56
Medicare prescription drug premium	100	123	156	89	90	57	52	51
Commercial Medicare supplements and other health insurance	100	68	111	154	99	74	113	102
Commercial Medicare supplement (not BCBS)	100	87	139	214	92	52	58	53
Other health insurance (not BCBS)	100	42	68	68	110	107	192	173
Long-term care insurance	100	61	87	116	100	73	89	170
Medical services	100	46	69	73	112	119	135	186
Physician's services	100	38	66	82	109	117	142	195
Dental services	100	41	70	63	100	133	124	208
Eye care services	100	46	76	65	116	108	116	192
Service by professionals other than physician	100	54	59	110	106	142	120	175
Lab tests, X-rays	100	35	83	70	111	109	141	186
Hospital room and services	100	36	73	65	146	96	168	163
Care in convalescent or nursing home	100	–	12	73	78	–	0	17
Other medical services	100	25	96	72	116	181	206	125
Drugs	100	61	95	98	104	102	116	144
Nonprescription drugs	100	56	86	102	114	114	118	145
Nonprescription vitamins	100	56	73	105	92	88	134	175
Prescription drugs	100	63	101	95	103	101	112	139
Medical supplies	100	48	62	82	110	107	136	192
Eyeglasses and contact lenses	100	37	59	68	105	89	135	225
Hearing aids	100	68	40	100	146	183	221	113
Topicals and dressings	100	46	71	99	113	127	114	175
Adult diapers	100	113	113	39	50	95	56	158
Medical equipment for general use	100	81	40	166	69	46	171	171
Supportive and convalescent medical equipment	100	126	48	37	85	15	71	211
Rental of medical equipment	100	32	216	97	104	–	49	113
Rental of supportive and convalescent medical equipment	100	90	72	131	178	22	122	98

Note: "–" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 10. Health Care: Total spending by income, 2013*(total annual spending on health care by before-tax income group of consumer units, 2013; consumer units and dollars in thousands)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units	125,670	28,373	27,781	11,179	17,887	6,681	10,781	22,989
Total spending of all consumer units	\$6,421,705,583	\$645,672,999	\$949,570,422	\$466,727,051	\$905,739,726	\$394,029,279	\$718,558,717	\$2,337,650,029
HEALTH CARE	456,317,824	53,795,575	81,865,103	37,002,825	71,436,385	28,583,656	50,188,789	133,335,970
Health insurance	280,178,752	33,365,675	51,964,662	24,131,101	44,060,510	18,092,749	30,705,690	77,859,605
Commercial health insurance	51,899,197	3,675,581	6,571,955	3,926,512	9,134,891	3,336,959	6,915,580	18,338,325
Fee-for-service health plan (not BCBS)	51,899,197	3,675,354	6,572,103	3,926,512	9,134,891	3,336,959	6,915,580	18,338,325
Blue Cross, Blue Shield	85,649,132	6,129,517	11,782,908	6,205,575	13,113,317	7,155,017	10,639,985	30,623,187
Fee-for-service health plan	47,327,322	2,934,831	5,779,174	2,835,553	7,042,827	4,186,649	6,253,196	18,295,106
Health maintenance organization	31,166,160	1,960,517	4,088,753	2,656,242	4,743,811	2,756,781	3,910,700	11,049,663
Commercial Medicare supplement	5,045,651	1,103,214	1,375,558	566,887	1,087,887	123,599	284,618	504,609
Other BCBS health insurance	2,108,743	130,933	539,293	146,892	238,970	88,056	191,578	773,810
Health maintenance plans (HMOs)	52,615,516	4,156,675	7,260,473	4,583,390	9,219,318	4,060,378	7,222,515	16,112,300
Medicare payments	52,334,015	12,686,721	16,764,957	5,058,721	7,367,655	2,133,778	2,924,346	5,398,507
Medicare prescription drug premium	8,623,475	2,391,663	2,977,926	683,372	1,110,783	263,031	384,450	811,971
Commercial Medicare supplements and other health insurance	19,752,811	3,051,128	4,825,937	2,712,696	2,795,380	780,608	1,907,051	3,680,309
Commercial Medicare supplement (not BCBS)	11,703,647	2,290,885	3,609,162	2,224,174	1,537,567	323,895	579,048	1,139,105
Other health insurance (not BCBS)	8,049,164	760,186	1,216,923	488,522	1,257,814	456,780	1,328,004	2,540,974
Long-term care insurance	9,304,607	1,274,416	1,780,227	960,835	1,319,166	362,979	711,762	2,895,235
Medical services	100,094,898	10,473,041	15,195,770	6,503,048	15,989,368	6,314,681	11,632,807	33,985,788
Physician's services	24,134,924	2,053,001	3,497,022	1,769,300	3,755,912	1,505,964	2,945,908	8,608,231
Dental services	33,349,048	3,049,545	5,123,718	1,865,775	4,741,128	2,356,456	3,547,596	12,665,560
Eye care services	5,768,253	595,300	964,030	333,805	948,905	330,041	572,148	2,023,952
Service by professionals other than physician	8,641,069	1,056,380	1,125,803	848,151	1,303,247	652,867	891,373	2,763,738
Lab tests, X-rays	6,195,531	489,587	1,132,703	386,123	975,378	359,772	747,878	2,103,723
Hospital room and services	17,576,206	1,436,187	2,817,232	1,015,165	3,654,314	892,782	2,529,223	5,232,067
Care in convalescent or nursing home	2,169,064	–	59,312	141,638	240,759	–	431	69,427
Other medical services	2,248,236	128,703	476,097	143,091	369,724	216,865	398,250	515,413
Drugs	59,033,483	8,101,553	12,387,170	5,123,224	8,727,246	3,204,809	5,869,392	15,530,679
Nonprescription drugs	12,096,994	1,541,813	2,299,017	1,094,201	1,957,553	736,046	1,223,212	3,199,149
Nonprescription vitamins	6,526,043	821,303	1,055,271	607,914	858,039	305,856	749,495	2,085,792
Prescription drugs	40,409,189	5,738,494	9,032,865	3,421,109	5,911,832	2,162,907	3,896,577	10,245,738
Medical supplies	17,010,691	1,855,306	2,317,500	1,245,452	2,659,260	971,417	1,980,901	5,959,668
Eyeglasses and contact lenses	8,250,236	696,917	1,078,524	498,360	1,234,024	390,371	953,148	3,398,694
Hearing aids	2,151,470	328,623	190,964	190,602	446,996	209,850	407,414	443,458
Topicals and dressings	4,962,708	519,652	782,656	437,099	798,476	334,651	484,390	1,584,402
Adult diapers	382,037	97,829	95,359	13,415	27,009	19,375	18,220	110,347
Medical equipment for general use	468,749	86,060	41,043	69,198	45,791	11,358	68,891	146,900
Supportive and convalescent medical equipment	627,093	178,597	66,048	20,569	75,841	5,144	38,165	242,304
Rental of medical equipment	113,103	8,189	54,003	9,726	16,814	–	4,744	23,449
Rental of supportive and convalescent medical equipment	56,552	11,540	9,035	6,596	14,310	668	5,930	10,115

*Note: Numbers may not add to total because of rounding. "–" means sample is too small to make a reliable estimate.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 11. Health Care: Market shares by income, 2013*(percentage of total annual spending on health care accounted for by before-tax income group of consumer units, 2013)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Share of total consumer units	100.0%	22.6%	22.1%	8.9%	14.2%	5.3%	8.6%	18.3%
Share of total before-tax income	100.0	3.8	10.2	6.2	13.2	6.2	12.0	48.4
Share of total spending	100.0	10.1	14.8	7.3	14.1	6.1	11.2	36.4
HEALTH CARE	100.0	11.8	17.9	8.1	15.7	6.3	11.0	29.2
Health insurance	100.0	11.9	18.5	8.6	15.7	6.5	11.0	27.8
Commercial health insurance	100.0	7.1	12.7	7.6	17.6	6.4	13.3	35.3
Fee-for-service health plan (not BCBS)	100.0	7.1	12.7	7.6	17.6	6.4	13.3	35.3
Blue Cross, Blue Shield	100.0	7.2	13.8	7.2	15.3	8.4	12.4	35.8
Fee-for-service health plan	100.0	6.2	12.2	6.0	14.9	8.8	13.2	38.7
Health maintenance organization	100.0	6.3	13.1	8.5	15.2	8.8	12.5	35.5
Commercial Medicare supplement	100.0	21.9	27.3	11.2	21.6	2.4	5.6	10.0
Other BCBS health insurance	100.0	6.2	25.6	7.0	11.3	4.2	9.1	36.7
Health maintenance plans (HMOs)	100.0	7.9	13.8	8.7	17.5	7.7	13.7	30.6
Medicare payments	100.0	24.2	32.0	9.7	14.1	4.1	5.6	10.3
Medicare prescription drug premium	100.0	27.7	34.5	7.9	12.9	3.1	4.5	9.4
Commercial Medicare supplements and other health insurance	100.0	15.4	24.4	13.7	14.2	4.0	9.7	18.6
Commercial Medicare supplement (not BCBS)	100.0	19.6	30.8	19.0	13.1	2.8	4.9	9.7
Other health insurance (not BCBS)	100.0	9.4	15.1	6.1	15.6	5.7	16.5	31.6
Long-term care insurance	100.0	13.7	19.1	10.3	14.2	3.9	7.6	31.1
Medical services	100.0	10.5	15.2	6.5	16.0	6.3	11.6	34.0
Physician's services	100.0	8.5	14.5	7.3	15.6	6.2	12.2	35.7
Dental services	100.0	9.1	15.4	5.6	14.2	7.1	10.6	38.0
Eye care services	100.0	10.3	16.7	5.8	16.5	5.7	9.9	35.1
Service by professionals other than physician	100.0	12.2	13.0	9.8	15.1	7.6	10.3	32.0
Lab tests, X-rays	100.0	7.9	18.3	6.2	15.7	5.8	12.1	34.0
Hospital room and services	100.0	8.2	16.0	5.8	20.8	5.1	14.4	29.8
Care in convalescent or nursing home	100.0	–	2.7	6.5	11.1	–	0.0	3.2
Other medical services	100.0	5.7	21.2	6.4	16.4	9.6	17.7	22.9
Drugs	100.0	13.7	21.0	8.7	14.8	5.4	9.9	26.3
Nonprescription drugs	100.0	12.7	19.0	9.0	16.2	6.1	10.1	26.4
Nonprescription vitamins	100.0	12.6	16.2	9.3	13.1	4.7	11.5	32.0
Prescription drugs	100.0	14.2	22.4	8.5	14.6	5.4	9.6	25.4
Medical supplies	100.0	10.9	13.6	7.3	15.6	5.7	11.6	35.0
Eyeglasses and contact lenses	100.0	8.4	13.1	6.0	15.0	4.7	11.6	41.2
Hearing aids	100.0	15.3	8.9	8.9	20.8	9.8	18.9	20.6
Topicals and dressings	100.0	10.5	15.8	8.8	16.1	6.7	9.8	31.9
Adult diapers	100.0	25.6	25.0	3.5	7.1	5.1	4.8	28.9
Medical equipment for general use	100.0	18.4	8.8	14.8	9.8	2.4	14.7	31.3
Supportive and convalescent medical equipment	100.0	28.5	10.5	3.3	12.1	0.8	6.1	38.6
Rental of medical equipment	100.0	7.2	47.7	8.6	14.9	–	4.2	20.7
Rental of supportive and convalescent medical equipment	100.0	20.4	16.0	11.7	25.3	1.2	10.5	17.9

*Note: Numbers may not add to total because of rounding. "–" means sample is too small to make a reliable estimate.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 12. Health Care: Average spending by high-income consumer units, 2013*(average annual spending on health care by before-tax income of consumer units with high incomes, 2013)*

	total consumer units	\$100,000 or more	\$100,000– \$149,999	\$150,000– \$199,999	\$200,000 or more
Number of consumer units (000s)	125,670	22,989	6,967	6,581	9,441
Number of persons per consumer unit	2.5	3.2	3.1	3.1	3.3
Average before-tax income of consumer units	\$63,784.00	\$168,715.00	\$108,624.00	\$132,587.00	\$238,245.00
Average spending of consumer units, total	51,099.75	101,685.59	79,530.05	90,450.16	126,242.02
HEALTH CARE	3,631.08	5,799.99	5,045.71	5,501.86	6,572.60
Health insurance	2,229.48	3,386.82	3,007.02	3,283.30	3,739.27
Commercial health insurance	412.98	797.70	628.06	667.18	1,013.87
Fee-for-service health plan (not BCBS)	412.98	797.70	628.05	667.18	1,013.87
Blue Cross, Blue Shield	681.54	1,332.08	1,167.92	1,420.53	1,391.56
Fee-for-service health plan	376.60	795.82	636.28	867.42	863.66
Health maintenance organization	248.00	480.65	467.23	479.75	491.17
Commercial Medicare supplement	40.15	21.95	38.09	22.17	9.88
Other BCBS health insurance	16.78	33.66	26.31	51.19	26.86
Health maintenance plans (HMOs)	418.68	700.87	716.48	674.87	707.48
Medicare payments	416.44	234.83	250.14	255.03	209.45
Medicare prescription drug premium	68.62	35.32	40.92	31.21	34.05
Commercial Medicare supplements and other health insurance	157.18	160.09	145.83	157.21	172.61
Commercial Medicare supplement (not BCBS)	93.13	49.55	37.17	52.20	56.85
Other health insurance (not BCBS)	64.05	110.53	108.66	105.01	115.76
Long-term care insurance	74.04	125.94	57.68	77.27	210.24
Medical services	796.49	1,478.35	1,237.08	1,365.90	1,734.82
Physician's services	192.05	374.45	346.69	285.50	456.96
Dental services	265.37	550.94	464.80	540.73	621.63
Eye care services	45.90	88.04	55.84	78.85	118.22
Service by professionals other than physician	68.76	120.22	86.99	142.18	129.44
Lab tests, X-rays	49.30	91.51	89.44	87.99	95.50
Hospital room and services	139.86	227.59	162.89	210.73	287.10
Care in convalescent or nursing home	17.26	3.02	2.28	2.75	3.76
Other medical services	17.89	22.42	28.17	17.17	21.82
Drugs	469.75	675.57	577.70	611.62	800.54
Nonprescription drugs	96.26	139.16	104.50	103.41	196.09
Nonprescription vitamins	51.93	90.73	95.89	63.10	107.91
Prescription drugs	321.55	445.68	377.30	445.12	496.53
Medical supplies	135.36	259.24	223.91	241.04	297.97
Eyeglasses and contact lenses	65.65	147.84	131.58	131.23	171.42
Hearing aids	17.12	19.29	24.96	8.26	22.80
Topicals and dressings	39.49	68.92	54.30	87.35	66.83
Adult diapers	3.04	4.80	2.88	2.78	7.63
Medical equipment for general use	3.73	6.39	2.92	4.12	10.52
Supportive and convalescent medical equipment	4.99	10.54	5.66	6.40	17.02
Rental of medical equipment	0.90	1.02	1.15	0.85	1.04
Rental of supportive and convalescent medical equipment	0.45	0.44	0.47	0.05	0.70

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 13. Health Care: Indexed spending by high-income consumer units, 2013

(indexed average annual spending of consumer units with high incomes on health care by before-tax income of consumer unit, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Average spending of consumer units, total	\$51,100	\$101,686	\$79,530	\$90,450	\$126,242
Average spending of consumer units, index	100	199	156	177	247
HEALTH CARE	100	160	139	152	181
Health insurance	100	152	135	147	168
Commercial health insurance	100	193	152	162	246
Fee-for-service health plan (not BCBS)	100	193	152	162	246
Blue Cross, Blue Shield	100	195	171	208	204
Fee-for-service health plan	100	211	169	230	229
Health maintenance organization	100	194	188	193	198
Commercial Medicare supplement	100	55	95	55	25
Other BCBS health insurance	100	201	157	305	160
Health maintenance plans (HMOs)	100	167	171	161	169
Medicare payments	100	56	60	61	50
Medicare prescription drug premium	100	51	60	45	50
Commercial Medicare supplements and other health insurance	100	102	93	100	110
Commercial Medicare supplement (not BCBS)	100	53	40	56	61
Other health insurance (not BCBS)	100	173	170	164	181
Long-term care insurance	100	170	78	104	284
Medical services	100	186	155	171	218
Physician's services	100	195	181	149	238
Dental services	100	208	175	204	234
Eye care services	100	192	122	172	258
Service by professionals other than physician	100	175	127	207	188
Lab tests, X-rays	100	186	181	178	194
Hospital room and services	100	163	116	151	205
Care in convalescent or nursing home	100	17	13	16	22
Other medical services	100	125	157	96	122
Drugs	100	144	123	130	170
Nonprescription drugs	100	145	109	107	204
Nonprescription vitamins	100	175	185	122	208
Prescription drugs	100	139	117	138	154
Medical supplies	100	192	165	178	220
Eyeglasses and contact lenses	100	225	200	200	261
Hearing aids	100	113	146	48	133
Topicals and dressings	100	175	138	221	169
Adult diapers	100	158	95	91	251
Medical equipment for general use	100	171	78	110	282
Supportive and convalescent medical equipment	100	211	113	128	341
Rental of medical equipment	100	113	128	94	116
Rental of supportive and convalescent medical equipment	100	98	104	11	156

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 14. Health Care: Total spending by high-income consumer units, 2013*(total annual spending on health care by before-tax income group of consumer units with high incomes, 2013; consumer units and dollars in thousands)*

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Number of consumer units	125,670	22,989	6,967	6,581	9,441
Total spending of all consumer units	\$6,421,705,583	\$2,337,650,029	\$554,085,858	\$595,252,503	\$1,191,850,911
HEALTH CARE	456,317,824	133,335,970	35,153,462	36,207,741	62,051,917
Health insurance	280,178,752	77,859,605	20,949,908	21,607,397	35,302,448
Commercial health insurance	51,899,197	18,338,325	4,375,694	4,390,712	9,571,947
Fee-for-service health plan (not BCBS)	51,899,197	18,338,325	4,375,624	4,390,712	9,571,947
Blue Cross, Blue Shield	85,649,132	30,623,187	8,136,899	9,348,508	13,137,718
Fee-for-service health plan	47,327,322	18,295,106	4,432,963	5,708,491	8,153,814
Health maintenance organization	31,166,160	11,049,663	3,255,191	3,157,235	4,637,136
Commercial Medicare supplement	5,045,651	504,609	265,373	145,901	93,277
Other BCBS health insurance	2,108,743	773,810	183,302	336,881	253,585
Health maintenance plans (HMOs)	52,615,516	16,112,300	4,991,716	4,441,319	6,679,319
Medicare payments	52,334,015	5,398,507	1,742,725	1,678,352	1,977,417
Medicare prescription drug premium	8,623,475	811,971	285,090	205,393	321,466
Commercial Medicare supplements and other health insurance	19,752,811	3,680,309	1,015,998	1,034,599	1,629,611
Commercial Medicare supplement (not BCBS)	11,703,647	1,139,105	258,963	343,528	536,721
Other health insurance (not BCBS)	8,049,164	2,540,974	757,034	691,071	1,092,890
Long-term care insurance	9,304,607	2,895,235	401,857	508,514	1,984,876
Medical services	100,094,898	33,985,788	8,618,736	8,988,988	16,378,436
Physician's services	24,134,924	8,608,231	2,415,389	1,878,876	4,314,159
Dental services	33,349,048	12,665,560	3,238,262	3,558,544	5,868,809
Eye care services	5,768,253	2,023,952	389,037	518,912	1,116,115
Service by professionals other than physician	8,641,069	2,763,738	606,059	935,687	1,222,043
Lab tests, X-rays	6,195,531	2,103,723	623,128	579,062	901,616
Hospital room and services	17,576,206	5,232,067	1,134,855	1,386,814	2,710,511
Care in convalescent or nursing home	2,169,064	69,427	15,885	18,098	35,498
Other medical services	2,248,236	515,413	196,260	112,996	206,003
Drugs	59,033,483	15,530,679	4,024,836	4,025,071	7,557,898
Nonprescription drugs	12,096,994	3,199,149	728,052	680,541	1,851,286
Nonprescription vitamins	6,526,043	2,085,792	668,066	415,261	1,018,778
Prescription drugs	40,409,189	10,245,738	2,628,649	2,929,335	4,687,740
Medical supplies	17,010,691	5,959,668	1,559,981	1,586,284	2,813,135
Eyeglasses and contact lenses	8,250,236	3,398,694	916,718	863,625	1,618,376
Hearing aids	2,151,470	443,458	173,896	54,359	215,255
Topicals and dressings	4,962,708	1,584,402	378,308	574,850	630,942
Adult diapers	382,037	110,347	20,065	18,295	72,035
Medical equipment for general use	468,749	146,900	20,344	27,114	99,319
Supportive and convalescent medical equipment	627,093	242,304	39,433	42,118	160,686
Rental of medical equipment	113,103	23,449	8,012	5,594	9,819
Rental of supportive and convalescent medical equipment	56,552	10,115	3,274	329	6,609

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 15. Health Care: Market shares by high-income consumer units, 2013*(percentage of total annual spending on health care accounted for by before-tax income group of consumer units with high incomes, 2013)*

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Share of total consumer units	100.0%	18.3%	5.5%	5.2%	7.5%
Share of total before-tax income	100.0	48.4	9.4	10.9	28.1
Share of total spending	100.0	36.4	8.6	9.3	18.6
HEALTH CARE	100.0	29.2	7.7	7.9	13.6
Health insurance	100.0	27.8	7.5	7.7	12.6
Commercial health insurance	100.0	35.3	8.4	8.5	18.4
Fee-for-service health plan (not BCBS)	100.0	35.3	8.4	8.5	18.4
Blue Cross, Blue Shield	100.0	35.8	9.5	10.9	15.3
Fee-for-service health plan	100.0	38.7	9.4	12.1	17.2
Health maintenance organization	100.0	35.5	10.4	10.1	14.9
Commercial Medicare supplement	100.0	10.0	5.3	2.9	1.8
Other BCBS health insurance	100.0	36.7	8.7	16.0	12.0
Health maintenance plans (HMOs)	100.0	30.6	9.5	8.4	12.7
Medicare payments	100.0	10.3	3.3	3.2	3.8
Medicare prescription drug premium	100.0	9.4	3.3	2.4	3.7
Commercial Medicare supplements and other health insurance	100.0	18.6	5.1	5.2	8.3
Commercial Medicare supplement (not BCBS)	100.0	9.7	2.2	2.9	4.6
Other health insurance (not BCBS)	100.0	31.6	9.4	8.6	13.6
Long-term care insurance	100.0	31.1	4.3	5.5	21.3
Medical services	100.0	34.0	8.6	9.0	16.4
Physician's services	100.0	35.7	10.0	7.8	17.9
Dental services	100.0	38.0	9.7	10.7	17.6
Eye care services	100.0	35.1	6.7	9.0	19.3
Service by professionals other than physician	100.0	32.0	7.0	10.8	14.1
Lab tests, X-rays	100.0	34.0	10.1	9.3	14.6
Hospital room and services	100.0	29.8	6.5	7.9	15.4
Care in convalescent or nursing home	100.0	3.2	0.7	0.8	1.6
Other medical services	100.0	22.9	8.7	5.0	9.2
Drugs	100.0	26.3	6.8	6.8	12.8
Nonprescription drugs	100.0	26.4	6.0	5.6	15.3
Nonprescription vitamins	100.0	32.0	10.2	6.4	15.6
Prescription drugs	100.0	25.4	6.5	7.2	11.6
Medical supplies	100.0	35.0	9.2	9.3	16.5
Eyeglasses and contact lenses	100.0	41.2	11.1	10.5	19.6
Hearing aids	100.0	20.6	8.1	2.5	10.0
Topicals and dressings	100.0	31.9	7.6	11.6	12.7
Adult diapers	100.0	28.9	5.3	4.8	18.9
Medical equipment for general use	100.0	31.3	4.3	5.8	21.2
Supportive and convalescent medical equipment	100.0	38.6	6.3	6.7	25.6
Rental of medical equipment	100.0	20.7	7.1	4.9	8.7
Rental of supportive and convalescent medical equipment	100.0	17.9	5.8	0.6	11.7

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 16. Health Care: Average spending by household type, 2013*(average annual spending of consumer units on health care by type of consumer unit, 2013)*

	total consumer units	total married couples	married couples, no children	married couples with children				single parent with child under age 18	single person
				total	oldest child under age 6	oldest child aged 6 to 17	oldest child aged 18 or older		
Number of consumer units (000s)	125,670	60,304	26,456	28,668	5,559	14,066	9,042	6,777	37,770
Number of persons per consumer unit	2.5	3.2	2.0	4.0	3.5	4.2	4.0	3.0	1.0
Average before-tax income of consumer units	\$63,784.00	\$89,992.00	\$82,773.00	\$97,441.00	\$89,637.00	\$98,275.00	\$100,944.00	\$35,012.00	\$32,292.00
Average spending of consumer units, total	51,099.75	66,854.67	61,246.36	72,518.20	66,246.94	72,638.94	76,084.59	37,752.30	31,247.75
HEALTH CARE	3,631.08	4,917.43	5,477.31	4,436.04	3,503.30	4,344.17	5,153.00	1,751.60	2,375.14
Health insurance	2,229.48	3,034.26	3,468.61	2,640.76	2,123.03	2,659.82	2,929.42	1,133.88	1,422.69
Commercial health insurance	412.98	614.29	580.99	656.05	685.59	610.23	709.18	231.07	197.13
Fee-for-service health plan (not BCBS)	412.98	614.28	581.00	656.05	685.58	610.23	709.18	231.07	197.12
Blue Cross, Blue Shield	681.54	989.12	925.11	1,061.12	863.02	1,145.69	1,051.38	368.53	337.86
Fee-for-service health plan	376.60	559.64	501.57	622.40	510.31	662.23	629.37	159.98	183.48
Health maintenance organization	248.00	358.05	300.99	414.51	325.38	463.60	392.93	190.90	100.03
Commercial Medicare supplement	40.15	48.42	94.03	5.12	1.00	1.84	12.76	—	43.66
Other BCBS health insurance	16.78	23.02	28.54	19.09	26.33	18.03	16.31	17.64	10.70
Health maintenance plans (HMOs)	418.68	588.40	544.11	621.47	460.23	685.58	620.87	307.52	216.17
Medicare payments	416.44	489.22	848.82	134.32	20.68	54.33	328.61	90.94	381.56
Medicare prescription drug premium	68.62	77.93	134.13	17.92	3.74	9.30	40.06	5.26	73.12
Commercial Medicare supplements and other health insurance	157.18	178.96	249.24	121.83	83.39	123.57	142.75	62.29	149.81
Commercial Medicare supplement (not BCBS)	93.13	89.05	165.80	18.78	3.68	7.39	45.79	15.78	105.81
Other health insurance (not BCBS)	64.05	89.92	83.44	103.05	79.72	116.18	96.96	46.51	43.99
Long-term care insurance	74.04	96.34	186.18	28.05	6.38	31.13	36.57	68.28	67.05
Medical services	796.49	1,103.22	1,063.63	1,172.15	955.66	1,119.62	1,386.98	382.67	522.57
Physician's services	192.05	272.85	256.95	300.33	300.89	289.82	316.34	84.83	118.22
Dental services	265.37	358.15	356.76	380.12	170.84	409.05	463.80	158.62	174.97
Eye care services	45.90	67.29	79.05	45.84	19.58	51.68	52.92	17.76	28.01
Service by professionals other than physician	68.76	93.17	102.13	79.78	70.62	79.63	85.66	27.49	53.36
Lab tests, X-rays	49.30	76.11	74.14	75.81	36.89	59.55	125.02	12.26	25.04
Hospital room and services	139.86	208.01	167.53	258.15	320.59	201.12	308.49	74.46	61.97
Care in convalescent or nursing home	17.26	4.08	5.44	3.57	—	0.79	10.08	2.34	48.66
Other medical services	17.89	23.51	21.64	28.42	36.26	27.99	24.28	4.91	12.11
Drugs	469.75	596.64	725.51	466.52	308.93	421.69	630.87	169.34	344.19
Nonprescription drugs	96.26	121.75	132.57	111.86	124.15	110.74	107.13	48.62	58.48
Nonprescription vitamins	51.93	59.06	71.25	51.31	33.65	62.22	41.83	28.09	38.12
Prescription drugs	321.55	415.83	521.69	303.35	151.13	248.73	481.91	92.63	247.59
Medical supplies	135.36	183.31	219.56	156.61	115.68	143.04	205.74	65.70	85.69
Eyeglasses and contact lenses	65.65	88.70	96.82	83.59	46.26	82.91	107.60	38.12	42.66
Hearing aids	17.12	29.92	60.49	5.42	—	3.60	11.57	1.24	7.27
Topicals and dressings	39.49	50.45	47.34	53.37	57.79	40.31	73.85	23.16	25.55
Adult diapers	3.04	3.17	2.58	3.25	6.50	1.77	3.56	0.30	2.15
Medical equipment for general use	3.73	3.26	3.87	2.84	4.20	2.73	2.18	2.23	3.04
Supportive and convalescent medical equipment	4.99	6.62	7.17	7.12	0.31	10.84	5.51	0.64	4.46
Rental of medical equipment	0.90	0.53	0.39	0.63	0.55	0.55	0.80	—	0.30
Rental of supportive and convalescent medical equipment	0.45	0.65	0.91	0.39	0.08	0.33	0.68	—	0.25

Note: "—" means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished data from the 2013 Consumer Expenditure Survey

Table 17. Health Care: Indexed spending by household type, 2013

(indexed average annual spending of consumer units on health care by type of consumer unit, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	total married couples	married couples, no children	married couples with children			single parent with child under age 18	single person	
				total	oldest child under age 6	oldest child aged 6 to 17			oldest child aged 18 or older
Average spending of consumer units, total	\$51,100	\$66,855	\$61,246	\$72,518	\$66,247	\$72,639	\$76,085	\$37,752	31,248
Average spending of consumer units, index	100	131	120	142	130	142	149	74	61
HEALTH CARE	100	135	151	122	96	120	142	48	65
Health insurance	100	136	156	118	95	119	131	51	64
Commercial health insurance	100	149	141	159	166	148	172	56	48
Fee-for-service health plan (not BCBS)	100	149	141	159	166	148	172	56	48
Blue Cross, Blue Shield	100	145	136	156	127	168	154	54	50
Fee-for-service health plan	100	149	133	165	136	176	167	42	49
Health maintenance organization	100	144	121	167	131	187	158	77	40
Commercial Medicare supplement	100	121	234	13	2	5	32	—	109
Other BCBS health insurance	100	137	170	114	157	107	97	105	64
Health maintenance plans (HMOs)	100	141	130	148	110	164	148	73	52
Medicare payments	100	117	204	32	5	13	79	22	92
Medicare prescription drug premium	100	114	195	26	5	14	58	8	107
Commercial Medicare supplements and other health insurance	100	114	159	78	53	79	91	40	95
Commercial Medicare supplement (not BCBS)	100	96	178	20	4	8	49	17	114
Other health insurance (not BCBS)	100	140	130	161	124	181	151	73	69
Long-term care insurance	100	130	251	38	9	42	49	92	91
Medical services	100	139	134	147	120	141	174	48	66
Physician's services	100	142	134	156	157	151	165	44	62
Dental services	100	135	134	143	64	154	175	60	66
Eye care services	100	147	172	100	43	113	115	39	61
Service by professionals other than physician	100	136	149	116	103	116	125	40	78
Lab tests, X-rays	100	154	150	154	75	121	254	25	51
Hospital room and services	100	149	120	185	229	144	221	53	44
Care in convalescent or nursing home	100	24	32	21	—	5	58	14	282
Other medical services	100	131	121	159	203	156	136	27	68
Drugs	100	127	154	99	66	90	134	36	73
Nonprescription drugs	100	126	138	116	129	115	111	51	61
Nonprescription vitamins	100	114	137	99	65	120	81	54	73
Prescription drugs	100	129	162	94	47	77	150	29	77
Medical supplies	100	135	162	116	85	106	152	49	63
Eyeglasses and contact lenses	100	135	147	127	70	126	164	58	65
Hearing aids	100	175	353	32	—	21	68	7	42
Topicals and dressings	100	128	120	135	146	102	187	59	65
Adult diapers	100	104	85	107	214	58	117	10	71
Medical equipment for general use	100	87	104	76	113	73	58	60	82
Supportive and convalescent medical equipment	100	133	144	143	6	217	110	13	89
Rental of medical equipment	100	59	43	70	61	61	89	—	33
Rental of supportive and convalescent medical equipment	100	144	202	87	18	73	151	—	56

Note: "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 18. Health Care: Total spending by household type, 2013

(total annual spending on health care by consumer unit type, 2013; consumer units and dollars in thousands)

	total consumer units	total married couples	married couples, no children	married couples with children			oldest child aged 18 or older	single parent with child under age 18	single person
				total	oldest child under age 6	oldest child aged 6 to 17			
Number of consumer units	125,670	60,304	26,456	28,668	5,559	14,066	9,042	6,777	37,770
Total spending of all consumer units	\$6,421,705,583	\$4,031,604,020	\$1,620,333,700	\$2,078,951,758	\$368,266,739	\$1,021,739,330	\$687,956,863	\$255,847,337	\$1,180,227,518
HEALTH CARE	456,317,824	296,540,699	144,907,713	127,172,395	19,474,845	61,105,095	46,593,426	11,870,593	89,709,038
Health insurance	280,178,752	182,978,015	91,765,546	75,705,308	11,801,924	37,413,028	26,487,816	7,684,305	53,735,001
Commercial health insurance	51,899,197	37,044,144	15,370,671	18,807,641	3,811,195	8,583,495	6,412,406	1,565,961	7,445,600
Fee-for-service health plan (not BCBS)	51,899,197	37,043,541	15,370,936	18,807,641	3,811,139	8,583,495	6,412,406	1,565,961	7,445,222
Blue Cross, Blue Shield	85,649,132	59,647,892	24,474,710	30,420,188	4,797,528	16,115,276	9,506,578	2,497,528	12,760,972
Fee-for-service health plan	47,327,322	33,748,531	13,269,536	17,842,963	2,836,813	9,314,927	5,690,764	1,084,184	6,930,040
Health maintenance organization	31,166,160	21,591,847	7,962,991	11,883,173	1,808,787	6,520,998	3,552,873	1,293,729	3,778,133
Commercial Medicare supplement	5,045,651	2,919,920	2,487,658	146,780	5,559	25,881	115,376	—	1,649,038
Other BCBS health insurance	2,108,743	1,388,198	755,054	547,272	146,368	253,610	147,475	119,546	404,139
Health maintenance plans (HMOs)	52,615,516	35,482,874	14,394,974	17,816,302	2,558,419	9,643,368	5,613,907	2,084,063	8,164,741
Medicare payments	52,334,015	29,501,923	22,456,382	3,850,686	114,960	764,206	2,971,292	616,300	14,411,521
Medicare prescription drug premium	8,623,475	4,699,491	3,548,543	513,731	20,791	130,814	362,223	35,647	2,761,742
Commercial Medicare supplements and other health insurance	19,752,811	10,792,004	6,593,893	3,492,622	463,565	1,738,136	1,290,746	422,139	5,658,324
Commercial Medicare supplement (not BCBS)	11,703,647	5,370,071	4,386,405	538,385	20,457	103,948	414,033	106,941	3,996,444
Other health insurance (not BCBS)	8,049,164	5,422,536	2,207,489	2,954,237	443,163	1,634,188	876,712	315,198	1,661,502
Long-term care insurance	9,304,607	5,809,687	4,925,578	804,137	35,466	437,875	330,666	462,734	2,532,479
Medical services	100,094,898	66,528,579	28,139,395	33,603,196	5,312,514	15,748,575	12,541,073	2,593,355	19,737,469
Physician's services	24,134,924	16,453,946	6,797,869	8,609,860	1,672,648	4,076,608	2,860,346	574,893	4,465,169
Dental services	33,349,048	21,597,878	9,438,443	10,897,280	949,700	5,753,697	4,193,680	1,074,968	6,608,617
Eye care services	5,768,253	4,057,856	2,091,347	1,314,141	108,845	726,931	478,503	120,360	1,057,938
Service by professionals other than physician	8,641,069	5,618,524	2,701,951	2,287,133	392,577	1,120,076	774,538	186,300	2,015,407
Lab tests, X-rays	6,195,531	4,589,737	1,961,448	2,173,321	205,072	837,630	1,130,431	83,086	945,761
Hospital room and services	17,576,206	12,543,835	4,432,174	7,400,644	1,782,160	2,828,954	2,789,367	504,615	2,340,607
Care in convalescent or nursing home	2,169,064	246,040	143,921	102,345	—	11,112	91,143	15,858	1,837,888
Other medical services	2,248,236	1,417,747	572,508	814,745	201,569	393,707	219,540	33,275	457,395
Drugs	59,033,483	35,979,779	19,194,093	13,374,195	1,717,342	5,931,492	5,704,327	1,147,617	13,000,056
Nonprescription drugs	12,096,994	7,342,012	3,507,272	3,206,802	690,150	1,557,669	968,669	329,498	2,208,790
Nonprescription vitamins	6,526,043	3,561,554	1,884,990	1,470,955	187,060	875,187	378,227	190,366	1,439,792
Prescription drugs	40,409,189	25,076,212	13,801,831	8,696,438	840,132	3,498,636	4,357,430	627,754	9,351,474
Medical supplies	17,010,691	11,054,326	5,808,679	4,489,695	643,065	2,012,001	1,860,301	445,249	3,236,511
Eyeglasses and contact lenses	8,250,236	5,348,965	2,561,470	2,396,358	257,159	1,166,212	972,919	258,339	1,611,268
Hearing aids	2,151,470	1,804,296	1,600,323	155,381	—	50,638	104,616	8,403	274,588
Topicals and dressings	4,962,708	3,042,337	1,252,427	1,530,011	321,255	567,000	667,752	156,955	965,024
Adult diapers	382,037	191,164	68,256	93,171	36,134	24,897	32,190	2,033	81,206
Medical equipment for general use	468,749	196,591	102,385	81,417	23,348	38,400	19,712	15,113	114,821
Supportive and convalescent medical equipment	627,093	399,212	189,690	204,116	1,723	152,475	49,821	4,337	168,454
Rental of medical equipment	113,103	31,961	10,318	18,061	3,057	7,736	7,234	—	11,331
Rental of supportive and convalescent medical equipment	56,552	39,198	24,075	11,181	445	4,642	6,149	—	9,443

Note: Numbers do not add to total because not all types of consumer units are shown and because of rounding. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 19. Health Care: Market shares by household type, 2013

(percentage of total annual spending on health care accounted for by types of consumer units, 2013)

	total consumer units	total married couples	married couples, no children	married couples with children			single parent with child under age 18	single person
				total	oldest child under age 6	oldest child aged 6 to 17	oldest child aged 18 or older	
Share of total consumer units	100.0%	48.0%	21.1%	22.8%	4.4%	11.2%	7.2%	30.1%
Share of total before-tax income	100.0	67.7	27.3	34.8	6.2	17.2	11.4	15.2
Share of total spending	100.0	62.8	25.2	32.4	5.7	15.9	10.7	18.4
HEALTH CARE	100.0	65.0	31.8	27.9	4.3	13.4	10.2	19.7
Health insurance	100.0	65.3	32.8	27.0	4.2	13.4	9.5	19.2
Commercial health insurance	100.0	71.4	29.6	36.2	7.3	16.5	12.4	14.3
Fee-for-service health plan (not BCBS)	100.0	71.4	29.6	36.2	7.3	16.5	12.4	14.3
Blue Cross, Blue Shield	100.0	69.6	28.6	35.5	5.6	18.8	11.1	14.9
Fee-for-service health plan	100.0	71.3	28.0	37.7	6.0	19.7	12.0	14.6
Health maintenance organization	100.0	69.3	25.6	38.1	5.8	20.9	11.4	12.1
Commercial Medicare supplement	100.0	57.9	49.3	2.9	0.1	0.5	2.3	32.7
Other BCBS health insurance	100.0	65.8	35.8	26.0	6.9	12.0	7.0	19.2
Health maintenance plans (HMOs)	100.0	67.4	27.4	33.9	4.9	18.3	10.7	15.5
Medicare payments	100.0	56.4	42.9	7.4	0.2	1.5	5.7	27.5
Medicare prescription drug premium	100.0	54.5	41.1	6.0	0.2	1.5	4.2	32.0
Commercial Medicare supplements and other health insurance	100.0	54.6	33.4	17.7	2.3	8.8	6.5	28.6
Commercial Medicare supplement (not BCBS)	100.0	45.9	37.5	4.6	0.2	0.9	3.5	34.1
Other health insurance (not BCBS)	100.0	67.4	27.4	36.7	5.5	20.3	10.9	20.6
Long-term care insurance	100.0	62.4	52.9	8.6	0.4	4.7	3.6	27.2
Medical services	100.0	66.5	28.1	33.6	5.3	15.7	12.5	19.7
Physician's services	100.0	68.2	28.2	35.7	6.9	16.9	11.9	18.5
Dental services	100.0	64.8	28.3	32.7	2.8	17.3	12.6	19.8
Eye care services	100.0	70.3	36.3	22.8	1.9	12.6	8.3	18.3
Service by professionals other than physician	100.0	65.0	31.3	26.5	4.5	13.0	9.0	23.3
Lab tests, X-rays	100.0	74.1	31.7	35.1	3.3	13.5	18.2	15.3
Hospital room and services	100.0	71.4	25.2	42.1	10.1	16.1	15.9	13.3
Care in convalescent or nursing home	100.0	11.3	6.6	4.7	—	0.5	4.2	84.7
Other medical services	100.0	63.1	25.5	36.2	9.0	17.5	9.8	20.3
Drugs	100.0	60.9	32.5	22.7	2.9	10.0	9.7	22.0
Nonprescription drugs	100.0	60.7	29.0	26.5	5.7	12.9	8.0	18.3
Nonprescription vitamins	100.0	54.6	28.9	22.5	2.9	13.4	5.8	22.1
Prescription drugs	100.0	62.1	34.2	21.5	2.1	8.7	10.8	23.1
Medical supplies	100.0	65.0	34.1	26.4	3.8	11.8	10.9	19.0
Eyeglasses and contact lenses	100.0	64.8	31.0	29.0	3.1	14.1	11.8	19.5
Hearing aids	100.0	83.9	74.4	7.2	—	2.4	4.9	12.8
Topicals and dressings	100.0	61.3	25.2	30.8	6.5	11.4	13.5	19.4
Adult diapers	100.0	50.0	17.9	24.4	9.5	6.5	8.4	21.3
Medical equipment for general use	100.0	41.9	21.8	17.4	5.0	8.2	4.2	24.5
Supportive and convalescent medical equipment	100.0	63.7	30.2	32.5	0.3	24.3	7.9	26.9
Rental of medical equipment	100.0	28.3	9.1	16.0	2.7	6.8	6.4	10.0
Rental of supportive and convalescent medical equipment	100.0	69.3	42.6	19.8	0.8	8.2	10.9	16.7

Note: Market shares by type of consumer unit do not add to total because not all types of consumer units are shown. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 20. Health Care: Average spending by race and Hispanic origin, 2013*(average annual spending of consumer units on health care by race and Hispanic origin of consumer unit reference person, 2013)*

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Number of consumer units (000s)	125,670	5,377	15,732	15,979	94,226
Number of persons per consumer unit	2.5	2.8	2.5	3.2	2.3
Average before-tax income of consumer units	\$63,784.00	\$78,912.00	\$43,288.00	\$47,438.00	\$69,911.00
Average spending of consumer units, total	51,099.75	60,167.07	37,080.49	41,958.40	54,952.68
HEALTH CARE	3,631.08	3,254.72	2,013.35	1,931.40	4,187.12
Health insurance	2,229.48	2,104.07	1,420.95	1,188.47	2,541.25
Commercial health insurance	412.98	523.15	185.19	188.92	488.28
Fee-for-service health plan (not BCBS)	412.98	523.15	185.19	188.92	488.28
Blue Cross, Blue Shield	681.54	676.69	468.13	393.06	769.31
Fee-for-service health plan	376.60	439.82	222.53	185.81	434.04
Health maintenance organization	248.00	206.10	221.46	195.05	265.43
Commercial Medicare supplement	40.15	14.43	18.20	3.70	49.89
Other BCBS health insurance	16.78	16.33	5.94	8.50	19.95
Health maintenance plans (HMOs)	418.68	531.81	323.27	300.18	453.91
Medicare payments	416.44	230.33	316.75	210.83	467.19
Medicare prescription drug premium	68.62	36.75	56.14	41.96	75.10
Commercial Medicare supplements and other health insurance	157.18	67.29	53.39	46.52	192.93
Commercial Medicare supplement (not BCBS)	93.13	34.38	26.41	20.62	116.41
Other health insurance (not BCBS)	64.05	32.91	26.98	25.90	76.53
Long-term care insurance	74.04	38.06	18.08	7.00	94.54
Medical services	796.49	650.00	271.32	419.84	946.29
Physician's services	192.05	157.49	67.03	120.98	224.54
Dental services	265.37	208.43	86.52	137.11	316.29
Eye care services	45.90	78.79	36.25	33.75	49.46
Service by professionals other than physician	68.76	46.55	15.20	22.63	85.36
Lab tests, X-rays	49.30	58.80	16.05	34.65	57.21
Hospital room and services	139.86	81.42	42.35	63.79	168.93
Care in convalescent or nursing home	17.26	—	0.70	—	22.90
Other medical services	17.89	18.52	7.23	6.95	21.47
Drugs	469.75	368.21	271.22	250.29	539.45
Nonprescription drugs	96.26	109.49	55.86	69.49	107.59
Nonprescription vitamins	51.93	74.01	13.80	39.38	60.34
Prescription drugs	321.55	184.70	201.55	141.42	371.52
Medical supplies	135.36	132.44	49.86	72.79	160.13
Eyeglasses and contact lenses	65.65	66.76	26.68	40.25	76.33
Hearing aids	17.12	10.87	1.71	3.08	22.03
Topicals and dressings	39.49	45.39	17.30	24.32	45.87
Adult diapers	3.04	4.25	3.02	2.82	3.07
Medical equipment for general use	3.73	2.28	0.39	0.69	4.80
Supportive and convalescent medical equipment	4.99	2.59	0.78	1.56	6.26
Rental of medical equipment	0.90	0.22	—	—	1.22
Rental of supportive and convalescent medical equipment	0.45	0.08	0.12	0.06	0.56

Note: "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" column), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. "—" means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 21. Health Care: Indexed spending by race and Hispanic origin, 2013

(indexed average annual spending of consumer units on health care by race and Hispanic origin of consumer unit reference person, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Average spending of consumer units, total	\$51,100	\$60,167	\$37,080	\$41,958	\$54,953
Average spending of consumer units, index	100	118	73	82	108
HEALTH CARE	100	90	55	53	115
Health insurance	100	94	64	53	114
Commercial health insurance	100	127	45	46	118
Fee-for-service health plan (not BCBS)	100	127	45	46	118
Blue Cross, Blue Shield	100	99	69	58	113
Fee-for-service health plan	100	117	59	49	115
Health maintenance organization	100	83	89	79	107
Commercial Medicare supplement	100	36	45	9	124
Other BCBS health insurance	100	97	35	51	119
Health maintenance plans (HMOs)	100	127	77	72	108
Medicare payments	100	55	76	51	112
Medicare prescription drug premium	100	54	82	61	109
Commercial Medicare supplements and other health insurance	100	43	34	30	123
Commercial Medicare supplement (not BCBS)	100	37	28	22	125
Other health insurance (not BCBS)	100	51	42	40	119
Long-term care insurance	100	51	24	9	128
Medical services	100	82	34	53	119
Physician's services	100	82	35	63	117
Dental services	100	79	33	52	119
Eye care services	100	172	79	74	108
Service by professionals other than physician	100	68	22	33	124
Lab tests, X-rays	100	119	33	70	116
Hospital room and services	100	58	30	46	121
Care in convalescent or nursing home	100	—	4	—	133
Other medical services	100	104	40	39	120
Drugs	100	78	58	53	115
Nonprescription drugs	100	114	58	72	112
Nonprescription vitamins	100	143	27	76	116
Prescription drugs	100	57	63	44	116
Medical supplies	100	98	37	54	118
Eyeglasses and contact lenses	100	102	41	61	116
Hearing aids	100	63	10	18	129
Topicals and dressings	100	115	44	62	116
Adult diapers	100	140	99	93	101
Medical equipment for general use	100	61	10	18	129
Supportive and convalescent medical equipment	100	52	16	31	125
Rental of medical equipment	100	24	—	—	136
Rental of supportive and convalescent medical equipment	100	18	27	13	124

Note: "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" column), or Native Hawaiian or other Pacific Islander; as well as non-Hispanics reporting more than one race. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 22. Health Care: Total spending by race and Hispanic origin, 2013*(total annual spending on health care by consumer unit race and Hispanic origin groups, 2013; consumer units and dollars in thousands)*

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Number of consumer units	125,670	5,377	15,732	15,979	94,226
Total spending of all consumer units	\$6,421,705,583	\$323,518,335	\$583,350,269	\$670,453,274	\$5,177,971,226
HEALTH CARE	456,317,824	17,500,629	31,674,022	30,861,841	394,535,569
Health insurance	280,178,752	11,313,584	22,354,385	18,990,562	239,451,823
Commercial health insurance	51,899,197	2,812,978	2,913,409	3,018,753	46,008,671
Fee-for-service health plan (not BCBS)	51,899,197	2,812,978	2,913,409	3,018,753	46,008,671
Blue Cross, Blue Shield	85,649,132	3,638,562	7,364,621	6,280,706	72,489,004
Fee-for-service health plan	47,327,322	2,364,912	3,500,842	2,969,058	40,897,853
Health maintenance organization	31,166,160	1,108,200	3,484,009	3,116,704	25,010,407
Commercial Medicare supplement	5,045,651	77,590	286,322	59,122	4,700,935
Other BCBS health insurance	2,108,743	87,806	93,448	135,822	1,879,809
Health maintenance plans (HMOs)	52,615,516	2,859,542	5,085,684	4,796,576	42,770,124
Medicare payments	52,334,015	1,238,484	4,983,111	3,368,853	44,021,445
Medicare prescription drug premium	8,623,475	197,605	883,194	670,479	7,076,373
Commercial Medicare supplements and other health insurance	19,752,811	361,818	839,931	743,343	18,179,022
Commercial Medicare supplement (not BCBS)	11,703,647	184,861	415,482	329,487	10,968,849
Other health insurance (not BCBS)	8,049,164	176,957	424,449	413,856	7,211,116
Long-term care insurance	9,304,607	204,649	284,435	111,853	8,908,126
Medical services	100,094,898	3,495,050	4,268,406	6,708,623	89,165,122
Physician's services	24,134,924	846,824	1,054,516	1,933,139	21,157,506
Dental services	33,349,048	1,120,728	1,361,133	2,190,881	29,802,742
Eye care services	5,768,253	423,654	570,285	539,291	4,660,418
Service by professionals other than physician	8,641,069	250,299	239,126	361,605	8,043,131
Lab tests, X-rays	6,195,531	316,168	252,499	553,672	5,390,669
Hospital room and services	17,576,206	437,795	666,250	1,019,300	15,917,598
Care in convalescent or nursing home	2,169,064	—	11,012	—	2,157,775
Other medical services	2,248,236	99,582	113,742	111,054	2,023,032
Drugs	59,033,483	1,979,865	4,266,833	3,999,384	50,830,216
Nonprescription drugs	12,096,994	588,728	878,790	1,110,381	10,137,775
Nonprescription vitamins	6,526,043	397,952	217,102	629,253	5,685,597
Prescription drugs	40,409,189	993,132	3,170,785	2,259,750	35,006,844
Medical supplies	17,010,691	712,130	784,398	1,163,111	15,088,409
Eyeglasses and contact lenses	8,250,236	358,969	419,730	643,155	7,192,271
Hearing aids	2,151,470	58,448	26,902	49,215	2,075,799
Topicals and dressings	4,962,708	244,062	272,164	388,609	4,322,147
Adult diapers	382,037	22,852	47,511	45,061	289,274
Medical equipment for general use	468,749	12,260	6,135	11,026	452,285
Supportive and convalescent medical equipment	627,093	13,926	12,271	24,927	589,855
Rental of medical equipment	113,103	1,183	—	—	114,956
Rental of supportive and convalescent medical equipment	56,552	430	1,888	959	52,767

Note: "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" column), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. Numbers may not add to total because of rounding. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 23. Health Care: Market shares by race and Hispanic origin, 2013*(percentage of total annual spending on health care accounted for by consumer unit race and Hispanic origin groups, 2013)*

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Share of total consumer units	100.0%	4.3%	12.5%	12.7%	75.0%
Share of total before-tax income	100.0	5.3	8.5	9.5	82.2
Share of total spending	100.0	5.0	9.1	10.4	80.6
HEALTH CARE	100.0	3.8	6.9	6.8	86.5
Health insurance	100.0	4.0	8.0	6.8	85.5
Commercial health insurance	100.0	5.4	5.6	5.8	88.7
Fee-for-service health plan (not BCBS)	100.0	5.4	5.6	5.8	88.7
Blue Cross, Blue Shield	100.0	4.2	8.6	7.3	84.6
Fee-for-service health plan	100.0	5.0	7.4	6.3	86.4
Health maintenance organization	100.0	3.6	11.2	10.0	80.2
Commercial Medicare supplement	100.0	1.5	5.7	1.2	93.2
Other BCBS health insurance	100.0	4.2	4.4	6.4	89.1
Health maintenance plans (HMOs)	100.0	5.4	9.7	9.1	81.3
Medicare payments	100.0	2.4	9.5	6.4	84.1
Medicare prescription drug premium	100.0	2.3	10.2	7.8	82.1
Commercial Medicare supplements and other health insurance	100.0	1.8	4.3	3.8	92.0
Commercial Medicare supplement (not BCBS)	100.0	1.6	3.6	2.8	93.7
Other health insurance (not BCBS)	100.0	2.2	5.3	5.1	89.6
Long-term care insurance	100.0	2.2	3.1	1.2	95.7
Medical services	100.0	3.5	4.3	6.7	89.1
Physician's services	100.0	3.5	4.4	8.0	87.7
Dental services	100.0	3.4	4.1	6.6	89.4
Eye care services	100.0	7.3	9.9	9.3	80.8
Service by professionals other than physician	100.0	2.9	2.8	4.2	93.1
Lab tests, X-rays	100.0	5.1	4.1	8.9	87.0
Hospital room and services	100.0	2.5	3.8	5.8	90.6
Care in convalescent or nursing home	100.0	—	0.5	—	99.5
Other medical services	100.0	4.4	5.1	4.9	90.0
Drugs	100.0	3.4	7.2	6.8	86.1
Nonprescription drugs	100.0	4.9	7.3	9.2	83.8
Nonprescription vitamins	100.0	6.1	3.3	9.6	87.1
Prescription drugs	100.0	2.5	7.8	5.6	86.6
Medical supplies	100.0	4.2	4.6	6.8	88.7
Eyeglasses and contact lenses	100.0	4.4	5.1	7.8	87.2
Hearing aids	100.0	2.7	1.3	2.3	96.5
Topicals and dressings	100.0	4.9	5.5	7.8	87.1
Adult diapers	100.0	6.0	12.4	11.8	75.7
Medical equipment for general use	100.0	2.6	1.3	2.4	96.5
Supportive and convalescent medical equipment	100.0	2.2	2.0	4.0	94.1
Rental of medical equipment	100.0	1.0	—	—	101.6
Rental of supportive and convalescent medical equipment	100.0	0.8	3.3	1.7	93.3

Note: "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" column), or Native Hawaiian or other Pacific Islander; as well as non-Hispanics reporting more than one race. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 24. Health Care: Average spending by region, 2013*(average annual spending of consumer units on health care by region in which consumer unit lives, 2013)*

	total consumer units	Northeast	Midwest	South	West
Number of consumer units (000s)	125,670	22,769	27,905	46,913	28,084
Number of persons per consumer unit	2.5	2.4	2.4	2.5	2.6
Average before-tax income of consumer units	\$63,784.00	\$71,606.00	\$63,184.00	\$58,624.00	\$66,658.00
Average spending of consumer units, total	51,099.75	57,026.84	50,527.37	45,956.37	55,459.64
HEALTH CARE	3,631.08	3,783.56	4,094.93	3,294.80	3,608.57
Health insurance	2,229.48	2,466.47	2,471.50	2,108.36	1,999.17
Commercial health insurance	412.98	420.44	512.71	366.07	386.21
Fee-for-service health plan (not BCBS)	412.98	420.44	512.71	366.07	386.21
Blue Cross, Blue Shield	681.54	840.41	674.18	690.65	544.82
Fee-for-service health plan	376.60	361.13	378.86	394.86	356.41
Health maintenance organization	248.00	379.24	236.48	250.14	149.47
Commercial Medicare supplement	40.15	70.18	43.01	30.89	28.45
Other BCBS health insurance	16.78	29.86	15.85	14.76	10.50
Health maintenance plans (HMOs)	418.68	453.36	494.45	328.85	465.32
Medicare payments	416.44	414.70	424.47	437.38	374.89
Medicare prescription drug premium	68.62	60.61	75.42	75.01	57.66
Commercial Medicare supplements and other health insurance	157.18	163.23	206.26	153.73	109.27
Commercial Medicare supplement (not BCBS)	93.13	79.51	127.56	102.92	53.62
Other health insurance (not BCBS)	64.05	83.73	78.71	50.81	55.65
Long-term care insurance	74.04	113.70	84.00	56.68	60.98
Medical services	796.49	749.21	993.93	589.19	984.92
Physician's services	192.05	189.07	226.10	154.80	222.87
Dental services	265.37	306.89	270.29	188.99	354.43
Eye care services	45.90	55.44	44.06	43.53	43.94
Service by professionals other than physician	68.76	67.45	99.82	40.75	85.77
Lab tests, X-rays	49.30	38.54	75.72	39.02	48.93
Hospital room and services	139.86	77.66	248.93	101.75	145.59
Care in convalescent or nursing home	17.26	2.65	8.84	0.40	65.63
Other medical services	17.89	11.51	20.16	19.95	17.36
Drugs	469.75	423.18	482.81	483.38	471.72
Nonprescription drugs	96.26	88.54	93.53	96.83	104.18
Nonprescription vitamins	51.93	55.57	44.38	32.79	88.56
Prescription drugs	321.55	279.07	344.91	353.76	278.97
Medical supplies	135.36	144.70	146.68	113.87	152.77
Eyeglasses and contact lenses	65.65	77.42	73.03	52.15	71.30
Hearing aids	17.12	20.81	13.68	18.35	15.50
Topicals and dressings	39.49	33.38	44.02	32.47	51.99
Adult diapers	3.04	1.44	2.06	4.00	3.69
Medical equipment for general use	3.73	1.07	5.53	2.63	5.94
Supportive and convalescent medical equipment	4.99	9.54	5.16	3.36	3.83
Rental of medical equipment	0.90	0.36	3.09	0.27	0.21
Rental of supportive and convalescent medical equipment	0.45	0.69	0.11	0.62	0.29

Source: Bureau of Labor Statistics, unpublished data from the 2013 Consumer Expenditure Survey

Table 25. Health Care: Indexed spending by region, 2013

(indexed average annual spending of consumer units on health care by region in which consumer unit lives, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	Northeast	Midwest	South	West
Average spending of consumer units, total	\$51,100	\$57,027	\$50,527	\$45,956	\$55,460
Average spending of consumer units, index	100	112	99	90	109
HEALTH CARE	100	104	113	91	99
Health insurance	100	111	111	95	90
Commercial health insurance	100	102	124	89	94
Fee-for-service health plan (not BCBS)	100	102	124	89	94
Blue Cross, Blue Shield	100	123	99	101	80
Fee-for-service health plan	100	96	101	105	95
Health maintenance organization	100	153	95	101	60
Commercial Medicare supplement	100	175	107	77	71
Other BCBS health insurance	100	178	94	88	63
Health maintenance plans (HMOs)	100	108	118	79	111
Medicare payments	100	100	102	105	90
Medicare prescription drug premium	100	88	110	109	84
Commercial Medicare supplements and other health insurance	100	104	131	98	70
Commercial Medicare supplement (not BCBS)	100	85	137	111	58
Other health insurance (not BCBS)	100	131	123	79	87
Long-term care insurance	100	154	113	77	82
Medical services	100	94	125	74	124
Physician's services	100	98	118	81	116
Dental services	100	116	102	71	134
Eye care services	100	121	96	95	96
Service by professionals other than physician	100	98	145	59	125
Lab tests, X-rays	100	78	154	79	99
Hospital room and services	100	56	178	73	104
Care in convalescent or nursing home	100	15	51	2	380
Other medical services	100	64	113	112	97
Drugs	100	90	103	103	100
Nonprescription drugs	100	92	97	101	108
Nonprescription vitamins	100	107	85	63	171
Prescription drugs	100	87	107	110	87
Medical supplies	100	107	108	84	113
Eyeglasses and contact lenses	100	118	111	79	109
Hearing aids	100	122	80	107	91
Topicals and dressings	100	85	111	82	132
Adult diapers	100	47	68	132	121
Medical equipment for general use	100	29	148	71	159
Supportive and convalescent medical equipment	100	191	103	67	77
Rental of medical equipment	100	40	343	30	23
Rental of supportive and convalescent medical equipment	100	153	24	138	64

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 26. Health Care: Total spending by region, 2013*(total annual spending on health care by region in which consumer units live, 2013; consumer units and dollars in thousands)*

	total consumer units	Northeast	Midwest	South	West
Number of consumer units	125,670	22,769	27,905	46,913	28,084
Total spending of all consumer units	\$6,421,705,583	\$1,298,444,120	\$1,409,966,260	\$2,155,951,186	\$1,557,528,530
HEALTH CARE	456,317,824	86,147,878	114,269,022	154,568,952	101,343,080
Health insurance	280,178,752	56,159,055	68,967,208	98,909,493	56,144,690
Commercial health insurance	51,899,197	9,572,998	14,307,173	17,173,442	10,846,322
Fee-for-service health plan (not BCBS)	51,899,197	9,572,998	14,307,173	17,173,442	10,846,322
Blue Cross, Blue Shield	85,649,132	19,135,295	18,812,993	32,400,463	15,300,725
Fee-for-service health plan	47,327,322	8,222,569	10,572,088	18,524,067	10,009,418
Health maintenance organization	31,166,160	8,634,916	6,598,974	11,734,818	4,197,715
Commercial Medicare supplement	5,045,651	1,597,928	1,200,194	1,449,143	798,990
Other BCBS health insurance	2,108,743	679,882	442,294	692,436	294,882
Health maintenance plans (HMOs)	52,615,516	10,322,554	13,797,627	15,427,340	13,068,047
Medicare payments	52,334,015	9,442,304	11,844,835	20,518,808	10,528,411
Medicare prescription drug premium	8,623,475	1,380,029	2,104,595	3,518,944	1,619,323
Commercial Medicare supplements and other health insurance	19,752,811	3,716,584	5,755,685	7,211,935	3,068,739
Commercial Medicare supplement (not BCBS)	11,703,647	1,810,363	3,559,562	4,828,286	1,505,864
Other health insurance (not BCBS)	8,049,164	1,906,448	2,196,403	2,383,650	1,562,875
Long-term care insurance	9,304,607	2,588,835	2,344,020	2,659,029	1,712,562
Medical services	100,094,898	17,058,762	27,735,617	27,640,670	27,660,493
Physician's services	24,134,924	4,304,935	6,309,321	7,262,132	6,259,081
Dental services	33,349,048	6,987,578	7,542,442	8,866,088	9,953,812
Eye care services	5,768,253	1,262,313	1,229,494	2,042,123	1,234,011
Service by professionals other than physician	8,641,069	1,535,769	2,785,477	1,911,705	2,408,765
Lab tests, X-rays	6,195,531	877,517	2,112,967	1,830,545	1,374,150
Hospital room and services	17,576,206	1,768,241	6,946,392	4,773,398	4,088,750
Care in convalescent or nursing home	2,169,064	60,338	246,680	18,765	1,843,153
Other medical services	2,248,236	262,071	562,565	935,914	487,538
Drugs	59,033,483	9,635,385	13,472,813	22,676,806	13,247,784
Nonprescription drugs	12,096,994	2,015,967	2,609,955	4,542,586	2,925,791
Nonprescription vitamins	6,526,043	1,265,273	1,238,424	1,538,277	2,487,119
Prescription drugs	40,409,189	6,354,145	9,624,714	16,595,943	7,834,593
Medical supplies	17,010,691	3,294,674	4,093,105	5,341,983	4,290,393
Eyeglasses and contact lenses	8,250,236	1,762,776	2,037,902	2,446,513	2,002,389
Hearing aids	2,151,470	473,823	381,740	860,854	435,302
Topicals and dressings	4,962,708	760,029	1,228,378	1,523,265	1,460,087
Adult diapers	382,037	32,787	57,484	187,652	103,630
Medical equipment for general use	468,749	24,363	154,315	123,381	166,819
Supportive and convalescent medical equipment	627,093	217,216	143,990	157,628	107,562
Rental of medical equipment	113,103	8,197	86,226	12,667	5,898
Rental of supportive and convalescent medical equipment	56,552	15,711	3,070	29,086	8,144

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 27. Health Care: Market shares by region, 2013*(percentage of total annual spending on health care accounted for by consumer units by region of residence, 2013)*

	total consumer units	Northeast	Midwest	South	West
Share of total consumer units	100.0%	18.1%	22.2%	37.3%	22.3%
Share of total before-tax income	100.0	20.3	22.0	34.3	23.4
Share of total spending	100.0	20.2	22.0	33.6	24.3
HEALTH CARE	100.0	18.9	25.0	33.9	22.2
Health insurance	100.0	20.0	24.6	35.3	20.0
Commercial health insurance	100.0	18.4	27.6	33.1	20.9
Fee-for-service health plan (not BCBS)	100.0	18.4	27.6	33.1	20.9
Blue Cross, Blue Shield	100.0	22.3	22.0	37.8	17.9
Fee-for-service health plan	100.0	17.4	22.3	39.1	21.1
Health maintenance organization	100.0	27.7	21.2	37.7	13.5
Commercial Medicare supplement	100.0	31.7	23.8	28.7	15.8
Other BCBS health insurance	100.0	32.2	21.0	32.8	14.0
Health maintenance plans (HMOs)	100.0	19.6	26.2	29.3	24.8
Medicare payments	100.0	18.0	22.6	39.2	20.1
Medicare prescription drug premium	100.0	16.0	24.4	40.8	18.8
Commercial Medicare supplements and other health insurance	100.0	18.8	29.1	36.5	15.5
Commercial Medicare supplement (not BCBS)	100.0	15.5	30.4	41.3	12.9
Other health insurance (not BCBS)	100.0	23.7	27.3	29.6	19.4
Long-term care insurance	100.0	27.8	25.2	28.6	18.4
Medical services	100.0	17.0	27.7	27.6	27.6
Physician's services	100.0	17.8	26.1	30.1	25.9
Dental services	100.0	21.0	22.6	26.6	29.8
Eye care services	100.0	21.9	21.3	35.4	21.4
Service by professionals other than physician	100.0	17.8	32.2	22.1	27.9
Lab tests, X-rays	100.0	14.2	34.1	29.5	22.2
Hospital room and services	100.0	10.1	39.5	27.2	23.3
Care in convalescent or nursing home	100.0	2.8	11.4	0.9	85.0
Other medical services	100.0	11.7	25.0	41.6	21.7
Drugs	100.0	16.3	22.8	38.4	22.4
Nonprescription drugs	100.0	16.7	21.6	37.6	24.2
Nonprescription vitamins	100.0	19.4	19.0	23.6	38.1
Prescription drugs	100.0	15.7	23.8	41.1	19.4
Medical supplies	100.0	19.4	24.1	31.4	25.2
Eyeglasses and contact lenses	100.0	21.4	24.7	29.7	24.3
Hearing aids	100.0	22.0	17.7	40.0	20.2
Topicals and dressings	100.0	15.3	24.8	30.7	29.4
Adult diapers	100.0	8.6	15.0	49.1	27.1
Medical equipment for general use	100.0	5.2	32.9	26.3	35.6
Supportive and convalescent medical equipment	100.0	34.6	23.0	25.1	17.2
Rental of medical equipment	100.0	7.2	76.2	11.2	5.2
Rental of supportive and convalescent medical equipment	100.0	27.8	5.4	51.4	14.4

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Table 28. Health Care: Average spending by education, 2013*(average annual spending of consumer units on health care by highest level of education of any household member, 2013)*

	total consumer units	less than high school graduate	high school graduate	some college	associate's degree	bachelor's degree or more		
						total	bachelor's degree	graduate degree
Number of consumer units (000s)	125,670	9,974	26,151	26,646	14,331	48,568	28,552	20,016
Number of persons per consumer unit	2.5	2.3	2.3	2.4	2.7	2.6	2.6	2.6
Average before-tax income of consumer units	\$63,784.00	\$24,078.00	\$38,064.00	\$45,440.00	\$61,369.00	\$96,564.00	\$80,844.00	\$118,987.00
Average spending of consumer units, total	51,099.75	25,970.55	34,385.31	41,202.86	50,841.83	70,773.86	63,165.26	81,645.00
HEALTH CARE	3,631.08	2,008.55	2,810.93	3,121.52	3,580.11	4,697.83	4,251.01	5,335.67
Health insurance	2,229.48	1,107.11	1,838.96	1,928.64	2,253.61	2,828.17	2,591.06	3,166.41
Commercial health insurance	412.98	124.97	241.95	335.87	437.62	599.26	523.63	707.14
Fee-for-service health plan (not BCBS)	412.98	124.98	241.95	335.88	437.61	599.26	523.63	707.14
Blue Cross, Blue Shield	681.54	159.40	494.74	535.37	695.48	965.43	890.17	1,072.77
Fee-for-service health plan	376.60	74.83	234.28	273.17	387.88	568.62	538.27	611.91
Health maintenance organization	248.00	43.27	203.15	213.28	271.08	326.43	295.94	369.93
Commercial Medicare supplement	40.15	40.49	43.14	27.69	31.58	47.84	35.50	65.45
Other BCBS health insurance	16.78	0.81	14.17	21.23	4.94	22.53	20.46	25.48
Health maintenance plans (HMOs)	418.68	165.04	259.54	374.46	511.66	553.27	546.53	562.89
Medicare payments	416.44	440.75	543.73	407.02	368.04	362.36	335.54	400.63
Medicare prescription drug premium	68.62	90.26	91.64	61.99	67.13	55.85	52.08	61.23
Commercial Medicare supplements and other health insurance	157.18	104.81	164.82	169.91	132.76	164.05	143.66	193.13
Commercial Medicare supplement (not BCBS)	93.13	73.10	121.95	126.64	55.77	74.37	64.70	88.16
Other health insurance (not BCBS)	64.05	31.71	42.87	43.27	76.99	89.68	78.96	104.98
Long-term care insurance	74.04	21.87	42.54	44.02	40.92	127.95	99.44	168.62
Medical services	796.49	573.65	463.25	642.17	755.04	1,118.57	1,013.37	1,268.62
Physician's services	192.05	117.75	118.13	129.74	162.05	290.16	248.93	348.97
Dental services	265.37	118.42	143.34	207.31	303.46	381.88	325.35	462.52
Eye care services	45.90	26.72	28.10	51.57	40.09	58.02	53.89	63.92
Service by professionals other than physician	68.76	77.66	39.04	53.44	59.81	93.99	84.27	107.85
Lab tests, X-rays	49.30	39.15	34.40	47.13	45.40	61.74	51.11	76.90
Hospital room and services	139.86	175.83	83.95	129.11	129.10	171.66	166.87	178.49
Care in convalescent or nursing home	17.26	1.41	11.61	4.88	1.26	35.07	57.81	2.63
Other medical services	17.89	16.72	4.67	19.01	13.85	25.82	24.88	27.17
Drugs	469.75	277.81	396.26	451.90	463.48	558.60	496.23	647.90
Nonprescription drugs	96.26	59.01	82.84	95.68	79.96	115.08	104.29	130.75
Nonprescription vitamins	51.93	29.69	26.32	52.33	43.33	72.03	69.94	75.07
Prescription drugs	321.55	189.10	287.11	303.89	340.19	371.49	321.99	442.08
Medical supplies	135.36	49.98	112.45	98.81	107.98	192.48	150.35	252.74
Eyeglasses and contact lenses	65.65	24.01	44.56	53.29	60.46	93.86	76.70	118.33
Hearing aids	17.12	3.54	12.87	2.54	10.89	32.04	18.36	51.56
Topicals and dressings	39.49	11.84	44.41	36.15	28.27	46.79	40.74	55.57
Adult diapers	3.04	1.20	3.66	3.31	2.93	2.96	2.65	3.41
Medical equipment for general use	3.73	0.48	2.18	1.71	2.32	6.77	4.23	10.40
Supportive and convalescent medical equipment	4.99	7.63	1.96	1.50	2.39	8.75	6.33	12.21
Rental of medical equipment	0.90	0.20	2.26	0.08	0.43	0.90	0.81	1.03
Rental of supportive and convalescent medical equipment	0.45	1.09	0.56	0.24	0.30	0.41	0.53	0.24

Source: Bureau of Labor Statistics, unpublished data from the 2013 Consumer Expenditure Survey

Table 29. Health Care: Indexed spending by education, 2013

(indexed average annual spending of consumer units on health care by highest level of education of any household member, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	less than high school graduate	high school graduate	some college	associate's degree	bachelor's degree or more		
						total	bachelor's degree	graduate degree
Average spending of consumer units, total	\$51,100	\$25,971	\$34,385	\$41,203	\$50,842	\$70,774	\$63,165	\$81,645
Average spending of consumer units, index	100	51	67	81	99	139	124	160
HEALTH CARE	100	55	77	86	99	129	117	147
Health insurance	100	50	82	87	101	127	116	142
Commercial health insurance	100	30	59	81	106	145	127	171
Fee-for-service health plan (not BCBS)	100	30	59	81	106	145	127	171
Blue Cross, Blue Shield	100	23	73	79	102	142	131	157
Fee-for-service health plan	100	20	62	73	103	151	143	162
Health maintenance organization	100	17	82	86	109	132	119	149
Commercial Medicare supplement	100	101	107	69	79	119	88	163
Other BCBS health insurance	100	5	84	127	29	134	122	152
Health maintenance plans (HMOs)	100	39	62	89	122	132	131	134
Medicare payments	100	106	131	98	88	87	81	96
Medicare prescription drug premium	100	132	134	90	98	81	76	89
Commercial Medicare supplements and other health insurance	100	67	105	108	84	104	91	123
Commercial Medicare supplement (not BCBS)	100	78	131	136	60	80	69	95
Other health insurance (not BCBS)	100	50	67	68	120	140	123	164
Long-term care insurance	100	30	57	59	55	173	134	228
Medical services	100	72	58	81	95	140	127	159
Physician's services	100	61	62	68	84	151	130	182
Dental services	100	45	54	78	114	144	123	174
Eye care services	100	58	61	112	87	126	117	139
Service by professionals other than physician	100	113	57	78	87	137	123	157
Lab tests, X-rays	100	79	70	96	92	125	104	156
Hospital room and services	100	126	60	92	92	123	119	128
Care in convalescent or nursing home	100	8	67	28	7	203	335	15
Other medical services	100	93	26	106	77	144	139	152
Drugs	100	59	84	96	99	119	106	138
Nonprescription drugs	100	61	86	99	83	120	108	136
Nonprescription vitamins	100	57	51	101	83	139	135	145
Prescription drugs	100	59	89	95	106	116	100	137
Medical supplies	100	37	83	73	80	142	111	187
Eyeglasses and contact lenses	100	37	68	81	92	143	117	180
Hearing aids	100	21	75	15	64	187	107	301
Topicals and dressings	100	30	112	92	72	118	103	141
Adult diapers	100	39	120	109	96	97	87	112
Medical equipment for general use	100	13	58	46	62	182	113	279
Supportive and convalescent medical equipment	100	153	39	30	48	175	127	245
Rental of medical equipment	100	22	251	9	48	100	90	114
Rental of supportive and convalescent medical equipment	100	242	124	53	67	91	118	53

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 30. Health Care: Total spending by education, 2013

(total annual spending on health care by consumer unit educational attainment groups, 2013; consumer units and dollars in thousands)

	total consumer units	less than high school graduate	high school graduate	some college	associate's degree	bachelor's degree or more		
						total	bachelor's degree	graduate degree
Number of consumer units	125,670	9,974	26,151	26,646	14,331	48,568	28,552	20,016
Total spending of all consumer units	\$6,421,705,583	\$259,030,266	\$899,210,242	\$1,097,891,408	\$728,614,266	\$3,437,344,832	\$1,803,494,504	\$1,634,206,320
HEALTH CARE	456,317,824	20,033,278	73,508,630	83,176,022	51,306,556	228,164,207	121,374,838	106,798,771
Health insurance	280,178,752	11,042,315	48,090,643	51,390,541	32,296,485	137,358,561	73,979,945	63,378,863
Commercial health insurance	51,899,197	1,246,451	6,327,234	8,949,592	6,271,532	29,104,860	14,950,684	14,154,114
Fee-for-service health plan (not BCBS)	51,899,197	1,246,551	6,327,234	8,949,858	6,271,389	29,104,860	14,950,684	14,154,114
Blue Cross, Blue Shield	85,649,132	1,589,856	12,937,946	14,265,469	9,966,924	46,889,004	25,416,134	21,472,564
Fee-for-service health plan	47,327,322	746,354	6,126,656	7,278,888	5,558,708	27,616,736	15,368,685	12,247,991
Health maintenance organization	31,166,160	431,575	5,312,576	5,683,059	3,884,847	15,854,052	8,449,679	7,404,519
Commercial Medicare supplement	5,045,651	403,847	1,128,154	737,828	452,573	2,323,493	1,013,596	1,310,047
Other BCBS health insurance	2,108,743	8,079	370,560	565,695	70,795	1,094,237	584,174	510,008
Health maintenance plans (HMOs)	52,615,516	1,646,109	6,787,231	9,977,861	7,332,599	26,871,217	15,604,525	11,266,806
Medicare payments	52,334,015	4,396,041	14,219,083	10,845,455	5,274,381	17,599,100	9,580,338	8,019,010
Medicare prescription drug premium	8,623,475	900,253	2,396,478	1,651,786	962,040	2,712,523	1,486,988	1,225,580
Commercial Medicare supplements and other health insurance	19,752,811	1,045,375	4,310,208	4,527,422	1,902,584	7,967,580	4,101,780	3,865,690
Commercial Medicare supplement (not BCBS)	11,703,647	729,099	3,189,114	3,374,449	799,240	3,612,002	1,847,314	1,764,611
Other health insurance (not BCBS)	8,049,164	316,276	1,121,093	1,152,972	1,103,344	4,355,578	2,254,466	2,101,280
Long-term care insurance	9,304,607	218,131	1,112,464	1,172,957	586,425	6,214,276	2,839,211	3,375,098
Medical services	100,094,898	5,721,585	12,114,451	17,111,262	10,820,478	54,326,708	28,933,740	25,392,698
Physician's services	24,134,924	1,174,439	3,089,218	3,457,052	2,322,339	14,092,491	7,107,449	6,984,984
Dental services	33,349,048	1,181,121	3,748,484	5,523,982	4,348,885	18,547,148	9,289,393	9,257,800
Eye care services	5,768,253	266,505	734,843	1,374,134	574,530	2,817,915	1,538,667	1,279,423
Service by professionals other than physician	8,641,069	774,581	1,020,935	1,423,962	857,137	4,564,906	2,406,077	2,158,726
Lab tests, X-rays	6,195,531	390,482	899,594	1,255,826	650,627	2,998,588	1,459,293	1,539,230
Hospital room and services	17,576,206	1,753,728	2,195,376	3,440,265	1,850,132	8,337,183	4,764,472	3,572,656
Care in convalescent or nursing home	2,169,064	14,063	303,613	130,032	18,057	1,703,280	1,650,591	52,642
Other medical services	2,248,236	166,765	122,125	506,540	198,484	1,254,026	710,374	543,835
Drugs	59,033,483	2,770,877	10,362,595	12,041,327	6,642,132	27,130,085	14,168,359	12,968,366
Nonprescription drugs	12,096,994	588,566	2,166,349	2,549,489	1,145,907	5,589,205	2,977,688	2,617,092
Nonprescription vitamins	6,526,043	296,128	688,294	1,394,385	620,962	3,498,353	1,996,927	1,502,601
Prescription drugs	40,409,189	1,886,083	7,508,214	8,097,453	4,875,263	18,042,526	9,193,458	8,848,673
Medical supplies	17,010,691	498,501	2,940,680	2,632,891	1,547,461	9,348,369	4,292,793	5,058,844
Eyeglasses and contact lenses	8,250,236	239,476	1,165,289	1,419,965	866,452	4,558,592	2,189,938	2,368,493
Hearing aids	2,151,470	35,308	336,563	67,681	156,065	1,556,119	524,215	1,032,025
Topicals and dressings	4,962,708	118,092	1,161,366	963,253	405,137	2,272,497	1,163,208	1,112,289
Adult diapers	382,037	11,969	95,713	88,198	41,990	143,761	75,663	68,255
Medical equipment for general use	468,749	4,788	57,009	45,565	33,248	328,805	120,775	208,166
Supportive and convalescent medical equipment	627,093	76,102	51,256	39,969	34,251	424,970	180,734	244,395
Rental of medical equipment	113,103	1,995	59,101	2,132	6,162	43,711	23,127	20,616
Rental of supportive and convalescent medical equipment	56,552	10,872	14,645	6,395	4,299	19,913	15,133	4,804

Note: Numbers may not add to total because of rounding.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 31. Health Care: Market shares by education, 2013*(percentage of total annual spending on health care accounted for by consumer unit educational attainment groups, 2013)*

	total consumer units	less than high school graduate	high school graduate	some college	associate's degree	bachelor's degree or more		
						total	bachelor's degree	graduate degree
Share of total consumer units	100.0%	7.9%	20.8%	21.2%	11.4%	38.6%	22.7%	15.9%
Share of total before-tax income	100.0	3.0	12.4	15.1	11.0	58.5	28.8	29.7
Share of total spending	100.0	4.0	14.0	17.1	11.3	53.5	28.1	25.4
HEALTH CARE	100.0	4.4	16.1	18.2	11.2	50.0	26.6	23.4
Health insurance	100.0	3.9	17.2	18.3	11.5	49.0	26.4	22.6
Commercial health insurance	100.0	2.4	12.2	17.2	12.1	56.1	28.8	27.3
Fee-for-service health plan (not BCBS)	100.0	2.4	12.2	17.2	12.1	56.1	28.8	27.3
Blue Cross, Blue Shield	100.0	1.9	15.1	16.7	11.6	54.7	29.7	25.1
Fee-for-service health plan	100.0	1.6	12.9	15.4	11.7	58.4	32.5	25.9
Health maintenance organization	100.0	1.4	17.0	18.2	12.5	50.9	27.1	23.8
Commercial Medicare supplement	100.0	8.0	22.4	14.6	9.0	46.0	20.1	26.0
Other BCBS health insurance	100.0	0.4	17.6	26.8	3.4	51.9	27.7	24.2
Health maintenance plans (HMOs)	100.0	3.1	12.9	19.0	13.9	51.1	29.7	21.4
Medicare payments	100.0	8.4	27.2	20.7	10.1	33.6	18.3	15.3
Medicare prescription drug premium	100.0	10.4	27.8	19.2	11.2	31.5	17.2	14.2
Commercial Medicare supplements and other health insurance	100.0	5.3	21.8	22.9	9.6	40.3	20.8	19.6
Commercial Medicare supplement (not BCBS)	100.0	6.2	27.2	28.8	6.8	30.9	15.8	15.1
Other health insurance (not BCBS)	100.0	3.9	13.9	14.3	13.7	54.1	28.0	26.1
Long-term care insurance	100.0	2.3	12.0	12.6	6.3	66.8	30.5	36.3
Medical services	100.0	5.7	12.1	17.1	10.8	54.3	28.9	25.4
Physician's services	100.0	4.9	12.8	14.3	9.6	58.4	29.4	28.9
Dental services	100.0	3.5	11.2	16.6	13.0	55.6	27.9	27.8
Eye care services	100.0	4.6	12.7	23.8	10.0	48.9	26.7	22.2
Service by professionals other than physician	100.0	9.0	11.8	16.5	9.9	52.8	27.8	25.0
Lab tests, X-rays	100.0	6.3	14.5	20.3	10.5	48.4	23.6	24.8
Hospital room and services	100.0	10.0	12.5	19.6	10.5	47.4	27.1	20.3
Care in convalescent or nursing home	100.0	0.6	14.0	6.0	0.8	78.5	76.1	2.4
Other medical services	100.0	7.4	5.4	22.5	8.8	55.8	31.6	24.2
Drugs	100.0	4.7	17.6	20.4	11.3	46.0	24.0	22.0
Nonprescription drugs	100.0	4.9	17.9	21.1	9.5	46.2	24.6	21.6
Nonprescription vitamins	100.0	4.5	10.5	21.4	9.5	53.6	30.6	23.0
Prescription drugs	100.0	4.7	18.6	20.0	12.1	44.6	22.8	21.9
Medical supplies	100.0	2.9	17.3	15.5	9.1	55.0	25.2	29.7
Eyeglasses and contact lenses	100.0	2.9	14.1	17.2	10.5	55.3	26.5	28.7
Hearing aids	100.0	1.6	15.6	3.1	7.3	72.3	24.4	48.0
Topicals and dressings	100.0	2.4	23.4	19.4	8.2	45.8	23.4	22.4
Adult diapers	100.0	3.1	25.1	23.1	11.0	37.6	19.8	17.9
Medical equipment for general use	100.0	1.0	12.2	9.7	7.1	70.1	25.8	44.4
Supportive and convalescent medical equipment	100.0	12.1	8.2	6.4	5.5	67.8	28.8	39.0
Rental of medical equipment	100.0	1.8	52.3	1.9	5.4	38.6	20.4	18.2
Rental of supportive and convalescent medical equipment	100.0	19.2	25.9	11.3	7.6	35.2	26.8	8.5

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

**Household Spending on Health Care by
Product Category, 2013**

Dental Services (Out-of-Pocket Expenses)

Best customers: **Householders aged 65 to 74**
 Married couples without children at home
 Married couples with school-aged or older children at home
 Non-Hispanic Whites

Customer trends: **Average household spending on dental services will increase as more boomers enter the age groups that spend the most.**

The biggest out-of-pocket spenders on dental services are older Americans. Householders aged 65 to 74 spend 65 percent more than the average household on this item, in part because older Americans are less likely to have insurance coverage for dental care. Married couples without children at home (many of them older) spend 34 percent more than average on dental services. Couples with school-aged or older children at home spend 54 to 75 percent more than average on dental services because their households are larger than average and have more teeth that need fixing. Non-Hispanic Whites spend 19 percent more.

Average out-of-pocket spending on dental services declined 11 percent between 2000 and 2013, after adjusting for inflation. One reason for the decline was greater health insurance coverage for dental care. Another factor was belt tightening as health care costs soared. It is likely that many Americans delayed dental visits as they were forced to pay more for health insurance. Out-of-pocket spending on dental services is likely to climb in the years ahead as boomers continue to age into the big-spending age groups.

Table 32. Dental services (out-of-pocket expenses)

Total household spending	\$33,349,047,900.00		
Average household spends	265.37		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$265.37	100	100.0%
Under age 25	89.88	34	2.2
Aged 25 to 34	139.15	52	8.6
Aged 35 to 44	221.00	83	14.1
Aged 45 to 54	309.99	117	22.8
Aged 55 to 64	306.73	116	21.1
Aged 65 to 74	439.16	165	21.1
Aged 75 or older	280.77	106	10.1

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$265.37	100	100.0%
Under \$20,000	107.48	41	9.1
\$20,000 to \$39,999	184.43	70	15.4
\$40,000 to \$49,999	166.90	63	5.6
\$50,000 to \$69,999	265.06	100	14.2
\$70,000 to \$79,999	352.71	133	7.1
\$80,000 to \$99,999	329.06	124	10.6
\$100,000 or more	550.94	208	38.0
HOUSEHOLD TYPE			
Average household	265.37	100	100.0
Married couples	358.15	135	64.8
Married couples, no children	356.76	134	28.3
Married couples, with children	380.12	143	32.7
Oldest child under age 6	170.84	64	2.8
Oldest child aged 6 to 17	409.05	154	17.3
Oldest child aged 18 or older	463.80	175	12.6
Single parent with child under age 18	158.62	60	3.2
Single person	174.97	66	19.8
RACE AND HISPANIC ORIGIN			
Average household	265.37	100	100.0
Asian	208.43	79	3.4
Black	86.52	33	4.1
Hispanic	137.11	52	6.6
Non-Hispanic White and other	316.29	119	89.4
REGION			
Average household	265.37	100	100.0
Northeast	306.89	116	21.0
Midwest	270.29	102	22.6
South	188.99	71	26.6
West	354.43	134	29.8
EDUCATION OF HOUSEHOLD			
Average household	265.37	100	100.0
Less than high school graduate	118.42	45	3.5
High school graduate	143.34	54	11.2
Some college	207.31	78	16.6
Associate's degree	303.46	114	13.0
Bachelor's degree or more	381.88	144	55.6
Bachelor's degree	325.35	123	27.9
Master's, professional, doctoral degree	462.52	174	27.8

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Drugs, Nonprescription

Best customers:	Householders aged 55 to 74 Married couples without children at home Married couples with preschoolers
Customer trends:	Average household spending on nonprescription drugs should grow as boomers age.

The biggest spenders on nonprescription drugs are older Americans and the largest households. Householders aged 55 to 74 spend 31 percent more than the average household on over-the-counter drugs. Married couples without children at home (most of them older) spend 38 more than average on this item, and couples with preschoolers spend 29 percent more because their households are larger than average.

Average household spending on nonprescription drugs rose 9 percent between 2000 and 2013, after adjusting for inflation. Average household spending on nonprescription drugs is likely to continue to climb in the years ahead as the large baby-boom generation enters the 65-or-older age group.

Table 33. Drugs, nonprescription

Total household spending	\$12,096,994,200.00		
Average household spends	96.26		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$96.26	100	100.0%
Under age 25	35.35	37	2.4
Aged 25 to 34	72.30	75	12.4
Aged 35 to 44	76.96	80	13.5
Aged 45 to 54	99.38	103	20.1
Aged 55 to 64	126.13	131	23.9
Aged 65 to 74	125.84	131	16.7
Aged 75 or older	113.15	118	11.2

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$96.26	100	100.0%
Under \$20,000	54.34	56	12.7
\$20,000 to \$39,999	82.76	86	19.0
\$40,000 to \$49,999	97.88	102	9.0
\$50,000 to \$69,999	109.44	114	16.2
\$70,000 to \$79,999	110.17	114	6.1
\$80,000 to \$99,999	113.46	118	10.1
\$100,000 or more	139.16	145	26.4
HOUSEHOLD TYPE			
Average household	96.26	100	100.0
Married couples	121.75	126	60.7
Married couples, no children	132.57	138	29.0
Married couples, with children	111.86	116	26.5
Oldest child under age 6	124.15	129	5.7
Oldest child aged 6 to 17	110.74	115	12.9
Oldest child aged 18 or older	107.13	111	8.0
Single parent with child under age 18	48.62	51	2.7
Single person	58.48	61	18.3
RACE AND HISPANIC ORIGIN			
Average household	96.26	100	100.0
Asian	109.49	114	4.9
Black	55.86	58	7.3
Hispanic	69.49	72	9.2
Non-Hispanic White and other	107.59	112	83.8
REGION			
Average household	96.26	100	100.0
Northeast	88.54	92	16.7
Midwest	93.53	97	21.6
South	96.83	101	37.6
West	104.18	108	24.2
EDUCATION OF HOUSEHOLD			
Average household	96.26	100	100.0
Less than high school graduate	59.01	61	4.9
High school graduate	82.84	86	17.9
Some college	95.68	99	21.1
Associate's degree	79.96	83	9.5
Bachelor's degree or more	115.08	120	46.2
Bachelor's degree	104.29	108	24.6
Master's, professional, doctoral degree	130.75	136	21.6

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Drugs, Prescription (Out-of-Pocket Expenses)

Best customers: Householders aged 55 or older
 Married couples without children at home
 Married couples with adult children at home
 Non-Hispanic Whites

Customer trends: Average household spending on prescription drugs should climb as boomers fill the best-customer age groups.

Prescription drugs are the second largest health care expense for the average household, trailing only health insurance spending. The biggest out-of-pocket spenders on prescription drugs are older Americans. Householders aged 55 or older spend 36 to 69 percent more than the average householder on this item and account for 62 percent of out-of-pocket spending in this market. Married couples without children at home (most of them older) spend 62 percent more than average on prescription drugs. Householders with adult children at home, whose households are larger than average, spend 50 percent more than average out-of-pocket on prescription drugs. Non-Hispanic Whites outspend minorities by a wide margin.

Average household spending on prescription drugs, which had risen 10 percent between 2000 and 2006, fell 29 percent between 2006 and 2013, after adjusting for inflation, largely because of the introduction of the Medicare prescription drug plan. As the pharmaceutical industry introduces new and improved drugs and as the baby-boom generation ages, average household spending on prescription drugs should rise.

Table 34. Drugs, prescription (out-of-pocket expenses)

Total household spending	\$40,409,188,500.00		
Average household spends	321.55		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$321.55	100	100.0%
Under age 25	56.39	18	1.2
Aged 25 to 34	101.11	31	5.2
Aged 35 to 44	214.97	67	11.3
Aged 45 to 54	333.48	104	20.2
Aged 55 to 64	436.99	136	24.8
Aged 65 to 74	534.41	166	21.2
Aged 75 or older	544.49	169	16.2

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$321.55	100	100.0%
Under \$20,000	202.25	63	14.2
\$20,000 to \$39,999	325.15	101	22.4
\$40,000 to \$49,999	306.03	95	8.5
\$50,000 to \$69,999	330.51	103	14.6
\$70,000 to \$79,999	323.74	101	5.4
\$80,000 to \$99,999	361.43	112	9.6
\$100,000 or more	445.68	139	25.4
HOUSEHOLD TYPE			
Average household	321.55	100	100.0
Married couples	415.83	129	62.1
Married couples, no children	521.69	162	34.2
Married couples, with children	303.35	94	21.5
Oldest child under age 6	151.13	47	2.1
Oldest child aged 6 to 17	248.73	77	8.7
Oldest child aged 18 or older	481.91	150	10.8
Single parent with child under age 18	92.63	29	1.6
Single person	247.59	77	23.1
RACE AND HISPANIC ORIGIN			
Average household	321.55	100	100.0
Asian	184.70	57	2.5
Black	201.55	63	7.8
Hispanic	141.42	44	5.6
Non-Hispanic White and other	371.52	116	86.6
REGION			
Average household	321.55	100	100.0
Northeast	279.07	87	15.7
Midwest	344.91	107	23.8
South	353.76	110	41.1
West	278.97	87	19.4
EDUCATION OF HOUSEHOLD			
Average household	321.55	100	100.0
Less than high school graduate	189.10	59	4.7
High school graduate	287.11	89	18.6
Some college	303.89	95	20.0
Associate's degree	340.19	106	12.1
Bachelor's degree or more	371.49	116	44.6
Bachelor's degree	321.99	100	22.8
Master's, professional, doctoral degree	442.08	137	21.9

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Eye Care Services (Out-of-Pocket Expenses)

Best customers: Householders aged 55 to 64 and aged 75 or older
 Married couples without children at home
 Asians

Customer trends: Average household spending on eye care services is likely to continue to grow as boomers age.

The biggest out-of-pocket spenders on eye care services are those who need bifocals and reading glasses as they enter the second half of their life. Householders aged 55 to 64 spend 71 percent more than average on this item. Married couples without children at home (most of them older) spend 72 percent more than average on eye care services. Asians outspend the average by 72 percent.

Average household spending on eye care services declined 22 percent between 2000 and 2010, after adjusting for inflation, but has seen a 24 percent increase in the three years since then. Behind the spending decline was increased health insurance coverage for this item, competition from discounters in the industry, and belt tightening as other health care costs increased. Average household spending on eye care services is likely to continue to grow as boomers age.

Table 35. Eye care services (out-of-pocket expenses)

Total household spending	\$5,768,253,000.00		
Average household spends	45.90		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$45.90	100	100.0%
Under age 25	12.90	28	1.9
Aged 25 to 34	27.25	59	9.8
Aged 35 to 44	33.45	73	12.3
Aged 45 to 54	49.30	107	20.9
Aged 55 to 64	78.50	171	31.1
Aged 65 to 74	43.49	95	12.1
Aged 75 or older	56.95	124	11.9

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$45.90	100	100.0%
Under \$20,000	20.98	46	10.3
\$20,000 to \$39,999	34.70	76	16.7
\$40,000 to \$49,999	29.86	65	5.8
\$50,000 to \$69,999	53.05	116	16.5
\$70,000 to \$79,999	49.40	108	5.7
\$80,000 to \$99,999	53.07	116	9.9
\$100,000 or more	88.04	192	35.1
HOUSEHOLD TYPE			
Average household	45.90	100	100.0
Married couples	67.29	147	70.3
Married couples, no children	79.05	172	36.3
Married couples, with children	45.84	100	22.8
Oldest child under age 6	19.58	43	1.9
Oldest child aged 6 to 17	51.68	113	12.6
Oldest child aged 18 or older	52.92	115	8.3
Single parent with child under age 18	17.76	39	2.1
Single person	28.01	61	18.3
RACE AND HISPANIC ORIGIN			
Average household	45.90	100	100.0
Asian	78.79	172	7.3
Black	36.25	79	9.9
Hispanic	33.75	74	9.3
Non-Hispanic White and other	49.46	108	80.8
REGION			
Average household	45.90	100	100.0
Northeast	55.44	121	21.9
Midwest	44.06	96	21.3
South	43.53	95	35.4
West	43.94	96	21.4
EDUCATION OF HOUSEHOLD			
Average household	45.90	100	100.0
Less than high school graduate	26.72	58	4.6
High school graduate	28.10	61	12.7
Some college	51.57	112	23.8
Associate's degree	40.09	87	10.0
Bachelor's degree or more	58.02	126	48.9
Bachelor's degree	53.89	117	26.7
Master's, professional, doctoral degree	63.92	139	22.2

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Eyeglasses and Contact Lenses (Out-of-Pocket Expenses)

Best customers:	Householders aged 45 to 64 Married couples without children at home Married couples with school-aged or older children at home
Customer trends:	Average household spending on eyeglasses and contact lenses should stabilize because the large baby-boom generation has filled the prime-spending age groups.

The biggest out-of-pocket spenders on eyeglasses and contact lenses are middle-aged and older Americans (who need bifocals) and households with children. Householders ranging in age from 45 to 64 spend 28 to 45 percent more than average on this item. Married couples with school-aged or older children at home spend 26 to 64 percent more than average because their households are relatively large. Couples without children at home (most of them older) spend 47 percent more than average out-of-pocket on eyeglasses and contact lenses.

Average household spending on eyeglasses and contact lenses fell 21 percent between 2000 and 2006, after adjusting for inflation, but has recovered some since then, rising 5 percent from 2006 to 2013. Behind the earlier decline was competition from discounters in the industry, as well as household belt tightening as other health care costs increased. Spending on eyeglasses and contact lenses should stabilize in the years ahead because the baby-boom generation has already filled the prime-spending age groups.

Table 36. Eyeglasses and contact lenses (out-of-pocket expenses)

Total household spending	\$8,250,235,500.00		
Average household spends	65.65		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$65.65	100	100.0%
Under age 25	17.23	26	1.7
Aged 25 to 34	43.28	66	10.9
Aged 35 to 44	56.50	86	14.6
Aged 45 to 54	95.15	145	28.3
Aged 55 to 64	84.26	128	23.4
Aged 65 to 74	75.74	115	14.7
Aged 75 or older	44.64	68	6.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$65.65	100	100.0%
Under \$20,000	24.56	37	8.4
\$20,000 to \$39,999	38.82	59	13.1
\$40,000 to \$49,999	44.58	68	6.0
\$50,000 to \$69,999	68.99	105	15.0
\$70,000 to \$79,999	58.43	89	4.7
\$80,000 to \$99,999	88.41	135	11.6
\$100,000 or more	147.84	225	41.2
HOUSEHOLD TYPE			
Average household	65.65	100	100.0
Married couples	88.70	135	64.8
Married couples, no children	96.82	147	31.0
Married couples, with children	83.59	127	29.0
Oldest child under age 6	46.26	70	3.1
Oldest child aged 6 to 17	82.91	126	14.1
Oldest child aged 18 or older	107.60	164	11.8
Single parent with child under age 18	38.12	58	3.1
Single person	42.66	65	19.5
RACE AND HISPANIC ORIGIN			
Average household	65.65	100	100.0
Asian	66.76	102	4.4
Black	26.68	41	5.1
Hispanic	40.25	61	7.8
Non-Hispanic White and other	76.33	116	87.2
REGION			
Average household	65.65	100	100.0
Northeast	77.42	118	21.4
Midwest	73.03	111	24.7
South	52.15	79	29.7
West	71.30	109	24.3
EDUCATION OF HOUSEHOLD			
Average household	65.65	100	100.0
Less than high school graduate	24.01	37	2.9
High school graduate	44.56	68	14.1
Some college	53.29	81	17.2
Associate's degree	60.46	92	10.5
Bachelor's degree or more	93.86	143	55.3
Bachelor's degree	76.70	117	26.5
Master's, professional, doctoral degree	118.33	180	28.7

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Health Insurance, Including Medicare and Supplements (Out-of-Pocket Payments)

Best customers:	Householders aged 65 or older Married couples without children at home Married couples with school-aged or older children at home
Customer trends:	Average household spending on health insurance will continue to climb steeply as health care costs rise faster than inflation and the population ages.

Not surprisingly, the only age group with universal health insurance coverage is the biggest out-of-pocket spender on health insurance. Behind the higher average spending of older Americans is their nearly universal Medicare enrollment, the premiums being deducted from their Social Security checks. Also, many older Americans purchase commercial Medicare supplements for additional coverage. Americans aged 65 or older, covered by the federal government's Medicare program, spend 46 to 53 percent more than the average household out-of-pocket on health insurance. Married couples without children at home (most of them older) spend 56 percent more than average on this item. Married couples with school-aged children spend 19 percent more, and those with adult children at home spend 31 percent more than average.

The average household spent \$2,229 out-of-pocket on health insurance in 2013, making it the seventh largest household expense category. Average household spending on health insurance rose 68 percent between 2000 and 2013, after adjusting for inflation. Spending on health insurance will continue to grow rapidly as health care costs rise faster than inflation and the population ages.

**Table 37. Health insurance, including Medicare and supplements
(out-of-pocket payments)**

Total household spending	\$280,178,751,600.00		
Average household spends	2,229.48		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$2,229.48	100	100.0%
Under age 25	525.88	24	1.6
Aged 25 to 34	1,334.42	60	9.9
Aged 35 to 44	1,943.70	87	14.7
Aged 45 to 54	2,242.32	101	19.6
Aged 55 to 64	2,537.12	114	20.7
Aged 65 to 74	3,409.20	153	19.5
Aged 75 or older	3,265.07	146	14.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$2,229.48	100	100.0%
Under \$20,000	1,175.97	53	11.9
\$20,000 to \$39,999	1,870.51	84	18.5
\$40,000 to \$49,999	2,158.61	97	8.6
\$50,000 to \$69,999	2,463.27	110	15.7
\$70,000 to \$79,999	2,708.09	121	6.5
\$80,000 to \$99,999	2,848.13	128	11.0
\$100,000 or more	3,386.82	152	27.8
HOUSEHOLD TYPE			
Average household	2,229.48	100	100.0
Married couples	3,034.26	136	65.3
Married couples, no children	3,468.61	156	32.8
Married couples, with children	2,640.76	118	27.0
Oldest child under age 6	2,123.03	95	4.2
Oldest child aged 6 to 17	2,659.82	119	13.4
Oldest child aged 18 or older	2,929.42	131	9.5
Single parent with child under age 18	1,133.88	51	2.7
Single person	1,422.69	64	19.2
RACE AND HISPANIC ORIGIN			
Average household	2,229.48	100	100.0
Asian	2,104.07	94	4.0
Black	1,420.95	64	8.0
Hispanic	1,188.47	53	6.8
Non-Hispanic White and other	2,541.25	114	85.5
REGION			
Average household	2,229.48	100	100.0
Northeast	2,466.47	111	20.0
Midwest	2,471.50	111	24.6
South	2,108.36	95	35.3
West	1,999.17	90	20.0
EDUCATION OF HOUSEHOLD			
Average household	2,229.48	100	100.0
Less than high school graduate	1,107.11	50	3.9
High school graduate	1,838.96	82	17.2
Some college	1,928.64	87	18.3
Associate's degree	2,253.61	101	11.5
Bachelor's degree or more	2,828.17	127	49.0
Bachelor's degree	2,591.06	116	26.4
Master's, professional, doctoral degree	3,166.41	142	22.6

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Hearing Aids

Best customers:	Householders aged 65 or older Married couples without children at home Non-Hispanic Whites
Customer trends:	Average household spending on hearing aids is likely to continue to grow as boomers enter the best-customer age group.

The biggest out-of-pocket spenders on hearing aids are households headed by older non-Hispanic Whites. Householders aged 75 or older spend six times the average on hearing aids and account for 57 percent of the market. Householders aged 65 to 74 spend 81 percent more than average on hearing aids. Married couples without children at home (most of them older) spend three-and-one-half times the average on hearing aids and account for three-quarters of the market. Non-Hispanic Whites outspend minorities by a huge margin.

Average household out-of-pocket spending on hearing aids increased 7 percent between 2000 and 2013, after adjusting for inflation. Average household spending on hearing aids is likely to continue to grow as boomers enter the best-customer age group.

Table 38. Hearing aids

Total household spending	\$2,151,470,400.00		
Average household spends	17.12		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$17.12	100	100.0%
Under age 25	—	—	—
Aged 25 to 34	0.12	1	0.1
Aged 35 to 44	3.18	19	3.1
Aged 45 to 54	1.56	9	1.8
Aged 55 to 64	14.23	83	15.1
Aged 65 to 74	30.93	181	23.0
Aged 75 or older	101.68	594	56.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$17.12	100	100.0%
Under \$20,000	11.58	68	15.3
\$20,000 to \$39,999	6.87	40	8.9
\$40,000 to \$49,999	17.05	100	8.9
\$50,000 to \$69,999	24.99	146	20.8
\$70,000 to \$79,999	31.41	183	9.8
\$80,000 to \$99,999	37.79	221	18.9
\$100,000 or more	19.29	113	20.6
HOUSEHOLD TYPE			
Average household	17.12	100	100.0
Married couples	29.92	175	83.9
Married couples, no children	60.49	353	74.4
Married couples, with children	5.42	32	7.2
Oldest child under age 6	—	—	—
Oldest child aged 6 to 17	3.60	21	2.4
Oldest child aged 18 or older	11.57	68	4.9
Single parent with child under age 18	1.24	7	0.4
Single person	7.27	42	12.8
RACE AND HISPANIC ORIGIN			
Average household	17.12	100	100.0
Asian	10.87	63	2.7
Black	1.71	10	1.3
Hispanic	3.08	18	2.3
Non-Hispanic White and other	22.03	129	96.5
REGION			
Average household	17.12	100	100.0
Northeast	20.81	122	22.0
Midwest	13.68	80	17.7
South	18.35	107	40.0
West	15.50	91	20.2
EDUCATION OF HOUSEHOLD			
Average household	17.12	100	100.0
Less than high school graduate	3.54	21	1.6
High school graduate	12.87	75	15.6
Some college	2.54	15	3.1
Associate's degree	10.89	64	7.3
Bachelor's degree or more	32.04	187	72.3
Bachelor's degree	18.36	107	24.4
Master's, professional, doctoral degree	51.56	301	48.0

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. "—" means sample is too small to make a reliable estimate. Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Hospital Room and Services (Out-of-Pocket Expenses)

Best customers:	Householders aged 45 to 54 Married couples Non-Hispanic Whites
Customer trends:	Average household spending on hospital rooms and services should continue to rise as hospitals offer a greater variety of services and the population ages.

The biggest out-of-pocket spenders on hospital rooms and services are Americans aged 45 to 54, many of whom use outpatient facilities to monitor and manage their health. These householders spend 37 percent more than the average household on hospital rooms and services. Married couples without children at home spend one-fifth more than average on this item. Married couples with children at home outspend the average for hospital room and services by 85 percent, in part because many are having children. Non-Hispanic Whites spend 20 percent more than average on this item.

Average household out-of-pocket spending on hospital rooms and services increased by a modest 4 percent between 2000 and 2006, after adjusting for inflation, then increased by a much larger 29 percent in the next seven-year period. Some of the factors behind the increase are larger deductibles and co-pays, as well as more services offered by hospitals such as diagnostic imaging, physical therapy, and wellness clinics. As the population ages, out-of-pocket spending on hospital services should continue to rise.

Table 39. Hospital room and services (out-of-pocket expenses)

Total household spending	\$17,576,206,200.00		
Average household spends	139.86		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$139.86	100	100.0%
Under age 25	80.83	58	3.8
Aged 25 to 34	131.03	94	15.4
Aged 35 to 44	154.41	110	18.7
Aged 45 to 54	191.78	137	26.7
Aged 55 to 64	144.38	103	18.8
Aged 65 to 74	105.31	75	9.6
Aged 75 or older	101.65	73	7.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$139.86	100	100.0%
Under \$20,000	50.62	36	8.2
\$20,000 to \$39,999	101.41	73	16.0
\$40,000 to \$49,999	90.81	65	5.8
\$50,000 to \$69,999	204.30	146	20.8
\$70,000 to \$79,999	133.63	96	5.1
\$80,000 to \$99,999	234.60	168	14.4
\$100,000 or more	227.59	163	29.8
HOUSEHOLD TYPE			
Average household	139.86	100	100.0
Married couples	208.01	149	71.4
Married couples, no children	167.53	120	25.2
Married couples, with children	258.15	185	42.1
Oldest child under age 6	320.59	229	10.1
Oldest child aged 6 to 17	201.12	144	16.1
Oldest child aged 18 or older	308.49	221	15.9
Single parent with child under age 18	74.46	53	2.9
Single person	61.97	44	13.3
RACE AND HISPANIC ORIGIN			
Average household	139.86	100	100.0
Asian	81.42	58	2.5
Black	42.35	30	3.8
Hispanic	63.79	46	5.8
Non-Hispanic White and other	168.93	121	90.6
REGION			
Average household	139.86	100	100.0
Northeast	77.66	56	10.1
Midwest	248.93	178	39.5
South	101.75	73	27.2
West	145.59	104	23.3
EDUCATION OF HOUSEHOLD			
Average household	139.86	100	100.0
Less than high school graduate	175.83	126	10.0
High school graduate	83.95	60	12.5
Some college	129.11	92	19.6
Associate's degree	129.10	92	10.5
Bachelor's degree or more	171.66	123	47.4
Bachelor's degree	166.87	119	27.1
Master's, professional, doctoral degree	178.49	128	20.3

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Lab Tests and X-Rays (Out-of-Pocket Expenses)

Best customers:	Householders aged 35 to 64 Married couples without children at home Married couples with school-aged or older children at home
Customer trends:	Average household spending on lab tests and X-rays is likely to resume growing as the population ages.

Householders aged 35 to 54 spend 16 to 26 percent more than the average household on lab tests and X-rays, and those aged 55 to 65 spend 75 percent more. Married couples without children at home (most of them older) spend 50 percent more than average on this item. Married couples with school-aged children spend 21 percent more than average on lab tests and X-rays. Those with adult children at home spend two-and-one-half times the average on this item because they have some of the largest households.

Average household spending on lab tests and X-rays rose by a whopping 84 percent between 2000 and 2006, after adjusting for inflation, as medical centers and physician groups nationwide installed new kinds of imaging and testing equipment and insurance co-pays increased. From 2006 to 2013, spending on this item fell 1 percent as households reined in their spending. Average household spending in this category is likely to resume growing as the population ages.

Table 40. Lab tests and X-rays (out-of-pocket expenses)

Total household spending	\$6,195,531,000.00		
Average household spends	49.30		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$49.30	100	100.0%
Under age 25	10.28	21	1.4
Aged 25 to 34	24.60	50	8.2
Aged 35 to 44	62.28	126	21.4
Aged 45 to 54	57.04	116	22.6
Aged 55 to 64	86.42	175	31.9
Aged 65 to 74	35.77	73	9.3
Aged 75 or older	27.32	55	5.3

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$49.30	100	100.0%
Under \$20,000	17.26	35	7.9
\$20,000 to \$39,999	40.77	83	18.3
\$40,000 to \$49,999	34.54	70	6.2
\$50,000 to \$69,999	54.53	111	15.7
\$70,000 to \$79,999	53.85	109	5.8
\$80,000 to \$99,999	69.37	141	12.1
\$100,000 or more	91.51	186	34.0
HOUSEHOLD TYPE			
Average household	49.30	100	100.0
Married couples	76.11	154	74.1
Married couples, no children	74.14	150	31.7
Married couples, with children	75.81	154	35.1
Oldest child under age 6	36.89	75	3.3
Oldest child aged 6 to 17	59.55	121	13.5
Oldest child aged 18 or older	125.02	254	18.2
Single parent with child under age 18	12.26	25	1.3
Single person	25.04	51	15.3
RACE AND HISPANIC ORIGIN			
Average household	49.30	100	100.0
Asian	58.80	119	5.1
Black	16.05	33	4.1
Hispanic	34.65	70	8.9
Non-Hispanic White and other	57.21	116	87.0
REGION			
Average household	49.30	100	100.0
Northeast	38.54	78	14.2
Midwest	75.72	154	34.1
South	39.02	79	29.5
West	48.93	99	22.2
EDUCATION OF HOUSEHOLD			
Average household	49.30	100	100.0
Less than high school graduate	39.15	79	6.3
High school graduate	34.40	70	14.5
Some college	47.13	96	20.3
Associate's degree	45.40	92	10.5
Bachelor's degree or more	61.74	125	48.4
Bachelor's degree	51.11	104	23.6
Master's, professional, doctoral degree	76.90	156	24.8

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Long-Term Care Insurance

Best customers:	Householders aged 65 and older Married couples without children at home Non-Hispanic Whites Households in the Northeast
Customer trends:	Average household spending on long-term care insurance will rise as boomers fill the prime-spending age groups.

The best customers of long-term care insurance are older householders worried they or a family member might require long-term care in an assisted living or nursing facility. Householders aged 65 to 74 spend two-and-one-half times the average on this item, while those aged 75 or older spend nearly three times the average. Married couples without children at home (most of them older) spend two-and-one-half times the average on long-term care insurance and account for 53 percent of the market. Non-Hispanic Whites outspend the average by 28 percent. Households in the Northeast spend 54 percent more than average on long-term care insurance.

Average household spending on long-term care insurance rose 9 percent from 2006 to 2013. (Because the item is a relatively new category in the Consumer Expenditure Survey, there are no comparison data from 2000.) Average household spending on long-term care insurance is certain to continue to rise as boomers fill the prime-spending age groups.

Table 41. Long-term care insurance

Total household spending	\$9,304,606,800.00		
Average household spends	74.04		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$74.04	100	100.0%
Under age 25	11.44	15	1.0
Aged 25 to 34	8.75	12	1.9
Aged 35 to 44	24.86	34	5.7
Aged 45 to 54	40.75	55	10.7
Aged 55 to 64	83.28	112	20.5
Aged 65 to 74	186.64	252	32.1
Aged 75 or older	216.75	293	28.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$74.04	100	100.0%
Under \$20,000	44.92	61	13.7
\$20,000 to \$39,999	64.08	87	19.1
\$40,000 to \$49,999	85.95	116	10.3
\$50,000 to \$69,999	73.75	100	14.2
\$70,000 to \$79,999	54.33	73	3.9
\$80,000 to \$99,999	66.02	89	7.6
\$100,000 or more	125.94	170	31.1
HOUSEHOLD TYPE			
Average household	74.04	100	100.0
Married couples	96.34	130	62.4
Married couples, no children	186.18	251	52.9
Married couples, with children	28.05	38	8.6
Oldest child under age 6	6.38	9	0.4
Oldest child aged 6 to 17	31.13	42	4.7
Oldest child aged 18 or older	36.57	49	3.6
Single parent with child under age 18	68.28	92	5.0
Single person	67.05	91	27.2
RACE AND HISPANIC ORIGIN			
Average household	74.04	100	100.0
Asian	38.06	51	2.2
Black	18.08	24	3.1
Hispanic	7.00	9	1.2
Non-Hispanic White and other	94.54	128	95.7
REGION			
Average household	74.04	100	100.0
Northeast	113.70	154	27.8
Midwest	84.00	113	25.2
South	56.68	77	28.6
West	60.98	82	18.4
EDUCATION OF HOUSEHOLD			
Average household	74.04	100	100.0
Less than high school graduate	21.87	30	2.3
High school graduate	42.54	57	12.0
Some college	44.02	59	12.6
Associate's degree	40.92	55	6.3
Bachelor's degree or more	127.95	173	66.8
Bachelor's degree	99.44	134	30.5
Master's, professional, doctoral degree	168.62	228	36.3

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Medicare Premiums

Best customers:	Householders aged 65 or older
	Households with incomes under \$50,000
	Married couples without children at home
	Households with no more than a high school education
Customer trends:	Average household spending on Medicare premiums will rise steadily along with the aging of the population.

Naturally, the biggest spenders on Medicare premiums are people covered by Medicare—householders aged 65 or older. On average, householders aged 65 to 74 spend \$1,412 per year on Medicare premiums, and those aged 75 or older spend \$1,437. Married couples without children at home (most of them older) spend twice the average and account for 43 percent of spending on this item. Households in which no one has more than a high school education and those with incomes below \$50,000 are also above-average spenders on Medicare premiums because older Americans make up large percentages of those groups.

Average household spending on Medicare premiums rose 88 percent between 2000 and 2013, after adjusting for inflation. Behind the increase was the aging of the population and the rise in premiums. Average household spending on Medicare premiums will grow even faster in the future as boomers enter the eligible age group.

Table 42. Medicare premiums

Total household spending	\$52,334,014,800.00		
Average household spends	416.44		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$416.44	100	100.0%
Under age 25	42.94	10	0.7
Aged 25 to 34	42.36	10	1.7
Aged 35 to 44	90.40	22	3.7
Aged 45 to 54	125.43	30	5.9
Aged 55 to 64	271.60	65	11.9
Aged 65 to 74	1,411.72	339	43.2
Aged 75 or older	1,436.90	345	33.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$416.44	100	100.0%
Under \$20,000	447.14	107	24.2
\$20,000 to \$39,999	603.47	145	32.0
\$40,000 to \$49,999	452.52	109	9.7
\$50,000 to \$69,999	411.90	99	14.1
\$70,000 to \$79,999	319.38	77	4.1
\$80,000 to \$99,999	271.25	65	5.6
\$100,000 or more	234.83	56	10.3
HOUSEHOLD TYPE			
Average household	416.44	100	100.0
Married couples	489.22	117	56.4
Married couples, no children	848.82	204	42.9
Married couples, with children	134.32	32	7.4
Oldest child under age 6	20.68	5	0.2
Oldest child aged 6 to 17	54.33	13	1.5
Oldest child aged 18 or older	328.61	79	5.7
Single parent with child under age 18	90.94	22	1.2
Single person	381.56	92	27.5
RACE AND HISPANIC ORIGIN			
Average household	416.44	100	100.0
Asian	230.33	55	2.4
Black	316.75	76	9.5
Hispanic	210.83	51	6.4
Non-Hispanic White and other	467.19	112	84.1
REGION			
Average household	416.44	100	100.0
Northeast	414.70	100	18.0
Midwest	424.47	102	22.6
South	437.38	105	39.2
West	374.89	90	20.1
EDUCATION OF HOUSEHOLD			
Average household	416.44	100	100.0
Less than high school graduate	440.75	106	8.4
High school graduate	543.73	131	27.2
Some college	407.02	98	20.7
Associate's degree	368.04	88	10.1
Bachelor's degree or more	362.36	87	33.6
Bachelor's degree	335.54	81	18.3
Master's, professional, doctoral degree	400.63	96	15.3

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Medicare Prescription Drug Premiums

Best customers: **Householders aged 65 or older**
 Households with incomes under \$40,000
 Married couples without children at home
 People who live alone
 Households with no more than a high school education

Customer trends: **Average household spending on Medicare prescription drug premiums will rise steadily along with the aging of the population.**

Naturally, the biggest spenders on Medicare prescription drug premiums are people covered by Medicare—householders aged 65 or older. On average, householders aged 65 to 74 spend \$231 per year on Medicare prescription drug premiums, and those aged 75 or older spend a similar \$242. Married couples without children at home (most of them older) account for 41 percent of spending on this item. Households with incomes under \$40,000 and households in which no one has more than a high school diploma are also above-average spenders on Medicare prescription drug premiums because older Americans make up large percentages of those groups. People who live alone, whose spending approaches average on only a few items, outspend the average on Medicare prescription drug premiums by 7 percent.

Average household spending on Medicare prescription drug premiums more than doubled between 2006 and 2013 as more consumers signed on. (There are no comparison data from 2000 because the Medicare prescription drug plan is a new program.) Average household spending on Medicare prescription drug premiums is certain to rise as boomers fill the prime-spending age groups.

Table 43. Medicare prescription drug premiums

Total household spending	\$8,623,475,400.00		
Average household spends	68.62		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$68.62	100	100.0%
Under age 25	4.88	7	0.5
Aged 25 to 34	5.90	9	1.4
Aged 35 to 44	9.46	14	2.3
Aged 45 to 54	22.77	33	6.5
Aged 55 to 64	47.97	70	12.7
Aged 65 to 74	230.57	336	42.8
Aged 75 or older	242.06	353	33.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$68.62	100	100.0%
Under \$20,000	84.29	123	27.7
\$20,000 to \$39,999	107.19	156	34.5
\$40,000 to \$49,999	61.13	89	7.9
\$50,000 to \$69,999	62.10	90	12.9
\$70,000 to \$79,999	39.37	57	3.1
\$80,000 to \$99,999	35.66	52	4.5
\$100,000 or more	35.32	51	9.4
HOUSEHOLD TYPE			
Average household	68.62	100	100.0
Married couples	77.93	114	54.5
Married couples, no children	134.13	195	41.1
Married couples, with children	17.92	26	6.0
Oldest child under age 6	3.74	5	0.2
Oldest child aged 6 to 17	9.30	14	1.5
Oldest child aged 18 or older	40.06	58	4.2
Single parent with child under age 18	5.26	8	0.4
Single person	73.12	107	32.0
RACE AND HISPANIC ORIGIN			
Average household	68.62	100	100.0
Asian	36.75	54	2.3
Black	56.14	82	10.2
Hispanic	41.96	61	7.8
Non-Hispanic White and other	75.10	109	82.1
REGION			
Average household	68.62	100	100.0
Northeast	60.61	88	16.0
Midwest	75.42	110	24.4
South	75.01	109	40.8
West	57.66	84	18.8
EDUCATION OF HOUSEHOLD			
Average household	68.62	100	100.0
Less than high school graduate	90.26	132	10.4
High school graduate	91.64	134	27.8
Some college	61.99	90	19.2
Associate's degree	67.13	98	11.2
Bachelor's degree or more	55.85	81	31.5
Bachelor's degree	52.08	76	17.2
Master's, professional, doctoral degree	61.23	89	14.2

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Medicare Supplements, Commercial

Best customers: **Householders aged 65 or older**
Married couples without children at home
People who live alone
Non-Hispanic Whites

Customer trends: **Average household spending on commercial Medicare supplements should increase in the years ahead as the baby-boom generation enters the Medicare program.**

As with Medicare premiums, the biggest spenders on commercial Medicare supplements are people covered by Medicare—householders aged 65 or older. On average, householders aged 65 to 74 spend \$436 per year on Medicare supplements, which cover services not included in Medicare. Householders aged 75 or older spend \$535 per year on this item. Married couples without children at home (most of them older) spend almost twice the average on Medicare supplements and account for 41 percent of spending on this item. People who live alone (many of them older) spend 12 percent more than average on this item. Non-Hispanic Whites completely dominate spending on commercial Medicare supplements.

Average household spending on commercial Medicare supplements fell 25 percent between 2000 and 2013, after adjusting for inflation. Behind the spending decline was the introduction of the Medicare prescription drug program, which alleviated the need for some of the spending in this category. Average household spending on this item is likely to increase as aging boomers enter the Medicare program.

Table 44. Medicare supplements, commercial

Total household spending	\$16,749,297,600.00		
Average household spends	133.28		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$133.28	100	100.0%
Under age 25	2.07	2	0.1
Aged 25 to 34	8.33	6	1.0
Aged 35 to 44	18.23	14	2.3
Aged 45 to 54	71.54	54	10.5
Aged 55 to 64	44.03	33	6.0
Aged 65 to 74	435.57	327	41.7
Aged 75 or older	535.23	402	38.4

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$133.28	100	100.0%
Under \$20,000	119.62	90	20.3
\$20,000 to \$39,999	179.43	135	29.8
\$40,000 to \$49,999	249.67	187	16.7
\$50,000 to \$69,999	146.78	110	15.7
\$70,000 to \$79,999	66.98	50	2.7
\$80,000 to \$99,999	80.11	60	5.2
\$100,000 or more	71.50	54	9.8
HOUSEHOLD TYPE			
Average household	133.28	100	100.0
Married couples	137.47	103	49.5
Married couples, no children	259.83	195	41.0
Married couples, with children	23.90	18	4.1
Oldest child under age 6	4.68	4	0.2
Oldest child aged 6 to 17	9.23	7	0.8
Oldest child aged 18 or older	58.55	44	3.2
Single parent with child under age 18	15.78	12	0.6
Single person	149.47	112	33.7
RACE AND HISPANIC ORIGIN			
Average household	133.28	100	100.0
Asian	48.81	37	1.6
Black	44.61	33	4.2
Hispanic	24.32	18	2.3
Non-Hispanic White and other	166.30	125	93.6
REGION			
Average household	133.28	100	100.0
Northeast	149.69	112	20.3
Midwest	170.57	128	28.4
South	133.81	100	37.5
West	82.07	62	13.8
EDUCATION OF HOUSEHOLD			
Average household	133.28	100	100.0
Less than high school graduate	113.59	85	6.8
High school graduate	165.09	124	25.8
Some college	154.33	116	24.6
Associate's degree	87.35	66	7.5
Bachelor's degree or more	122.21	92	35.4
Bachelor's degree	100.20	75	17.1
Master's, professional, doctoral degree	153.61	115	18.4

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Nonphysician Health Care Professional Services (Out-of-Pocket Expenses) (Acupuncturists, Chiropractors, Nurse Practitioners, etc.)

Best customers:	Householders aged 55 to 64 Married couples without children at home Married couples with school-aged or older children at home Non-Hispanic Whites Households in the Midwest and West
Customer trends:	Average household spending on nonphysician health care professional services will rise as nonphysicians provide more health care services.

Alternative health care has become popular over the past few decades, and millions of Americans seek the medical advice of nonphysicians such as chiropractors, acupuncturists, and nurse practitioners. The best customers of these services are householders aged 55 to 64, who spend 20 percent more than average on this item. Married couples without children at home (most of them older) spend 49 percent more than average on nonphysician services, while those with school-aged or older children at home spend 16 to 25 percent more, in part because their households are relatively large. Non-Hispanic Whites completely dominate spending on this category. Households in the Midwest spend 45 percent more than average on this item, and those in the West spend 25 percent more.

Average household spending on nonphysician health care professional services rose 38 percent between 2000 and 2013, after adjusting for inflation. Behind the increase is the greater variety of services provided by these professionals, as well as millions of uninsured Americans seeking care outside established medical circles. Spending in this category is likely to continue to increase as nonphysicians provide more health care services.

Table 45. Nonphysician health care professional services (out-of-pocket expenses) (acupuncturists, chiropractors, nurse practitioners, etc.)

Total household spending	\$8,641,069,200.00		
Average household spends	68.76		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$68.76	100	100.0%
Under age 25	10.05	15	1.0
Aged 25 to 34	68.86	100	16.5
Aged 35 to 44	71.50	104	17.6
Aged 45 to 54	75.04	109	21.3
Aged 55 to 64	82.32	120	21.8
Aged 65 to 74	76.18	111	14.1
Aged 75 or older	55.68	81	7.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$68.76	100	100.0%
Under \$20,000	37.23	54	12.2
\$20,000 to \$39,999	40.52	59	13.0
\$40,000 to \$49,999	75.87	110	9.8
\$50,000 to \$69,999	72.86	106	15.1
\$70,000 to \$79,999	97.72	142	7.6
\$80,000 to \$99,999	82.68	120	10.3
\$100,000 or more	120.22	175	32.0
HOUSEHOLD TYPE			
Average household	68.76	100	100.0
Married couples	93.17	136	65.0
Married couples, no children	102.13	149	31.3
Married couples, with children	79.78	116	26.5
Oldest child under age 6	70.62	103	4.5
Oldest child aged 6 to 17	79.63	116	13.0
Oldest child aged 18 or older	85.66	125	9.0
Single parent with child under age 18	27.49	40	2.2
Single person	53.36	78	23.3
RACE AND HISPANIC ORIGIN			
Average household	68.76	100	100.0
Asian	46.55	68	2.9
Black	15.20	22	2.8
Hispanic	22.63	33	4.2
Non-Hispanic White and other	85.36	124	93.1
REGION			
Average household	68.76	100	100.0
Northeast	67.45	98	17.8
Midwest	99.82	145	32.2
South	40.75	59	22.1
West	85.77	125	27.9
EDUCATION OF HOUSEHOLD			
Average household	68.76	100	100.0
Less than high school graduate	77.66	113	9.0
High school graduate	39.04	57	11.8
Some college	53.44	78	16.5
Associate's degree	59.81	87	9.9
Bachelor's degree or more	93.99	137	52.8
Bachelor's degree	84.27	123	27.8
Master's, professional, doctoral degree	107.85	157	25.0

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Physician Services (Out-of-Pocket Expenses)

Best customers: Householders aged 55 to 64
Married couples

Customer trends: Average household out-of-pocket spending on physician services is unlikely to grow much in the years ahead because boomers will be joining Medicare, which largely covers these costs.

The biggest out-of-pocket spenders on physician services are older married couples. Householders aged 55 to 64 spend 36 percent more than average out-of-pocket on this item. Married couples without children at home spend 34 percent more than average on physician services because most are older. Couples with children at home spend 56 percent more than average because they have the largest households.

Average household out-of-pocket spending on physician services grew 8 percent between 2000 and 2010, after adjusting for inflation, and then declined 2 percent in the ensuing three years. Behind the increase were rising co-payments. Spending in this category is unlikely to grow much in the future because boomers are becoming eligible for Medicare, which covers most physician expenses.

Table 46. Physician services (out-of-pocket expenses)

Total household spending	\$24,134,923,500.00		
Average household spends	192.05		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$192.05	100	100.0%
Under age 25	67.00	35	2.3
Aged 25 to 34	168.55	88	14.5
Aged 35 to 44	228.22	119	20.1
Aged 45 to 54	210.32	110	21.4
Aged 55 to 64	260.74	136	24.7
Aged 65 to 74	154.97	81	10.3
Aged 75 or older	136.07	71	6.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$192.05	100	100.0%
Under \$20,000	72.36	38	8.5
\$20,000 to \$39,999	125.88	66	14.5
\$40,000 to \$49,999	158.27	82	7.3
\$50,000 to \$69,999	209.98	109	15.6
\$70,000 to \$79,999	225.41	117	6.2
\$80,000 to \$99,999	273.25	142	12.2
\$100,000 or more	374.45	195	35.7
HOUSEHOLD TYPE			
Average household	192.05	100	100.0
Married couples	272.85	142	68.2
Married couples, no children	256.95	134	28.2
Married couples, with children	300.33	156	35.7
Oldest child under age 6	300.89	157	6.9
Oldest child aged 6 to 17	289.82	151	16.9
Oldest child aged 18 or older	316.34	165	11.9
Single parent with child under age 18	84.83	44	2.4
Single person	118.22	62	18.5
RACE AND HISPANIC ORIGIN			
Average household	192.05	100	100.0
Asian	157.49	82	3.5
Black	67.03	35	4.4
Hispanic	120.98	63	8.0
Non-Hispanic White and other	224.54	117	87.7
REGION			
Average household	192.05	100	100.0
Northeast	189.07	98	17.8
Midwest	226.10	118	26.1
South	154.80	81	30.1
West	222.87	116	25.9
EDUCATION OF HOUSEHOLD			
Average household	192.05	100	100.0
Less than high school graduate	117.75	61	4.9
High school graduate	118.13	62	12.8
Some college	129.74	68	14.3
Associate's degree	162.05	84	9.6
Bachelor's degree or more	290.16	151	58.4
Bachelor's degree	248.93	130	29.4
Master's, professional, doctoral degree	348.97	182	28.9

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Topicals and Dressings

Best customers: **Householders aged 45 or older**
 Married couples without children at home
 Married couples with preschoolers
 Married couples with adult children at home

Customer trends: **Average household spending on topicals and dressings may continue to grow as boomers fill the older age groups.**

The biggest spenders on topicals and dressings are married couples whose households include young or adult children. Householders aged 45 or older spend 12 to 16 percent more than average on this item. Married couples with preschoolers spend 46 percent more than average on topicals and dressing, and those with adult children at home spend 87 percent more than average. Married couples without children at home spend one-fifth more than average on this item.

Average household spending on topicals and dressings increased 39 percent between 2000 and 2013, after adjusting for inflation. Spending in this category is likely to keep growing as boomers fill the older age groups.

Table 47. Topicals and dressings

Total household spending	\$4,962,708,300.00		
Average household spends	39.49		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$39.49	100	100.0%
Under age 25	19.52	49	3.3
Aged 25 to 34	29.00	73	12.1
Aged 35 to 44	37.90	96	16.2
Aged 45 to 54	45.89	116	22.7
Aged 55 to 64	45.12	114	20.8
Aged 65 to 74	44.09	112	14.2
Aged 75 or older	44.40	112	10.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$39.49	100	100.0%
Under \$20,000	18.32	46	10.5
\$20,000 to \$39,999	28.17	71	15.8
\$40,000 to \$49,999	39.10	99	8.8
\$50,000 to \$69,999	44.64	113	16.1
\$70,000 to \$79,999	50.09	127	6.7
\$80,000 to \$99,999	44.93	114	9.8
\$100,000 or more	68.92	175	31.9
HOUSEHOLD TYPE			
Average household	39.49	100	100.0
Married couples	50.45	128	61.3
Married couples, no children	47.34	120	25.2
Married couples, with children	53.37	135	30.8
Oldest child under age 6	57.79	146	6.5
Oldest child aged 6 to 17	40.31	102	11.4
Oldest child aged 18 or older	73.85	187	13.5
Single parent with child under age 18	23.16	59	3.2
Single person	25.55	65	19.4
RACE AND HISPANIC ORIGIN			
Average household	39.49	100	100.0
Asian	45.39	115	4.9
Black	17.30	44	5.5
Hispanic	24.32	62	7.8
Non-Hispanic White and other	45.87	116	87.1
REGION			
Average household	39.49	100	100.0
Northeast	33.38	85	15.3
Midwest	44.02	111	24.8
South	32.47	82	30.7
West	51.99	132	29.4
EDUCATION OF HOUSEHOLD			
Average household	39.49	100	100.0
Less than high school graduate	11.84	30	2.4
High school graduate	44.41	112	23.4
Some college	36.15	92	19.4
Associate's degree	28.27	72	8.2
Bachelor's degree or more	46.79	118	45.8
Bachelor's degree	40.74	103	23.4
Master's, professional, doctoral degree	55.57	141	22.4

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Vitamins, Nonprescription

Best customers: **Householders aged 55 to 74**
 Married couples without children at home
 Married couples with school-aged children
 Asians
 Households in the West

Customer trends: **Average household spending on vitamins should increase as boomers age.**

As people age they become more health conscious. Consequently, older people are the best customers of vitamins. Householders aged 55 to 74 spend 26 to 57 percent more than average on this item and control 43 percent of the market. Married couples without children at home (most of them older) spend 37 percent more than average on vitamins. Married couples with school-aged children spend 20 percent more than average on this item. Asian households outspend the average on vitamins by 43 percent, and households in the West, where many Asians reside, do so by 71 percent.

Average household spending on vitamins fell 26 percent between 2000 and 2006, after adjusting for inflation, but spending rebounded by 12 percent between 2006 and 2013. Behind the decline was price competition from discounters, as well as belt tightening as other health care costs increased. Average household spending on vitamins should climb as boomers age and seek to prevent ailments through better nutrition.

Table 48. Vitamins, nonprescription

Total household spending	\$6,526,043,100.00		
Average household spends	51.93		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$51.93	100	100.0%
Under age 25	11.71	23	1.5
Aged 25 to 34	23.48	45	7.5
Aged 35 to 44	50.74	98	16.5
Aged 45 to 54	56.64	109	21.3
Aged 55 to 64	65.59	126	23.0
Aged 65 to 74	81.51	157	20.0
Aged 75 or older	57.48	111	10.6

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$51.93	100	100.0%
Under \$20,000	28.95	56	12.6
\$20,000 to \$39,999	37.99	73	16.2
\$40,000 to \$49,999	54.38	105	9.3
\$50,000 to \$69,999	47.97	92	13.1
\$70,000 to \$79,999	45.78	88	4.7
\$80,000 to \$99,999	69.52	134	11.5
\$100,000 or more	90.73	175	32.0
HOUSEHOLD TYPE			
Average household	51.93	100	100.0
Married couples	59.06	114	54.6
Married couples, no children	71.25	137	28.9
Married couples, with children	51.31	99	22.5
Oldest child under age 6	33.65	65	2.9
Oldest child aged 6 to 17	62.22	120	13.4
Oldest child aged 18 or older	41.83	81	5.8
Single parent with child under age 18	28.09	54	2.9
Single person	38.12	73	22.1
RACE AND HISPANIC ORIGIN			
Average household	51.93	100	100.0
Asian	74.01	143	6.1
Black	13.80	27	3.3
Hispanic	39.38	76	9.6
Non-Hispanic White and other	60.34	116	87.1
REGION			
Average household	51.93	100	100.0
Northeast	55.57	107	19.4
Midwest	44.38	85	19.0
South	32.79	63	23.6
West	88.56	171	38.1
EDUCATION OF HOUSEHOLD			
Average household	51.93	100	100.0
Less than high school graduate	29.69	57	4.5
High school graduate	26.32	51	10.5
Some college	52.33	101	21.4
Associate's degree	43.33	83	9.5
Bachelor's degree or more	72.03	139	53.6
Bachelor's degree	69.94	135	30.6
Master's, professional, doctoral degree	75.07	145	23.0

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Appendix

Spending by Product and Service Ranked by Amount Spent, 2013

(average annual spending of consumer units on products and services, ranked by amount spent, 2013)

1.	Deductions for Social Security	\$4,047.50
2.	Groceries (also shown by individual category)	3,976.81
3.	Vehicle purchases (net outlay)	3,271.10
4.	Mortgage interest (or rent, \$3,181.45)	2,949.12
5.	Gasoline and motor oil	2,611.36
6.	Restaurants (also shown by meal category)	2,235.56
7.	Health insurance	2,229.48
8.	Property taxes	1,847.99
9.	Electricity	1,421.62
10.	Dinner at restaurants	1,092.78
11.	Vehicle insurance	1,012.84
12.	Cellular phone service	913.18
13.	Vehicle maintenance and repairs	835.12
14.	College tuition	784.32
15.	Lunch at restaurants	725.40
16.	Cash contributions to church, religious organizations	699.19
17.	Cable and satellite television services	679.51
18.	Deductions for private pensions	569.77
19.	Maintenance and repair services, owner	548.05
20.	Women's apparel	527.00
21.	Nonpayroll deposit to retirement plans	494.81
22.	Cash gifts to members of other households	451.23
23.	Alcoholic beverages (also shown by individual category)	444.53
24.	Natural gas	392.54
25.	Water and sewerage maintenance	374.70
26.	Residential phone service, VoIP, and phone cards	358.01
27.	Homeowner's insurance	346.90
28.	Computer information services	346.26
29.	Airline fares	343.14
30.	Lodging on trips	334.45
31.	Prescription drugs	321.55
32.	Life and other personal insurance	318.69
33.	Men's apparel	304.35
34.	Cigarettes	295.05
35.	Personal care services	276.70
36.	Fresh fruits	269.87
37.	Dental services	265.37
38.	Owned vacation homes	254.12
39.	Leased vehicles	254.06
40.	Breakfast at restaurants	240.41
41.	Restaurant meals on trips	237.12
42.	Fresh vegetables	235.97
43.	Day care centers, nurseries, and preschools	227.81
44.	Child support expenditures	224.28
45.	Beef	218.69
46.	Cash contributions to charities	212.33
47.	Vehicle finance charges	203.52
48.	Physician's services	192.05
49.	Pet food	182.81
50.	Snacks at restaurants	176.97
51.	Prepared foods except frozen, salads, and desserts	172.34
52.	Poultry	169.86
53.	Pork	169.80
54.	Laundry and cleaning supplies	153.90
55.	Miscellaneous household products	149.49
56.	Cosmetics, perfume, and bath products	145.91

57.	Social, recreation, health club membership	\$143.72
58.	Hospital room and services	139.86
59.	Carbonated drinks	139.35
60.	Women's footwear	139.15
61.	Elementary and high school tuition	137.73
62.	Computers and computer hardware for nonbusiness use	135.80
63.	Interest paid, home equity loan/line of credit	129.30
64.	Toys, games, hobbies, and tricycles	129.07
65.	Trash and garbage collection	128.87
66.	Housekeeping services	128.18
67.	Fresh milk, all types	128.16
68.	Cheese	125.40
69.	Fish and seafood	122.29
70.	Pet purchase, supplies, and medicines	119.06
71.	Beer and ale at home	118.85
72.	Gardening, lawn care service	116.80
73.	Legal fees	115.92
74.	Veterinarian services	115.85
75.	Potato chips and other snacks	115.37
76.	Cleansing and toilet tissue, paper towels, and napkins	112.88
77.	Support for college students	111.26
78.	Fees for participant sports	110.81
79.	Girls' (aged 2 to 15) apparel	109.47
80.	Motorized recreational vehicles	109.45
81.	Wine at home	106.33
82.	Vehicle registration	103.70
83.	Household decorative items	102.76
84.	Sofas	100.99
85.	Babysitting and child care	99.35
86.	Nonprescription drugs	96.26
87.	Men's footwear	95.05
88.	Deductions for government retirement	93.91
89.	Rent as pay	93.72
90.	Ready-to-eat and cooked cereals	93.66
91.	Fees for recreational lessons	92.15
92.	Candy and chewing gum	88.04
93.	Lawn and garden supplies	87.92
94.	Coffee	87.40
95.	Fuel oil	84.62
96.	Television sets	84.17
97.	Lunch meats (cold cuts)	83.51
98.	Maintenance and repair materials, owner	81.41
99.	Intracity mass transit fares	75.66
100.	Accounting fees	75.62
101.	Children's (under age 2) apparel	74.52
102.	Movie, park, museum admissions	73.45
103.	Frozen prepared foods, except meals	72.42
104.	Funeral expenses	72.18
105.	Finance, late, and interest charges for credit cards	71.56
106.	Stationery, stationery supplies, giftwrap	70.99
107.	Boys' (aged 2 to 15) apparel	70.10
108.	Service by professionals other than physician	68.76
109.	Jewelry	68.32
110.	Mattresses and springs	66.99
111.	Beer and ale at bars, restaurants	65.80
112.	Eyeglasses and contact lenses	65.65
113.	Ground rent	65.61
114.	Postage	65.36
115.	Hair care products	64.49
116.	Flooring installation, repair, replacement (owner)	64.03
117.	Bedroom furniture except mattresses and springs	63.74
118.	Property management, owner	62.86
119.	Bread, other than white	62.57
120.	Clothes washers and dryers	60.53
121.	Housing while attending school	60.07
122.	Play, theater, opera, concert admissions	59.85
123.	Bottled water	59.40
124.	Ice cream and related products	59.06

125. Refrigerators and freezers	\$58.48
126. Telephones and accessories	58.44
127. Frozen meals	57.21
128. Alimony expenditures	56.78
129. Lawn and garden equipment	56.51
130. Eggs	56.42
131. School tuition, books, and supplies other than college, vocational/technical, elementary, high school	56.23
132. Books and supplies for college	55.77
133. Sauces and gravies	55.63
134. Canned vegetables	54.87
135. Other dairy (yogurt, etc.)	54.13
136. Canned and bottled fruit juice	54.00
137. Admission to sports events	53.77
138. Nonprescription vitamins	51.93
139. Finance, late, and interest charges for student loans	51.77
140. Biscuits and rolls	51.24
141. Occupational expenses	50.73
142. Bottled gas	50.25
143. Lottery and gambling losses	50.11
144. Bedroom linens	49.89
145. Ship fares	49.87
146. Cookies	49.45
147. Lab tests, X-rays	49.30
148. School lunches	48.64
149. Indoor plants and fresh flowers	48.36
150. Professional laundry, dry cleaning	47.48
151. Cash contributions to educational institutions	46.88
152. Rented vehicles	46.87
153. Eye care services	45.90
154. Alcoholic beverages purchased on trips	45.78
155. Moving, storage, and freight express	45.36
156. Canned and packaged soups	44.71
157. Nuts	44.54
158. Expenses for other properties	44.41
159. Other alcoholic beverages at bars, restaurants	44.30
160. White bread	43.76
161. Catered affairs	43.37
162. Parking fees	42.17
163. Pet services	41.98
164. Food prepared by consumer unit on trips	41.77
165. Salt, spices, and other seasonings	41.26
166. Care for elderly, invalids, handicapped, etc.	40.23
167. Hunting and fishing equipment	39.86
168. Miscellaneous personal services	39.69
169. Topicals and dressings	39.49
170. Living room chairs	39.28
171. Coin-operated apparel laundry and dry cleaning	38.99
172. Crackers	38.91
173. Wall units, cabinets, and other furniture	38.76
174. Pasta, cornmeal, and other cereal products	38.44
175. Fats and oils	38.15
176. Power tools	37.87
177. Cakes and cupcakes	37.51
178. Boys' footwear	37.49
179. Deodorants, feminine hygiene, miscellaneous products	37.18
180. Prepared salads	36.93
181. Tolls	36.87
182. Board (including at school)	36.79
183. Tea	36.66
184. Athletic gear, game tables, exercise equipment	36.33
185. Frozen vegetables	35.99
186. Oral hygiene products	35.94
187. Girls' footwear	35.66
188. Video game hardware and accessories	34.57
189. Video cassettes, tapes, and discs	34.43
190. Books	32.53
191. Kitchen and dining room furniture	32.23

192. Lamps, lighting fixtures, and ceiling fans	\$31.79
193. Newspaper and magazine subscriptions	31.64
194. Unmotored recreational vehicles	31.56
195. Baby food	31.39
196. Cooking stoves, ovens	31.05
197. Computer accessories	30.42
198. Outdoor equipment	30.20
199. Digital book readers	30.18
200. Salad dressings	29.91
201. Rice	28.81
202. Jams, preserves, other sweets	28.70
203. Frozen and refrigerated bakery products	28.43
204. Wine at bars, restaurants	28.09
205. Noncarbonated fruit-flavored drinks	27.98
206. Tobacco products other than cigarettes	27.98
207. Home security system service fee	27.58
208. Small electric kitchen appliances	27.38
209. Checking accounts, other bank service charges	26.87
210. Dinnerware, glassware, and serving pieces	26.85
211. Frankfurters	25.65
212. Bathroom linens	24.56
213. Other alcoholic beverages at home	24.44
214. Baking needs	24.15
215. Sweetrolls, coffee cakes, doughnuts	24.13
216. Gifts of stocks, bonds, and mutual funds to members of other households	23.85
217. Butter	23.60
218. Cream	23.53
219. Watches	23.44
220. Meals as pay	23.43
221. Sound components, equipment, and accessories	23.18
222. Shaving products	22.62
223. Automobile service clubs and GPS services	22.05
224. Termite and pest control products and services	21.99
225. Sugar	21.09
226. Canned fruits	20.75
227. Intercity train fares	20.69
228. Laundry and cleaning equipment	20.67
229. Nondairy cream and imitation milk	20.67
230. Vegetable juices	20.66
231. Maintenance and repair services, renter	20.35
232. Bicycles	20.31
233. Floor coverings	20.08
234. Peanut butter	19.44
235. Outdoor furniture	19.02
236. Material and supplies for sewing, needlework, quilting (includes household items)	18.91
237. Rental of video cassettes, tapes, discs, films	18.88
238. Dishwashers (built-in), garbage disposals, range hoods	18.74
239. Tableware, nonelectric kitchenware	18.56
240. Taxi fares and limousine service	18.39
241. Dried vegetables	17.99
242. Photographic equipment	17.78
243. Recreation expenses on trips	17.70
244. Nonclothing laundry and dry cleaning, sent out	17.59
245. Hand tools	17.56
246. Sports drinks	17.31
247. Window coverings	17.28
248. Care in convalescent or nursing home	17.26
249. Hearing aids	17.12
250. Local transportation on trips	17.05
251. Olives, pickles, relishes	16.80
252. Fresh fruit juice	16.60
253. Books and supplies for elementary and high school	16.00
254. Photographer fees	15.79
255. Pies, tarts, turnovers	15.65
256. Electric floor-cleaning equipment	15.41
257. Nonalcoholic beverages (except carbonated, coffee, fruit-flavored drinks, and tea) and ice	15.28
258. Satellite radio service	15.17

259. Tenant's insurance	\$15.16
260. Infants' equipment	14.93
261. Prepared flour mixes	14.58
262. Prepared desserts	14.56
263. Nonelectric cookware	14.01
264. Closet and storage items	14.00
265. Curtains and draperies	13.97
266. Musical instruments and accessories	13.46
267. Test preparation, tutoring services	13.45
268. Microwave ovens	13.01
269. Appliance repair, including at service center	12.82
270. Luggage	11.84
271. Security services, owner	11.41
272. Living room tables	11.36
273. Driver's license	11.34
274. Electric personal care appliances	11.24
275. Intercity bus fares	11.18
276. Rental of recreational vehicles	11.16
277. Streamed and downloaded video	11.09
278. Vehicle inspection	11.06
279. Whiskey at home	10.93
280. Shopping club membership fees	10.71
281. Maintenance and repair materials, renter	10.63
282. Hair accessories	10.57
283. Computer software	10.37
284. Lamb, organ meats, and others	10.21
285. Infants' furniture	10.08
286. Portable heating and cooling equipment	10.05
287. Dried fruits	9.89
288. Finance, late, and interest charges for other loans	9.84
289. Video game software	9.68
290. Vocational and technical school tuition	9.61
291. Flour	9.49
292. Camping equipment	9.29
293. Compact discs, records, and audio tapes	9.13
294. Vacation clubs	8.64
295. Margarine	8.58
296. Repairs and rentals of lawn and garden equipment, hand and power tools, etc.	8.32
297. Cash contributions to political organizations	8.27
298. Reupholstering and furniture repair	8.07
299. Newspapers and magazines, nonsubscription	7.98
300. Rental of party supplies for catered affairs	7.84
301. Frozen fruits	7.76
302. Nonclothing laundry and dry cleaning, coin-operated	7.59
303. Live entertainment for catered affairs	7.57
304. Coal, wood, and other fuels	7.51
305. Bread and cracker products	6.95
306. Photo processing	6.88
307. Cemetery lots, vaults, and maintenance fees	6.86
308. Office furniture for home use	6.64
309. Smoking accessories	6.56
310. Water-softening service	6.46
311. VCRs and video disc players	6.34
312. Docking and landing fees	5.99
313. Frozen fruit juices	5.89
314. Window air conditioners	5.83
315. Septic tank cleaning	5.80
316. Apparel alteration, repair, and tailoring services	5.44
317. Miscellaneous video equipment	5.41
318. Repair of computer systems for nonbusiness use	5.37
319. Supportive and convalescent medical equipment	4.99
320. Kitchen, dining room, and other linens	4.97
321. Artificial sweeteners	4.89
322. Sewing machines	4.88
323. Personal digital audio players	4.73
324. Business equipment for home use	4.64
325. Towing charges	4.51
326. Stamp and coin collecting	4.28

327. Delivery services	\$4.02
328. Portable memory	3.91
329. Medical equipment for general use	3.73
330. Wigs and hairpieces	3.61
331. Water sports equipment	3.58
332. Flatware	3.57
333. Watch and jewelry repair	3.52
334. Global positioning system devices	3.39
335. Internet services away from home	3.39
336. Winter sports equipment	3.37
337. Fireworks	3.32
338. Deductions for railroad retirement	3.28
339. Streamed and downloaded audio	3.19
340. Slipcovers and decorative pillows	3.16
341. Safe deposit box rental	3.15
342. Credit card memberships	3.12
343. Adult diapers	3.04
344. Playground equipment	2.93
345. Rental and repair of miscellaneous sports equipment	2.82
346. Rental of furniture	2.35
347. Flooring installation, repair, replacement (renter)	2.30
348. Online gaming services	2.30
349. Clothing rental	2.10
350. Applications, games, ringtones for handheld devices	2.03
351. Appliance rental	1.86
352. Parking at owned home	1.56
353. Repair of TV, radio, and sound equipment	1.51
354. Clothing storage	1.49
355. Shoe repair and other shoe services	1.49
356. Pinball, electronic video games	1.47
357. Satellite dishes	1.14
358. School bus	1.04
359. Rental and repair of musical instruments	0.93
360. Installation of television sets	0.90
361. Rental of medical equipment	0.90
362. Repair and rental of photographic equipment	0.80
363. Books and supplies for vocational and technical schools	0.70
364. Rental of office equipment for nonbusiness use	0.68
365. Rental of television sets	0.59
366. Dating services	0.50
367. Rental of supportive and convalescent medical equipment	0.45
368. Books and supplies for day care and nursery	0.33
369. Installation of computer	0.26
370. Rental of VCR, radio, and sound equipment	0.26

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Glossary

age The age of the reference person.

alcoholic beverages Includes beer and ale, wine, whiskey, gin, vodka, rum, and other alcoholic beverages.

annual spending The annual amount spent per household. The Bureau of Labor Statistics calculates the annual average for all households in a segment, not just for those that purchased an item. The averages are calculated by integrating the results of the diary (weekly) and interview (quarterly) portions of the Consumer Expenditure Survey. For items purchased by most households—such as bread—average annual spending figures are a fairly accurate account of actual spending. For products and services purchased by few households during a year's time—such as cars—the average annual amount spent is much less than what purchasers spend.

apparel, accessories, and related services Includes the following:

- *men's and boys' apparel* Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, slacks, shorts and short sets, sportswear, shirts, underwear, nightwear, hosiery, uniforms, and other accessories.
- *women's and girls' apparel* Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery, and other accessories.
- *infants' apparel* Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers, sleeping garments, hosiery, footwear, and other accessories for children.
- *footwear* Includes articles such as shoes, slippers, boots, and other similar items. It excludes footwear for babies and footwear used for sports such as bowling or golf shoes.
- *other apparel products and services* Includes material for making clothes, shoe repair, alterations and sewing patterns and notions, clothing rental, clothing storage, dry cleaning, sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

baby boom Americans born between 1946 and 1964.

cash contributions Includes cash contributed to persons or organizations outside the consumer unit including court-ordered alimony, child support payments, support for college students, and contributions to religious, educational, charitable, or political organizations.

consumer unit (1) All members of a household who are related by blood, marriage, adoption, or other legal arrangements; (2) a person living alone or sharing a household with others or living as a roomer in a private home or lodging house or in permanent living quarters in a hotel or motel, but who is financially independent; or (3) two or more persons living together who pool their income to make joint expenditure decisions. Financial independence is determined by the three major expense categories: housing, food, and other living expenses. To be considered financially independent, at least two of the three major expense categories have to be provided by the respondent. For convenience, called household in the text of this report.

consumer unit, composition of The classification of interview

households by type according to (1) relationship of other household members to the reference person; (2) age of the children of the reference person; and (3) combination of relationship to the reference person and age of the children. Stepchildren and adopted children are included with the reference person's own children.

earner A consumer unit member aged 14 or older who worked at least one week during the 12 months prior to the interview date.

education Includes tuition, fees, books, supplies, and equipment for public and private nursery schools, elementary and high schools, colleges and universities, and other schools.

education of household Demographic segments separated according to the level of education of the consumer unit member with the highest educational attainment.

entertainment Includes the following:

- *fees and admissions* Includes fees for participant sports; admissions to sporting events, movies, concerts, plays; health, swimming, tennis, and country club memberships, and other social recreational and fraternal organizations; recreational lessons or instructions; and recreational expenses on trips.
- *audio and visual equipment and services* Includes television sets; radios; cable TV; tape recorders and players; video cassettes, tapes, and discs; video cassette recorders and video disc players; video game hardware and software; personal digital audio players; streaming and downloading audio and video; sound components; CDs, records, and tapes; musical instruments; and rental and repair of TV and sound equipment.
- *pets, toys, hobbies, and playground equipment* Includes pet food, pet services, veterinary expenses, toys, games, hobbies, and playground equipment.
- *other entertainment equipment and services* Includes indoor exercise equipment, athletic shoes, bicycles, trailers, campers, camping equipment, rental of campers and trailers, hunting and fishing equipment, sports equipment, winter sports equipment, water sports equipment, boats, boat motors and boat trailers, rental of boats, landing and docking fees, rental and repair of sports equipment, photographic equipment, film, photo processing, photographer fees, repair and rental of photo equipment, fireworks, pinball and electronic video games.

expenditure The transaction cost including excise and sales taxes of goods and services acquired during the survey period. The full cost of each purchase is recorded even though full payment may not have been made at the date of purchase. Expenditure estimates include gifts. Excluded from expenditures are purchases or portions of purchases directly assignable to business purposes and periodic credit or installment payments on goods and services already acquired.

federal income tax Includes federal income tax withheld in the survey year to pay for income earned in survey year plus additional tax paid in survey year to cover any underpayment or underwithholding of tax in the year prior to the survey.

financial products and services Includes accounting fees, legal fees, union dues, professional dues and fees, other occupational expenses,

funerals, cemetery lots, dating services, shopping club memberships, and unclassified fees and personal services.

food Includes the following:

- *food at home* Refers to the total expenditures for food at grocery stores or other food stores during the interview period. It is calculated by multiplying the number of visits to a grocery or other food store by the average amount spent per visit. It excludes the purchase of nonfood items.
- *food away from home* Includes all meals (breakfast, lunch, brunch, and dinner) at restaurants, carry-outs, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, bar mitzvahs, and confirmations, and meals away from home on trips.

generation X Americans born between 1965 and 1976. Also known as the baby-bust generation.

gifts for people in other households Includes gift expenditures for people living in other consumer units. The amount spent on gifts is also included in individual product and service categories.

health care Includes the following:

- *health insurance* Includes health maintenance plans (HMOs), Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance, long-term care insurance, and other health insurance.
- *medical services* Includes hospital room and services, physicians' services, services of a practitioner other than a physician, eye and dental care, lab tests, X-rays, nursing, therapy services, care in convalescent or nursing home, and other medical care.
- *drugs* Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.
- *medical supplies* Includes eyeglasses and contact lenses, topicals and dressings, antiseptics, bandages, cotton, first aid kits, contraceptives; medical equipment for general use such as syringes, ice bags, thermometers, vaporizers, heating pads; supportive or convalescent medical equipment such as hearing aids, braces, canes, crutches, and walkers.

Hispanic origin The self-identified Hispanic origin of the consumer unit reference person. All consumer units are included in one of two Hispanic origin groups based on the reference person's Hispanic origin: Hispanic or non-Hispanic. Hispanics may be of any race.

household According to the Census Bureau, all the people who occupy a household. A group of unrelated people who share a housing unit as roommates or unmarried partners is also counted as a household. Households do not include group quarters such as college dormitories, prisons, or nursing homes. A household may contain more than one consumer unit. The terms "household" and "consumer unit" are used interchangeably in this report.

household furnishings and equipment Includes the following:

- *household textiles* Includes bathroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

- *furniture* Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and other outdoor furniture.

- *carpet, rugs, and other floor coverings* Includes installation and replacement of wall-to-wall carpets, room-size rugs, and other soft floor coverings.

- *major appliances* Includes refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwave ovens, air-conditioners, sewing machines, washing machines, clothes dryers, and floor-cleaning equipment.

- *small appliances and miscellaneous housewares* Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, nonelectric cookware, and plastic dinnerware. Excludes personal care appliances.

- *miscellaneous household equipment* Includes computer hardware and software, luggage, lamps and other lighting fixtures, window coverings, clocks, lawn mowers and gardening equipment, hand and power tools, telephone answering devices, personal digital assistants, Internet services away from home, office equipment for home use, fresh flowers and house plants, rental of furniture, closet and storage items, household decorative items, infants' equipment, outdoor equipment, smoke alarms, other household appliances, and small miscellaneous furnishing.

household services Includes the following:

- *personal services* Includes baby sitting, day care, and care of elderly and handicapped persons.

- *other household services* Includes computer information services; housekeeping services; gardening and lawn care services; coin-operated laundry and dry-cleaning of household textiles; termite and pest control products; moving, storage, and freight expenses; repair of household appliances and other household equipment; reupholstering and furniture repair; rental and repair of lawn and gardening tools; and rental of other household equipment.

housekeeping supplies Includes soaps, detergents, other laundry cleaning products, cleansing and toilet tissue, paper towels, napkins, and miscellaneous household products; lawn and garden supplies, postage, stationery, stationery supplies, and gift wrap.

housing tenure "Owner" includes households living in their own homes, cooperatives, condominiums, or townhouses. "Renter" includes households paying rent as well as families living rent free in lieu of wages.

income before taxes The total money earnings and selected money receipts accruing to a consumer unit during the 12 months prior to the interview date. Income includes the following components:

- *wages and salaries* Includes total money earnings for all members of the consumer unit aged 14 or older from all jobs, including civilian wages and salaries, Armed Forces pay and allowances, piece-rate payments, commissions, tips, National Guard or Reserve pay (received for training periods), and cash bonuses before deductions for taxes, pensions, union dues, etc.

- *self-employment income* Includes net business and farm income, which consists of net income (gross receipts minus operating expenses) from a profession or unincorporated business or from

the operation of a farm by an owner, tenant, or sharecropper. If the business or farm is a partnership, only an appropriate share of net income is recorded. Losses are also recorded.

- *Social Security, private and government retirement* Includes payments by the federal government made under retirement, survivor, and disability insurance programs to retired persons, dependents of deceased insured workers, or to disabled workers; and private pensions or retirement benefits received by retired persons or their survivors, either directly or through an insurance company.
- *interest, dividends, rental income, and other property income* Includes interest income on savings or bonds; payments made by a corporation to its stockholders, periodic receipts from estates or trust funds; net income or loss from the rental of property, real estate, or farms, and net income or loss from roomers or boarders.
- *unemployment and workers' compensation and veterans' benefits* Includes income from unemployment compensation and workers' compensation, and veterans' payments including educational benefits, but excluding military retirement.
- *public assistance, supplemental security income, and food stamps* Includes public assistance or welfare, including money received from job training grants; supplemental security income paid by federal, state, and local welfare agencies to low-income persons who are aged 65 or older, blind, or disabled; and the value of food stamps obtained.
- *regular contributions for support* Includes alimony and child support as well as any regular contributions from persons outside the consumer unit.
- *other income* Includes money income from care of foster children, cash scholarships, fellowships, or stipends not based on working; and meals and rent as pay.

indexed spending Indexed spending figures compare the spending of particular demographic segments with that of the average household. To compute an index, the amount spent on an item by a demographic segment is divided by the amount spent on the item by the average household. That figure is then multiplied by 100. An index of 100 is the average for all households. An index of 125 means average spending by households in a segment is 25 percent above average (100 plus 25). An index of 75 means average spending by households in a segment is 25 percent below average (100 minus 25). Indexed spending figures identify the consumer units that spend the most on a product or service.

life and other personal insurance Includes premiums from whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal life liability, accident and disability; and other non-health insurance other than homes and vehicles.

market share The market share is the percentage of total household spending on an item that is accounted for by a demographic segment. Market shares are calculated by dividing a demographic segment's total spending on an item by the total spending of all households on the item. Total spending on an item for all households is calculated by multiplying average spending by the total number of households. Total spending on an item for each demographic segment is calculated by multiplying the segment's average spending by the number of households in the segment. Market shares reveal the demographic segments that account for the largest share of spending on a product or service.

millennial generation Americans born between 1977 and 1994.

occupation The occupation in which the reference person received the most earnings during the survey period. The occupational categories follow those of the Census of Population. Categories shown in the tables include the following:

- *self-employed* Includes all occupational categories; the reference person is self-employed in own business, professional practice, or farm.
- *wage and salary earners, managers and professionals* Includes executives, administrators, managers, and professional specialties such as architects, engineers, natural and social scientists, lawyers, teachers, writers, health diagnosis and treatment workers, entertainers, and athletes.
- *wage and salary earners, technical, sales, and clerical workers* Includes technicians and related support workers; sales representatives, sales workers, cashiers, and sales-related occupations; and administrative support, including clerical.
- *retired* People who did not work either full- or part-time during the survey period.

owner See housing tenure.

pensions and Social Security Includes all Social Security contributions paid by employees; employees' contributions to railroad retirement, government retirement and private pensions programs; retirement programs for self-employed.

personal care Includes products for the hair, oral hygiene products, shaving needs, cosmetics, bath products, suntan lotions, hand creams, electric personal care appliances, incontinence products, other personal care products, personal care services such as hair care services (haircuts, bleaching, tinting, coloring, conditioning treatments, permanents, press, and curls), styling and other services for wigs and hairpieces, body massages or slenderizing treatments, facials, manicures, pedicures, shaves, electrolysis.

quarterly spending Quarterly spending data are collected in the interview portion of the Consumer Expenditure Survey. Quarterly spending tables show the percentage of households that purchased an item during an average quarter, and the amount spent during the quarter on the item by purchasers. Not all items are included in the interview portion of the Consumer Expenditure Survey.

reading Includes subscriptions for newspapers, magazines, and books through book clubs; purchase of single-copy newspapers and magazines, books, and encyclopedias and other reference books.

reference person The first member mentioned by the respondent when asked to "Start with the name of the person or one of the persons who owns or rents the home." It is with respect to this person that the relationship of other consumer unit members is determined. Also called the householder or head of household.

region Consumer units are classified according to their address at the time of their participation in the survey. The four major census regions of the United States are the following state groupings:

- *Northeast* Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
- *Midwest* Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Mississippi, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

• *South* Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

• *West* Alaska, Arizona, California, Colorado, Hawaii, Idaho, Minnesota, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

renter See housing tenure.

shelter Includes the following:

• *owned dwellings* Includes interest on mortgages, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowner's insurance, fire insurance and extended coverage, landscaping expenses for repairs and maintenance contracted out (including periodic maintenance and service contracts), and expenses of materials for owner-performed repairs and maintenance for dwellings used or maintained by the consumer unit, but not dwellings maintained for business or rent.

• *rented dwellings* Includes rent paid for dwellings, rent received as pay, parking fees, maintenance, and other expenses.

• *other lodging* Includes all expenses for vacation homes, school, college, hotels, motels, cottages, trailer camps, and other lodging while out of town.

• *utilities, fuels, and public services* Includes natural gas, electricity, fuel oil, coal, bottled gas, wood, other fuels; residential telephone service, cell phone service, phone cards; water, garbage, trash collection; sewerage maintenance, septic tank cleaning; and other public services.

size of consumer unit The number of people whose usual place of residence at the time of the interview is in the consumer unit.

state and local income taxes Includes state and local income taxes withheld in the survey year to pay for income earned in survey year plus additional taxes paid in the survey year to cover any underpayment or underwithholding of taxes in the year prior to the survey.

tobacco and smoking supplies Includes cigarettes, cigars, snuff, loose smoking tobacco, chewing tobacco, and smoking accessories such as cigarette or cigar holders, pipes, flints, lighters, pipe cleaners, and other smoking products and accessories.

transportation Includes the following:

• *vehicle purchases (net outlay)* Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.

• *gasoline and motor oil* Includes gasoline, diesel fuel, and motor oil.

• *other vehicle expenses* Includes vehicle finance charges, maintenance and repairs, vehicle insurance, and vehicle rental licenses and other charges.

• *vehicle finance charges* Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.

• *maintenance and repairs* Includes tires, batteries, tubes, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, vehicle video equipment, other maintenance and services, and auto repair policies.

• *vehicle insurance* Includes the premium paid for insuring cars, trucks, and other vehicles.

• *vehicle rental, licenses, and other charges* Includes leased and rented cars, trucks, motorcycles, and aircraft, inspection fees, state and local registration, drivers' license fees, parking fees, towing charges, tolls on trips, and global positioning services.

• *public transportation* Includes fares for mass transit, buses, trains, airlines, taxis, private school buses, and fares paid on trips for trains, boats, taxis, buses, and trains.

weekly spending Weekly spending data are collected in the diary portion of the Consumer Expenditure Survey. The data show the percentage of households that purchased an item during the average week, and the amount spent per week on the item by purchasers. Not all items are included in the diary portion of the Consumer Expenditure Survey.

