

Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	3,984,565	54.32	4,241,991	51.64	10,946.61	11,075.69	1.26	193
Bakery products	332,029	4.53	347,194	4.23	912.17	906.51	0.90	181
Cereals and cereal products	162,013	2.21	162,437	1.98	445.09	424.12	0.05	196
Meats, poultry, fish, and eggs	812,783	11.08	852,881	10.38	2,232.92	2,226.84	0.97	186
Fish and seafood	135,893	1.85	141,840	1.73	373.33	370.34	0.86	194
Eggs	59,356	0.81	64,713	0.79	163.07	168.96	1.74	204
Dairy products	414,892	5.66	437,387	5.32	1,139.81	1,142.00	1.06	195
Fresh milk and cream	128,207	1.75	130,037	1.58	352.22	339.52	0.28	189
Other dairy products	286,685	3.91	307,350	3.74	787.60	802.48	1.40	198
Fruits and vegetables	836,748	11.41	887,034	10.80	2,298.76	2,316.01	1.17	206
Other food at home	1,426,101	19.44	1,555,059	18.93	3,917.86	4,060.20	1.75	191
Sugar and other sweets	145,790	1.99	158,333	1.93	400.52	413.40	1.66	201
Fats and oils	100,053	1.36	108,117	1.32	274.87	282.29	1.56	173
Nonalcoholic beverages	339,250	4.63	374,199	4.55	932.00	977.02	1.98	167
Food away from home								
Food away from home	3,350,616	45.68	3,973,238	48.36	9,204.99	10,373.99	3.47	232
Lunch	941,518	12.84	1,110,494	13.52	2,586.59	2,899.46	3.36	227
Dinner	1,453,711	19.82	1,719,362	20.93	3,993.71	4,489.19	3.41	232
Breakfast and brunch	292,615	3.99	346,042	4.21	803.89	903.50	3.41	211
Alcoholic beverages	697,496	100.00	759,296	100.00	1,916.20	1,982.50	1.71	273
At home	362,715	52.00	399,295	52.59	996.47	1,042.55	1.94	255
Away from home	334,781	48.00	360,002	47.41	919.73	939.95	1.46	296
Healthcare								
Healthcare	3,745,539	100.00	4,527,255	100.00	10,289.94	11,820.51	3.86	167
Medical services	802,432	21.42	986,342	21.79	2,204.48	2,575.30	4.21	210
Drugs	325,301	8.69	380,325	8.40	893.69	993.02	3.17	147
Prescription drugs	225,283	6.01	264,777	5.85	618.91	691.32	3.28	139
Medical supplies	129,607	3.46	157,229	3.47	356.06	410.52	3.94	183
Household Furnishings and Equipment								
Household furnishings and equipment	2,152,607	11.69	2,287,479	11.16	5,913.76	5,972.53	1.22	226
Household textiles	112,068	0.61	120,706	0.59	307.88	315.16	1.50	207
Furniture	589,236	3.20	595,417	2.90	1,618.78	1,554.61	0.21	232
Major appliances	259,954	1.41	291,144	1.42	714.16	760.17	2.29	189
Small appliances, miscellaneous housewares	122,518	0.67	130,500	0.64	336.59	340.73	1.27	210
Housing								
Housing	18,417,495	100.00	20,495,946	100.00	50,597.51	53,514.22	2.16	194
Owned dwellings	7,361,680	39.97	8,151,486	39.77	20,224.40	21,283.25	2.06	227
Maintenance and repair services	718,480	3.90	820,236	4.00	1,973.85	2,141.61	2.68	201
Maintenance and repair commodities	87,005	0.47	94,130	0.46	239.02	245.77	1.59	183
Utilities, fuels, and public services	2,901,522	15.75	3,075,166	15.00	7,971.21	8,029.15	1.17	149
Telephone services	998,777	5.42	1,072,096	5.23	2,743.89	2,799.21	1.43	162
Housekeeping supplies	657,365	3.57	708,953	3.46	1,805.95	1,851.05	1.52	190
Personal Care Products and Services								
Personal care products and services	630,792	100.00	839,948	100.00	1,732.95	2,193.08	5.89	213
Personal care products	386,749	61.31	515,142	61.33	1,062.50	1,345.02	5.90	212
Tobacco products and smoking supplies	128,597	100.00	139,968	100.00	353.29	365.45	1.71	84
Pets								
Pets	579,351	21.90	695,249	19.47	1,591.62	1,815.27	3.71	202
Entertainment								
Audio and visual equipment and services	695,774	26.30	874,758	24.49	1,911.47	2,283.96	4.68	155
Sports, recreation and exercise equipment	276,182	10.44	359,434	10.06	758.74	938.47	5.41	301
Photographic equipment, supplies and services	78,791	2.98	100,821	2.82	216.46	263.24	5.05	312
Transportation								
Transportation	7,512,882	100.00	9,425,812	100.00	20,639.79	24,610.48	4.64	188
Vehicle purchases net outlay	3,309,825	44.06	3,922,809	41.62	9,092.93	10,242.32	3.46	189
Cars and trucks, new	1,664,650	22.16	1,996,409	21.18	4,573.21	5,212.56	3.70	208
Cars and trucks, used	1,591,462	21.18	1,870,065	19.84	4,372.15	4,882.68	3.28	173
Gasoline	1,374,380	18.29	1,822,864	19.34	3,775.77	4,759.44	5.81	178
Diesel fuel	31,167	0.41	41,072	0.44	85.62	107.24	5.67	211
Motor oil	7,142	0.10	9,492	0.10	19.62	24.78	5.85	156
Maintenance and repairs	705,637	9.39	804,627	8.54	1,938.56	2,100.85	2.66	178
Apparel and Services								
Apparel and services	1,828,584	100.00	1,942,927	100.00	5,023.58	5,072.92	1.22	229
Women, 16 and over	617,934	33.79	640,394	32.96	1,697.62	1,672.05	0.72	234
Men, 16 and over	347,352	19.00	362,068	18.64	954.26	945.35	0.83	239
Girls, 2 to 15	113,326	6.20	119,234	6.14	311.34	311.31	1.02	224
Boys, 2 to 15	98,540	5.39	108,559	5.59	270.71	283.44	1.96	248
Children under 2	65,190	3.57	65,106	3.35	179.09	169.99	-0.03	189
Footwear	378,053	20.67	419,046	21.57	1,038.61	1,094.11	2.08	214
Other apparel products and services	208,190	11.39	228,521	11.76	571.95	596.66	1.88	237

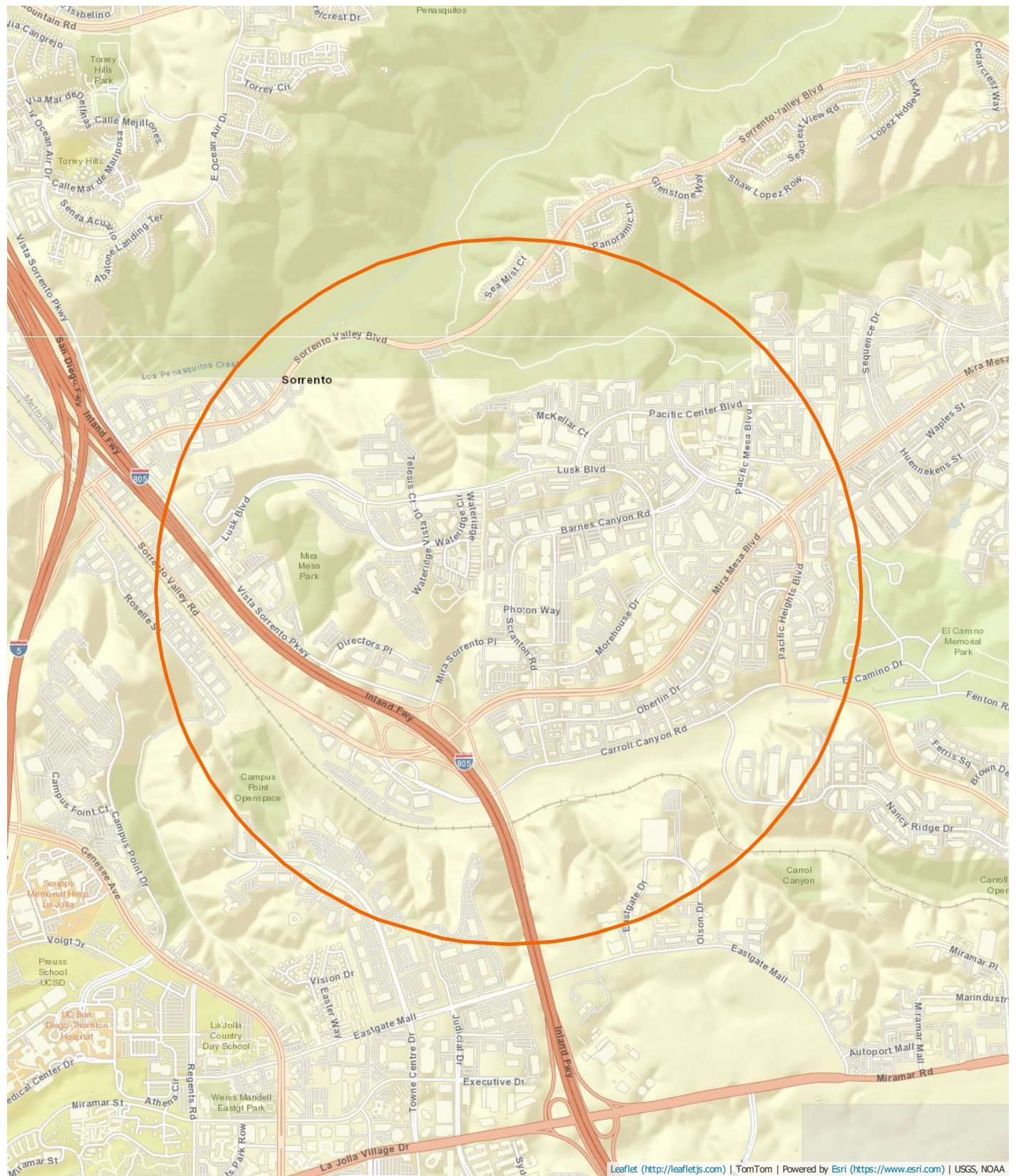
Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi Radius

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



Consumer Buying Power™ | Consumer Spending Patterns



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	3,554,886,545	100.00	71,782.37	80,938.42	3.09	108
Food at home								
Food at home	258,452,879	55.46	275,623,164	52.47	6,075.81	6,275.43	1.29	107
Bakery products	21,576,712	4.63	22,534,919	4.29	507.23	513.08	0.87	100
Cereals and cereal products	10,951,988	2.35	10,916,089	2.08	257.46	248.54	-0.07	113
Meats, poultry, fish, and eggs	53,108,493	11.40	55,873,168	10.64	1,248.50	1,272.13	1.02	104
Fish and seafood	8,418,028	1.81	8,762,226	1.67	197.89	199.50	0.80	103
Eggs	4,002,628	0.86	4,388,375	0.84	94.10	99.92	1.86	118
Dairy products	26,736,991	5.74	28,154,741	5.36	628.54	641.03	1.04	108
Fresh milk and cream	8,599,095	1.85	8,673,375	1.65	202.15	197.48	0.17	109
Other dairy products	18,137,896	3.89	19,481,365	3.71	426.39	443.55	1.44	107
Fruits and vegetables	53,342,984	11.45	56,751,129	10.80	1,254.01	1,292.12	1.25	113
Other food at home	92,735,712	19.90	101,393,118	19.30	2,180.07	2,308.53	1.80	106
Sugar and other sweets	9,311,757	2.00	10,182,252	1.94	218.90	231.83	1.80	110
Fats and oils	6,591,408	1.41	7,141,069	1.36	154.95	162.59	1.61	98
Nonalcoholic beverages	22,822,907	4.87	25,014,862	4.76	533.24	568.54	1.98	96
Food away from home								
Food away from home	207,528,233	44.54	249,687,689	47.53	4,878.66	5,684.93	3.77	123
Lunch	59,406,595	12.75	71,105,496	13.54	1,396.55	1,618.94	3.66	123
Dinner	89,952,225	19.30	108,162,996	20.59	2,114.63	2,462.67	3.76	123
Breakfast and brunch	18,897,960	4.06	22,617,498	4.31	444.26	514.96	3.66	117
Alcoholic beverages	39,331,976	100.00	44,105,440	100.00	924.63	1,004.20	2.32	132
At home	20,536,750	52.21	23,063,200	52.29	482.79	525.11	2.35	124
Away from home	18,795,226	47.79	21,042,241	47.71	441.85	479.09	2.28	142
Healthcare								
Healthcare	220,543,395	100.00	265,072,710	100.00	5,184.62	6,035.22	3.75	84
Medical services	45,225,630	20.51	55,657,534	21.00	1,063.18	1,267.22	4.24	102
Drugs	19,352,521	8.77	22,353,837	8.43	454.95	508.96	2.93	75
Prescription drugs	13,520,824	6.13	15,649,596	5.90	317.85	356.31	2.97	71
Medical supplies	7,295,365	3.31	8,687,681	3.28	171.50	197.80	3.56	88
Household Furnishings and Equipment								
Household furnishings and equipment	122,303,689	9.93	131,052,673	9.55	2,875.16	2,983.83	1.39	110
Household textiles	6,531,196	0.53	7,124,668	0.52	153.54	162.22	1.75	103
Furniture	32,627,716	2.65	33,380,059	2.43	767.03	760.00	0.46	110
Major appliances	15,404,436	1.25	17,146,835	1.25	362.13	390.40	2.17	96
Small appliances, miscellaneous housewares	7,212,803	0.59	7,711,277	0.56	169.56	175.57	1.35	106
Housing								
Housing	1,231,054,695	100.00	1,372,639,602	100.00	28,940.12	31,252.47	2.20	111
Owned dwellings	399,880,723	32.48	445,780,198	32.48	9,400.55	10,149.59	2.20	106
Maintenance and repair services	36,884,141	3.00	41,348,591	3.01	867.09	941.43	2.31	88
Maintenance and repair commodities	4,895,910	0.40	5,276,624	0.38	115.09	120.14	1.51	88
Utilities, fuels, and public services	195,808,751	15.91	206,341,797	15.03	4,603.15	4,698.02	1.05	86
Telephone services	67,705,048	5.50	72,633,840	5.29	1,591.64	1,653.74	1.42	94
Housekeeping supplies	39,584,996	3.22	42,457,809	3.09	930.58	966.69	1.41	98
Personal Care Products and Services								
Personal care products and services	38,699,613	100.00	51,732,428	100.00	909.77	1,177.85	5.98	112
Personal care products	23,871,346	61.68	31,870,180	61.61	561.18	725.63	5.95	112
Tobacco products and smoking supplies	12,513,650	100.00	13,595,182	100.00	294.18	309.54	1.67	70
Pets								
Pets	33,294,842	21.29	40,598,682	19.06	782.71	924.36	4.05	99
Entertainment								
Audio and visual equipment and services	47,427,906	30.33	59,884,478	28.12	1,114.95	1,363.46	4.77	91
Sports, recreation and exercise equipment	15,518,553	9.92	20,348,985	9.56	364.82	463.31	5.57	145
Photographic equipment, supplies and services	4,335,622	2.77	5,699,867	2.68	101.92	129.78	5.62	147
Transportation								
Transportation	479,046,874	100.00	604,577,572	100.00	11,261.62	13,765.11	4.76	103
Vehicle purchases net outlay	210,823,519	44.01	252,210,217	41.72	4,966.12	5,742.36	3.65	103
Cars and trucks, new	94,003,151	19.62	113,568,092	18.78	2,209.86	2,585.74	3.85	100
Cars and trucks, used	113,043,901	23.60	134,449,774	22.24	2,657.48	3,061.17	3.53	105
Gasoline	95,320,933	19.90	126,786,416	20.97	2,240.84	2,886.69	5.87	105
Diesel fuel	1,924,825	0.40	2,596,172	0.43	45.25	59.11	6.17	112
Motor oil	523,562	0.11	691,830	0.11	12.31	15.75	5.73	98
Maintenance and repairs	45,521,910	9.50	52,155,077	8.63	1,070.15	1,187.47	2.76	98
Apparel and Services								
Apparel and services	114,274,992	100.00	122,173,345	100.00	2,686.42	2,781.66	1.35	122
Women, 16 and over	37,712,808	33.00	39,600,200	32.41	886.57	901.62	0.98	122
Men, 16 and over	21,956,476	19.21	23,463,012	19.20	516.16	534.21	1.34	129
Girls, 2 to 15	6,418,242	5.62	6,449,436	5.28	150.88	146.84	0.10	109
Boys, 2 to 15	5,566,267	4.87	5,888,650	4.82	130.85	134.07	1.13	120
Children under 2	4,245,259	3.71	4,140,305	3.39	99.80	94.27	-0.50	105
Footwear	25,260,768	22.11	28,033,082	22.95	593.84	638.26	2.10	122
Other apparel products and services	13,115,171	11.48	14,598,660	11.95	308.32	332.38	2.17	128

Benchmark: USA

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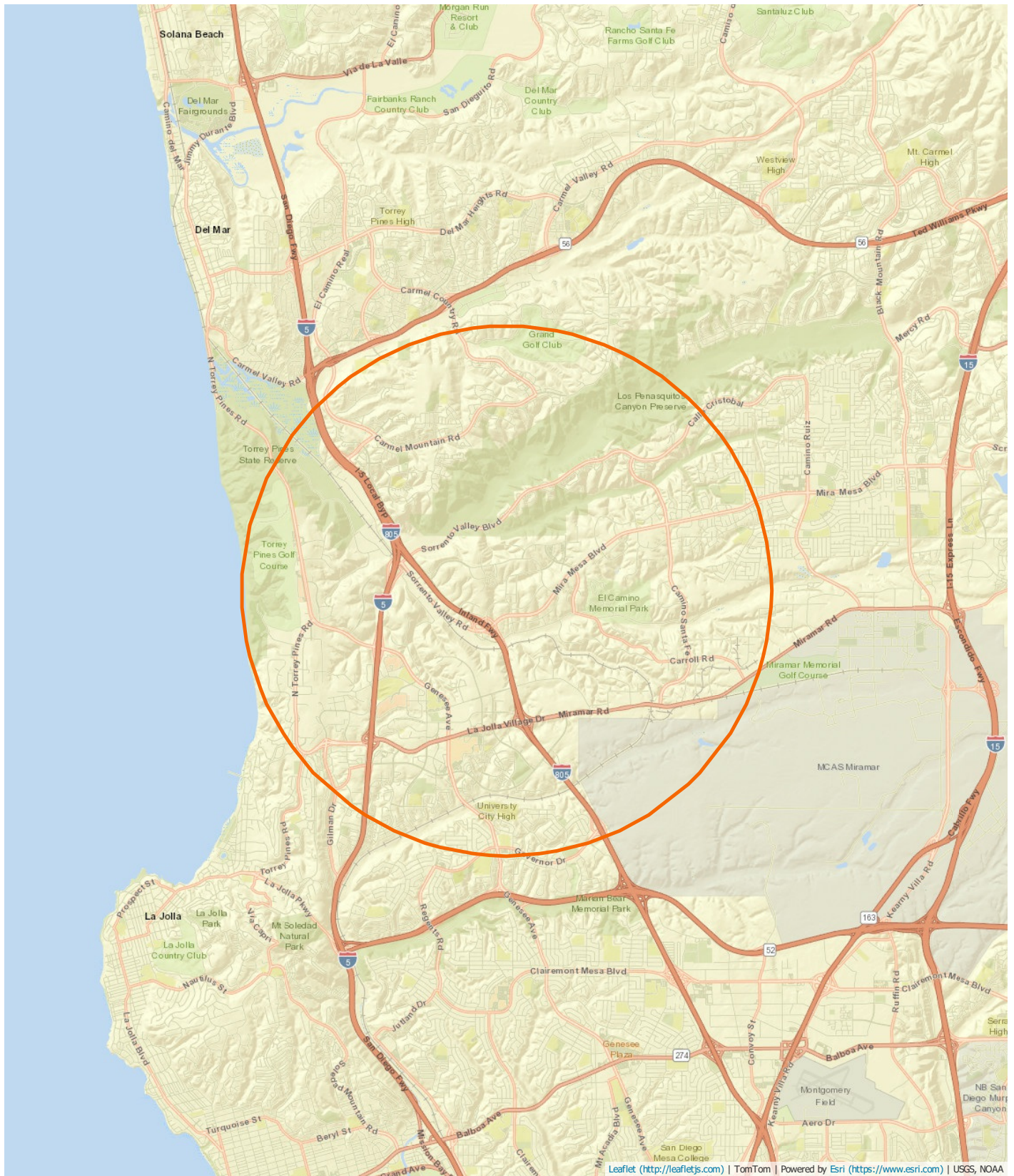
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

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



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Benchmark: USA

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Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	700,371,753	56.21	740,086,393	53.14	7,254.43	7,455.44	1.11	128
Bakery products	58,977,976	4.73	61,156,668	4.39	610.89	616.08	0.73	121
Cereals and cereal products	29,046,043	2.33	28,931,977	2.08	300.86	291.45	-0.08	132
Meats, poultry, fish, and eggs	144,043,532	11.56	149,662,295	10.75	1,492.00	1,507.66	0.77	124
Fish and seafood	23,797,924	1.91	24,311,085	1.75	246.50	244.90	0.43	128
Eggs	10,586,751	0.85	11,492,614	0.83	109.66	115.77	1.66	137
Dairy products	72,927,611	5.85	76,252,608	5.48	755.38	768.15	0.90	129
Fresh milk and cream	23,059,903	1.85	23,184,041	1.66	238.85	233.55	0.11	128
Other dairy products	49,867,708	4.00	53,068,567	3.81	516.53	534.60	1.25	130
Fruits and vegetables	144,905,362	11.63	152,890,767	10.98	1,500.93	1,540.18	1.08	135
Other food at home	250,471,230	20.10	271,192,078	19.47	2,594.37	2,731.92	1.60	126
Sugar and other sweets	25,262,514	2.03	27,319,493	1.96	261.67	275.21	1.58	132
Fats and oils	17,802,699	1.43	19,066,111	1.37	184.40	192.07	1.38	116
Nonalcoholic beverages	61,087,106	4.90	66,573,955	4.78	632.74	670.65	1.74	114
Food away from home								
Food away from home	545,613,758	43.79	652,578,549	46.86	5,651.45	6,573.91	3.65	142
Lunch	154,628,316	12.41	184,351,684	13.24	1,601.64	1,857.11	3.58	141
Dinner	236,491,075	18.98	282,737,732	20.30	2,449.57	2,848.23	3.64	142
Breakfast and brunch	49,654,951	3.99	59,047,298	4.24	514.32	594.83	3.53	135
Alcoholic beverages	106,831,805	100.00	118,139,318	100.00	1,106.56	1,190.10	2.03	158
At home	57,088,255	53.44	62,982,490	53.31	591.32	634.47	1.98	151
Away from home	49,743,551	46.56	55,156,829	46.69	515.24	555.64	2.09	166
Healthcare								
Healthcare	661,804,354	100.00	783,359,512	100.00	6,854.95	7,891.36	3.43	111
Medical services	134,075,260	20.26	161,492,658	20.62	1,388.75	1,626.84	3.79	133
Drugs	58,873,530	8.90	67,080,295	8.56	609.81	675.75	2.64	100
Prescription drugs	41,808,252	6.32	47,596,541	6.08	433.05	479.48	2.63	97
Medical supplies	22,609,369	3.42	26,658,304	3.40	234.19	268.55	3.35	120
Household Furnishings and Equipment								
Household furnishings and equipment	346,167,644	10.60	366,271,657	10.17	3,585.59	3,689.73	1.14	137
Household textiles	18,168,279	0.56	19,548,878	0.54	188.19	196.93	1.48	126
Furniture	91,588,373	2.80	93,212,468	2.59	948.67	939.00	0.35	136
Major appliances	43,618,208	1.34	48,143,095	1.34	451.80	484.98	1.99	120
Small appliances, miscellaneous housewares	20,451,024	0.63	21,545,704	0.60	211.83	217.05	1.05	132
Housing								
Housing	3,266,887,406	100.00	3,603,146,032	100.00	33,838.33	36,297.16	1.98	130
Owned dwellings	1,154,417,607	35.34	1,264,260,042	35.09	11,957.42	12,735.83	1.83	134
Maintenance and repair services	116,215,906	3.56	129,278,611	3.59	1,203.76	1,302.32	2.15	122
Maintenance and repair commodities	14,232,466	0.44	15,192,369	0.42	147.42	153.04	1.31	113
Utilities, fuels, and public services	536,339,632	16.42	566,803,897	15.45	5,555.39	5,609.10	0.75	104
Telephone services	181,998,196	5.57	192,388,108	5.34	1,885.13	1,938.07	1.12	111
Housekeeping supplies	114,194,447	3.50	120,933,590	3.36	1,182.82	1,218.25	1.15	124
Personal Care Products and Services								
Personal care products and services	105,717,506	100.00	140,134,762	100.00	1,095.02	1,411.68	5.80	135
Personal care products	64,954,688	61.44	86,067,573	61.42	672.80	867.02	5.79	135
Tobacco products and smoking supplies	30,203,595	100.00	32,094,726	100.00	312.85	323.31	1.22	74
Pets								
Pets	93,489,477	21.63	113,279,715	19.44	968.36	1,141.15	3.91	123
Entertainment								
Audio and visual equipment and services	129,559,201	29.98	161,079,008	27.64	1,341.97	1,622.67	4.45	109
Sports, recreation and exercise equipment	42,018,983	9.72	55,699,077	9.56	435.23	561.10	5.80	172
Photographic equipment, supplies and services	11,634,042	2.69	15,474,139	2.65	120.51	155.88	5.87	174
Transportation								
Transportation	1,293,008,269	100.00	1,610,521,791	100.00	13,392.94	16,223.98	4.49	122
Vehicle purchases net outlay	564,003,220	43.62	669,397,207	41.56	5,841.93	6,743.33	3.49	122
Cars and trucks, new	270,406,403	20.91	324,254,344	20.13	2,800.86	3,266.45	3.70	127
Cars and trucks, used	283,648,270	21.94	334,167,853	20.75	2,938.02	3,366.32	3.33	116
Gasoline	250,659,409	19.39	329,065,032	20.43	2,596.32	3,314.92	5.59	122
Diesel fuel	5,153,391	0.40	6,845,588	0.43	53.38	68.96	5.84	132
Motor oil	1,385,905	0.11	1,802,133	0.11	14.36	18.15	5.39	114
Maintenance and repairs	125,952,391	9.74	141,696,763	8.80	1,304.61	1,427.42	2.38	120
Apparel and Services								
Apparel and services	303,330,695	100.00	321,337,920	100.00	3,141.89	3,237.07	1.16	143
Women, 16 and over	102,289,821	33.72	105,850,162	32.94	1,059.52	1,066.31	0.69	146
Men, 16 and over	58,573,474	19.31	61,054,169	19.00	606.70	615.04	0.83	152
Girls, 2 to 15	17,011,546	5.61	17,361,199	5.40	176.21	174.89	0.41	127
Boys, 2 to 15	14,628,089	4.82	16,018,983	4.99	151.52	161.37	1.83	139
Children under 2	11,292,637	3.72	11,229,750	3.49	116.97	113.13	-0.11	123
Footwear	65,099,428	21.46	71,832,489	22.35	674.30	723.62	1.99	139
Other apparel products and services	34,435,700	11.35	37,991,167	11.82	356.68	382.71	1.98	148

Benchmark: USA

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(<https://claritas.easpotlight.com/Spotlight/About/3/2021>)

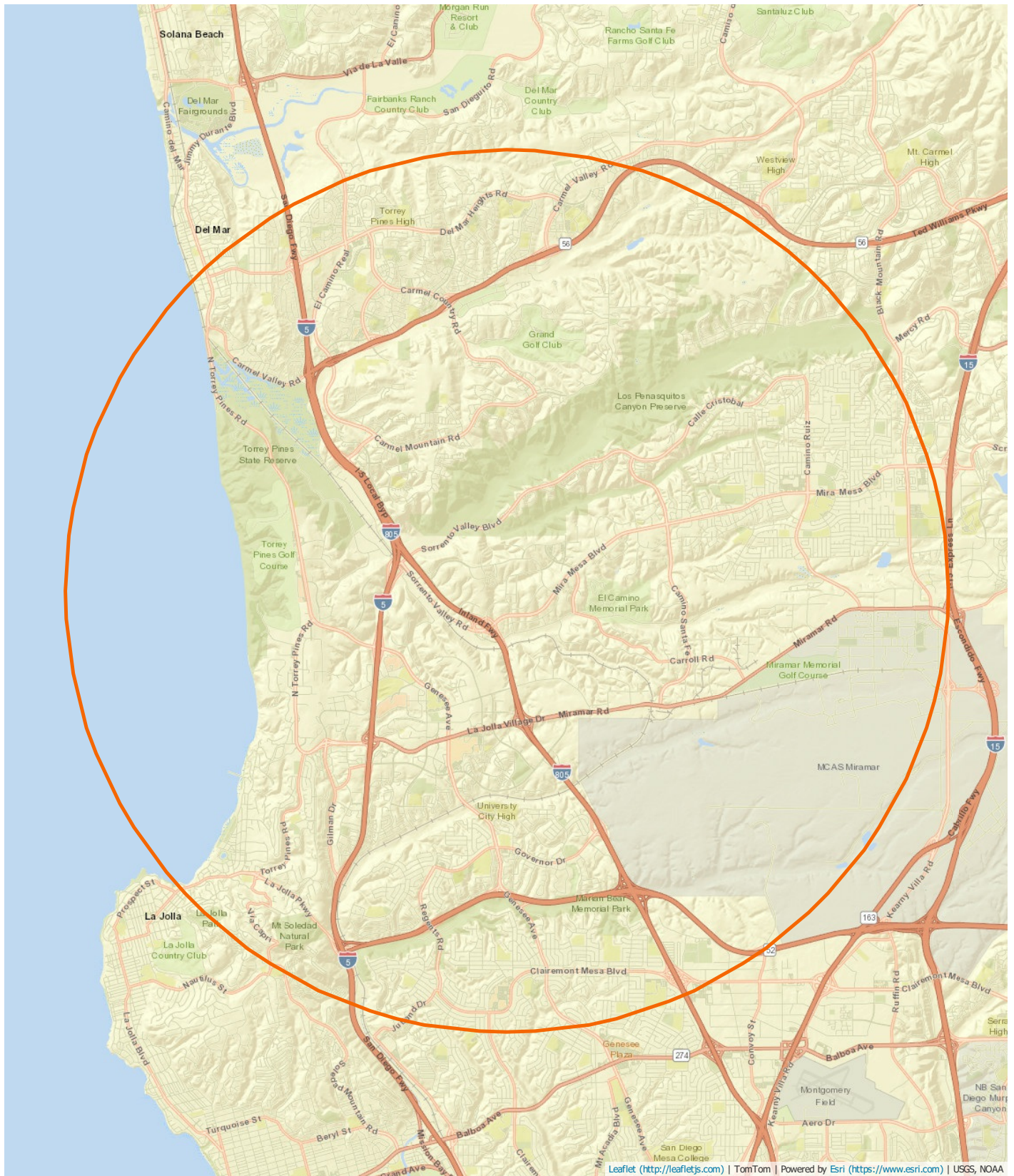
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



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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(<https://claritas.easptlight.com/Spotlight/About/3/2021>)

Report Details

Name: Consumer Buying Power™ Consumer Spending Patterns 2021
Date / Time: 3/9/2021 9:48:49 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)