

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
Retail Store Types								
All retail stores (NAICS 44-45)	18,677,702	100.00	20,806,149	100.00	51,595.86	55,188.72	2.18	182
Motor vehicle and parts dealers (NAICS 441)	4,238,698	22.69	4,812,696	23.13	11,709.11	12,765.77	2.57	180
Auto dealers (NAICS 4411+4412)	3,653,791	19.56	4,149,010	19.94	10,093.35	11,005.33	2.57	179
New car dealers (NAICS 44111)	3,248,201	17.39	3,687,928	17.73	8,972.93	9,782.30	2.57	179
Used car dealers (NAICS 44112)	405,591	2.17	461,082	2.22	1,120.42	1,223.03	2.60	180
Other motor vehicle dealers (NAICS 4412)	272,020	1.46	316,142	1.52	751.44	838.57	3.05	226
Recreational vehicle dealers (NAICS 44121)	93,505	0.50	110,264	0.53	258.30	292.48	3.35	256
Motorcycle, boat and other dealers (NAICS 44122)	178,515	0.96	205,878	0.99	493.14	546.10	2.89	213
Boat dealers (NAICS 441222)	56,044	0.30	65,987	0.32	154.82	175.03	3.32	257
Motorcycle, ATV dealers (NAICS 441228)	122,471	0.66	139,891	0.67	338.32	371.06	2.70	197
Automotive parts/accessories/tire stores (NAICS 4413)	312,886	1.68	347,544	1.67	864.33	921.87	2.12	163
Automotive parts/accessories stores (NAICS 44131)	197,906	1.06	219,822	1.06	546.70	583.08	2.12	164
Tire dealers (NAICS 44132)	114,980	0.62	127,721	0.61	317.63	338.78	2.12	163
Furniture and home furnishings stores (NAICS 442)	257,441	1.38	275,304	1.32	711.16	730.25	1.35	211
Furniture stores (NAICS 4421)	167,816	0.90	178,739	0.86	463.58	474.11	1.27	214
Other home furnishing stores (NAICS 4422)	89,625	0.48	96,564	0.46	247.58	256.14	1.50	206
Floor covering stores (NAICS 44221)	15,895	0.09	18,021	0.09	43.91	47.80	2.54	214
Other home furnishings stores (NAICS 44229)	73,730	0.39	78,543	0.38	203.68	208.34	1.27	204
Window treatment stores (NAICS 442291)	3,454	0.02	3,577	0.02	9.54	9.49	0.70	188
All other home furnishings stores (NAICS 442299)	70,276	0.38	74,966	0.36	194.13	198.85	1.30	205
Electronics and appliance stores (NAICS 443)	365,024	1.95	403,624	1.94	1,008.35	1,070.62	2.03	178
Household appliance stores (NAICS 443141)	97,571	0.52	116,984	0.56	269.53	310.30	3.70	172
Electronics stores (NAICS 443142)	267,453	1.43	286,640	1.38	738.82	760.32	1.40	180
Building material/garden equip/supplies dealer (NAICS 444)	1,247,876	6.68	1,432,516	6.89	3,447.17	3,799.78	2.80	188
Building material and supplies dealers (NAICS 4441)	1,082,929	5.80	1,249,253	6.00	2,991.52	3,313.67	2.90	187
Home centers (NAICS 44411)	621,781	3.33	718,328	3.45	1,717.63	1,905.38	2.93	188
Paint and wallpaper stores (NAICS 44412)	37,832	0.20	43,734	0.21	104.51	116.01	2.94	188
Hardware stores (NAICS 44413)	107,685	0.58	121,491	0.58	297.47	322.26	2.44	192
Other building material dealers (NAICS 44419)	315,631	1.69	365,700	1.76	871.91	970.03	2.99	183
Lawn and garden equip/supplies dealers (NAICS 4442)	164,947	0.88	183,263	0.88	455.65	486.11	2.13	195
Outdoor power equipment stores (NAICS 44421)	30,893	0.17	34,194	0.16	85.34	90.70	2.05	204
Nursery and garden centers (NAICS 44422)	134,054	0.72	149,069	0.72	370.31	395.41	2.15	193
Food and beverage stores (NAICS 445)	3,178,439	17.02	3,527,674	16.95	8,780.22	9,357.23	2.11	182
Grocery stores (NAICS 4451)	2,894,413	15.50	3,218,138	15.47	7,995.62	8,536.18	2.14	180
Supermarkets and other grocery stores (NAICS 44511)	2,782,078	14.90	3,093,155	14.87	7,685.30	8,204.66	2.14	180
Convenience stores (NAICS 44512)	112,335	0.60	124,983	0.60	310.32	331.52	2.16	171
Specialty food stores (NAICS 4452)	90,568	0.48	100,719	0.48	250.19	267.16	2.15	180
Meat markets (NAICS 44521)	27,505	0.15	30,594	0.15	75.98	81.15	2.15	180
Fish and seafood markets (NAICS 44522)	10,848	0.06	12,072	0.06	29.97	32.02	2.16	180
Fruit and vegetable markets (NAICS 44523)	18,568	0.10	20,647	0.10	51.29	54.77	2.14	180
Other specialty food stores (NAICS 44529)	33,647	0.18	37,406	0.18	92.95	99.22	2.14	180
Baked goods stores (NAICS 445291+445292)	17,801	0.10	19,772	0.10	49.17	52.44	2.12	180
All other specialty food stores (NAICS 445299)	15,846	0.08	17,635	0.08	43.77	46.78	2.16	181
Beer, wine, and liquor stores (NAICS 4453)	193,458	1.04	208,817	1.00	534.41	553.89	1.54	219
Health and personal care stores (NAICS 446)	491,300	2.63	565,644	2.72	1,357.18	1,500.38	2.86	171
Pharmacies and drug stores (NAICS 44611)	374,721	2.01	432,117	2.08	1,035.14	1,146.20	2.89	169
Cosmetics, beauty supplies stores (NAICS 44612)	19,789	0.11	23,216	0.11	54.67	61.58	3.25	170
Optical goods stores (NAICS 44613)	78,315	0.42	88,864	0.43	216.34	235.71	2.56	181
Other health and personal care stores (NAICS 44619)	18,476	0.10	21,447	0.10	51.04	56.89	3.03	172
Food (health) supplement stores (NAICS 446191)	8,318	0.04	9,525	0.05	22.98	25.26	2.75	175
All other personal care stores (NAICS 446199)	10,158	0.05	11,923	0.06	28.06	31.62	3.26	170
Gasoline stations (NAICS 447)	1,716,608	9.19	2,022,423	9.72	4,742.01	5,364.52	3.33	170
Clothing and clothing accessory stores (NAICS 448)	713,116	3.82	720,309	3.46	1,969.93	1,910.63	0.20	206
Clothing stores (NAICS 4481)	483,084	2.59	484,663	2.33	1,334.48	1,285.58	0.07	207
Men's clothing stores (NAICS 44811)	23,130	0.12	22,835	0.11	63.90	60.57	-0.26	224
Women's clothing stores (NAICS 44812)	78,386	0.42	77,795	0.37	216.54	206.35	-0.15	207
Children's and infants' clothing stores (NAICS 44813)	26,081	0.14	27,191	0.13	72.05	72.12	0.84	185
Family clothing stores (NAICS 44814)	294,691	1.58	296,713	1.43	814.06	787.04	0.14	207
Clothing accessory stores (NAICS 44815)	19,815	0.11	19,613	0.09	54.74	52.02	-0.21	214
Other clothing stores (NAICS 44819)	40,980	0.22	40,516	0.19	113.21	107.47	-0.23	210
Shoe stores (NAICS 4482)	132,777	0.71	138,183	0.66	366.79	366.53	0.80	199
Jewelry, luggage, and leather goods stores (NAICS 4483)	97,256	0.52	97,463	0.47	268.66	258.52	0.04	214
Jewelry stores (NAICS 44831)	40,194	0.22	39,966	0.19	111.03	106.01	-0.11	220
Luggage and leather goods stores (NAICS 44832)	57,061	0.31	57,496	0.28	157.63	152.51	0.15	209

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	336,656	1.80	363,307	1.75	929.99	963.68	1.54	215
Sporting goods and hobby stores (NAICS 4511)	259,532	1.39	281,961	1.36	716.94	747.91	1.67	223
Sporting goods stores (NAICS 45111)	182,622	0.98	203,184	0.98	504.48	538.95	2.16	248
Hobby, toy and game shops (NAICS 45112)	46,822	0.25	47,262	0.23	129.34	125.36	0.19	200
Sewing/needlework/piece goods stores (NAICS 45113)	5,863	0.03	5,945	0.03	16.20	15.77	0.28	175
Musical instrument and supplies stores (NAICS 45114)	24,226	0.13	25,570	0.12	66.92	67.82	1.09	150
Book stores and news dealers (NAICS 4512)	77,124	0.41	81,347	0.39	213.05	215.77	1.07	194
Book stores (NAICS 451211)	74,289	0.40	78,299	0.38	205.22	207.69	1.06	194
News dealers and newsstands (NAICS 451212)	2,835	0.02	3,047	0.01	7.83	8.08	1.46	184
General merchandise stores (NAICS 452)	2,664,482	14.27	2,920,077	14.03	7,360.45	7,745.56	1.85	181
Department stores (excluding leased) (NAICS 4522)	301,433	1.61	317,972	1.53	832.69	843.43	1.07	193
Other general merchandise stores (NAICS 4523)	2,363,049	12.65	2,602,105	12.51	6,527.69	6,902.14	1.95	180
Warehouse clubs and superstores (NAICS 452311)	2,140,120	11.46	2,359,168	11.34	5,911.93	6,257.74	1.97	180
All other general merchandise stores (NAICS 452319)	222,929	1.19	242,937	1.17	615.83	644.40	1.73	185
Miscellaneous store retailers (NAICS 453)	437,132	2.34	475,167	2.28	1,207.55	1,260.39	1.68	184
Florists (NAICS 4531)	15,186	0.08	16,736	0.08	41.95	44.39	1.96	204
Office supplies, stationery, and gift stores (NAICS 4532)	89,117	0.48	94,299	0.45	246.18	250.13	1.14	203
Office supplies and stationery stores (NAICS 45321)	36,378	0.19	38,647	0.19	100.49	102.51	1.22	216
Gift, novelty and souvenir shops (NAICS 45322)	52,739	0.28	55,652	0.27	145.69	147.62	1.08	195
Used merchandise stores (NAICS 4533)	78,968	0.42	83,127	0.40	218.14	220.49	1.03	187
Other miscellaneous store retailers (NAICS 4539)	253,862	1.36	281,005	1.35	701.28	745.37	2.05	177
Pet and pet supplies stores (NAICS 45391)	105,266	0.56	118,572	0.57	290.79	314.51	2.41	177
Art dealers (NAICS 45392)	27,838	0.15	28,714	0.14	76.90	76.16	0.62	212
Manufactured (mobile) home dealers (NAICS 45393)	18,527	0.10	22,114	0.11	51.18	58.66	3.60	230
All other miscellaneous store retailers (NAICS 45399)	102,231	0.55	111,606	0.54	282.41	296.04	1.77	162
Tobacco stores (NAICS 453991)	19,453	0.10	22,015	0.11	53.74	58.40	2.51	94
All other miscellaneous store retailers (NAICS 453998)	82,778	0.44	89,590	0.43	228.67	237.64	1.59	195
Nonstore retailers (NAICS 454)	3,030,929	16.23	3,287,408	15.80	8,372.73	8,719.91	1.64	182
Electronic shopping and mail order (NAICS 4541)	2,662,155	14.25	2,868,975	13.79	7,354.02	7,610.01	1.51	191
Vending machine operators (NAICS 4542)	30,498	0.16	34,180	0.16	84.25	90.66	2.31	186
Direct selling establishments (NAICS 4543)	338,275	1.81	384,253	1.85	934.46	1,019.24	2.58	133
Fuel dealers (NAICS 45431)	265,452	1.42	304,338	1.46	733.29	807.26	2.77	123
Other direct selling establishments (NAICS 45439)	72,823	0.39	79,915	0.38	201.17	211.98	1.88	187
Food services and drinking places (NAICS 722)	3,536,139	100.00	4,031,835	100.00	9,768.34	10,694.52	2.66	216
Special food services (NAICS 7223)	284,480	8.04	325,016	8.06	785.86	862.11	2.70	215
Food service contractors (NAICS 72231)	224,421	6.35	256,189	6.35	619.95	679.55	2.68	215
Caterers (NAICS 72232)	54,757	1.55	62,756	1.56	151.26	166.46	2.76	213
Mobile food services (NAICS 72233)	5,302	0.15	6,071	0.15	14.65	16.10	2.75	212
Drinking places (NAICS 7224)	97,410	2.75	105,206	2.61	269.09	279.06	1.55	255
Eating places (NAICS 7225)	3,154,249	89.20	3,601,613	89.33	8,713.40	9,553.35	2.69	215
Full service restaurants (NAICS 722511)	1,552,335	43.90	1,763,249	43.73	4,288.22	4,677.05	2.58	219
Fast food restaurants (NAICS 722513)	1,360,161	38.46	1,561,020	38.72	3,757.35	4,140.64	2.79	212
Cafeterias, grill buffets, and buffets (NAICS 722514)	34,683	0.98	39,805	0.99	95.81	105.58	2.79	212
Snack and nonalcoholic beverage bars (NAICS 722515)	207,070	5.86	237,539	5.89	572.02	630.08	2.78	211

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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
Retail Store Types								
All retail stores (NAICS 44-45)	1,210,542,513	100.00	1,393,906,919	100.00	28,270.49	31,715.02	2.86	100
Motor vehicle and parts dealers (NAICS 441)	272,963,336	22.55	320,544,191	23.00	6,374.67	7,293.22	3.27	98
Auto dealers (NAICS 4411+4412)	236,527,497	19.54	277,837,716	19.93	5,523.76	6,321.53	3.27	98
New car dealers (NAICS 44111)	210,269,806	17.37	246,950,157	17.72	4,910.55	5,618.76	3.27	98
Used car dealers (NAICS 44112)	26,257,691	2.17	30,887,559	2.22	613.21	702.77	3.30	98
Other motor vehicle dealers (NAICS 4412)	16,264,433	1.34	19,668,665	1.41	379.83	447.51	3.87	114
Recreational vehicle dealers (NAICS 44121)	5,360,786	0.44	6,609,336	0.47	125.19	150.38	4.28	124
Motorcycle, boat and other dealers (NAICS 44122)	10,903,647	0.90	13,059,329	0.94	254.64	297.13	3.67	110
Boat dealers (NAICS 441222)	3,225,714	0.27	3,969,184	0.28	75.33	90.31	4.24	125
Motorcycle, ATV dealers (NAICS 441228)	7,677,933	0.63	9,090,145	0.65	179.31	206.82	3.43	104
Automotive parts/accessories/tire stores (NAICS 4413)	20,171,406	1.67	23,037,811	1.65	471.07	524.17	2.69	89
Automotive parts/accessories stores (NAICS 44131)	12,755,471	1.05	14,568,967	1.05	297.89	331.45	2.69	89
Tire dealers (NAICS 44132)	7,415,934	0.61	8,470,207	0.61	173.19	192.72	2.69	89
Furniture and home furnishings stores (NAICS 442)	15,565,276	1.29	17,324,968	1.24	363.50	394.19	2.17	108
Furniture stores (NAICS 4421)	10,082,481	0.83	11,189,153	0.80	235.46	254.58	2.10	109
Other home furnishings stores (NAICS 4422)	5,482,794	0.45	6,135,815	0.44	128.04	139.61	2.28	106
Floor covering stores (NAICS 44221)	948,419	0.08	1,121,760	0.08	22.15	25.52	3.41	108
Other home furnishings stores (NAICS 44229)	4,534,375	0.37	5,014,055	0.36	105.89	114.08	2.03	106
Window treatment stores (NAICS 442291)	219,231	0.02	234,551	0.02	5.12	5.34	1.36	101
All other home furnishings stores (NAICS 442299)	4,315,144	0.36	4,779,504	0.34	100.77	108.75	2.07	106
Electronics and appliance stores (NAICS 443)	23,655,559	1.95	27,020,354	1.94	552.44	614.78	2.70	97
Household appliance stores (NAICS 4431)	6,173,661	0.51	7,608,967	0.55	144.18	173.12	4.27	92
Electronics stores (NAICS 443142)	17,481,898	1.44	19,411,367	1.39	408.26	441.66	2.12	99
Building material/garden equip/supplies dealer (NAICS 444)	72,861,503	6.02	85,378,926	6.13	1,701.58	1,942.59	3.22	93
Building material and supplies dealers (NAICS 4441)	62,955,720	5.20	73,960,510	5.31	1,470.24	1,682.79	3.27	92
Home centers (NAICS 44411)	36,241,778	2.99	42,693,340	3.06	846.38	971.38	3.33	92
Paint and wallpaper stores (NAICS 44412)	2,199,381	0.18	2,591,870	0.19	51.36	58.97	3.34	92
Hardware stores (NAICS 44413)	6,390,801	0.53	7,389,860	0.53	149.25	168.14	2.95	96
Other building material dealers (NAICS 44419)	18,123,761	1.50	21,285,439	1.53	423.25	484.30	3.27	89
Lawn and garden equip/supplies dealers (NAICS 4442)	9,905,783	0.82	11,418,416	0.82	231.34	259.80	2.88	99
Outdoor power equipment stores (NAICS 44421)	1,816,398	0.15	2,086,401	0.15	42.42	47.47	2.81	101
Nursery and garden centers (NAICS 44422)	8,089,385	0.67	9,332,015	0.67	188.92	212.33	2.90	98
Food and beverage stores (NAICS 445)	209,847,345	17.34	241,099,736	17.30	4,900.69	5,485.65	2.82	102
Grocery stores (NAICS 4451)	191,628,193	15.83	220,383,661	15.81	4,475.20	5,014.30	2.84	101
Supermarkets and other grocery stores (NAICS 44511)	184,005,969	15.20	211,582,960	15.18	4,297.20	4,814.06	2.83	101
Convenience stores (NAICS 44512)	7,622,225	0.63	8,800,701	0.63	178.01	200.24	2.92	98
Specialty food stores (NAICS 4452)	6,012,470	0.50	6,911,564	0.50	140.41	157.26	2.83	101
Meat markets (NAICS 44521)	1,827,185	0.15	2,100,776	0.15	42.67	47.80	2.83	101
Fish and seafood markets (NAICS 44522)	720,570	0.06	828,887	0.06	16.83	18.86	2.84	101
Fruit and vegetable markets (NAICS 44523)	1,230,797	0.10	1,414,754	0.10	28.74	32.19	2.83	101
Other specialty food stores (NAICS 44529)	2,233,918	0.18	2,567,147	0.18	52.17	58.41	2.82	101
Baked goods stores (NAICS 445291+445292)	1,182,069	0.10	1,357,071	0.10	27.61	30.88	2.80	101
All other specialty food stores (NAICS 445299)	1,051,850	0.09	1,210,076	0.09	24.56	27.53	2.84	101
Beer, wine, and liquor stores (NAICS 4453)	12,206,682	1.01	13,804,511	0.99	285.07	314.09	2.49	117
Health and personal care stores (NAICS 446)	31,469,014	2.60	37,411,935	2.68	734.91	851.22	3.52	92
Pharmacies and drug stores (NAICS 44611)	24,280,455	2.01	28,915,467	2.07	567.04	657.90	3.56	92
Cosmetics, beauty supplies stores (NAICS 44612)	1,256,383	0.10	1,520,495	0.11	29.34	34.60	3.89	91
Optical goods stores (NAICS 44613)	4,748,833	0.39	5,558,793	0.40	110.90	126.48	3.20	93
Other health and personal care stores (NAICS 44619)	1,183,343	0.10	1,417,180	0.10	27.64	32.24	3.67	93
Food (health) supplement stores (NAICS 446191)	537,837	0.04	635,662	0.05	12.56	14.46	3.40	96
All other personal care stores (NAICS 446199)	645,506	0.05	781,518	0.06	15.07	17.78	3.90	91
Gasoline stations (NAICS 447)	119,518,959	9.87	144,989,334	10.40	2,791.19	3,298.89	3.94	100
Clothing and clothing accessory stores (NAICS 448)	45,912,532	3.79	48,029,385	3.45	1,072.22	1,092.79	0.91	112
Clothing stores (NAICS 4481)	30,980,171	2.56	32,197,062	2.31	723.50	732.57	0.77	112
Men's clothing stores (NAICS 44811)	1,508,968	0.12	1,552,354	0.11	35.24	35.32	0.57	124
Women's clothing stores (NAICS 44812)	5,006,866	0.41	5,152,244	0.37	116.93	117.23	0.57	112
Children's and infants' clothing stores (NAICS 44813)	1,661,444	0.14	1,772,020	0.13	38.80	40.32	1.30	100
Family clothing stores (NAICS 44814)	18,915,195	1.56	19,731,298	1.42	441.74	448.94	0.85	112
Clothing accessory stores (NAICS 44815)	1,267,418	0.10	1,301,419	0.09	29.60	29.61	0.53	116
Other clothing stores (NAICS 44819)	2,620,280	0.22	2,687,727	0.19	61.19	61.15	0.51	113
Shoe stores (NAICS 4482)	8,732,743	0.72	9,407,750	0.67	203.94	214.05	1.50	111
Jewelry, luggage, and leather goods stores (NAICS 4483)	6,199,618	0.51	6,424,573	0.46	144.78	146.18	0.72	115
Jewelry stores (NAICS 44831)	2,484,954	0.21	2,537,950	0.18	58.03	57.74	0.42	115
Luggage and leather goods stores (NAICS 44832)	3,714,664	0.31	3,886,623	0.28	86.75	88.43	0.91	115

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	21,612,944	1.79	24,198,858	1.74	504.74	550.59	2.29	117
Sporting goods and hobby stores (NAICS 4511)	16,567,486	1.37	18,667,485	1.34	386.91	424.73	2.42	120
Sporting goods stores (NAICS 45111)	11,554,274	0.95	13,353,950	0.96	269.83	303.84	2.94	133
Hobby, toy and game shops (NAICS 45112)	2,973,930	0.25	3,111,488	0.22	69.45	70.79	0.91	107
Sewing/needlework/piece goods stores (NAICS 45113)	369,629	0.03	383,469	0.03	8.63	8.72	0.74	94
Musical instrument and supplies stores (NAICS 45114)	1,669,653	0.14	1,818,578	0.13	38.99	41.38	1.72	87
Book stores and news dealers (NAICS 4512)	5,045,457	0.42	5,531,373	0.40	117.83	125.85	1.86	107
Book stores (NAICS 451211)	4,857,702	0.40	5,322,039	0.38	113.44	121.09	1.84	108
News dealers and newsstands (NAICS 451212)	187,756	0.02	209,334	0.01	4.38	4.76	2.20	103
General merchandise stores (NAICS 452)	174,584,189	14.42	197,941,291	14.20	4,077.16	4,503.68	2.54	100
Department stores (excluding leased) (NAICS 4522)	19,381,349	1.60	21,146,658	1.52	452.62	481.14	1.76	105
Other general merchandise stores (NAICS 4523)	155,202,840	12.82	176,794,634	12.68	3,624.54	4,022.54	2.64	100
Warehouse clubs and superstores (NAICS 452311)	140,822,202	11.63	160,581,129	11.52	3,288.70	3,653.64	2.66	100
All other general merchandise stores (NAICS 452319)	14,380,638	1.19	16,213,505	1.16	335.84	368.90	2.43	101
Miscellaneous store retailers (NAICS 453)	28,264,076	2.33	31,902,632	2.29	660.07	725.87	2.45	101
Florists (NAICS 4531)	893,758	0.07	1,022,484	0.07	20.87	23.26	2.73	102
Office supplies, stationery, and gift stores (NAICS 4532)	5,613,481	0.46	6,158,178	0.44	131.09	140.11	1.87	108
Office supplies and stationery stores (NAICS 45321)	2,248,138	0.19	2,479,593	0.18	52.50	56.42	1.98	113
Gift, novelty and souvenir shops (NAICS 45322)	3,365,342	0.28	3,678,586	0.26	78.59	83.70	1.80	105
Used merchandise stores (NAICS 4533)	5,119,828	0.42	5,584,617	0.40	119.57	127.06	1.75	103
Other miscellaneous store retailers (NAICS 4539)	16,637,009	1.37	19,137,353	1.37	388.53	435.42	2.84	98
Pet and pet supplies stores (NAICS 45391)	6,943,483	0.57	8,136,631	0.58	162.16	185.13	3.22	99
Art dealers (NAICS 45392)	1,732,767	0.14	1,852,393	0.13	40.47	42.15	1.34	112
Manufactured (mobile) home dealers (NAICS 45393)	1,079,103	0.09	1,340,667	0.10	25.20	30.50	4.44	113
All other miscellaneous store retailers (NAICS 45399)	6,881,655	0.57	7,807,662	0.56	160.71	177.64	2.56	92
Tobacco stores (NAICS 453991)	1,721,194	0.14	2,037,846	0.15	40.20	46.37	3.44	71
All other miscellaneous store retailers (NAICS 453998)	5,160,462	0.43	5,769,816	0.41	120.52	131.28	2.26	103
Nonstore retailers (NAICS 454)	194,287,780	16.05	218,065,308	15.64	4,537.31	4,961.56	2.34	99
Electronic shopping and mail order (NAICS 4541)	170,347,553	14.07	190,036,620	13.63	3,978.22	4,323.83	2.21	103
Vending machine operators (NAICS 4542)	2,020,137	0.17	2,341,621	0.17	47.18	53.28	3.00	104
Direct selling establishments (NAICS 4543)	21,920,090	1.81	25,687,066	1.84	511.91	584.45	3.22	73
Fuel dealers (NAICS 45431)	17,216,835	1.42	20,348,285	1.46	402.07	462.98	3.40	68
Other direct selling establishments (NAICS 45439)	4,703,256	0.39	5,338,782	0.38	109.84	121.47	2.57	102
Food services and drinking places (NAICS 722)	230,269,993	100.00	272,911,880	100.00	5,377.63	6,209.46	3.46	119
Special food services (NAICS 7223)	18,553,770	8.06	22,017,715	8.07	433.30	500.96	3.48	118
Food service contractors (NAICS 72231)	14,628,089	6.35	17,350,010	6.36	341.62	394.76	3.47	119
Caterers (NAICS 72232)	3,578,932	1.55	4,255,810	1.56	83.58	96.83	3.53	118
Mobile food services (NAICS 72233)	346,749	0.15	411,895	0.15	8.10	9.37	3.50	117
Drinking places (NAICS 7224)	6,105,232	2.65	6,980,189	2.56	142.58	158.82	2.71	135
Eating places (NAICS 7225)	205,610,992	89.29	243,913,976	89.37	4,801.75	5,549.68	3.48	119
Full service restaurants (NAICS 722511)	100,801,929	43.78	119,179,918	43.67	2,354.09	2,711.65	3.41	120
Fast food restaurants (NAICS 722513)	88,985,407	38.64	105,910,894	38.81	2,078.13	2,409.75	3.54	117
Cafeterias, grill buffets, and buffets (NAICS 722514)	2,268,940	0.99	2,700,577	0.99	52.99	61.45	3.54	117
Snack and nonalcoholic beverage bars (NAICS 722515)	13,554,715	5.89	16,122,587	5.91	316.55	366.83	3.53	117

Benchmark: USA

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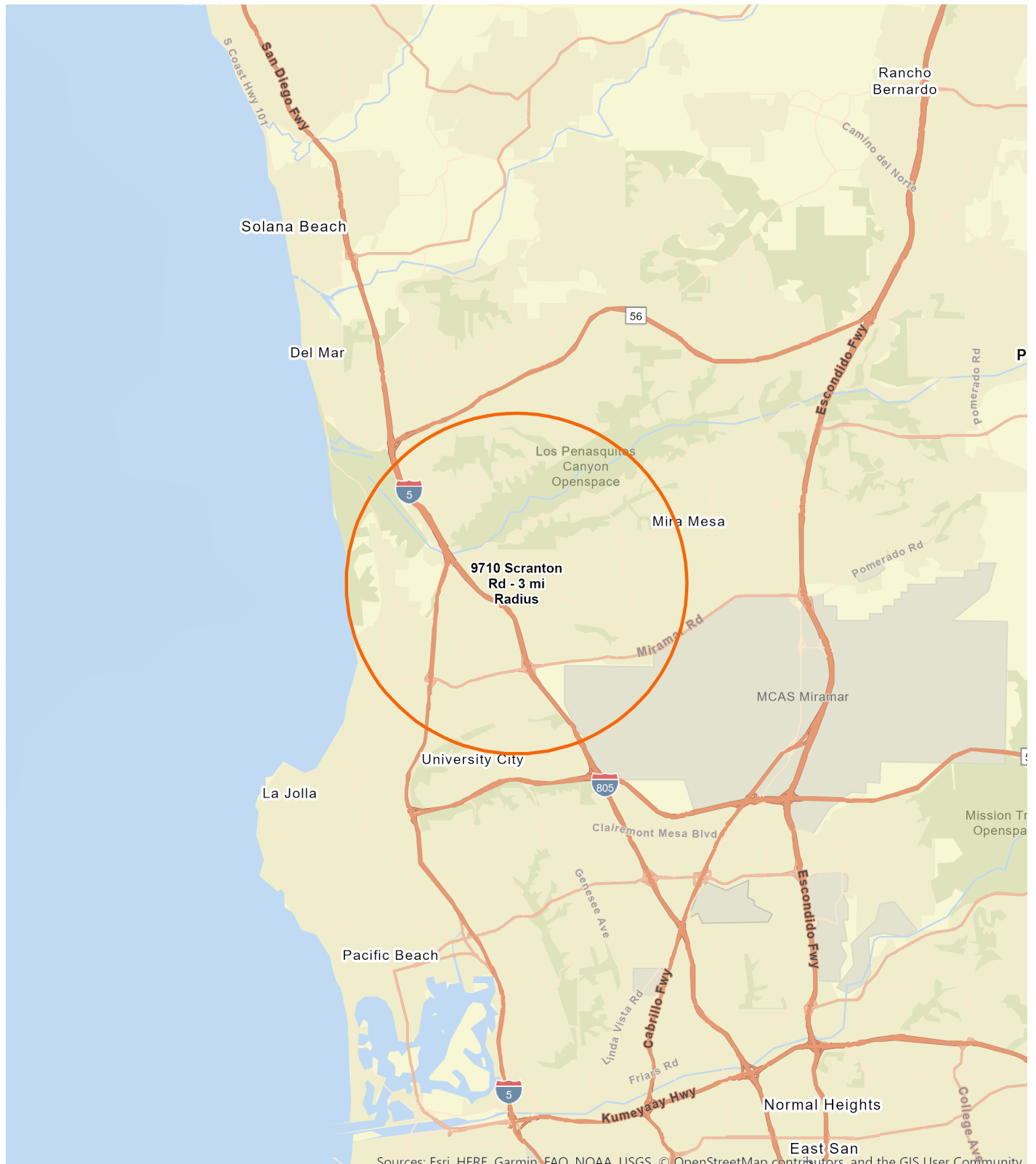
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi Radius

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



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	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
Retail Store Types								
All retail stores (NAICS 44-45)	3,470,104,660	100.00	3,942,776,942	100.00	35,807.50	39,795.88	2.59	126
Motor vehicle and parts dealers (NAICS 441)	777,410,760	22.40	901,595,848	22.87	8,021.99	9,100.13	3.01	123
Auto dealers (NAICS 4411+4412)	670,423,172	19.32	778,968,806	19.76	6,918.00	7,862.42	3.05	123
New car dealers (NAICS 44111)	596,133,835	17.18	692,484,421	17.56	6,151.42	6,989.50	3.04	123
Used car dealers (NAICS 44112)	74,289,337	2.14	86,484,385	2.19	766.58	872.92	3.09	123
Other motor vehicle dealers (NAICS 4412)	47,648,658	1.37	56,222,937	1.43	491.68	567.47	3.36	148
Recreational vehicle dealers (NAICS 44121)	16,010,944	0.46	19,101,925	0.48	165.21	192.80	3.59	164
Motorcycle, boat and other dealers (NAICS 44122)	31,637,715	0.91	37,120,112	0.94	326.46	374.67	3.25	141
Boat dealers (NAICS 441222)	9,606,505	0.28	11,452,341	0.29	99.13	115.59	3.58	165
Motorcycle, ATV dealers (NAICS 441228)	22,031,209	0.63	25,667,771	0.65	227.34	259.07	3.10	132
Automotive parts/accessories/tire stores (NAICS 4413)	59,338,930	1.71	66,405,006	1.68	612.31	670.25	2.28	116
Automotive parts/accessories stores (NAICS 44131)	37,523,036	1.08	41,992,263	1.06	387.19	423.84	2.28	116
Tire dealers (NAICS 44132)	21,815,894	0.63	24,412,743	0.62	225.11	246.41	2.27	116
Furniture and home furnishings stores (NAICS 442)	44,940,155	1.30	49,525,287	1.26	463.73	499.88	1.96	138
Furniture stores (NAICS 4421)	29,136,596	0.84	32,019,089	0.81	300.66	323.18	1.90	139
Other home furnishings stores (NAICS 4422)	15,803,558	0.46	17,506,198	0.44	163.07	176.70	2.07	135
Floor covering stores (NAICS 44221)	2,737,389	0.08	3,203,854	0.08	28.25	32.34	3.20	138
Other home furnishings stores (NAICS 44229)	13,066,170	0.38	14,302,344	0.36	134.83	144.36	1.82	135
Window treatment stores (NAICS 442291)	626,523	0.02	662,468	0.02	6.46	6.69	1.12	127
All other home furnishings stores (NAICS 442299)	12,439,647	0.36	13,639,876	0.35	128.36	137.67	1.86	135
Electronics and appliance stores (NAICS 443)	68,480,503	1.97	77,179,237	1.96	706.64	779.00	2.42	124
Household appliance stores (NAICS 443141)	18,272,249	0.53	22,204,540	0.56	188.55	224.12	3.98	120
Electronics stores (NAICS 443142)	50,208,255	1.45	54,974,697	1.39	518.09	554.88	1.83	126
Building material/garden equip/supplies dealer (NAICS 444)	224,156,750	6.46	259,513,540	6.58	2,313.04	2,619.36	2.97	126
Building material and supplies dealers (NAICS 4441)	194,377,118	5.60	225,752,168	5.73	2,005.75	2,278.60	3.04	125
Home centers (NAICS 44411)	111,547,984	3.21	129,880,340	3.29	1,151.05	1,310.93	3.09	126
Paint and wallpaper stores (NAICS 44412)	6,780,763	0.20	7,898,502	0.20	69.97	79.72	3.10	126
Hardware stores (NAICS 44413)	19,236,826	0.55	21,973,751	0.56	198.50	221.79	2.70	128
Other building material dealers (NAICS 44419)	56,811,546	1.64	65,999,575	1.67	586.23	666.16	3.04	123
Lawn and garden equip/supplies dealers (NAICS 4442)	29,779,632	0.86	33,761,371	0.86	307.29	340.77	2.54	131
Outdoor power equipment stores (NAICS 44421)	5,531,112	0.16	6,247,921	0.16	57.07	63.06	2.47	136
Nursery and garden centers (NAICS 44422)	24,248,520	0.70	27,513,450	0.70	250.22	277.70	2.56	130
Food and beverage stores (NAICS 445)	599,318,775	17.27	679,041,023	17.22	6,184.28	6,853.81	2.53	128
Grocery stores (NAICS 4451)	548,179,883	15.80	621,520,171	15.76	5,656.59	6,273.23	2.54	127
Supermarkets and other grocery stores (NAICS 44511)	526,761,815	15.18	597,169,868	15.15	5,435.58	6,027.45	2.54	128
Convenience stores (NAICS 44512)	21,418,068	0.62	24,350,303	0.62	221.01	245.78	2.60	122
Specialty food stores (NAICS 4452)	17,212,807	0.50	19,510,642	0.49	177.62	196.93	2.54	128
Meat markets (NAICS 44521)	5,230,036	0.15	5,929,004	0.15	53.97	59.84	2.54	128
Fish and seafood markets (NAICS 44522)	2,061,455	0.06	2,338,387	0.06	21.27	23.60	2.55	128
Fruit and vegetable markets (NAICS 44523)	3,527,188	0.10	3,997,446	0.10	36.40	40.35	2.53	128
Other specialty food stores (NAICS 44529)	6,394,128	0.18	7,245,806	0.18	65.98	73.13	2.53	128
Baked goods stores (NAICS 445291+445292)	3,386,164	0.10	3,833,188	0.10	34.94	38.69	2.51	128
All other specialty food stores (NAICS 445299)	3,007,964	0.09	3,412,618	0.09	31.04	34.44	2.56	128
Beer, wine, and liquor stores (NAICS 4453)	33,926,084	0.98	38,010,210	0.96	350.08	383.65	2.30	143
Health and personal care stores (NAICS 446)	92,315,891	2.66	108,141,175	2.74	952.59	1,091.51	3.22	120
Pharmacies and drug stores (NAICS 44611)	70,688,688	2.04	82,991,229	2.10	729.43	837.66	3.26	119
Cosmetics, beauty supplies stores (NAICS 44612)	3,704,095	0.11	4,421,142	0.11	38.22	44.62	3.60	119
Optical goods stores (NAICS 44613)	14,457,866	0.42	16,634,923	0.42	149.19	167.90	2.85	125
Other health and personal care stores (NAICS 44619)	3,465,243	0.10	4,093,882	0.10	35.76	41.32	3.39	121
Food (health) supplement stores (NAICS 446191)	1,563,022	0.04	1,822,437	0.05	16.13	18.39	3.12	123
All other personal care stores (NAICS 446199)	1,902,221	0.05	2,271,445	0.06	19.63	22.93	3.61	119
Gasoline stations (NAICS 447)	332,928,955	9.59	397,416,034	10.08	3,435.44	4,011.26	3.60	123
Clothing and clothing accessory stores (NAICS 448)	129,806,799	3.74	134,321,988	3.41	1,339.46	1,355.76	0.69	140
Clothing stores (NAICS 4481)	87,968,482	2.54	90,449,470	2.29	907.73	912.94	0.56	141
Men's clothing stores (NAICS 44811)	4,145,263	0.12	4,199,955	0.11	42.77	42.39	0.26	150
Women's clothing stores (NAICS 44812)	14,213,914	0.41	14,431,513	0.37	146.67	145.66	0.30	140
Children's and infants' clothing stores (NAICS 44813)	4,985,677	0.14	5,329,763	0.14	51.45	53.80	1.34	132
Family clothing stores (NAICS 44814)	53,638,936	1.55	55,367,331	1.40	553.49	558.84	0.64	141
Clothing accessory stores (NAICS 44815)	3,568,196	0.10	3,615,035	0.09	36.82	36.49	0.26	144
Other clothing stores (NAICS 44819)	7,416,496	0.21	7,505,873	0.19	76.53	75.76	0.24	142
Shoe stores (NAICS 4482)	24,357,848	0.70	25,954,444	0.66	251.35	261.97	1.28	136
Jewelry, luggage, and leather goods stores (NAICS 4483)	17,480,469	0.50	17,918,075	0.45	180.38	180.85	0.50	144
Jewelry stores (NAICS 44831)	7,131,976	0.21	7,233,998	0.18	73.59	73.02	0.28	146
Luggage and leather goods stores (NAICS 44832)	10,348,493	0.30	10,684,077	0.27	106.78	107.84	0.64	142

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Retail Store Types



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
Retail Store Types								
Sporting goods, hobby, book and music stores (NAICS 451)	60,773,188	1.75	67,422,641	1.71	627.11	680.52	2.10	145
Sporting goods and hobby stores (NAICS 4511)	46,776,443	1.35	52,337,394	1.33	482.68	528.26	2.27	150
Sporting goods stores (NAICS 45111)	32,348,165	0.93	37,142,102	0.94	333.80	374.89	2.80	164
Hobby, toy and game shops (NAICS 45112)	8,498,829	0.24	8,906,861	0.23	87.70	89.90	0.94	136
Sewing/needlework/piece goods stores (NAICS 45113)	1,115,340	0.03	1,136,765	0.03	11.51	11.47	0.38	125
Musical instrument and supplies stores (NAICS 45114)	4,814,109	0.14	5,151,666	0.13	49.68	52.00	1.36	111
Book stores and news dealers (NAICS 4512)	13,996,744	0.40	15,085,247	0.38	144.43	152.26	1.51	132
Book stores (NAICS 451211)	13,467,542	0.39	14,503,693	0.37	138.97	146.39	1.49	132
News dealers and newsstands (NAICS 451212)	529,202	0.02	581,553	0.01	5.46	5.87	1.90	128
General merchandise stores (NAICS 452)	500,748,470	14.43	560,002,670	14.20	5,167.15	5,652.31	2.26	127
Department stores (excluding leased) (NAICS 4522)	55,620,659	1.60	60,042,162	1.52	573.94	606.03	1.54	133
Other general merchandise stores (NAICS 4523)	445,127,811	12.83	499,960,508	12.68	4,593.21	5,046.28	2.35	127
Warehouse clubs and superstores (NAICS 452311)	403,623,303	11.63	453,793,847	11.51	4,164.93	4,580.31	2.37	127
All other general merchandise stores (NAICS 452319)	41,504,509	1.20	46,166,661	1.17	428.28	465.98	2.15	128
Miscellaneous store retailers (NAICS 453)	80,393,631	2.32	89,388,797	2.27	829.57	902.23	2.14	127
Florists (NAICS 4531)	2,718,166	0.08	3,060,044	0.08	28.05	30.89	2.40	137
Office supplies, stationery, and gift stores (NAICS 4532)	16,109,268	0.46	17,507,523	0.44	166.23	176.71	1.68	137
Office supplies and stationery stores (NAICS 45321)	6,441,810	0.19	7,032,447	0.18	66.47	70.98	1.77	143
Gift, novelty and souvenir shops (NAICS 45322)	9,667,458	0.28	10,475,076	0.27	99.76	105.73	1.62	134
Used merchandise stores (NAICS 4533)	14,535,588	0.42	15,644,754	0.40	149.99	157.91	1.48	129
Other miscellaneous store retailers (NAICS 4539)	47,030,608	1.36	53,176,476	1.35	485.30	536.73	2.49	122
Pet and pet supplies stores (NAICS 45391)	19,424,131	0.56	22,390,256	0.57	200.43	225.99	2.88	122
Art dealers (NAICS 45392)	4,923,698	0.14	5,204,702	0.13	50.81	52.53	1.12	140
Manufactured (mobile) home dealers (NAICS 45393)	3,233,847	0.09	3,908,690	0.10	33.37	39.45	3.86	150
All other miscellaneous store retailers (NAICS 45399)	19,448,931	0.56	21,672,829	0.55	200.69	218.75	2.19	115
Tobacco stores (NAICS 453991)	4,431,858	0.13	5,078,194	0.13	45.73	51.26	2.76	80
All other miscellaneous store retailers (NAICS 453998)	15,017,073	0.43	16,594,635	0.42	154.96	167.50	2.02	132
Nonstore retailers (NAICS 454)	558,830,784	16.10	619,228,700	15.71	5,766.49	6,250.10	2.07	125
Electronic shopping and mail order (NAICS 4541)	488,938,596	14.09	538,820,752	13.67	5,045.29	5,438.51	1.96	131
Vending machine operators (NAICS 4542)	5,726,993	0.17	6,555,700	0.17	59.10	66.17	2.74	131
Direct selling establishments (NAICS 4543)	64,165,195	1.85	73,852,248	1.87	662.11	745.42	2.85	94
Fuel dealers (NAICS 45431)	50,659,606	1.46	58,716,602	1.49	522.75	592.65	3.00	88
Other direct selling establishments (NAICS 45439)	13,505,588	0.39	15,135,645	0.38	139.36	152.77	2.31	130
Food services and drinking places (NAICS 722)	630,272,780	100.00	742,513,225	100.00	6,503.69	7,494.46	3.33	144
Special food services (NAICS 7223)	50,827,802	8.06	59,951,419	8.07	524.48	605.11	3.36	143
Food service contractors (NAICS 72231)	40,060,138	6.36	47,227,304	6.36	413.37	476.68	3.35	144
Caterers (NAICS 72232)	9,815,258	1.56	11,600,066	1.56	101.28	117.08	3.40	143
Mobile food services (NAICS 72233)	952,405	0.15	1,124,050	0.15	9.83	11.35	3.37	142
Drinking places (NAICS 7224)	16,357,716	2.60	18,602,874	2.51	168.79	187.77	2.61	160
Eating places (NAICS 7225)	563,087,262	89.34	663,958,932	89.42	5,810.41	6,701.58	3.35	144
Full service restaurants (NAICS 722511)	275,477,746	43.71	323,789,386	43.61	2,842.61	3,268.12	3.28	145
Fast food restaurants (NAICS 722513)	244,152,460	38.74	288,803,039	38.90	2,519.37	2,914.99	3.42	142
Cafeterias, grill buffets, and buffets (NAICS 722514)	6,225,017	0.99	7,363,739	0.99	64.24	74.32	3.42	142
Snack and nonalcoholic beverage bars (NAICS 722515)	37,232,039	5.91	44,002,768	5.93	384.19	444.14	3.40	142

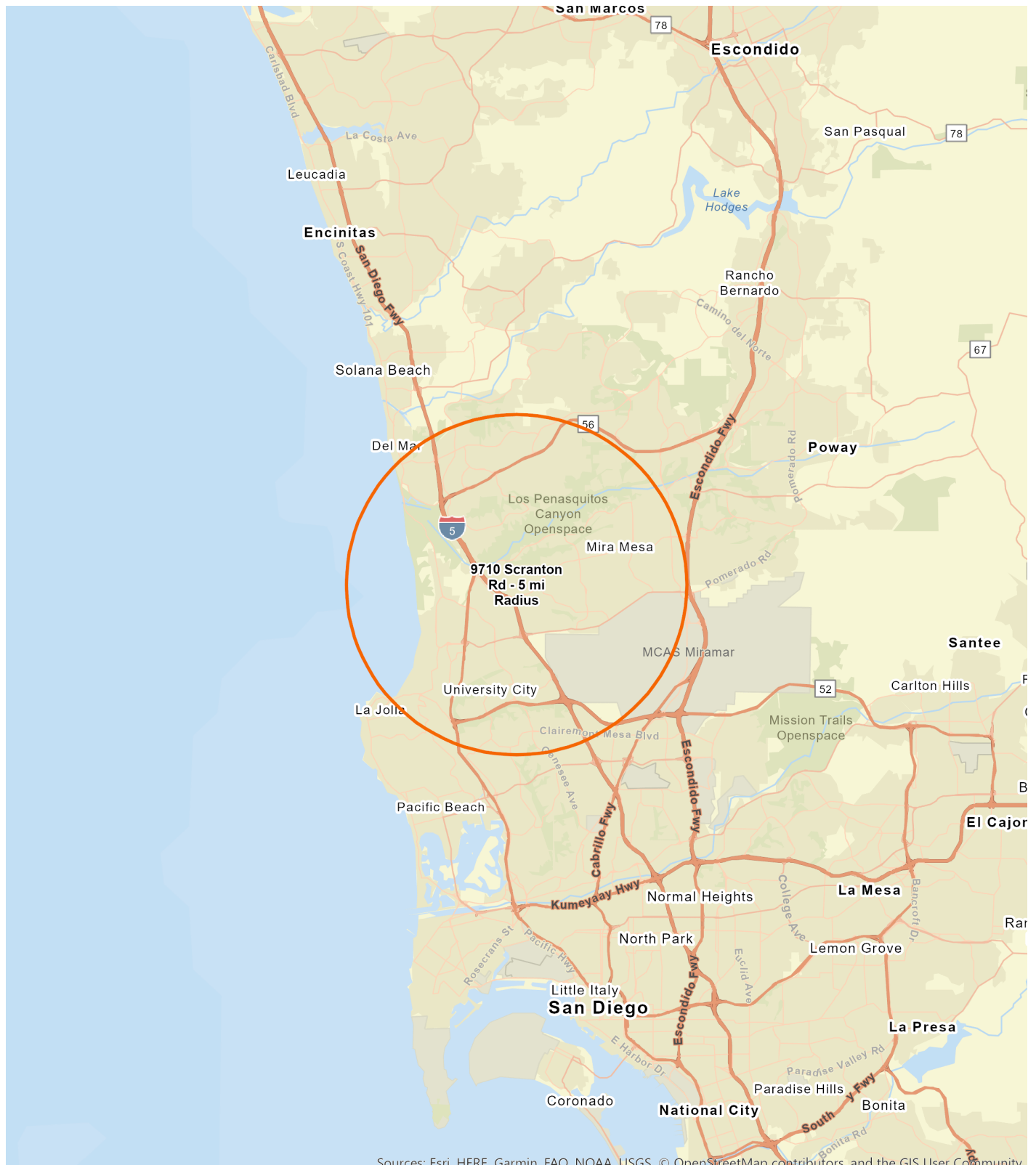
Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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™ Retail Store Types 2022
Date / Time: 12/21/2021 1:43:39 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)
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