

Consumer Buying Power™ | Alcoholic Beverages



Trade Area: 9710 Scranton Rd - 1 mi Radius

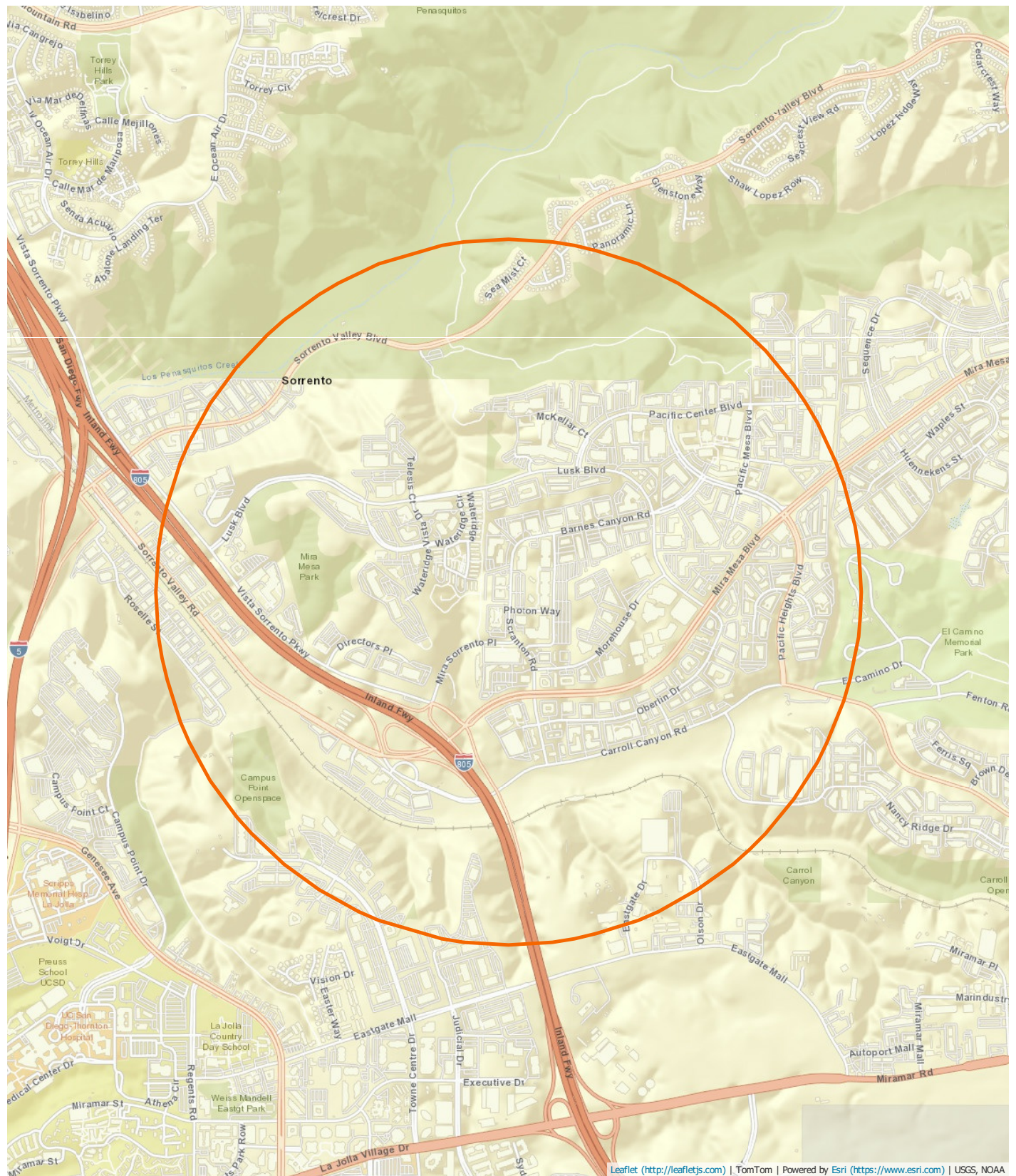
Consumer Units: 364 | Households: 364 | Dorm Pop:0

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
Alcoholic Beverages								
Alcoholic beverages	697,496	100.00	759,296	100.00	1,916.20	1,982.50	1.71	273
Alcoholic Beverages at Home								
At home	362,715	52.00	399,295	52.59	996.47	1,042.55	1.94	255
Beer and ale	119,576	17.14	126,232	16.62	328.51	329.59	1.09	212
Whiskey	22,009	3.16	24,035	3.17	60.46	62.76	1.78	269
Wine	185,128	26.54	208,365	27.44	508.59	544.04	2.39	292
Other alcoholic beverages	36,002	5.16	40,662	5.36	98.91	106.17	2.46	251
Alcoholic Beverages Away from Home								
Away from home	334,781	48.00	360,002	47.41	919.73	939.95	1.46	296
Beer and ale	104,763	15.02	126,232	16.62	287.81	329.59	1.09	281
Beer at other establishments	14,227	2.04	14,861	1.96	39.08	38.80	0.88	248
Beer and ale at full service restaurants	90,536	12.98	95,179	12.54	248.73	248.51	1.01	287
Wine	75,381	10.81	208,365	27.44	207.09	544.04	2.39	317
Wine at other establishments	4,662	0.67	5,369	0.71	12.81	14.02	2.87	312
Wine at full service restaurants	70,719	10.14	78,618	10.35	194.28	205.27	2.14	318
Other alcoholic beverages	91,427	13.11	40,662	5.36	251.17	106.17	2.46	292
Other alcoholic beverages at other establishments	6,155	0.88	6,422	0.85	16.91	16.77	0.85	214
Other alcoholic beverages at full service restaurant	85,272	12.23	90,118	11.87	234.26	235.29	1.11	300
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	63,210	9.06	69,435	9.14	173.66	181.29	1.90	302

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Alcoholic Beverages



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,538 | Households: 33,658 | Dorm Pop: 8,880

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
Alcoholic Beverages								
Alcoholic beverages	39,331,976	100.00	44,105,440	100.00	924.63	1,004.20	2.32	132
Alcoholic Beverages at Home								
At home	20,536,750	52.21	23,063,200	52.29	482.79	525.11	2.35	124
Beer and ale	7,822,605	19.89	8,491,465	19.25	183.90	193.33	1.65	119
Whiskey	1,197,854	3.05	1,338,077	3.03	28.16	30.47	2.24	125
Wine	9,510,764	24.18	10,970,172	24.87	223.58	249.77	2.90	128
Other alcoholic beverages	2,005,528	5.10	2,263,486	5.13	47.15	51.54	2.45	120
Alcoholic Beverages Away from Home								
Away from home	18,795,226	47.79	21,042,241	47.71	441.85	479.09	2.28	142
Beer and ale	6,231,094	15.84	8,491,465	19.25	146.48	193.33	1.65	143
Beer at other establishments	918,659	2.34	1,012,616	2.30	21.60	23.06	1.97	137
Beer and ale at full service restaurants	5,312,435	13.51	5,860,384	13.29	124.89	133.43	1.98	144
Wine	3,853,560	9.80	10,970,172	24.87	90.59	249.77	2.90	139
Wine at other establishments	260,017	0.66	295,322	0.67	6.11	6.72	2.58	149
Wine at full service restaurants	3,593,543	9.14	4,139,160	9.38	84.48	94.24	2.87	138
Other alcoholic beverages	5,345,942	13.59	2,263,486	5.13	125.67	51.54	2.45	146
Other alcoholic beverages at other establishments	436,540	1.11	467,494	1.06	10.26	10.64	1.38	130
Other alcoholic beverages at full service restaurant	4,909,402	12.48	5,446,475	12.35	115.41	124.01	2.10	148
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	3,364,630	8.55	3,820,791	8.66	79.10	86.99	2.58	138

Benchmark: USA

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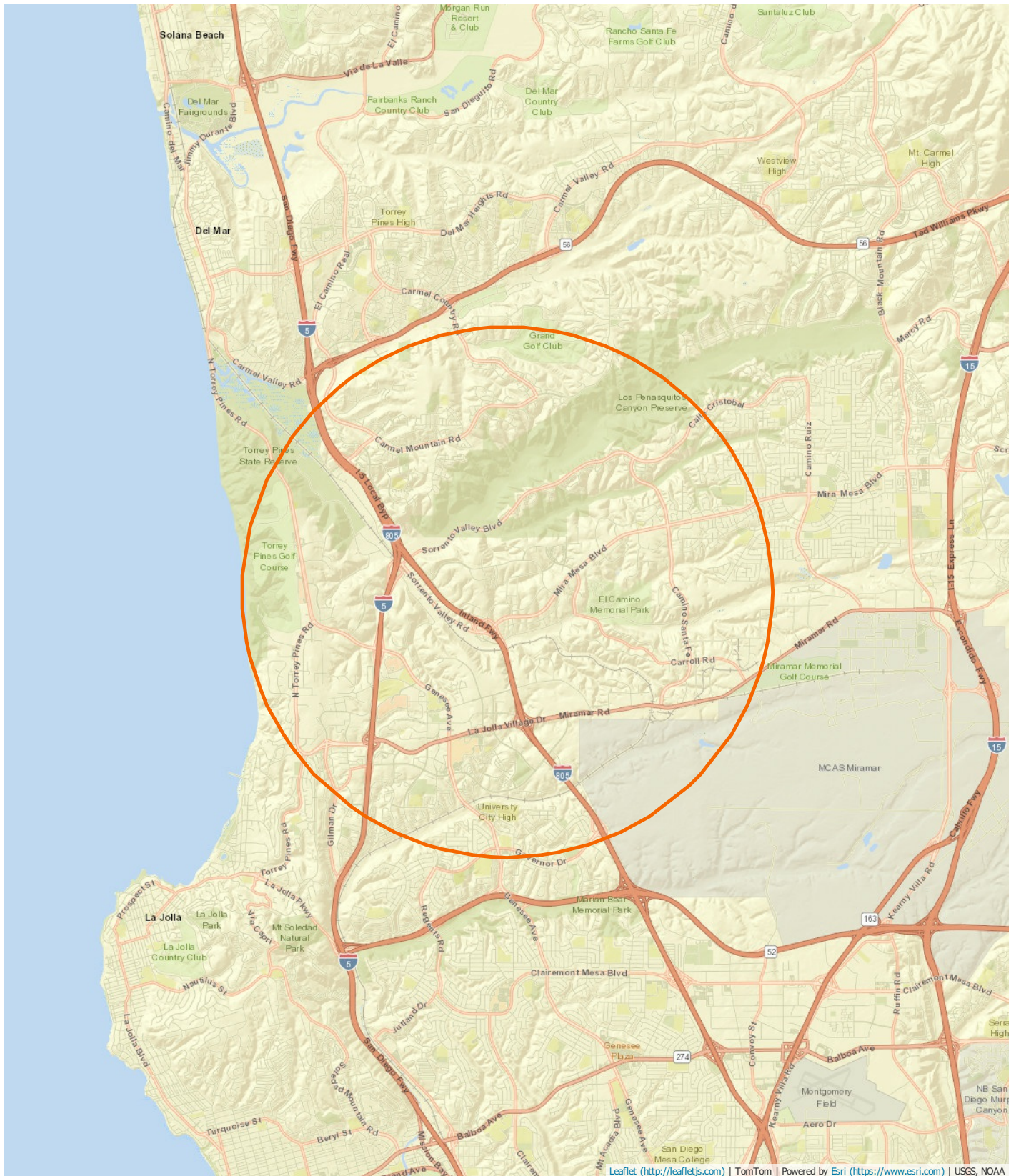
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,538 | Households: 33,658 | Dorm Pop: 8,880



Benchmark: USA

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Consumer Buying Power™ | Alcoholic Beverages



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,544 | Households: 87,664 | Dorm Pop: 8,880

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
Alcoholic Beverages								
Alcoholic beverages	106,831,805	100.00	118,139,318	100.00	1,106.56	1,190.10	2.03	158
Alcoholic Beverages at Home								
At home	57,088,255	53.44	62,982,490	53.31	591.32	634.47	1.98	151
Beer and ale	20,344,781	19.04	21,663,899	18.34	210.73	218.24	1.26	136
Whiskey	3,356,958	3.14	3,698,377	3.13	34.77	37.26	1.96	155
Wine	27,598,223	25.83	31,177,679	26.39	285.86	314.08	2.47	164
Other alcoholic beverages	5,788,292	5.42	6,442,534	5.45	59.95	64.90	2.16	152
Alcoholic Beverages Away from Home								
Away from home	49,743,551	46.56	55,156,829	46.69	515.24	555.64	2.09	166
Beer and ale	15,874,765	14.86	21,663,899	18.34	164.43	218.24	1.26	160
Beer at other establishments	2,330,397	2.18	2,531,174	2.14	24.14	25.50	1.67	153
Beer and ale at full service restaurants	13,544,367	12.68	14,806,311	12.53	140.29	149.15	1.80	162
Wine	10,982,304	10.28	31,177,679	26.39	113.75	314.08	2.47	174
Wine at other establishments	704,277	0.66	796,397	0.67	7.29	8.02	2.49	178
Wine at full service restaurants	10,278,027	9.62	11,686,747	9.89	106.46	117.73	2.60	174
Other alcoholic beverages	13,625,797	12.75	6,442,534	5.45	141.14	64.90	2.16	164
Other alcoholic beverages at other establishments	1,066,740	1.00	1,131,560	0.96	11.05	11.40	1.19	140
Other alcoholic beverages at full service restaurant	12,559,057	11.76	13,833,551	11.71	130.09	139.36	1.95	167
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	9,260,685	8.67	10,371,088	8.78	95.92	104.48	2.29	167

Benchmark: USA

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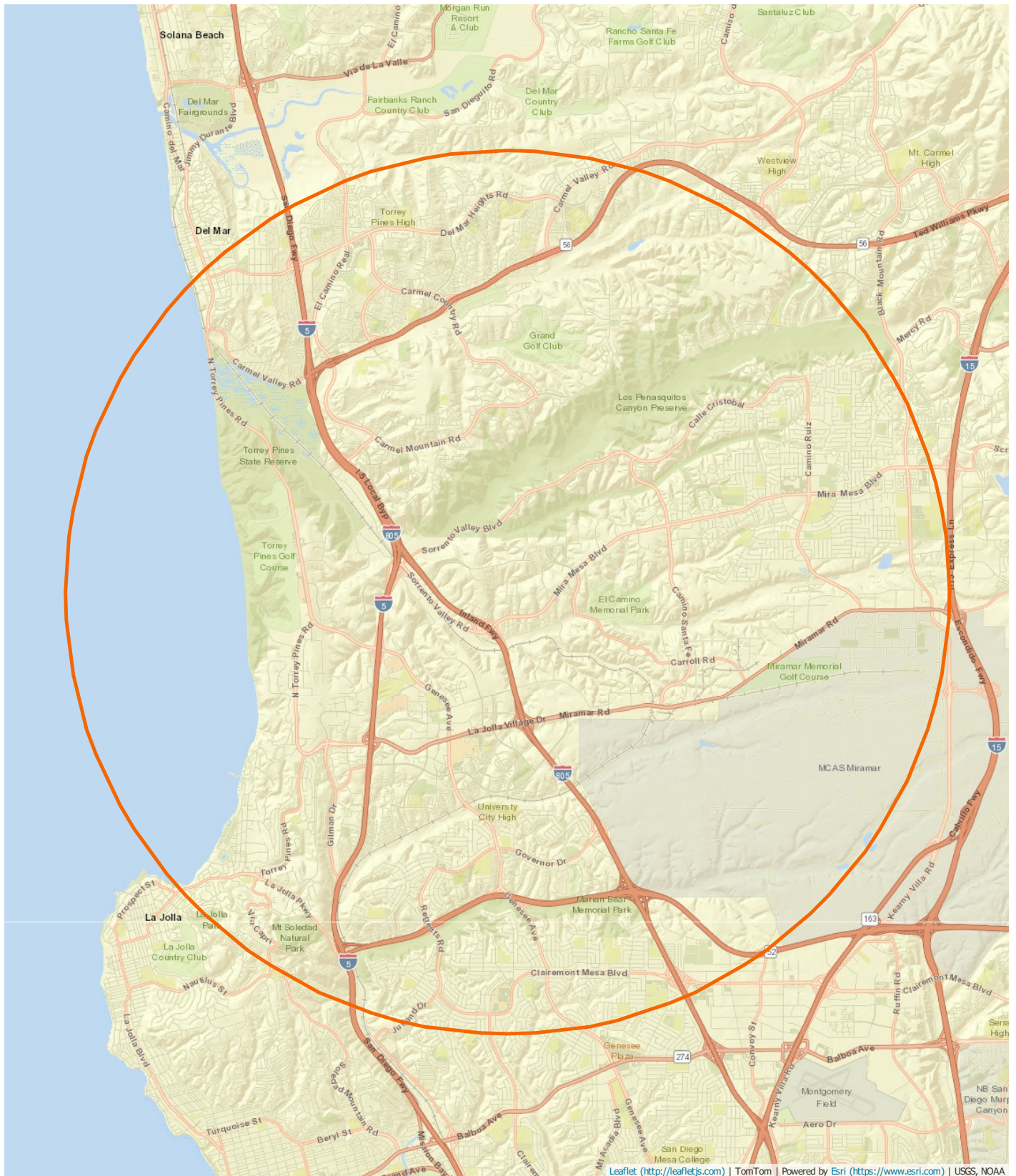
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,544 | Households: 87,664 | Dorm Pop: 8,880



Benchmark: USA

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Report Details

Name: Consumer Buying Power™ Alcoholic Beverages 2021
Date / Time: 3/9/2021 9:52:20 AM
Workspace Vintage: 2021

Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2021 Estimates and 2026 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)