

Consumer Buying Power™ | Reading, Education, Tobacco, Smoking



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
Reading								
Reading	74,424	100.00	60,038	100.00	205.59	159.25	-4.20	192
Books through book clubs	1,319	1.77	1,051	1.75	3.64	2.79	-4.43	215
Digital book readers	11,947	16.05	9,370	15.61	33.00	24.85	-4.74	211
Magazines	11,900	15.99	9,558	15.92	32.87	25.35	-4.29	173
Newspapers	17,570	23.61	14,502	24.15	48.54	38.47	-3.77	155
Books not thru book clubs	31,688	42.58	25,558	42.57	87.54	67.79	-4.21	221
Education								
Education	1,587,343	100.00	1,872,864	100.00	4,384.92	4,967.81	3.36	239
College tuition	1,072,994	67.60	1,289,977	68.88	2,964.07	3,421.69	3.75	244
Elementary and high school tuition	233,193	14.69	267,303	14.27	644.18	709.03	2.77	269
Vocational and technical school tuition	9,845	0.62	10,371	0.55	27.19	27.51	1.05	235
Test preparation, tutoring services	52,377	3.30	58,960	3.15	144.69	156.39	2.40	240
Other schools tuition	19,138	1.21	21,162	1.13	52.87	56.13	2.03	224
Other school expenses including rentals	57,377	3.61	63,964	3.42	158.50	169.67	2.20	199
School supplies, etc. - unspecified	66,604	4.20	74,716	3.99	183.99	198.19	2.33	190
School books, supplies, equip for college	49,890	3.14	57,535	3.07	137.82	152.61	2.89	191
School books, supplies, equip for elementary/high school	24,367	1.54	27,140	1.45	67.31	71.99	2.18	182
School books, supplies, equip for all other schools	1,559	0.10	1,737	0.09	4.31	4.61	2.19	162
Tobacco Products and Smoking Supplies								
Tobacco products and smoking supplies	109,402	100.00	124,902	100.00	302.22	331.30	2.69	79
Cigarettes	86,886	79.42	99,186	79.41	240.02	263.09	2.68	74
Other tobacco products	17,209	15.73	19,862	15.90	47.54	52.69	2.91	105
Marijuana and smoking accessories	5,308	4.85	5,854	4.69	14.66	15.53	1.98	122

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Reading, Education, Tobacco,



Smoking

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
Reading								
Reading	4,457,257	100.00	3,682,239	100.00	104.09	83.78	-3.75	97
Books through book clubs	78,388	1.76	64,988	1.76	1.83	1.48	-3.68	108
Digital book readers	755,897	16.96	611,893	16.62	17.65	13.92	-4.14	113
Magazines	715,437	16.05	590,169	16.03	16.71	13.43	-3.78	88
Newspapers	1,025,918	23.02	851,197	23.12	23.96	19.37	-3.67	77
Books not thru book clubs	1,881,616	42.21	1,563,991	42.47	43.94	35.58	-3.63	111
Education								
Education	99,553,737	100.00	120,890,597	100.00	2,324.94	2,750.58	3.96	127
College tuition	68,175,990	68.48	83,377,103	68.97	1,592.15	1,897.05	4.11	131
Elementary and high school tuition	12,740,677	12.80	15,762,389	13.04	297.54	358.64	4.35	124
Vocational and technical school tuition	636,764	0.64	743,634	0.62	14.87	16.92	3.15	129
Test preparation, tutoring services	3,066,518	3.08	3,667,704	3.03	71.61	83.45	3.65	119
Other schools tuition	1,162,225	1.17	1,352,830	1.12	27.14	30.78	3.08	115
Other school expenses including rentals	3,741,493	3.76	4,359,620	3.61	87.38	99.19	3.11	110
School supplies, etc. - unspecified	4,254,468	4.27	5,003,476	4.14	99.36	113.84	3.30	103
School books, supplies, equip for college	4,017,343	4.04	4,609,910	3.81	93.82	104.89	2.79	130
School books, supplies, equip for elementary/high school	1,634,786	1.64	1,874,561	1.55	38.18	42.65	2.78	103
School books, supplies, equip for all other schools	123,473	0.12	139,371	0.12	2.88	3.17	2.45	109
Tobacco Products and Smoking Supplies								
Tobacco products and smoking supplies	10,656,134	100.00	12,712,407	100.00	248.86	289.24	3.59	65
Cigarettes	8,735,187	81.97	10,411,852	81.90	204.00	236.90	3.57	63
Other tobacco products	1,456,402	13.67	1,748,501	13.75	34.01	39.78	3.72	75
Marijuana and smoking accessories	464,545	4.36	552,054	4.34	10.85	12.56	3.51	90

Benchmark: USA

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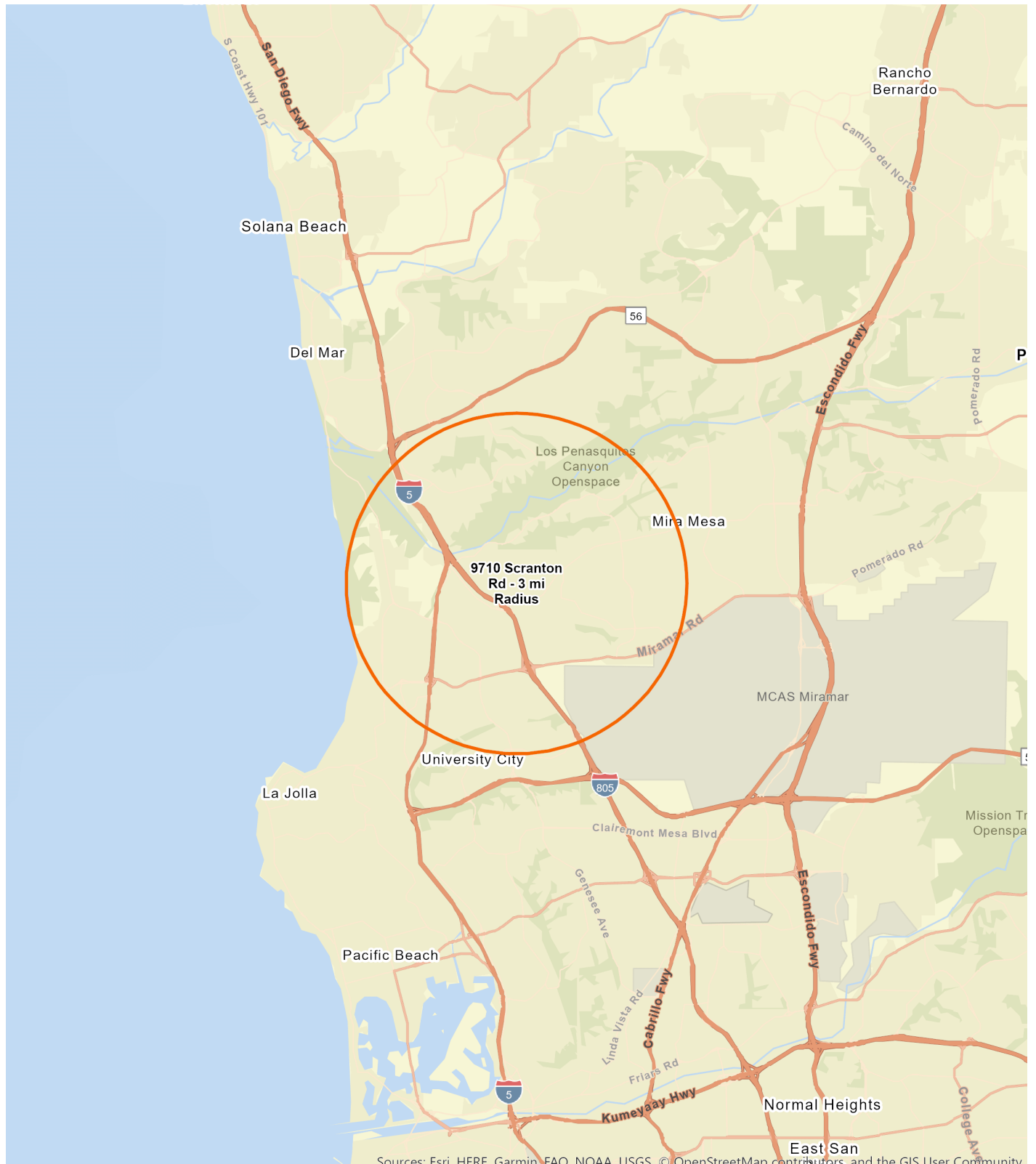
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Consumer Buying Power™ | Map



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 ©2006-2021 TomTom

Consumer Buying Power™ | Reading, Education, Tobacco,



Smoking

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
Reading								
Reading	13,702,771	100.00	11,244,030	100.00	141.40	113.49	-3.88	132
Books through book clubs	231,450	1.69	189,226	1.68	2.39	1.91	-3.95	141
Digital book readers	2,155,789	15.73	1,744,253	15.51	22.25	17.61	-4.15	142
Magazines	2,190,488	15.99	1,779,293	15.82	22.60	17.96	-4.07	119
Newspapers	3,493,931	25.50	2,855,428	25.40	36.05	28.82	-3.96	115
Books not thru book clubs	5,631,113	41.09	4,675,830	41.59	58.11	47.19	-3.65	147
Education								
Education	269,157,546	100.00	317,108,927	100.00	2,777.40	3,200.70	3.33	151
College tuition	180,785,973	67.17	213,301,540	67.26	1,865.50	2,152.93	3.36	154
Elementary and high school tuition	38,556,470	14.32	46,233,517	14.58	397.86	466.65	3.70	166
Vocational and technical school tuition	1,587,620	0.59	1,863,116	0.59	16.38	18.81	3.25	142
Test preparation, tutoring services	8,746,094	3.25	10,223,942	3.22	90.25	103.19	3.17	150
Other schools tuition	3,145,806	1.17	3,661,646	1.15	32.46	36.96	3.08	138
Other school expenses including rentals	10,053,768	3.74	11,519,400	3.63	103.74	116.27	2.76	130
School supplies, etc. - unspecified	11,888,340	4.42	13,877,131	4.38	122.67	140.07	3.14	127
School books, supplies, equip for college	9,639,130	3.58	10,997,828	3.47	99.46	111.01	2.67	138
School books, supplies, equip for elementary/high school	4,443,639	1.65	5,081,126	1.60	45.85	51.29	2.72	124
School books, supplies, equip for all other schools	310,706	0.12	349,682	0.11	3.21	3.53	2.39	121
Tobacco Products and Smoking Supplies								
Tobacco products and smoking supplies	26,754,116	100.00	30,740,922	100.00	276.07	310.28	2.82	72
Cigarettes	22,046,453	82.40	25,238,407	82.10	227.49	254.74	2.74	70
Other tobacco products	3,627,115	13.56	4,256,287	13.85	37.43	42.96	3.25	82
Marijuana and smoking accessories	1,080,549	4.04	1,246,228	4.05	11.15	12.58	2.89	93

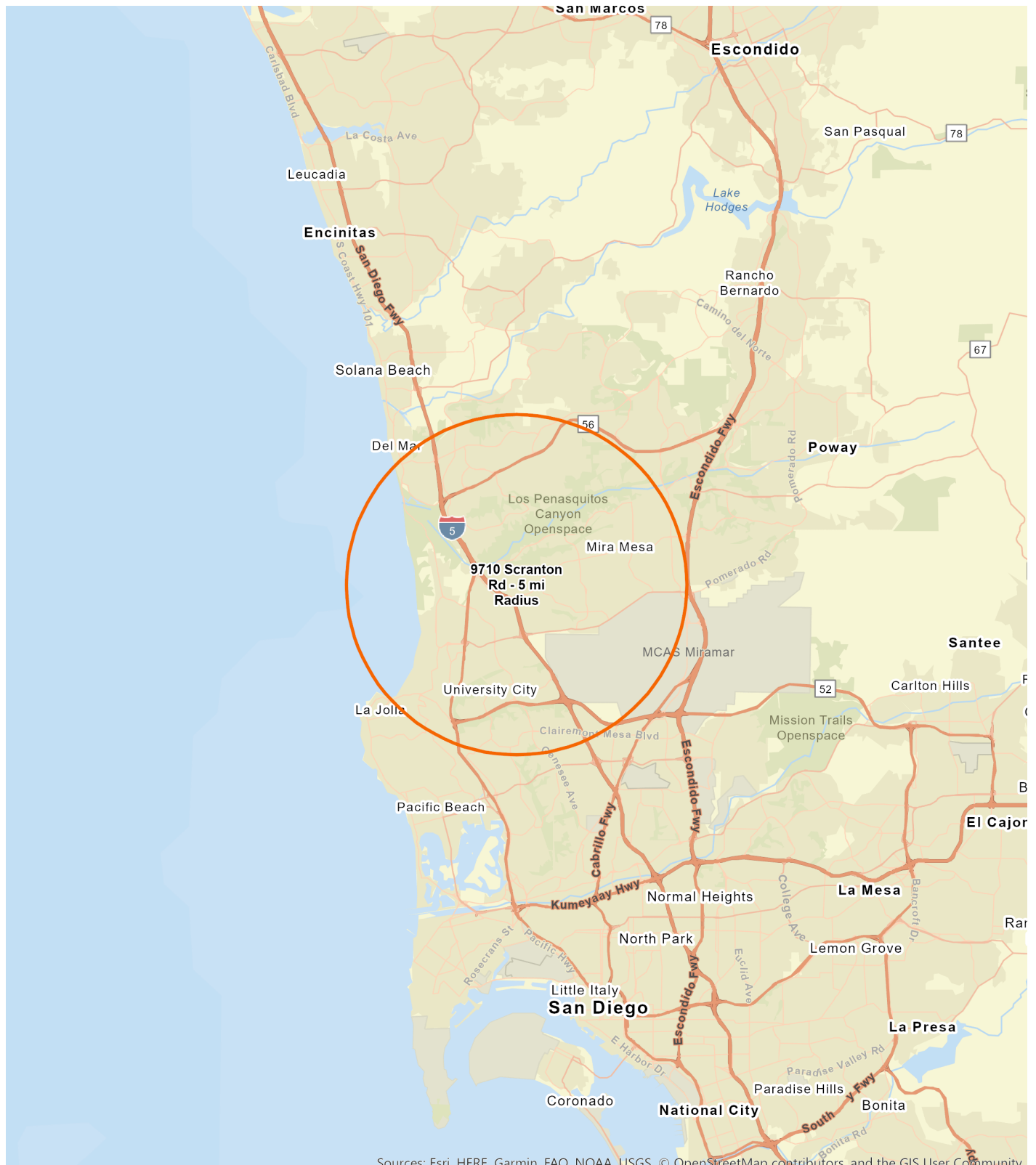
Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi Radius

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Report Details

Name: Consumer Buying Power™ Reading, Education, Tobacco and Smoking Products 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
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)
