

# Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



Trade Area: 8044 Montgomery Rd - 1 mi.

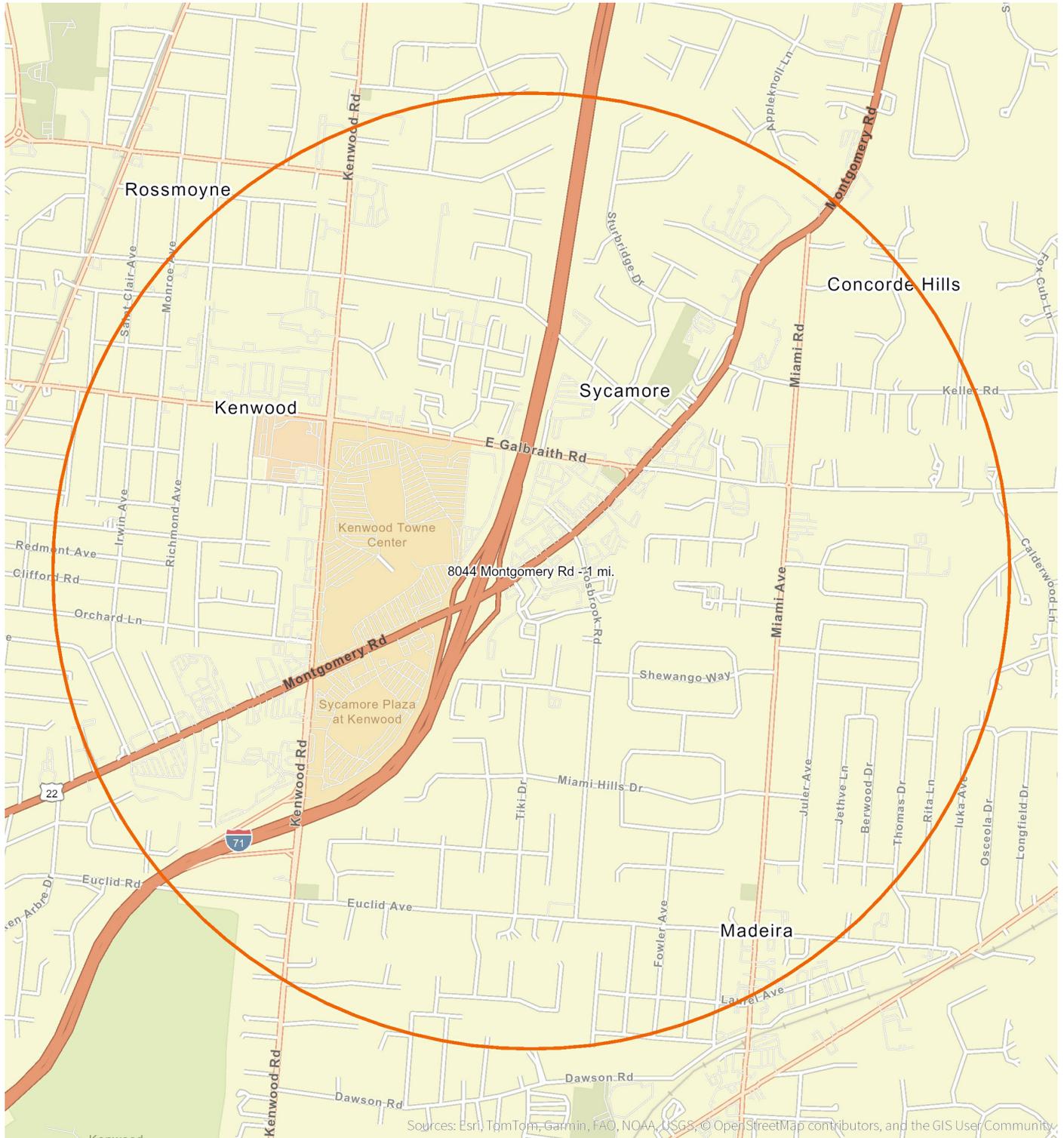
Consumer Units: 4,573 | Households: 4,573 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	477,193,283	100.00	526,161,333	100.00	104,350.16	115,386.26	1.97	131
<b>Reading</b>								
Reading	638,034	100.00	516,524	100.00	139.52	113.27	-4.14	
Newspapers or newsletters	216,411	33.92	180,305	34.91	47.32	39.54	-3.58	
Magazines	139,015	21.79	114,975	22.26	30.40	25.21	-3.73	
Books, digital books, book subscriptions or books thru book clubs	209,910	32.90	164,649	31.88	45.90	36.11	-4.74	
Digital book readers	72,698	11.39	56,594	10.96	15.90	12.41	-4.88	
<b>Education</b>								
Education	11,335,513	100.00	12,459,458	100.00	2,478.79	2,732.34	1.91	
College tuition	7,785,606	68.68	8,614,116	69.14	1,702.52	1,889.06	2.04	
Elementary and high school tuition	1,050,676	9.27	1,148,866	9.22	229.76	251.94	1.80	
Vocational and technical school tuition	120,451	1.06	126,152	1.01	26.34	27.66	0.93	
Test preparation, tutoring services	732,973	6.47	801,782	6.44	160.28	175.83	1.81	
Educational books, supplies, and other expenditures	260,552	2.30	269,078	2.16	56.98	59.01	0.65	
Educational savings account	332,431	2.93	386,260	3.10	72.69	84.71	3.05	
Prepaid tuition	68,019	0.60	77,247	0.62	14.87	16.94	2.58	
School supplies, etc. - unspecified	984,804	8.69	1,035,956	8.31	215.35	227.18	1.02	
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	2,819,397	100.00	2,928,002	100.00	616.53	642.11	0.76	
Cigarettes	2,314,073	82.08	2,415,017	82.48	506.03	529.61	0.86	
Other tobacco products	418,266	14.84	422,102	14.42	91.46	92.57	0.18	
Smoking accessories	30,023	1.06	30,249	1.03	6.57	6.63	0.15	
Marijuana	57,035	2.02	60,634	2.07	12.47	13.30	1.23	

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units: 26,098 | Households: 26,098 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	2,364,212,840	100.00	2,648,503,686	100.00	90,589.81	100,672.94	2.30	113
<b>Reading</b>								
Reading	3,212,131	100.00	2,623,990	100.00	123.08	99.74	-3.96	
Newspapers or newsletters	1,089,626	33.92	902,460	34.39	41.75	34.30	-3.70	
Magazines	717,985	22.35	597,444	22.77	27.51	22.71	-3.61	
Books, digital books, book subscriptions or books thru book clubs	1,043,092	32.47	836,832	31.89	39.97	31.81	-4.31	
Digital book readers	361,427	11.25	287,255	10.95	13.85	10.92	-4.49	
<b>Education</b>								
Education	56,265,970	100.00	63,418,046	100.00	2,155.95	2,410.60	2.42	
College tuition	39,302,220	69.85	44,631,533	70.38	1,505.95	1,696.50	2.58	
Elementary and high school tuition	4,826,764	8.58	5,377,668	8.48	184.95	204.41	2.19	
Vocational and technical school tuition	630,270	1.12	663,988	1.05	24.15	25.24	1.05	
Test preparation, tutoring services	3,549,752	6.31	3,926,174	6.19	136.02	149.24	2.04	
Educational books, supplies, and other expenditures	1,338,602	2.38	1,463,889	2.31	51.29	55.64	1.81	
Educational savings account	1,488,054	2.64	1,735,443	2.74	57.02	65.97	3.12	
Prepaid tuition	322,452	0.57	366,446	0.58	12.36	13.93	2.59	
School supplies, etc. - unspecified	4,807,857	8.54	5,252,905	8.28	184.22	199.67	1.79	
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	14,598,946	100.00	15,331,813	100.00	559.39	582.78	0.98	
Cigarettes	11,930,403	81.72	12,546,658	81.83	457.14	476.91	1.01	
Other tobacco products	2,204,131	15.10	2,298,131	14.99	84.46	87.35	0.84	
Smoking accessories	165,366	1.13	171,873	1.12	6.34	6.53	0.77	
Marijuana	299,046	2.05	315,151	2.06	11.46	11.98	1.05	

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Trade Area: 8044 Montgomery Rd - 3 mi.

Consumer Units: 26,098 | Households: 26,098 | Dorm Pop: 0



# Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units: 71,078 | Households: 71,078 | Dorm Pop: 0

	2026 Aggregate Expenditure Estimate	%	2031 Aggregate Expenditure Estimate	%	2026 Annual Avg per Consumer Unit	2031 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2026 Market Index
<b>Total Specified Consumer Expenditures</b>	5,946,167,283	100.00	6,656,120,196	100.00	83,656.93	92,595.30	2.28	105
<b>Reading</b>								
Reading	8,039,604	100.00	6,540,012	100.00	113.11	90.98	-4.04	
Newspapers or newsletters	2,695,219	33.52	2,218,174	33.92	37.92	30.86	-3.82	
Magazines	1,844,329	22.94	1,517,605	23.20	25.95	21.11	-3.82	
Books, digital books, book subscriptions or books thru book clubs	2,602,497	32.37	2,087,682	31.92	36.61	29.04	-4.31	
Digital book readers	897,560	11.16	716,551	10.96	12.63	9.97	-4.40	
<b>Education</b>								
Education	139,044,771	100.00	157,108,707	100.00	1,956.23	2,185.59	2.47	
College tuition	97,789,557	70.33	111,245,796	70.81	1,375.81	1,547.57	2.61	
Elementary and high school tuition	11,212,010	8.06	12,543,824	7.98	157.74	174.50	2.27	
Vocational and technical school tuition	1,635,984	1.18	1,744,640	1.11	23.02	24.27	1.29	
Test preparation, tutoring services	8,750,794	6.29	9,709,176	6.18	123.12	135.07	2.10	
Educational books, supplies, and other expenditures	3,385,479	2.43	3,732,248	2.38	47.63	51.92	1.97	
Educational savings account	3,403,538	2.45	3,979,480	2.53	47.88	55.36	3.18	
Prepaid tuition	794,516	0.57	896,936	0.57	11.18	12.48	2.45	
School supplies, etc. - unspecified	12,072,894	8.68	13,256,608	8.44	169.85	184.42	1.89	
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	38,566,564	100.00	40,592,045	100.00	542.59	564.69	1.03	
Cigarettes	31,526,229	81.75	33,182,321	81.75	443.54	461.61	1.03	
Other tobacco products	5,800,611	15.04	6,099,921	15.03	81.61	84.86	1.01	
Smoking accessories	446,343	1.16	466,099	1.15	6.28	6.48	0.87	
Marijuana	793,381	2.06	843,704	2.08	11.16	11.74	1.24	

Benchmark: USA

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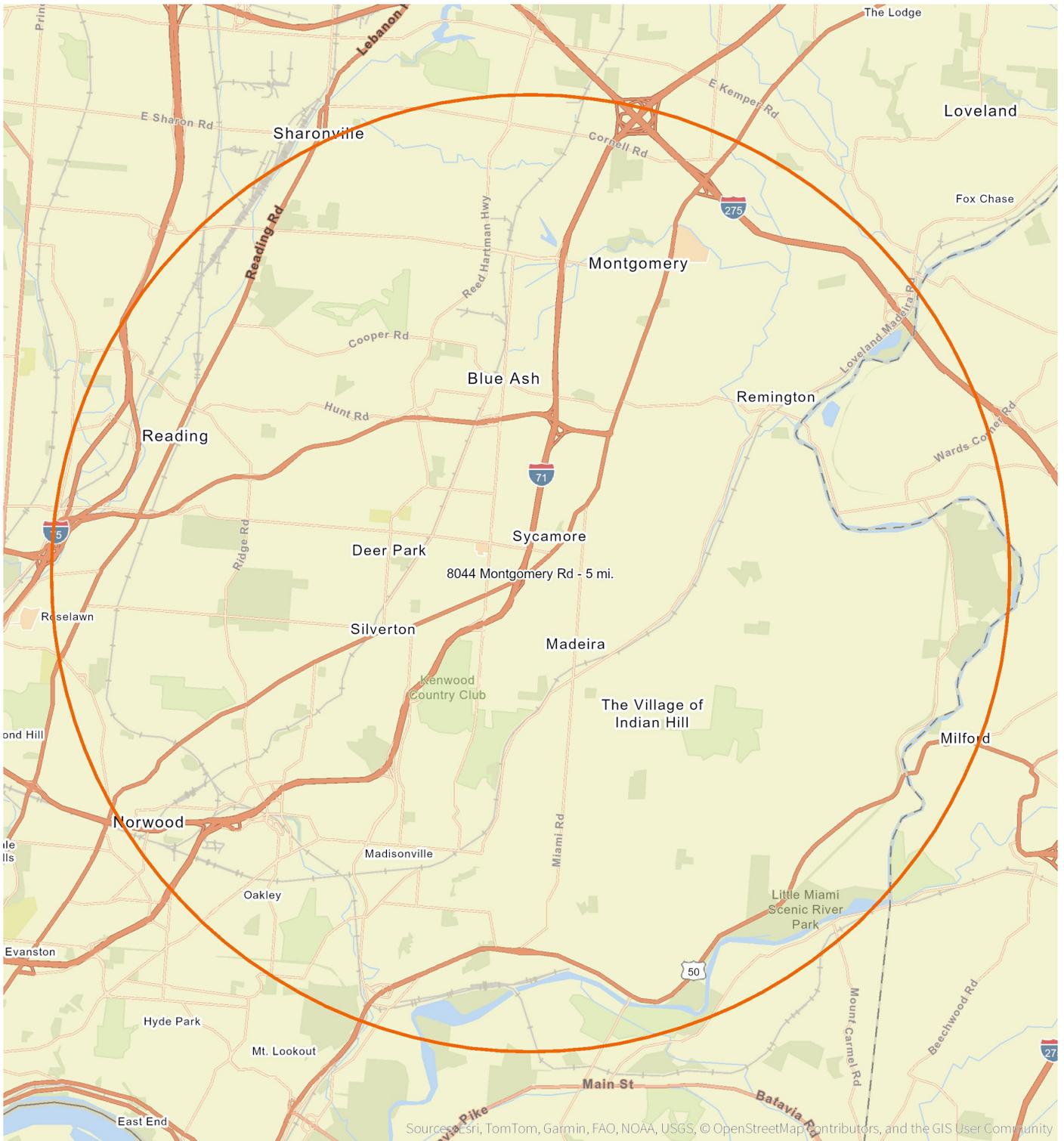
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 8044 Montgomery Rd - 5 mi.

Consumer Units: 71,078 | Households: 71,078 | Dorm Pop: 0



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Benchmark: USA

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# Report Details

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**Name:** Consumer Buying Power™ Reading, Education, Tobacco and Smoking Products 2026  
**Date / Time:** 3/5/2026 10:53:33 AM  
**Workspace Vintage:** 2026

## Trade Area

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Name	Level	Geographies
8044 Montgomery Rd - 1 mi.		N/A
8044 Montgomery Rd - 3 mi.		N/A
8044 Montgomery Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2026 Estimates and 2031 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2026 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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