

Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 1 mi Radius

Consumer Units: 362 | Households: 362 | Dorm Pop: 0

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
Total Specified Consumer Expenditures (BASE)	9,091,312,522,674	100.00	10,501,986,459,969	100.00	70,114.68	78,382.85	2.93	100
Total Specified Consumer Expenditures (AREA)	47,368,647	100.00	54,547,020	100.00	130,852.62	144,687.06	2.86	187
Category Summary								
Food	7,082,930	14.95	7,998,082	14.66	19,566.10	21,215.07	2.46	193
Alcoholic beverages	675,620	1.43	722,594	1.32	1,866.35	1,916.70	1.35	249
Housing	17,594,469	37.14	19,990,396	36.65	48,603.51	53,024.92	2.59	184
Apparel and services	1,714,090	3.62	1,724,501	3.16	4,735.06	4,574.27	0.12	206
Transportation	8,125,759	17.15	9,740,267	17.86	22,446.85	25,836.25	3.69	180
Healthcare	3,737,764	7.89	4,404,892	8.08	10,325.32	11,684.06	3.34	156
Entertainment	3,011,254	6.36	3,513,529	6.44	8,318.38	9,319.71	3.13	206
Personal care products and services	683,642	1.44	813,305	1.49	1,888.52	2,157.31	3.53	198
Reading	74,424	0.16	60,038	0.11	205.59	159.25	-4.20	192
Education	1,587,343	3.35	1,872,864	3.43	4,384.92	4,967.81	3.36	239
Tobacco products and smoking supplies	109,402	0.23	124,902	0.23	302.22	331.30	2.69	79
Miscellaneous fees and expenses	735,621	1.55	856,454	1.57	2,032.10	2,271.76	3.09	194
Cash contributions	1,935,578	4.09	2,364,229	4.33	5,346.90	6,271.17	4.08	214
Life and other personal insurance	300,749	0.63	360,965	0.66	830.80	957.47	3.72	159

Benchmark: USA

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



Trade Area: 9710 Scranton Rd - 1 mi Radius

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Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,820 | Households: 33,637 | Dorm Pop: 9,183

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
Total Specified Consumer Expenditures (BASE)	9,091,312,522,674	100.00	10,501,986,459,969	100.00	70,114.68	78,382.85	2.93	100
Total Specified Consumer Expenditures (AREA)	3,168,533,290	100.00	3,762,654,071	100.00	73,996.57	85,610.20	3.50	106
Category Summary								
Food	467,332,194	14.75	546,192,238	14.52	10,913.88	12,427.30	3.17	108
Alcoholic beverages	41,909,888	1.32	47,318,369	1.26	978.75	1,076.62	2.46	130
Housing	1,264,126,869	39.90	1,480,328,493	39.34	29,521.88	33,681.34	3.21	112
Apparel and services	110,533,382	3.49	115,081,755	3.06	2,581.35	2,618.41	0.81	112
Transportation	528,865,769	16.69	653,484,368	17.37	12,350.91	14,868.48	4.32	99
Healthcare	232,596,626	7.34	281,976,358	7.49	5,431.96	6,415.70	3.93	82
Entertainment	188,674,679	5.95	228,857,025	6.08	4,406.23	5,207.09	3.94	109
Personal care products and services	44,180,970	1.39	54,360,472	1.44	1,031.78	1,236.84	4.23	108
Reading	4,457,257	0.14	3,682,239	0.10	104.09	83.78	-3.75	97
Education	99,553,737	3.14	120,890,597	3.21	2,324.94	2,750.58	3.96	127
Tobacco products and smoking supplies	10,656,134	0.34	12,712,407	0.34	248.86	289.24	3.59	65
Miscellaneous fees and expenses	44,395,196	1.40	53,241,411	1.42	1,036.79	1,211.38	3.70	99
Cash contributions	114,245,471	3.61	143,194,729	3.81	2,668.04	3,258.05	4.62	107
Life and other personal insurance	17,005,118	0.54	21,333,609	0.57	397.13	485.40	4.64	76

Benchmark: USA

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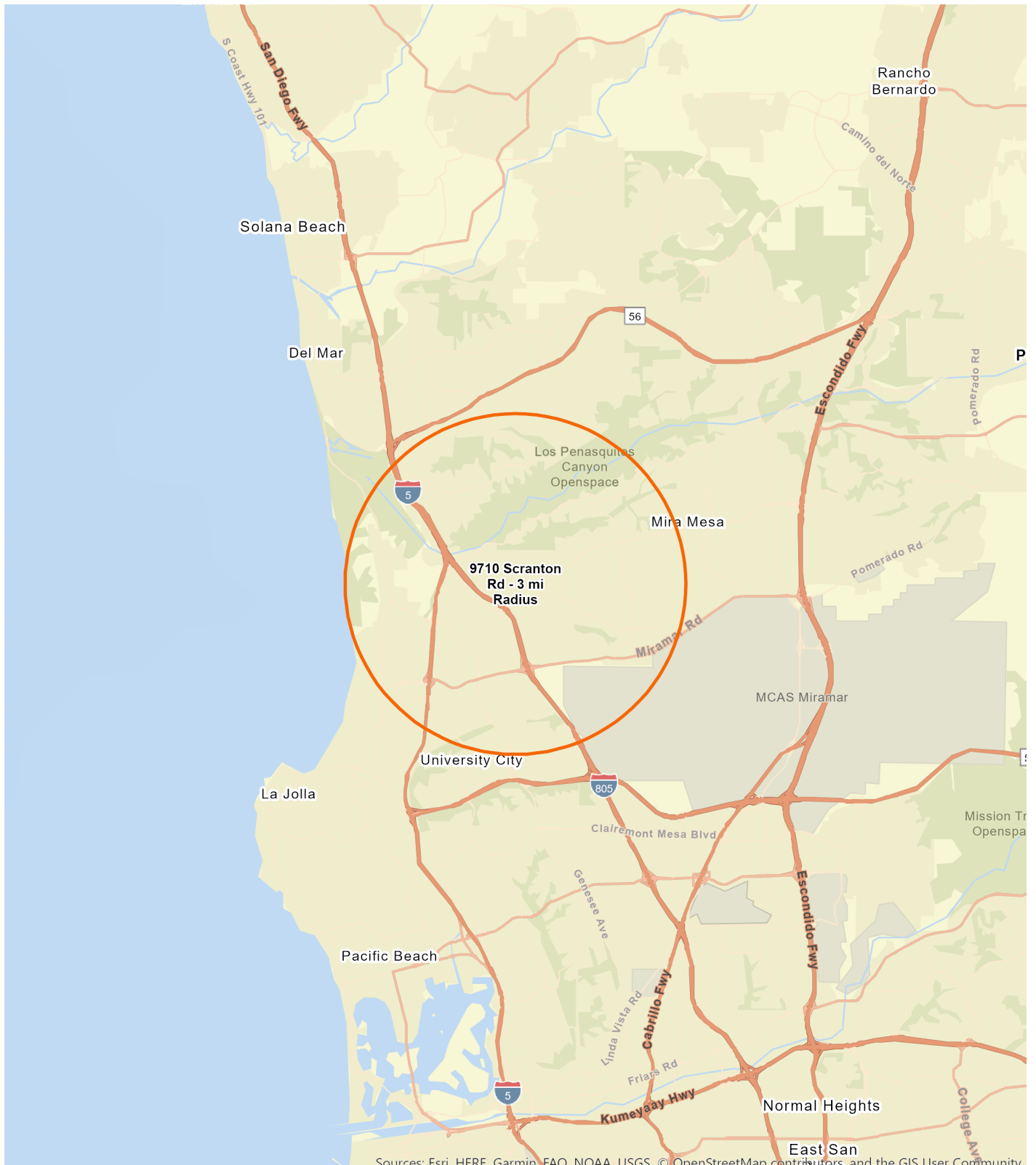
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,820 | Households: 33,637 | Dorm Pop: 9,183



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, ©OpenStreetMap contributors, and the GIS User Community
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Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,910 | Households: 87,727 | Dorm Pop: 9,183

	2022 Aggregate Expenditure Estimate	%	2027 Aggregate Expenditure Estimate	%	2022 Annual Avg per Consumer Unit	2027 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2022 Market Index
Total Specified Consumer Expenditures (BASE)	9,091,312,522,674	100.00	10,501,986,459,969	100.00	70,114.68	78,382.85	2.93	100
Total Specified Consumer Expenditures (AREA)	8,893,955,785	100.00	10,441,712,153	100.00	91,775.42	105,392.00	3.26	131
Category Summary								
Food	1,312,096,972	14.75	1,517,047,546	14.53	13,539.34	15,312.11	2.95	134
Alcoholic beverages	114,147,382	1.28	128,018,582	1.23	1,177.87	1,292.14	2.32	157
Housing	3,418,858,311	38.44	3,968,881,336	38.01	35,278.69	40,059.36	3.03	133
Apparel and services	313,005,346	3.52	322,556,248	3.09	3,229.86	3,255.68	0.60	140
Transportation	1,509,613,975	16.97	1,842,666,240	17.65	15,577.48	18,598.70	4.07	125
Healthcare	715,826,726	8.05	853,179,711	8.17	7,386.51	8,611.45	3.57	111
Entertainment	539,323,217	6.06	646,619,615	6.19	5,565.20	6,526.57	3.70	138
Personal care products and services	125,049,285	1.41	152,283,299	1.46	1,290.37	1,537.05	4.02	135
Reading	13,702,771	0.15	11,244,030	0.11	141.40	113.49	-3.88	132
Education	269,157,546	3.03	317,108,927	3.04	2,777.40	3,200.70	3.33	151
Tobacco products and smoking supplies	26,754,116	0.30	30,740,922	0.29	276.07	310.28	2.82	72
Miscellaneous fees and expenses	135,499,627	1.52	159,558,573	1.53	1,398.20	1,610.48	3.32	133
Cash contributions	347,868,370	3.91	427,063,538	4.09	3,589.60	4,310.51	4.19	144
Life and other personal insurance	53,052,143	0.60	64,743,587	0.62	547.44	653.48	4.06	105

Benchmark: USA

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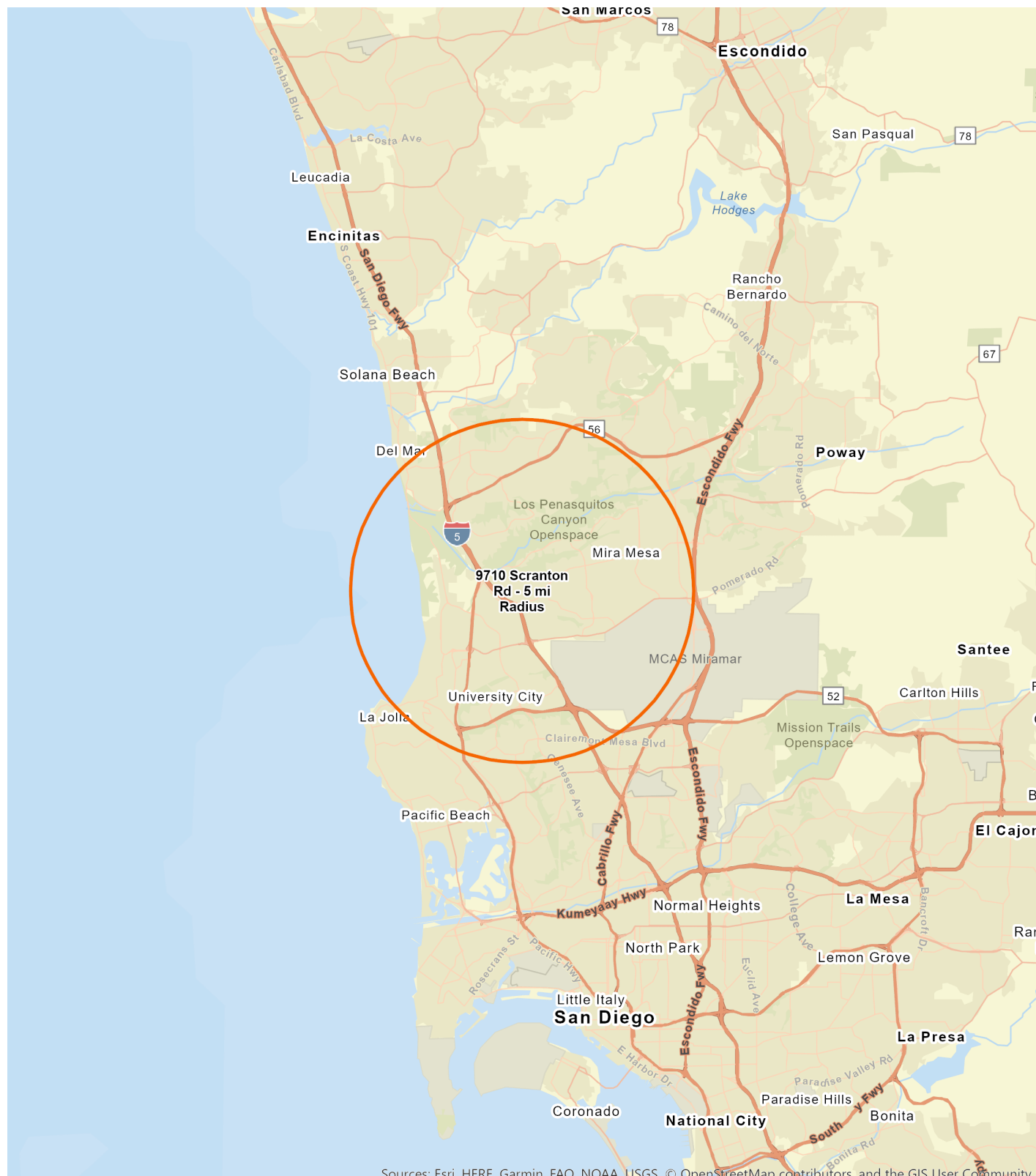
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

Consumer Units: 96,910 | Households: 87,727 | Dorm Pop: 9,183



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Report Details

Name: Consumer Buying Power™ Category Summary 2022
Date / Time: 12/21/2021 1:40:44 PM
Workspace Vintage: 2022

Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2022 Estimates and 2027 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)