

# Consumer Buying Power™ | Housing



Trade Area: 9710 Scranton Rd - 1 mi Radius

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

|                                                     | 2021 Aggregate<br>Expenditure Estimate | %      | 2026 Aggregate<br>Expenditure Estimate | %      | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|-----------------------------------------------------|----------------------------------------|--------|----------------------------------------|--------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| Total Specified Consumer Expenditures               | 47,818,028                             | 100.00 | 55,540,935                             | 100.00 | 131,368.21                           | 145,015.50                           | 3.04                               | 198                  |
| <b>Housing</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Housing                                             | 18,417,495                             | 100.00 | 20,495,946                             | 100.00 | 50,597.51                            | 53,514.22                            | 2.16                               | 19                   |
| <b>Shelter</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Shelter                                             | 11,035,290                             | 59.92  | 12,470,162                             | 60.84  | 30,316.73                            | 32,559.17                            | 2.47                               | 19                   |
| Owned dwellings                                     | 7,361,680                              | 39.97  | 8,151,486                              | 39.77  | 20,224.40                            | 21,283.25                            | 2.06                               | 22                   |
| Mortgage interest and charges                       | 4,009,536                              | 21.77  | 4,384,650                              | 21.39  | 11,015.21                            | 11,448.17                            | 1.80                               | 27                   |
| Mortgage interest                                   | 3,850,807                              | 20.91  | 4,198,530                              | 20.48  | 10,579.14                            | 10,962.22                            | 1.74                               | 27                   |
| Interest paid, home equity loan                     | 36,951                                 | 0.20   | 41,859                                 | 0.20   | 101.51                               | 109.29                               | 2.53                               | 25                   |
| Interest paid, home equity line of credit           | 121,778                                | 0.66   | 144,261                                | 0.70   | 334.55                               | 376.66                               | 3.45                               | 28                   |
| Property taxes                                      | 1,958,692                              | 10.63  | 2,201,955                              | 10.74  | 5,381.02                             | 5,749.23                             | 2.37                               | 19                   |
| Maintenance, repairs, insurance, other expenses     | 1,393,452                              | 7.57   | 1,564,881                              | 7.64   | 3,828.16                             | 4,085.85                             | 2.35                               | 18                   |
| Homeowners insurance                                | 401,468                                | 2.18   | 445,590                                | 2.17   | 1,102.93                             | 1,163.42                             | 2.11                               | 16                   |
| Ground rent                                         | 16,676                                 | 0.09   | 17,520                                 | 0.09   | 45.81                                | 45.74                                | 0.99                               | 5                    |
| Flooring installation, repair, replacement          | 101,974                                | 0.55   | 113,455                                | 0.55   | 280.15                               | 296.23                               | 2.16                               | 21                   |
| Maintenance and repair services                     | 718,480                                | 3.90   | 820,236                                | 4.00   | 1,973.85                             | 2,141.61                             | 2.68                               | 20                   |
| Painting and papering                               | 116,463                                | 0.63   | 135,239                                | 0.66   | 319.95                               | 353.10                               | 3.03                               | 22                   |
| Plumbing and water heating                          | 64,703                                 | 0.35   | 74,008                                 | 0.36   | 177.76                               | 193.23                               | 2.72                               | 17                   |
| Heat, a/c, electrical work                          | 140,784                                | 0.76   | 160,193                                | 0.78   | 386.77                               | 418.26                               | 2.62                               | 19                   |
| Roofing and gutters                                 | 124,288                                | 0.67   | 142,445                                | 0.69   | 341.45                               | 371.92                               | 2.76                               | 17                   |
| Other repair and maintenance services               | 270,018                                | 1.47   | 305,832                                | 1.49   | 741.81                               | 798.52                               | 2.52                               | 22                   |
| Repair of built-in appliances                       | 2,224                                  | 0.01   | 2,518                                  | 0.01   | 6.11                                 | 6.58                                 | 2.51                               | 18                   |
| Maintenance and repair commodities                  | 87,005                                 | 0.47   | 94,130                                 | 0.46   | 239.02                               | 245.77                               | 1.59                               | 18                   |
| Paints, wallpaper and supplies                      | 18,014                                 | 0.10   | 18,988                                 | 0.09   | 49.49                                | 49.58                                | 1.06                               | 18                   |
| Tools and equip. for painting/wallpapering          | 1,946                                  | 0.01   | 2,051                                  | 0.01   | 5.34                                 | 5.35                                 | 1.06                               | 18                   |
| Plumbing supplies and equipment                     | 8,754                                  | 0.05   | 9,209                                  | 0.04   | 24.05                                | 24.04                                | 1.02                               | 15                   |
| Electrical supplies, heating/cooling equip.         | 9,422                                  | 0.05   | 10,166                                 | 0.05   | 25.88                                | 26.54                                | 1.53                               | 21                   |
| Materials and equipment for roof and gutters        | 6,437                                  | 0.03   | 7,629                                  | 0.04   | 17.68                                | 19.92                                | 3.46                               | 15                   |
| Materials for plaster, panel, siding, windows, etc. | 15,799                                 | 0.09   | 17,391                                 | 0.08   | 43.40                                | 45.41                                | 1.94                               | 17                   |
| Materials for patio, fence, driveway, etc.          | 2,035                                  | 0.01   | 2,277                                  | 0.01   | 5.59                                 | 5.95                                 | 2.27                               | 21                   |
| Other materials                                     | 24,599                                 | 0.13   | 26,419                                 | 0.13   | 67.58                                | 68.98                                | 1.44                               | 19                   |
| Property management and security                    | 63,316                                 | 0.34   | 69,225                                 | 0.34   | 173.94                               | 180.74                               | 1.80                               | 19                   |
| Property management                                 | 54,915                                 | 0.30   | 59,912                                 | 0.29   | 150.87                               | 156.43                               | 1.76                               | 19                   |
| Management and services for security                | 8,400                                  | 0.05   | 9,313                                  | 0.05   | 23.08                                | 24.32                                | 2.08                               | 19                   |
| Parking                                             | 4,534                                  | 0.02   | 4,725                                  | 0.02   | 12.46                                | 12.34                                | 0.83                               | 15                   |
| Rented dwellings                                    | 2,937,551                              | 15.95  | 3,255,917                              | 15.89  | 8,070.19                             | 8,501.09                             | 2.08                               | 14                   |
| Rent                                                | 2,865,579                              | 15.56  | 3,165,320                              | 15.44  | 7,872.47                             | 8,264.54                             | 2.01                               | 14                   |
| Rent as pay                                         | 11,527                                 | 0.06   | 13,629                                 | 0.07   | 31.67                                | 35.58                                | 3.41                               | 4                    |
| Maintenance, insurance and other expenses           | 60,444                                 | 0.33   | 76,969                                 | 0.38   | 166.06                               | 200.96                               | 4.95                               | 24                   |
| Tenant's insurance                                  | 20,999                                 | 0.11   | 25,235                                 | 0.12   | 57.69                                | 65.89                                | 3.74                               | 21                   |
| Flooring installation, repair, replacement          | 2,309                                  | 0.01   | 113,455                                | 0.55   | 6.34                                 | 296.23                               | 2.16                               | 21                   |
| Maintenance and repair services                     | 30,283                                 | 0.16   | 820,236                                | 4.00   | 83.19                                | 2,141.61                             | 2.68                               | 30                   |
| Maintenance and repair commodities                  | 6,854                                  | 0.04   | 94,130                                 | 0.46   | 18.83                                | 245.77                               | 1.59                               | 18                   |
| Paints, wallpaper, and supplies                     | 644                                    | 0.00   | 726                                    | 0.00   | 1.77                                 | 1.89                                 | 2.42                               | 14                   |
| Tools and equip. for painting/wallpapering          | 79                                     | 0.00   | 2,051                                  | 0.01   | 0.22                                 | 5.35                                 | 1.06                               | 15                   |
| Materials for plastering, panels, roofing, etc.     | 568                                    | 0.00   | 641                                    | 0.00   | 1.56                                 | 1.67                                 | 2.46                               | 15                   |
| Plumbing supplies and equipment                     | 297                                    | 0.00   | 9,209                                  | 0.04   | 0.82                                 | 24.04                                | 1.02                               | 12                   |
| Electrical supplies, heating/cooling equip.         | 619                                    | 0.00   | 10,166                                 | 0.05   | 1.70                                 | 26.54                                | 1.53                               | 27                   |
| Miscellaneous supplies and equipment                | 4,028                                  | 0.02   | 4,872                                  | 0.02   | 11.07                                | 12.72                                | 3.88                               | 19                   |
| Material for landscape maintenance                  | 619                                    | 0.00   | 697                                    | 0.00   | 1.70                                 | 1.82                                 | 2.41                               | 23                   |
| Other lodging                                       | 736,059                                | 4.00   | 1,062,759                              | 5.19   | 2,022.14                             | 2,774.83                             | 7.62                               | 25                   |
| Owned vacation homes                                | 210,970                                | 1.15   | 314,780                                | 1.54   | 579.59                               | 821.88                               | 8.33                               | 25                   |
| Mortgage interest and charges                       | 81,692                                 | 0.44   | 117,536                                | 0.57   | 224.43                               | 306.88                               | 7.55                               | 27                   |
| Mortgage interest                                   | 77,921                                 | 0.42   | 112,237                                | 0.55   | 214.07                               | 293.05                               | 7.57                               | 27                   |
| Interest paid, HELOC and home equity loan           | 3,771                                  | 0.02   | 5,299                                  | 0.03   | 10.36                                | 13.84                                | 7.04                               | 33                   |
| Property taxes                                      | 87,108                                 | 0.47   | 131,586                                | 0.64   | 239.31                               | 343.57                               | 8.60                               | 23                   |
| Maintenance, insurance, and other expenses          | 42,170                                 | 0.23   | 65,658                                 | 0.32   | 115.85                               | 171.43                               | 9.26                               | 23                   |
| Homeowners insurance                                | 10,714                                 | 0.06   | 15,948                                 | 0.08   | 29.43                                | 41.64                                | 8.28                               | 22                   |
| Ground rent                                         | 4,481                                  | 0.02   | 6,737                                  | 0.03   | 12.31                                | 17.59                                | 8.50                               | 21                   |
| Repair and remodeling services                      | 15,156                                 | 0.08   | 24,616                                 | 0.12   | 41.64                                | 64.27                                | 10.19                              | 26                   |
| Maintenance and repair commodities                  | 555                                    | 0.00   | 726                                    | 0.00   | 1.52                                 | 1.90                                 | 5.54                               | 20                   |
| Paints, wallpaper, supplies                         | 255                                    | 0.00   | 322                                    | 0.00   | 0.70                                 | 0.84                                 | 4.80                               | 27                   |
| Tools and equipment for painting/wallpapering       | 36                                     | 0.00   | 47                                     | 0.00   | 0.10                                 | 0.12                                 | 5.68                               | 22                   |
| Materials for plastering, roofing, windows, etc.    | 129                                    | 0.00   | 175                                    | 0.00   | 0.35                                 | 0.46                                 | 6.33                               | 16                   |
| Material for patio, walk, fence, drive, brick, etc. | 18                                     | 0.00   | 25                                     | 0.00   | 0.05                                 | 0.06                                 | 6.36                               | 14                   |
| Plumbing supplies and equipment                     | 17                                     | 0.00   | 22                                     | 0.00   | 0.05                                 | 0.06                                 | 6.24                               | 11                   |
| Electrical supplies, heating/cooling equipment      | 23                                     | 0.00   | 30                                     | 0.00   | 0.06                                 | 0.08                                 | 5.24                               | 15                   |
| Miscellaneous supplies and equipment                | 78                                     | 0.00   | 106                                    | 0.00   | 0.21                                 | 0.28                                 | 6.28                               | 21                   |
| Property management and security                    | 10,426                                 | 0.06   | 16,298                                 | 0.08   | 28.64                                | 42.55                                | 9.35                               | 23                   |
| Property management                                 | 8,207                                  | 0.04   | 12,668                                 | 0.06   | 22.55                                | 33.08                                | 9.07                               | 23                   |
| Management and upkeep for security                  | 2,219                                  | 0.01   | 3,630                                  | 0.02   | 6.10                                 | 9.48                                 | 10.35                              | 22                   |
| Parking                                             | 839                                    | 0.00   | 1,332                                  | 0.01   | 2.30                                 | 3.48                                 | 9.69                               | 24                   |
| Housing while attending school                      | 65,441                                 | 0.36   | 95,089                                 | 0.46   | 179.78                               | 248.27                               | 7.76                               | 25                   |
| Lodging on out-of-town trips                        | 459,648                                | 2.50   | 652,889                                | 3.19   | 1,262.77                             | 1,704.67                             | 7.27                               | 24                   |

Benchmark: USA

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| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|

|                                                          | 2021 Aggregate<br>Expenditure Estimate | %     | 2026 Aggregate<br>Expenditure Estimate | %     | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|-------|----------------------------------------|-------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Utilities, Fuels and Public Services</b>              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Utilities, fuels, and public services                    | 2,901,522                              | 15.75 | 3,075,166                              | 15.00 | 7,971.21                             | 8,029.15                             | 1.17                               | 149                  |
| Natural gas                                              | 289,870                                | 1.57  | 306,298                                | 1.49  | 796.35                               | 799.73                               | 1.11                               | 148                  |
| Utility--natural gas (rented)                            | 25,005                                 | 0.14  | 22,952                                 | 0.11  | 68.69                                | 59.93                                | -1.70                              | 72                   |
| Utility--natural gas (owned)                             | 264,865                                | 1.44  | 283,345                                | 1.38  | 727.65                               | 739.80                               | 1.36                               | 164                  |
| Electricity                                              | 988,083                                | 5.36  | 1,004,611                              | 4.90  | 2,714.51                             | 2,623.01                             | 0.33                               | 125                  |
| Electricity (rented)                                     | 123,194                                | 0.67  | 108,148                                | 0.53  | 338.45                               | 282.37                               | -2.57                              | 64                   |
| Electricity (owned)                                      | 864,889                                | 4.70  | 896,463                                | 4.37  | 2,376.07                             | 2,340.63                             | 0.72                               | 145                  |
| Fuel oil and other fuels                                 | 35,482                                 | 0.19  | 33,408                                 | 0.16  | 97.48                                | 87.23                                | -1.20                              | 62                   |
| Fuel oil                                                 | 23,038                                 | 0.13  | 21,837                                 | 0.11  | 63.29                                | 57.02                                | -1.06                              | 69                   |
| Fuel oil (rented)                                        | 1,015                                  | 0.01  | 847                                    | 0.00  | 2.79                                 | 2.21                                 | -3.56                              | 37                   |
| Fuel oil (owned)                                         | 22,023                                 | 0.12  | 20,991                                 | 0.10  | 60.50                                | 54.81                                | -0.96                              | 72                   |
| Coal, wood, and other fuels                              | 1,917                                  | 0.01  | 1,745                                  | 0.01  | 5.27                                 | 4.56                                 | -1.87                              | 56                   |
| Coal, wood, other fuels (rented)                         | 85                                     | 0.00  | 70                                     | 0.00  | 0.23                                 | 0.18                                 | -3.87                              | 27                   |
| Coal, wood, other fuels (owned)                          | 1,832                                  | 0.01  | 1,675                                  | 0.01  | 5.03                                 | 4.37                                 | -1.78                              | 59                   |
| Bottled gas                                              | 10,528                                 | 0.06  | 9,826                                  | 0.05  | 28.92                                | 25.65                                | -1.37                              | 52                   |
| Gas, btld/tank (rented)                                  | 352                                    | 0.00  | 281                                    | 0.00  | 0.97                                 | 0.73                                 | -4.44                              | 19                   |
| Gas, btld/tank (owned)                                   | 10,176                                 | 0.06  | 9,545                                  | 0.05  | 27.95                                | 24.92                                | -1.27                              | 56                   |
| Telephone services                                       | 998,777                                | 5.42  | 1,072,096                              | 5.23  | 2,743.89                             | 2,799.21                             | 1.43                               | 162                  |
| Residential phone service, VolP, and phone cards         | 58,486                                 | 0.32  | 24,907                                 | 0.12  | 160.68                               | 65.03                                | -15.69                             | 89                   |
| Phone cards                                              | 773                                    | 0.00  | 312                                    | 0.00  | 2.12                                 | 0.81                                 | -16.59                             | 53                   |
| Residential telephone including VolP                     | 57,713                                 | 0.31  | 24,595                                 | 0.12  | 158.55                               | 64.22                                | -15.68                             | 90                   |
| Cellular phone service                                   | 940,291                                | 5.11  | 1,047,188                              | 5.11  | 2,583.22                             | 2,734.17                             | 2.18                               | 170                  |
| Water and other public services                          | 589,309                                | 3.20  | 658,754                                | 3.21  | 1,618.98                             | 1,719.98                             | 2.25                               | 207                  |
| Water and sewerage maintenance                           | 423,549                                | 2.30  | 472,962                                | 2.31  | 1,163.60                             | 1,234.89                             | 2.23                               | 205                  |
| Water/sewer maint. (rented)                              | 33,958                                 | 0.18  | 33,608                                 | 0.16  | 93.29                                | 87.75                                | -0.21                              | 99                   |
| Water/sewer maint. (owned)                               | 389,591                                | 2.12  | 439,354                                | 2.14  | 1,070.31                             | 1,147.14                             | 2.43                               | 226                  |
| Trash and garbage collection                             | 159,571                                | 0.87  | 178,451                                | 0.87  | 438.38                               | 465.93                               | 2.26                               | 210                  |
| Trash/garbage collection (rented)                        | 11,222                                 | 0.06  | 10,871                                 | 0.05  | 30.83                                | 28.38                                | -0.63                              | 110                  |
| Trash/garbage collection (owned)                         | 148,349                                | 0.81  | 167,579                                | 0.82  | 407.55                               | 437.54                               | 2.47                               | 226                  |
| Septic tank cleaning                                     | 6,189                                  | 0.03  | 7,341                                  | 0.04  | 17.00                                | 19.17                                | 3.47                               | 236                  |
| Septic tank clean. (rented)                              | 121                                    | 0.00  | 119                                    | 0.00  | 0.33                                 | 0.31                                 | -0.30                              | 115                  |
| Septic tank clean. (owned)                               | 6,068                                  | 0.03  | 7,222                                  | 0.04  | 16.67                                | 18.86                                | 3.54                               | 242                  |
| <b>Household Operations</b>                              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Household operations                                     | 1,670,710                              | 9.07  | 1,954,185                              | 9.53  | 4,589.86                             | 5,102.31                             | 3.18                               | 244                  |
| Personal services                                        | 519,258                                | 2.82  | 594,540                                | 2.90  | 1,426.53                             | 1,552.32                             | 2.74                               | 262                  |
| Babysitting and child care                               | 126,294                                | 0.69  | 146,500                                | 0.71  | 346.96                               | 382.51                               | 3.01                               | 245                  |
| Adult day care centers, elderly care, handicapped, etc.  | 12,147                                 | 0.07  | 15,274                                 | 0.07  | 33.37                                | 39.88                                | 4.69                               | 97                   |
| Day care centers, nursery, and preschools                | 380,817                                | 2.07  | 432,766                                | 2.11  | 1,046.20                             | 1,129.94                             | 2.59                               | 284                  |
| Other household expenses                                 | 1,151,453                              | 6.25  | 1,359,645                              | 6.63  | 3,163.33                             | 3,549.99                             | 3.38                               | 237                  |
| Housekeeping services                                    | 322,233                                | 1.75  | 390,707                                | 1.91  | 885.26                               | 1,020.12                             | 3.93                               | 304                  |
| Gardening, lawn care service                             | 280,097                                | 1.52  | 354,953                                | 1.73  | 769.50                               | 926.77                               | 4.85                               | 259                  |
| Water softening service                                  | 2,953                                  | 0.02  | 3,417                                  | 0.02  | 8.11                                 | 8.92                                 | 2.97                               | 165                  |
| Household laundry, dry cleaning (sent out)               | 29,860                                 | 0.16  | 34,048                                 | 0.17  | 82.03                                | 88.90                                | 2.66                               | 310                  |
| Household laundry, dry cleaning (coin-operated)          | 4,671                                  | 0.03  | 4,999                                  | 0.02  | 12.83                                | 13.05                                | 1.36                               | 129                  |
| Appliance rental                                         | 1,855                                  | 0.01  | 1,997                                  | 0.01  | 5.10                                 | 5.21                                 | 1.49                               | 116                  |
| Services for termite/pest control                        | 16,394                                 | 0.09  | 19,234                                 | 0.09  | 45.04                                | 50.22                                | 3.25                               | 236                  |
| Home security system service fee                         | 28,002                                 | 0.15  | 32,108                                 | 0.16  | 76.93                                | 83.83                                | 2.77                               | 246                  |
| Repair of misc. equipment/furnishings/other services     | 26,812                                 | 0.15  | 31,873                                 | 0.16  | 73.66                                | 83.22                                | 3.52                               | 262                  |
| Termite/pest control products                            | 4,105                                  | 0.02  | 4,816                                  | 0.02  | 11.28                                | 12.57                                | 3.24                               | 236                  |
| Moving, storage, freight                                 | 77,318                                 | 0.42  | 84,889                                 | 0.41  | 212.41                               | 221.64                               | 1.89                               | 240                  |
| Appliance repair, including service center               | 23,192                                 | 0.13  | 26,997                                 | 0.13  | 63.71                                | 70.49                                | 3.09                               | 200                  |
| Reupholstering, furniture repair                         | 6,837                                  | 0.04  | 8,616                                  | 0.04  | 18.78                                | 22.49                                | 4.73                               | 262                  |
| Repair/rent of lawn/garden equip., power tools and other | 13,240                                 | 0.07  | 16,171                                 | 0.08  | 36.37                                | 42.22                                | 4.08                               | 208                  |
| Rental of office equipment for nonbusiness use           | 538                                    | 0.00  | 589                                    | 0.00  | 1.48                                 | 1.54                                 | 1.80                               | 232                  |
| Repair of computer systems for nonbusiness use           | 2,891                                  | 0.02  | 3,308                                  | 0.02  | 7.94                                 | 8.64                                 | 2.73                               | 206                  |
| Installation of computer and computer info services      | 310,455                                | 1.69  | 340,924                                | 1.66  | 852.90                               | 890.14                               | 1.89                               | 182                  |
| <b>Housekeeping Supplies</b>                             |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Housekeeping supplies                                    | 657,365                                | 3.57  | 708,953                                | 3.46  | 1,805.95                             | 1,851.05                             | 1.52                               | 190                  |
| Laundry and cleaning supplies                            | 148,948                                | 0.81  | 158,606                                | 0.77  | 409.20                               | 414.11                               | 1.26                               | 174                  |
| Soaps and detergents                                     | 76,620                                 | 0.42  | 81,664                                 | 0.40  | 210.50                               | 213.22                               | 1.28                               | 168                  |
| Other laundry cleaning products                          | 72,328                                 | 0.39  | 76,942                                 | 0.38  | 198.70                               | 200.89                               | 1.24                               | 181                  |
| Other household products                                 | 361,610                                | 1.96  | 406,526                                | 1.98  | 993.43                               | 1,061.43                             | 2.37                               | 186                  |
| Cleansing and toilet tissue, paper towels and napkin     | 116,155                                | 0.63  | 128,813                                | 0.63  | 319.11                               | 336.33                               | 2.09                               | 169                  |
| Miscellaneous household products                         | 144,259                                | 0.78  | 161,872                                | 0.79  | 396.32                               | 422.64                               | 2.33                               | 186                  |
| Lawn and garden supplies                                 | 101,196                                | 0.55  | 115,841                                | 0.57  | 278.01                               | 302.46                               | 2.74                               | 207                  |
| Postage and stationery                                   | 146,807                                | 0.80  | 143,821                                | 0.70  | 403.32                               | 375.51                               | -0.41                              | 224                  |
| Stationery, stationery supplies, giftwrap                | 86,068                                 | 0.47  | 83,087                                 | 0.41  | 236.45                               | 216.94                               | -0.70                              | 231                  |
| Postage                                                  | 54,031                                 | 0.29  | 54,026                                 | 0.26  | 148.44                               | 141.06                               | -0.00                              | 209                  |
| Delivery services                                        | 6,708                                  | 0.04  | 6,707                                  | 0.03  | 18.43                                | 17.51                                | -0.00                              | 259                  |

Benchmark: USA

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| Index Colors: | <80 | 80 - 110 | 110+ |
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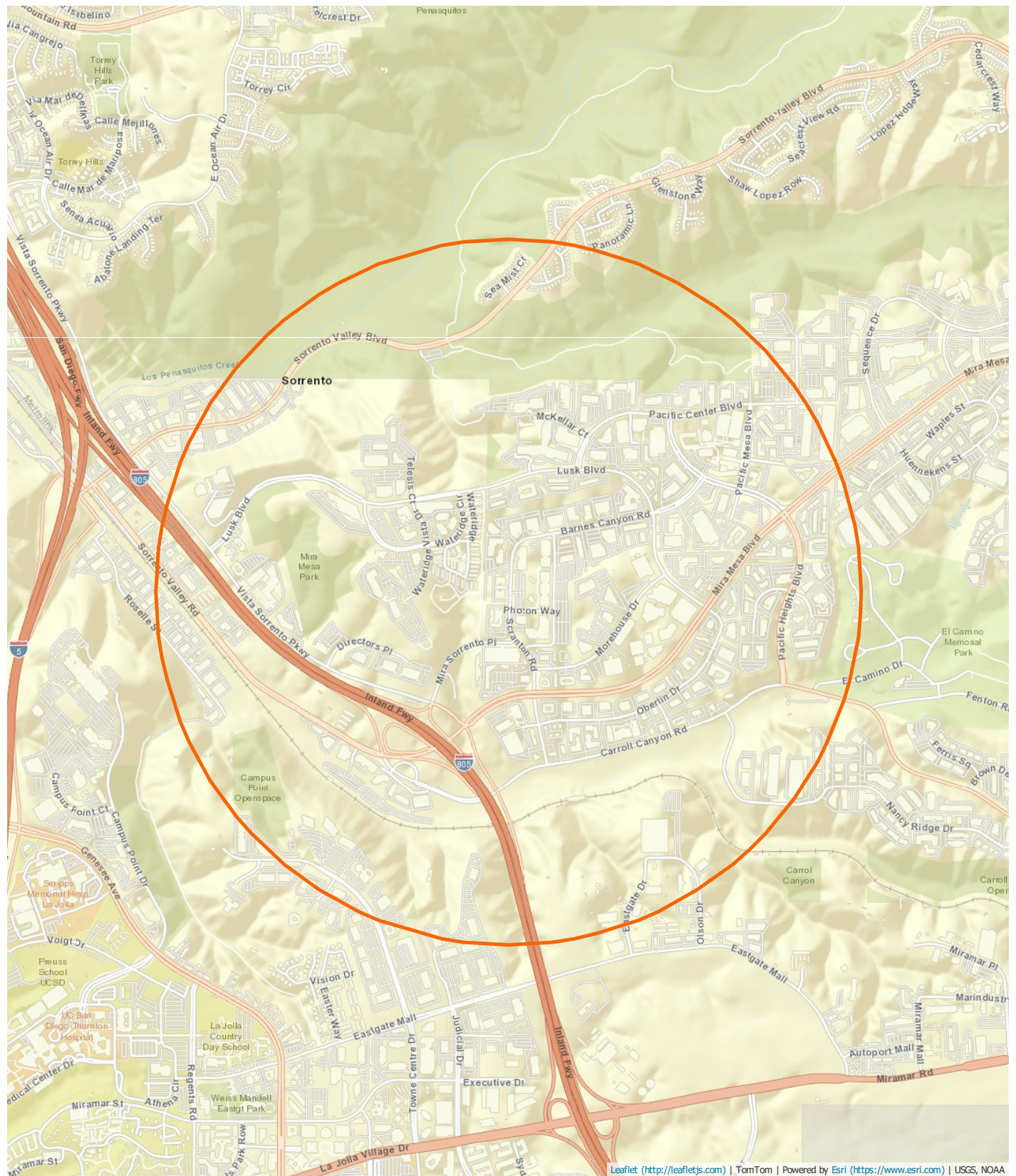
|                                                          | 2021 Aggregate<br>Expenditure Estimate | %     | 2026 Aggregate<br>Expenditure Estimate | %     | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|-------|----------------------------------------|-------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Household Furnishings and Equipment</b>               |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| 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                  |
| Bathroom linens                                          | 24,150                                 | 0.13  | 26,205                                 | 0.13  | 66.35                                | 68.42                                | 1.65                               | 192                  |
| Bedroom linens                                           | 62,500                                 | 0.34  | 67,024                                 | 0.33  | 171.70                               | 175.00                               | 1.41                               | 210                  |
| Kitchen, dining room, other linens                       | 7,733                                  | 0.04  | 8,434                                  | 0.04  | 21.24                                | 22.02                                | 1.75                               | 212                  |
| Curtains and draperies                                   | 12,059                                 | 0.07  | 12,836                                 | 0.06  | 33.13                                | 33.52                                | 1.26                               | 207                  |
| Slipcovers, decorative pillows                           | 5,626                                  | 0.03  | 6,207                                  | 0.03  | 15.46                                | 16.21                                | 1.98                               | 238                  |
| Furniture                                                | 589,236                                | 3.20  | 595,417                                | 2.90  | 1,618.78                             | 1,554.61                             | 0.21                               | 232                  |
| Outdoor furniture                                        | 45,038                                 | 0.24  | 46,301                                 | 0.23  | 123.73                               | 120.89                               | 0.55                               | 253                  |
| Mattress and springs                                     | 178,832                                | 0.97  | 182,272                                | 0.89  | 491.30                               | 475.91                               | 0.38                               | 232                  |
| Other bedroom furniture                                  | 75,389                                 | 0.41  | 75,691                                 | 0.37  | 207.11                               | 197.63                               | 0.08                               | 216                  |
| Sofas                                                    | 106,763                                | 0.58  | 103,570                                | 0.51  | 293.30                               | 270.42                               | -0.61                              | 219                  |
| Living room chairs                                       | 33,249                                 | 0.18  | 33,194                                 | 0.16  | 91.34                                | 86.67                                | -0.03                              | 213                  |
| Living room tables                                       | 26,359                                 | 0.14  | 26,312                                 | 0.13  | 72.41                                | 68.70                                | -0.04                              | 255                  |
| Kitchen, dining room furniture                           | 53,316                                 | 0.29  | 55,545                                 | 0.27  | 146.47                               | 145.02                               | 0.82                               | 258                  |
| Infants' furniture                                       | 10,915                                 | 0.06  | 11,329                                 | 0.06  | 29.99                                | 29.58                                | 0.75                               | 216                  |
| Wall units, cabinets and other occasional furniture      | 59,376                                 | 0.32  | 61,205                                 | 0.30  | 163.12                               | 159.81                               | 0.61                               | 248                  |
| Floor coverings, nonpermanent                            | 22,556                                 | 0.12  | 23,978                                 | 0.12  | 61.97                                | 62.60                                | 1.23                               | 217                  |
| Major appliances                                         | 259,954                                | 1.41  | 291,144                                | 1.42  | 714.16                               | 760.17                               | 2.29                               | 189                  |
| Built-in and portable dishwasher, garbage disp. (renter) | 488                                    | 0.00  | 525                                    | 0.00  | 1.34                                 | 1.37                                 | 1.48                               | 119                  |
| Built-in and portable dishwasher, garbage disp. (owner)  | 25,601                                 | 0.14  | 28,761                                 | 0.14  | 70.33                                | 75.10                                | 2.36                               | 229                  |
| Refrigerators, freezers (renter)                         | 2,096                                  | 0.01  | 2,014                                  | 0.01  | 5.76                                 | 5.26                                 | -0.80                              | 67                   |
| Refrigerators, freezers (owned home)                     | 77,749                                 | 0.42  | 88,612                                 | 0.43  | 213.60                               | 231.36                               | 2.65                               | 200                  |
| Clothes washer or dryer (renter)                         | 4,757                                  | 0.03  | 4,465                                  | 0.02  | 13.07                                | 11.66                                | -1.26                              | 86                   |
| Clothes washer or dryer (owned home)                     | 57,094                                 | 0.31  | 63,149                                 | 0.31  | 156.85                               | 164.88                               | 2.04                               | 198                  |
| Cooking stoves, ovens (renter)                           | 1,296                                  | 0.01  | 1,297                                  | 0.01  | 3.56                                 | 3.39                                 | 0.01                               | 107                  |
| Cooking stoves, ovens (owned home)                       | 35,158                                 | 0.19  | 41,359                                 | 0.20  | 96.59                                | 107.99                               | 3.30                               | 204                  |
| Microwave ovens (renter)                                 | 915                                    | 0.01  | 852                                    | 0.00  | 2.51                                 | 2.22                                 | -1.43                              | 61                   |
| Microwave ovens (owned home)                             | 12,343                                 | 0.07  | 14,153                                 | 0.07  | 33.91                                | 36.95                                | 2.77                               | 216                  |
| Window air conditioners (renter)                         | 613                                    | 0.00  | 567                                    | 0.00  | 1.68                                 | 1.48                                 | -1.55                              | 80                   |
| Window air conditioners (owned home)                     | 2,219                                  | 0.01  | 2,399                                  | 0.01  | 6.10                                 | 6.26                                 | 1.57                               | 156                  |
| Electric floor cleaning equipment                        | 28,454                                 | 0.15  | 31,005                                 | 0.15  | 78.17                                | 80.95                                | 1.73                               | 186                  |
| Sewing machines                                          | 3,366                                  | 0.02  | 3,792                                  | 0.02  | 9.25                                 | 9.90                                 | 2.41                               | 176                  |
| Miscellaneous household appliances                       | 7,804                                  | 0.04  | 8,194                                  | 0.04  | 21.44                                | 21.39                                | 0.98                               | 177                  |
| Small appliances, miscellaneous housewares               | 122,518                                | 0.67  | 130,500                                | 0.64  | 336.59                               | 340.73                               | 1.27                               | 210                  |
| Housewares                                               | 77,584                                 | 0.42  | 82,510                                 | 0.40  | 213.14                               | 215.43                               | 1.24                               | 219                  |
| Flatware                                                 | 6,563                                  | 0.04  | 7,082                                  | 0.03  | 18.03                                | 18.49                                | 1.53                               | 224                  |
| Dinnerware, glassware, serving pieces                    | 28,119                                 | 0.15  | 29,725                                 | 0.14  | 77.25                                | 77.61                                | 1.12                               | 229                  |
| Nonelectric cookware                                     | 20,223                                 | 0.11  | 21,214                                 | 0.10  | 55.56                                | 55.39                                | 0.96                               | 201                  |
| Tableware, nonelectric kitchenware                       | 22,679                                 | 0.12  | 24,488                                 | 0.12  | 62.31                                | 63.94                                | 1.55                               | 221                  |
| Small appliances                                         | 44,934                                 | 0.24  | 47,990                                 | 0.23  | 123.44                               | 125.30                               | 1.33                               | 196                  |
| Small electric kitchen appliances                        | 32,892                                 | 0.18  | 35,001                                 | 0.17  | 90.36                                | 91.39                                | 1.25                               | 197                  |
| Portable heating and cooling equipment                   | 12,042                                 | 0.07  | 12,990                                 | 0.06  | 33.08                                | 33.92                                | 1.53                               | 194                  |
| <b>Miscellaneous Household Equipment</b>                 |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Miscellaneous household equipment                        | 1,046,275                              | 5.68  | 1,125,735                              | 5.49  | 2,874.38                             | 2,939.26                             | 1.47                               | 238                  |
| Luggage                                                  | 21,793                                 | 0.12  | 22,940                                 | 0.11  | 59.87                                | 59.90                                | 1.03                               | 269                  |
| Hand tools                                               | 25,551                                 | 0.14  | 26,566                                 | 0.13  | 70.19                                | 69.36                                | 0.78                               | 208                  |
| Indoor plants, fresh flowers                             | 98,726                                 | 0.54  | 108,069                                | 0.53  | 271.23                               | 282.17                               | 1.82                               | 242                  |
| Closet and storage items                                 | 28,305                                 | 0.15  | 29,298                                 | 0.14  | 77.76                                | 76.50                                | 0.69                               | 258                  |
| Infants' equipment                                       | 18,843                                 | 0.10  | 19,699                                 | 0.10  | 51.77                                | 51.43                                | 0.89                               | 217                  |
| Laundry and cleaning equipment                           | 24,400                                 | 0.13  | 26,086                                 | 0.13  | 67.03                                | 68.11                                | 1.35                               | 223                  |
| Outdoor equipment                                        | 43,442                                 | 0.24  | 47,560                                 | 0.23  | 119.35                               | 124.18                               | 1.83                               | 243                  |
| Lamps, lighting fixtures, ceiling fans                   | 45,325                                 | 0.25  | 49,128                                 | 0.24  | 124.52                               | 128.27                               | 1.62                               | 265                  |
| Clocks and other household decorative items              | 155,330                                | 0.84  | 170,125                                | 0.83  | 426.73                               | 444.19                               | 1.84                               | 247                  |
| Telephones and accessories                               | 93,666                                 | 0.51  | 99,406                                 | 0.48  | 257.32                               | 259.55                               | 1.20                               | 230                  |
| Lawn and garden equipment                                | 75,843                                 | 0.41  | 81,168                                 | 0.40  | 208.36                               | 211.93                               | 1.37                               | 202                  |
| Power tools                                              | 47,995                                 | 0.26  | 49,889                                 | 0.24  | 131.85                               | 130.26                               | 0.78                               | 207                  |
| Other hardware                                           | 22,078                                 | 0.12  | 22,721                                 | 0.11  | 60.65                                | 59.32                                | 0.58                               | 284                  |
| Miscellaneous household equipment and parts              | 59,622                                 | 0.32  | 63,864                                 | 0.31  | 163.80                               | 166.75                               | 1.38                               | 222                  |
| Window coverings                                         | 26,223                                 | 0.14  | 29,093                                 | 0.14  | 72.04                                | 75.96                                | 2.10                               | 266                  |
| Office furniture for home use                            | 14,242                                 | 0.08  | 14,963                                 | 0.07  | 39.13                                | 39.07                                | 0.99                               | 297                  |
| Rental of furniture                                      | 2,085                                  | 0.01  | 2,054                                  | 0.01  | 5.73                                 | 5.36                                 | -0.30                              | 93                   |
| Computers and hardware for nonbusiness use               | 126,764                                | 0.69  | 135,377                                | 0.66  | 348.25                               | 353.46                               | 1.32                               | 251                  |
| Portable memory                                          | 4,911                                  | 0.03  | 5,252                                  | 0.03  | 13.49                                | 13.71                                | 1.35                               | 247                  |
| Computer software                                        | 26,048                                 | 0.14  | 28,386                                 | 0.14  | 71.56                                | 74.12                                | 1.73                               | 268                  |
| Computer accessories                                     | 66,692                                 | 0.36  | 74,420                                 | 0.36  | 183.22                               | 194.31                               | 2.22                               | 249                  |
| Internet services away from home                         | 5,439                                  | 0.03  | 5,646                                  | 0.03  | 14.94                                | 14.74                                | 0.75                               | 197                  |
| Business equipment for home use                          | 4,582                                  | 0.02  | 4,967                                  | 0.02  | 12.59                                | 12.97                                | 1.62                               | 257                  |
| Other household appliances (owned home)                  | 7,684                                  | 0.04  | 8,432                                  | 0.04  | 21.11                                | 22.01                                | 1.87                               | 244                  |
| Other household appliances (renter)                      | 687                                    | 0.00  | 628                                    | 0.00  | 1.89                                 | 1.64                                 | -1.78                              | 133                  |

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



Trade Area: 9710 Scranton Rd - 3 mi Radius

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

|                                                     | 2021 Aggregate<br>Expenditure Estimate | %      | 2026 Aggregate<br>Expenditure Estimate | %      | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>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                  |
| <b>Housing</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Housing                                             | 1,231,054,695                          | 100.00 | 1,372,639,602                          | 100.00 | 28,940.12                            | 31,252.47                            | 2.20                               | 11                   |
| <b>Shelter</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Shelter                                             | 781,653,024                            | 63.49  | 886,238,966                            | 64.56  | 18,375.41                            | 20,178.02                            | 2.54                               | 12                   |
| Owned dwellings                                     | 399,880,723                            | 32.48  | 445,780,198                            | 32.48  | 9,400.55                             | 10,149.59                            | 2.20                               | 10                   |
| Mortgage interest and charges                       | 218,416,811                            | 17.74  | 242,681,839                            | 17.68  | 5,134.63                             | 5,525.42                             | 2.13                               | 12                   |
| Mortgage interest                                   | 210,493,966                            | 17.10  | 233,402,667                            | 17.00  | 4,948.37                             | 5,314.15                             | 2.09                               | 12                   |
| Interest paid, home equity loan                     | 1,946,450                              | 0.16   | 2,225,830                              | 0.16   | 45.76                                | 50.68                                | 2.72                               | 11                   |
| Interest paid, home equity line of credit           | 5,976,395                              | 0.49   | 7,053,341                              | 0.51   | 140.50                               | 160.59                               | 3.37                               | 12                   |
| Property taxes                                      | 106,426,275                            | 8.65   | 120,060,591                            | 8.75   | 2,501.91                             | 2,733.56                             | 2.44                               | 8                    |
| Maintenance, repairs, insurance, other expenses     | 75,037,636                             | 6.10   | 83,037,768                             | 6.05   | 1,764.01                             | 1,890.62                             | 2.05                               | 8                    |
| Homeowners insurance                                | 22,422,202                             | 1.82   | 24,603,667                             | 1.79   | 527.11                               | 560.18                               | 1.87                               | 7                    |
| Ground rent                                         | 1,772,962                              | 0.14   | 1,833,960                              | 0.13   | 41.68                                | 41.76                                | 0.68                               | 4                    |
| Flooring installation, repair, replacement          | 5,330,713                              | 0.43   | 5,890,054                              | 0.43   | 125.32                               | 134.11                               | 2.02                               | 9                    |
| Maintenance and repair services                     | 36,884,141                             | 3.00   | 41,348,591                             | 3.01   | 867.09                               | 941.43                               | 2.31                               | 8                    |
| Painting and papering                               | 5,763,688                              | 0.47   | 6,585,412                              | 0.48   | 135.50                               | 149.94                               | 2.70                               | 9                    |
| Plumbing and water heating                          | 3,551,151                              | 0.29   | 3,969,618                              | 0.29   | 83.48                                | 90.38                                | 2.25                               | 8                    |
| Heat, a/c, electrical work                          | 7,336,573                              | 0.60   | 8,228,717                              | 0.60   | 172.47                               | 187.35                               | 2.32                               | 8                    |
| Roofing and gutters                                 | 6,611,602                              | 0.54   | 7,366,056                              | 0.54   | 155.43                               | 167.71                               | 2.18                               | 7                    |
| Other repair and maintenance services               | 13,502,512                             | 1.10   | 15,067,906                             | 1.10   | 317.42                               | 343.07                               | 2.22                               | 9                    |
| Repair of built-in appliances                       | 118,617                                | 0.01   | 130,882                                | 0.01   | 2.79                                 | 2.98                                 | 1.99                               | 8                    |
| Maintenance and repair commodities                  | 4,895,910                              | 0.40   | 5,276,624                              | 0.38   | 115.09                               | 120.14                               | 1.51                               | 9                    |
| Paints, wallpaper and supplies                      | 1,026,583                              | 0.08   | 1,086,613                              | 0.08   | 24.13                                | 24.74                                | 1.14                               | 8                    |
| Tools and equip. for painting/wallpapering          | 110,874                                | 0.01   | 117,357                                | 0.01   | 2.61                                 | 2.67                                 | 1.14                               | 9                    |
| Plumbing supplies and equipment                     | 533,794                                | 0.04   | 567,365                                | 0.04   | 12.55                                | 12.92                                | 1.23                               | 8                    |
| Electrical supplies, heating/cooling equip.         | 505,948                                | 0.04   | 546,811                                | 0.04   | 11.89                                | 12.45                                | 1.57                               | 9                    |
| Materials and equipment for roof and gutters        | 357,652                                | 0.03   | 393,246                                | 0.03   | 8.41                                 | 8.95                                 | 1.92                               | 7                    |
| Materials for plaster, panel, siding, windows, etc. | 890,132                                | 0.07   | 965,977                                | 0.07   | 20.93                                | 21.99                                | 1.65                               | 8                    |
| Materials for patio, fence, driveway, etc.          | 104,336                                | 0.01   | 116,075                                | 0.01   | 2.45                                 | 2.64                                 | 2.16                               | 9                    |
| Other materials                                     | 1,366,592                              | 0.11   | 1,483,180                              | 0.11   | 32.13                                | 33.77                                | 1.65                               | 9                    |
| Property management and security                    | 3,450,088                              | 0.28   | 3,787,879                              | 0.28   | 81.11                                | 86.24                                | 1.89                               | 9                    |
| Property management                                 | 3,006,873                              | 0.24   | 3,294,980                              | 0.24   | 70.69                                | 75.02                                | 1.85                               | 9                    |
| Management and services for security                | 443,215                                | 0.04   | 492,899                                | 0.04   | 10.42                                | 11.22                                | 2.15                               | 8                    |
| Parking                                             | 281,630                                | 0.02   | 296,994                                | 0.02   | 6.62                                 | 6.76                                 | 1.07                               | 8                    |
| Rented dwellings                                    | 344,752,342                            | 28.00  | 386,791,287                            | 28.18  | 8,104.57                             | 8,806.52                             | 2.33                               | 14                   |
| Rent                                                | 336,434,212                            | 27.33  | 376,949,529                            | 27.46  | 7,909.03                             | 8,582.44                             | 2.30                               | 14                   |
| Rent as pay                                         | 4,127,339                              | 0.34   | 4,739,509                              | 0.35   | 97.03                                | 107.91                               | 2.80                               | 12                   |
| Maintenance, insurance and other expenses           | 4,190,791                              | 0.34   | 5,102,249                              | 0.37   | 98.52                                | 116.17                               | 4.01                               | 14                   |
| Tenant's insurance                                  | 1,669,668                              | 0.14   | 1,985,110                              | 0.14   | 39.25                                | 45.20                                | 3.52                               | 14                   |
| Flooring installation, repair, replacement          | 195,017                                | 0.02   | 5,890,054                              | 0.43   | 4.58                                 | 134.11                               | 2.02                               | 15                   |
| Maintenance and repair services                     | 1,725,884                              | 0.14   | 41,348,591                             | 3.01   | 40.57                                | 941.43                               | 2.31                               | 14                   |
| Maintenance and repair commodities                  | 600,222                                | 0.05   | 5,276,624                              | 0.38   | 14.11                                | 120.14                               | 1.51                               | 14                   |
| Paints, wallpaper, and supplies                     | 75,885                                 | 0.01   | 85,701                                 | 0.01   | 1.78                                 | 1.95                                 | 2.46                               | 14                   |
| Tools and equip. for painting/wallpapering          | 8,676                                  | 0.00   | 117,357                                | 0.01   | 0.20                                 | 2.67                                 | 1.14                               | 14                   |
| Materials for plastering, panels, roofing, etc.     | 60,467                                 | 0.00   | 72,548                                 | 0.01   | 1.42                                 | 1.65                                 | 3.71                               | 13                   |
| Plumbing supplies and equipment                     | 31,128                                 | 0.00   | 567,365                                | 0.04   | 0.73                                 | 12.92                                | 1.23                               | 11                   |
| Electrical supplies, heating/cooling equip.         | 42,906                                 | 0.00   | 546,811                                | 0.04   | 1.01                                 | 12.45                                | 1.57                               | 16                   |
| Miscellaneous supplies and equipment                | 321,383                                | 0.03   | 386,411                                | 0.03   | 7.56                                 | 8.80                                 | 3.75                               | 13                   |
| Material for landscape maintenance                  | 59,778                                 | 0.00   | 66,850                                 | 0.00   | 1.41                                 | 1.52                                 | 2.26                               | 15                   |
| Other lodging                                       | 37,019,959                             | 3.01   | 53,667,480                             | 3.91   | 870.28                               | 1,221.91                             | 7.71                               | 10                   |
| Owned vacation homes                                | 9,718,999                              | 0.79   | 14,503,957                             | 1.06   | 228.48                               | 330.23                               | 8.34                               | 9                    |
| Mortgage interest and charges                       | 3,751,214                              | 0.30   | 5,558,164                              | 0.40   | 88.19                                | 126.55                               | 8.18                               | 11                   |
| Mortgage interest                                   | 3,583,759                              | 0.29   | 5,311,486                              | 0.39   | 84.25                                | 120.93                               | 8.19                               | 10                   |
| Interest paid, HELOC and home equity loan           | 167,455                                | 0.01   | 246,678                                | 0.02   | 3.94                                 | 5.62                                 | 8.06                               | 12                   |
| Property taxes                                      | 4,069,699                              | 0.33   | 6,071,179                              | 0.44   | 95.67                                | 138.23                               | 8.33                               | 9                    |
| Maintenance, insurance, and other expenses          | 1,898,086                              | 0.15   | 2,874,614                              | 0.21   | 44.62                                | 65.45                                | 8.66                               | 9                    |
| Homeowners insurance                                | 493,374                                | 0.04   | 727,307                                | 0.05   | 11.60                                | 16.56                                | 8.07                               | 8                    |
| Ground rent                                         | 205,386                                | 0.02   | 307,099                                | 0.02   | 4.83                                 | 6.99                                 | 8.38                               | 8                    |
| Repair and remodeling services                      | 653,429                                | 0.05   | 1,012,930                              | 0.07   | 15.36                                | 23.06                                | 9.16                               | 9                    |
| Maintenance and repair commodities                  | 30,953                                 | 0.00   | 41,777                                 | 0.00   | 0.73                                 | 0.95                                 | 6.18                               | 10                   |
| Paints, wallpaper, supplies                         | 13,145                                 | 0.00   | 18,169                                 | 0.00   | 0.31                                 | 0.41                                 | 6.69                               | 12                   |
| Tools and equipment for painting/wallpapering       | 2,016                                  | 0.00   | 2,764                                  | 0.00   | 0.05                                 | 0.06                                 | 6.51                               | 10                   |
| Materials for plastering, roofing, windows, etc.    | 7,368                                  | 0.00   | 9,788                                  | 0.00   | 0.17                                 | 0.22                                 | 5.85                               | 7                    |
| Material for patio, walk, fence, drive, brick, etc. | 1,288                                  | 0.00   | 1,726                                  | 0.00   | 0.03                                 | 0.04                                 | 6.04                               | 8                    |
| Plumbing supplies and equipment                     | 1,380                                  | 0.00   | 1,801                                  | 0.00   | 0.03                                 | 0.04                                 | 5.47                               | 7                    |
| Electrical supplies, heating/cooling equipment      | 1,745                                  | 0.00   | 2,234                                  | 0.00   | 0.04                                 | 0.05                                 | 5.06                               | 10                   |
| Miscellaneous supplies and equipment                | 4,011                                  | 0.00   | 5,295                                  | 0.00   | 0.09                                 | 0.12                                 | 5.71                               | 9                    |
| Property management and security                    | 476,870                                | 0.04   | 728,362                                | 0.05   | 11.21                                | 16.58                                | 8.84                               | 9                    |
| Property management                                 | 373,480                                | 0.03   | 567,210                                | 0.04   | 8.78                                 | 12.91                                | 8.72                               | 9                    |
| Management and upkeep for security                  | 103,390                                | 0.01   | 161,152                                | 0.01   | 2.43                                 | 3.67                                 | 9.28                               | 9                    |
| Parking                                             | 38,074                                 | 0.00   | 57,140                                 | 0.00   | 0.90                                 | 1.30                                 | 8.46                               | 9                    |
| Housing while attending school                      | 3,291,125                              | 0.27   | 4,817,085                              | 0.35   | 77.37                                | 109.68                               | 7.92                               | 12                   |
| Lodging on out-of-town trips                        | 24,009,835                             | 1.95   | 34,346,438                             | 2.50   | 564.43                               | 782.00                               | 7.42                               | 11                   |

Benchmark: USA

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| Index Colors: | <80 | 80 - 110 | 110+ |
|---------------|-----|----------|------|



|                                                          | 2021 Aggregate<br>Expenditure Estimate | %     | 2026 Aggregate<br>Expenditure Estimate | %     | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|-------|----------------------------------------|-------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Utilities, Fuels and Public Services</b>              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Utilities, fuels, and public services                    | 195,808,751                            | 15.91 | 206,341,797                            | 15.03 | 4,603.15                             | 4,698.02                             | 1.05                               | 86                   |
| Natural gas                                              | 18,304,607                             | 1.49  | 19,323,248                             | 1.41  | 430.31                               | 439.95                               | 1.09                               | 80                   |
| Utility--natural gas (rented)                            | 3,381,532                              | 0.27  | 3,213,400                              | 0.23  | 79.49                                | 73.16                                | -1.01                              | 83                   |
| Utility--natural gas (owned)                             | 14,923,075                             | 1.21  | 16,109,848                             | 1.17  | 350.82                               | 366.79                               | 1.54                               | 79                   |
| Electricity                                              | 70,232,188                             | 5.71  | 70,789,004                             | 5.16  | 1,651.05                             | 1,611.73                             | 0.16                               | 76                   |
| Electricity (rented)                                     | 18,617,200                             | 1.51  | 17,061,043                             | 1.24  | 437.66                               | 388.45                               | -1.73                              | 83                   |
| Electricity (owned)                                      | 51,614,988                             | 4.19  | 53,727,961                             | 3.91  | 1,213.39                             | 1,223.29                             | 0.81                               | 74                   |
| Fuel oil and other fuels                                 | 2,056,728                              | 0.17  | 1,902,977                              | 0.14  | 48.35                                | 43.33                                | -1.54                              | 31                   |
| Fuel oil                                                 | 1,274,847                              | 0.10  | 1,194,967                              | 0.09  | 29.97                                | 27.21                                | -1.29                              | 33                   |
| Fuel oil (rented)                                        | 93,662                                 | 0.01  | 79,696                                 | 0.01  | 2.20                                 | 1.81                                 | -3.18                              | 29                   |
| Fuel oil (owned)                                         | 1,181,185                              | 0.10  | 1,115,271                              | 0.08  | 27.77                                | 25.39                                | -1.14                              | 33                   |
| Coal, wood, and other fuels                              | 118,160                                | 0.01  | 106,042                                | 0.01  | 2.78                                 | 2.41                                 | -2.14                              | 29                   |
| Coal, wood, other fuels (rented)                         | 8,877                                  | 0.00  | 7,453                                  | 0.00  | 0.21                                 | 0.17                                 | -3.44                              | 24                   |
| Coal, wood, other fuels (owned)                          | 109,283                                | 0.01  | 98,589                                 | 0.01  | 2.57                                 | 2.24                                 | -2.04                              | 30                   |
| Bottled gas                                              | 663,722                                | 0.05  | 601,967                                | 0.04  | 15.60                                | 13.71                                | -1.93                              | 28                   |
| Gas, btld/tank (rented)                                  | 53,537                                 | 0.00  | 44,284                                 | 0.00  | 1.26                                 | 1.01                                 | -3.72                              | 25                   |
| Gas, btld/tank (owned)                                   | 610,184                                | 0.05  | 557,683                                | 0.04  | 14.34                                | 12.70                                | -1.78                              | 29                   |
| Telephone services                                       | 67,705,048                             | 5.50  | 72,633,840                             | 5.29  | 1,591.64                             | 1,653.74                             | 1.42                               | 94                   |
| Residential phone service, VolP, and phone cards         | 3,745,973                              | 0.30  | 1,578,249                              | 0.12  | 88.06                                | 35.93                                | -15.88                             | 49                   |
| Phone cards                                              | 88,120                                 | 0.01  | 33,676                                 | 0.00  | 2.07                                 | 0.77                                 | -17.50                             | 52                   |
| Residential telephone including VolP                     | 3,657,853                              | 0.30  | 1,544,573                              | 0.11  | 85.99                                | 35.17                                | -15.84                             | 49                   |
| Cellular phone service                                   | 63,959,075                             | 5.20  | 71,055,591                             | 5.18  | 1,503.58                             | 1,617.80                             | 2.13                               | 99                   |
| Water and other public services                          | 37,510,180                             | 3.05  | 41,692,727                             | 3.04  | 881.80                               | 949.27                               | 2.14                               | 113                  |
| Water and sewerage maintenance                           | 27,175,547                             | 2.21  | 30,155,840                             | 2.20  | 638.85                               | 686.59                               | 2.10                               | 113                  |
| Water/sewer maint. (rented)                              | 4,431,486                              | 0.36  | 4,413,500                              | 0.32  | 104.18                               | 100.49                               | -0.08                              | 111                  |
| Water/sewer maint. (owned)                               | 22,744,061                             | 1.85  | 25,742,339                             | 1.88  | 534.68                               | 586.11                               | 2.51                               | 113                  |
| Trash and garbage collection                             | 9,991,735                              | 0.81  | 11,136,619                             | 0.81  | 234.89                               | 253.56                               | 2.19                               | 113                  |
| Trash/garbage collection (rented)                        | 1,358,627                              | 0.11  | 1,360,168                              | 0.10  | 31.94                                | 30.97                                | 0.02                               | 114                  |
| Trash/garbage collection (owned)                         | 8,633,108                              | 0.70  | 9,776,452                              | 0.71  | 202.95                               | 222.59                               | 2.52                               | 112                  |
| Septic tank cleaning                                     | 342,898                                | 0.03  | 400,268                                | 0.03  | 8.06                                 | 9.11                                 | 3.14                               | 112                  |
| Septic tank clean. (rented)                              | 11,597                                 | 0.00  | 12,191                                 | 0.00  | 0.27                                 | 0.28                                 | 1.00                               | 94                   |
| Septic tank clean. (owned)                               | 331,301                                | 0.03  | 388,077                                | 0.03  | 7.79                                 | 8.84                                 | 3.21                               | 113                  |
| <b>Household Operations</b>                              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Household operations                                     | 91,704,235                             | 7.45  | 106,548,358                            | 7.76  | 2,155.82                             | 2,425.91                             | 3.05                               | 115                  |
| Personal services                                        | 26,626,070                             | 2.16  | 29,690,712                             | 2.16  | 625.94                               | 676.00                               | 2.20                               | 115                  |
| Babysitting and child care                               | 6,652,418                              | 0.54  | 7,469,500                              | 0.54  | 156.39                               | 170.07                               | 2.34                               | 110                  |
| Adult day care centers, elderly care, handicapped, etc.  | 739,226                                | 0.06  | 950,913                                | 0.07  | 17.38                                | 21.65                                | 5.17                               | 51                   |
| Day care centers, nursery, and preschools                | 19,234,426                             | 1.56  | 21,270,299                             | 1.55  | 452.17                               | 484.29                               | 2.03                               | 123                  |
| Other household expenses                                 | 65,078,165                             | 5.29  | 76,857,646                             | 5.60  | 1,529.88                             | 1,749.91                             | 3.38                               | 114                  |
| Housekeeping services                                    | 16,076,745                             | 1.31  | 19,831,402                             | 1.44  | 377.94                               | 451.52                               | 4.29                               | 130                  |
| Gardening, lawn care service                             | 13,982,730                             | 1.14  | 17,332,313                             | 1.26  | 328.71                               | 394.62                               | 4.39                               | 111                  |
| Water softening service                                  | 192,014                                | 0.02  | 220,688                                | 0.02  | 4.51                                 | 5.02                                 | 2.82                               | 92                   |
| Household laundry, dry cleaning (sent out)               | 1,572,967                              | 0.13  | 1,880,267                              | 0.14  | 36.98                                | 42.81                                | 3.63                               | 140                  |
| Household laundry, dry cleaning (coin-operated)          | 434,506                                | 0.04  | 465,967                                | 0.03  | 10.21                                | 10.61                                | 1.41                               | 102                  |
| Appliance rental                                         | 174,126                                | 0.01  | 183,262                                | 0.01  | 4.09                                 | 4.17                                 | 1.03                               | 93                   |
| Services for termite/pest control                        | 904,315                                | 0.07  | 1,076,963                              | 0.08  | 21.26                                | 24.52                                | 3.56                               | 111                  |
| Home security system service fee                         | 1,538,639                              | 0.13  | 1,798,855                              | 0.13  | 36.17                                | 40.96                                | 3.17                               | 116                  |
| Repair of misc. equipment/furnishings/other services     | 1,390,604                              | 0.11  | 1,678,666                              | 0.12  | 32.69                                | 38.22                                | 3.84                               | 116                  |
| Termite/pest control products                            | 226,441                                | 0.02  | 269,656                                | 0.02  | 5.32                                 | 6.14                                 | 3.56                               | 111                  |
| Moving, storage, freight                                 | 4,572,672                              | 0.37  | 5,251,576                              | 0.38  | 107.50                               | 119.57                               | 2.81                               | 122                  |
| Appliance repair, including service center               | 1,359,790                              | 0.11  | 1,604,275                              | 0.12  | 31.97                                | 36.53                                | 3.36                               | 100                  |
| Reupholstering, furniture repair                         | 332,262                                | 0.03  | 411,409                                | 0.03  | 7.81                                 | 9.37                                 | 4.37                               | 109                  |
| Repair/rent of lawn/garden equip., power tools and other | 711,001                                | 0.06  | 854,806                                | 0.06  | 16.71                                | 19.46                                | 3.75                               | 96                   |
| Rental of office equipment for nonbusiness use           | 36,139                                 | 0.00  | 40,974                                 | 0.00  | 0.85                                 | 0.93                                 | 2.54                               | 133                  |
| Repair of computer systems for nonbusiness use           | 183,117                                | 0.01  | 209,157                                | 0.02  | 4.30                                 | 4.76                                 | 2.69                               | 111                  |
| Installation of computer and computer info services      | 21,390,097                             | 1.74  | 23,747,410                             | 1.73  | 502.85                               | 540.68                               | 2.11                               | 107                  |
| <b>Housekeeping Supplies</b>                             |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Housekeeping supplies                                    | 39,584,996                             | 3.22  | 42,457,809                             | 3.09  | 930.58                               | 966.69                               | 1.41                               | 98                   |
| Laundry and cleaning supplies                            | 9,476,318                              | 0.77  | 10,061,702                             | 0.73  | 222.77                               | 229.09                               | 1.21                               | 95                   |
| Soaps and detergents                                     | 4,961,338                              | 0.40  | 5,242,799                              | 0.38  | 116.63                               | 119.37                               | 1.11                               | 93                   |
| Other laundry cleaning products                          | 4,514,960                              | 0.37  | 4,818,903                              | 0.35  | 106.14                               | 109.72                               | 1.31                               | 97                   |
| Other household products                                 | 21,471,832                             | 1.74  | 23,982,337                             | 1.75  | 504.77                               | 546.03                               | 2.24                               | 94                   |
| Cleansing and toilet tissue, paper towels and napkin     | 7,296,587                              | 0.59  | 8,050,254                              | 0.59  | 171.53                               | 183.29                               | 1.99                               | 91                   |
| Miscellaneous household products                         | 8,715,895                              | 0.71  | 9,676,523                              | 0.70  | 204.90                               | 220.32                               | 2.11                               | 96                   |
| Lawn and garden supplies                                 | 5,459,350                              | 0.44  | 6,255,561                              | 0.46  | 128.34                               | 142.43                               | 2.76                               | 96                   |
| Postage and stationery                                   | 8,636,846                              | 0.70  | 8,413,770                              | 0.61  | 203.04                               | 191.57                               | -0.52                              | 113                  |
| Stationery, stationery supplies, giftwrap                | 5,077,114                              | 0.41  | 4,911,667                              | 0.36  | 119.35                               | 111.83                               | -0.66                              | 117                  |
| Postage                                                  | 3,169,576                              | 0.26  | 3,119,105                              | 0.23  | 74.51                                | 71.02                                | -0.32                              | 105                  |
| Delivery services                                        | 390,155                                | 0.03  | 382,998                                | 0.03  | 9.17                                 | 8.72                                 | -0.37                              | 129                  |

Benchmark: USA

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|               |     |          |      |
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| Index Colors: | <80 | 80 - 110 | 110+ |
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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<br>Expenditure Estimate | %    | 2026 Aggregate<br>Expenditure Estimate | %    | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|------|----------------------------------------|------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Household Furnishings and Equipment</b>               |                                        |      |                                        |      |                                      |                                      |                                    |                      |
| 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                  |
| Bathroom linens                                          | 1,458,490                              | 0.12 | 1,576,346                              | 0.11 | 34.29                                | 35.89                                | 1.57                               | 99                   |
| Bedroom linens                                           | 3,629,886                              | 0.29 | 3,962,454                              | 0.29 | 85.33                                | 90.22                                | 1.77                               | 104                  |
| Kitchen, dining room, other linens                       | 428,522                                | 0.03 | 474,782                                | 0.03 | 10.07                                | 10.81                                | 2.07                               | 101                  |
| Curtains and draperies                                   | 709,246                                | 0.06 | 773,769                                | 0.06 | 16.67                                | 17.62                                | 1.76                               | 104                  |
| Slipcovers, decorative pillows                           | 305,052                                | 0.02 | 337,317                                | 0.02 | 7.17                                 | 7.68                                 | 2.03                               | 110                  |
| Furniture                                                | 32,627,716                             | 2.65 | 33,380,059                             | 2.43 | 767.03                               | 760.00                               | 0.46                               | 110                  |
| Outdoor furniture                                        | 2,299,564                              | 0.19 | 2,401,232                              | 0.17 | 54.06                                | 54.67                                | 0.87                               | 111                  |
| Mattress and springs                                     | 9,819,738                              | 0.80 | 10,114,808                             | 0.74 | 230.85                               | 230.30                               | 0.59                               | 109                  |
| Other bedroom furniture                                  | 4,369,531                              | 0.35 | 4,386,382                              | 0.32 | 102.72                               | 99.87                                | 0.08                               | 107                  |
| Sofas                                                    | 6,284,017                              | 0.51 | 6,286,384                              | 0.46 | 147.73                               | 143.13                               | 0.01                               | 110                  |
| Living room chairs                                       | 1,836,140                              | 0.15 | 1,887,084                              | 0.14 | 43.16                                | 42.97                                | 0.55                               | 101                  |
| Living room tables                                       | 1,444,686                              | 0.12 | 1,454,331                              | 0.11 | 33.96                                | 33.11                                | 0.13                               | 119                  |
| Kitchen, dining room furniture                           | 2,811,457                              | 0.23 | 2,948,710                              | 0.21 | 66.09                                | 67.14                                | 0.96                               | 117                  |
| Infants' furniture                                       | 620,139                                | 0.05 | 637,130                                | 0.05 | 14.58                                | 14.51                                | 0.54                               | 105                  |
| Wall units, cabinets and other occasional furniture      | 3,142,443                              | 0.26 | 3,263,997                              | 0.24 | 73.87                                | 74.32                                | 0.76                               | 112                  |
| Floor coverings, nonpermanent                            | 1,225,951                              | 0.10 | 1,318,147                              | 0.10 | 28.82                                | 30.01                                | 1.46                               | 101                  |
| Major appliances                                         | 15,404,436                             | 1.25 | 17,146,835                             | 1.25 | 362.13                               | 390.40                               | 2.17                               | 96                   |
| Built-in and portable dishwasher, garbage disp. (renter) | 49,276                                 | 0.00 | 49,882                                 | 0.00 | 1.16                                 | 1.14                                 | 0.24                               | 103                  |
| Built-in and portable dishwasher, garbage disp. (owner)  | 1,355,872                              | 0.11 | 1,527,186                              | 0.11 | 31.87                                | 34.77                                | 2.41                               | 104                  |
| Refrigerators, freezers (renter)                         | 292,415                                | 0.02 | 285,558                                | 0.02 | 6.87                                 | 6.50                                 | -0.47                              | 80                   |
| Refrigerators, freezers (owned home)                     | 4,254,639                              | 0.35 | 4,841,619                              | 0.35 | 100.02                               | 110.23                               | 2.62                               | 94                   |
| Clothes washer or dryer (renter)                         | 629,913                                | 0.05 | 611,473                                | 0.04 | 14.81                                | 13.92                                | -0.59                              | 97                   |
| Clothes washer or dryer (owned home)                     | 3,277,799                              | 0.27 | 3,673,349                              | 0.27 | 77.06                                | 83.64                                | 2.30                               | 97                   |
| Cooking stoves, ovens (renter)                           | 136,272                                | 0.01 | 139,448                                | 0.01 | 3.20                                 | 3.17                                 | 0.46                               | 96                   |
| Cooking stoves, ovens (owned home)                       | 1,908,337                              | 0.15 | 2,192,443                              | 0.16 | 44.86                                | 49.92                                | 2.81                               | 95                   |
| Microwave ovens (renter)                                 | 173,680                                | 0.01 | 171,756                                | 0.01 | 4.08                                 | 3.91                                 | -0.22                              | 99                   |
| Microwave ovens (owned home)                             | 652,730                                | 0.05 | 741,676                                | 0.05 | 15.34                                | 16.89                                | 2.59                               | 98                   |
| Window air conditioners (renter)                         | 80,501                                 | 0.01 | 80,144                                 | 0.01 | 1.89                                 | 1.82                                 | -0.09                              | 90                   |
| Window air conditioners (owned home)                     | 140,100                                | 0.01 | 153,263                                | 0.01 | 3.29                                 | 3.49                                 | 1.81                               | 84                   |
| Electric floor cleaning equipment                        | 1,716,011                              | 0.14 | 1,883,916                              | 0.14 | 40.34                                | 42.89                                | 1.88                               | 96                   |
| Sewing machines                                          | 183,881                                | 0.01 | 214,109                                | 0.02 | 4.32                                 | 4.87                                 | 3.09                               | 82                   |
| Miscellaneous household appliances                       | 553,009                                | 0.04 | 581,013                                | 0.04 | 13.00                                | 13.23                                | 0.99                               | 107                  |
| Small appliances, miscellaneous housewares               | 7,212,803                              | 0.59 | 7,711,277                              | 0.56 | 169.56                               | 175.57                               | 1.35                               | 106                  |
| Housewares                                               | 4,508,090                              | 0.37 | 4,816,139                              | 0.35 | 105.98                               | 109.65                               | 1.33                               | 109                  |
| Flatware                                                 | 376,718                                | 0.03 | 405,182                                | 0.03 | 8.86                                 | 9.23                                 | 1.47                               | 110                  |
| Dinnerware, glassware, serving pieces                    | 1,610,373                              | 0.13 | 1,712,886                              | 0.12 | 37.86                                | 39.00                                | 1.24                               | 112                  |
| Nonelectric cookware                                     | 1,240,168                              | 0.10 | 1,311,407                              | 0.10 | 29.15                                | 29.86                                | 1.12                               | 106                  |
| Tableware, nonelectric kitchenware                       | 1,280,831                              | 0.10 | 1,386,664                              | 0.10 | 30.11                                | 31.57                                | 1.60                               | 107                  |
| Small appliances                                         | 2,704,713                              | 0.22 | 2,895,138                              | 0.21 | 63.58                                | 65.92                                | 1.37                               | 101                  |
| Small electric kitchen appliances                        | 2,008,252                              | 0.16 | 2,147,292                              | 0.16 | 47.21                                | 48.89                                | 1.35                               | 103                  |
| Portable heating and cooling equipment                   | 696,461                                | 0.06 | 747,847                                | 0.05 | 16.37                                | 17.03                                | 1.43                               | 96                   |
| <b>Miscellaneous Household Equipment</b>                 |                                        |      |                                        |      |                                      |                                      |                                    |                      |
| Miscellaneous household equipment                        | 59,301,587                             | 4.82 | 64,371,686                             | 4.69 | 1,394.08                             | 1,465.62                             | 1.65                               | 115                  |
| Luggage                                                  | 1,185,755                              | 0.10 | 1,281,603                              | 0.09 | 27.88                                | 29.18                                | 1.57                               | 125                  |
| Hand tools                                               | 1,574,275                              | 0.13 | 1,679,649                              | 0.12 | 37.01                                | 38.24                                | 1.30                               | 110                  |
| Indoor plants, fresh flowers                             | 5,356,437                              | 0.44 | 5,903,309                              | 0.43 | 125.92                               | 134.41                               | 1.96                               | 113                  |
| Closet and storage items                                 | 1,584,018                              | 0.13 | 1,697,162                              | 0.12 | 37.24                                | 38.64                                | 1.39                               | 124                  |
| Infants' equipment                                       | 1,173,056                              | 0.10 | 1,238,771                              | 0.09 | 27.58                                | 28.20                                | 1.10                               | 115                  |
| Laundry and cleaning equipment                           | 1,443,441                              | 0.12 | 1,565,877                              | 0.11 | 33.93                                | 35.65                                | 1.64                               | 113                  |
| Outdoor equipment                                        | 2,382,254                              | 0.19 | 2,601,107                              | 0.19 | 56.00                                | 59.22                                | 1.77                               | 114                  |
| Lamps, lighting fixtures, ceiling fans                   | 2,386,419                              | 0.19 | 2,623,980                              | 0.19 | 56.10                                | 59.74                                | 1.92                               | 119                  |
| Clocks and other household decorative items              | 8,554,126                              | 0.69 | 9,402,943                              | 0.69 | 201.09                               | 214.09                               | 1.91                               | 116                  |
| Telephones and accessories                               | 5,665,823                              | 0.46 | 6,057,531                              | 0.44 | 133.19                               | 137.92                               | 1.35                               | 119                  |
| Lawn and garden equipment                                | 4,282,050                              | 0.35 | 4,612,049                              | 0.34 | 100.66                               | 105.01                               | 1.50                               | 98                   |
| Power tools                                              | 2,928,705                              | 0.24 | 3,129,335                              | 0.23 | 68.85                                | 71.25                                | 1.33                               | 108                  |
| Other hardware                                           | 1,145,535                              | 0.09 | 1,238,765                              | 0.09 | 26.93                                | 28.20                                | 1.58                               | 126                  |
| Miscellaneous household equipment and parts              | 3,446,259                              | 0.28 | 3,723,151                              | 0.27 | 81.02                                | 84.77                                | 1.56                               | 110                  |
| Window coverings                                         | 1,378,149                              | 0.11 | 1,556,074                              | 0.11 | 32.40                                | 35.43                                | 2.46                               | 120                  |
| Office furniture for home use                            | 756,801                                | 0.06 | 819,942                                | 0.06 | 17.79                                | 18.67                                | 1.62                               | 135                  |
| Rental of furniture                                      | 280,407                                | 0.02 | 266,670                                | 0.02 | 6.59                                 | 6.07                                 | -1.00                              | 107                  |
| Computers and hardware for nonbusiness use               | 7,412,690                              | 0.60 | 7,984,557                              | 0.58 | 174.26                               | 181.79                               | 1.50                               | 125                  |
| Portable memory                                          | 290,222                                | 0.02 | 311,551                                | 0.02 | 6.82                                 | 7.09                                 | 1.43                               | 125                  |
| Computer software                                        | 1,412,518                              | 0.11 | 1,534,562                              | 0.11 | 33.21                                | 34.94                                | 1.67                               | 125                  |
| Computer accessories                                     | 3,549,104                              | 0.29 | 3,942,862                              | 0.29 | 83.43                                | 89.77                                | 2.13                               | 113                  |
| Internet services away from home                         | 379,666                                | 0.03 | 401,599                                | 0.03 | 8.93                                 | 9.14                                 | 1.13                               | 118                  |
| Business equipment for home use                          | 254,660                                | 0.02 | 278,888                                | 0.02 | 5.99                                 | 6.35                                 | 1.83                               | 122                  |
| Other household appliances (owned home)                  | 406,824                                | 0.03 | 448,031                                | 0.03 | 9.56                                 | 10.20                                | 1.95                               | 110                  |
| Other household appliances (renter)                      | 72,396                                 | 0.01 | 71,719                                 | 0.01 | 1.70                                 | 1.63                                 | -0.19                              | 120                  |

Benchmark: USA

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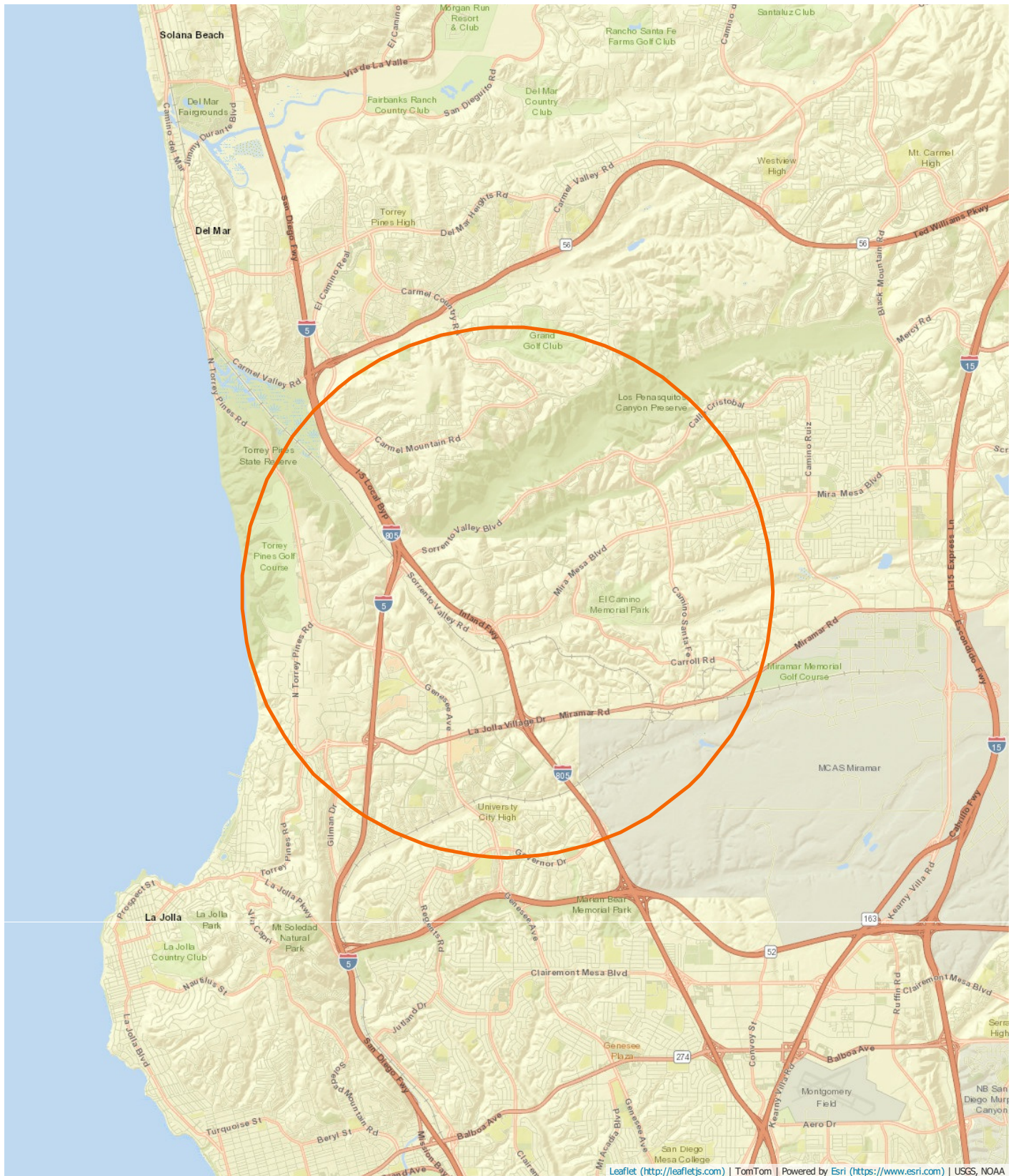


# Consumer Buying Power™ | Map



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™ | Housing



Trade Area: 9710 Scranton Rd - 5 mi Radius

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

|                                                     | 2021 Aggregate<br>Expenditure Estimate | %      | 2026 Aggregate<br>Expenditure Estimate | %      | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>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                  |
| <b>Housing</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Housing                                             | 3,266,887,406                          | 100.00 | 3,603,146,032                          | 100.00 | 33,838.33                            | 36,297.16                            | 1.98                               | 13                   |
| <b>Shelter</b>                                      |                                        |        |                                        |        |                                      |                                      |                                    |                      |
| Shelter                                             | 2,006,729,807                          | 61.43  | 2,250,726,752                          | 62.47  | 20,785.65                            | 22,673.24                            | 2.32                               | 13                   |
| Owned dwellings                                     | 1,154,417,607                          | 35.34  | 1,264,260,042                          | 35.09  | 11,957.42                            | 12,735.83                            | 1.83                               | 13                   |
| Mortgage interest and charges                       | 608,302,356                            | 18.62  | 662,861,586                            | 18.40  | 6,300.78                             | 6,677.50                             | 1.73                               | 15                   |
| Mortgage interest                                   | 583,406,360                            | 17.86  | 634,817,079                            | 17.62  | 6,042.91                             | 6,394.98                             | 1.70                               | 15                   |
| Interest paid, home equity loan                     | 5,880,197                              | 0.18   | 6,489,818                              | 0.18   | 60.91                                | 65.38                                | 1.99                               | 15                   |
| Interest paid, home equity line of credit           | 19,015,799                             | 0.58   | 21,554,689                             | 0.60   | 196.97                               | 217.14                               | 2.54                               | 16                   |
| Property taxes                                      | 314,633,477                            | 9.63   | 347,811,442                            | 9.65   | 3,258.96                             | 3,503.76                             | 2.03                               | 11                   |
| Maintenance, repairs, insurance, other expenses     | 231,481,774                            | 7.09   | 253,587,014                            | 7.04   | 2,397.68                             | 2,554.57                             | 1.84                               | 11                   |
| Homeowners insurance                                | 68,908,129                             | 2.11   | 74,552,039                             | 2.07   | 713.75                               | 751.02                               | 1.59                               | 10                   |
| Ground rent                                         | 5,366,962                              | 0.16   | 5,290,180                              | 0.15   | 55.59                                | 53.29                                | -0.29                              | 6                    |
| Flooring installation, repair, replacement          | 15,886,260                             | 0.49   | 17,443,729                             | 0.48   | 164.55                               | 175.72                               | 1.89                               | 12                   |
| Maintenance and repair services                     | 116,215,906                            | 3.56   | 129,278,611                            | 3.59   | 1,203.76                             | 1,302.32                             | 2.15                               | 12                   |
| Painting and papering                               | 18,514,116                             | 0.57   | 20,919,792                             | 0.58   | 191.77                               | 210.74                               | 2.47                               | 13                   |
| Plumbing and water heating                          | 11,086,670                             | 0.34   | 12,245,443                             | 0.34   | 114.84                               | 123.36                               | 2.01                               | 11                   |
| Heat, a/c, electrical work                          | 22,990,187                             | 0.70   | 25,451,819                             | 0.71   | 238.13                               | 256.40                               | 2.06                               | 11                   |
| Roofing and gutters                                 | 21,373,270                             | 0.65   | 23,544,496                             | 0.65   | 221.38                               | 237.18                               | 1.95                               | 11                   |
| Other repair and maintenance services               | 41,874,630                             | 1.28   | 46,700,829                             | 1.30   | 433.74                               | 470.45                               | 2.21                               | 12                   |
| Repair of built-in appliances                       | 377,034                                | 0.01   | 416,231                                | 0.01   | 3.91                                 | 4.19                                 | 2.00                               | 11                   |
| Maintenance and repair commodities                  | 14,232,466                             | 0.44   | 15,192,369                             | 0.42   | 147.42                               | 153.04                               | 1.31                               | 11                   |
| Paints, wallpaper and supplies                      | 2,846,453                              | 0.09   | 2,989,699                              | 0.08   | 29.48                                | 30.12                                | 0.99                               | 11                   |
| Tools and equip. for painting/wallpapering          | 307,432                                | 0.01   | 322,928                                | 0.01   | 3.18                                 | 3.25                                 | 0.99                               | 11                   |
| Plumbing supplies and equipment                     | 1,509,361                              | 0.05   | 1,573,396                              | 0.04   | 15.63                                | 15.85                                | 0.83                               | 10                   |
| Electrical supplies, heating/cooling equip.         | 1,460,063                              | 0.04   | 1,582,830                              | 0.04   | 15.12                                | 15.95                                | 1.63                               | 12                   |
| Materials and equipment for roof and gutters        | 1,226,531                              | 0.04   | 1,349,656                              | 0.04   | 12.70                                | 13.60                                | 1.93                               | 10                   |
| Materials for plaster, panel, siding, windows, etc. | 2,673,856                              | 0.08   | 2,871,409                              | 0.08   | 27.70                                | 28.93                                | 1.44                               | 11                   |
| Materials for patio, fence, driveway, etc.          | 321,178                                | 0.01   | 351,666                                | 0.01   | 3.33                                 | 3.54                                 | 1.83                               | 12                   |
| Other materials                                     | 3,887,592                              | 0.12   | 4,150,785                              | 0.12   | 40.27                                | 41.81                                | 1.32                               | 11                   |
| Property management and security                    | 10,083,691                             | 0.31   | 10,994,610                             | 0.31   | 104.45                               | 110.76                               | 1.74                               | 11                   |
| Property management                                 | 8,739,119                              | 0.27   | 9,507,121                              | 0.26   | 90.52                                | 95.77                                | 1.70                               | 11                   |
| Management and services for security                | 1,344,572                              | 0.04   | 1,487,489                              | 0.04   | 13.93                                | 14.98                                | 2.04                               | 11                   |
| Parking                                             | 788,358                                | 0.02   | 835,475                                | 0.02   | 8.17                                 | 8.42                                 | 1.17                               | 10                   |
| Rented dwellings                                    | 742,402,308                            | 22.73  | 830,458,135                            | 23.05  | 7,689.78                             | 8,365.82                             | 2.27                               | 13                   |
| Rent                                                | 723,405,612                            | 22.14  | 807,955,926                            | 22.42  | 7,493.01                             | 8,139.14                             | 2.24                               | 13                   |
| Rent as pay                                         | 8,036,266                              | 0.25   | 8,905,065                              | 0.25   | 83.24                                | 89.71                                | 2.07                               | 10                   |
| Maintenance, insurance and other expenses           | 10,960,430                             | 0.34   | 13,597,144                             | 0.38   | 113.53                               | 136.97                               | 4.41                               | 16                   |
| Tenant's insurance                                  | 4,028,792                              | 0.12   | 4,795,227                              | 0.13   | 41.73                                | 48.31                                | 3.54                               | 15                   |
| Flooring installation, repair, replacement          | 473,599                                | 0.01   | 17,443,729                             | 0.48   | 4.91                                 | 175.72                               | 1.89                               | 16                   |
| Maintenance and repair services                     | 5,034,651                              | 0.15   | 129,278,611                            | 3.59   | 52.15                                | 1,302.32                             | 2.15                               | 15                   |
| Maintenance and repair commodities                  | 1,423,387                              | 0.04   | 15,192,369                             | 0.42   | 14.74                                | 153.04                               | 1.31                               | 14                   |
| Paints, wallpaper, and supplies                     | 165,759                                | 0.01   | 188,060                                | 0.01   | 1.72                                 | 1.89                                 | 2.56                               | 14                   |
| Tools and equip. for painting/wallpapering          | 19,354                                 | 0.00   | 322,928                                | 0.01   | 0.20                                 | 3.25                                 | 0.99                               | 14                   |
| Materials for plastering, panels, roofing, etc.     | 141,855                                | 0.00   | 165,920                                | 0.00   | 1.47                                 | 1.67                                 | 3.18                               | 14                   |
| Plumbing supplies and equipment                     | 75,384                                 | 0.00   | 1,573,396                              | 0.04   | 0.78                                 | 15.85                                | 0.83                               | 11                   |
| Electrical supplies, heating/cooling equip.         | 102,237                                | 0.00   | 1,582,830                              | 0.04   | 1.06                                 | 15.95                                | 1.63                               | 17                   |
| Miscellaneous supplies and equipment                | 797,051                                | 0.02   | 935,818                                | 0.03   | 8.26                                 | 9.43                                 | 3.26                               | 14                   |
| Material for landscape maintenance                  | 121,746                                | 0.00   | 137,498                                | 0.00   | 1.26                                 | 1.39                                 | 2.46                               | 17                   |
| Other lodging                                       | 109,909,892                            | 3.36   | 156,008,575                            | 4.33   | 1,138.44                             | 1,571.59                             | 7.26                               | 14                   |
| Owned vacation homes                                | 31,299,919                             | 0.96   | 45,121,839                             | 1.25   | 324.20                               | 454.55                               | 7.59                               | 14                   |
| Mortgage interest and charges                       | 11,330,125                             | 0.35   | 16,170,267                             | 0.45   | 117.36                               | 162.90                               | 7.37                               | 14                   |
| Mortgage interest                                   | 10,824,651                             | 0.33   | 15,422,156                             | 0.43   | 112.12                               | 155.36                               | 7.34                               | 14                   |
| Interest paid, HELOC and home equity loan           | 505,474                                | 0.02   | 748,111                                | 0.02   | 5.24                                 | 7.54                                 | 8.16                               | 16                   |
| Property taxes                                      | 13,420,832                             | 0.41   | 19,349,292                             | 0.54   | 139.01                               | 194.92                               | 7.59                               | 13                   |
| Maintenance, insurance, and other expenses          | 6,548,963                              | 0.20   | 9,602,280                              | 0.27   | 67.83                                | 96.73                                | 7.95                               | 13                   |
| Homeowners insurance                                | 1,653,685                              | 0.05   | 2,359,102                              | 0.07   | 17.13                                | 23.76                                | 7.36                               | 12                   |
| Ground rent                                         | 684,316                                | 0.02   | 992,211                                | 0.03   | 7.09                                 | 10.00                                | 7.71                               | 12                   |
| Repair and remodeling services                      | 2,347,551                              | 0.07   | 3,528,767                              | 0.10   | 24.32                                | 35.55                                | 8.49                               | 15                   |
| Maintenance and repair commodities                  | 82,638                                 | 0.00   | 109,467                                | 0.00   | 0.86                                 | 1.10                                 | 5.78                               | 11                   |
| Paints, wallpaper, supplies                         | 32,643                                 | 0.00   | 44,427                                 | 0.00   | 0.34                                 | 0.45                                 | 6.36                               | 13                   |
| Tools and equipment for painting/wallpapering       | 5,159                                  | 0.00   | 6,919                                  | 0.00   | 0.05                                 | 0.07                                 | 6.04                               | 12                   |
| Materials for plastering, roofing, windows, etc.    | 21,912                                 | 0.00   | 28,526                                 | 0.00   | 0.23                                 | 0.29                                 | 5.42                               | 10                   |
| Material for patio, walk, fence, drive, brick, etc. | 3,430                                  | 0.00   | 4,512                                  | 0.00   | 0.04                                 | 0.05                                 | 5.64                               | 10                   |
| Plumbing supplies and equipment                     | 3,646                                  | 0.00   | 4,693                                  | 0.00   | 0.04                                 | 0.05                                 | 5.18                               | 9                    |
| Electrical supplies, heating/cooling equipment      | 4,217                                  | 0.00   | 5,377                                  | 0.00   | 0.04                                 | 0.05                                 | 4.98                               | 10                   |
| Miscellaneous supplies and equipment                | 11,632                                 | 0.00   | 15,013                                 | 0.00   | 0.12                                 | 0.15                                 | 5.24                               | 11                   |
| Property management and security                    | 1,648,085                              | 0.05   | 2,417,480                              | 0.07   | 17.07                                | 24.35                                | 7.96                               | 13                   |
| Property management                                 | 1,270,181                              | 0.04   | 1,858,647                              | 0.05   | 13.16                                | 18.72                                | 7.91                               | 13                   |
| Management and upkeep for security                  | 377,904                                | 0.01   | 558,833                                | 0.02   | 3.91                                 | 5.63                                 | 8.14                               | 14                   |
| Parking                                             | 132,688                                | 0.00   | 195,252                                | 0.01   | 1.37                                 | 1.97                                 | 8.03                               | 14                   |
| Housing while attending school                      | 8,853,219                              | 0.27   | 12,340,876                             | 0.34   | 91.70                                | 124.32                               | 6.87                               | 15                   |
| Lodging on out-of-town trips                        | 69,756,753                             | 2.14   | 98,545,860                             | 2.73   | 722.54                               | 992.73                               | 7.15                               | 14                   |

Benchmark: USA

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|                                                          | 2021 Aggregate<br>Expenditure Estimate | %     | 2026 Aggregate<br>Expenditure Estimate | %     | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|-------|----------------------------------------|-------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Utilities, Fuels and Public Services</b>              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Utilities, fuels, and public services                    | 536,339,632                            | 16.42 | 556,803,897                            | 15.45 | 5,555.39                             | 5,609.10                             | 0.75                               | 104                  |
| Natural gas                                              | 50,881,028                             | 1.56  | 52,931,733                             | 1.47  | 527.02                               | 533.22                               | 0.79                               | 98                   |
| Utility--natural gas (rented)                            | 7,171,709                              | 0.22  | 6,700,200                              | 0.19  | 74.28                                | 67.50                                | -1.35                              | 77                   |
| Utility--natural gas (owned)                             | 43,709,319                             | 1.34  | 46,231,534                             | 1.28  | 452.74                               | 465.72                               | 1.13                               | 102                  |
| Electricity                                              | 190,182,041                            | 5.82  | 188,901,015                            | 5.24  | 1,969.90                             | 1,902.94                             | -0.14                              | 91                   |
| Electricity (rented)                                     | 38,139,465                             | 1.17  | 34,307,071                             | 0.95  | 395.05                               | 345.60                               | -2.10                              | 75                   |
| Electricity (owned)                                      | 152,042,577                            | 4.65  | 154,593,944                            | 4.29  | 1,574.85                             | 1,557.34                             | 0.33                               | 96                   |
| Fuel oil and other fuels                                 | 6,452,896                              | 0.20  | 5,867,447                              | 0.16  | 66.84                                | 59.11                                | -1.88                              | 43                   |
| Fuel oil                                                 | 4,017,178                              | 0.12  | 3,693,200                              | 0.10  | 41.61                                | 37.20                                | -1.67                              | 45                   |
| Fuel oil (rented)                                        | 235,003                                | 0.01  | 196,221                                | 0.01  | 2.43                                 | 1.98                                 | -3.54                              | 33                   |
| Fuel oil (owned)                                         | 3,782,175                              | 0.12  | 3,496,979                              | 0.10  | 39.18                                | 35.23                                | -1.56                              | 47                   |
| Coal, wood, and other fuels                              | 355,391                                | 0.01  | 312,671                                | 0.01  | 3.68                                 | 3.15                                 | -2.53                              | 39                   |
| Coal, wood, other fuels (rented)                         | 22,709                                 | 0.00  | 18,271                                 | 0.00  | 0.24                                 | 0.18                                 | -4.26                              | 27                   |
| Coal, wood, other fuels (owned)                          | 332,681                                | 0.01  | 294,400                                | 0.01  | 3.45                                 | 2.97                                 | -2.42                              | 40                   |
| Bottled gas                                              | 2,080,328                              | 0.06  | 1,861,576                              | 0.05  | 21.55                                | 18.75                                | -2.20                              | 39                   |
| Gas, btld/tank (rented)                                  | 131,695                                | 0.00  | 106,356                                | 0.00  | 1.36                                 | 1.07                                 | -4.18                              | 27                   |
| Gas, btld/tank (owned)                                   | 1,948,633                              | 0.06  | 1,755,220                              | 0.05  | 20.18                                | 17.68                                | -2.07                              | 40                   |
| Telephone services                                       | 181,998,196                            | 5.57  | 192,388,108                            | 5.34  | 1,885.13                             | 1,938.07                             | 1.12                               | 111                  |
| Residential phone service, VolP, and phone cards         | 11,699,371                             | 0.36  | 4,850,156                              | 0.13  | 121.18                               | 48.86                                | -16.15                             | 57                   |
| Phone cards                                              | 217,454                                | 0.01  | 81,970                                 | 0.00  | 2.25                                 | 0.83                                 | -17.73                             | 66                   |
| Residential telephone including VolP                     | 11,481,918                             | 0.35  | 4,768,186                              | 0.13  | 118.93                               | 48.03                                | -16.12                             | 67                   |
| Cellular phone service                                   | 170,298,824                            | 5.21  | 187,537,952                            | 5.20  | 1,763.95                             | 1,889.21                             | 1.95                               | 116                  |
| Water and other public services                          | 106,825,471                            | 3.27  | 116,715,595                            | 3.24  | 1,106.50                             | 1,175.76                             | 1.79                               | 141                  |
| Water and sewerage maintenance                           | 77,050,719                             | 2.36  | 84,047,253                             | 2.33  | 798.09                               | 846.67                               | 1.75                               | 141                  |
| Water/sewer maint. (rented)                              | 9,623,872                              | 0.29  | 9,485,696                              | 0.26  | 99.68                                | 95.56                                | -0.29                              | 106                  |
| Water/sewer maint. (owned)                               | 67,426,847                             | 2.06  | 74,561,557                             | 2.07  | 698.41                               | 751.11                               | 2.03                               | 148                  |
| Trash and garbage collection                             | 28,682,334                             | 0.88  | 31,429,014                             | 0.87  | 297.09                               | 316.61                               | 1.85                               | 143                  |
| Trash/garbage collection (rented)                        | 2,955,888                              | 0.09  | 2,919,281                              | 0.08  | 30.62                                | 29.41                                | -0.25                              | 109                  |
| Trash/garbage collection (owned)                         | 25,726,446                             | 0.79  | 28,509,733                             | 0.79  | 266.47                               | 287.20                               | 2.08                               | 148                  |
| Septic tank cleaning                                     | 1,092,418                              | 0.03  | 1,239,327                              | 0.03  | 11.32                                | 12.48                                | 2.56                               | 157                  |
| Septic tank clean. (rented)                              | 28,599                                 | 0.00  | 28,538                                 | 0.00  | 0.30                                 | 0.29                                 | -0.04                              | 102                  |
| Septic tank clean. (owned)                               | 1,063,819                              | 0.03  | 1,210,789                              | 0.03  | 11.02                                | 12.20                                | 2.62                               | 160                  |
| <b>Household Operations</b>                              |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Household operations                                     | 263,455,876                            | 8.06  | 308,410,136                            | 8.56  | 2,728.87                             | 3,106.84                             | 3.20                               | 145                  |
| Personal services                                        | 70,251,987                             | 2.15  | 82,582,131                             | 2.29  | 727.67                               | 831.91                               | 3.29                               | 134                  |
| Babysitting and child care                               | 17,647,189                             | 0.54  | 20,553,626                             | 0.57  | 182.79                               | 207.05                               | 3.10                               | 129                  |
| Adult day care centers, elderly care, handicapped, etc.  | 2,487,565                              | 0.08  | 3,177,855                              | 0.09  | 25.77                                | 32.01                                | 5.02                               | 75                   |
| Day care centers, nursery, and preschools                | 50,117,232                             | 1.53  | 58,850,650                             | 1.63  | 519.11                               | 592.85                               | 3.26                               | 141                  |
| Other household expenses                                 | 193,203,890                            | 5.91  | 225,828,006                            | 6.27  | 2,001.20                             | 2,274.93                             | 3.17                               | 150                  |
| Housekeeping services                                    | 50,091,051                             | 1.53  | 60,688,163                             | 1.68  | 518.84                               | 611.36                               | 3.91                               | 178                  |
| Gardening, lawn care service                             | 46,470,510                             | 1.42  | 56,906,704                             | 1.58  | 481.34                               | 573.26                               | 4.14                               | 162                  |
| Water softening service                                  | 581,642                                | 0.02  | 657,666                                | 0.02  | 6.02                                 | 6.63                                 | 2.49                               | 123                  |
| Household laundry, dry cleaning (sent out)               | 4,473,393                              | 0.14  | 5,279,863                              | 0.15  | 46.34                                | 53.19                                | 3.37                               | 175                  |
| Household laundry, dry cleaning (coin-operated)          | 1,049,714                              | 0.03  | 1,112,857                              | 0.03  | 10.87                                | 11.21                                | 1.18                               | 109                  |
| Appliance rental                                         | 457,491                                | 0.01  | 482,532                                | 0.01  | 4.74                                 | 4.86                                 | 1.07                               | 108                  |
| Services for termite/pest control                        | 2,756,663                              | 0.08  | 3,227,751                              | 0.09  | 28.55                                | 32.52                                | 3.21                               | 150                  |
| Home security system service fee                         | 4,532,278                              | 0.14  | 5,233,842                              | 0.15  | 46.95                                | 52.72                                | 2.92                               | 150                  |
| Repair of misc. equipment/furnishings/other services     | 4,243,999                              | 0.13  | 5,022,474                              | 0.14  | 43.96                                | 50.60                                | 3.43                               | 156                  |
| Termite/pest control products                            | 690,153                                | 0.02  | 808,061                                | 0.02  | 7.15                                 | 8.14                                 | 3.20                               | 150                  |
| Moving, storage, freight                                 | 12,492,006                             | 0.38  | 14,166,397                             | 0.39  | 129.39                               | 142.71                               | 2.55                               | 146                  |
| Appliance repair, including service center               | 4,134,595                              | 0.13  | 4,769,505                              | 0.13  | 42.83                                | 48.05                                | 2.90                               | 135                  |
| Reupholstering, furniture repair                         | 1,116,934                              | 0.03  | 1,368,319                              | 0.04  | 11.57                                | 13.78                                | 4.14                               | 162                  |
| Repair/rent of lawn/garden equip., power tools and other | 2,354,423                              | 0.07  | 2,772,493                              | 0.08  | 24.39                                | 27.93                                | 3.32                               | 140                  |
| Rental of office equipment for nonbusiness use           | 89,975                                 | 0.00  | 100,812                                | 0.00  | 0.93                                 | 1.02                                 | 2.30                               | 146                  |
| Repair of computer systems for nonbusiness use           | 510,211                                | 0.02  | 580,688                                | 0.02  | 5.28                                 | 5.85                                 | 2.62                               | 137                  |
| Installation of computer and computer info services      | 57,158,845                             | 1.75  | 62,649,877                             | 1.74  | 592.05                               | 631.12                               | 1.85                               | 126                  |
| <b>Housekeeping Supplies</b>                             |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Housekeeping supplies                                    | 114,194,447                            | 3.50  | 120,933,590                            | 3.36  | 1,182.82                             | 1,218.25                             | 1.15                               | 124                  |
| Laundry and cleaning supplies                            | 26,258,524                             | 0.80  | 27,574,500                             | 0.77  | 271.99                               | 277.78                               | 0.98                               | 116                  |
| Soaps and detergents                                     | 13,795,618                             | 0.42  | 14,454,221                             | 0.40  | 142.89                               | 145.61                               | 0.94                               | 114                  |
| Other laundry cleaning products                          | 12,462,906                             | 0.38  | 13,120,279                             | 0.36  | 129.09                               | 132.17                               | 1.03                               | 118                  |
| Other household products                                 | 63,082,261                             | 1.93  | 69,257,457                             | 1.92  | 653.40                               | 697.68                               | 1.89                               | 122                  |
| Cleansing and toilet tissue, paper towels and napkin     | 21,016,858                             | 0.64  | 22,786,500                             | 0.63  | 217.69                               | 229.55                               | 1.63                               | 116                  |
| Miscellaneous household products                         | 25,195,880                             | 0.77  | 27,592,817                             | 0.77  | 260.98                               | 277.96                               | 1.83                               | 123                  |
| Lawn and garden supplies                                 | 16,869,523                             | 0.52  | 18,878,140                             | 0.52  | 174.73                               | 190.17                               | 2.28                               | 130                  |
| Postage and stationery                                   | 24,853,661                             | 0.76  | 24,101,633                             | 0.67  | 257.43                               | 242.79                               | -0.61                              | 143                  |
| Stationery, stationery supplies, giftwrap                | 14,397,797                             | 0.44  | 13,888,765                             | 0.39  | 149.13                               | 139.91                               | -0.72                              | 146                  |
| Postage                                                  | 9,370,948                              | 0.29  | 9,148,136                              | 0.25  | 97.06                                | 92.16                                | -0.48                              | 137                  |
| Delivery services                                        | 1,084,916                              | 0.03  | 1,064,732                              | 0.03  | 11.24                                | 10.73                                | -0.37                              | 158                  |

Benchmark: USA

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|---------------|-----|----------|------|

|                                                          | 2021 Aggregate<br>Expenditure Estimate | %     | 2026 Aggregate<br>Expenditure Estimate | %     | 2021 Annual Avg per<br>Consumer Unit | 2026 Annual Avg per<br>Consumer Unit | Compound Annual<br>Growth Rate (%) | 2021 Market<br>Index |
|----------------------------------------------------------|----------------------------------------|-------|----------------------------------------|-------|--------------------------------------|--------------------------------------|------------------------------------|----------------------|
| <b>Household Furnishings and Equipment</b>               |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| 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                  |
| Bathroom linens                                          | 4,089,728                              | 0.13  | 4,379,069                              | 0.12  | 42.36                                | 44.11                                | 1.38                               | 122                  |
| Bedroom linens                                           | 10,027,986                             | 0.31  | 10,791,550                             | 0.30  | 103.87                               | 108.71                               | 1.48                               | 127                  |
| Kitchen, dining room, other linens                       | 1,230,082                              | 0.04  | 1,333,873                              | 0.04  | 12.74                                | 13.44                                | 1.63                               | 127                  |
| Curtains and draperies                                   | 1,957,916                              | 0.06  | 2,095,733                              | 0.06  | 20.28                                | 21.11                                | 1.37                               | 127                  |
| Slipcovers, decorative pillows                           | 862,567                                | 0.03  | 948,653                                | 0.03  | 8.93                                 | 9.56                                 | 1.92                               | 138                  |
| Furniture                                                | 91,588,373                             | 2.80  | 93,212,468                             | 2.59  | 948.67                               | 939.00                               | 0.35                               | 136                  |
| Outdoor furniture                                        | 6,711,541                              | 0.21  | 6,939,463                              | 0.19  | 69.52                                | 69.91                                | 0.67                               | 142                  |
| Mattress and springs                                     | 28,008,545                             | 0.86  | 28,463,346                             | 0.79  | 290.11                               | 286.73                               | 0.32                               | 137                  |
| Other bedroom furniture                                  | 12,071,853                             | 0.37  | 12,145,835                             | 0.34  | 125.04                               | 122.35                               | 0.12                               | 130                  |
| Sofas                                                    | 16,745,317                             | 0.51  | 16,752,852                             | 0.47  | 173.45                               | 168.76                               | 0.01                               | 129                  |
| Living room chairs                                       | 5,209,879                              | 0.16  | 5,258,635                              | 0.15  | 53.96                                | 52.97                                | 0.19                               | 126                  |
| Living room tables                                       | 3,962,352                              | 0.12  | 4,077,630                              | 0.11  | 41.04                                | 41.08                                | 0.58                               | 144                  |
| Kitchen, dining room furniture                           | 8,111,683                              | 0.25  | 8,457,822                              | 0.23  | 84.02                                | 85.20                                | 0.84                               | 148                  |
| Infants' furniture                                       | 1,776,305                              | 0.05  | 1,821,810                              | 0.05  | 18.40                                | 18.35                                | 0.51                               | 133                  |
| Wall units, cabinets and other occasional furniture      | 8,990,900                              | 0.28  | 9,295,075                              | 0.26  | 93.13                                | 93.64                                | 0.67                               | 142                  |
| Floor coverings, nonpermanent                            | 3,546,280                              | 0.11  | 3,794,197                              | 0.11  | 36.73                                | 38.22                                | 1.36                               | 129                  |
| Major appliances                                         | 43,618,208                             | 1.34  | 48,143,095                             | 1.34  | 451.80                               | 484.98                               | 1.99                               | 120                  |
| Built-in and portable dishwasher, garbage disp. (renter) | 113,361                                | 0.00  | 115,827                                | 0.00  | 1.17                                 | 1.17                                 | 0.43                               | 104                  |
| Built-in and portable dishwasher, garbage disp. (owner)  | 3,906,059                              | 0.12  | 4,371,599                              | 0.12  | 40.46                                | 44.04                                | 2.28                               | 132                  |
| Refrigerators, freezers (renter)                         | 649,772                                | 0.02  | 625,625                                | 0.02  | 6.73                                 | 6.30                                 | -0.75                              | 78                   |
| Refrigerators, freezers (owned home)                     | 12,749,534                             | 0.39  | 14,279,666                             | 0.40  | 132.06                               | 143.85                               | 2.29                               | 124                  |
| Clothes washer or dryer (renter)                         | 1,309,537                              | 0.04  | 1,258,907                              | 0.03  | 13.56                                | 12.68                                | -0.79                              | 89                   |
| Clothes washer or dryer (owned home)                     | 9,222,021                              | 0.28  | 10,149,546                             | 0.28  | 95.52                                | 102.24                               | 1.94                               | 121                  |
| Cooking stoves, ovens (renter)                           | 292,012                                | 0.01  | 295,129                                | 0.01  | 3.02                                 | 2.97                                 | 0.21                               | 91                   |
| Cooking stoves, ovens (owned home)                       | 5,869,097                              | 0.18  | 6,681,160                              | 0.19  | 60.79                                | 67.30                                | 2.63                               | 128                  |
| Microwave ovens (renter)                                 | 333,041                                | 0.01  | 321,739                                | 0.01  | 3.45                                 | 3.24                                 | -0.69                              | 84                   |
| Microwave ovens (owned home)                             | 1,970,830                              | 0.06  | 2,241,704                              | 0.06  | 20.41                                | 22.58                                | 2.61                               | 130                  |
| Window air conditioners (renter)                         | 173,930                                | 0.01  | 169,654                                | 0.00  | 1.80                                 | 1.71                                 | -0.50                              | 86                   |
| Window air conditioners (owned home)                     | 387,388                                | 0.01  | 413,708                                | 0.01  | 4.01                                 | 4.17                                 | 1.32                               | 103                  |
| Electric floor cleaning equipment                        | 4,730,597                              | 0.14  | 5,161,298                              | 0.14  | 49.00                                | 51.99                                | 1.76                               | 117                  |
| Sewing machines                                          | 555,200                                | 0.02  | 625,919                                | 0.02  | 5.75                                 | 6.31                                 | 2.43                               | 110                  |
| Miscellaneous household appliances                       | 1,355,830                              | 0.04  | 1,431,614                              | 0.04  | 14.04                                | 14.42                                | 1.09                               | 116                  |
| Small appliances, miscellaneous housewares               | 20,451,024                             | 0.63  | 21,545,704                             | 0.60  | 211.83                               | 217.05                               | 1.05                               | 132                  |
| Housewares                                               | 12,720,995                             | 0.39  | 13,446,201                             | 0.37  | 131.76                               | 135.45                               | 1.12                               | 135                  |
| Flatware                                                 | 1,051,340                              | 0.03  | 1,113,567                              | 0.03  | 10.89                                | 11.22                                | 1.16                               | 135                  |
| Dinnerware, glassware, serving pieces                    | 4,486,159                              | 0.14  | 4,759,966                              | 0.13  | 46.47                                | 47.95                                | 1.19                               | 138                  |
| Nonelectric cookware                                     | 3,445,267                              | 0.11  | 3,583,427                              | 0.10  | 35.69                                | 36.10                                | 0.79                               | 129                  |
| Tableware, nonelectric kitchenware                       | 3,738,229                              | 0.11  | 3,989,241                              | 0.11  | 38.72                                | 40.19                                | 1.31                               | 138                  |
| Small appliances                                         | 7,730,029                              | 0.24  | 8,099,503                              | 0.22  | 80.07                                | 81.59                                | 0.94                               | 127                  |
| Small electric kitchen appliances                        | 5,644,971                              | 0.17  | 5,916,804                              | 0.16  | 58.47                                | 59.60                                | 0.95                               | 128                  |
| Portable heating and cooling equipment                   | 2,085,058                              | 0.06  | 2,182,698                              | 0.06  | 21.60                                | 21.99                                | 0.92                               | 127                  |
| <b>Miscellaneous Household Equipment</b>                 |                                        |       |                                        |       |                                      |                                      |                                    |                      |
| Miscellaneous household equipment                        | 168,795,479                            | 5.17  | 180,027,315                            | 5.00  | 1,748.38                             | 1,813.55                             | 1.30                               | 145                  |
| Luggage                                                  | 3,261,815                              | 0.10  | 3,476,948                              | 0.10  | 33.79                                | 35.03                                | 1.29                               | 152                  |
| Hand tools                                               | 4,313,033                              | 0.13  | 4,489,566                              | 0.12  | 44.67                                | 45.23                                | 0.81                               | 133                  |
| Indoor plants, fresh flowers                             | 15,817,485                             | 0.48  | 17,038,115                             | 0.47  | 163.84                               | 171.64                               | 1.50                               | 146                  |
| Closet and storage items                                 | 4,290,838                              | 0.13  | 4,527,935                              | 0.13  | 44.44                                | 45.61                                | 1.08                               | 148                  |
| Infants' equipment                                       | 3,262,596                              | 0.10  | 3,452,461                              | 0.10  | 33.79                                | 34.78                                | 1.14                               | 141                  |
| Laundry and cleaning equipment                           | 4,036,130                              | 0.12  | 4,258,757                              | 0.12  | 41.81                                | 42.90                                | 1.08                               | 139                  |
| Outdoor equipment                                        | 7,019,837                              | 0.21  | 7,578,415                              | 0.21  | 72.71                                | 76.34                                | 1.54                               | 148                  |
| Lamps, lighting fixtures, ceiling fans                   | 6,874,805                              | 0.21  | 7,403,198                              | 0.21  | 71.21                                | 74.58                                | 1.49                               | 151                  |
| Clocks and other household decorative items              | 24,997,768                             | 0.77  | 26,997,412                             | 0.75  | 258.93                               | 271.96                               | 1.55                               | 150                  |
| Telephones and accessories                               | 15,392,514                             | 0.47  | 16,149,834                             | 0.45  | 159.44                               | 162.69                               | 0.97                               | 142                  |
| Lawn and garden equipment                                | 12,957,143                             | 0.40  | 13,667,699                             | 0.38  | 134.21                               | 137.68                               | 1.07                               | 130                  |
| Power tools                                              | 8,161,990                              | 0.25  | 8,509,611                              | 0.24  | 84.54                                | 85.72                                | 0.84                               | 133                  |
| Other hardware                                           | 3,112,679                              | 0.10  | 3,312,359                              | 0.09  | 32.24                                | 33.37                                | 1.25                               | 151                  |
| Miscellaneous household equipment and parts              | 9,847,441                              | 0.30  | 10,452,839                             | 0.29  | 102.00                               | 105.30                               | 1.20                               | 138                  |
| Window coverings                                         | 4,186,129                              | 0.13  | 4,571,371                              | 0.13  | 43.36                                | 46.05                                | 1.78                               | 160                  |
| Office furniture for home use                            | 2,062,918                              | 0.06  | 2,236,029                              | 0.06  | 21.37                                | 22.53                                | 1.62                               | 162                  |
| Rental of furniture                                      | 588,408                                | 0.02  | 559,081                                | 0.02  | 6.09                                 | 5.63                                 | -1.02                              | 99                   |
| Computers and hardware for nonbusiness use               | 20,020,821                             | 0.61  | 21,221,464                             | 0.59  | 207.38                               | 213.78                               | 1.17                               | 149                  |
| Portable memory                                          | 782,348                                | 0.02  | 827,007                                | 0.02  | 8.10                                 | 8.33                                 | 1.12                               | 148                  |
| Computer software                                        | 4,020,201                              | 0.12  | 4,343,885                              | 0.12  | 41.64                                | 43.76                                | 1.56                               | 156                  |
| Computer accessories                                     | 10,693,571                             | 0.33  | 11,668,018                             | 0.32  | 110.76                               | 117.54                               | 1.76                               | 150                  |
| Internet services away from home                         | 978,300                                | 0.03  | 1,013,089                              | 0.03  | 10.13                                | 10.21                                | 0.70                               | 134                  |
| Business equipment for home use                          | 719,348                                | 0.02  | 771,370                                | 0.02  | 7.45                                 | 7.77                                 | 1.41                               | 152                  |
| Other household appliances (owned home)                  | 1,241,582                              | 0.04  | 1,348,392                              | 0.04  | 12.86                                | 13.58                                | 1.66                               | 149                  |
| Other household appliances (renter)                      | 155,780                                | 0.00  | 152,460                                | 0.00  | 1.61                                 | 1.54                                 | -0.43                              | 113                  |

Benchmark: USA

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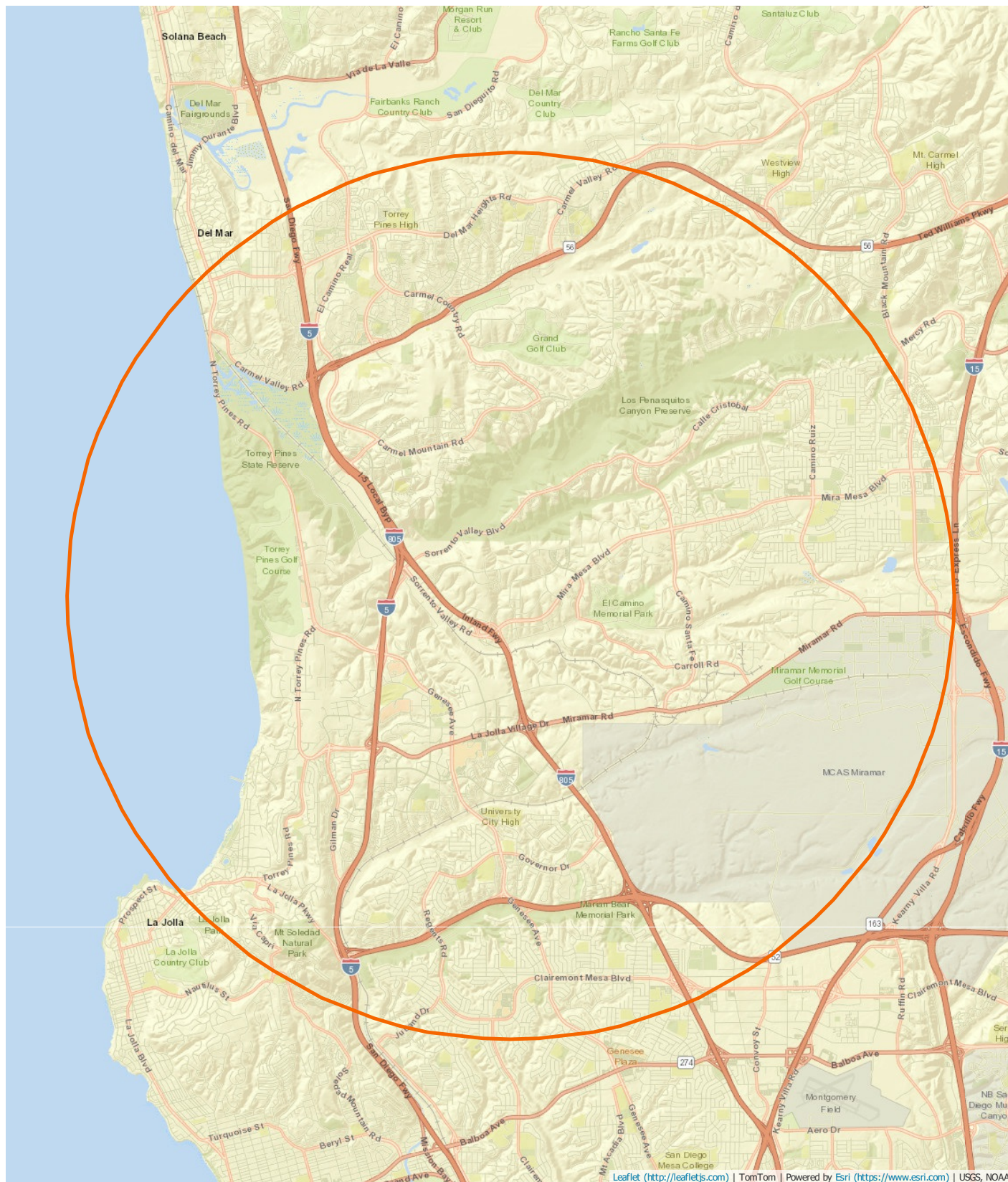


# Consumer Buying Power™ | Map



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.easpotlight.com/Spotlight/About/3/2021>)

# Report Details

**Name:** Consumer Buying Power™ Housing 2021  
**Date / Time:** 3/9/2021 9:46:22 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<br>( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> ) |
| Consumer Buying Power™ - Growth Variables                    | Environics Analytics   U.S. Bureau of Labour Statistics   Claritas | ©2021 Environics Analytics<br>( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> ) |