

Consumer Buying Power™ | Alcoholic Beverages



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
Alcoholic Beverages								
Alcoholic beverages	675,620	100.00	722,594	100.00	1,866.35	1,916.70	1.35	249
Alcoholic Beverages at Home								
At home	348,110	51.52	374,280	51.80	961.63	992.79	1.46	232
Beer and ale	114,985	17.02	118,780	16.44	317.64	315.07	0.65	202
Whiskey	26,174	3.87	28,141	3.89	72.30	74.64	1.46	245
Wine	172,536	25.54	189,519	26.23	476.62	502.70	1.90	257
Other alcoholic beverages	34,416	5.09	37,841	5.24	95.07	100.37	1.92	224
Alcoholic Beverages Away from Home								
Away from home	327,510	48.48	348,314	48.20	904.72	923.91	1.24	270
Beer and ale	104,852	15.52	118,780	16.44	289.65	315.07	0.65	260
Beer at other establishments	14,437	2.14	14,714	2.04	39.88	39.03	0.38	244
Beer and ale at full service restaurants	90,415	13.38	94,383	13.06	249.77	250.35	0.86	263
Wine	72,172	10.68	189,519	26.23	199.37	502.70	1.90	285
Wine at other establishments	4,517	0.67	4,956	0.69	12.48	13.15	1.87	277
Wine at full service restaurants	67,654	10.01	74,581	10.32	186.89	197.83	1.97	285
Other alcoholic beverages	87,151	12.90	37,841	5.24	240.75	100.37	1.92	266
Other alcoholic beverages at other establishments	7,080	1.05	7,220	1.00	19.56	19.15	0.39	224
Other alcoholic beverages at full service restaurant	80,071	11.85	83,806	11.60	221.19	222.30	0.92	271
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	63,335	9.37	68,654	9.50	174.96	182.11	1.63	274

Benchmark: USA

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Consumer Buying Power™ | Alcoholic Beverages



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
Alcoholic Beverages								
Alcoholic beverages	41,909,888	100.00	47,318,369	100.00	978.75	1,076.62	2.46	130
Alcoholic Beverages at Home								
At home	21,623,078	51.59	24,367,290	51.50	504.98	554.42	2.42	122
Beer and ale	8,126,568	19.39	8,835,380	18.67	189.78	201.03	1.69	120
Whiskey	1,552,990	3.71	1,750,070	3.70	36.27	39.82	2.42	123
Wine	9,758,183	23.28	11,315,192	23.91	227.89	257.45	3.01	123
Other alcoholic beverages	2,185,337	5.21	2,466,648	5.21	51.04	56.12	2.45	120
Alcoholic Beverages Away from Home								
Away from home	20,286,810	48.41	22,951,079	48.50	473.77	522.20	2.50	141
Beer and ale	6,750,734	16.11	8,835,380	18.67	157.65	201.03	1.69	142
Beer at other establishments	984,789	2.35	1,083,964	2.29	23.00	24.66	1.94	141
Beer and ale at full service restaurants	5,765,946	13.76	6,434,136	13.60	134.66	146.39	2.22	142
Wine	4,091,751	9.76	11,315,192	23.91	95.56	257.45	3.01	137
Wine at other establishments	288,060	0.69	325,106	0.69	6.73	7.40	2.45	150
Wine at full service restaurants	3,803,690	9.08	4,447,271	9.40	88.83	101.19	3.18	136
Other alcoholic beverages	5,679,116	13.55	2,466,648	5.21	132.63	56.12	2.45	147
Other alcoholic beverages at other establishments	533,760	1.27	581,564	1.23	12.47	13.23	1.73	143
Other alcoholic beverages at full service restaurant	5,145,356	12.28	5,765,933	12.19	120.16	131.19	2.30	147
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	3,765,209	8.98	4,313,105	9.12	87.93	98.13	2.75	138

Benchmark: USA

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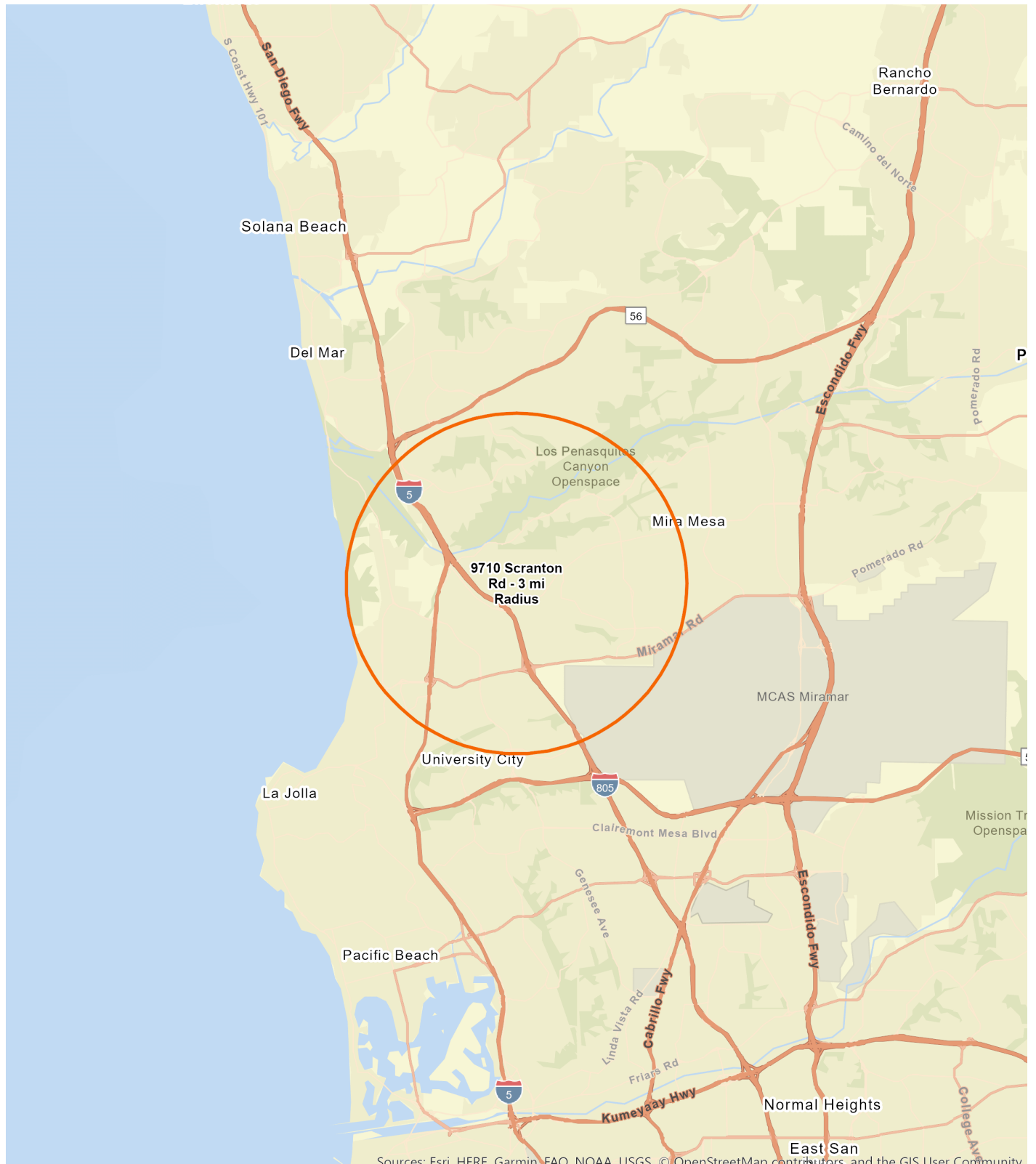
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



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 ©2006-2021 TomTom

Consumer Buying Power™ | Alcoholic Beverages



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
Alcoholic Beverages								
Alcoholic beverages	114,147,382	100.00	128,018,582	100.00	1,177.87	1,292.14	2.32	157
Alcoholic Beverages at Home								
At home	60,146,067	52.69	67,244,926	52.53	620.64	678.73	2.26	149
Beer and ale	21,027,607	18.42	22,607,280	17.66	216.98	228.18	1.46	138
Whiskey	4,369,317	3.83	4,948,877	3.87	45.09	49.95	2.52	153
Wine	28,595,488	25.05	32,765,351	25.59	295.07	330.71	2.76	159
Other alcoholic beverages	6,153,654	5.39	6,923,417	5.41	63.50	69.88	2.39	150
Alcoholic Beverages Away from Home								
Away from home	54,001,315	47.31	60,773,657	47.47	557.23	613.41	2.39	166
Beer and ale	17,372,113	15.22	22,607,280	17.66	179.26	228.18	1.46	161
Beer at other establishments	2,481,342	2.17	2,716,620	2.12	25.60	27.42	1.83	157
Beer and ale at full service restaurants	14,890,771	13.05	16,493,205	12.88	153.66	166.47	2.07	162
Wine	11,733,842	10.28	32,765,351	25.59	121.08	330.71	2.76	173
Wine at other establishments	748,140	0.66	842,921	0.66	7.72	8.51	2.41	172
Wine at full service restaurants	10,985,702	9.62	12,764,351	9.97	113.36	128.84	3.05	173
Other alcoholic beverages	14,481,943	12.69	6,923,417	5.41	149.44	69.88	2.39	165
Other alcoholic beverages at other establishments	1,294,783	1.13	1,398,252	1.09	13.36	14.11	1.55	153
Other alcoholic beverages at full service restaurant	13,187,160	11.55	14,681,539	11.47	136.08	148.19	2.17	167
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	10,413,418	9.12	11,876,769	9.28	107.45	119.88	2.66	168

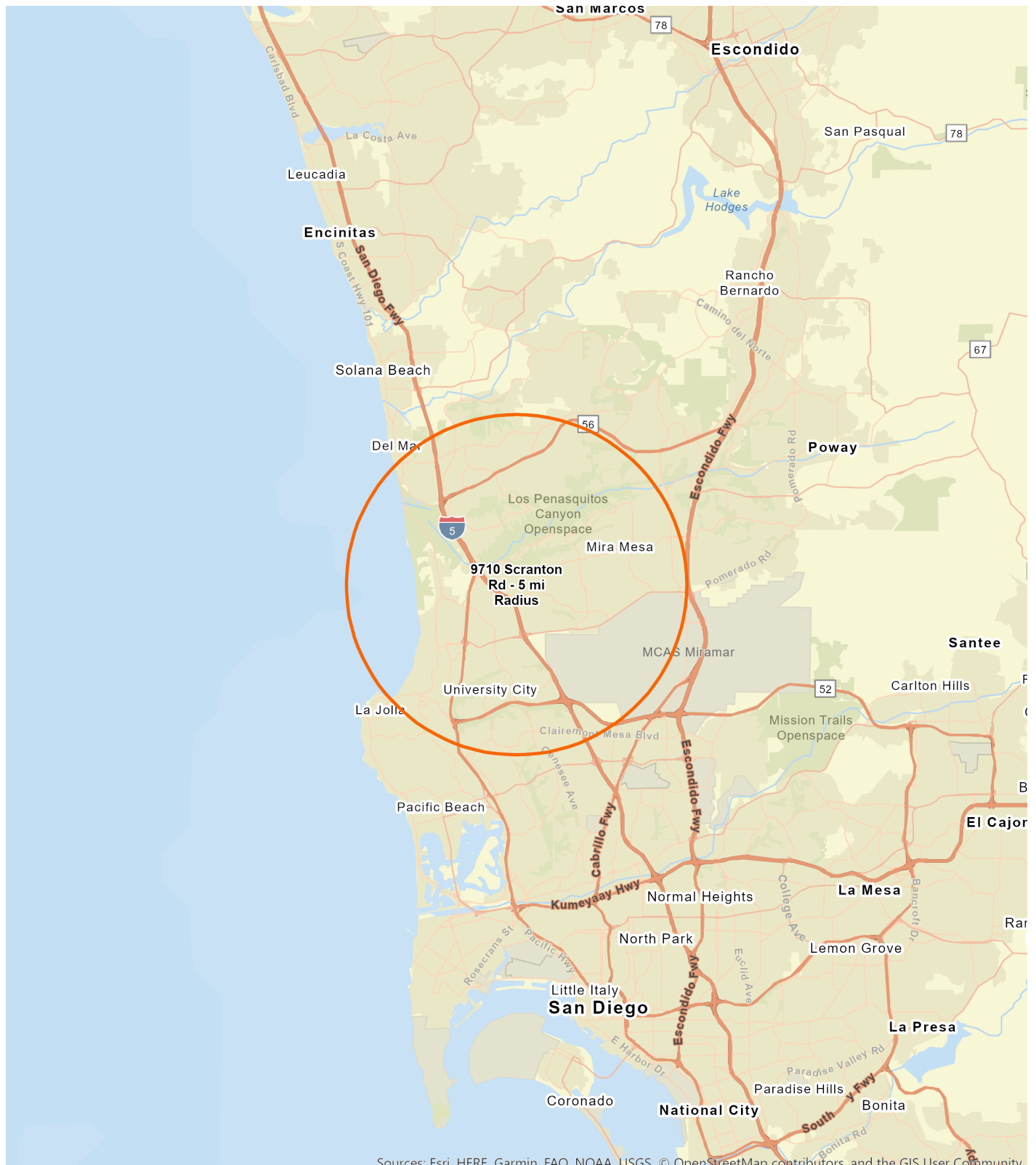
Benchmark: USA

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Report Details

Name: Consumer Buying Power™ Alcoholic Beverages 2022
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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)
