

Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	3,684,040	52.01	4,095,788	51.21	10,176.91	10,864.16	2.14	179
Bakery products	300,947	4.25	320,681	4.01	831.35	850.61	1.28	167
Cereals and cereal products	142,298	2.01	145,326	1.82	393.09	385.48	0.42	177
Meats, poultry, fish, and eggs	703,032	9.93	762,149	9.53	1,942.08	2,021.62	1.63	169
Fish and seafood	117,488	1.66	125,389	1.57	324.55	332.60	1.31	176
Eggs	56,284	0.79	65,532	0.82	155.48	173.82	3.09	199
Dairy products	387,997	5.48	426,911	5.34	1,071.82	1,132.39	1.93	187
Fresh milk and cream	115,160	1.63	121,966	1.52	318.12	323.52	1.16	185
Other dairy products	272,838	3.85	304,945	3.81	753.69	808.87	2.25	188
Fruits and vegetables	770,457	10.88	860,934	10.76	2,128.33	2,283.64	2.25	190
Other food at home	1,379,308	19.47	1,579,786	19.75	3,810.24	4,190.41	2.75	179
Sugar and other sweets	133,893	1.89	148,810	1.86	369.87	394.72	2.14	187
Fats and oils	97,307	1.37	107,731	1.35	268.81	285.76	2.06	168
Nonalcoholic beverages	331,328	4.68	382,861	4.79	915.27	1,015.55	2.93	159
Food away from home								
Food away from home	3,398,890	47.99	3,902,294	48.79	9,389.20	10,350.91	2.80	212
Lunch	941,896	13.30	1,074,082	13.43	2,601.92	2,849.02	2.66	204
Dinner	1,479,325	20.89	1,700,822	21.27	4,086.53	4,511.46	2.83	213
Breakfast and brunch	297,500	4.20	341,937	4.28	821.82	906.99	2.82	195
Alcoholic beverages	675,620	100.00	722,584	100.00	1,866.35	1,916.70	1.35	249
At home	348,110	51.52	374,280	51.80	961.63	992.79	1.46	232
Away from home	327,510	48.48	348,314	48.20	904.72	923.91	1.24	270
Healthcare								
Healthcare	3,737,764	100.00	4,404,892	100.00	10,325.32	11,684.06	3.34	156
Medical services	777,485	20.80	961,245	21.82	2,147.75	2,549.72	4.33	190
Drugs	335,120	8.97	390,163	8.86	925.74	1,034.91	3.09	143
Prescription drugs	225,746	6.04	263,488	5.98	623.61	698.91	3.14	136
Medical supplies	143,690	3.84	163,046	3.70	396.93	432.48	2.56	181
Household Furnishings and Equipment								
Household furnishings and equipment	2,041,171	11.60	2,208,058	11.05	5,638.59	5,856.92	1.58	209
Household textiles	109,215	0.62	112,822	0.56	301.70	299.26	0.65	187
Furniture	545,946	3.10	578,395	2.89	1,508.14	1,534.20	1.16	218
Major appliances	241,931	1.38	302,413	1.51	668.32	802.16	4.56	177
Small appliances, miscellaneous housewares	110,811	0.63	115,489	0.58	306.11	306.34	0.83	188
Housing								
Housing	17,594,469	100.00	19,990,396	100.00	48,603.51	53,024.92	2.59	184
Owned dwellings	7,091,376	40.30	7,795,064	38.99	19,589.44	20,676.56	1.91	213
Maintenance and repair services	688,121	3.91	816,200	4.08	1,900.89	2,164.99	3.47	179
Maintenance and repair commodities	96,009	0.55	108,380	0.54	265.22	287.48	2.45	179
Utilities, fuels, and public services	2,734,539	15.54	3,105,084	15.53	7,553.97	8,236.30	2.57	145
Telephone services	980,203	5.57	1,082,147	5.41	2,707.74	2,870.42	2.00	155
Housekeeping supplies	616,227	3.50	678,037	3.39	1,702.29	1,798.51	1.93	181
Personal Care Products and Services								
Personal care products and services	683,642	100.00	813,305	100.00	1,888.52	2,157.31	3.53	198
Personal care products	427,597	62.55	507,619	62.41	1,181.21	1,346.47	3.49	199
Tobacco products and smoking supplies	109,402	100.00	124,902	100.00	302.22	331.30	2.69	79
Pets								
Pets	657,314	21.83	739,755	21.05	1,815.78	1,962.22	2.39	199
Entertainment								
Audio and visual equipment and services	794,057	26.37	838,102	23.85	2,193.53	2,223.08	1.09	150
Sports, recreation and exercise equipment	303,740	10.09	353,438	10.06	839.06	937.50	3.08	280
Photographic equipment, supplies and services	82,162	2.73	93,162	2.65	226.97	247.11	2.54	284
Transportation								
Transportation	8,125,759	100.00	9,740,267	100.00	22,446.85	25,836.25	3.69	180
Vehicle purchases net outlay	3,532,645	43.47	4,016,621	41.24	9,758.69	10,654.17	2.60	180
Cars and trucks, new	1,826,060	22.47	1,954,061	20.06	5,044.36	5,183.19	1.36	199
Cars and trucks, used	1,642,351	20.21	1,997,996	20.51	4,536.88	5,299.73	4.00	162
Gasoline	1,550,962	19.09	1,842,141	18.91	4,284.43	4,886.32	3.50	173
Diesel fuel	37,942	0.47	45,047	0.46	104.81	119.49	3.49	204
Motor oil	8,659	0.11	10,261	0.11	23.92	27.22	3.45	154
Maintenance and repairs	677,336	8.34	752,232	7.72	1,871.09	1,995.31	2.12	163
Apparel and Services								
Apparel and services	1,714,090	100.00	1,724,501	100.00	4,735.06	4,574.27	0.12	206
Women, 16 and over	568,276	33.15	560,325	32.49	1,569.82	1,486.27	-0.28	208
Men, 16 and over	348,521	20.33	341,911	19.83	962.77	906.93	-0.38	228
Girls, 2 to 15	84,927	4.95	82,392	4.78	234.60	218.55	-0.60	182
Boys, 2 to 15	88,048	5.14	95,695	5.55	243.23	253.83	1.68	197
Children under 2	53,798	3.14	58,513	3.39	148.61	155.21	1.69	164
Footwear	375,147	21.89	391,775	22.72	1,036.32	1,039.19	0.87	197
Other apparel products and services	195,373	11.40	193,891	11.24	539.70	514.30	-0.15	213

Benchmark: USA

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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi Radius

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



Benchmark: USA

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Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	244,920,407	52.41	281,407,187	51.52	5,719.77	6,402.75	2.82	101
Bakery products	19,805,639	4.24	21,792,965	3.99	462.53	495.85	1.93	93
Cereals and cereal products	9,693,219	2.07	10,190,704	1.87	226.37	231.87	1.01	102
Meats, poultry, fish, and eggs	46,969,265	10.05	52,627,841	9.64	1,096.90	1,197.42	2.30	95
Fish and seafood	7,409,318	1.59	8,101,521	1.48	173.03	184.33	1.80	94
Eggs	3,835,055	0.82	4,614,499	0.84	89.56	104.99	3.77	115
Dairy products	25,863,061	5.53	29,389,970	5.38	603.99	668.70	2.59	105
Fresh milk and cream	7,999,439	1.71	8,723,902	1.60	186.82	198.49	1.75	108
Other dairy products	17,863,623	3.82	20,666,068	3.78	417.18	470.21	2.96	104
Fruits and vegetables	50,492,716	10.80	58,293,366	10.67	1,179.19	1,326.33	2.91	105
Other food at home	92,096,506	19.71	109,112,342	19.98	2,150.78	2,482.59	3.45	101
Sugar and other sweets	8,769,696	1.88	10,090,211	1.85	204.80	229.58	2.84	104
Fats and oils	6,476,023	1.39	7,419,899	1.36	151.24	168.82	2.76	95
Nonalcoholic beverages	22,888,485	4.85	27,094,939	4.96	529.86	616.48	3.61	92
Food away from home								
Food away from home	222,411,788	47.59	264,785,051	48.48	5,194.11	6,024.55	3.55	117
Lunch	63,263,464	13.54	74,777,884	13.69	1,477.43	1,701.39	3.40	116
Dinner	96,016,199	20.55	114,420,573	20.95	2,242.32	2,603.37	3.57	117
Breakfast and brunch	20,185,448	4.32	23,937,845	4.38	471.40	544.65	3.47	112
Alcoholic beverages	41,909,888	100.00	47,318,369	100.00	978.75	1,076.62	2.46	130
At home	21,623,078	51.59	24,367,290	51.50	504.98	554.42	2.42	122
Away from home	20,286,810	48.41	22,951,079	48.50	473.77	522.20	2.50	141
Healthcare								
Healthcare	232,596,626	100.00	281,976,358	100.00	5,431.96	6,415.70	3.93	82
Medical services	46,753,026	20.10	59,652,886	21.16	1,091.85	1,357.26	4.99	97
Drugs	20,686,248	8.89	24,715,630	8.77	483.10	562.35	3.62	75
Prescription drugs	13,967,257	6.00	16,723,931	5.93	326.19	380.51	3.67	71
Medical supplies	8,712,703	3.75	10,198,849	3.62	203.47	232.05	3.20	93
Household Furnishings and Equipment								
Household furnishings and equipment	124,766,292	9.87	140,211,636	9.47	2,913.74	3,190.18	2.36	108
Household textiles	6,968,239	0.55	7,442,123	0.50	162.73	169.33	1.32	101
Furniture	32,625,371	2.58	36,045,480	2.44	761.92	820.13	2.01	110
Major appliances	14,951,870	1.18	19,250,966	1.30	349.18	438.01	5.18	92
Small appliances, miscellaneous housewares	7,010,377	0.55	7,576,179	0.51	163.72	172.38	1.56	101
Housing								
Housing	1,264,126,869	100.00	1,480,328,493	100.00	29,521.88	33,681.34	3.21	112
Owned dwellings	416,348,931	32.94	469,392,902	31.71	9,723.24	10,679.91	2.43	106
Maintenance and repair services	38,332,989	3.03	45,809,386	3.09	895.21	1,042.28	3.63	84
Maintenance and repair commodities	5,738,477	0.45	6,589,599	0.45	134.01	149.93	2.80	91
Utilities, fuels, and public services	187,409,450	14.83	217,955,716	14.72	4,376.68	4,959.06	3.07	84
Telephone services	67,534,491	5.34	76,495,107	5.17	1,577.17	1,740.46	2.52	91
Housekeeping supplies	38,930,277	3.08	44,227,197	2.99	909.16	1,006.28	2.58	96
Personal Care Products and Services								
Personal care products and services	44,180,970	100.00	54,360,472	100.00	1,031.78	1,236.84	4.23	108
Personal care products	27,753,231	62.82	34,096,165	62.72	648.14	775.78	4.20	109
Tobacco products and smoking supplies	10,656,134	100.00	12,712,407	100.00	248.86	289.24	3.59	65
Pets								
Pets	40,983,532	21.72	48,554,410	21.22	957.11	1,104.74	3.45	105
Entertainment								
Entertainment	54,728,672	29.01	59,609,375	26.05	1,278.11	1,356.27	1.72	87
Audio and visual equipment and services	18,981,099	10.06	23,006,273	10.05	443.28	523.45	3.92	148
Sports, recreation and exercise equipment	5,140,952	2.72	6,246,092	2.73	120.06	142.11	3.97	150
Photographic equipment, supplies and services								
Transportation								
Transportation	528,865,769	100.00	653,484,368	100.00	12,350.91	14,868.48	4.32	99
Vehicle purchases net outlay	228,745,079	43.25	269,136,333	41.18	5,342.01	6,123.55	3.31	99
Cars and trucks, new	108,559,539	20.53	120,780,901	18.48	2,535.25	2,748.08	2.16	100
Cars and trucks, used	115,610,644	21.86	143,486,916	21.96	2,699.92	3,264.70	4.42	97
Gasoline	108,391,181	20.50	132,337,117	20.25	2,531.32	3,011.01	4.07	102
Diesel fuel	2,423,283	0.46	3,005,806	0.46	56.59	68.39	4.40	110
Motor oil	634,028	0.12	766,662	0.12	14.81	17.44	3.87	95
Maintenance and repairs	43,681,027	8.26	49,878,964	7.63	1,020.11	1,134.88	2.69	89
Apparel and Services								
Apparel and services	110,533,382	100.00	115,081,755	100.00	2,581.35	2,618.41	0.81	112
Women, 16 and over	36,218,970	32.77	37,037,555	32.18	845.84	842.70	0.45	112
Men, 16 and over	22,773,646	20.60	23,311,539	20.26	531.85	530.40	0.47	126
Girls, 2 to 15	5,151,587	4.66	5,136,173	4.46	120.31	116.86	-0.06	93
Boys, 2 to 15	5,400,778	4.89	5,959,232	5.18	126.13	135.59	1.99	102
Children under 2	3,879,912	3.51	4,285,700	3.72	90.61	97.51	2.01	100
Footwear	24,705,271	22.35	26,696,383	23.20	576.96	607.41	1.56	110
Other apparel products and services	12,403,217	11.22	12,655,173	11.00	289.66	287.94	0.40	114

Benchmark: USA

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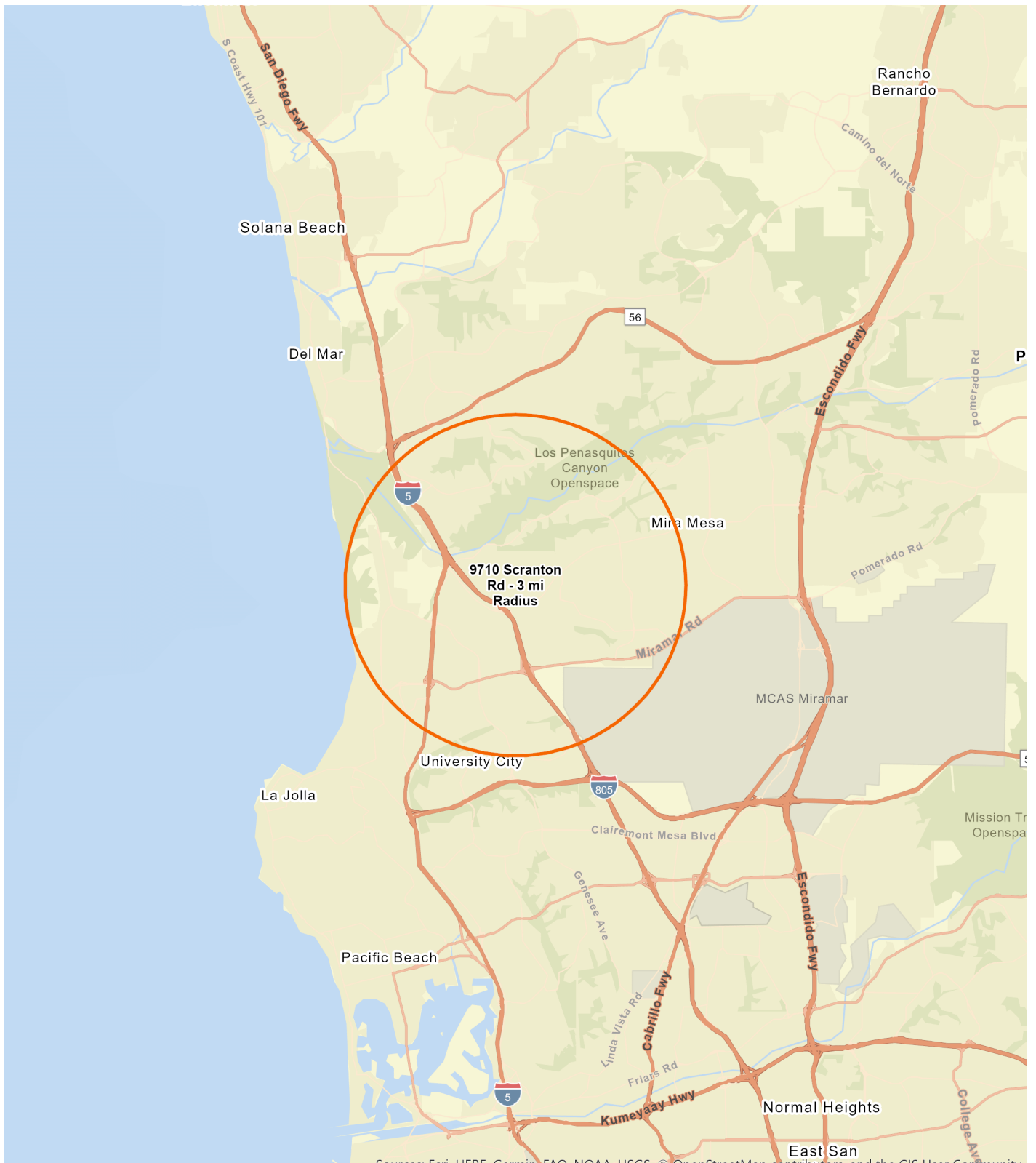
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

Consumer Units: 42,820 | 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™ | Consumer Spending Patterns



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
Food at home								
Food at home	701,811,627	53.49	794,961,470	52.40	7,241.89	8,023.84	2.52	127
Bakery products	57,947,249	4.42	62,794,633	4.14	597.95	633.81	1.62	120
Cereals and cereal products	27,500,194	2.10	28,573,322	1.88	283.77	288.40	0.77	128
Meats, poultry, fish, and eggs	135,233,857	10.31	149,076,142	9.83	1,395.46	1,504.68	1.97	121
Fish and seafood	22,152,099	1.69	23,906,974	1.58	228.58	241.30	1.54	124
Eggs	10,850,244	0.83	12,892,500	0.85	111.96	130.13	3.51	143
Dairy products	74,278,428	5.66	83,331,567	5.49	766.47	841.10	2.33	134
Fresh milk and cream	22,754,163	1.73	24,525,743	1.62	234.80	247.55	1.51	136
Other dairy products	51,524,265	3.93	58,805,824	3.88	531.67	593.55	2.68	132
Fruits and vegetables	145,395,801	11.08	165,746,787	10.93	1,500.32	1,672.94	2.65	134
Other food at home	261,456,098	19.93	305,439,020	20.13	2,697.93	3,082.91	3.16	127
Sugar and other sweets	25,319,116	1.93	28,665,454	1.89	261.26	289.33	2.51	132
Fats and oils	18,530,604	1.41	20,880,442	1.38	191.21	210.75	2.42	120
Nonalcoholic beverages	64,009,070	4.88	75,297,778	4.96	660.50	760.01	3.30	114
Food away from home								
Food away from home	610,285,345	46.51	722,086,076	47.60	6,297.44	7,288.28	3.42	142
Lunch	171,898,350	13.10	202,341,479	13.34	1,773.79	2,042.31	3.31	139
Dinner	264,045,685	20.12	312,739,828	20.61	2,724.65	3,156.60	3.44	142
Breakfast and brunch	55,421,914	4.22	65,273,889	4.30	571.89	668.83	3.33	136
Alcoholic beverages	114,147,382	100.00	128,018,582	100.00	1,177.87	1,292.14	2.32	157
At home	60,146,067	52.69	67,244,926	52.53	620.64	678.73	2.26	149
Away from home	54,001,315	47.31	60,773,657	47.47	557.23	613.41	2.39	166
Healthcare								
Healthcare	715,826,726	100.00	853,179,711	100.00	7,386.51	8,611.45	3.57	111
Medical services	144,871,912	20.24	181,626,316	21.29	1,494.91	1,833.22	4.63	132
Drugs	64,730,224	9.04	75,908,542	8.90	667.94	766.17	3.24	103
Prescription drugs	44,427,834	6.21	52,037,819	6.10	458.44	525.24	3.21	100
Medical supplies	26,526,726	3.71	30,521,315	3.58	273.73	308.06	2.85	125
Household Furnishings and Equipment								
Household furnishings and equipment	360,912,318	10.56	401,015,506	10.10	3,724.20	4,047.60	2.13	138
Household textiles	19,816,139	0.58	20,916,655	0.53	204.48	211.12	1.09	127
Furniture	94,185,111	2.75	103,067,521	2.60	971.88	1,040.30	1.82	141
Major appliances	44,694,246	1.31	56,695,644	1.43	461.19	572.25	4.87	122
Small appliances, miscellaneous housewares	20,045,287	0.59	21,366,435	0.54	206.84	215.66	1.28	127
Housing								
Housing	3,418,858,311	100.00	3,968,881,336	100.00	35,278.69	40,059.36	3.03	133
Owned dwellings	1,220,449,060	35.70	1,365,892,396	34.41	12,593.63	13,786.45	2.28	137
Maintenance and repair services	124,106,218	3.63	146,590,421	3.69	1,280.63	1,479.59	3.39	120
Maintenance and repair commodities	16,924,354	0.49	19,203,881	0.48	174.64	193.83	2.56	118
Utilities, fuels, and public services	540,305,044	15.80	617,672,713	15.56	5,575.33	6,234.40	2.71	107
Telephone services	191,535,609	5.60	213,288,087	5.37	1,976.43	2,152.79	2.17	113
Housekeeping supplies	115,644,497	3.38	129,282,191	3.26	1,193.32	1,304.89	2.25	127
Personal Care Products and Services								
Personal care products and services	125,049,285	100.00	152,283,299	100.00	1,290.37	1,537.05	4.02	135
Personal care products	78,166,372	62.51	95,181,339	62.50	806.59	960.70	4.02	136
Tobacco products and smoking supplies	26,754,116	100.00	30,740,922	100.00	276.07	310.28	2.82	72
Pets								
Pets	114,752,442	21.28	134,121,314	20.74	1,184.11	1,353.74	3.17	130
Entertainment								
Audio and visual equipment and services	157,800,781	29.26	168,862,916	26.11	1,628.32	1,704.39	1.36	111
Sports, recreation and exercise equipment	52,987,836	9.82	63,992,596	9.90	546.77	645.90	3.85	183
Photographic equipment, supplies and services	14,317,614	2.65	17,230,604	2.66	147.74	173.91	3.77	185
Transportation								
Transportation	1,509,613,975	100.00	1,842,666,240	100.00	15,577.48	18,598.70	4.07	125
Vehicle purchases net outlay	646,872,166	42.85	753,330,799	40.88	6,674.98	7,603.64	3.09	123
Cars and trucks, new	319,560,982	21.17	353,271,814	19.17	3,297.50	3,565.70	2.03	130
Cars and trucks, used	315,416,214	20.89	387,767,846	21.04	3,254.73	3,913.88	4.22	116
Gasoline	301,685,930	19.98	362,527,514	19.67	3,113.05	3,659.12	3.74	126
Diesel fuel	6,793,772	0.45	8,270,443	0.45	70.10	83.48	4.01	137
Motor oil	1,758,033	0.12	2,078,834	0.11	18.14	20.98	3.41	117
Maintenance and repairs	128,514,729	8.51	143,775,881	7.80	1,326.12	1,451.18	2.27	116
Apparel and Services								
Apparel and services	313,005,346	100.00	322,556,248	100.00	3,229.86	3,255.68	0.60	140
Women, 16 and over	102,976,348	32.90	103,846,988	32.20	1,062.60	1,048.17	0.17	140
Men, 16 and over	62,230,076	19.88	62,667,654	19.43	642.14	632.53	0.14	152
Girls, 2 to 15	15,704,110	5.02	15,707,154	4.87	162.05	158.54	0.00	126
Boys, 2 to 15	16,319,189	5.21	18,120,643	5.62	168.40	182.90	2.12	137
Children under 2	11,580,576	3.70	12,821,583	3.98	119.50	129.41	2.06	132
Footwear	68,930,472	22.02	73,685,789	22.84	711.28	743.74	1.34	136
Other apparel products and services	35,264,575	11.27	35,706,437	11.07	363.89	360.40	0.25	144

Benchmark: USA

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(<https://claritas.easpotlight.com/Spotlight/About/3/2022>)

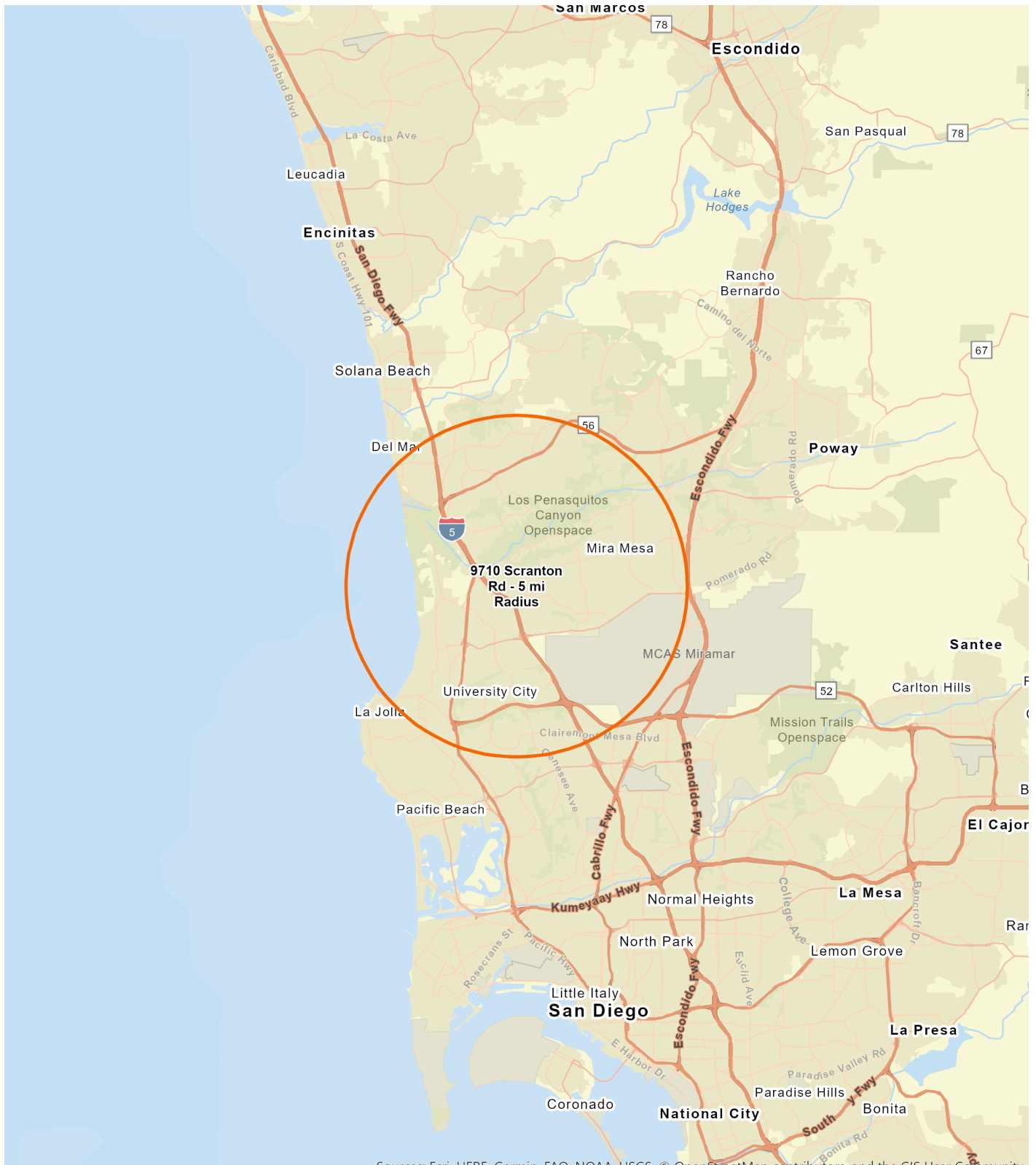
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi Radius

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



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community
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Report Details

Name: Consumer Buying Power™ Consumer Spending Patterns 2022
Date / Time: 12/21/2021 1:44:47 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
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Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2021 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)