

Financial CLOUT 2021 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	940	100.00	330,946,040	100.00	100	—	—	—
Households	364	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	230,863.01	—	96,765.00	239	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	353	96.98	118,346,385	94.13	103	196,254.48	99,035.68	198
Checking Account(s)	341	93.68	114,567,845	91.12	103	33,726.37	16,906.79	199
Direct Deposit	255	70.06	91,867,138	73.06	96	—	—	—
Any Savings (Incl Money Market)	316	86.81	95,160,277	75.69	115	134,811.09	72,751.38	185
Traditional Savings Account(s)	300	82.42	90,173,010	71.72	115	84,271.92	44,084.32	191
Any Other Type of Savings or Money Market Account(s)	115	31.59	27,341,681	21.75	145	166,605.16	119,130.78	140
Non-Traditional Savings Account Type: Money Market	90	24.73	20,119,283	16.00	155	150,879.96	113,610.32	133
Certificate(s) of Deposit (CDs)	108	29.67	25,669,889	20.42	145	163,658.48	126,934.56	129
ATM/Debit Card								
Pre-Paid Debit Card(s)	75	20.60	29,343,688	23.34	88	—	—	—
ATM or Debit Card	329	90.39	108,666,059	86.43	105	—	—	—

Benchmark: USA

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Index Colors:	<80	80-110	110+
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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	236	64.83	56,092,485	44.61	145	801,916.07	577,743.00	139
Any Keoughs/HR10s or IRAs	173	47.53	39,288,463	31.25	152	596,730.85	461,677.15	129
Brokerage Account(s)	170	46.70	36,247,121	28.83	162	—	—	—
Corporate or Municipal Bonds	41	11.26	8,598,299	6.84	165	—	—	—
Times bought/sold thru broker in last 90 days - 1-	72	19.78	14,086,625	11.20	177	—	—	—
4 times all accounts								
Times bought/sold thru broker in last 90 days - 5-	20	5.50	3,504,309	2.79	197	—	—	—
9 times all accounts								
Mutual Funds and ETFs	128	35.16	27,391,130	21.79	161	846,253.73	707,250.82	120
Mutual Fund Invested in Stocks	50	13.74	9,716,205	7.73	178	594,645.32	572,338.76	104
Mutual Fund Invested in Bonds/Interest-Earning Assets	25	6.87	5,124,609	4.08	169	470,624.82	377,196.39	125
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	55	15.11	11,462,105	9.12	166	878,310.87	797,849.36	110
Real Estate	115	31.59	23,350,240	18.57	170	—	—	—
Publicly-Traded Stocks	144	39.56	30,599,003	24.34	163	—	—	—
Publicly-Traded Stock of Current or Former Employer	57	15.66	11,036,130	8.78	178	—	—	—
Publicly-Traded Stocks of Other Company	90	24.73	18,836,351	14.98	165	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	51	14.01	10,453,330	8.31	169	106,160.41	91,638.83	116
Government Savings Bonds	63	17.31	16,158,558	12.85	135	—	—	—
Government Bonds or Treasury Bills	40	10.99	9,300,836	7.40	149	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	245	67.31	61,016,032	48.53	139	625,049.67	394,702.59	158
Non-Traditional Savings Account Type: Coverdell/Education IRA	21	5.77	3,950,251	3.14	184	125,683.12	96,631.81	130
Non-								
Traditional Savings Account Type: 529/State Sponsored Education Acc	35	9.62	7,165,980	5.70	169	89,714.72	82,808.63	108
Retirement Investment								
401(k)	153	42.03	35,782,107	28.46	148	476,455.96	318,057.09	150
401(k) Invested in Stocks	36	9.89	7,849,108	6.24	158	495,093.94	330,567.99	150
401(k) Invested in Bonds/Interest-Earning Assets	20	5.50	5,209,682	4.14	133	370,819.13	221,874.85	167
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	73	20.05	15,484,310	12.31	163	566,086.84	430,180.67	132
Roth 401(k)	25	6.87	5,338,261	4.25	162	381,386.00	249,305.74	153
403(b)	22	6.04	5,072,055	4.03	150	408,629.88	317,199.96	129
Regular or other IRA	115	31.59	26,713,588	21.25	149	644,252.14	498,238.34	129
Regular IRA Invested in Stocks	28	7.69	6,251,742	4.97	155	—	—	—
Regular IRA Other Investments	21	5.77	5,751,484	4.57	126	—	—	—
Roth IRA	81	22.25	16,271,598	12.94	172	314,455.40	253,677.83	124
Roth IRA Invested in Stocks	25	6.87	4,884,000	3.88	177	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	37	10.16	6,854,552	5.45	186	—	—	—
Roth IRA Other Investments	10	2.75	2,676,934	2.13	129	—	—	—
Rollover IRA	65	17.86	13,954,246	11.10	161	619,235.09	481,713.98	129
Rollover IRA Invested in Stocks	16	4.40	3,256,274	2.59	170	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	35	9.62	6,896,574	5.49	175	—	—	—
Rollover IRA Other Investments	8	2.20	2,279,731	1.81	121	—	—	—
Traditional Pension Plan	85	23.35	22,538,096	17.93	130	662,630.37	406,055.61	163

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Financial CLOUT 2021 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	940	100.00	330,946,040	100.00	100	—	—	—
Households	364	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	230,863.01	—	96,765.00	239	—	—	—
Credit Card								
Visa	298	81.87	83,687,627	66.56	123	3,706.36	2,452.47	151
MasterCard	168	46.15	53,552,805	42.59	108	3,681.16	2,260.14	163
Discover	56	15.38	18,396,269	14.63	105	2,190.56	1,504.08	146
American Express Blue/Credit Card	75	20.60	16,164,126	12.86	160	2,273.57	1,682.57	135
Other	12	3.30	4,042,819	3.21	103	2,052.04	1,071.61	191
Credit								
Auto Loan(s)	152	41.76	46,658,788	37.11	113	25,602.30	19,260.75	133
Auto Loan Applied On Own	79	21.70	20,638,892	16.41	132	24,819.33	17,502.01	142
Auto Loan Handled By Dealer	79	21.70	26,873,670	21.37	102	24,430.34	19,673.41	124
Mortgage	200	54.95	46,618,660	37.08	148	406,445.68	229,243.63	177
Second Mortgage	23	6.32	3,842,327	3.06	207	494,525.14	338,811.45	146
Fixed Rate Mortgage	165	45.33	37,442,483	29.78	152	455,451.25	255,495.53	178
Adjustable Rate Mortgage	18	4.95	4,201,429	3.34	148	570,506.37	293,568.14	194
Student Loan(s)	73	20.05	25,136,034	19.99	100	52,492.66	35,375.94	148
Any Line of Credit (HELOC)	90	24.73	23,591,019	18.76	132	32,264.74	18,948.76	170
Home Equity Line of Credit (HELOC)	54	14.84	11,889,487	9.46	157	57,884.34	38,384.46	151
Non-HELOC Line of Credit	34	9.34	11,359,065	9.03	103	13,007.07	7,245.80	180
Home Equity Loan(s)	44	12.09	9,899,237	7.87	154	373,199.93	226,492.83	165
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	356	97.80	115,624,037	91.96	106	306,414.70	134,329.75	228

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Financial CLOUT 2026 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	976	100.00	340,574,349	100.00	100	—	—	—
Households	383	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	249,624.42	—	107,191.00	233	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	372	97.13	122,550,384	94.56	103	208,907.95	110,618.29	189
Checking Account(s)	360	94.00	118,735,108	91.62	103	35,190.95	18,686.66	188
Direct Deposit	273	71.28	95,857,757	73.97	96	—	—	—
Any Savings (Incl Money Market)	334	87.21	99,474,476	76.76	114	143,266.38	80,764.21	177
Traditional Savings Account(s)	317	82.77	94,074,352	72.59	114	88,468.42	48,722.45	182
Any Other Type of Savings or Money Market Account(s)	126	32.90	29,703,165	22.92	144	175,466.90	128,424.34	137
Non-Traditional Savings Account Type: Money Market Account	97	25.33	21,936,919	16.93	150	157,953.68	121,867.36	130
Certificate(s) of Deposit (CDs)	116	30.29	27,699,266	21.37	142	172,216.45	136,148.39	126
ATM/Debit Card								
Pre-Paid Debit Card(s)	75	19.58	29,242,539	22.56	87	—	—	—
ATM or Debit Card	346	90.34	112,058,994	86.47	104	—	—	—

Benchmark: USA

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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	251	65.53	59,849,578	46.18	142	866,992.61	632,069.78	137
Any Keoghs/HR10s or IRAs	187	48.83	42,726,320	32.97	148	647,992.67	502,315.21	129
Brokerage Account(s)	184	48.04	39,603,343	30.56	157	—	—	—
Corporate or Municipal Bonds	43	11.23	9,330,389	7.20	156	—	—	—
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	76	19.84	15,274,403	11.79	168	—	—	—
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	21	5.48	3,839,462	2.96	185	—	—	—
Mutual Funds and ETFs	139	36.29	30,003,922	23.15	157	915,831.86	766,756.36	119
Mutual Fund Invested in Stocks	53	13.84	10,643,272	8.21	168	633,593.27	608,562.91	104
Mutual Fund Invested in Bonds/Interest-Earning Assets	27	7.05	5,588,934	4.31	163	478,243.14	397,055.28	120
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	60	15.67	12,697,247	9.80	160	957,001.41	868,593.32	110
Real Estate	123	32.12	25,264,570	19.50	165	—	—	—
Publicly-Traded Stocks	156	40.73	33,301,861	25.70	159	—	—	—
Publicly-Traded Stock of Current or Former Employer	60	15.67	11,847,509	9.14	171	—	—	—
Publicly-Traded Stocks of Other Company	99	25.85	20,700,398	15.97	162	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	54	14.10	11,301,313	8.72	162	110,361.48	95,014.57	116
Government Savings Bonds	66	17.23	17,125,703	13.21	130	—	—	—
Government Bonds or Treasury Bills	42	10.97	9,829,692	7.58	145	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	261	68.15	65,123,543	50.25	136	674,454.12	431,285.69	156
Non-Traditional Savings Account: Coverdell/Education IRA	21	5.48	4,185,883	3.23	170	129,658.10	100,734.06	129
Non-	37	9.66	7,819,210	6.03	160	94,291.85	86,135.84	109
Traditional Savings Account: 529/State Sponsored Education Account								
Retirement Investment								
401(k)	159	41.51	37,604,396	29.02	143	507,258.07	342,841.80	148
401(k) Invested in Stocks	37	9.66	8,282,696	6.39	151	517,084.82	347,950.18	149
401(k) Invested in Bonds/Interest-Earning Assets	21	5.48	5,404,292	4.17	131	388,230.66	239,074.82	162
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	77	20.10	16,517,821	12.75	158	598,671.88	455,274.21	131
Roth 401(k)	25	6.53	5,582,179	4.31	152	404,717.78	268,080.19	151
403(b)	23	6.00	5,451,451	4.21	143	436,509.01	342,210.51	128
Regular or other IRA	127	33.16	29,336,744	22.64	146	697,436.43	541,035.48	129
Regular IRA Invested in Stocks	30	7.83	6,845,216	5.28	148	—	—	—
Regular IRA Other Investments	24	6.27	6,234,918	4.81	130	—	—	—
Roth IRA	87	22.71	17,614,312	13.59	167	332,275.11	270,397.67	123
Roth IRA Invested in Stocks	26	6.79	5,297,075	4.09	166	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	40	10.44	7,473,818	5.77	181	—	—	—
Roth IRA Other Investments	11	2.87	2,848,342	2.20	131	—	—	—
Rollover IRA	70	18.28	15,267,241	11.78	155	661,703.72	518,916.99	128
Rollover IRA Invested in Stocks	17	4.44	3,521,952	2.72	163	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	39	10.18	7,712,263	5.95	171	—	—	—
Rollover IRA Other Investments	9	2.35	2,443,452	1.89	125	—	—	—
Traditional Pension Plan	95	24.80	24,730,831	19.08	130	714,381.55	445,955.31	160

Benchmark: USA

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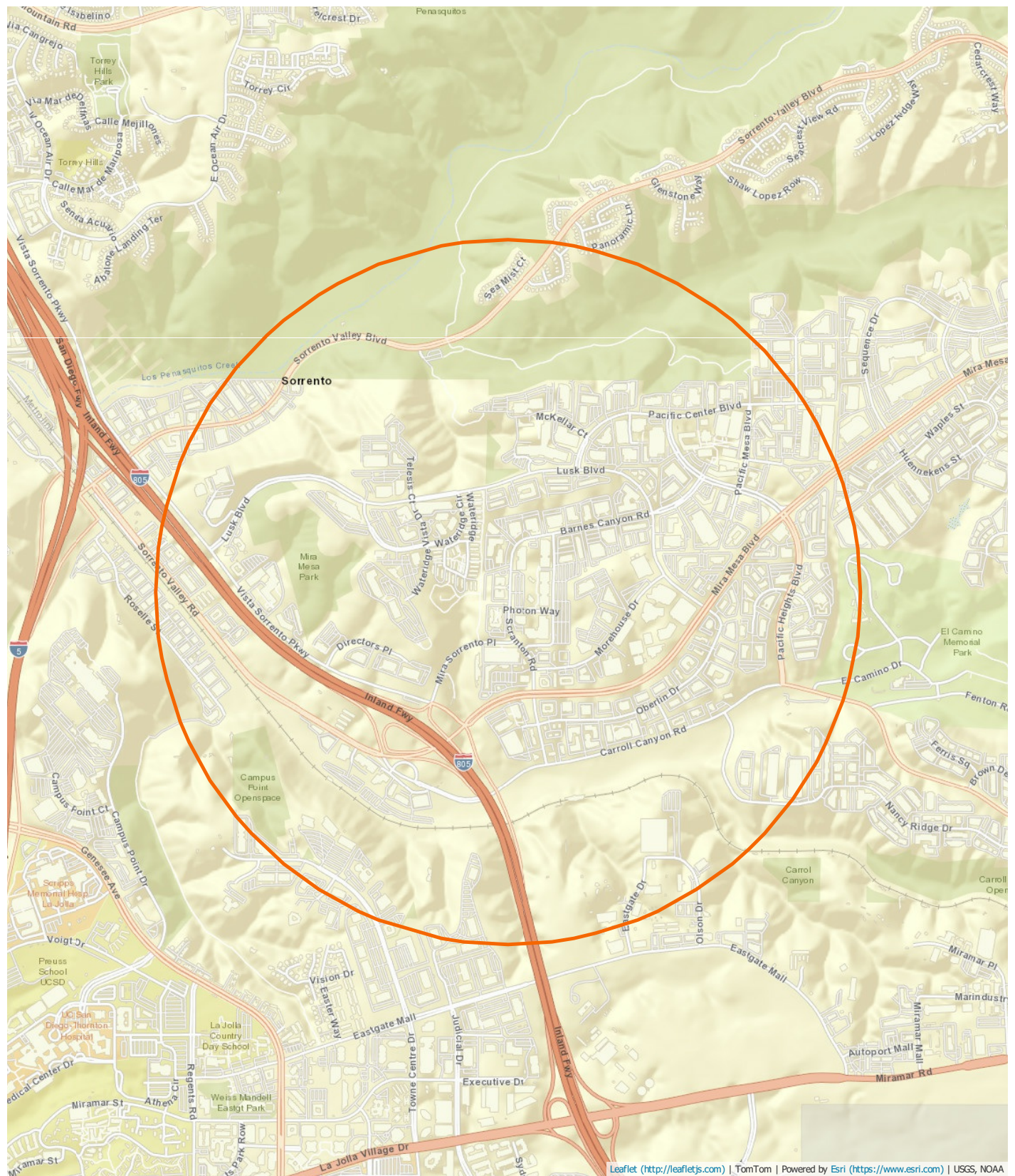
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Basics								
Population	976	100.00	340,574,349	100.00	100	—	—	—
Households	383	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	249,624.42	—	107,191.00	233	—	—	—
Credit Card								
Visa	316	82.51	87,819,205	67.76	122	3,674.11	2,549.98	144
MasterCard	179	46.74	56,270,267	43.42	108	3,626.30	2,339.78	155
Discover	61	15.93	19,510,635	15.05	106	2,129.24	1,526.24	140
American Express Blue/Credit Card	82	21.41	17,664,761	13.63	157	2,209.33	1,714.90	129
Other	13	3.39	4,303,399	3.32	102	2,068.16	1,099.20	188
Credit								
Auto Loan(s)	158	41.25	48,492,599	37.42	110	26,377.70	20,312.72	130
Auto Loan Applied On Own	81	21.15	21,432,696	16.54	128	25,317.72	18,433.86	137
Auto Loan Handled By Dealer	83	21.67	28,020,324	21.62	100	25,257.35	20,687.22	122
Mortgage	208	54.31	48,176,209	37.17	146	415,293.59	243,875.66	170
Second Mortgage	22	5.74	3,981,289	3.07	187	490,076.38	357,137.11	137
Fixed Rate Mortgage	172	44.91	38,669,845	29.84	151	467,220.39	270,936.91	172
Adjustable Rate Mortgage	19	4.96	4,323,074	3.34	149	582,140.15	315,998.93	184
Student Loan(s)	73	19.06	25,337,953	19.55	97	53,666.48	37,153.65	144
Any Line of Credit	93	24.28	24,748,515	19.10	127	32,716.33	19,987.43	164
Home Equity Line of Credit (HELOC)	57	14.88	12,585,562	9.71	153	57,974.20	39,844.62	146
Non-HELOC Line of Credit	35	9.14	11,772,321	9.08	101	13,833.09	7,957.86	174
Home Equity Loan(s)	45	11.75	10,389,031	8.02	147	354,774.70	235,312.29	151
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	375	97.91	119,949,568	92.56	106	302,975.81	141,740.14	214

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi Radius

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Basics								
Population	94,239	100.00	330,946,040	100.00	100	—	—	—
Households	33,658	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	137,636.78	—	96,765.00	142	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	31,388	93.26	118,346,385	94.13	99	112,346.79	99,035.68	113
Checking Account(s)	29,931	88.93	114,567,845	91.12	98	20,534.16	16,906.79	121
Direct Deposit	21,731	64.56	91,867,138	73.06	88	—	—	—
Any Savings (Incl Money Market)	26,416	78.48	95,160,277	75.69	104	79,933.23	72,751.38	110
Traditional Savings Account(s)	25,210	74.90	90,173,010	71.72	104	51,096.00	44,084.32	116
Any Other Type of Savings or Money Market Account(s)	7,485	22.24	27,341,681	21.75	102	113,087.81	119,130.78	95
Non-Traditional Savings Account Type: Money Market	5,494	16.32	20,119,283	16.00	102	105,795.40	113,610.32	93
Certificate(s) of Deposit (CDs)	6,907	20.52	25,669,889	20.42	101	116,998.36	126,934.56	92
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,913	26.48	29,343,688	23.34	113	—	—	—
ATM or Debit Card	30,337	90.13	108,666,059	86.43	104	—	—	—

Benchmark: USA

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Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	16,983	50.46	56,092,485	44.61	113	495,917.83	577,743.00	86
Any Keoughs/HR10s or IRAs	10,977	32.61	39,288,463	31.25	104	412,704.07	461,677.15	89
Brokerage Account(s)	10,859	32.26	36,247,121	28.83	112	—	—	—
Corporate or Municipal Bonds	2,727	8.10	8,598,299	6.84	118	—	—	—
Times bought/sold thru broker in last 90 days - 1-	4,675	13.89	14,086,625	11.20	124	—	—	—
4 times all accounts								
Times bought/sold thru broker in last 90 days - 5-	1,159	3.44	3,504,309	2.79	124	—	—	—
9 times all accounts								
Mutual Funds and ETFs	7,901	23.47	27,391,130	21.79	108	558,399.15	707,250.82	79
Mutual Fund Invested in Stocks	2,963	8.80	9,716,205	7.73	114	452,266.01	572,338.76	79
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,620	4.81	5,124,609	4.08	118	347,533.83	377,196.39	92
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,173	9.43	11,462,105	9.12	103	646,078.64	797,849.36	81
Real Estate	7,395	21.97	23,350,240	18.57	118	—	—	—
Publicly-Traded Stocks	9,702	28.82	30,599,003	24.34	118	—	—	—
Publicly-Traded Stock of Current or Former Employer	3,774	11.21	11,036,130	8.78	128	—	—	—
Publicly-Traded Stocks of Other Company	5,836	17.34	18,836,351	14.98	116	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,014	8.96	10,453,330	8.31	108	79,447.52	91,638.83	87
Government Savings Bonds	4,393	13.05	16,158,558	12.85	102	—	—	—
Government Bonds or Treasury Bills	2,883	8.57	9,300,836	7.40	116	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	17,664	52.48	61,016,032	48.53	108	389,989.78	394,702.59	99
Non-Traditional Savings Account Type: Coverdell/Education IRA	1,328	3.95	3,950,251	3.14	126	86,212.75	96,631.81	89
Non-								
Traditional Savings Account Type: 529/State Sponsored Education Acc	1,954	5.81	7,165,980	5.70	102	72,616.50	82,808.63	88
Retirement Investment								
401(k)	11,271	33.49	35,782,107	28.46	118	300,594.42	318,057.09	95
401(k) Invested in Stocks	2,492	7.40	7,849,108	6.24	119	328,722.41	330,567.99	99
401(k) Invested in Bonds/Interest-Earning Assets	1,583	4.70	5,209,682	4.14	114	261,422.81	221,874.85	118
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,859	14.44	15,484,310	12.31	117	356,052.60	430,180.67	83
Roth 401(k)	1,777	5.28	5,338,261	4.25	124	262,409.82	249,305.74	105
403(b)	1,543	4.58	5,072,055	4.03	114	385,653.47	317,199.96	122
Regular or other IRA	6,965	20.69	26,713,588	21.25	97	451,589.99	498,238.34	91
Regular IRA Invested in Stocks	1,710	5.08	6,251,742	4.97	102	—	—	—
Regular IRA Other Investments	1,299	3.86	5,751,484	4.57	84	—	—	—
Roth IRA	5,017	14.91	16,271,598	12.94	115	220,759.41	253,677.83	87
Roth IRA Invested in Stocks	1,523	4.53	4,884,000	3.88	116	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,199	6.53	6,854,552	5.45	120	—	—	—
Roth IRA Other Investments	669	1.99	2,676,934	2.13	93	—	—	—
Rollover IRA	3,907	11.61	13,954,246	11.10	105	500,448.62	481,713.98	104
Rollover IRA Invested in Stocks	1,006	2.99	3,256,274	2.59	115	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,978	5.88	6,896,574	5.49	107	—	—	—
Rollover IRA Other Investments	470	1.40	2,279,731	1.81	77	—	—	—
Traditional Pension Plan	5,465	16.24	22,538,096	17.93	91	457,637.83	406,055.61	113

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Financial CLOUT 2021 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	94,239	100.00	330,946,040	100.00	100	—	—	—
Households	33,658	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	137,636.78	—	96,765.00	142	—	—	—
Credit Card								
Visa	24,646	73.22	83,687,627	66.56	110	2,976.10	2,452.47	121
MasterCard	13,277	39.45	53,552,805	42.59	93	2,726.80	2,260.14	121
Discover	3,891	11.56	18,396,269	14.63	79	1,894.54	1,504.08	126
American Express Blue/Credit Card	5,042	14.98	16,164,126	12.86	117	1,952.65	1,682.57	116
Other	961	2.85	4,042,819	3.21	89	1,957.75	1,071.61	183
Credit								
Auto Loan(s)	12,513	37.18	46,658,788	37.11	100	19,682.23	19,260.75	102
Auto Loan Applied On Own	6,065	18.02	20,638,892	16.41	110	18,551.35	17,502.01	106
Auto Loan Handled By Dealer	6,725	19.98	26,873,670	21.37	93	19,357.26	19,673.41	98
Mortgage	9,709	28.85	46,618,660	37.08	78	322,576.12	229,243.63	141
Second Mortgage	939	2.79	3,842,327	3.06	91	407,128.47	338,811.45	120
Fixed Rate Mortgage	7,234	21.49	37,442,483	29.78	72	389,739.72	255,495.53	153
Adjustable Rate Mortgage	798	2.37	4,201,429	3.34	71	465,560.53	293,568.14	159
Student Loan(s)	8,606	25.57	25,136,034	19.99	128	43,535.14	35,375.94	123
Any Line of Credit (HELOC)	8,014	23.81	23,591,019	18.76	127	20,036.35	18,948.76	106
Home Equity Line of Credit (HELOC)	2,344	6.96	11,889,487	9.46	74	48,138.59	38,384.46	125
Non-HELOC Line of Credit	5,407	16.07	11,359,065	9.03	178	8,957.51	7,245.80	124
Home Equity Loan(s)	1,897	5.64	9,899,237	7.87	72	303,791.08	226,492.83	134
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	31,247	92.84	115,624,037	91.96	101	161,155.05	134,329.75	120

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Financial CLOUT 2026 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	98,528	100.00	340,574,349	100.00	100	—	—	—
Households	35,056	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	152,506.53	—	107,191.00	142	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	32,805	93.58	122,550,384	94.56	99	122,009.10	110,618.29	110
Checking Account(s)	31,359	89.45	118,735,108	91.62	98	21,854.34	18,686.66	117
Direct Deposit	23,061	65.78	95,857,757	73.97	89	—	—	—
Any Savings (Incl Money Market)	27,737	79.12	99,474,476	76.76	103	86,910.72	80,764.21	108
Traditional Savings Account(s)	26,452	75.46	94,074,352	72.59	104	55,081.92	48,722.45	113
Any Other Type of Savings or Money Market Account(s)	8,138	23.21	29,703,165	22.92	101	120,859.32	128,424.34	94
Non-Traditional Savings Account Type: Money Market Account	5,980	17.06	21,936,919	16.93	101	111,813.09	121,867.36	92
Certificate(s) of Deposit (CDs)	7,378	21.05	27,699,266	21.37	98	123,914.00	136,148.39	91
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,984	25.63	29,242,539	22.56	114	—	—	—
ATM or Debit Card	31,646	90.27	112,058,994	86.47	104	—	—	—

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	18,153	51.78	59,849,578	46.18	112	534,715.74	632,069.78	85
Any Keoghs/HR10s or IRAs	11,893	33.93	42,726,320	32.97	103	441,079.59	502,315.21	88
Brokerage Account(s)	11,787	33.62	39,603,343	30.56	110	-	-	-
Corporate or Municipal Bonds	2,834	8.08	9,330,389	7.20	112	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	4,992	14.24	15,274,403	11.79	121	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,237	3.53	3,839,462	2.96	119	-	-	-
Mutual Funds and ETFs	8,532	24.34	30,003,922	23.15	105	592,731.37	766,756.36	77
Mutual Fund Invested in Stocks	3,162	9.02	10,643,272	8.21	110	475,069.68	608,562.91	78
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,705	4.86	5,588,934	4.31	113	363,974.80	397,055.28	92
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,485	9.94	12,697,247	9.80	101	683,894.15	868,593.32	79
Real Estate	7,843	22.37	25,264,570	19.50	115	-	-	-
Publicly-Traded Stocks	10,444	29.79	33,301,861	25.70	116	-	-	-
Publicly-Traded Stock of Current or Former Employer	3,981	11.36	11,847,509	9.14	124	-	-	-
Publicly-Traded Stocks of Other Company	6,371	18.17	20,700,398	15.97	114	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,189	9.10	11,301,313	8.72	104	83,109.69	95,014.57	87
Government Savings Bonds	4,576	13.05	17,125,703	13.21	99	-	-	-
Government Bonds or Treasury Bills	2,961	8.45	9,829,692	7.58	111	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	18,941	54.03	65,123,543	50.25	108	421,802.38	431,285.69	98
Non-Traditional Savings Account: Coverdell/Education IRA	1,369	3.90	4,185,883	3.23	121	89,992.09	100,734.06	89
Non-								
Traditional Savings Account: 529/State Sponsored Education Account	2,094	5.97	7,819,210	6.03	99	76,287.44	86,135.84	89
Retirement Investment								
401(k)	11,949	34.09	37,604,396	29.02	117	324,441.74	342,841.80	95
401(k) Invested in Stocks	2,615	7.46	8,282,696	6.39	117	343,495.88	347,950.18	99
401(k) Invested in Bonds/Interest-Earning Assets	1,627	4.64	5,404,292	4.17	111	277,199.52	239,074.82	116
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	5,244	14.96	16,517,821	12.75	117	378,260.31	455,274.21	83
Roth 401(k)	1,821	5.20	5,582,179	4.31	121	275,942.09	268,080.19	103
403(b)	1,671	4.77	5,451,451	4.21	113	407,568.10	342,210.51	119
Regular or other IRA	7,610	21.71	29,336,744	22.64	96	480,196.17	541,035.48	89
Regular IRA Invested in Stocks	1,835	5.24	6,845,216	5.28	99	-	-	-
Regular IRA Other Investments	1,423	4.06	6,234,918	4.81	84	-	-	-
Roth IRA	5,396	15.39	17,614,312	13.59	113	231,885.82	270,397.67	86
Roth IRA Invested in Stocks	1,603	4.57	5,297,075	4.09	112	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,403	6.86	7,473,818	5.77	119	-	-	-
Roth IRA Other Investments	723	2.06	2,848,342	2.20	94	-	-	-
Rollover IRA	4,238	12.09	15,267,241	11.78	103	529,128.04	518,916.99	102
Rollover IRA Invested in Stocks	1,053	3.00	3,521,952	2.72	111	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,210	6.30	7,712,263	5.95	106	-	-	-
Rollover IRA Other Investments	517	1.48	2,443,452	1.89	78	-	-	-
Traditional Pension Plan	6,007	17.14	24,730,831	19.08	90	487,849.51	445,955.31	109

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Financial CLOUT 2026 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 3 mi Radius

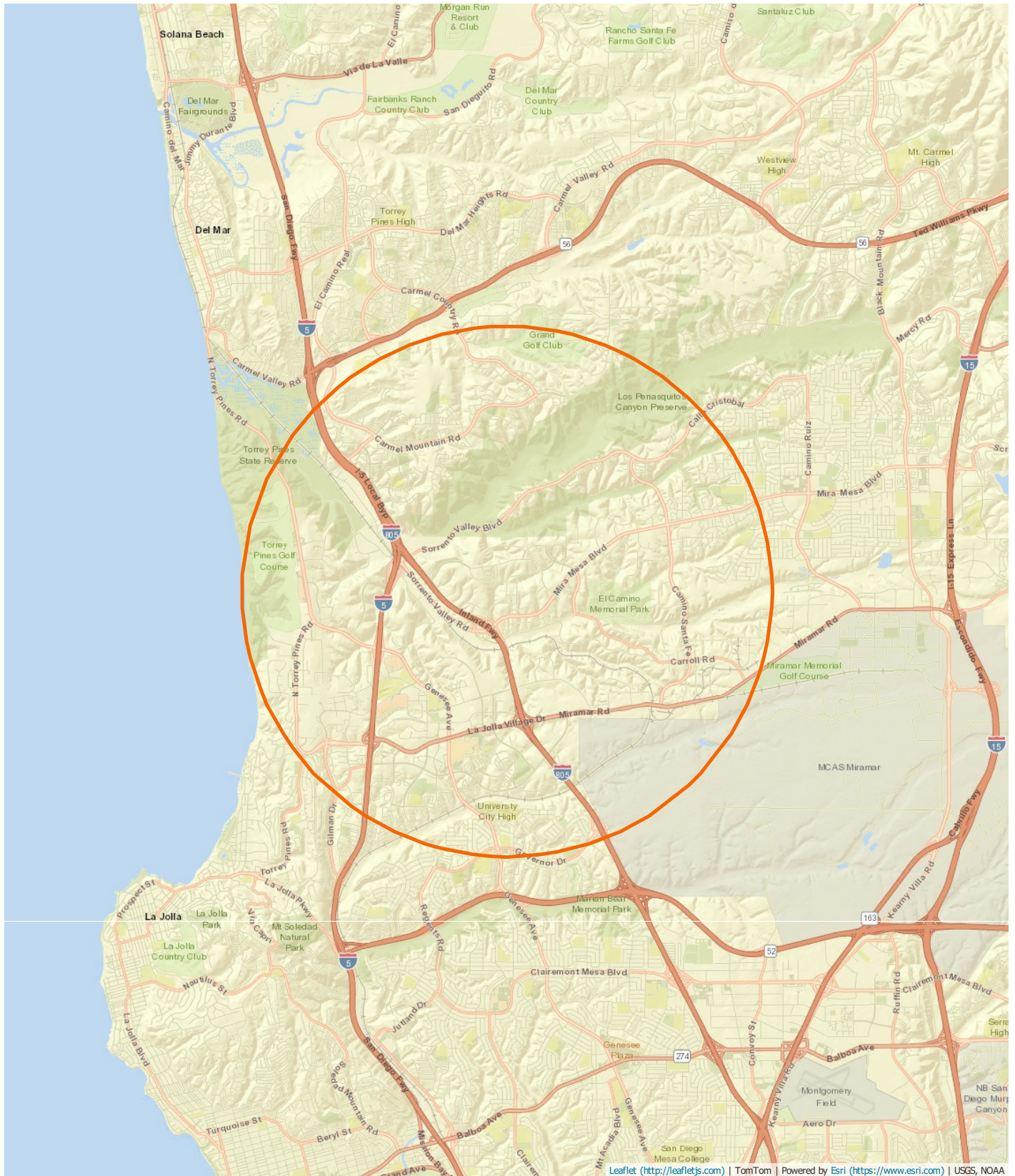
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	98,528	100.00	340,574,349	100.00	100	—	—	—
Households	35,056	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	152,506.53	—	107,191.00	142	—	—	—
Credit Card								
Visa	25,885	73.84	87,819,205	67.76	109	3,067.85	2,549.98	120
MasterCard	14,087	40.18	56,270,267	43.42	93	2,783.42	2,339.78	119
Discover	4,152	11.84	19,510,635	15.05	79	1,973.23	1,526.24	129
American Express Blue/Credit Card	5,486	15.65	17,664,761	13.63	115	1,954.15	1,714.90	114
Other	1,033	2.95	4,303,399	3.32	89	2,028.89	1,099.20	185
Credit								
Auto Loan(s)	13,067	37.27	48,492,599	37.42	100	20,651.73	20,312.72	102
Auto Loan Applied On Own	6,242	17.81	21,432,696	16.54	108	19,344.98	18,433.86	105
Auto Loan Handled By Dealer	7,114	20.29	28,020,324	21.62	94	20,258.70	20,687.22	98
Mortgage	10,074	28.74	48,176,209	37.17	77	333,884.20	243,875.66	137
Second Mortgage	944	2.69	3,981,289	3.07	88	403,555.69	357,137.11	113
Fixed Rate Mortgage	7,506	21.41	38,669,845	29.84	72	398,122.24	270,936.91	147
Adjustable Rate Mortgage	797	2.27	4,323,074	3.34	68	475,578.18	315,998.93	150
Student Loan(s)	8,695	24.80	25,337,953	19.55	127	45,886.82	37,153.65	124
Any Line of Credit	8,267	23.58	24,748,515	19.10	123	20,817.02	19,987.43	104
Home Equity Line of Credit (HELOC)	2,432	6.94	12,585,562	9.71	71	47,604.79	39,844.62	119
Non-HELOC Line of Credit	5,525	15.76	11,772,321	9.08	174	9,658.13	7,957.86	121
Home Equity Loan(s)	1,951	5.57	10,389,031	8.02	69	300,918.03	235,312.29	128
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	32,637	93.10	119,949,568	92.56	101	164,131.43	141,740.14	116

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Trade Area: 9710 Scranton Rd - 3 mi Radius



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Financial CLOUT 2021 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	245,637	100.00	330,946,040	100.00	100	—	—	—
Households	87,664	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	151,345.88	—	96,765.00	156	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	83,046	94.73	118,346,385	94.13	101	139,976.17	99,035.68	141
Checking Account(s)	80,011	91.27	114,567,845	91.12	100	24,246.87	16,906.79	143
Direct Deposit	60,646	69.18	91,867,138	73.06	95	—	—	—
Any Savings (Incl Money Market)	70,974	80.96	95,160,277	75.69	107	98,782.18	72,751.38	136
Traditional Savings Account(s)	67,588	77.10	90,173,010	71.72	108	61,574.96	44,084.32	140
Any Other Type of Savings or Money Market Account(s)	22,623	25.81	27,341,681	21.75	119	132,944.84	119,130.78	112
Non-Traditional Savings Account Type: Money Market	16,892	19.27	20,119,283	16.00	120	122,534.48	113,610.32	108
Certificate(s) of Deposit (CDs)	20,849	23.78	25,669,889	20.42	116	134,678.60	126,934.56	106
ATM/Debit Card								
Pre-Paid Debit Card(s)	19,952	22.76	29,343,688	23.34	98	—	—	—
ATM or Debit Card	78,589	89.65	108,666,059	86.43	104	—	—	—

Benchmark: USA

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Financial CLOUT 2021 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	46,699	53.27	56,092,485	44.61	119	637,778.99	577,743.00	110
Any Keoughs/HR10s or IRAs	33,273	37.95	39,288,463	31.25	121	501,029.79	461,677.15	109
Brokerage Account(s)	32,356	36.91	36,247,121	28.83	128	—	—	—
Corporate or Municipal Bonds	7,630	8.70	8,598,299	6.84	127	—	—	—
Times bought/sold thru broker in last 90 days - 1-	13,356	15.23	14,086,625	11.20	136	—	—	—
4 times all accounts	—	—	—	—	—	—	—	—
Times bought/sold thru broker in last 90 days - 5-	3,394	3.87	3,504,309	2.79	139	—	—	—
9 times all accounts	—	—	—	—	—	—	—	—
Mutual Funds and ETFs	23,858	27.21	27,391,130	21.79	125	698,994.10	707,250.82	99
Mutual Fund Invested in Stocks	8,801	10.04	9,716,205	7.73	130	513,993.29	572,338.76	90
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,582	5.23	5,124,609	4.08	128	380,112.96	377,196.39	101
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	10,138	11.56	11,462,105	9.12	127	765,649.57	797,849.36	96
Real Estate	21,572	24.61	23,350,240	18.57	133	—	—	—
Publicly-Traded Stocks	28,012	31.95	30,599,003	24.34	131	—	—	—
Publicly-Traded Stock of Current or Former Employer	10,442	11.91	11,036,130	8.78	136	—	—	—
Publicly-Traded Stocks of Other Company	17,485	19.95	18,836,351	14.98	133	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	8,911	10.16	10,453,330	8.31	122	90,049.66	91,638.83	98
Government Savings Bonds	12,275	14.00	16,158,558	12.85	109	—	—	—
Government Bonds or Treasury Bills	7,706	8.79	9,300,836	7.40	119	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	49,186	56.11	61,016,032	48.53	116	492,748.62	394,702.59	125
Non-Traditional Savings Account Type: Coverdell/Education IRA	3,579	4.08	3,950,251	3.14	130	100,341.71	96,631.81	104
Non-	—	—	—	—	—	—	—	—
Traditional Savings Account Type: 529/State Sponsored Education Account	6,077	6.93	7,165,980	5.70	122	80,494.74	82,808.63	97
Retirement Investment								
401(k)	29,632	33.80	35,782,107	28.46	119	374,741.81	318,057.09	118
401(k) Invested in Stocks	6,620	7.55	7,849,108	6.24	121	389,684.73	330,567.99	118
401(k) Invested in Bonds/Interest-Earning Assets	4,019	4.58	5,209,682	4.14	111	293,315.42	221,874.85	132
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	13,381	15.26	15,484,310	12.31	124	444,328.13	430,180.67	103
Roth 401(k)	4,648	5.30	5,338,261	4.25	125	306,203.71	249,305.74	123
403(b)	4,177	4.76	5,072,055	4.03	118	396,605.07	317,199.96	125
Regular or other IRA	22,234	25.36	26,713,588	21.25	119	540,694.14	498,238.34	109
Regular IRA Invested in Stocks	5,189	5.92	6,251,742	4.97	119	—	—	—
Regular IRA Other Investments	4,394	5.01	5,751,484	4.57	110	—	—	—
Roth IRA	14,706	16.77	16,271,598	12.94	130	263,819.90	253,677.83	104
Roth IRA Invested in Stocks	4,373	4.99	4,884,000	3.88	128	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,663	7.60	6,854,552	5.45	139	—	—	—
Roth IRA Other Investments	1,929	2.20	2,676,934	2.13	103	—	—	—
Rollover IRA	12,089	13.80	13,954,246	11.10	124	548,043.75	481,713.98	114
Rollover IRA Invested in Stocks	2,911	3.32	3,256,274	2.59	128	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,507	7.42	6,896,574	5.49	135	—	—	—
Rollover IRA Other Investments	1,556	1.77	2,279,731	1.81	98	—	—	—
Traditional Pension Plan	17,541	20.01	22,538,096	17.93	112	535,861.91	406,055.61	132

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Financial CLOUT 2021 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	245,637	100.00	330,946,040	100.00	100	—	—	—
Households	87,664	100.00	125,732,798	100.00	100	—	—	—
Average Household Income	—	151,345.88	—	96,765.00	156	—	—	—
Credit Card								
Visa	66,713	76.10	83,687,627	66.56	114	2,986.30	2,452.47	122
MasterCard	36,888	42.08	53,552,805	42.59	99	2,834.08	2,260.14	125
Discover	11,724	13.37	18,396,269	14.63	91	1,845.53	1,504.08	123
American Express Blue/Credit Card	14,736	16.81	16,164,126	12.86	131	1,968.37	1,682.57	117
Other	2,790	3.18	4,042,819	3.21	99	1,828.71	1,071.61	171
Credit								
Auto Loan(s)	33,083	37.74	46,658,788	37.11	102	21,385.58	19,260.75	111
Auto Loan Applied On Own	15,898	18.14	20,638,892	16.41	110	20,335.18	17,502.01	116
Auto Loan Handled By Dealer	18,005	20.54	26,873,670	21.37	96	20,741.26	19,673.41	105
Mortgage	33,225	37.90	46,618,660	37.08	102	343,451.76	229,243.63	150
Second Mortgage	3,203	3.65	3,842,327	3.06	120	419,538.07	338,811.45	124
Fixed Rate Mortgage	26,431	30.15	37,442,483	29.78	101	404,149.22	255,495.53	158
Adjustable Rate Mortgage	2,794	3.19	4,201,429	3.34	95	485,831.27	293,568.14	165
Student Loan(s)	18,772	21.41	25,136,034	19.99	107	45,613.11	35,375.94	129
Any Line of Credit (HELOC)	19,970	22.78	23,591,019	18.76	121	23,336.14	18,948.76	123
Home Equity Line of Credit (HELOC)	8,582	9.79	11,889,487	9.46	104	49,506.07	38,384.46	129
Non-HELOC Line of Credit	10,897	12.43	11,359,065	9.03	138	9,448.89	7,245.80	130
Home Equity Loan(s)	6,876	7.84	9,899,237	7.87	100	302,831.36	226,492.83	134
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	82,703	94.34	115,624,037	91.96	103	198,202.60	134,329.75	148

Benchmark: USA

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Financial CLOUT 2026 | Asset Products & Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	253,698	100.00	340,574,349	100.00	100	—	—	—
Households	90,403	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	167,433.28	—	107,191.00	156	—	—	—
Deposits								
Deposit (Checking Savings Money Market CD) Account	85,914	95.03	122,550,384	94.56	100	151,753.43	110,618.29	137
Checking Account(s)	82,885	91.68	118,735,108	91.62	100	25,935.47	18,686.66	139
Direct Deposit	63,469	70.21	95,857,757	73.97	95	—	—	—
Any Savings (Incl Money Market)	73,804	81.64	99,474,476	76.76	106	106,995.46	80,764.21	132
Traditional Savings Account(s)	70,170	77.62	94,074,352	72.59	107	66,313.33	48,722.45	136
Any Other Type of Savings or Money Market Account(s)	24,268	26.84	29,703,165	22.92	117	141,406.35	128,424.34	110
Non-Traditional Savings Account Type: Money Market Account	18,142	20.07	21,936,919	16.93	119	129,441.81	121,867.36	106
Certificate(s) of Deposit (CDs)	22,148	24.50	27,699,266	21.37	115	142,265.25	136,148.39	104
ATM/Debit Card								
Pre-Paid Debit Card(s)	19,922	22.04	29,242,539	22.56	98	—	—	—
ATM or Debit Card	81,054	89.66	112,058,994	86.47	104	—	—	—

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	49,265	54.49	59,849,578	46.18	118	684,913.98	632,069.78	108
Any Keoghs/HR10s or IRAs	35,639	39.42	42,726,320	32.97	120	535,700.66	502,315.21	107
Brokerage Account(s)	34,738	38.43	39,603,343	30.56	126	—	—	—
Corporate or Municipal Bonds	8,049	8.90	9,330,389	7.20	124	—	—	—
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	14,184	15.69	15,274,403	11.79	133	—	—	—
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,621	4.00	3,839,462	2.96	135	—	—	—
Mutual Funds and ETFs	25,620	28.34	30,003,922	23.15	122	745,048.90	766,756.36	97
Mutual Fund Invested in Stocks	9,395	10.39	10,643,272	8.21	127	537,213.97	608,562.91	88
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,857	5.37	5,588,934	4.31	125	394,845.04	397,055.28	99
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	11,019	12.19	12,697,247	9.80	124	819,511.02	868,593.32	94
Real Estate	22,845	25.27	25,264,570	19.50	130	—	—	—
Publicly-Traded Stocks	29,933	33.11	33,301,861	25.70	129	—	—	—
Publicly-Traded Stock of Current or Former Employer	10,980	12.15	11,847,509	9.14	133	—	—	—
Publicly-Traded Stocks of Other Company	18,895	20.90	20,700,398	15.97	131	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	9,409	10.41	11,301,313	8.72	119	92,634.78	95,014.57	97
Government Savings Bonds	12,807	14.17	17,125,703	13.21	107	—	—	—
Government Bonds or Treasury Bills	7,967	8.81	9,829,692	7.58	116	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	51,988	57.51	65,123,543	50.25	114	528,792.38	431,285.69	123
Non-Traditional Savings Account: Coverdell/Education IRA	3,689	4.08	4,185,883	3.23	126	103,300.98	100,734.06	103
Non-	—	—	—	—	—	—	—	—
Traditional Savings Account: 529/State Sponsored Education Account	6,473	7.16	7,819,210	6.03	119	83,273.05	86,135.84	97
Retirement Investment								
401(k)	30,845	34.12	37,604,396	29.02	118	398,549.01	342,841.80	116
401(k) Invested in Stocks	6,849	7.58	8,282,696	6.39	119	403,913.75	347,950.18	116
401(k) Invested in Bonds/Interest-Earning Assets	4,104	4.54	5,404,292	4.17	109	309,179.81	239,074.82	129
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	14,112	15.61	16,517,821	12.75	122	467,011.31	455,274.21	103
Roth 401(k)	4,750	5.25	5,582,179	4.31	122	321,441.34	268,080.19	120
403(b)	4,435	4.91	5,451,451	4.21	117	419,475.91	342,210.51	123
Regular or other IRA	24,033	26.58	29,336,744	22.64	117	576,488.00	541,035.48	107
Regular IRA Invested in Stocks	5,566	6.16	6,845,216	5.28	117	—	—	—
Regular IRA Other Investments	4,746	5.25	6,234,918	4.81	109	—	—	—
Roth IRA	15,636	17.30	17,614,312	13.59	127	277,243.81	270,397.67	103
Roth IRA Invested in Stocks	4,624	5.12	5,297,075	4.09	125	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	7,149	7.91	7,473,818	5.77	137	—	—	—
Roth IRA Other Investments	2,057	2.27	2,848,342	2.20	104	—	—	—
Rollover IRA	13,005	14.39	15,267,241	11.78	122	579,669.27	518,916.99	112
Rollover IRA Invested in Stocks	3,064	3.39	3,521,952	2.72	125	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	7,142	7.90	7,712,263	5.95	133	—	—	—
Rollover IRA Other Investments	1,662	1.84	2,443,452	1.89	98	—	—	—
Traditional Pension Plan	19,014	21.03	24,730,831	19.08	110	575,315.38	445,955.31	129

Benchmark: USA

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Financial CLOUT 2026 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 5 mi Radius

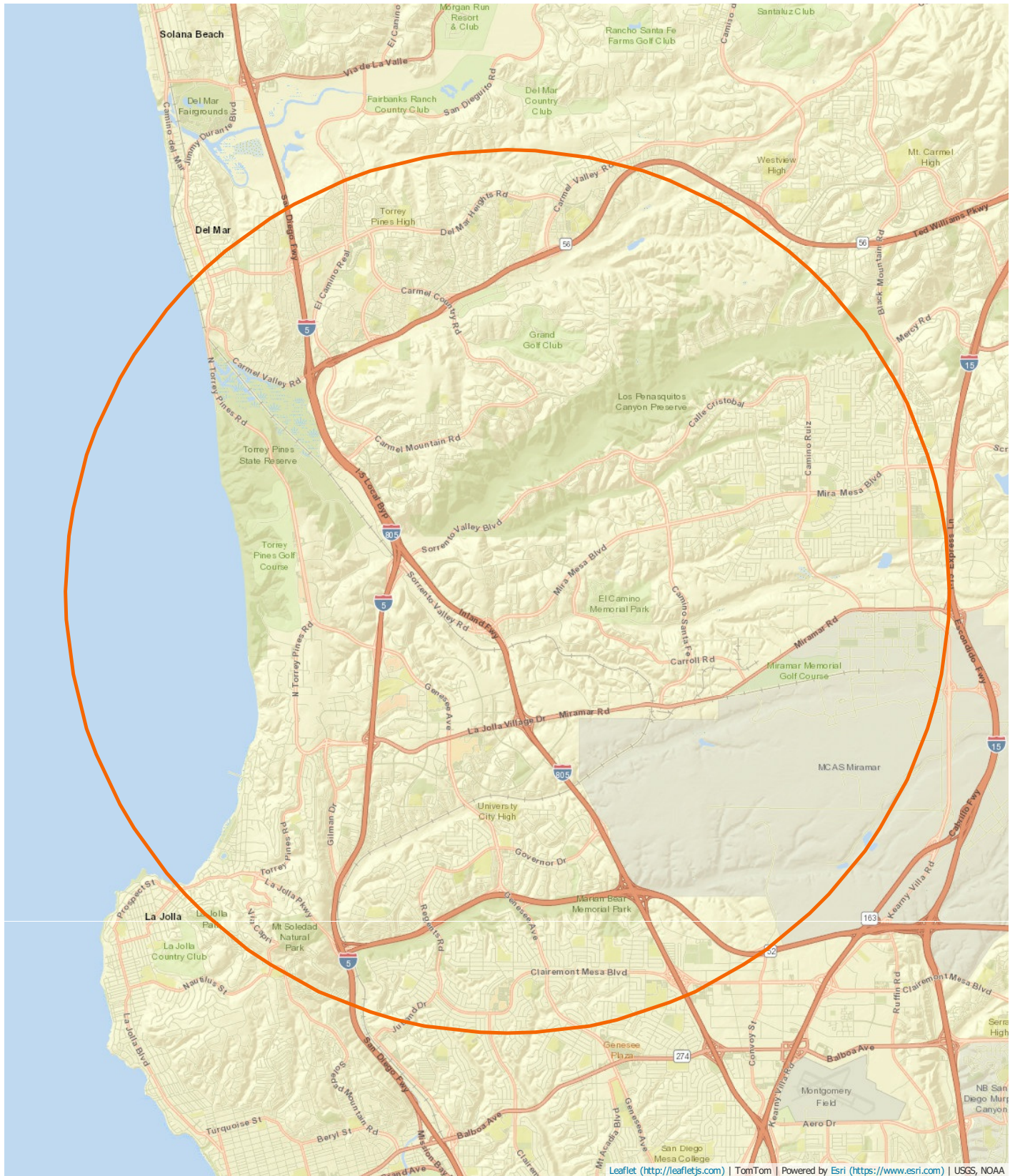
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	253,698	100.00	340,574,349	100.00	100	—	—	—
Households	90,403	100.00	129,596,282	100.00	100	—	—	—
Average Household Income	—	167,433.28	—	107,191.00	156	—	—	—
Credit Card								
Visa	69,438	76.81	87,819,205	67.76	113	3,061.01	2,549.98	120
MasterCard	38,668	42.77	56,270,267	43.42	99	2,874.72	2,339.78	123
Discover	12,378	13.69	19,510,635	15.05	91	1,878.37	1,526.24	123
American Express Blue/Credit Card	15,844	17.53	17,664,761	13.63	129	1,971.55	1,714.90	115
Other	2,969	3.28	4,303,399	3.32	99	1,841.08	1,099.20	167
Credit								
Auto Loan(s)	34,114	37.74	48,492,599	37.42	101	22,302.57	20,312.72	110
Auto Loan Applied On Own	16,255	17.98	21,432,696	16.54	109	21,124.74	18,433.86	115
Auto Loan Handled By Dealer	18,699	20.68	28,020,324	21.62	96	21,631.74	20,687.22	105
Mortgage	34,072	37.69	48,176,209	37.17	101	357,033.28	243,875.66	146
Second Mortgage	3,241	3.58	3,981,289	3.07	117	427,579.47	357,137.11	120
Fixed Rate Mortgage	27,078	29.95	38,669,845	29.84	100	417,377.97	270,936.91	154
Adjustable Rate Mortgage	2,826	3.13	4,323,074	3.34	94	506,233.30	315,998.93	160
Student Loan(s)	18,801	20.80	25,337,953	19.55	106	47,380.28	37,153.65	128
Any Line of Credit	20,616	22.80	24,748,515	19.10	119	24,152.82	19,987.43	121
Home Equity Line of Credit (HELOC)	8,930	9.88	12,585,562	9.71	102	49,985.41	39,844.62	125
Non-HELOC Line of Credit	11,129	12.31	11,772,321	9.08	136	10,119.25	7,957.86	127
Home Equity Loan(s)	7,094	7.85	10,389,031	8.02	98	303,944.57	235,312.29	129
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	85,581	94.67	119,949,568	92.56	102	202,758.97	141,740.14	143

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius



Report Details

Name: Financial CLOUT 2021
Date / Time: 3/9/2021 9:24:35 AM
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Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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