

Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 1 mi Radius

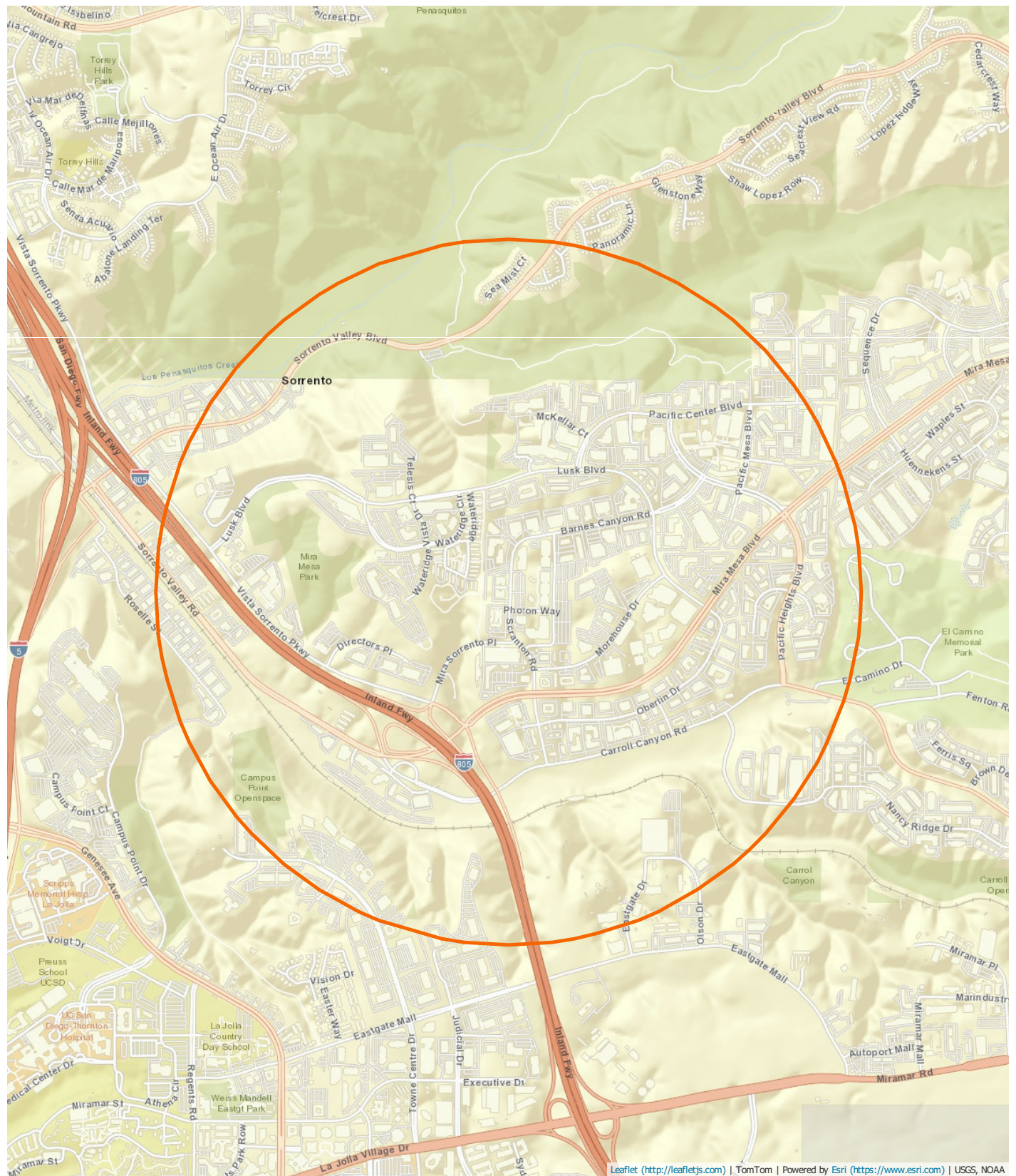
Consumer Units: 364 | Households: 364 | Dorm Pop: 0

	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 (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
Category Summary								
Food	7,335,182	15.34	8,215,229	14.79	20,151.60	21,449.68	2.29	209
Alcoholic beverages	697,496	1.46	759,296	1.37	1,916.20	1,982.50	1.71	273
Housing	18,417,495	38.52	20,495,946	36.90	50,597.51	53,514.22	2.16	194
Apparel and services	1,828,584	3.82	1,942,927	3.50	5,023.58	5,072.92	1.22	229
Transportation	7,512,882	15.71	9,425,812	16.97	20,639.79	24,610.48	4.64	188
Healthcare	3,745,539	7.83	4,527,255	8.15	10,289.94	11,820.51	3.86	167
Entertainment	2,645,035	5.53	3,571,439	6.43	7,266.58	9,324.91	6.19	217
Personal care products and services	630,792	1.32	839,948	1.51	1,732.95	2,193.08	5.89	213
Reading	88,271	0.18	73,597	0.13	242.50	192.16	-3.57	196
Education	1,625,464	3.40	1,842,380	3.32	4,465.56	4,810.39	2.54	246
Tobacco products and smoking supplies	128,597	0.27	139,968	0.25	353.29	365.45	1.71	84
Miscellaneous fees and expenses	898,984	1.88	1,128,732	2.03	2,469.74	2,947.08	4.66	236
Cash contributions	1,929,638	4.04	2,248,531	4.05	5,301.20	5,870.84	3.11	213
Life and other personal insurance	334,070	0.70	329,874	0.59	917.77	861.29	-0.25	175

Benchmark: USA

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



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 (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
Category Summary								
Food	465,981,111	15.26	525,310,853	14.78	10,954.47	11,960.36	2.43	113
Alcoholic beverages	39,331,976	1.29	44,105,440	1.24	924.63	1,004.20	2.32	132
Housing	1,231,054,695	40.32	1,372,639,602	38.61	28,940.12	31,252.47	2.20	111
Apparel and services	114,274,992	3.74	122,173,345	3.44	2,686.42	2,781.66	1.35	122
Transportation	479,046,874	15.69	604,577,572	17.01	11,261.62	13,765.11	4.76	103
Healthcare	220,543,395	7.22	265,072,710	7.46	5,184.62	6,035.22	3.75	84
Entertainment	156,388,621	5.12	212,952,173	5.99	3,676.45	4,848.53	6.37	110
Personal care products and services	38,699,613	1.27	51,732,428	1.46	909.77	1,177.85	5.98	112
Reading	5,032,523	0.16	4,082,024	0.11	118.31	92.94	-4.10	95
Education	109,466,899	3.58	125,851,283	3.54	2,573.39	2,865.40	2.83	142
Tobacco products and smoking supplies	12,513,650	0.41	13,595,182	0.38	294.18	309.54	1.67	70
Miscellaneous fees and expenses	51,139,308	1.67	64,805,976	1.82	1,202.20	1,475.51	4.85	115
Cash contributions	111,879,600	3.66	129,961,370	3.66	2,630.11	2,958.98	3.04	106
Life and other personal insurance	18,125,212	0.59	18,036,587	0.51	426.09	410.66	-0.10	81

Benchmark: USA

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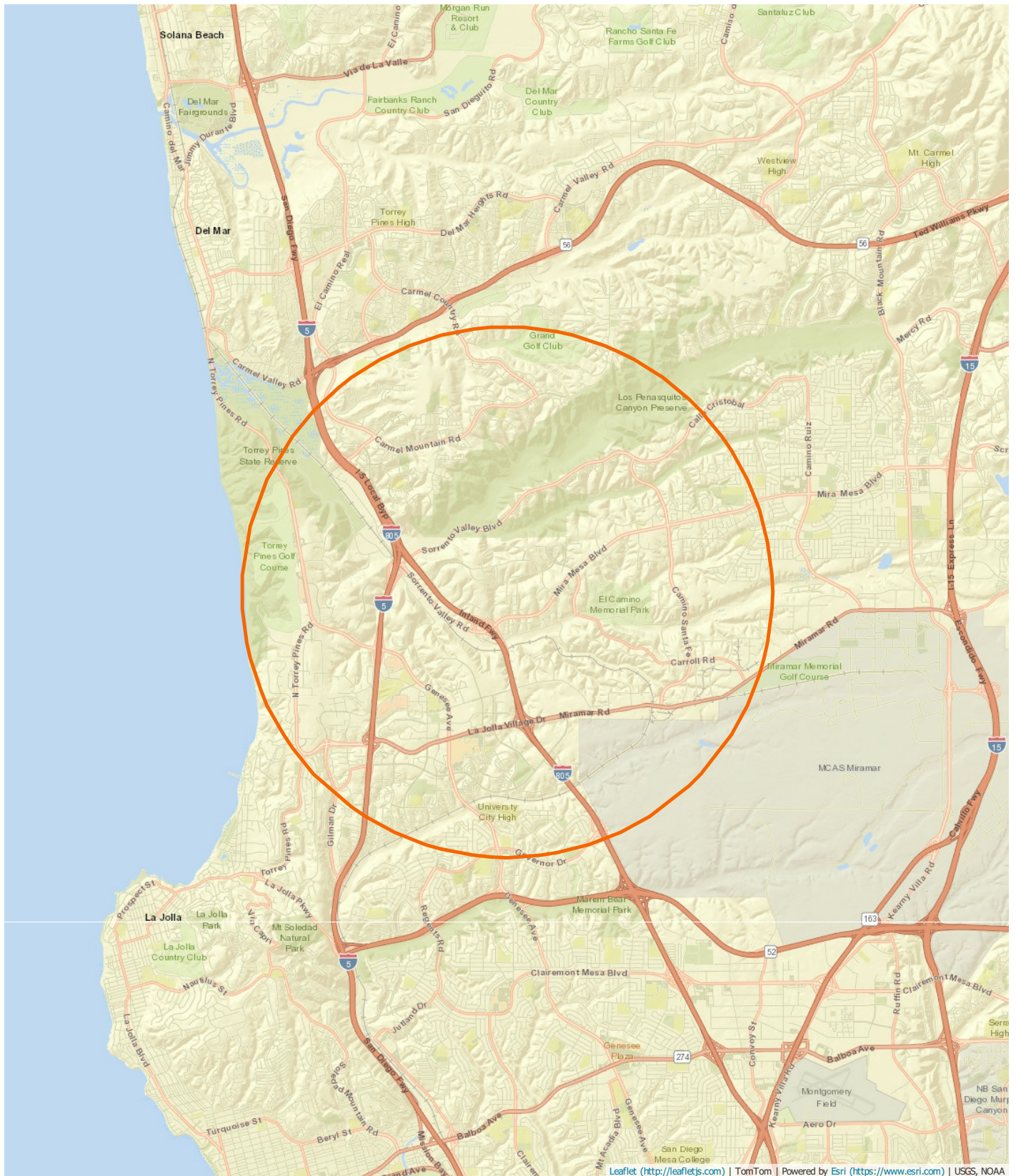
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



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™ | Category Summary



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 (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
Category Summary								
Food	1,245,985,511	15.10	1,392,664,942	14.66	12,905.88	14,029.34	2.25	134
Alcoholic beverages	106,831,805	1.29	118,139,318	1.24	1,106.56	1,190.10	2.03	158
Housing	3,266,887,406	39.59	3,603,146,032	37.93	33,838.33	36,297.16	1.98	130
Apparel and services	303,330,695	3.68	321,337,920	3.38	3,141.89	3,237.07	1.16	143
Transportation	1,293,008,269	15.67	1,610,521,791	16.96	13,392.94	16,223.98	4.49	122
Healthcare	661,804,354	8.02	783,359,512	8.25	6,854.95	7,891.36	3.43	111
Entertainment	432,164,594	5.24	582,840,650	6.14	4,476.35	5,871.39	6.16	134
Personal care products and services	105,717,506	1.28	140,134,762	1.48	1,095.02	1,411.68	5.80	135
Reading	15,449,106	0.19	12,526,433	0.13	160.02	126.19	-4.11	129
Education	265,136,753	3.21	295,110,736	3.11	2,746.28	2,972.87	2.17	151
Tobacco products and smoking supplies	30,203,595	0.37	32,094,726	0.34	312.85	323.31	1.22	74
Miscellaneous fees and expenses	147,412,656	1.79	181,965,964	1.92	1,526.90	1,833.08	4.30	146
Cash contributions	325,002,709	3.94	372,253,585	3.92	3,366.37	3,749.99	2.75	135
Life and other personal insurance	53,119,846	0.64	52,314,182	0.55	550.21	527.00	-0.31	105

Benchmark: USA

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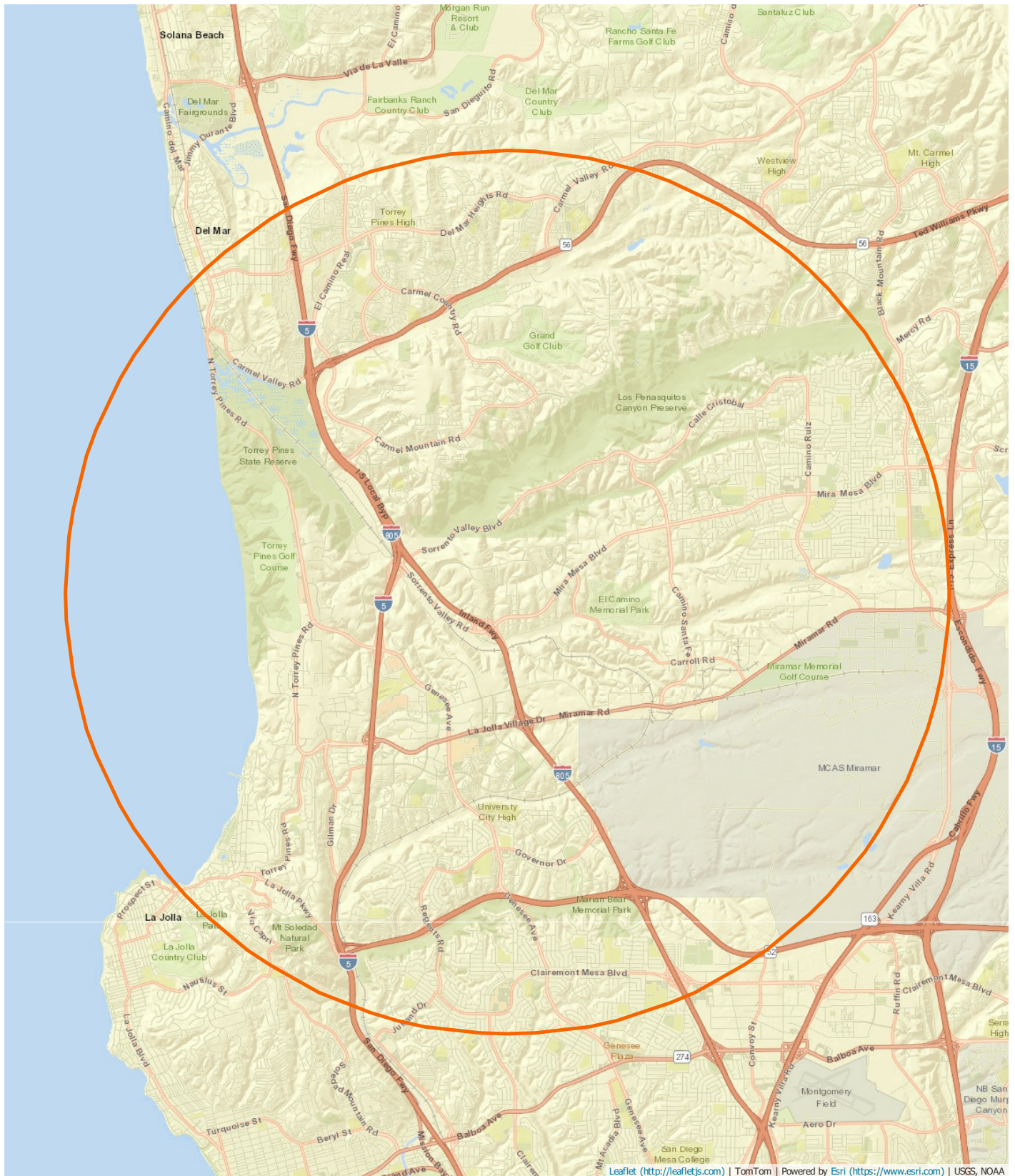
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

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



Report Details

Name: Consumer Buying Power™ Category Summary 2021
Date / Time: 3/9/2021 9:46:58 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)