Total specified consumer expenditures: $47,818,028

Housing
- 38.5%  
  Index 98
- $50,598  
  Index 194

Transportation
- 15.7%  
  Index 95
- $20,640  
  Index 188

Food
- 15.3%  
  Index 105
- $20,152  
  Index 209

Healthcare
- 7.8%  
  Index 84
- $10,290  
  Index 167

Entertainment
- 5.5%  
  Index 109
- $7,267  
  Index 217

Cash Contributions
- 4.0%  
  Index 108
- $5,301  
  Index 213

Apparel & Services
- 3.8%  
  Index 115
- $5,024  
  Index 229

Education
- 3.4%  
  Index 124
- $4,466  
  Index 246

Miscellaneous Fees & Expenses
- 1.9%  
  Index 119
- $2,470  
  Index 236

Note 1: All non-aggregate values represent per consumer unit annual averages
Note 2: Displaying the top nine Consumer Buying Power categories ranked by percent composition

Benchmark: USA
### Total specified consumer expenditures: $3,053,478,469

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
<th>Index</th>
<th>Total Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td>40.3%</td>
<td>103</td>
<td>$28,940</td>
</tr>
<tr>
<td></td>
<td>15.7%</td>
<td>95</td>
<td>$11,262</td>
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<tr>
<td><strong>Food</strong></td>
<td>15.3%</td>
<td>105</td>
<td>$10,954</td>
</tr>
<tr>
<td><strong>Healthcare</strong></td>
<td>7.2%</td>
<td>78</td>
<td>$5,185</td>
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<tr>
<td><strong>Entertainment</strong></td>
<td>5.1%</td>
<td>101</td>
<td>$3,676</td>
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<tr>
<td><strong>Apparel &amp; Services</strong></td>
<td>3.7%</td>
<td>113</td>
<td>$2,686</td>
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<tr>
<td><strong>Cash Contributions</strong></td>
<td>3.7%</td>
<td>98</td>
<td>$2,630</td>
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<td><strong>Education</strong></td>
<td>3.6%</td>
<td>131</td>
<td>$2,573</td>
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<tr>
<td><strong>Miscellaneous Fees &amp; Expenses</strong></td>
<td>1.7%</td>
<td>106</td>
<td>$1,202</td>
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</table>

**Index Colours:**
- <80
- 80 - 110
- 110+

*Note 1: All non-aggregate values represent per consumer unit annual averages.*

*Note 2: Displaying the top nine Consumer Buying Power categories ranked by percent composition.*
### Consumer Buying Power™ 2021

**Trade Area:** 9710 Scranton Rd - 5 mi Radius

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

---

**Total specified consumer expenditures:** $8,252,054,806

#### Housing
- **39.6%**  
  - Index: 101  
  - $33,838  
  - Index: 130

#### Transportation
- **15.7%**  
  - Index: 95  
  - $13,393  
  - Index: 122

#### Food
- **15.1%**  
  - Index: 104  
  - $12,906  
  - Index: 134

#### Healthcare
- **8.0%**  
  - Index: 86  
  - $6,855  
  - Index: 111

#### Entertainment
- **5.2%**  
  - Index: 104  
  - $4,476  
  - Index: 134

#### Cash Contributions
- **3.9%**  
  - Index: 105  
  - $3,366  
  - Index: 135

#### Apparel & Services
- **3.7%**  
  - Index: 111  
  - $3,142  
  - Index: 143

#### Education
- **3.2%**  
  - Index: 117  
  - $2,746  
  - Index: 151

#### Miscellaneous Fees & Expenses
- **1.8%**  
  - Index: 113  
  - $1,527  
  - Index: 146

---

**Benchmark:** USA

**Note 1:** All non-aggregate values represent per consumer unit annual averages

**Note 2:** Displaying the top nine Consumer Buying Power categories ranked by percent composition

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## Report Details

<table>
<thead>
<tr>
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### Trade Area

<table>
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<tr>
<th>Name</th>
<th>Level</th>
<th>Geographies</th>
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<tbody>
<tr>
<td>9710 Scranton Rd - 1 mi Radius</td>
<td>1 mi Radius</td>
<td>N/A</td>
</tr>
<tr>
<td>9710 Scranton Rd - 3 mi Radius</td>
<td>3 mi Radius</td>
<td>N/A</td>
</tr>
<tr>
<td>9710 Scranton Rd - 5 mi Radius</td>
<td>5 mi Radius</td>
<td>N/A</td>
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</table>

### Benchmark

<table>
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<tr>
<th>Name</th>
<th>Level</th>
<th>Geographies</th>
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### DataSource

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