

# Pop-Facts® Effective Buying Income | 2021



Trade Area: 9710 Scranton Rd - 1 mi Radius, 9710 Scranton Rd - 3 mi Radius, 9710 Scranton Rd - 5 mi Radius

	9710 Scranton Rd - 1 mi Radius		9710 Scranton Rd - 3 mi Radius		9710 Scranton Rd - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>2021 Demographic Totals</b>						
Population	940	100.00	94,239	100.00	245,637	100.00
Households	364	100.00	33,658	100.00	87,664	100.00
Families	263	100.00	17,673	100.00	55,189	100.00
Group Quarters Population	0	0.00	9,361	9.93	13,137	5.35
Housing Units	378	100.00	35,545	100.00	92,512	100.00
<b>2021 Average Household Size</b>						
Average Household Size	--	2.58	--	2.52	--	2.65
<b>2021 Median Age</b>						
Median Age	--	41.32	--	31.15	--	36.25
<b>2021 Median Household Income</b>						
Median Household Income	--	162,602.17	--	102,712.25	--	110,860.78
<b>2021 Median All Owner-Occupied Housing Value</b>						
Median All Owner-Occupied Housing Value	--	870,352.86	--	825,862.85	--	809,619.48
<b>2021 Est. Households by Effective Buying Income</b>						
CY HHs, EBI < \$15,000	1	0.28	3,419	10.16	5,984	6.83
CY HHs, EBI \$15,000 - \$24,999	5	1.37	1,338	3.98	3,367	3.84
CY HHs, EBI \$25,000 - \$34,999	8	2.20	1,927	5.72	4,569	5.21
CY HHs, EBI \$35,000 - \$49,999	23	6.32	3,368	10.01	8,901	10.15
CY HHs, EBI \$50,000 - \$74,999	32	8.79	5,323	15.81	14,020	15.99
CY HHs, EBI \$75,000 - \$99,999	71	19.51	5,708	16.96	14,782	16.86
CY HHs, EBI \$100,000 - \$124,999	47	12.91	3,850	11.44	10,149	11.58
CY HHs, EBI \$125,000 - \$149,999	34	9.34	2,746	8.16	7,633	8.71
CY HHs, EBI \$150,000 - \$199,999	37	10.16	2,173	6.46	6,317	7.21
CY HHs, EBI \$200,000 - \$249,999	19	5.22	789	2.34	2,396	2.73
CY HHs, EBI \$250,000 - \$499,999	61	16.76	2,209	6.56	6,909	7.88
CY HHs, EBI \$500,000+	27	7.42	808	2.40	2,638	3.01
<b>2021 Effective Buying Income</b>						
Average Effective Buying Income	--	182,130.00	--	108,869.00	--	119,669.00
Median Effective Buying Income	--	122,191.59	--	81,212.90	--	86,444.85
Aggregate Effective Buying Income	66,295,689	182,131.01	3,664,289,851	108,868.32	10,490,627,235	119,668.59

Benchmark: USA

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# Pop-Facts® Effective Buying Income | 2026



Trade Area: 9710 Scranton Rd - 1 mi Radius, 9710 Scranton Rd - 3 mi Radius, 9710 Scranton Rd - 5 mi Radius

	9710 Scranton Rd - 1 mi Radius		9710 Scranton Rd - 3 mi Radius		9710 Scranton Rd - 5 mi Radius	
	Total	%	Total	%	Total	%
<b>2026 Demographic Totals</b>						
Population	976	100.00	98,528	100.00	253,698	100.00
Households	383	100.00	35,056	100.00	90,403	100.00
Housing Units	397	100.00	36,970	100.00	95,312	100.00
Families	276	100.00	18,413	100.00	56,866	100.00
Group Quarters Population	0	0.00	9,348	9.49	13,089	5.16
<b>2026 Median Age</b>						
Median Age	--	42.96	--	33.47	--	37.97
<b>2026 Median All Owner-Occupied Housing Value</b>						
Median All Owner-Occupied Housing Value	--	908,461.24	--	891,041.14	--	876,592.32
<b>2026 Average Household Size</b>						
Average Household Size	--	2.55	--	2.54	--	2.66
<b>2026 Median Household Income</b>						
Median Household Income	--	183,507.09	--	113,459.67	--	122,915.13
<b>2026 Proj. Households by Effective Buying Income</b>						
FY HHs, EBI < \$15,000	0	0.00	3,343	9.54	5,712	6.32
FY HHs, EBI \$15,000 - \$24,999	4	1.04	1,262	3.60	3,102	3.43
FY HHs, EBI \$25,000 - \$34,999	8	2.09	1,791	5.11	4,106	4.54
FY HHs, EBI \$35,000 - \$49,999	23	6.00	3,254	9.28	8,175	9.04
FY HHs, EBI \$50,000 - \$74,999	27	7.05	4,974	14.19	13,203	14.61
FY HHs, EBI \$75,000 - \$99,999	62	16.19	5,518	15.74	14,250	15.76
FY HHs, EBI \$100,000 - \$124,999	52	13.58	4,073	11.62	10,521	11.64
FY HHs, EBI \$125,000 - \$149,999	39	10.18	3,092	8.82	8,271	9.15
FY HHs, EBI \$150,000 - \$199,999	41	10.71	2,750	7.84	7,801	8.63
FY HHs, EBI \$200,000 - \$249,999	21	5.48	1,007	2.87	2,983	3.30
FY HHs, EBI \$250,000 - \$499,999	72	18.80	2,893	8.25	8,809	9.74
FY HHs, EBI \$500,000+	34	8.88	1,098	3.13	3,470	3.84
<b>2026 Households by Effective Buying Income</b>						
Median Household Effective Buying Income	--	133,997.26	--	87,870.77	--	93,762.40
Average Household Effective Buying Income	--	197,230.00	--	120,526.00	--	132,332.00
Aggregate Household Effective Buying Income	75,494,223	197,112.85	4,238,086,798	120,894.76	11,984,414,472	132,566.56

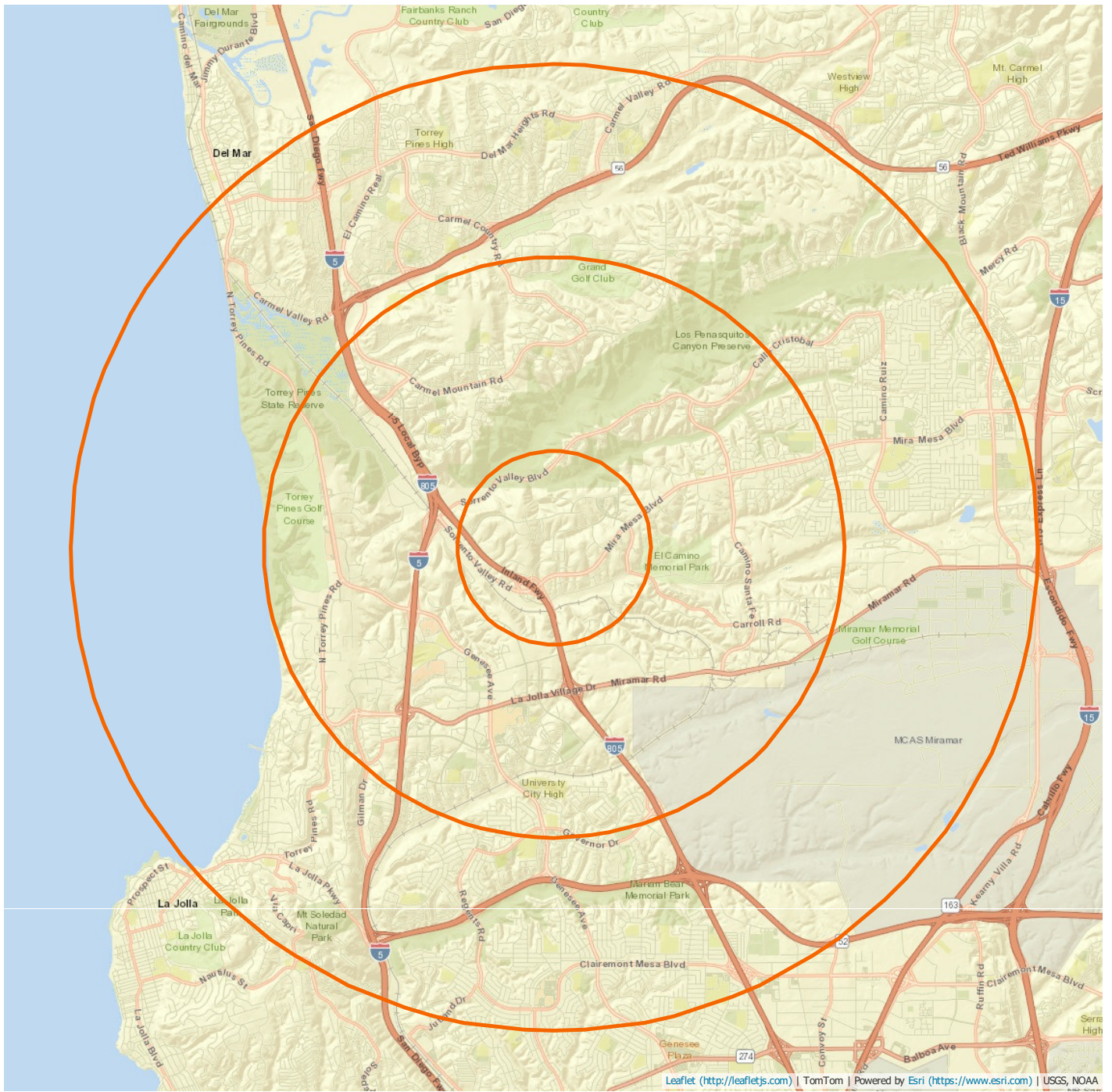
Benchmark: USA

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# Pop-Facts® Effective Buying Income | Map



Trade Area: 9710 Scranton Rd - 1 mi Radius, 9710 Scranton Rd - 3 mi Radius, 9710 Scranton Rd - 5 mi Radius



Benchmark: USA

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# Report Details

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**Workspace Vintage:** 2021

## Trade Area

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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

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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