

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	47,368,647	100.00	54,547,020	100.00	130,852.62	144,687.06	2.86	187
Entertainment								
Entertainment	3,011,254	100.00	3,513,529	100.00	8,318.38	9,319.71	3.13	206
Fees and Admissions								
Fees and admissions	735,853	24.44	1,003,663	28.57	2,032.74	2,662.23	6.40	265
Recreation expenses, out-of-town trips	9,590	0.32	13,018	0.37	26.49	34.53	6.30	244
Social, recreation, health club membership	230,605	7.66	315,861	8.99	637.03	837.83	6.49	263
Participant sports, out-of-town trips	17,588	0.58	24,780	0.71	48.59	65.73	7.10	286
Play, theater, opera, concert	70,060	2.33	97,223	2.77	193.54	257.88	6.77	254
Movie, other admissions, out-of-town trips	44,833	1.49	61,499	1.75	123.85	163.13	6.53	268
Admission to sporting events	50,305	1.67	68,979	1.96	138.97	182.97	6.52	260
Admission to sports events, out-of-town trips	14,937	0.50	20,491	0.58	41.26	54.35	6.53	268
Fees for recreational lessons	164,468	5.46	221,297	6.30	454.33	586.99	6.12	292
Other entertainment services, out-of-town trips	9,590	0.32	13,018	0.37	26.49	34.53	6.30	244
Fees for participant sports	123,876	4.11	167,499	4.77	342.20	444.29	6.22	244
Audio Visual Equipment and Services								
Audio and visual equipment and services	794,057	26.37	838,102	23.85	2,193.53	2,223.08	1.09	150
Video game software	6,221	0.21	6,281	0.18	17.18	16.66	0.19	179
Video game hardware and accessories	23,611	0.78	23,762	0.68	65.22	63.03	0.13	178
Stereos, speakers, and components incl. vehicles	15,393	0.51	16,710	0.48	42.52	44.32	1.66	204
Televisions	61,634	2.05	65,526	1.86	170.26	173.81	1.23	173
Cable and satellite television services	572,051	19.00	605,129	17.22	1,580.25	1,605.12	1.13	139
Satellite radio service	13,740	0.46	14,966	0.43	37.96	39.70	1.72	197
Online gaming services	7,079	0.24	7,226	0.21	19.56	19.17	0.41	206
VCRs and video disc players	2,981	0.10	3,136	0.09	8.24	8.32	1.01	165
Video cassettes, tapes, and discs	12,267	0.41	12,771	0.36	33.89	33.88	0.81	164
Personal digital audio players	1,004	0.03	1,066	0.03	2.77	2.88	1.58	193
Miscellaneous sound equipment	2,336	0.08	2,600	0.07	6.45	6.90	2.17	158
Sound equipment accessories	20,485	0.68	21,102	0.60	56.59	55.97	0.60	227
Satellite dishes	665	0.02	722	0.02	1.84	1.91	1.65	198
Miscellaneous video equipment	17,945	0.60	17,969	0.51	49.57	47.66	0.03	207
CDs, records, audio tapes	5,887	0.20	6,193	0.18	16.26	16.43	1.02	185
Streaming, downloading audio	4,973	0.17	5,011	0.14	13.74	13.29	0.15	232
Applications, games, ringtones for handheld devices	866	0.03	879	0.03	2.39	2.33	0.30	195
Repair of TV, radio, and sound equipment	2,885	0.10	3,037	0.09	7.97	8.05	1.03	164
Rental of televisions	70	0.00	74	0.00	0.19	0.20	1.13	40
Rental of VCR, radio, sound and video equipment	70	0.00	70	0.00	0.19	0.19	0.12	128
Musical instruments and accessories	19,867	0.66	21,613	0.62	54.88	57.33	1.70	223
Rental and repair of musical instruments	1,279	0.04	1,424	0.04	3.53	3.78	2.18	228
Rental of video software	290	0.01	300	0.01	0.80	0.79	0.62	150
Installation of TV, satellite TV, sound and video equip	456	0.02	515	0.01	1.26	1.37	2.45	194

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easpotlight.com/Spotlight/About/3/2022>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	821,685	27.29	901,851	25.67	2,269.85	2,392.18	1.88	199
Pets	657,314	21.83	739,755	21.05	1,815.78	1,962.22	2.39	199
Pet food	161,184	5.35	183,750	5.23	445.26	487.40	2.66	172
Vet services	243,704	8.09	272,912	7.77	673.22	723.91	2.29	218
Pet purchase, supplies, medicine	141,079	4.69	156,778	4.46	389.72	415.86	2.13	183
Pet services	111,346	3.70	126,314	3.60	307.59	335.05	2.55	235
Toys, hobbies, and playground equipment	164,371	5.46	162,096	4.61	454.06	429.96	-0.28	197
Toys, games, arts and crafts, and tricycles	160,365	5.33	158,149	4.50	443.00	419.49	-0.28	197
Stamp and coin collecting	1,941	0.06	1,923	0.05	5.36	5.10	-0.18	175
Playground equipment	2,065	0.07	2,024	0.06	5.71	5.37	-0.41	189
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	659,659	21.91	769,913	21.91	1,822.26	2,042.21	3.14	277
Non-motorized recreational vehicles	55,031	1.83	63,565	1.81	152.02	168.61	2.93	210
Boat without motor and boat trailers	13,169	0.44	15,579	0.44	36.38	41.32	3.42	295
Trailer and other attachable campers	41,861	1.39	47,987	1.37	115.64	127.29	2.77	192
Motorized recreational vehicles	148,522	4.93	176,763	5.03	410.28	468.87	3.54	287
Rental of recreational vehicles	20,772	0.69	24,387	0.69	57.38	64.69	3.26	330
Rental non-camper trailer	1,380	0.05	1,553	0.04	3.81	4.12	2.39	394
Boat and trailer rental out-of-town trips	1,466	0.05	1,725	0.05	4.05	4.58	3.31	362
Rental of boat	997	0.03	1,098	0.03	2.75	2.91	1.95	295
Rental of other vehicles on out-of-town trips	14,716	0.49	17,312	0.49	40.65	45.92	3.30	335
Rental of camper, other RVs on out-of-town trips	2,213	0.07	2,699	0.08	6.11	7.16	4.05	270
Outboard motors and Docking and landing fees	21,090	0.70	25,932	0.74	58.26	68.78	4.22	339
Sports, recreation and exercise equipment	303,740	10.09	353,438	10.06	839.06	937.50	3.08	280
Athletic gear, game tables, and exercise equipment	121,776	4.04	141,888	4.04	336.40	376.36	3.10	306
Bicycles	41,097	1.36	47,663	1.36	113.53	126.43	3.01	262
Camping equipment	32,695	1.09	39,727	1.13	90.32	105.38	3.97	281
Hunting and fishing equipment	83,938	2.79	96,364	2.74	231.87	255.61	2.80	249
Winter sports equipment	11,581	0.38	13,304	0.38	31.99	35.29	2.81	364
Water sports equipment	5,056	0.17	5,860	0.17	13.97	15.54	3.00	311
Other sports equipment	5,190	0.17	5,840	0.17	14.34	15.49	2.39	274
Rental and repair of miscellaneous sports equipment	2,409	0.08	2,792	0.08	6.65	7.41	3.00	333
Photographic equipment, supplies and services	82,162	2.73	93,162	2.65	226.97	247.11	2.54	284
Film	778	0.03	912	0.03	2.15	2.42	3.24	215
Photographer fees	40,881	1.36	45,512	1.30	112.93	120.72	2.17	300
Photo processing	14,310	0.48	16,588	0.47	39.53	44.00	3.00	250
Repair and rental of photographic equipment	378	0.01	409	0.01	1.04	1.09	1.61	300
Photographic equipment	25,815	0.86	29,740	0.85	71.31	78.89	2.87	284
Fireworks	2,355	0.08	2,591	0.07	6.50	6.87	1.93	205
Souvenirs	2,592	0.09	3,093	0.09	7.16	8.20	3.60	230
Visual goods	1,655	0.06	1,727	0.05	4.57	4.58	0.85	207
Pinball, electronic video games	3,457	0.11	3,992	0.11	9.55	10.59	2.92	279
Live entertainment for catered affairs	9,357	0.31	10,864	0.31	25.85	28.82	3.03	315
Rental of party supplies for catered affairs	8,926	0.30	10,399	0.30	24.66	27.58	3.10	278

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easptight.com/Spotlight/About/3/2022>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi Radius

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



Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easpotlight.com/Spotlight/About/3/2022>)

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	3,168,533,290	100.00	3,762,654,071	100.00	73,996.57	85,610.20	3.50	106
Entertainment								
Entertainment	188,674,679	100.00	228,857,025	100.00	4,406.23	5,207.09	3.94	109
Fees and Admissions								
Fees and admissions	42,606,303	22.58	61,247,445	26.76	995.01	1,393.54	7.53	130
Recreation expenses, out-of-town trips	570,619	0.30	815,879	0.36	13.33	18.56	7.41	123
Social, recreation, health club membership	13,520,506	7.17	19,485,536	8.51	315.75	443.35	7.58	131
Participant sports, out-of-town trips	968,541	0.51	1,431,266	0.63	22.62	32.57	8.12	133
Play, theater, opera, concert	4,182,231	2.22	6,078,199	2.66	97.67	138.29	7.76	128
Movie, other admissions, out-of-town trips	2,533,631	1.34	3,662,779	1.60	59.17	83.34	7.65	128
Admission to sporting events	3,007,712	1.59	4,334,884	1.89	70.24	98.63	7.58	132
Admission to sports events, out-of-town trips	844,019	0.45	1,220,218	0.53	19.71	27.76	7.65	128
Fees for recreational lessons	9,119,777	4.83	12,996,770	5.68	212.98	295.71	7.34	137
Other entertainment services, out-of-town trips	570,619	0.30	815,879	0.36	13.33	18.56	7.41	123
Fees for participant sports	7,288,647	3.86	10,406,035	4.55	170.22	236.76	7.38	121
Audio Visual Equipment and Services								
Audio and visual equipment and services	54,728,672	29.01	59,609,375	26.05	1,278.11	1,356.27	1.72	87
Video game software	495,125	0.26	516,944	0.23	11.56	11.76	0.87	120
Video game hardware and accessories	1,835,252	0.97	1,907,437	0.83	42.86	43.40	0.77	117
Stereos, speakers, and components incl. vehicles	944,325	0.50	1,067,819	0.47	22.05	24.30	2.49	106
Televisions	4,139,900	2.19	4,563,951	1.99	96.68	103.84	1.97	99
Cable and satellite television services	39,872,950	21.13	43,407,517	18.97	931.18	987.63	1.71	82
Satellite radio service	778,821	0.41	881,870	0.39	18.19	20.06	2.52	94
Online gaming services	516,417	0.27	548,064	0.24	12.06	12.47	1.20	127
VCRs and video disc players	214,874	0.11	231,211	0.10	5.02	5.26	1.48	100
Video cassettes, tapes, and discs	861,999	0.46	926,236	0.40	20.13	21.07	1.45	98
Personal digital audio players	63,459	0.03	70,332	0.03	1.48	1.60	2.08	103
Miscellaneous sound equipment	151,081	0.08	170,865	0.07	3.53	3.89	2.49	86
Sound equipment accessories	1,311,001	0.69	1,428,258	0.62	30.62	32.50	1.73	123
Satellite dishes	41,043	0.02	47,992	0.02	0.96	1.09	3.18	103
Miscellaneous video equipment	1,156,712	0.61	1,239,348	0.54	27.01	28.20	1.39	113
CDs, records, audio tapes	388,086	0.21	421,932	0.18	9.06	9.60	1.69	103
Streaming, downloading audio	381,796	0.20	406,013	0.18	8.92	9.24	1.24	151
Applications, games, ringtones for handheld devices	65,274	0.03	69,409	0.03	1.52	1.58	1.24	124
Repair of TV, radio, and sound equipment	183,003	0.10	203,866	0.09	4.27	4.64	2.18	88
Rental of televisions	11,987	0.01	12,062	0.01	0.28	0.27	0.12	58
Rental of VCR, radio, sound and video equipment	7,597	0.00	7,509	0.00	0.18	0.17	-0.23	118
Musical instruments and accessories	1,188,598	0.63	1,345,768	0.59	27.76	30.62	2.51	113
Rental and repair of musical instruments	70,345	0.04	81,342	0.04	1.64	1.85	2.95	106
Rental of video software	24,426	0.01	25,519	0.01	0.57	0.58	0.88	107
Installation of TV, satellite TV, sound and video equip	24,603	0.01	28,115	0.01	0.57	0.64	2.70	89

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easpotlight.com/Spotlight/About/3/2022>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	51,543,628	27.32	59,355,797	25.94	1,203.73	1,350.50	2.86	105
Pets	40,983,532	21.72	48,554,410	21.22	957.11	1,104.74	3.45	105
Pet food	10,534,865	5.58	12,387,744	5.41	246.03	281.85	3.29	95
Vet services	14,514,647	7.69	17,298,360	7.56	338.97	393.58	3.57	110
Pet purchase, supplies, medicine	9,409,780	4.99	10,988,184	4.80	219.75	250.01	3.15	103
Pet services	6,524,241	3.46	7,880,122	3.44	152.36	179.29	3.85	116
Toys, hobbies, and playground equipment	10,560,096	5.60	10,801,387	4.72	246.62	245.76	0.45	107
Toys, games, arts and crafts, and tricycles	10,311,308	5.47	10,542,791	4.61	240.81	239.88	0.45	107
Stamp and coin collecting	114,264	0.06	120,893	0.05	2.67	2.75	1.13	87
Playground equipment	134,525	0.07	137,703	0.06	3.14	3.13	0.47	104
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	39,796,076	21.09	48,644,408	21.26	929.38	1,106.79	4.10	141
Non-motorized recreational vehicles	3,505,855	1.86	4,221,743	1.84	81.87	96.06	3.79	113
Boat without motor and boat trailers	844,026	0.45	1,033,197	0.45	19.71	23.51	4.13	160
Trailer and other attachable campers	2,661,829	1.41	3,188,546	1.39	62.16	72.55	3.68	103
Motorized recreational vehicles	8,124,498	4.31	10,142,497	4.43	189.74	230.77	4.54	132
Rental of recreational vehicles	1,178,530	0.62	1,472,399	0.64	27.52	33.50	4.55	158
Rental non-camper trailer	71,240	0.04	82,888	0.04	1.66	1.89	3.08	172
Boat and trailer rental out-of-town trips	78,581	0.04	100,454	0.04	1.84	2.29	5.03	164
Rental of boat	58,837	0.03	71,065	0.03	1.37	1.62	3.85	147
Rental of other vehicles on out-of-town trips	834,946	0.44	1,048,436	0.46	19.50	23.85	4.66	161
Rental of camper, other RVs on out-of-town trips	134,926	0.07	169,556	0.07	3.15	3.86	4.68	139
Outboard motors and Docking and landing fees	1,066,208	0.57	1,394,416	0.61	24.90	31.73	5.51	145
Sports, recreation and exercise equipment	18,981,099	10.06	23,006,273	10.05	443.28	523.45	3.92	148
Athletic gear, game tables, and exercise equipment	7,234,801	3.83	8,849,996	3.87	168.96	201.36	4.11	154
Bicycles	2,652,388	1.41	3,187,635	1.39	61.94	72.53	3.74	143
Camping equipment	2,019,179	1.07	2,476,415	1.08	47.16	56.34	4.17	147
Hunting and fishing equipment	5,618,500	2.98	6,710,005	2.93	131.21	152.67	3.61	141
Winter sports equipment	690,673	0.37	853,069	0.37	16.13	19.41	4.31	184
Water sports equipment	300,460	0.16	371,263	0.16	7.02	8.45	4.32	156
Other sports equipment	325,387	0.17	387,656	0.17	7.60	8.82	3.56	145
Rental and repair of miscellaneous sports equipment	139,711	0.07	170,234	0.07	3.26	3.87	4.03	163
Photographic equipment, supplies and services	5,140,952	2.72	6,246,092	2.73	120.06	142.11	3.97	150
Film	57,295	0.03	69,714	0.03	1.34	1.59	4.00	134
Photographer fees	2,536,775	1.34	3,078,400	1.35	59.24	70.04	3.95	157
Photo processing	872,687	0.46	1,066,851	0.47	20.38	24.27	4.10	129
Repair and rental of photographic equipment	28,244	0.01	33,990	0.01	0.66	0.77	3.77	189
Photographic equipment	1,645,952	0.87	1,997,137	0.87	38.44	45.44	3.94	153
Fireworks	162,336	0.09	186,853	0.08	3.79	4.25	2.85	119
Souvenirs	166,953	0.09	202,441	0.09	3.90	4.61	3.93	125
Visual goods	107,597	0.06	118,105	0.05	2.51	2.69	1.88	114
Pinball, electronic video games	216,955	0.12	255,882	0.11	5.07	5.82	3.36	148
Live entertainment for catered affairs	574,835	0.30	708,409	0.31	13.42	16.12	4.27	163
Rental of party supplies for catered affairs	570,258	0.30	689,298	0.30	13.32	15.68	3.86	150

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easptight.com/Spotlight/About/3/2022>)

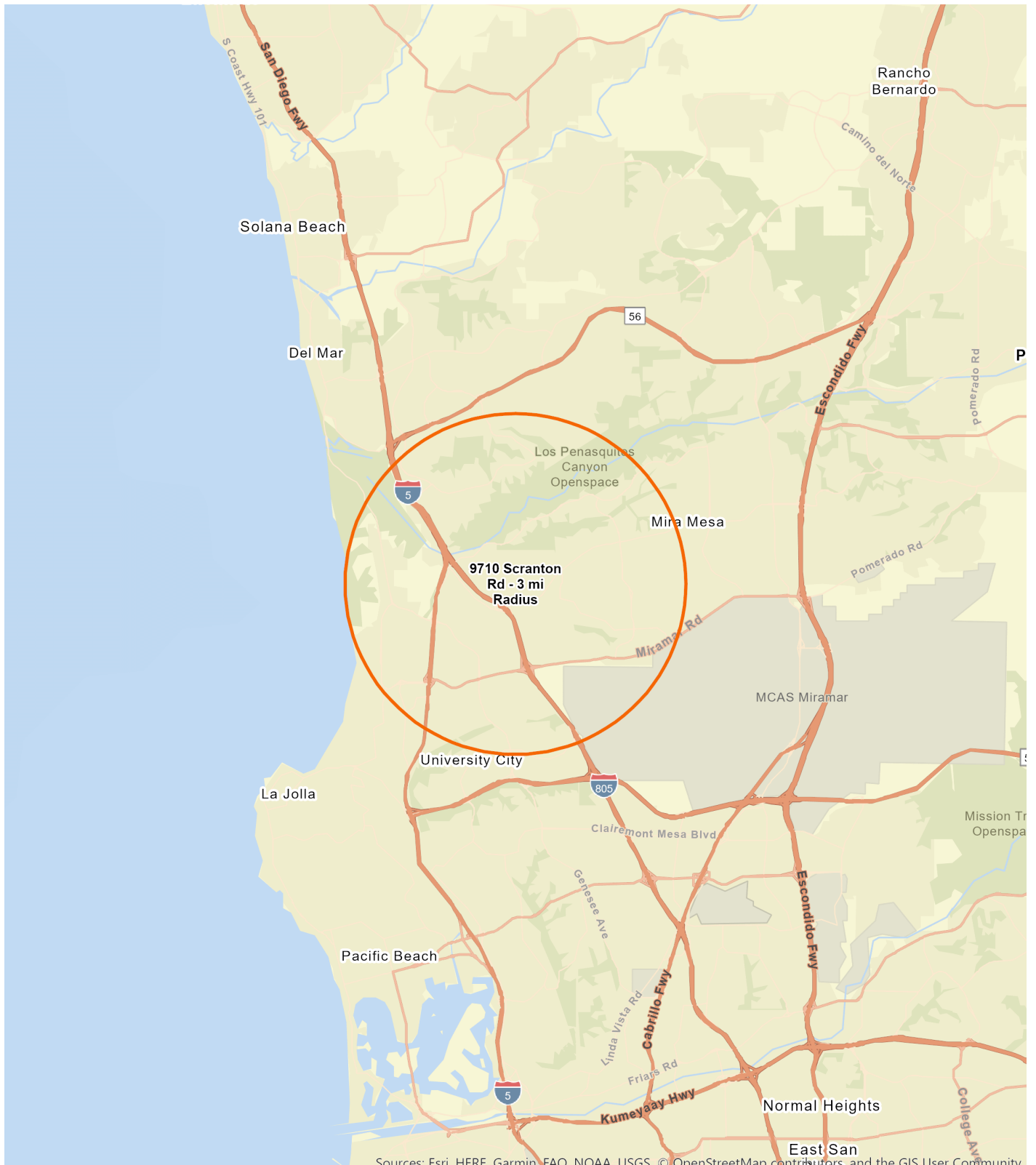
Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

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
©2006-2021 TomTom

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	8,893,955,785	100.00	10,441,712,153	100.00	91,775.42	105,392.00	3.26	131
Entertainment								
Entertainment	539,323,217	100.00	646,619,615	100.00	5,565.20	6,526.57	3.70	138
Fees and Admissions								
Fees and admissions	122,864,308	22.78	175,428,993	27.13	1,267.82	1,770.67	7.38	165
Recreation expenses, out-of-town trips	1,626,610	0.30	2,289,762	0.35	16.78	23.11	7.08	155
Social, recreation, health club membership	38,667,037	7.17	55,417,043	8.57	399.00	559.34	7.46	165
Participant sports, out-of-town trips	2,882,225	0.53	4,222,904	0.65	29.74	42.62	7.94	175
Play, theater, opera, concert	11,972,187	2.22	17,106,055	2.65	123.54	172.66	7.40	162
Movie, other admissions, out-of-town trips	7,418,317	1.38	10,643,338	1.65	76.55	107.43	7.49	165
Admission to sporting events	8,525,116	1.58	12,075,035	1.87	87.97	121.88	7.21	165
Admission to sports events, out-of-town trips	2,471,511	0.46	3,546,108	0.55	25.50	35.79	7.49	165
Fees for recreational lessons	26,579,054	4.93	37,974,264	5.87	274.27	383.29	7.40	176
Other entertainment services, out-of-town trips	1,626,610	0.30	2,289,762	0.35	16.78	23.11	7.08	155
Fees for participant sports	21,095,642	3.91	29,864,720	4.62	217.68	301.44	7.20	155
Audio Visual Equipment and Services								
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
Video game software	1,194,030	0.22	1,245,622	0.19	12.32	12.57	0.85	128
Video game hardware and accessories	4,490,474	0.83	4,677,741	0.72	46.34	47.21	0.82	126
Stereos, speakers, and components incl. vehicles	2,727,441	0.51	3,014,870	0.47	28.14	30.43	2.02	135
Televisions	11,738,806	2.18	12,761,379	1.97	121.13	128.81	1.68	123
Cable and satellite television services	117,130,444	21.72	124,911,014	19.32	1,208.65	1,260.77	1.29	106
Satellite radio service	2,391,071	0.44	2,661,114	0.41	24.67	26.86	2.16	128
Online gaming services	1,271,610	0.24	1,351,250	0.21	13.12	13.64	1.22	138
VCRs and video disc players	575,942	0.11	611,548	0.09	5.94	6.17	1.21	119
Video cassettes, tapes, and discs	2,366,393	0.44	2,522,421	0.39	24.42	25.46	1.29	118
Personal digital audio players	181,523	0.03	198,828	0.03	1.87	2.01	1.84	130
Miscellaneous sound equipment	470,943	0.09	507,311	0.08	4.86	5.12	1.50	119
Sound equipment accessories	3,485,976	0.65	3,752,466	0.58	35.97	37.88	1.48	144
Satellite dishes	118,991	0.02	132,999	0.02	1.23	1.34	2.25	132
Miscellaneous video equipment	3,084,273	0.57	3,295,389	0.51	31.83	33.26	1.33	133
CDs, records, audio tapes	1,066,116	0.20	1,149,870	0.18	11.00	11.61	1.52	125
Streaming, downloading audio	888,807	0.16	950,681	0.15	9.17	9.60	1.36	155
Applications, games, ringtones for handheld devices	160,093	0.03	169,587	0.03	1.65	1.71	1.16	134
Repair of TV, radio, and sound equipment	544,398	0.10	588,910	0.09	5.62	5.94	1.58	116
Rental of televisions	33,431	0.01	34,448	0.01	0.34	0.35	0.60	72
Rental of VCR, radio, sound and video equipment	16,744	0.00	16,656	0.00	0.17	0.17	-0.10	115
Musical instruments and accessories	3,489,168	0.65	3,886,996	0.60	36.00	39.23	2.18	146
Rental and repair of musical instruments	231,621	0.04	266,574	0.04	2.39	2.69	2.85	154
Rental of video software	60,285	0.01	61,603	0.01	0.62	0.62	0.43	117
Installation of TV, satellite TV, sound and video equip	82,200	0.02	93,638	0.01	0.85	0.95	2.64	131

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easpotlight.com/Spotlight/About/3/2022>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	144,777,693	26.84	165,044,488	25.52	1,493.94	1,665.85	2.65	131
Pets	114,752,442	21.28	134,121,314	20.74	1,184.11	1,353.74	3.17	130
Pet food	30,203,650	5.60	35,000,549	5.41	311.67	353.27	2.99	120
Vet services	40,602,545	7.53	47,908,339	7.41	418.97	483.56	3.36	136
Pet purchase, supplies, medicine	25,577,101	4.74	29,309,869	4.53	263.93	295.84	2.76	124
Pet services	18,369,146	3.41	21,902,556	3.39	189.55	221.07	3.58	145
Toys, hobbies, and playground equipment	30,025,251	5.57	30,923,174	4.78	309.83	312.12	0.59	134
Toys, games, arts and crafts, and tricycles	29,295,922	5.43	30,179,047	4.67	302.30	304.61	0.60	134
Stamp and coin collecting	344,482	0.06	352,805	0.05	3.55	3.56	0.48	116
Playground equipment	384,847	0.07	391,321	0.06	3.97	3.95	0.33	132
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	113,880,435	21.12	137,283,218	21.23	1,175.12	1,385.65	3.81	178
Non-motorized recreational vehicles	10,497,301	1.95	12,053,946	1.86	108.32	121.66	2.80	149
Boat without motor and boat trailers	2,279,658	0.42	2,721,196	0.42	23.52	27.47	3.60	191
Trailer and other attachable campers	8,217,643	1.52	9,332,750	1.44	84.80	94.20	2.58	141
Motorized recreational vehicles	24,275,884	4.50	29,479,084	4.56	250.50	297.54	3.96	175
Rental of recreational vehicles	3,387,872	0.63	4,189,503	0.65	34.96	42.29	4.34	201
Rental non-camper trailer	191,158	0.04	235,423	0.04	1.97	2.38	4.25	204
Boat and trailer rental out-of-town trips	230,302	0.04	290,581	0.04	2.38	2.93	4.76	213
Rental of boat	157,527	0.03	187,103	0.03	1.63	1.89	3.50	174
Rental of other vehicles on out-of-town trips	2,406,718	0.45	2,979,206	0.46	24.83	30.07	4.36	205
Rental of camper, other RVs on out-of-town trips	402,168	0.07	497,191	0.08	4.15	5.02	4.33	183
Outboard motors and Docking and landing fees	3,341,442	0.62	4,266,640	0.66	34.48	43.06	5.01	201
Sports, recreation and exercise equipment	52,987,836	9.82	63,992,596	9.90	546.77	645.90	3.85	183
Athletic gear, game tables, and exercise equipment	20,554,134	3.81	25,039,700	3.87	212.10	252.73	4.03	193
Bicycles	7,449,572	1.38	8,987,998	1.39	76.87	90.72	3.83	177
Camping equipment	5,979,715	1.11	7,374,600	1.14	61.70	74.43	4.28	192
Hunting and fishing equipment	15,040,843	2.79	17,793,781	2.75	155.20	179.60	3.42	167
Winter sports equipment	1,828,392	0.34	2,214,876	0.34	18.87	22.36	3.91	215
Water sports equipment	853,230	0.16	1,046,828	0.16	8.80	10.57	4.17	196
Other sports equipment	897,115	0.17	1,066,811	0.17	9.26	10.77	3.53	177
Rental and repair of miscellaneous sports equipment	384,836	0.07	468,003	0.07	3.97	4.72	3.99	199
Photographic equipment, supplies and services	14,317,614	2.65	17,230,604	2.66	147.74	173.91	3.77	185
Film	159,056	0.03	190,884	0.03	1.64	1.93	3.72	164
Photographer fees	6,968,950	1.29	8,373,671	1.29	71.91	84.52	3.74	191
Photo processing	2,606,557	0.48	3,136,644	0.49	26.90	31.66	3.77	170
Repair and rental of photographic equipment	67,274	0.01	80,224	0.01	0.69	0.81	3.58	199
Photographic equipment	4,515,777	0.84	5,449,180	0.84	46.60	55.00	3.83	186
Fireworks	457,263	0.08	526,694	0.08	4.72	5.32	2.87	148
Souvenirs	490,846	0.09	582,023	0.09	5.06	5.87	3.47	163
Visual goods	298,150	0.06	326,490	0.05	3.08	3.30	1.83	139
Pinball, electronic video games	632,666	0.12	760,403	0.12	6.53	7.68	3.75	191
Live entertainment for catered affairs	1,600,927	0.30	1,974,921	0.31	16.52	19.93	4.29	201
Rental of party supplies for catered affairs	1,592,635	0.30	1,900,314	0.29	16.43	19.18	3.60	185

Benchmark: USA

© 2021 Claritas, LLC. All rights reserved. Source: ©2021 Environics Analytics.
(<https://claritas.easpylight.com/Spotlight/About/3/2022>)

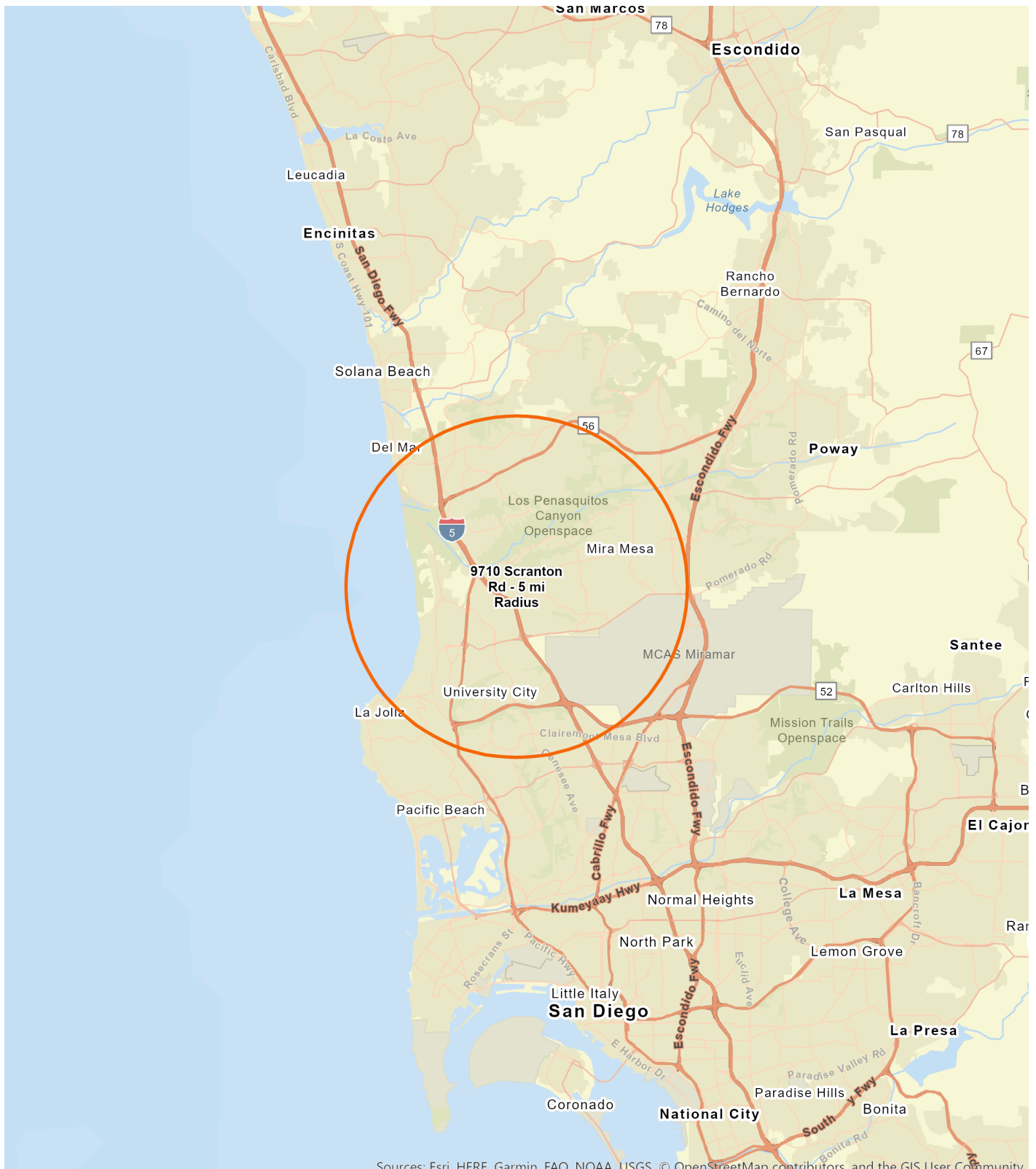
Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

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
©2006-2021 TomTom

Report Details

Name: Consumer Buying Power™ Entertainment 2022
Date / Time: 12/21/2021 1:55:08 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)