

# Market Intelligence Report

A data-driven look at 15,116 medical diagnostic imaging centers across the United States — competition, quality, digital maturity, and market health.

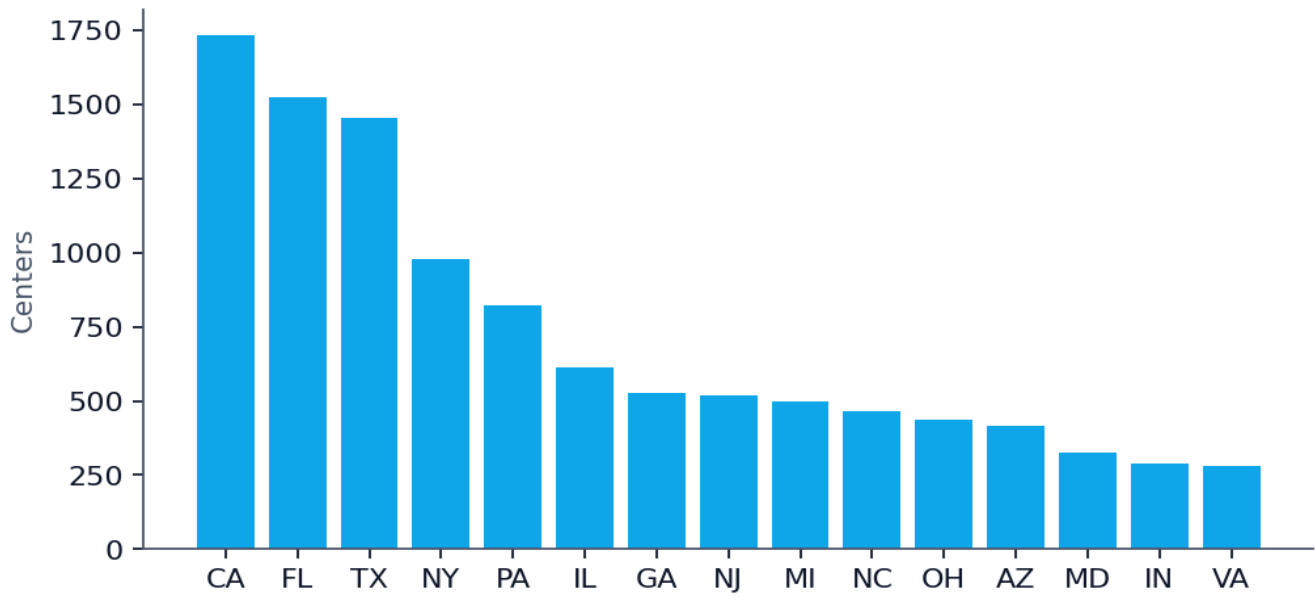
<b>15,116</b> Total centers	<b>51</b> States covered
<b>13,402 (88%)</b> Operational	<b>1,324 (8.8%)</b> Permanently closed
<b>4.11 ★</b> Avg rating (operational)	<b>28</b> Median reviews
<b>80.5%</b> With a website	<b>19.7%</b> With online booking

Source: Outscraper Google Maps dataset, May 2024 snapshot. Per-capita figures use 2024 US Census Bureau state population estimates.

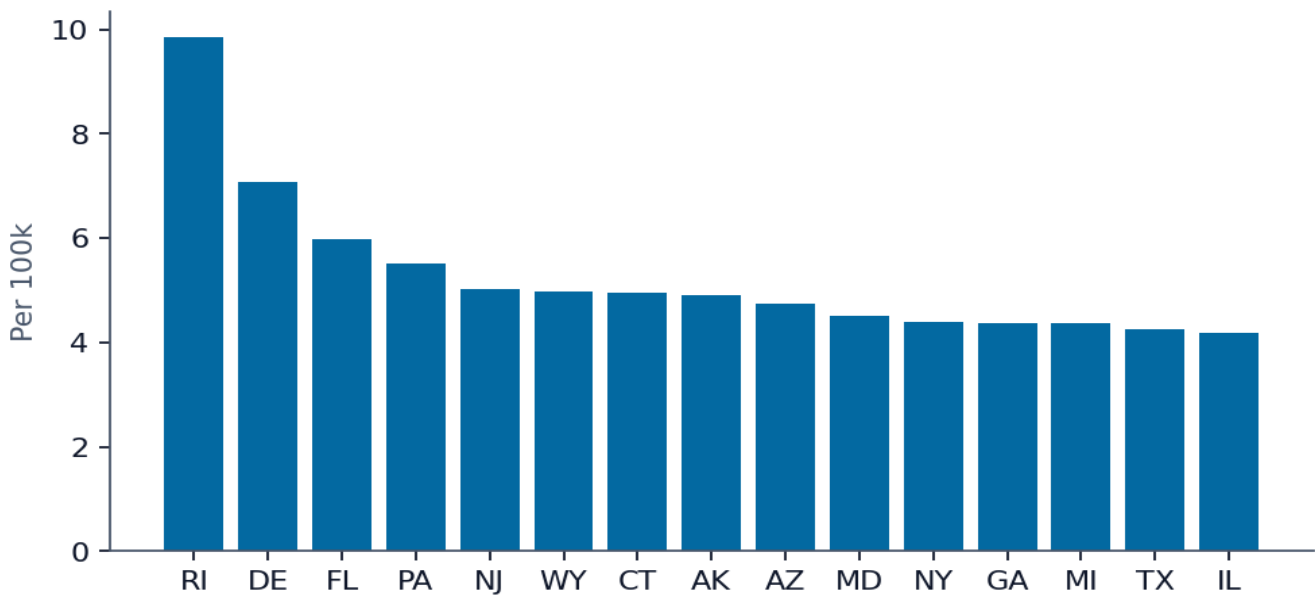
# 01 – National market snapshot

California, Florida and Texas dominate by absolute count, together accounting for nearly a third of all US imaging centers. Per-capita density tells a different story: smaller states like New Jersey, Connecticut and West Virginia have the densest concentration of imaging capacity relative to population.

Top 15 states by number of imaging centers



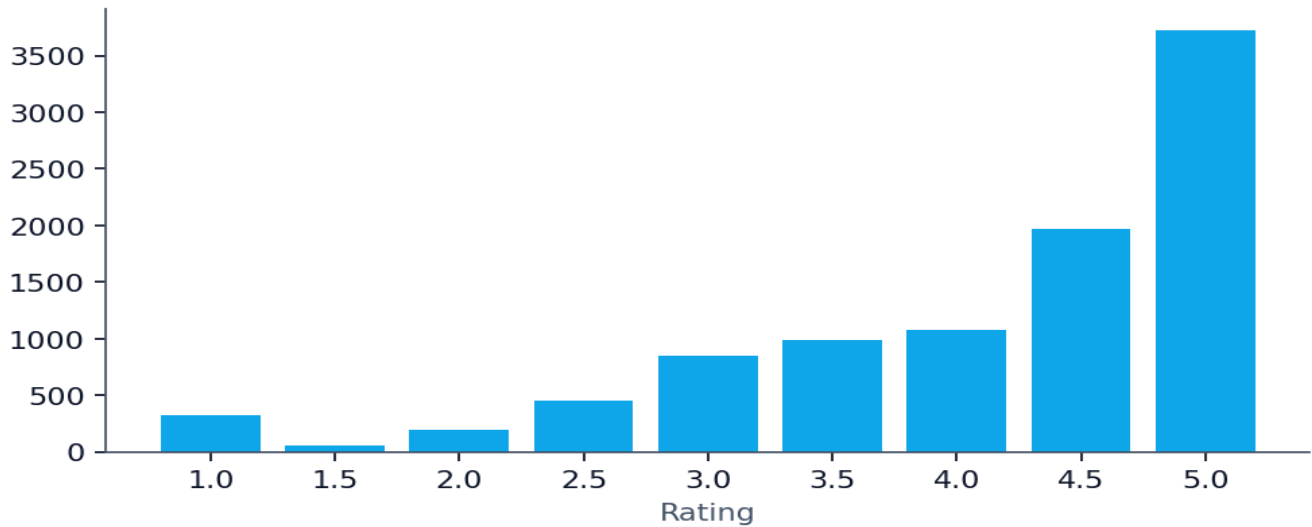
Highest density: imaging centers per 100k residents



## 02 — Quality benchmarks

Across operational centers with at least one rating, the average score is **4.11 ★**. The distribution is sharply bimodal: **53.2%** of centers sit at 4.5★ or higher, while **23.1%** are below 3.5★ — a wide quality gap that creates clear differentiation opportunities for operators investing in patient experience.

Rating distribution (operational centers)

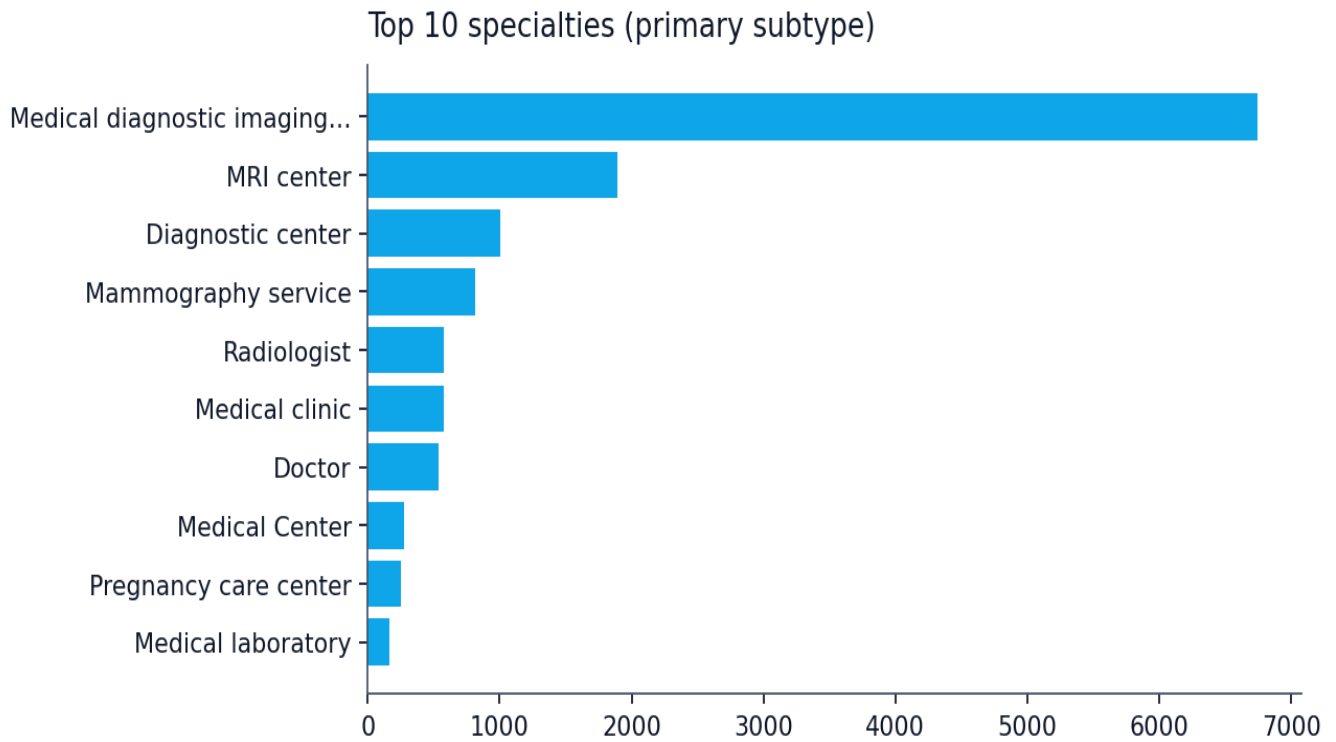


### Top-rated states (min. 50 centers)

State	Centers	Avg rating	Median reviews
Utah	115	4.42 ★	50
Alabama	179	4.39 ★	25
Arizona	353	4.37 ★	160
Kentucky	166	4.37 ★	15
New Jersey	467	4.34 ★	81
Maryland	278	4.29 ★	93
Colorado	204	4.29 ★	86
Wisconsin	193	4.29 ★	18
Mississippi	61	4.29 ★	10
Oklahoma	128	4.26 ★	20

### 03 – Service mix and specialization

Most centers list themselves under the generic 'Medical diagnostic imaging center' label, but among specialized centers MRI dominates, followed by mammography, radiology consults and pregnancy/OB imaging. Multi-modality centers — those offering two or more imaging types — represent a meaningful share of the market and tend to have stronger review volumes.



## 04 – Competition and whitespace

Most operational centers have a competitor within a short drive: the median nearest-competitor distance is well under 10 km in urban markets. The long tail of centers 10–25 km or more from their nearest competitor identifies rural and semi-rural whitespace where new sites face minimal direct competition.

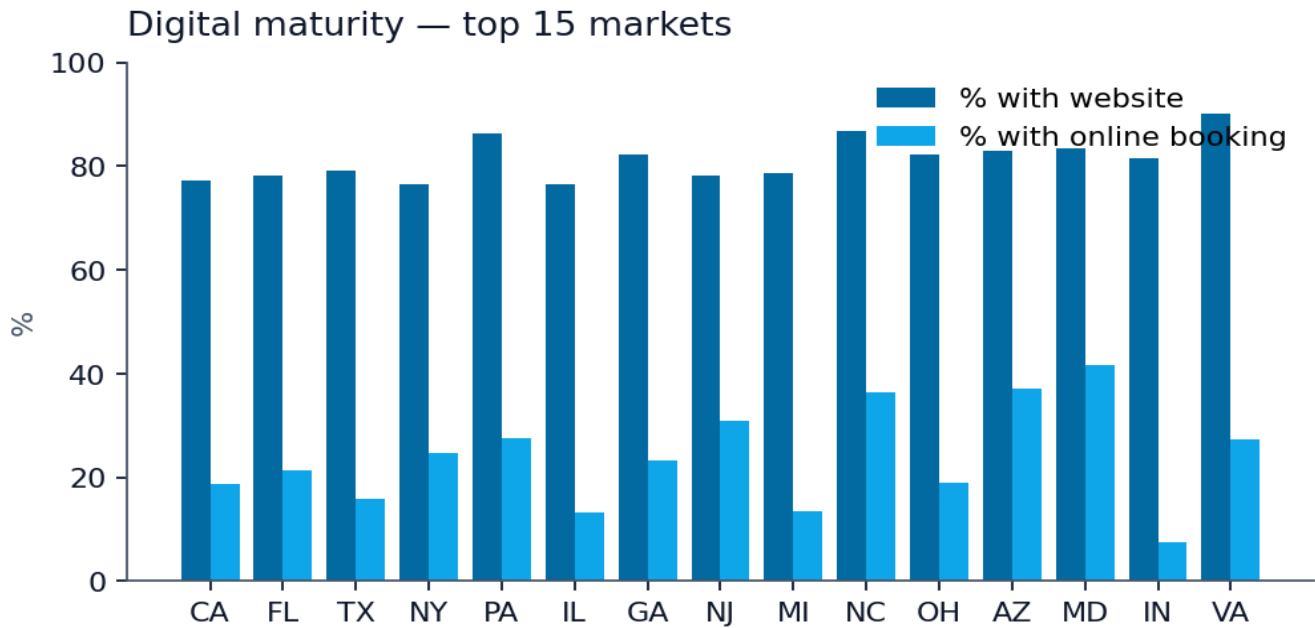


### Most saturated metros (operational centers)

City	State	Centers	Avg rating	% with booking
Houston	TX	203	4.24 ★	16.7%
New York	NY	143	4.0 ★	32.9%
Miami	FL	109	4.19 ★	16.5%
Brooklyn	NY	81	4.03 ★	30.9%
San Antonio	TX	78	4.04 ★	17.9%
Chicago	IL	77	3.56 ★	15.6%
Phoenix	AZ	77	4.36 ★	40.3%
Dallas	TX	72	4.38 ★	20.8%
Jacksonville	FL	72	4.25 ★	16.7%
Los Angeles	CA	71	3.88 ★	9.9%
Winston-Salem	NC	68	4.1 ★	82.4%
Atlanta	GA	64	3.6 ★	12.5%
Austin	TX	63	4.29 ★	11.1%
Allentown	PA	62	3.9 ★	9.7%
Las Vegas	NV	62	4.26 ★	22.6%

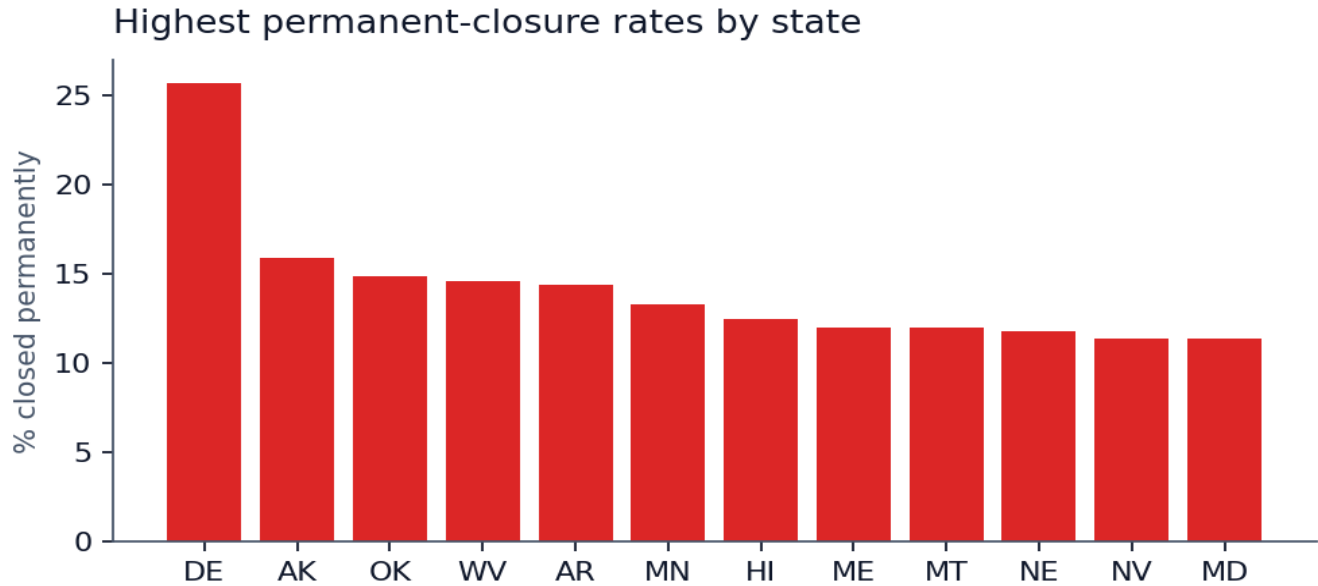
## 05 — Digital maturity gap

Across operational centers nationally, **80.5%** have a website but only **19.7%** offer online booking — a striking gap. For owners, online booking is the single cheapest patient-acquisition lever still available in most markets. For investors, low digital-adoption states are M&A targets where modest tech investment can immediately lift performance.



## 06 — Market health and churn

**1,324** centers in the dataset — **8.8%** of all listings — are flagged as permanently closed. Closure concentration varies widely by state and is a useful signal of market stress, oversupply, or consolidation activity.



## 07 — Key takeaways

### For center owners and operators

- Online booking is the largest untapped lever: nationally only 19.7% of centers offer it. Add it before competitors do.
- Verified Google Business profiles correlate with higher review volumes — claim yours if you haven't.
- 53.2% of centers already sit at 4.5★ or higher. To stay competitive, monitor your review velocity, not just your average.
- In dense metros (15+ competitors within 10 km), specialization (MRI-only, women's imaging, pediatric) outperforms generalist positioning.

### For investors and operators evaluating M&A

- Per-capita density highlights both saturated markets (NJ, CT, WV) and undersupplied ones (large western states).
- High permanent-closure rates flag distressed markets where acquisition multiples are typically lower.
- Centers with no website or no online booking, but solid ratings and review volume, are the cleanest digital-uplift acquisitions.

### For patients and community stakeholders

- Patients in rural counties often face 25+ km to the nearest imaging center — a real access gap that mobile imaging and telehealth referrals can partially close.
- Accessibility features (wheelchair access, evening/weekend hours) are unevenly distributed; the dashboard's filters surface centers that score well on both.

## Appendix — Top 20 states, all metrics

State	Centers	Operational	Per 100k	Avg ★	Web %	Booking %	Closed %
California	1,732	1,516	3.89	4.01	77.3%	18.7%	9.9%
Florida	1,523	1,352	5.98	4.22	78.1%	21.4%	8.2%
Texas	1,455	1,295	4.25	4.19	79.2%	15.8%	7.9%
New York	978	862	4.4	4.0	76.5%	24.7%	9.6%
Pennsylvania	820	716	5.52	3.89	86.2%	27.5%	8.9%
Illinois	613	526	4.19	3.97	76.4%	13.3%	11.1%
Georgia	526	483	4.38	4.12	82.2%	23.2%	5.9%
New Jersey	519	467	5.03	4.34	78.2%	31.0%	6.4%
Michigan	497	440	4.38	3.88	78.6%	13.4%	8.7%
North Carolina	466	441	4.07	4.21	86.8%	36.3%	4.3%
Ohio	438	379	3.22	3.96	82.3%	19.0%	9.6%
Arizona	415	353	4.75	4.37	83.0%	37.1%	11.1%
Maryland	325	278	4.5	4.29	83.5%	41.7%	11.4%
Indiana	290	264	3.85	4.21	81.4%	7.6%	8.6%
Virginia	281	253	2.9	3.79	90.1%	27.3%	8.5%
Washington	270	240	3.07	3.88	81.7%	9.6%	9.6%
Massachusetts	263	243	3.47	4.04	77.4%	5.8%	5.3%
Colorado	234	204	3.47	4.29	83.8%	17.2%	9.4%
Missouri	232	198	3.2	4.09	76.8%	17.2%	10.3%
Tennessee	227	211	2.96	4.13	82.5%	12.8%	5.7%

### About this report

Built from a single Outscraper Google Maps export of medical diagnostic imaging centers (May 2024). All metrics are derived from listing fields: ratings, review counts, websites, booking links, business status, working hours, and accessibility attributes parsed from the listing's 'About' JSON. The companion interactive dashboard reproduces every chart in this report with full filtering by state, city, specialty, rating, and digital attributes.