

Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
Retail Store Types								
All retail stores (NAICS 44-45)	18,544,275	100.00	21,087,865	100.00	50,945.81	55,059.70	2.60	193
Motor vehicle and parts dealers (NAICS 441)	3,908,342	21.08	4,611,845	21.87	10,737.20	12,041.37	3.37	188
Auto dealers (NAICS 4411-4412)	3,434,732	18.52	4,061,796	19.26	9,436.08	10,605.21	3.41	188
New car dealers (NAICS 44111)	3,082,974	16.62	3,645,030	17.29	8,469.71	9,517.05	3.41	188
Used car dealers (NAICS 44112)	351,758	1.90	416,766	1.98	966.37	1,088.16	3.45	189
Other motor vehicle dealers (NAICS 4412)	132,433	0.71	160,921	0.76	363.83	420.16	3.97	199
Recreational vehicle dealers (NAICS 44121)	25,213	0.14	32,244	0.15	69.27	84.19	5.04	211
Motorcycle, boat and other dealers (NAICS 44122)	107,220	0.58	128,677	0.61	294.56	335.97	3.72	197
Boat dealers (NAICS 441222)	16,351	0.09	20,881	0.10	44.92	54.52	5.01	218
Motorcycle, ATV dealers (NAICS 441228)	90,869	0.49	107,797	0.51	249.64	281.45	3.48	193
Automotive parts/accessories/tire stores (NAICS 4413)	341,177	1.84	389,127	1.85	937.30	1,016.00	2.66	179
Automotive parts/accessories stores (NAICS 44131)	215,816	1.16	246,144	1.17	592.90	642.67	2.66	179
Tire dealers (NAICS 44132)	125,361	0.68	142,983	0.68	344.40	373.32	2.67	178
Furniture and home furnishings stores (NAICS 442)	275,583	1.49	283,947	1.35	757.10	741.38	0.60	225
Furniture stores (NAICS 4421)	173,602	0.94	177,038	0.84	476.93	462.24	0.39	228
Other home furnishings stores (NAICS 4422)	101,980	0.55	106,909	0.51	280.17	279.14	0.95	219
Floor covering stores (NAICS 44221)	14,130	0.08	15,126	0.07	38.82	39.49	1.37	216
Other home furnishings stores (NAICS 44229)	87,850	0.47	91,783	0.44	241.35	239.64	0.88	220
Window treatment stores (NAICS 442291)	4,225	0.02	4,549	0.02	11.61	11.88	1.49	207
All other home furnishings stores (NAICS 442299)	83,626	0.45	87,234	0.41	229.74	227.77	0.85	221
Electronics and appliance stores (NAICS 443)	401,815	2.17	468,462	2.22	1,103.89	1,223.14	3.12	191
Household appliance stores (NAICS 443141)	93,688	0.51	106,925	0.51	257.38	279.18	2.68	184
Electronics stores (NAICS 443142)	308,127	1.66	361,538	1.71	846.50	943.96	3.25	193
Building material/garden equip/supplies dealer (NAICS 444)	1,261,420	6.80	1,408,280	6.68	3,465.44	3,676.97	2.23	206
Building material and supplies dealers (NAICS 4441)	1,107,428	5.97	1,236,563	5.86	3,042.39	3,228.62	2.23	205
Home centers (NAICS 44411)	632,958	3.41	706,823	3.35	1,738.90	1,845.49	2.23	206
Paint and wallpaper stores (NAICS 44412)	40,626	0.22	45,346	0.21	111.61	118.40	2.22	206
Hardware stores (NAICS 44413)	107,892	0.58	119,375	0.57	296.41	311.68	2.04	208
Other building material dealers (NAICS 44419)	325,953	1.76	365,019	1.73	895.47	953.05	2.29	204
Lawn and garden equip/supplies dealers (NAICS 4442)	153,991	0.83	171,717	0.81	423.05	448.35	2.20	210
Outdoor power equipment stores (NAICS 44421)	29,228	0.16	32,358	0.15	80.30	84.49	2.06	219
Nursery and garden centers (NAICS 44422)	124,763	0.67	139,359	0.66	342.76	363.86	2.24	208
Food and beverage stores (NAICS 445)	3,322,510	17.92	3,594,774	17.05	9,127.77	9,385.83	1.59	195
Grocery stores (NAICS 4451)	3,040,367	16.40	3,287,664	15.59	8,352.66	8,583.95	1.58	193
Supermarkets and other grocery stores (NAICS 44511)	2,922,137	15.76	3,159,235	14.98	8,027.85	8,248.66	1.57	194
Convenience stores (NAICS 44512)	118,231	0.64	128,419	0.61	324.81	335.30	1.67	183
Specialty food stores (NAICS 4452)	91,900	0.50	98,102	0.47	252.47	256.14	1.31	194
Meat markets (NAICS 44521)	28,006	0.15	29,895	0.14	76.94	78.06	1.31	193
Fish and seafood markets (NAICS 44522)	10,971	0.06	11,719	0.06	30.14	30.60	1.33	194
Fruit and vegetable markets (NAICS 44523)	18,889	0.10	20,168	0.10	51.89	52.66	1.32	194
Other specialty food stores (NAICS 44529)	34,034	0.18	36,319	0.17	93.50	94.83	1.31	194
Baked goods stores (NAICS 445291-445292)	18,054	0.10	19,232	0.09	49.60	50.21	1.27	193
All other specialty food stores (NAICS 445299)	15,981	0.09	17,087	0.08	43.90	44.61	1.35	194
Beer, wine, and liquor stores (NAICS 4453)	190,243	1.03	209,018	0.99	522.64	545.74	1.90	240
Health and personal care stores (NAICS 446)	490,478	2.64	591,506	2.81	1,347.47	1,544.40	3.82	178
Pharmacies and drug stores (NAICS 44611)	372,750	2.01	447,810	2.12	1,024.04	1,169.22	3.74	177
Cosmetics, beauty supplies stores (NAICS 44612)	21,906	0.12	27,424	0.13	60.18	71.60	4.60	177
Optical goods stores (NAICS 44613)	75,159	0.41	91,176	0.43	206.48	238.06	3.94	183
Other health and personal care stores (NAICS 44619)	20,663	0.11	25,097	0.12	56.77	65.53	3.96	180
Food (health) supplement stores (NAICS 446191)	9,454	0.05	11,054	0.05	25.97	28.86	3.18	184
All other personal care stores (NAICS 446199)	11,209	0.06	14,043	0.07	30.79	36.67	4.61	177
Gasoline stations (NAICS 447)	1,613,085	8.70	2,066,047	9.80	4,431.55	5,394.38	5.07	175
Clothing and clothing accessory stores (NAICS 448)	800,487	4.32	851,052	4.04	2,199.14	2,222.07	1.23	228
Clothing stores (NAICS 4481)	587,564	3.17	616,893	2.93	1,614.19	1,610.69	0.98	230
Men's clothing stores (NAICS 44811)	25,573	0.14	26,786	0.13	70.25	69.94	0.93	237
Women's clothing stores (NAICS 44812)	105,935	0.57	110,574	0.52	291.03	288.71	0.86	232
Children's and infants' clothing stores (NAICS 44813)	29,498	0.16	31,231	0.15	81.04	81.54	1.15	222
Family clothing stores (NAICS 44814)	362,466	1.95	381,463	1.81	995.79	995.99	1.03	229
Clothing accessory stores (NAICS 44815)	19,767	0.11	20,725	0.10	54.30	54.11	0.95	235
Other clothing stores (NAICS 44819)	44,325	0.24	46,115	0.22	121.77	120.40	0.79	234
Shoe stores (NAICS 4482)	159,190	0.86	175,786	0.83	437.34	458.97	2.00	216
Jewelry, luggage, and leather goods stores (NAICS 4483)	53,733	0.29	58,373	0.28	147.62	152.41	1.67	241
Jewelry stores (NAICS 44831)	40,465	0.22	44,227	0.21	111.17	115.48	1.79	245
Luggage and leather goods stores (NAICS 44832)	13,268	0.07	14,146	0.07	36.45	36.93	1.29	227

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi Radius

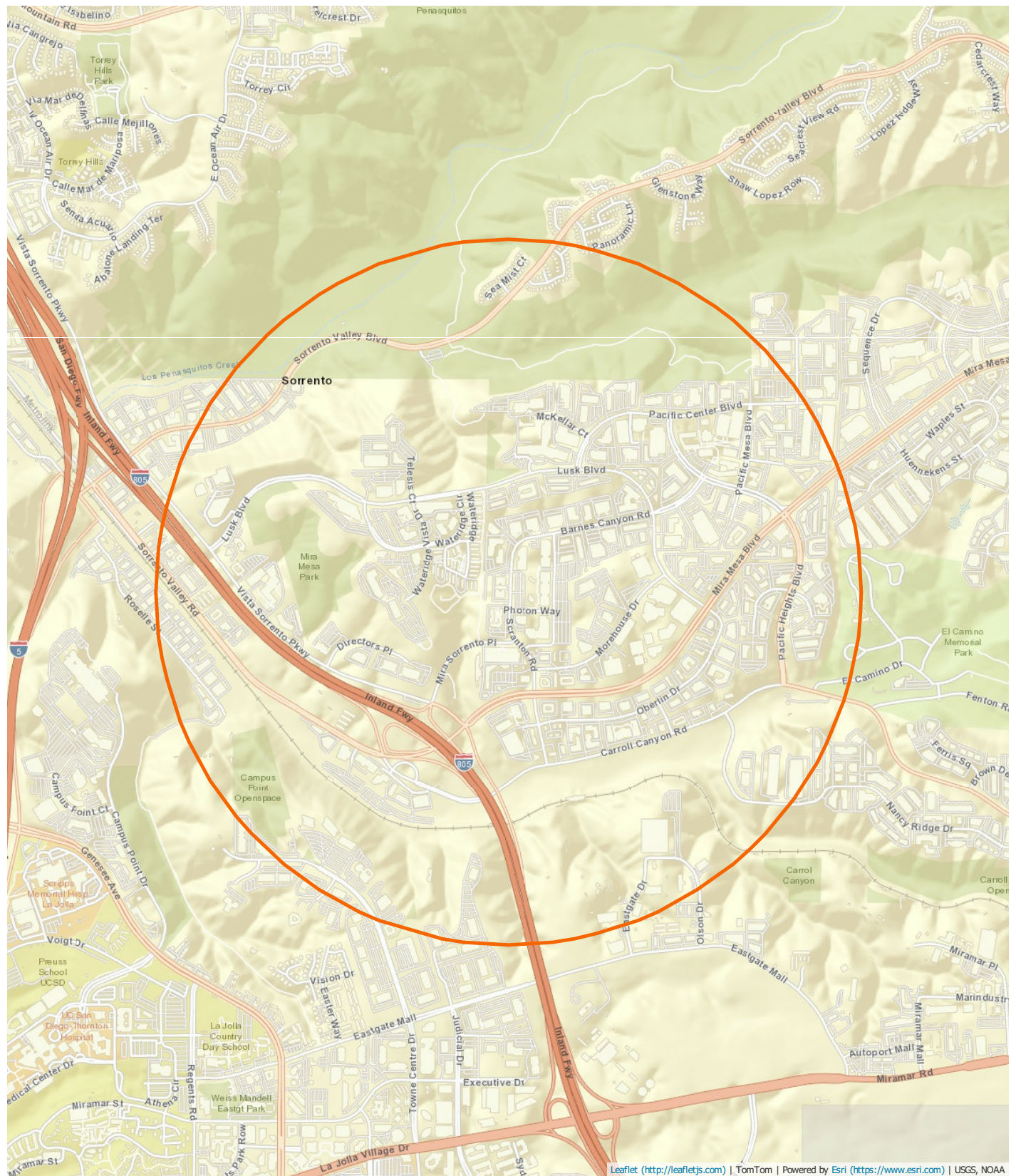
Consumer Units: 364 | Households: 364 | Dorm Pop: 0

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	47,818,028	100.00	55,540,935	100.00	131,368.21	145,015.50	3.04	198
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	313,864	1.69	364,612	1.73	862.26	951.99	3.04	225
Sporting goods and hobby stores (NAICS 4511)	248,197	1.34	295,700	1.40	681.86	772.06	3.56	234
Sporting goods stores (NAICS 45111)	168,862	0.91	204,963	0.97	463.91	535.15	3.95	265
Hobby, toy and game shops (NAICS 45112)	44,120	0.24	47,616	0.23	121.21	124.32	1.54	212
Sewing/needlework/piece goods stores (NAICS 45113)	7,530	0.04	8,316	0.04	20.69	21.71	2.01	193
Musical instrument and supplies stores (NAICS 45114)	27,686	0.15	34,805	0.17	76.06	90.88	4.68	156
Book stores and news dealers (NAICS 4512)	65,667	0.35	68,911	0.33	180.40	179.92	0.97	196
Book stores (NAICS 451211)	63,875	0.34	66,990	0.32	175.48	174.91	0.96	196
News dealers and newsstands (NAICS 451212)	1,792	0.01	1,921	0.01	4.92	5.02	1.40	193
General merchandise stores (NAICS 452)	2,854,828	15.39	3,158,642	14.98	7,842.93	8,247.11	2.04	194
Department stores (excluding leased) (NAICS 4522)	198,532	1.07	216,296	1.03	545.42	564.74	1.73	211
Other general merchandise stores (NAICS 4523)	2,656,296	14.32	2,942,346	13.95	7,297.52	7,682.37	2.07	193
Warehouse clubs and superstores (NAICS 452311)	2,376,727	12.82	2,638,303	12.51	6,529.47	6,888.52	2.11	192
All other general merchandise stores (NAICS 452319)	279,569	1.51	304,043	1.44	768.05	793.85	1.69	198
Miscellaneous store retailers (NAICS 453)	432,151	2.33	479,203	2.27	1,187.23	1,251.18	2.09	193
Florists (NAICS 4531)	16,229	0.09	17,890	0.08	44.58	46.71	1.97	220
Office supplies, stationery, and gift stores (NAICS 4532)	94,235	0.51	100,790	0.48	258.89	263.16	1.35	219
Office supplies and stationery stores (NAICS 45321)	36,168	0.20	38,719	0.18	99.36	101.09	1.37	233
Gift, novelty and souvenir shops (NAICS 45322)	58,067	0.31	62,071	0.29	159.52	162.06	1.34	212
Used merchandise stores (NAICS 4533)	80,301	0.43	88,104	0.42	220.61	230.04	1.87	198
Other miscellaneous store retailers (NAICS 4539)	241,387	1.30	272,421	1.29	663.15	711.28	2.45	181
Pet and pet supplies stores (NAICS 45391)	96,090	0.52	115,546	0.55	263.98	301.69	3.76	180
Art dealers (NAICS 45392)	29,631	0.16	31,054	0.15	81.40	81.08	0.94	224
Manufactured (mobile) home dealers (NAICS 45393)	9,440	0.05	11,211	0.05	25.93	29.27	3.50	200
All other miscellaneous store retailers (NAICS 45399)	106,226	0.57	114,609	0.54	291.83	299.24	1.53	172
Tobacco stores (NAICS 453991)	19,898	0.11	21,731	0.10	54.66	56.74	1.78	99
All other miscellaneous store retailers (NAICS 453998)	86,328	0.47	92,878	0.44	237.16	242.50	1.47	207
Nonstore retailers (NAICS 454)	2,869,713	15.47	3,209,496	15.22	7,883.83	8,379.88	2.26	193
Electronic shopping and mail order (NAICS 4541)	2,462,931	13.28	2,775,619	13.16	6,766.29	7,247.05	2.42	205
Vending machine operators (NAICS 4542)	33,056	0.18	36,095	0.17	90.81	94.24	1.77	200
Direct selling establishments (NAICS 4543)	373,726	2.02	397,781	1.89	1,026.72	1,038.59	1.26	141
Fuel dealers (NAICS 45431)	292,051	1.57	308,337	1.46	802.34	805.06	1.09	131
Other direct selling establishments (NAICS 45439)	81,675	0.44	89,444	0.42	224.38	233.54	1.83	201
Food services and drinking places (NAICS 722)	3,506,250	100.00	4,119,361	100.00	9,632.56	10,755.51	3.28	236
Special food services (NAICS 7223)	242,966	6.93	286,190	6.95	667.49	747.23	3.33	235
Food service contractors (NAICS 72231)	191,344	5.46	225,148	5.47	525.67	587.85	3.31	235
Caterers (NAICS 72232)	46,642	1.33	55,173	1.34	128.14	144.05	3.42	233
Mobile food services (NAICS 72233)	4,980	0.14	5,869	0.14	13.68	15.32	3.34	231
Drinking places (NAICS 7224)	109,308	3.12	119,836	2.91	300.30	312.89	1.86	279
Eating places (NAICS 7225)	3,153,976	89.95	3,713,335	90.14	8,664.77	9,695.39	3.32	235
Full service restaurants (NAICS 722511)	1,525,035	43.49	1,783,417	43.29	4,189.66	4,656.44	3.18	239
Fast food restaurants (NAICS 722513)	1,382,533	39.43	1,638,476	39.77	3,798.17	4,278.00	3.46	232
Cafeterias, grill buffets, and buffets (NAICS 722514)	35,211	1.00	41,734	1.01	96.73	108.97	3.46	232
Snack and nonalcoholic beverage bars (NAICS 722515)	211,197	6.02	249,708	6.06	580.21	651.98	3.41	230

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
Retail Store Types								
All retail stores (NAICS 44-45)	1,163,618,098	100.00	1,330,544,690	100.00	27,354.79	30,294.04	2.72	104
Motor vehicle and parts dealers (NAICS 441)	249,178,308	21.41	296,606,722	22.29	5,857.78	6,753.19	3.55	103
Auto dealers (NAICS 4411+4412)	218,949,815	18.82	261,272,977	19.64	5,147.16	5,948.70	3.60	103
New car dealers (NAICS 44111)	196,541,340	16.89	234,475,633	17.62	4,620.37	5,338.58	3.59	103
Used car dealers (NAICS 44112)	22,408,475	1.93	26,797,343	2.01	526.79	610.13	3.64	103
Other motor vehicle dealers (NAICS 4412)	8,243,357	0.71	10,138,198	0.76	193.79	230.83	4.22	106
Recreational vehicle dealers (NAICS 44121)	1,516,272	0.13	1,976,522	0.15	35.65	45.00	5.44	109
Motorcycle, boat and other dealers (NAICS 44122)	6,727,085	0.58	8,161,676	0.61	158.14	185.83	3.94	106
Boat dealers (NAICS 441222)	980,945	0.08	1,275,269	0.10	23.06	29.04	5.39	112
Motorcycle, ATV dealers (NAICS 441228)	5,746,140	0.49	6,886,407	0.52	135.08	156.79	3.69	105
Automotive parts/accessories/tire stores (NAICS 4413)	21,985,136	1.89	25,195,548	1.89	516.84	573.66	2.76	98
Automotive parts/accessories stores (NAICS 44131)	13,898,381	1.19	15,927,973	1.20	326.73	362.65	2.76	98
Tire dealers (NAICS 44132)	8,086,755	0.69	9,267,575	0.70	190.11	211.01	2.76	98
Furniture and home furnishings stores (NAICS 442)	15,462,092	1.33	16,115,170	1.21	363.49	366.91	0.83	108
Furniture stores (NAICS 4421)	9,677,414	0.83	9,993,050	0.75	227.50	227.52	0.64	109
Other home furnishings stores (NAICS 4422)	5,784,678	0.50	6,122,120	0.46	135.99	139.39	1.14	106
Floor covering stores (NAICS 44221)	768,830	0.07	829,804	0.06	18.07	18.89	1.54	100
Other home furnishings stores (NAICS 44229)	5,015,849	0.43	5,292,316	0.40	117.91	120.50	1.08	107
Window treatment stores (NAICS 442291)	245,547	0.02	267,522	0.02	5.77	6.09	1.73	103
All other home furnishings stores (NAICS 442299)	4,770,302	0.41	5,024,793	0.38	112.14	114.41	1.04	108
Electronics and appliance stores (NAICS 443)	24,806,073	2.13	29,146,732	2.19	583.15	663.62	3.28	101
Household appliance stores (NAICS 443141)	5,678,887	0.49	6,476,735	0.49	133.50	147.46	2.66	96
Electronics stores (NAICS 443142)	19,127,186	1.64	22,669,997	1.70	449.65	516.15	3.46	103
Building material/garden equip/supplies dealer (NAICS 444)	68,279,683	5.87	75,769,881	5.69	1,605.15	1,725.14	2.10	95
Building material and supplies dealers (NAICS 4441)	59,631,215	5.12	66,079,946	4.97	1,401.83	1,504.52	2.07	95
Home centers (NAICS 44411)	34,222,284	2.94	37,942,292	2.85	804.51	863.88	2.09	95
Paint and wallpaper stores (NAICS 44412)	2,190,414	0.19	2,426,739	0.18	51.49	55.25	2.07	95
Hardware stores (NAICS 44413)	5,939,476	0.51	6,565,566	0.49	139.63	149.49	2.02	98
Other building material dealers (NAICS 44419)	17,279,042	1.48	19,145,349	1.44	406.20	435.90	2.07	92
Lawn and garden equip/supplies dealers (NAICS 4442)	8,648,468	0.74	9,689,935	0.73	203.31	220.62	2.30	101
Outdoor power equipment stores (NAICS 44421)	1,607,816	0.14	1,786,046	0.13	37.80	40.66	2.12	103
Nursery and garden centers (NAICS 44422)	7,040,652	0.61	7,903,890	0.59	165.51	179.96	2.34	101
Food and beverage stores (NAICS 445)	212,153,818	18.23	230,210,564	17.30	4,987.40	5,241.47	1.65	107
Grocery stores (NAICS 4451)	195,174,400	16.77	211,513,400	15.90	4,588.24	4,815.77	1.62	106
Supermarkets and other grocery stores (NAICS 44511)	187,402,974	16.11	203,040,093	15.26	4,405.54	4,622.85	1.62	106
Convenience stores (NAICS 44512)	7,771,426	0.67	8,473,307	0.64	182.69	192.92	1.74	103
Specialty food stores (NAICS 4452)	5,944,464	0.51	6,358,038	0.48	139.74	144.76	1.35	107
Meat markets (NAICS 44521)	1,813,238	0.16	1,939,324	0.15	42.63	44.15	1.35	107
Fish and seafood markets (NAICS 44522)	710,269	0.06	760,269	0.06	16.70	17.31	1.37	107
Fruit and vegetable markets (NAICS 44523)	1,219,256	0.10	1,304,269	0.10	28.66	29.70	1.36	107
Other specialty food stores (NAICS 44529)	2,201,701	0.19	2,354,176	0.18	51.76	53.60	1.35	107
Baked goods stores (NAICS 445291+445292)	1,168,498	0.10	1,246,985	0.09	27.47	28.39	1.31	107
All other specialty food stores (NAICS 445299)	1,033,204	0.09	1,107,191	0.08	24.29	25.21	1.39	107
Beer, wine, and liquor stores (NAICS 4453)	11,034,954	0.95	12,339,127	0.93	259.41	280.94	2.26	119
Health and personal care stores (NAICS 446)	30,032,253	2.58	36,009,145	2.71	706.01	819.86	3.70	93
Pharmacies and drug stores (NAICS 44611)	23,198,576	1.99	27,768,800	2.09	545.36	632.24	3.66	94
Cosmetics, beauty supplies stores (NAICS 44612)	1,329,258	0.11	1,660,232	0.12	31.25	37.80	4.55	92
Optical goods stores (NAICS 44613)	4,230,880	0.36	5,038,323	0.38	99.46	114.71	3.55	88
Other health and personal care stores (NAICS 44619)	1,273,540	0.11	1,541,791	0.12	29.94	35.10	3.90	95
Food (health) supplement stores (NAICS 446191)	591,899	0.05	690,037	0.05	13.91	15.71	3.12	99
All other personal care stores (NAICS 446199)	681,641	0.06	851,753	0.06	16.02	19.39	4.56	92
Gasoline stations (NAICS 447)	111,019,920	9.54	142,671,626	10.72	2,609.90	3,248.37	5.14	103
Clothing and clothing accessory stores (NAICS 448)	50,011,909	4.30	53,563,915	4.03	1,175.70	1,219.55	1.38	122
Clothing stores (NAICS 4481)	36,095,757	3.10	38,171,735	2.87	848.55	869.10	1.12	121
Men's clothing stores (NAICS 44811)	1,615,429	0.14	1,728,870	0.13	37.98	39.36	1.37	128
Women's clothing stores (NAICS 44812)	6,506,525	0.56	6,876,063	0.52	152.96	156.56	1.11	122
Children's and infants' clothing stores (NAICS 44813)	1,737,138	0.15	1,775,428	0.13	40.84	40.42	0.44	112
Family clothing stores (NAICS 44814)	22,299,038	1.92	23,626,733	1.78	524.21	537.94	1.16	121
Clothing accessory stores (NAICS 44815)	1,220,669	0.10	1,300,496	0.10	28.70	29.61	1.27	124
Other clothing stores (NAICS 44819)	2,716,957	0.23	2,864,146	0.22	63.87	65.21	1.06	123
Shoe stores (NAICS 4482)	10,578,818	0.91	11,710,453	0.88	248.69	266.63	2.05	123
Jewelry, luggage, and leather goods stores (NAICS 4483)	3,337,334	0.29	3,681,727	0.28	78.46	83.83	1.98	128
Jewelry stores (NAICS 44831)	2,488,661	0.21	2,765,097	0.21	58.50	62.96	2.13	129
Luggage and leather goods stores (NAICS 44832)	848,673	0.07	916,630	0.07	19.95	20.87	1.55	124

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	3,053,478,469	100.00	3,554,896,545	100.00	71,782.37	80,938.42	3.09	108
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	19,427,451	1.67	22,609,237	1.70	456.71	514.77	3.08	119
Sporting goods and hobby stores (NAICS 4511)	14,948,334	1.28	17,862,009	1.34	351.41	406.68	3.63	120
Sporting goods stores (NAICS 45111)	9,956,855	0.86	12,111,848	0.91	234.07	275.76	4.00	134
Hobby, toy and game shops (NAICS 45112)	2,638,553	0.23	2,853,559	0.21	62.03	64.97	1.58	109
Sewing/needlework/piece goods stores (NAICS 45113)	465,763	0.04	513,960	0.04	10.95	11.70	1.99	102
Musical instrument and supplies stores (NAICS 45114)	1,887,164	0.16	2,382,641	0.18	44.36	54.25	4.77	91
Book stores and news dealers (NAICS 4512)	4,479,117	0.38	4,747,228	0.36	105.30	108.09	1.17	114
Book stores (NAICS 45121)	4,360,835	0.37	4,619,601	0.35	102.52	105.18	1.16	114
News dealers and newsstands (NAICS 451212)	118,282	0.01	127,627	0.01	2.78	2.91	1.53	109
General merchandise stores (NAICS 452)	180,026,112	15.47	199,675,017	15.01	4,232.12	4,546.23	2.09	105
Department stores (excluding leased) (NAICS 4522)	12,182,698	1.05	13,315,457	1.00	286.40	303.17	1.79	111
Other general merchandise stores (NAICS 4523)	167,843,413	14.42	186,359,560	14.01	3,945.73	4,243.06	2.11	104
Warehouse clubs and superstores (NAICS 452311)	150,625,391	12.94	167,599,163	12.60	3,540.96	3,815.92	2.16	104
All other general merchandise stores (NAICS 452319)	17,218,023	1.48	18,760,397	1.41	404.77	427.14	1.73	104
Miscellaneous store retailers (NAICS 453)	26,766,622	2.30	29,826,632	2.24	629.24	679.10	2.19	102
Florists (NAICS 4531)	892,830	0.08	987,611	0.07	20.99	22.49	2.04	104
Office supplies, stationery, and gift stores (NAICS 4532)	5,613,605	0.48	6,019,547	0.45	131.97	137.05	1.41	112
Office supplies and stationery stores (NAICS 45321)	2,078,153	0.18	2,237,083	0.17	48.85	50.93	1.48	114
Gift, novelty and souvenir shops (NAICS 45322)	3,535,452	0.30	3,782,464	0.28	83.11	86.12	1.36	110
Used merchandise stores (NAICS 4533)	5,149,900	0.44	5,701,654	0.43	121.07	129.82	2.06	109
Other miscellaneous store retailers (NAICS 4539)	15,110,287	1.30	17,117,820	1.29	355.22	389.74	2.53	97
Pet and pet supplies stores (NAICS 45391)	5,839,820	0.50	7,062,611	0.53	137.28	160.80	3.88	94
Art dealers (NAICS 45392)	1,821,995	0.16	1,936,305	0.15	42.83	44.09	1.22	118
Manufactured (mobile) home dealers (NAICS 45393)	555,455	0.05	663,616	0.05	13.06	15.11	3.62	101
All other miscellaneous store retailers (NAICS 45399)	6,893,018	0.59	7,455,288	0.56	162.04	169.74	1.58	95
Tobacco stores (NAICS 453991)	1,752,932	0.15	1,912,843	0.14	41.21	43.55	1.76	75
All other miscellaneous store retailers (NAICS 453998)	5,140,086	0.44	5,542,444	0.42	120.84	126.19	1.52	105
Nonstore retailers (NAICS 454)	176,453,856	15.16	198,340,049	14.91	4,148.15	4,515.84	2.37	102
Electronic shopping and mail order (NAICS 4541)	150,934,864	12.97	171,099,226	12.86	3,548.24	3,895.61	2.54	107
Vending machine operators (NAICS 4542)	2,122,916	0.18	2,327,050	0.17	49.91	52.98	1.85	110
Direct selling establishments (NAICS 4543)	23,396,077	2.01	24,913,772	1.87	550.00	567.24	1.26	76
Fuel dealers (NAICS 45431)	18,321,980	1.57	19,333,945	1.45	430.72	440.20	1.08	70
Other direct selling establishments (NAICS 45439)	5,074,096	0.44	5,579,827	0.42	119.28	127.04	1.92	107
Food services and drinking places (NAICS 722)	215,274,460	100.00	257,326,863	100.00	5,060.76	5,858.86	3.63	124
Special food services (NAICS 7223)	14,961,462	6.95	17,913,890	6.96	351.72	407.87	3.67	124
Food service contractors (NAICS 72231)	11,769,981	5.47	14,082,664	5.47	276.69	320.64	3.65	124
Caterers (NAICS 72232)	2,883,056	1.34	3,462,416	1.35	67.78	78.83	3.73	123
Mobile food services (NAICS 72233)	308,425	0.14	368,810	0.14	7.25	8.40	3.64	122
Drinking places (NAICS 7224)	6,266,639	2.91	7,120,840	2.77	147.32	162.13	2.59	137
Eating places (NAICS 7225)	194,046,358	90.14	232,292,134	90.27	4,561.72	5,288.86	3.66	124
Full service restaurants (NAICS 722511)	93,169,253	43.28	111,024,444	43.15	2,190.26	2,527.82	3.57	125
Fast food restaurants (NAICS 722513)	85,600,096	39.76	102,940,994	40.00	2,012.32	2,343.78	3.76	123
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,179,885	1.01	2,621,846	1.02	51.25	59.69	3.76	123
Snack and nonalcoholic beverage bars (NAICS 722515)	13,097,124	6.08	15,704,850	6.10	307.89	357.57	3.70	122

Benchmark: USA

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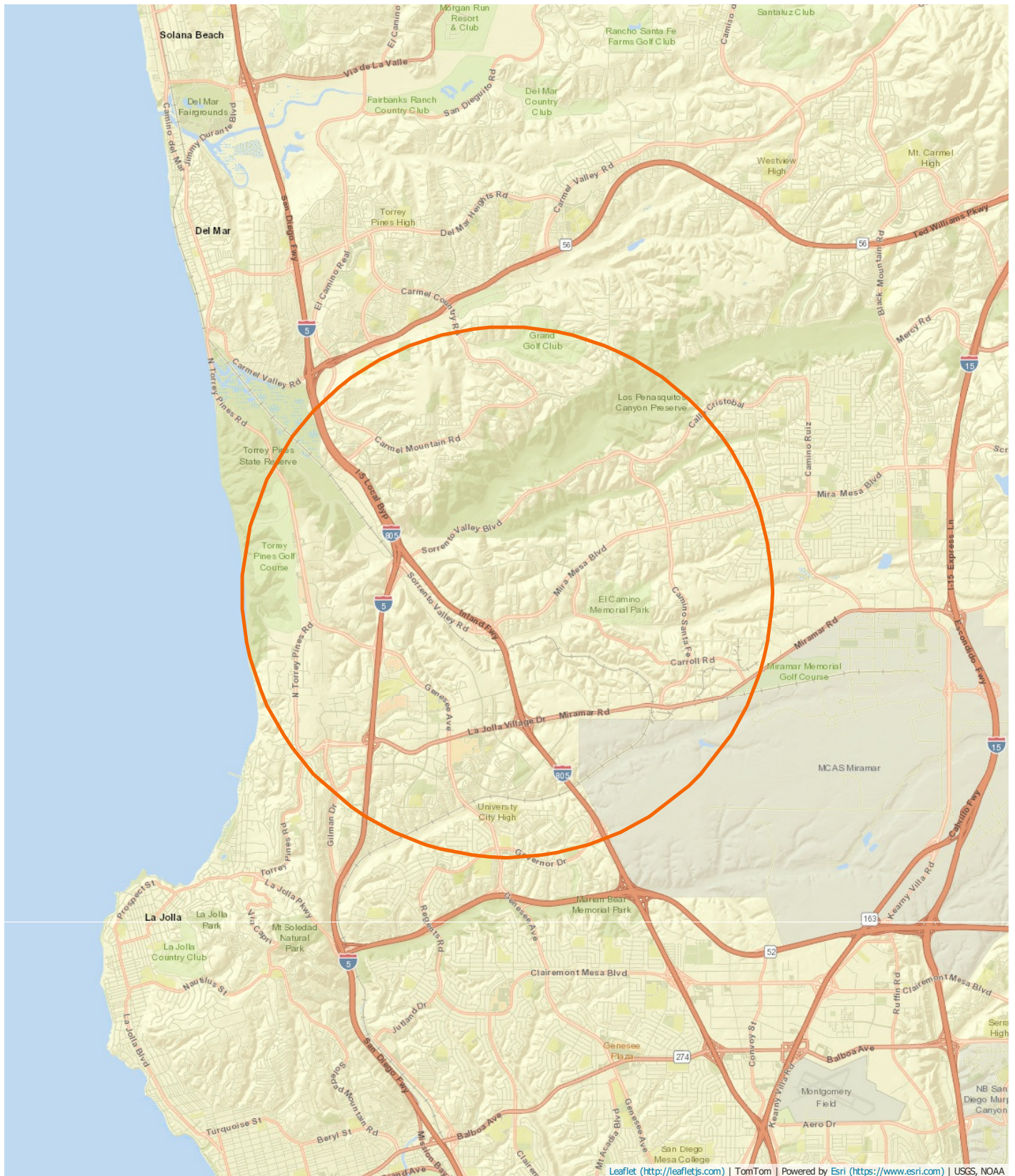
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

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



Benchmark: USA

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Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
Retail Store Types								
All retail stores (NAICS 44-45)	3,183,468,179	100.00	3,599,077,340	100.00	32,974.27	36,256.17	2.48	125
Motor vehicle and parts dealers (NAICS 441)	670,719,922	21.07	790,620,664	21.97	6,947.30	7,964.51	3.34	122
Auto dealers (NAICS 4411-4412)	586,961,936	18.44	694,406,073	19.29	6,079.74	6,995.27	3.42	121
New car dealers (NAICS 44111)	526,989,984	16.55	623,263,530	17.32	5,458.55	6,278.59	3.41	121
Used car dealers (NAICS 44112)	59,971,952	1.88	71,142,543	1.98	621.19	716.67	3.48	122
Other motor vehicle dealers (NAICS 4412)	22,908,226	0.72	27,736,549	0.77	237.28	279.41	3.90	130
Recreational vehicle dealers (NAICS 44121)	4,485,239	0.14	5,663,649	0.16	46.46	57.05	4.78	142
Motorcycle, boat and other dealers (NAICS 44122)	18,422,987	0.58	22,072,900	0.61	190.82	222.36	3.68	127
Boat dealers (NAICS 441222)	2,870,222	0.09	3,629,465	0.10	29.73	36.56	4.81	144
Motorcycle, ATV dealers (NAICS 441228)	15,552,765	0.49	18,443,436	0.51	161.10	185.79	3.47	125
Automotive parts/accessories/tire stores (NAICS 4413)	60,849,760	1.91	68,478,042	1.90	630.28	689.83	2.39	120
Automotive parts/accessories stores (NAICS 44131)	38,475,050	1.21	43,299,697	1.20	398.52	436.19	2.39	120
Tire dealers (NAICS 44132)	22,374,710	0.70	25,178,346	0.70	231.76	253.64	2.39	120
Furniture and home furnishings stores (NAICS 442)	43,429,546	1.36	44,966,839	1.25	449.84	452.98	0.70	133
Furniture stores (NAICS 4421)	27,166,410	0.85	27,887,828	0.77	281.39	280.93	0.53	134
Other home furnishing stores (NAICS 4422)	16,263,136	0.51	17,079,011	0.47	168.45	172.05	0.98	132
Floor covering stores (NAICS 44221)	2,232,094	0.07	2,395,788	0.07	23.12	24.13	1.43	128
Other home furnishings stores (NAICS 44229)	14,031,042	0.44	14,683,223	0.41	145.33	147.91	0.91	132
Window treatment stores (NAICS 442291)	685,859	0.02	737,238	0.02	7.10	7.43	1.46	127
All other home furnishings stores (NAICS 442299)	13,345,183	0.42	13,945,984	0.39	138.23	140.49	0.88	133
Electronics and appliance stores (NAICS 443)	68,930,275	2.17	79,900,139	2.22	713.98	804.89	3.00	124
Household appliance stores (NAICS 443141)	15,973,783	0.50	18,023,172	0.50	165.46	181.56	2.44	118
Electronics stores (NAICS 443142)	52,956,491	1.66	61,876,967	1.72	548.52	623.33	3.16	125
Building material/garden equip/supplies dealer (NAICS 444)	205,173,501	6.45	225,167,624	6.26	2,125.18	2,268.28	1.88	126
Building material and supplies dealers (NAICS 4441)	179,565,502	5.64	197,035,085	5.47	1,859.93	1,984.88	1.87	126
Home centers (NAICS 44411)	102,754,020	3.23	112,783,530	3.13	1,064.32	1,136.15	1.88	126
Paint and wallpaper stores (NAICS 44412)	6,587,619	0.21	7,225,638	0.20	68.23	72.79	1.87	126
Hardware stores (NAICS 44413)	17,546,709	0.55	19,145,921	0.53	181.75	192.87	1.76	128
Other building material dealers (NAICS 44419)	52,677,154	1.65	57,879,996	1.61	545.63	583.07	1.90	124
Lawn and garden equip/supplies dealers (NAICS 4442)	25,607,999	0.80	28,132,539	0.78	265.25	283.40	1.90	132
Outdoor power equipment stores (NAICS 44421)	4,828,801	0.15	5,255,761	0.15	50.02	52.95	1.71	136
Nursery and garden centers (NAICS 44422)	20,779,199	0.65	22,876,778	0.64	215.23	230.45	1.94	131
Food and beverage stores (NAICS 445)	577,735,741	18.15	620,485,463	17.24	5,984.17	6,250.61	1.44	128
Grocery stores (NAICS 4451)	531,154,046	16.68	569,913,684	15.84	5,501.68	5,741.16	1.42	127
Supermarkets and other grocery stores (NAICS 44511)	510,287,565	16.03	547,422,252	15.21	5,285.54	5,514.59	1.41	127
Convenience stores (NAICS 44512)	20,866,481	0.66	22,491,432	0.62	216.13	226.57	1.51	122
Specialty food stores (NAICS 4452)	16,109,169	0.51	17,071,796	0.47	166.86	171.98	1.17	128
Meat markets (NAICS 44521)	4,912,728	0.15	5,206,013	0.14	50.89	52.44	1.17	128
Fish and seafood markets (NAICS 44522)	1,923,177	0.06	2,039,732	0.06	19.92	20.55	1.18	128
Fruit and vegetable markets (NAICS 44523)	3,309,675	0.10	3,507,410	0.10	34.28	35.33	1.17	128
Other specialty food stores (NAICS 44529)	5,963,590	0.19	6,318,640	0.18	61.77	63.65	1.16	128
Baked goods stores (NAICS 445291-445292)	3,166,012	0.10	3,348,222	0.09	32.79	33.73	1.13	128
All other specialty food stores (NAICS 445299)	2,797,577	0.09	2,970,419	0.08	28.98	29.92	1.21	128
Beer, wine, and liquor stores (NAICS 4453)	30,472,525	0.96	33,499,983	0.93	315.63	337.47	1.91	145
Health and personal care stores (NAICS 446)	85,787,938	2.69	101,670,461	2.82	888.59	1,024.20	3.46	117
Pharmacies and drug stores (NAICS 44611)	65,273,935	2.05	77,221,031	2.15	676.11	777.90	3.42	117
Cosmetics, beauty supplies stores (NAICS 44612)	3,804,647	0.12	4,685,958	0.13	39.41	47.21	4.25	116
Optical goods stores (NAICS 44613)	13,111,017	0.41	15,458,896	0.43	135.80	155.73	3.35	120
Other health and personal care stores (NAICS 44619)	3,598,340	0.11	4,304,576	0.12	37.27	43.36	3.65	118
Food (health) supplement stores (NAICS 446191)	1,649,677	0.05	1,902,982	0.05	17.09	19.17	2.90	121
All other personal care stores (NAICS 446199)	1,948,663	0.06	2,401,594	0.07	20.18	24.19	4.27	116
Gasoline stations (NAICS 447)	292,841,084	9.20	371,383,852	10.32	3,033.24	3,741.22	4.87	120
Clothing and clothing accessory stores (NAICS 448)	133,057,863	4.18	141,097,520	3.92	1,378.21	1,421.38	1.18	143
Clothing stores (NAICS 4481)	96,890,884	3.04	101,396,376	2.82	1,003.59	1,021.44	0.91	143
Men's clothing stores (NAICS 44811)	4,304,898	0.14	4,505,990	0.13	44.59	45.39	0.92	150
Women's clothing stores (NAICS 44812)	17,577,495	0.55	18,318,229	0.51	182.07	184.53	0.83	145
Children's and infants' clothing stores (NAICS 44813)	4,604,479	0.14	4,799,276	0.13	47.69	48.35	0.83	131
Family clothing stores (NAICS 44814)	59,777,904	1.88	62,703,553	1.74	619.18	631.66	0.96	143
Clothing accessory stores (NAICS 44815)	3,284,683	0.10	3,442,618	0.10	34.02	34.68	0.94	147
Other clothing stores (NAICS 44819)	7,341,426	0.23	7,626,710	0.21	76.04	76.83	0.77	146
Shoe stores (NAICS 4482)	27,339,250	0.86	30,063,300	0.84	283.18	302.85	1.92	140
Jewelry, luggage, and leather goods stores (NAICS 4483)	8,827,730	0.28	9,637,843	0.27	91.44	97.09	1.77	149
Jewelry stores (NAICS 44831)	6,583,968	0.21	7,249,998	0.20	68.20	73.03	1.95	151
Luggage and leather goods stores (NAICS 44832)	2,243,762	0.07	2,387,845	0.07	23.24	24.05	1.25	145

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi Radius

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

	2021 Aggregate Expenditure Estimate	%	2026 Aggregate Expenditure Estimate	%	2021 Annual Avg per Consumer Unit	2026 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2021 Market Index
Total Specified Consumer Expenditures (BASE)	8,510,960,102,833	100.00	9,654,685,168,988	100.00	66,319.26	73,029.67	2.55	100
Total Specified Consumer Expenditures (AREA)	8,252,054,806	100.00	9,498,410,553	100.00	85,474.55	95,684.52	2.85	129
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	52,116,569	1.64	60,368,733	1.68	539.82	608.14	2.98	141
Sporting goods and hobby stores (NAICS 4511)	40,433,310	1.27	48,286,072	1.34	418.81	486.42	3.61	144
Sporting goods stores (NAICS 45111)	26,743,071	0.84	32,655,452	0.91	277.00	328.96	4.08	158
Hobby, toy and game shops (NAICS 45112)	7,199,670	0.23	7,775,434	0.22	74.57	78.33	1.55	130
Sewing/needlework/piece goods stores (NAICS 45113)	1,335,438	0.04	1,446,352	0.04	13.83	14.57	1.61	129
Musical instrument and supplies stores (NAICS 45114)	5,155,131	0.16	6,408,835	0.18	53.40	64.56	4.45	109
Book stores and news dealers (NAICS 4512)	11,683,259	0.37	12,082,661	0.34	121.01	121.72	0.67	131
Book stores (NAICS 451211)	11,367,929	0.36	11,747,597	0.33	117.75	118.34	0.66	131
News dealers and newsstands (NAICS 451212)	315,330	0.01	335,064	0.01	3.27	3.38	1.22	128
General merchandise stores (NAICS 452)	493,203,328	15.49	541,596,528	15.05	5,108.59	5,455.90	1.89	126
Department stores (excluding leased) (NAICS 4522)	33,166,020	1.04	35,961,120	1.00	343.53	362.26	1.63	133
Other general merchandise stores (NAICS 4523)	460,037,308	14.45	505,635,408	14.05	4,765.05	5,093.64	1.91	126
Warehouse clubs and superstores (NAICS 452311)	412,332,430	12.95	454,164,036	12.62	4,270.93	4,575.13	1.95	126
All other general merchandise stores (NAICS 452319)	47,704,878	1.50	51,471,372	1.43	494.13	518.51	1.53	127
Miscellaneous store retailers (NAICS 453)	73,633,942	2.31	81,172,032	2.26	762.70	817.71	1.97	124
Florists (NAICS 4531)	2,676,322	0.08	2,902,279	0.08	27.72	29.24	1.63	137
Office supplies, stationery, and gift stores (NAICS 4532)	15,475,253	0.49	16,452,191	0.46	160.29	165.74	1.23	136
Office supplies and stationery stores (NAICS 45321)	5,845,983	0.18	6,210,411	0.17	60.55	62.56	1.22	142
Gift, novelty and souvenir shops (NAICS 45322)	9,629,270	0.30	10,241,780	0.28	99.74	103.17	1.24	132
Used merchandise stores (NAICS 4533)	13,826,129	0.43	15,089,399	0.42	143.21	152.01	1.76	128
Other miscellaneous store retailers (NAICS 4539)	41,656,238	1.31	46,728,162	1.30	431.47	470.73	2.32	118
Pet and pet supplies stores (NAICS 45391)	16,415,678	0.52	19,702,871	0.55	170.03	198.48	3.72	116
Art dealers (NAICS 45392)	4,886,168	0.15	5,120,803	0.14	50.61	51.59	0.94	139
Manufactured (mobile) home dealers (NAICS 45393)	1,615,274	0.05	1,895,824	0.05	16.73	19.10	3.25	129
All other miscellaneous store retailers (NAICS 45399)	18,739,119	0.59	20,008,665	0.56	194.10	201.56	1.32	114
Tobacco stores (NAICS 453991)	4,332,308	0.14	4,634,991	0.13	44.87	46.69	1.36	81
All other miscellaneous store retailers (NAICS 453998)	14,406,811	0.45	15,373,674	0.43	149.23	154.87	1.31	130
Nonstore retailers (NAICS 454)	486,838,470	15.29	540,647,485	15.02	5,042.66	5,446.34	2.12	124
Electronic shopping and mail order (NAICS 4541)	415,711,552	13.06	465,858,335	12.94	4,305.93	4,692.94	2.30	130
Vending machine operators (NAICS 4542)	5,715,315	0.18	6,208,446	0.17	59.20	62.54	1.67	130
Direct selling establishments (NAICS 4543)	65,411,602	2.05	68,580,704	1.91	677.53	690.86	0.95	93
Fuel dealers (NAICS 45431)	51,485,441	1.62	53,424,450	1.48	533.28	538.18	0.74	87
Other direct selling establishments (NAICS 45439)	13,926,162	0.44	15,156,254	0.42	144.25	152.68	1.71	129
Food services and drinking places (NAICS 722)	566,377,325	100.00	672,767,552	100.00	5,866.52	6,777.29	3.50	144
Special food services (NAICS 7223)	39,357,489	6.95	46,833,036	6.96	407.66	471.78	3.54	143
Food service contractors (NAICS 72231)	30,963,686	5.47	36,817,484	5.47	320.72	370.89	3.52	143
Caterers (NAICS 72232)	7,581,765	1.34	9,050,594	1.35	78.53	91.17	3.61	143
Mobile food services (NAICS 72233)	812,037	0.14	964,959	0.14	8.41	9.72	3.51	142
Drinking places (NAICS 7224)	16,566,756	2.92	18,656,027	2.77	171.60	187.94	2.40	159
Eating places (NAICS 7225)	510,453,081	90.13	607,278,488	90.27	5,287.26	6,117.57	3.53	143
Full service restaurants (NAICS 722511)	245,188,800	43.29	290,294,356	43.15	2,539.66	2,924.35	3.44	145
Fast food restaurants (NAICS 722513)	225,068,618	39.74	269,057,074	39.99	2,331.25	2,710.41	3.63	142
Cafeterias, grill buffets, and buffets (NAICS 722514)	5,731,347	1.01	6,852,505	1.02	59.37	69.03	3.64	142
Snack and nonalcoholic beverage bars (NAICS 722515)	34,464,315	6.08	41,074,553	6.11	356.98	413.77	3.57	142

Benchmark: USA

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

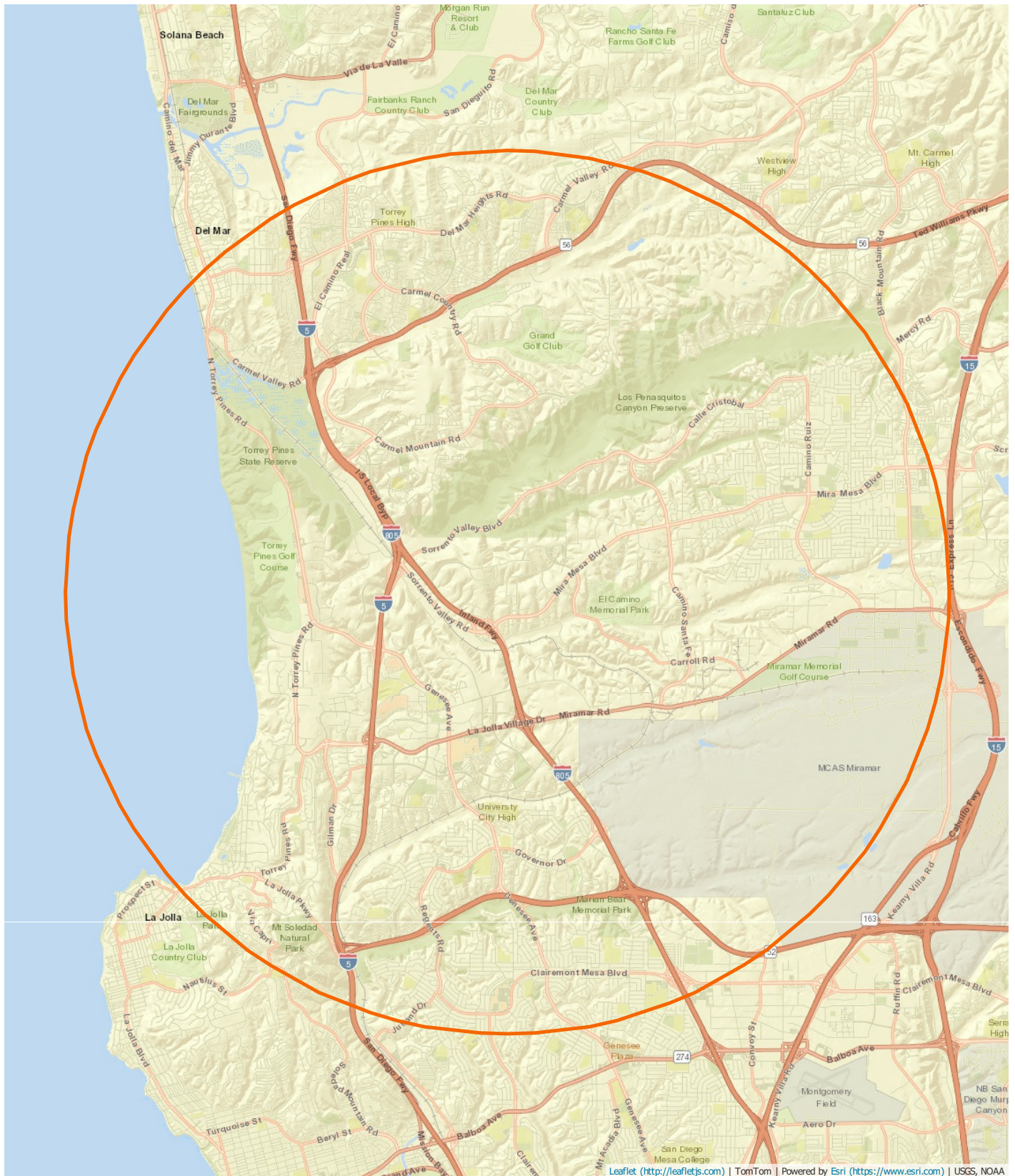
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

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



Benchmark: USA

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

Report Details

Name: Consumer Buying Power™ Retail Store Types 2021
Date / Time: 3/9/2021 9:48:07 AM
Workspace Vintage: 2021

Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi Radius	1 mi Radius	N/A
9710 Scranton Rd - 3 mi Radius	3 mi Radius	N/A
9710 Scranton Rd - 5 mi Radius	5 mi Radius	N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2021 Estimates and 2026 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)