

Pop-Facts® Effective Buying Income | 2025



Trade Area: 9710 Scranton Rd - 1 mi., 9710 Scranton Rd - 3 mi., 9710 Scranton Rd - 5 mi.

	9710 Scranton Rd - 1 mi.		9710 Scranton Rd - 3 mi.		9710 Scranton Rd - 5 mi.	
	Total	%	Total	%	Total	%
2025 Demographic Totals						
Population	658	100.00	92,460	100.00	244,426	100.00
Households	242	100.00	32,918	100.00	85,509	100.00
Families	146	100.00	17,692	100.00	54,743	100.00
Group Quarters Population	0	0.00	12,589	13.62	19,456	7.96
Housing Units	269	100.00	35,703	100.00	92,017	100.00
2025 Average Household Size						
Average Household Size	--	2.71	--	2.43	--	2.63
2025 Median Age						
Median Age	--	32.72	--	30.40	--	35.86
2025 Median Household Income						
Median Household Income	--	131,808.78	--	120,204.06	--	131,260.70
2025 Median All Owner-Occupied Housing Value						
Median All Owner-Occupied Housing Value	--	972,191.60	--	1,203,689.82	--	1,206,954.47
2025 Est. Households by Effective Buying Income						
CY HHs, EBI < \$15,000	3	1.24	3,196	9.71	5,613	6.56
CY HHs, EBI \$15,000 - \$24,999	3	1.24	1,122	3.41	2,598	3.04
CY HHs, EBI \$25,000 - \$34,999	2	0.83	1,044	3.17	2,809	3.29
CY HHs, EBI \$35,000 - \$49,999	3	1.24	2,197	6.67	6,082	7.11
CY HHs, EBI \$50,000 - \$74,999	38	15.70	4,389	13.33	10,923	12.77
CY HHs, EBI \$75,000 - \$99,999	53	21.90	4,392	13.34	11,032	12.90
CY HHs, EBI \$100,000 - \$124,999	48	19.84	3,967	12.05	9,914	11.59
CY HHs, EBI \$125,000 - \$149,999	24	9.92	3,097	9.41	8,103	9.48
CY HHs, EBI \$150,000 - \$199,999	25	10.33	3,296	10.01	8,896	10.40
CY HHs, EBI \$200,000 - \$249,999	9	3.72	1,080	3.28	3,187	3.73
CY HHs, EBI \$250,000 - \$499,999	27	11.16	3,899	11.85	12,175	14.24
CY HHs, EBI \$500,000+	7	2.89	1,238	3.76	4,178	4.89
2025 Effective Buying Income						
Average Effective Buying Income	--	147,406.00	--	138,382.00	--	153,414.00
Median Effective Buying Income	--	109,104.69	--	100,699.87	--	108,920.21
Aggregate Effective Buying Income	35,670,786	147,399.94	4,555,270,515	138,382.36	13,118,257,875	153,413.77

Benchmark: USA

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Pop-Facts® Effective Buying Income | 2030



Trade Area: 9710 Scranton Rd - 1 mi., 9710 Scranton Rd - 3 mi., 9710 Scranton Rd - 5 mi.

	9710 Scranton Rd - 1 mi.		9710 Scranton Rd - 3 mi.		9710 Scranton Rd - 5 mi.	
	Total	%	Total	%	Total	%
2030 Demographic Totals						
Population	646	100.00	94,135	100.00	246,874	100.00
Households	241	100.00	33,583	100.00	86,525	100.00
Families	146	100.00	18,031	100.00	55,313	100.00
Group Quarters Population	0	0.00	12,600	13.38	19,504	7.90
Housing Units	268	100.00	36,677	100.00	94,214	100.00
2030 Average Household Size						
Average Household Size	--	2.69	--	2.43	--	2.63
2030 Median Age						
Median Age	--	34.33	--	32.39	--	37.80
2030 Median Household Income						
Median Household Income	--	141,851.15	--	131,225.70	--	144,556.58
2030 Median All Owner-Occupied Housing Value						
Median All Owner-Occupied Housing Value	--	1,095,470.25	--	1,359,299.89	--	1,376,873.64
2030 Proj. Households by Effective Buying Income						
FY HHS, EBI < \$15,000	3	1.25	3,002	8.94	5,172	5.98
FY HHS, EBI \$15,000 - \$24,999	3	1.25	1,111	3.31	2,454	2.84
FY HHS, EBI \$25,000 - \$34,999	1	0.41	1,018	3.03	2,600	3.00
FY HHS, EBI \$35,000 - \$49,999	1	0.41	2,001	5.96	5,497	6.35
FY HHS, EBI \$50,000 - \$74,999	31	12.86	4,077	12.14	10,011	11.57
FY HHS, EBI \$75,000 - \$99,999	48	19.92	4,155	12.37	10,275	11.88
FY HHS, EBI \$100,000 - \$124,999	47	19.50	3,922	11.68	9,625	11.12
FY HHS, EBI \$125,000 - \$149,999	27	11.20	3,205	9.54	8,235	9.52
FY HHS, EBI \$150,000 - \$199,999	30	12.45	3,816	11.36	10,150	11.73
FY HHS, EBI \$200,000 - \$249,999	10	4.15	1,214	3.62	3,505	4.05
FY HHS, EBI \$250,000 - \$499,999	32	13.28	4,542	13.53	13,953	16.13
FY HHS, EBI \$500,000+	9	3.73	1,521	4.53	5,047	5.83
2030 Households by Effective Buying Income						
Average Household Effective Buying Income	--	160,558.00	--	149,464.00	--	165,660.00
Median Household Effective Buying Income	--	117,300.90	--	108,792.76	--	118,552.69
Aggregate Household Effective Buying Income	38,672,828	160,468.17	5,015,468,077	149,345.45	14,335,300,400	165,678.13

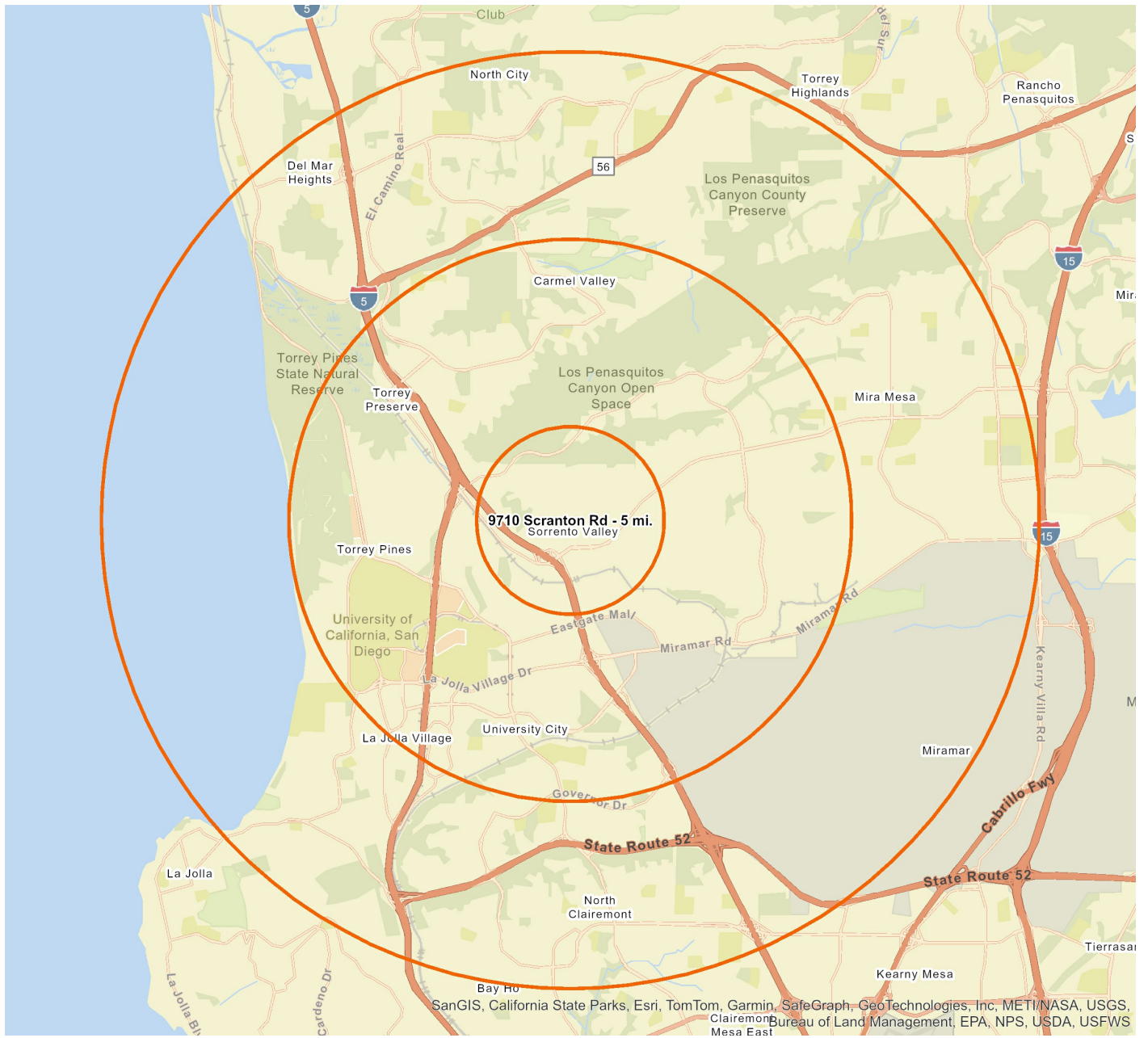
Benchmark: USA

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Pop-Facts® Effective Buying Income | Map



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Report Details

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Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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