

# Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



Trade Area: 9710 Scranton Rd - 1 mi Radius

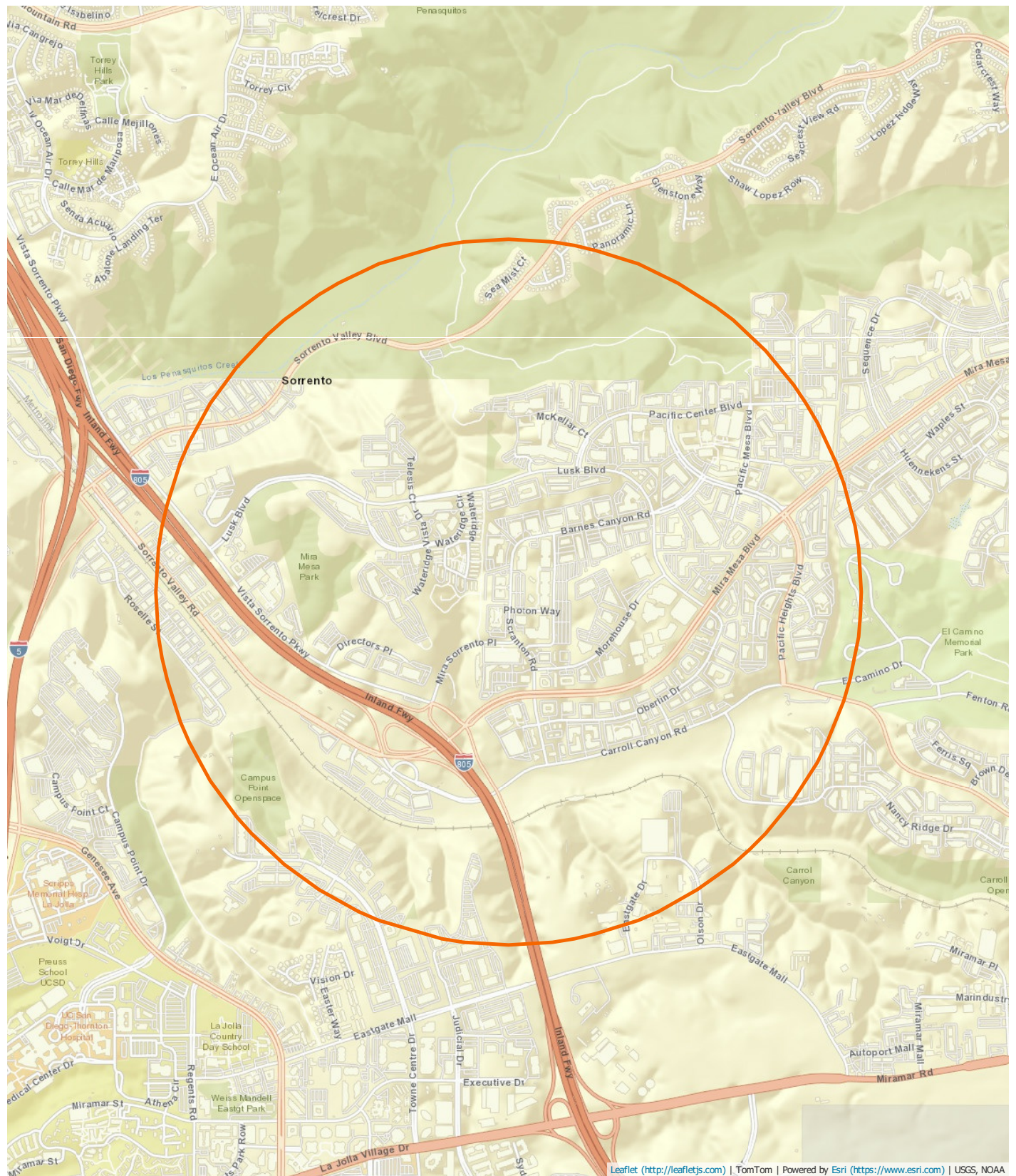
Consumer Units: 364 | Households: 364 | Dorm Pop: 0

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>47,818,028</b>	<b>100.00</b>	<b>55,540,935</b>	<b>100.00</b>	<b>131,368.21</b>	<b>145,015.50</b>	<b>3.04</b>	<b>198</b>
<b>Reading</b>								
Reading	88,271	100.00	73,597	100.00	242.50	192.16	-3.57	196
Books through book clubs	1,948	2.21	1,594	2.17	5.35	4.16	-3.94	232
Digital book readers	13,472	15.26	10,786	14.66	37.01	28.16	-4.35	194
Magazines	16,724	18.95	14,227	19.33	45.94	37.15	-3.18	193
Newspapers	20,883	23.66	17,936	24.37	57.37	46.83	-3.00	163
Books not thru book clubs	35,244	39.93	29,055	39.48	96.82	75.86	-3.79	222
<b>Education</b>								
Education	1,625,464	100.00	1,842,380	100.00	4,465.56	4,810.39	2.54	246
College tuition	1,122,978	69.09	1,252,473	67.98	3,085.11	3,270.16	2.21	252
Elementary and high school tuition	234,571	14.43	291,832	15.84	644.43	761.96	4.47	283
Vocational and technical school tuition	9,272	0.57	10,076	0.55	25.47	26.31	1.68	207
Test preparation, tutoring services	46,479	2.86	54,291	2.95	127.69	141.75	3.16	250
Other schools tuition	23,712	1.46	26,627	1.45	65.14	69.52	2.35	230
Other school expenses including rentals	54,526	3.35	60,385	3.28	149.80	157.66	2.06	194
School supplies, etc. - unspecified	60,834	3.74	67,026	3.64	167.13	175.00	1.96	194
School books, supplies, equip for college	52,699	3.24	57,008	3.09	144.78	148.85	1.58	181
School books, supplies, equip for elementary/high school	18,958	1.17	21,111	1.15	52.08	55.12	2.17	177
School books, supplies, equip for all other schools	1,435	0.09	1,551	0.08	3.94	4.05	1.57	163
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	128,597	100.00	139,968	100.00	353.29	365.45	1.71	84
Cigarettes	108,374	84.27	118,078	84.36	297.73	308.30	1.73	80
Other tobacco products	14,921	11.60	16,302	11.65	40.99	42.56	1.79	107
Marijuana and smoking accessories	5,302	4.12	5,587	3.99	14.57	14.59	1.05	138

Benchmark: USA

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

Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



Trade Area: 9710 Scranton Rd - 3 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>3,053,478,469</b>	<b>100.00</b>	<b>3,554,896,545</b>	<b>100.00</b>	<b>71,782.37</b>	<b>80,938.42</b>	<b>3.09</b>	<b>108</b>
<b>Reading</b>								
Reading	5,032,523	100.00	4,082,024	100.00	118.31	92.94	-4.10	95
Books through book clubs	104,988	2.09	85,821	2.10	2.47	1.95	-3.95	107
Digital book readers	823,696	16.37	648,109	15.88	19.36	14.76	-4.68	102
Magazines	912,317	18.13	754,390	18.48	21.45	17.18	-3.73	90
Newspapers	1,196,984	23.79	979,459	23.99	28.14	22.30	-3.93	80
Books not thru book clubs	1,994,538	39.63	1,614,245	39.55	46.89	36.75	-4.14	108
<b>Education</b>								
Education	109,466,899	100.00	125,851,283	100.00	2,573.39	2,865.40	2.83	142
College tuition	77,596,137	70.89	89,321,781	70.97	1,824.16	2,033.69	2.85	149
Elementary and high school tuition	12,565,636	11.48	14,935,992	11.87	295.40	340.06	3.52	130
Vocational and technical school tuition	662,058	0.60	735,022	0.58	15.56	16.74	2.11	126
Test preparation, tutoring services	2,735,324	2.50	3,134,800	2.49	64.30	71.37	2.76	126
Other schools tuition	1,472,569	1.35	1,679,327	1.33	34.62	38.24	2.66	122
Other school expenses including rentals	3,824,327	3.49	4,295,411	3.41	89.90	97.80	2.35	117
School supplies, etc. - unspecified	4,037,479	3.69	4,593,705	3.65	94.91	104.59	2.61	110
School books, supplies, equip for college	5,102,802	4.66	5,527,078	4.39	119.96	125.84	1.61	150
School books, supplies, equip for elementary/high school	1,360,013	1.24	1,504,750	1.20	31.97	34.26	2.04	108
School books, supplies, equip for all other schools	110,553	0.10	123,418	0.10	2.60	2.81	2.23	107
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	12,513,650	100.00	13,595,182	100.00	294.18	309.54	1.67	70
Cigarettes	10,771,867	86.08	11,695,257	86.03	253.23	266.28	1.66	68
Other tobacco products	1,291,294	10.32	1,416,237	10.42	30.36	32.25	1.86	79
Marijuana and smoking accessories	450,490	3.60	483,688	3.56	10.59	11.01	1.43	100

Benchmark: USA

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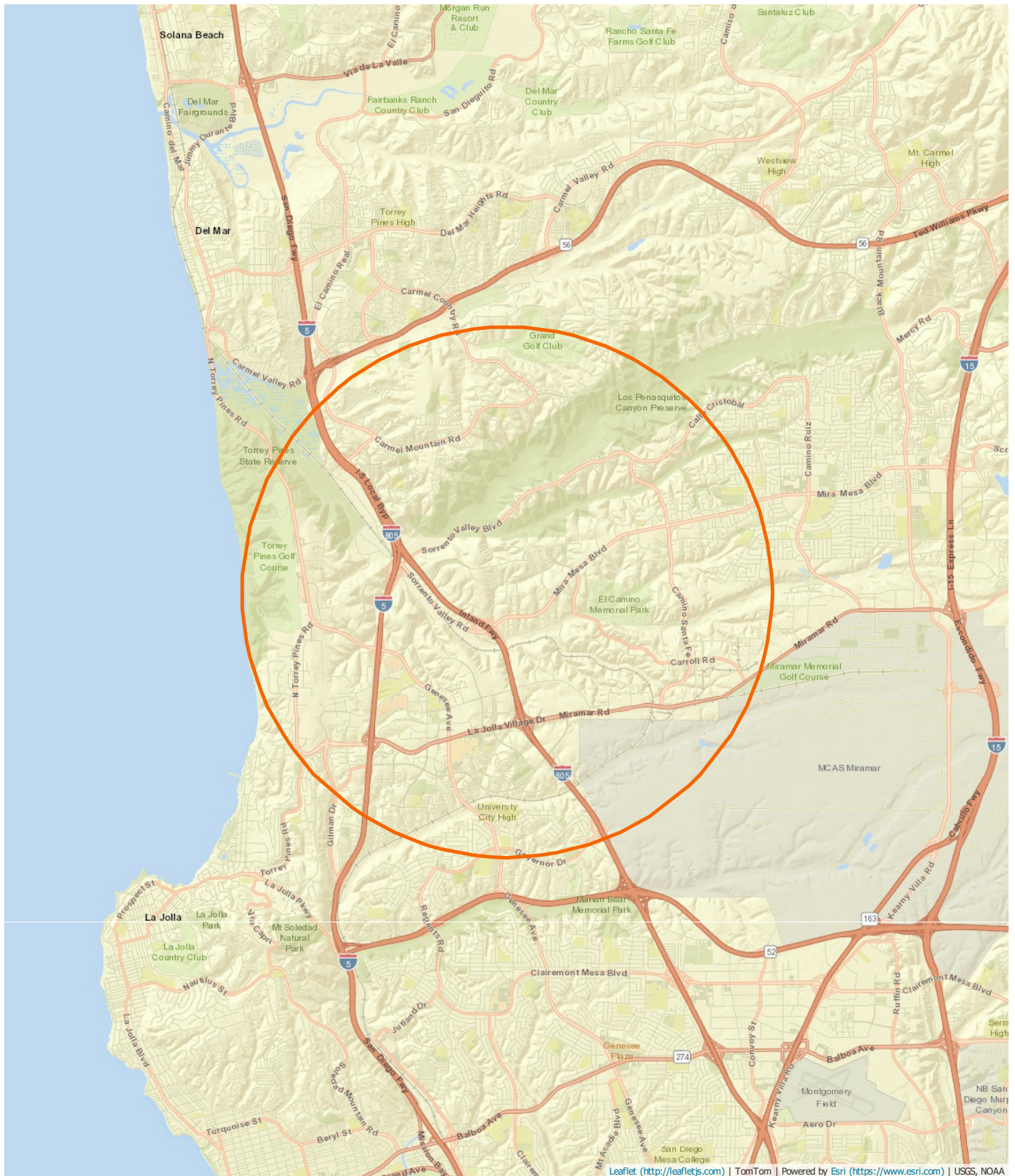


# Consumer Buying Power™ | Map



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™ | Reading, Education, Tobacco, Smoking



Trade Area: 9710 Scranton Rd - 5 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
<b>Total Specified Consumer Expenditures</b>	<b>8,252,054,806</b>	<b>100.00</b>	<b>9,498,410,553</b>	<b>100.00</b>	<b>85,474.55</b>	<b>95,684.52</b>	<b>2.85</b>	<b>129</b>
<b>Reading</b>								
Reading	15,449,106	100.00	12,526,433	100.00	160.02	126.19	-4.11	129
Books through book clubs	308,021	1.99	250,523	2.00	3.19	2.52	-4.05	138
Digital book readers	2,312,380	14.97	1,825,803	14.58	23.95	18.39	-4.62	126
Magazines	2,923,038	18.92	2,405,501	19.20	30.28	24.23	-3.82	127
Newspapers	4,057,257	26.26	3,284,473	26.22	42.02	33.09	-4.14	119
Books not thru book clubs	5,848,410	37.86	4,760,134	38.00	60.58	47.95	-4.03	139
<b>Education</b>								
Education	265,136,753	100.00	295,110,736	100.00	2,746.28	2,972.87	2.17	151
College tuition	180,336,581	68.02	200,299,421	67.87	1,867.92	2,017.76	2.12	153
Elementary and high school tuition	37,175,696	14.02	42,491,422	14.40	385.06	428.05	2.71	169
Vocational and technical school tuition	1,624,643	0.61	1,818,579	0.62	16.83	18.32	2.28	137
Test preparation, tutoring services	7,402,520	2.79	8,225,491	2.79	76.68	82.86	2.13	150
Other schools tuition	3,860,991	1.46	4,297,344	1.46	39.99	43.29	2.16	141
Other school expenses including rentals	9,648,021	3.64	10,565,188	3.58	99.93	106.43	1.83	130
School supplies, etc. - unspecified	10,820,753	4.08	12,098,655	4.10	112.08	121.88	2.26	130
School books, supplies, equip for college	10,513,380	3.97	11,249,256	3.81	108.90	113.32	1.36	136
School books, supplies, equip for elementary/high school	3,480,792	1.31	3,768,748	1.28	36.05	37.97	1.60	122
School books, supplies, equip for all other schools	273,375	0.10	296,632	0.10	2.83	2.99	1.65	117
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	30,203,595	100.00	32,094,726	100.00	312.85	323.31	1.22	74
Cigarettes	26,099,606	86.41	27,672,352	86.22	270.34	278.76	1.18	72
Other tobacco products	3,117,252	10.32	3,373,238	10.51	32.29	33.98	1.59	84
Marijuana and smoking accessories	986,737	3.27	1,049,136	3.27	10.22	10.57	1.23	97

Benchmark: USA

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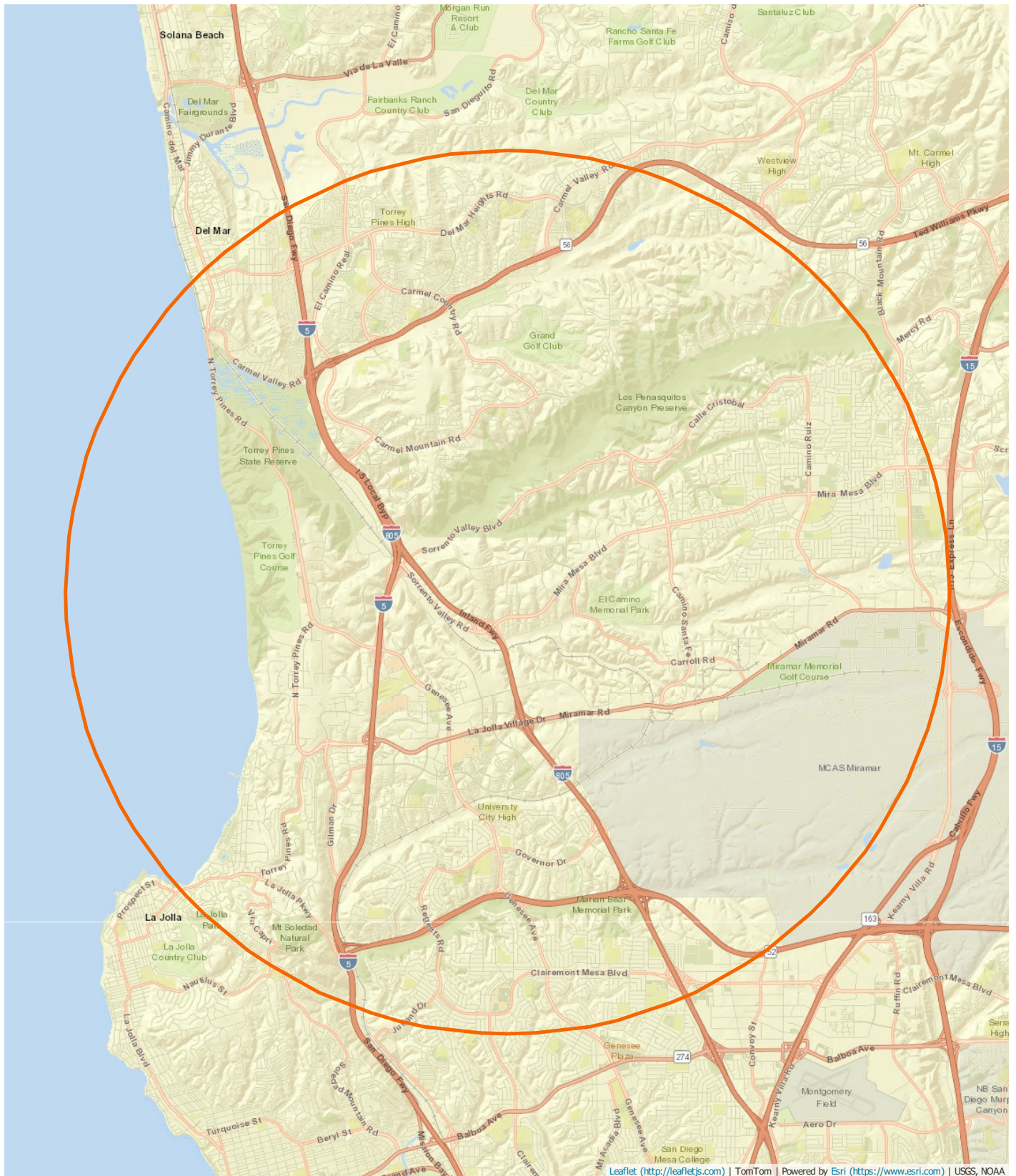


# Consumer Buying Power™ | Map



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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# Report Details

**Name:** Consumer Buying Power™ Reading, Education, Tobacco and Smoking Products 2021  
**Date / Time:** 3/9/2021 9:50:11 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 ( <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 ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )