

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
Entertainment								
Entertainment	2,645,035	100.00	3,571,439	100.00	7,266.58	9,324.91	6.19	217
Fees and Admissions								
Fees and admissions	610,721	23.09	1,051,594	29.44	1,677.80	2,745.68	11.48	294
Recreation expenses, out-of-town trips	9,246	0.35	15,706	0.44	25.40	41.01	11.18	281
Social, recreation, health club membership	177,388	6.71	304,640	8.53	487.33	795.40	11.42	301
Participant sports, out-of-town trips	13,526	0.51	23,660	0.66	37.16	61.78	11.83	333
Play, theater, opera, concert	54,666	2.07	94,713	2.65	150.18	247.29	11.62	292
Movies, parks, museums	50,229	1.90	84,771	2.37	137.99	221.34	11.03	246
Movie, other admissions, out-of-town trips	34,398	1.30	58,899	1.65	94.50	153.78	11.36	305
Admission to sporting events	41,595	1.57	70,836	1.98	114.27	184.95	11.24	302
Admission to sports events, out-of-town trips	11,462	0.43	19,626	0.55	31.49	51.24	11.36	305
Fees for recreational lessons	126,025	4.76	221,428	6.20	346.22	578.14	11.93	315
Other entertainment services, out-of-town trips	9,246	0.35	15,706	0.44	25.40	41.01	11.18	281
Fees for participant sports	82,940	3.14	141,609	3.96	227.86	369.74	11.29	270
Audio Visual Equipment and Services								
Audio and visual equipment and services	695,774	26.30	874,758	24.49	1,911.47	2,283.96	4.68	155
Video game software	4,820	0.18	5,736	0.16	13.24	14.98	3.54	184
Video game hardware and accessories	17,349	0.66	20,527	0.57	47.66	53.59	3.42	175
Stereos, speakers, and components incl. vehicles	11,372	0.43	14,784	0.41	31.24	38.60	5.39	210
Televisions	46,665	1.76	58,943	1.65	128.20	153.90	4.78	182
Cable and satellite television services	512,392	19.37	646,778	18.11	1,407.67	1,688.71	4.77	145
Satellite radio service	8,905	0.34	11,371	0.32	24.46	29.69	5.01	197
Online gaming services	5,024	0.19	6,046	0.17	13.80	15.78	3.77	206
VCRs and video disc players	2,131	0.08	2,665	0.07	5.85	6.96	4.57	164
Video cassettes, tapes, and discs	12,612	0.48	15,588	0.44	34.65	40.70	4.33	178
Streaming, downloading video	5,354	0.20	6,407	0.18	14.71	16.73	3.66	189
Personal digital audio players	1,172	0.04	1,507	0.04	3.22	3.93	5.15	215
Miscellaneous sound equipment	1,864	0.07	2,505	0.07	5.12	6.54	6.09	152
Sound equipment accessories	11,212	0.42	13,690	0.38	30.80	35.74	4.08	223
Satellite dishes	725	0.03	881	0.02	1.99	2.30	3.99	232
Miscellaneous video equipment	13,420	0.51	16,338	0.46	36.87	42.66	4.01	221
CDs, records, audio tapes	5,251	0.20	6,520	0.18	14.43	17.02	4.43	201
Streaming, downloading audio	3,193	0.12	3,732	0.10	8.77	9.75	3.17	244
Applications, games, ringtones for handheld devices	785	0.03	938	0.03	2.16	2.45	3.62	198
Repair of TV, radio, and sound equipment	1,974	0.07	2,543	0.07	5.42	6.64	5.19	166
Rental of televisions	45	0.00	64	0.00	0.12	0.17	7.06	40
Rental of VCR, radio, sound and video equipment	45	0.00	52	0.00	0.12	0.14	2.93	112
Musical instruments and accessories	13,301	0.50	17,335	0.49	36.54	45.26	5.44	227
Rental and repair of musical instruments	880	0.03	1,208	0.03	2.42	3.15	6.55	218
Rental of video cassettes, tapes, films, and discs	14,741	0.56	17,882	0.50	40.50	46.69	3.94	184
Rental of video software	217	0.01	264	0.01	0.60	0.69	3.97	157
Installation of TV, satellite TV, sound and video equip	327	0.01	455	0.01	0.90	1.19	6.84	203

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Index Colors:	<80	80 - 110	110+
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Trade Area: 9710 Scranton Rd - 1 mi Radius

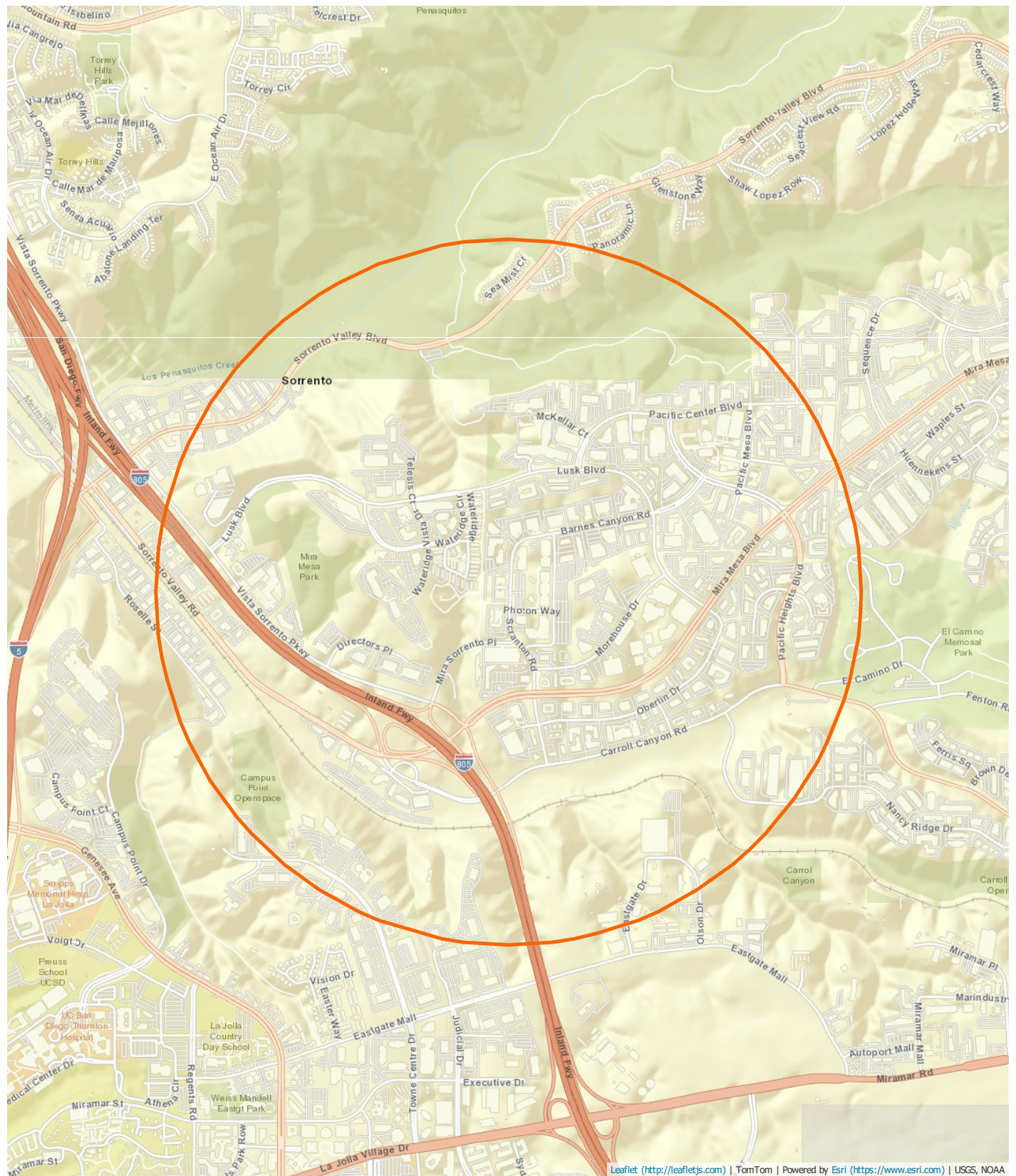
Consumer Units:364| Households:364| Dorm Pop:0

	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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	737,066	27.87	866,147	24.25	2,024.91	2,261.48	3.28	203
Pets	579,351	21.90	695,249	19.47	1,591.62	1,815.27	3.71	202
Pet food	143,075	5.41	173,570	4.86	393.06	453.19	3.94	176
Vet services	199,486	7.54	238,073	6.67	548.04	621.60	3.60	222
Pet purchase, supplies, medicine	139,941	5.29	166,958	4.67	384.45	435.92	3.59	184
Pet services	96,850	3.66	116,648	3.27	266.07	304.56	3.79	244
Toys, hobbies, and playground equipment	157,715	5.96	170,898	4.79	433.28	446.21	1.62	208
Toys, games, arts and crafts, and tricycles	153,890	5.82	166,620	4.67	422.77	435.04	1.60	208
Stamp and coin collecting	1,753	0.07	2,015	0.06	4.82	5.26	2.82	202
Playground equipment	2,072	0.08	2,264	0.06	5.69	5.91	1.79	202
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	601,474	22.74	778,939	21.81	1,652.40	2,033.78	5.31	298
Non-motorized recreational vehicles	51,130	1.93	66,142	1.85	140.47	172.70	5.28	216
Boat without motor and boat trailers	8,320	0.31	10,313	0.29	22.86	26.93	4.39	299
Trailer and other attachable campers	42,810	1.62	55,830	1.56	117.61	145.77	5.45	205
Motorized recreational vehicles	130,723	4.94	167,611	4.69	359.13	437.63	5.10	313
Rental of recreational vehicles	19,299	0.73	25,163	0.70	53.02	65.70	5.45	355
Rental non-camper trailer	1,123	0.04	1,252	0.04	3.08	3.27	2.20	323
Boat and trailer rental out-of-town trips	1,174	0.04	1,549	0.04	3.22	4.04	5.70	393
Rental of boat	1,104	0.04	1,419	0.04	3.03	3.70	5.14	328
Rental of other vehicles on out-of-town trips	13,341	0.50	17,536	0.49	36.65	45.79	5.62	372
Rental of camper, other RVs on out-of-town trips	2,558	0.10	3,409	0.10	7.03	8.90	5.91	298
Outboard motors and Docking and landing fees	17,950	0.68	24,547	0.69	49.31	64.09	6.46	392
Sports, recreation and exercise equipment	276,182	10.44	359,434	10.06	758.74	938.47	5.41	301
Athletic gear, game tables, and exercise equipment	127,973	4.84	166,987	4.68	351.58	436.00	5.47	336
Bicycles	39,664	1.50	52,435	1.47	108.97	136.91	5.74	273
Camping equipment	25,102	0.95	32,840	0.92	68.96	85.74	5.52	275
Hunting and fishing equipment	61,730	2.33	79,301	2.22	169.59	207.05	5.14	259
Winter sports equipment	10,288	0.39	13,219	0.37	28.26	34.51	5.14	392
Water sports equipment	4,836	0.18	6,399	0.18	13.29	16.71	5.76	339
Other sports equipment	4,013	0.15	5,028	0.14	11.02	13.13	4.61	253
Rental and repair of miscellaneous sports equipment	2,576	0.10	3,224	0.09	7.08	8.42	4.59	383
Photographic equipment, supplies and services	78,791	2.98	100,821	2.82	216.46	263.24	5.05	312
Film	642	0.02	859	0.02	1.76	2.24	6.01	236
Photographer fees	39,991	1.51	50,640	1.42	109.87	132.22	4.83	318
Photo processing	11,748	0.44	15,523	0.43	32.27	40.53	5.73	272
Repair and rental of photographic equipment	392	0.01	474	0.01	1.08	1.24	3.84	262
Photographic equipment	26,018	0.98	33,325	0.93	71.48	87.01	5.08	328
Fireworks	1,902	0.07	2,269	0.06	5.23	5.92	3.59	150
Souvenirs	2,142	0.08	2,984	0.08	5.89	7.79	6.85	215
Visual goods	1,523	0.06	1,796	0.05	4.19	4.69	3.35	229
Pinball, electronic video games	4,190	0.16	5,415	0.15	11.51	14.14	5.26	357
Live entertainment for catered affairs	8,766	0.33	11,054	0.31	24.08	28.86	4.75	345
Rental of party supplies for catered affairs	8,876	0.34	11,704	0.33	24.38	30.56	5.69	308

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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
Entertainment								
Entertainment	156,388,621	100.00	212,952,173	100.00	3,676.45	4,848.53	6.37	110
Fees and Admissions								
Fees and admissions	33,158,698	21.20	58,556,082	27.50	779.51	1,333.21	12.05	136
Recreation expenses, out-of-town trips	505,525	0.32	890,644	0.42	11.88	20.28	11.99	132
Social, recreation, health club membership	9,477,953	6.06	16,807,478	7.89	222.81	382.68	12.14	138
Participant sports, out-of-town trips	681,536	0.44	1,229,941	0.58	16.02	28.00	12.53	144
Play, theater, opera, concert	3,020,810	1.93	5,384,473	2.53	71.01	122.59	12.25	138
Movies, parks, museums	3,061,199	1.96	5,273,991	2.48	71.96	120.08	11.49	128
Movie, other admissions, out-of-town trips	1,792,119	1.15	3,186,083	1.50	42.13	72.54	12.20	136
Admission to sporting events	2,248,491	1.44	3,994,297	1.88	52.86	90.94	12.18	140
Admission to sports events, out-of-town trips	597,044	0.38	1,061,486	0.50	14.04	24.17	12.20	136
Fees for recreational lessons	6,710,144	4.29	11,841,341	5.56	157.74	269.61	12.03	144
Other entertainment services, out-of-town trips	505,525	0.32	890,644	0.42	11.88	20.28	11.99	132
Fees for participant sports	4,558,352	2.91	7,995,704	3.75	107.16	182.05	11.89	127
Audio Visual Equipment and Services								
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
Video game software	378,335	0.24	457,746	0.21	8.89	10.42	3.88	124
Video game hardware and accessories	1,388,536	0.89	1,664,076	0.78	32.64	37.89	3.69	120
Stereos, speakers, and components incl. vehicles	679,661	0.43	888,532	0.42	15.98	20.23	5.51	107
Televisions	3,100,161	1.98	3,932,931	1.85	72.88	89.55	4.87	103
Cable and satellite television services	35,175,071	22.49	44,509,931	20.90	826.91	1,013.41	4.82	85
Satellite radio service	510,768	0.33	659,845	0.31	12.01	15.02	5.26	97
Online gaming services	365,328	0.23	445,736	0.21	8.59	10.15	4.06	128
VCRs and video disc players	159,250	0.10	197,409	0.09	3.74	4.49	4.39	105
Video cassettes, tapes, and discs	836,855	0.54	1,040,442	0.49	19.67	23.69	4.45	101
Streaming, downloading video	392,389	0.25	479,682	0.23	9.22	10.92	4.10	119
Personal digital audio players	70,742	0.05	89,939	0.04	1.66	2.05	4.92	111
Miscellaneous sound equipment	121,959	0.08	161,257	0.08	2.87	3.67	5.75	85
Sound equipment accessories	721,703	0.46	919,479	0.43	16.97	20.93	4.96	123
Satellite dishes	40,771	0.03	53,023	0.02	0.96	1.21	5.40	112
Miscellaneous video equipment	818,162	0.52	1,018,821	0.48	19.23	23.20	4.48	115
CDs, records, audio tapes	333,034	0.21	419,050	0.20	7.83	9.54	4.70	109
Streaming, downloading audio	232,341	0.15	284,722	0.13	5.46	6.48	4.15	152
Applications, games, ringtones for handheld devices	57,105	0.04	69,841	0.03	1.34	1.59	4.11	123
Repair of TV, radio, and sound equipment	123,952	0.08	159,441	0.07	2.91	3.63	5.16	89
Rental of televisions	8,245	0.01	9,605	0.00	0.19	0.22	3.10	61
Rental of VCR, radio, sound and video equipment	6,025	0.00	6,774	0.00	0.14	0.15	2.37	128
Musical instruments and accessories	775,970	0.50	1,010,737	0.47	18.24	23.01	5.43	114
Rental and repair of musical instruments	47,593	0.03	62,623	0.03	1.12	1.43	5.64	101
Rental of video cassettes, tapes, films, and discs	1,047,809	0.67	1,297,344	0.61	24.63	29.54	4.36	112
Rental of video software	19,052	0.01	22,849	0.01	0.45	0.52	3.70	118
Installation of TV, satellite TV, sound and video equip	17,091	0.01	22,641	0.01	0.40	0.52	5.79	91

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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	42,792,671	27.36	50,883,850	23.89	1,005.99	1,158.53	3.52	101
Pets	33,294,842	21.29	40,598,682	19.06	782.71	924.36	4.05	99
Pet food	8,724,801	5.58	10,559,465	4.96	205.11	240.42	3.89	92
Vet services	10,934,019	6.99	13,351,012	6.27	257.04	303.98	4.08	104
Pet purchase, supplies, medicine	8,476,749	5.42	10,256,815	4.82	199.27	233.53	3.89	96
Pet services	5,159,273	3.30	6,431,389	3.02	121.29	146.43	4.51	111
Toys, hobbies, and playground equipment	9,497,829	6.07	10,285,168	4.83	223.28	234.17	1.61	107
Toys, games, arts and crafts, and tricycles	9,277,443	5.93	10,037,360	4.71	218.10	228.53	1.59	107
Stamp and coin collecting	96,093	0.06	112,905	0.05	2.26	2.57	3.28	95
Playground equipment	124,292	0.08	134,903	0.06	2.92	3.07	1.65	104
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	33,009,346	21.11	43,627,764	20.49	776.00	993.32	5.74	140
Non-motorized recreational vehicles	3,064,094	1.96	4,047,349	1.90	72.03	92.15	5.72	111
Boat without motor and boat trailers	545,769	0.35	707,262	0.33	12.83	16.10	5.32	168
Trailer and other attachable campers	2,518,325	1.61	3,340,087	1.57	59.20	76.05	5.81	103
Motorized recreational vehicles	6,716,921	4.29	8,979,997	4.22	157.90	204.46	5.98	138
Rental of recreational vehicles	997,950	0.64	1,367,944	0.64	23.46	31.15	6.51	157
Rental non-camper trailer	72,046	0.05	102,539	0.05	1.69	2.33	7.31	177
Boat and trailer rental out-of-town trips	55,748	0.04	77,500	0.04	1.31	1.76	6.81	160
Rental of boat	58,824	0.04	78,060	0.04	1.38	1.78	5.82	150
Rental of other vehicles on out-of-town trips	671,299	0.43	919,017	0.43	15.78	20.92	6.48	160
Rental of camper, other RVs on out-of-town trips	140,033	0.09	190,828	0.09	3.29	4.34	6.39	139
Outboard motors and Docking and landing fees	815,697	0.52	1,151,528	0.54	19.18	26.22	7.14	153
Sports, recreation and exercise equipment	15,518,553	9.92	20,348,985	9.56	364.82	463.31	5.57	145
Athletic gear, game tables, and exercise equipment	6,831,227	4.37	9,015,593	4.23	160.59	205.27	5.71	154
Bicycles	2,329,885	1.49	3,044,436	1.43	54.77	69.32	5.50	137
Camping equipment	1,491,588	0.95	1,949,008	0.92	35.06	44.38	5.50	140
Hunting and fishing equipment	3,688,579	2.36	4,792,772	2.25	86.71	109.12	5.38	133
Winter sports equipment	538,239	0.34	716,742	0.34	12.65	16.32	5.90	176
Water sports equipment	258,064	0.17	343,514	0.16	6.07	7.82	5.89	155
Other sports equipment	242,764	0.16	306,804	0.14	5.71	6.99	4.79	131
Rental and repair of miscellaneous sports equipment	138,208	0.09	180,115	0.08	3.25	4.10	5.44	176
Photographic equipment, supplies and services	4,335,622	2.77	5,699,867	2.68	101.92	129.78	5.62	147
Film	40,485	0.03	53,235	0.03	0.95	1.21	5.63	127
Photographer fees	2,211,848	1.41	2,892,385	1.36	52.00	65.85	5.51	150
Photo processing	649,028	0.41	864,188	0.41	15.26	19.68	5.89	129
Repair and rental of photographic equipment	26,742	0.02	35,380	0.02	0.63	0.81	5.76	153
Photographic equipment	1,407,519	0.90	1,854,679	0.87	33.09	42.23	5.67	152
Fireworks	142,923	0.09	174,860	0.08	3.36	3.98	4.12	97
Souvenirs	131,746	0.08	173,021	0.08	3.10	3.94	5.60	113
Visual goods	106,083	0.07	124,512	0.06	2.49	2.83	3.26	136
Pinball, electronic video games	226,054	0.14	290,843	0.14	5.31	6.62	5.17	165
Live entertainment for catered affairs	469,659	0.30	621,821	0.29	11.04	14.16	5.77	158
Rental of party supplies for catered affairs	484,046	0.31	647,037	0.30	11.38	14.73	5.98	144

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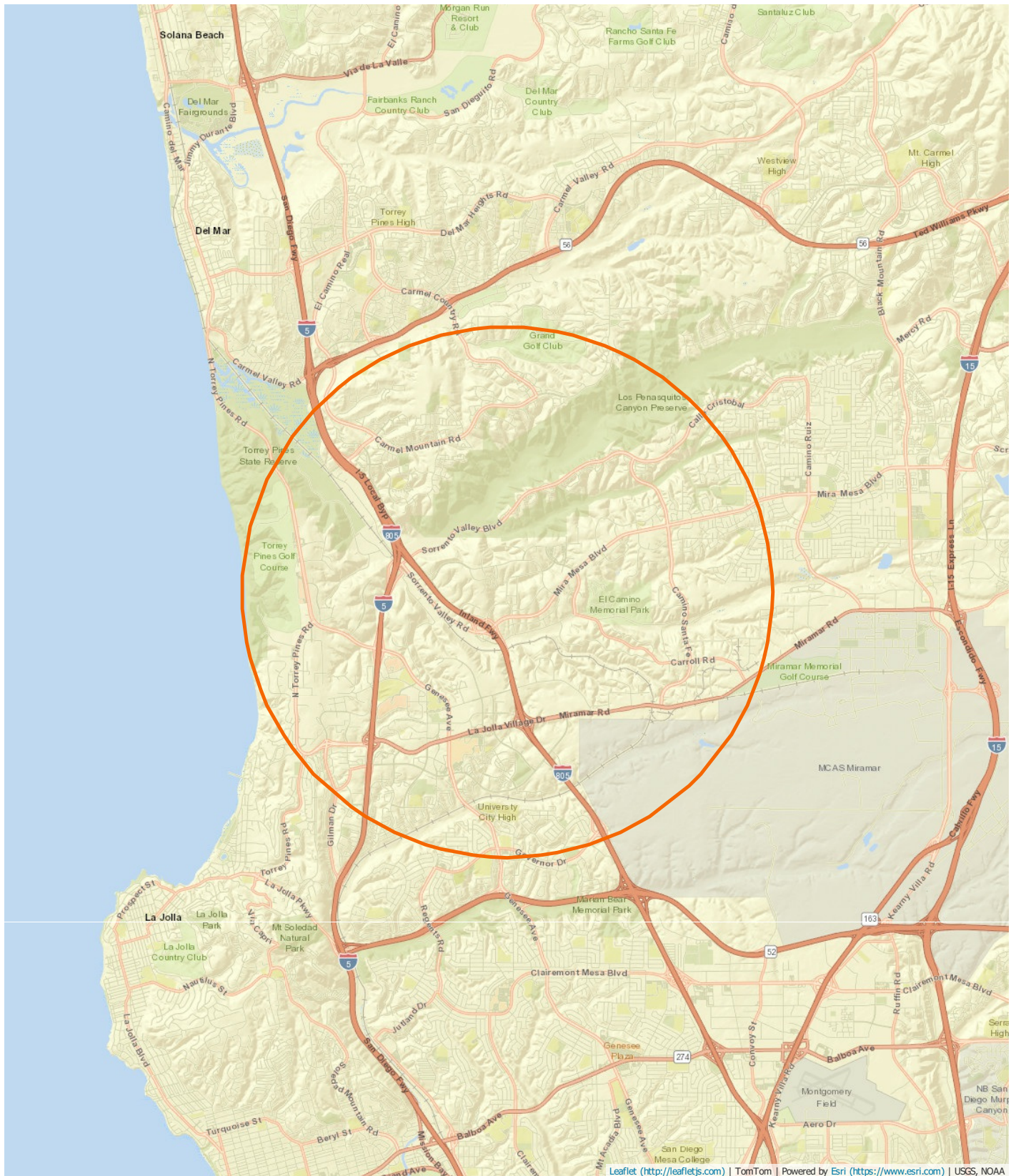
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

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



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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
Entertainment								
Entertainment	432,164,594	100.00	582,840,650	100.00	4,476.35	5,871.39	6.16	134
Fees and Admissions								
Fees and admissions	92,094,544	21.31	159,835,184	27.42	953.91	1,610.14	11.66	167
Recreation expenses, out-of-town trips	1,397,664	0.32	2,406,426	0.41	14.48	24.24	11.48	160
Social, recreation, health club membership	26,351,298	6.10	46,064,746	7.90	272.95	464.04	11.82	169
Participant sports, out-of-town trips	1,932,290	0.45	3,416,443	0.59	20.01	34.42	12.07	179
Play, theater, opera, concert	8,268,086	1.91	14,404,769	2.47	85.64	145.11	11.74	166
Movies, parks, museums	8,236,584	1.91	14,037,928	2.41	85.31	141.41	11.25	152
Movie, other admissions, out-of-town trips	5,031,736	1.16	8,774,104	1.51	52.12	88.39	11.76	168
Admission to sporting events	6,171,965	1.43	10,703,476	1.84	63.93	107.82	11.64	169
Admission to sports events, out-of-town trips	1,676,483	0.39	2,923,467	0.50	17.36	29.45	11.76	168
Fees for recreational lessons	18,838,877	4.36	32,676,840	5.61	195.13	329.18	11.64	178
Other entertainment services, out-of-town trips	1,397,664	0.32	2,406,426	0.41	14.48	24.24	11.48	160
Fees for participant sports	12,791,897	2.96	22,020,557	3.78	132.50	221.83	11.48	157
Audio Visual Equipment and Services								
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
Video game software	877,337	0.20	1,055,773	0.18	9.09	10.64	3.77	126
Video game hardware and accessories	3,216,210	0.74	3,853,894	0.66	33.31	38.82	3.68	123
Stereos, speakers, and components incl. vehicles	1,887,900	0.44	2,422,124	0.42	19.55	24.40	5.11	132
Televisions	8,227,883	1.90	10,356,348	1.78	85.22	104.33	4.71	121
Cable and satellite television services	98,017,184	22.68	121,786,169	20.90	1,015.26	1,226.84	4.44	105
Satellite radio service	1,446,156	0.33	1,846,566	0.32	14.98	18.60	5.01	121
Online gaming services	853,673	0.20	1,041,403	0.18	8.84	10.49	4.06	132
VCRs and video disc players	399,525	0.09	491,363	0.08	4.14	4.95	4.22	116
Video cassettes, tapes, and discs	2,189,200	0.51	2,710,860	0.47	22.68	27.31	4.37	117
Streaming, downloading video	943,608	0.22	1,147,682	0.20	9.77	11.56	3.99	126
Personal digital audio players	189,191	0.04	240,738	0.04	1.96	2.43	4.94	131
Miscellaneous sound equipment	361,636	0.08	458,925	0.08	3.75	4.62	4.88	111
Sound equipment accessories	1,839,530	0.43	2,291,455	0.39	19.05	23.08	4.49	138
Satellite dishes	108,957	0.03	139,888	0.02	1.13	1.41	5.12	131
Miscellaneous video equipment	2,078,734	0.48	2,579,179	0.44	21.53	25.98	4.41	129
CDs, records, audio tapes	864,063	0.20	1,079,591	0.19	8.95	10.88	4.55	125
Streaming, downloading audio	522,053	0.12	642,151	0.11	5.41	6.47	4.23	151
Applications, games, ringtones for handheld devices	134,444	0.03	163,373	0.03	1.39	1.65	3.97	128
Repair of TV, radio, and sound equipment	350,560	0.08	439,236	0.08	3.63	4.42	4.61	111
Rental of televisions	20,612	0.00	24,234	0.00	0.21	0.24	3.29	68
Rental of VCR, radio, sound and video equipment	11,868	0.00	13,611	0.00	0.12	0.14	2.78	111
Musical instruments and accessories	2,148,040	0.50	2,751,527	0.47	22.25	27.72	5.08	138
Rental and repair of musical instruments	148,727	0.03	195,116	0.03	1.54	1.97	5.58	139
Rental of video cassettes, tapes, films, and discs	2,623,864	0.61	3,223,143	0.55	27.18	32.47	4.20	124
Rental of video software	43,402	0.01	51,137	0.01	0.45	0.52	3.33	118
Installation of TV, satellite TV, sound and video equip	54,843	0.01	73,519	0.01	0.57	0.74	6.04	128

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	119,203,259	27.58	141,165,730	24.22	1,234.70	1,422.07	3.44	124
Pets	93,489,477	21.63	113,279,715	19.44	968.36	1,141.15	3.91	123
Pet food	24,884,989	5.76	29,952,572	5.14	257.76	301.73	3.78	116
Vet services	30,695,736	7.10	37,334,729	6.41	317.95	376.10	3.99	129
Pet purchase, supplies, medicine	23,465,281	5.43	28,120,360	4.82	243.05	283.28	3.69	117
Pet services	14,443,471	3.34	17,872,054	3.07	149.61	180.04	4.35	137
Toys, hobbies, and playground equipment	25,713,783	5.95	27,886,015	4.78	266.34	280.92	1.64	128
Toys, games, arts and crafts, and tricycles	25,085,005	5.80	27,189,075	4.66	259.83	273.90	1.62	128
Stamp and coin collecting	287,300	0.07	329,186	0.06	2.98	3.32	2.76	125
Playground equipment	341,478	0.08	367,754	0.06	3.54	3.70	1.49	126
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	91,307,590	21.13	120,760,728	20.72	945.76	1,216.51	5.75	170
Non-motorized recreational vehicles	9,134,552	2.11	11,655,809	2.00	94.62	117.42	5.00	145
Boat without motor and boat trailers	1,292,022	0.30	1,685,848	0.29	13.38	16.98	5.47	175
Trailer and other attachable campers	7,842,531	1.81	9,969,961	1.71	81.23	100.43	4.92	141
Motorized recreational vehicles	19,054,914	4.41	25,152,739	4.32	197.37	253.38	5.71	172
Rental of recreational vehicles	2,741,345	0.63	3,746,250	0.64	28.39	37.74	6.45	190
Rental non-camper trailer	176,759	0.04	242,540	0.04	1.83	2.44	6.53	192
Boat and trailer rental out-of-town trips	157,864	0.04	220,847	0.04	1.64	2.22	6.95	199
Rental of boat	160,647	0.04	217,912	0.04	1.66	2.20	6.29	180
Rental of other vehicles on out-of-town trips	1,862,876	0.43	2,542,003	0.44	19.30	25.61	6.41	196
Rental of camper, other RVs on out-of-town trips	383,199	0.09	522,947	0.09	3.97	5.27	6.42	168
Outboard motors and Docking and landing fees	2,444,867	0.57	3,428,811	0.59	25.32	34.54	7.00	201
Sports, recreation and exercise equipment	42,018,983	9.72	55,699,077	9.56	435.23	561.10	5.80	172
Athletic gear, game tables, and exercise equipment	18,554,476	4.29	24,778,390	4.25	192.19	249.61	5.96	184
Bicycles	6,412,861	1.48	8,553,427	1.47	66.42	86.16	5.93	166
Camping equipment	4,106,928	0.95	5,434,668	0.93	42.54	54.75	5.76	170
Hunting and fishing equipment	9,860,338	2.28	12,839,035	2.20	102.13	129.34	5.42	156
Winter sports equipment	1,366,307	0.32	1,827,409	0.31	14.15	18.41	5.99	196
Water sports equipment	711,297	0.16	963,904	0.17	7.37	9.71	6.27	188
Other sports equipment	653,651	0.15	836,720	0.14	6.77	8.43	5.06	155
Rental and repair of miscellaneous sports equipment	353,125	0.08	465,525	0.08	3.66	4.69	5.68	198
Photographic equipment, supplies and services	11,634,042	2.69	15,474,139	2.65	120.51	155.88	5.87	174
Film	109,170	0.03	145,666	0.03	1.13	1.47	5.94	151
Photographer fees	5,857,518	1.36	7,760,324	1.33	60.67	78.18	5.79	175
Photo processing	1,868,433	0.43	2,497,870	0.43	19.35	25.16	5.98	163
Repair and rental of photographic equipment	64,179	0.01	84,742	0.01	0.66	0.85	5.72	161
Photographic equipment	3,734,742	0.86	4,985,538	0.86	38.68	50.22	5.95	177
Fireworks	387,768	0.09	455,510	0.08	4.02	4.59	3.27	116
Souvenirs	391,376	0.09	519,679	0.09	4.05	5.24	5.83	148
Visual goods	266,097	0.06	316,852	0.05	2.76	3.19	3.55	151
Pinball, electronic video games	623,085	0.14	825,456	0.14	6.45	8.32	5.79	200
Live entertainment for catered affairs	1,255,463	0.29	1,683,720	0.29	13.00	16.96	6.05	186
Rental of party supplies for catered affairs	1,355,097	0.31	1,802,686	0.31	14.04	18.16	5.87	177

Benchmark: USA

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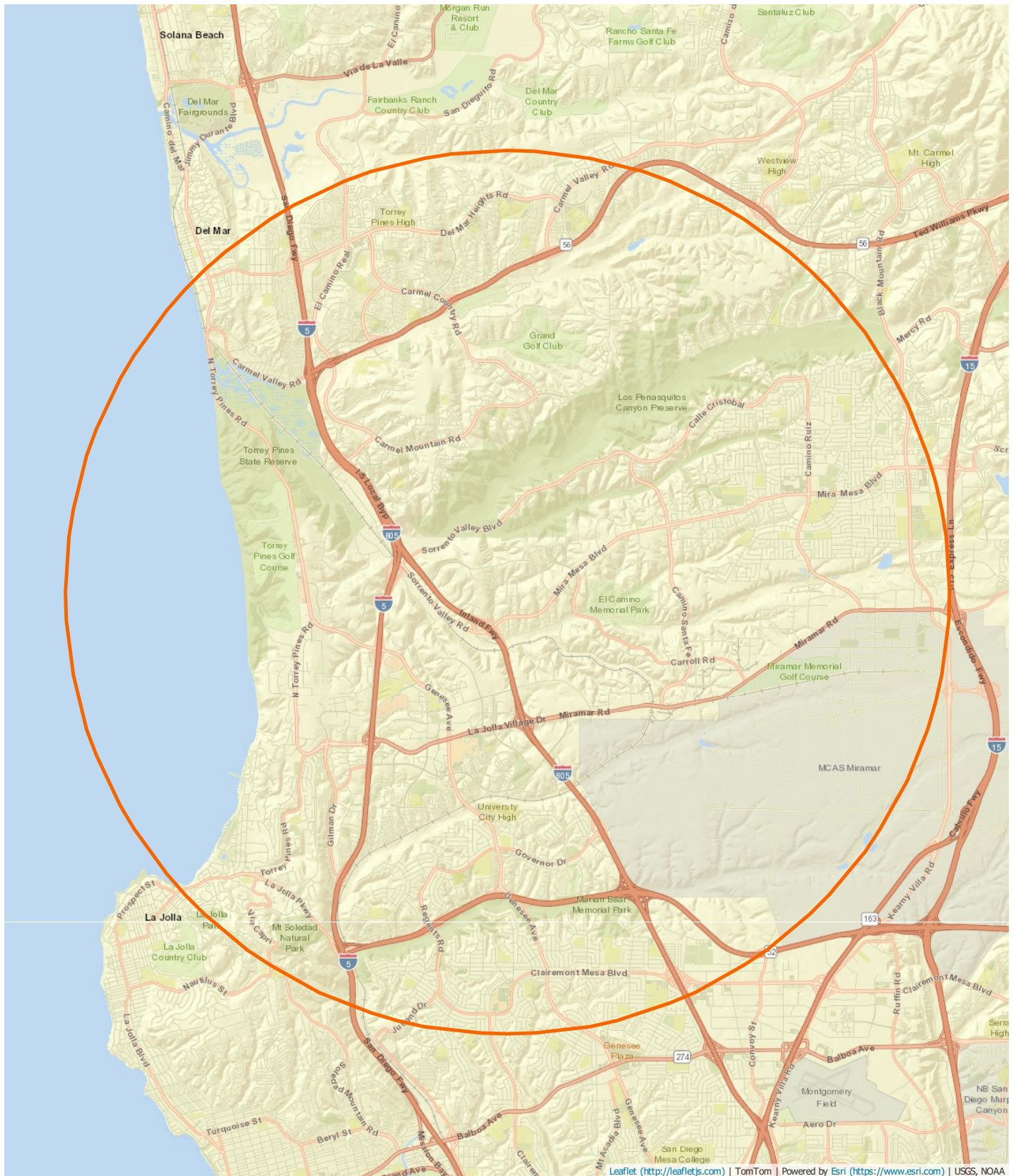
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Consumer Buying Power™ | Map



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™ Entertainment 2021
Date / Time: 3/9/2021 9:53:32 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

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