Financial CLOUT 2022 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	935	100.00	334,279,739	100.00	100	–	–	–
Households	362	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	232,235.96	–	103,625.00	224	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	343	94.75	118,585,998	93.32	102	136,864.36	72,012.09	190
Checking Account(s)	329	90.88	114,245,455	89.91	101	23,606.06	12,778.58	185
Direct Deposit	247	68.23	91,480,139	71.99	95	–	–	–
Any Savings (Incl Money Market)	304	83.98	95,972,351	75.53	111	93,778.42	52,234.74	180
Traditional Savings Account(s)	291	80.39	91,029,721	71.64	112	59,608.44	32,440.53	184
Any Other Type of Savings or Money Market Account(s)	108	29.83	27,609,923	21.73	137	107,599.52	78,015.29	138
Non-Traditional Savings Account Type: Money Market	80	22.10	20,017,699	15.75	140	92,881.65	71,091.44	131
Certificate(s) of Deposit (CDs)	102	28.18	26,049,932	20.50	137	109,017.80	82,776.69	132
ATM/Debit Card								
Pre-Paid Debit Card(s)	75	20.72	29,607,821	23.30	89	–	–	–
ATM or Debit Card	323	89.23	108,916,221	85.71	104	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Asset Products & Services

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Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	228	62.98	57,451,486	45.21	139	532,082.69	375,210.40	142
Any Keoughs/HR10s or IRAs	169	46.69	40,955,634	32.23	145	391,314.55	312,942.16	125
Brokerage Account(s)	166	45.86	38,018,997	29.92	153	–	–	–
Corporate or Municipal Bonds	46	12.71	10,029,379	7.89	161	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	68	18.79	14,575,246	11.47	164	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	20	5.53	3,755,890	2.96	187	–	–	–
Mutual Funds and ETFs	125	34.53	28,679,884	22.57	153	520,666.19	416,227.49	125
Mutual Fund Invested in Stocks	49	13.54	10,192,334	8.02	169	408,080.01	312,056.72	131
Mutual Fund Invested in Bonds/Interest-Earning Assets	25	6.91	5,441,172	4.28	161	270,528.88	232,721.46	116
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	51	14.09	11,770,826	9.26	152	567,136.56	490,377.04	116
Real Estate	107	29.56	23,771,721	18.71	158	–	–	–
Publicly-Traded Stocks	143	39.50	33,286,446	26.20	151	–	–	–
Publicly-Traded Stock of Current or Former Employer	57	15.75	12,058,020	9.49	166	–	–	–
Publicly-Traded Stocks of Other Company	87	24.03	20,308,697	15.98	150	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	49	13.54	10,708,912	8.43	161	62,010.84	51,068.35	121
Government Savings Bonds	65	17.96	17,769,703	13.98	128	–	–	–
Government Bonds or Treasury Bills	44	12.15	10,650,696	8.38	145	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	232	64.09	61,774,400	48.61	132	415,073.81	269,389.09	154
Non-Traditional Savings Account Type: Coverdell/Education IRA	19	5.25	3,929,806	3.09	170	74,778.28	59,154.16	126
Non-Traditional Savings Account Type: 529/State Sponsored Education Acc	34	9.39	7,451,378	5.86	160	50,844.38	43,595.19	117
Retirement Investment								
401(k)	143	39.50	35,858,412	28.22	140	324,243.50	214,353.82	151
401(k) Invested in Stocks	36	9.95	8,024,225	6.32	157	294,233.44	198,905.53	148
401(k) Invested in Bonds/Interest-Earning Assets	18	4.97	5,256,977	4.14	120	245,462.46	147,937.03	166
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	66	18.23	15,470,822	12.18	150	387,149.59	280,846.82	138
Roth 401(k)	23	6.35	5,492,227	4.32	147	257,847.76	158,734.66	162
403(b)	22	6.08	5,344,715	4.21	144	269,855.31	215,772.27	125
Regular or other IRA	113	31.22	27,599,983	21.72	144	431,294.40	347,061.93	124
Regular IRA Invested in Stocks	30	8.29	6,500,307	5.12	162	–	–	–
Regular IRA Other Investments	20	5.53	5,885,629	4.63	119	–	–	–
Roth IRA	78	21.55	17,227,650	13.56	159	184,627.26	153,131.01	121
Roth IRA Invested in Stocks	25	6.91	5,041,352	3.97	174	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	34	9.39	7,329,702	5.77	163	–	–	–
Roth IRA Other Investments	11	3.04	2,861,291	2.25	135	–	–	–
Rollover IRA	62	17.13	14,291,928	11.25	152	413,650.74	325,055.17	127
Rollover IRA Invested in Stocks	17	4.70	3,459,361	2.72	173	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	31	8.56	6,889,082	5.42	158	–	–	–
Rollover IRA Other Investments	8	2.21	2,290,387	1.80	123	–	–	–
Traditional Pension Plan	79	21.82	22,625,477	17.80	123	451,678.49	287,712.62	157

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Debt Products & Services

Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	935	100.00	334,279,739	100.00	100	–	–	–
Households	362	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	232,235.96	–	103,625.00	224	–	–	–
Credit Card								
Visa	289	79.83	83,876,520	66.01	121	2,726.14	1,985.56	137
MasterCard	158	43.65	52,791,519	41.54	105	2,176.85	1,701.89	128
Discover	53	14.64	18,252,434	14.36	102	1,286.39	1,132.20	114
American Express Blue/Credit Card	73	20.17	16,659,289	13.11	154	1,686.02	1,318.28	128
Other	12	3.31	4,182,908	3.29	101	802.48	743.12	108
Credit								
Auto Loan(s)	138	38.12	44,776,881	35.24	108	19,964.87	15,805.09	126
Auto Loan Applied On Own	71	19.61	19,983,409	15.73	125	19,019.85	14,034.21	136
Auto Loan Handled By Dealer	70	19.34	25,433,812	20.02	97	19,666.85	16,459.99	119
Mortgage	190	52.49	45,715,238	35.98	146	–	–	–
Second Mortgage	20	5.53	3,682,861	2.90	191	330,415.17	246,285.09	134
Fixed Rate Mortgage	155	42.82	36,313,370	28.58	150	359,002.81	208,635.36	172
Adjustable Rate Mortgage	19	5.25	4,335,737	3.41	154	348,624.05	193,698.44	180
Student Loan(s)	65	17.96	24,094,253	18.96	95	38,437.92	30,660.73	125
Any Line of Credit (HELOC)	83	22.93	23,146,648	18.21	126	22,244.50	14,311.69	155
Home Equity Line of Credit (HELOC)	52	14.37	11,962,594	9.41	153	43,350.59	29,811.71	145
Non-HELOC Line of Credit	30	8.29	10,911,185	8.59	97	8,568.40	5,448.73	157
Home Equity Loan(s)	41	11.33	9,819,699	7.73	147	270,822.27	171,871.95	158
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	350	96.69	116,554,541	91.72	105	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	964	100.00	344,999,336	100.00	100	–	–	–
Households	377	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	249,094.98	–	116,275.00	214	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	358	94.96	123,088,167	93.68	101	142,434.85	79,030.36	180
Checking Account(s)	343	90.98	118,655,152	90.31	101	24,032.39	13,845.57	174
Direct Deposit	262	69.50	95,591,726	72.75	96	–	–	–
Any Savings (Incl Money Market)	319	84.61	100,517,708	76.50	111	97,823.21	57,010.03	172
Traditional Savings Account(s)	304	80.64	95,188,758	72.45	111	61,514.21	35,256.36	174
Any Other Type of Savings or Money Market Account(s)	116	30.77	30,013,172	22.84	135	112,102.88	82,673.95	136
Non-Traditional Savings Account Type: Money Market Account	86	22.81	21,812,436	16.60	137	96,823.69	75,226.64	129
Certificate(s) of Deposit (CDs)	108	28.65	28,139,492	21.42	134	112,179.29	87,381.96	128
ATM/Debit Card								
Pre-Paid Debit Card(s)	75	19.89	29,612,024	22.54	88	–	–	–
ATM or Debit Card	336	89.13	112,585,242	85.69	104	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	238	63.13	61,445,016	46.77	135	567,937.24	406,176.09	140
Any Keoughs/HR10s or IRAs	181	48.01	44,610,745	33.95	141	421,478.73	336,954.85	125
Brokerage Account(s)	176	46.68	41,593,774	31.66	147	–	–	–
Corporate or Municipal Bonds	47	12.47	10,913,688	8.31	150	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	71	18.83	15,798,715	12.03	157	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	21	5.57	4,113,294	3.13	178	–	–	–
Mutual Funds and ETFs	133	35.28	31,483,524	23.96	147	557,049.31	447,334.29	125
Mutual Fund Invested in Stocks	52	13.79	11,188,986	8.52	162	425,344.47	330,789.71	129
Mutual Fund Invested in Bonds/Interest-Earning Assets	26	6.90	5,939,449	4.52	153	276,079.68	243,435.48	113
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	56	14.85	13,055,689	9.94	149	610,906.41	526,983.71	116
Real Estate	113	29.97	25,739,704	19.59	153	–	–	–
Publicly-Traded Stocks	152	40.32	36,206,527	27.56	146	–	–	–
Publicly-Traded Stock of Current or Former Employer	58	15.38	12,978,577	9.88	156	–	–	–
Publicly-Traded Stocks of Other Company	94	24.93	22,263,597	16.95	147	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	51	13.53	11,615,946	8.84	153	63,169.99	52,763.14	120
Government Savings Bonds	67	17.77	18,905,477	14.39	124	–	–	–
Government Bonds or Treasury Bills	44	11.67	11,306,985	8.61	136	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	244	64.72	66,021,783	50.25	129	443,364.52	291,841.20	152
Non-Traditional Savings Account: Coverdell/Education IRA	19	5.04	4,168,440	3.17	159	76,801.17	61,595.64	125
Non-Traditional Savings Account: 529/State Sponsored Education Account	36	9.55	8,161,315	6.21	154	52,718.27	45,044.00	117
Retirement Investment								
401(k)	146	38.73	37,743,722	28.73	135	340,026.56	228,723.20	149
401(k) Invested in Stocks	36	9.55	8,487,156	6.46	148	306,082.36	209,211.28	146
401(k) Invested in Bonds/Interest-Earning Assets	18	4.78	5,455,213	4.15	115	255,267.19	157,943.55	162
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	69	18.30	16,529,086	12.58	145	407,275.61	296,055.10	138
Roth 401(k)	24	6.37	5,730,896	4.36	146	263,766.00	169,058.24	156
403(b)	23	6.10	5,751,116	4.38	139	291,856.95	230,631.76	127
Regular or other IRA	122	32.36	30,339,740	23.09	140	464,393.62	373,115.88	124
Regular IRA Invested in Stocks	31	8.22	7,120,098	5.42	152	–	–	–
Regular IRA Other Investments	22	5.84	6,395,436	4.87	120	–	–	–
Roth IRA	82	21.75	18,675,470	14.21	153	195,594.25	161,771.37	121
Roth IRA Invested in Stocks	25	6.63	5,464,509	4.16	159	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	37	9.81	8,022,005	6.11	161	–	–	–
Roth IRA Other Investments	12	3.18	3,050,652	2.32	137	–	–	–
Rollover IRA	66	17.51	15,653,916	11.91	147	442,975.84	347,537.87	127
Rollover IRA Invested in Stocks	17	4.51	3,751,754	2.86	158	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	34	9.02	7,685,562	5.85	154	–	–	–
Rollover IRA Other Investments	9	2.39	2,467,298	1.88	127	–	–	–
Traditional Pension Plan	87	23.08	24,848,245	18.91	122	487,595.06	313,918.20	155

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Debt Products & Services

Trade Area: 9710 Scranton Rd - 1 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	964	100.00	344,999,336	100.00	100	–	–	–
Households	377	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	249,094.98	–	116,275.00	214	–	–	–
Credit Card								
Visa	303	80.37	88,191,550	67.12	120	2,629.76	2,011.43	131
MasterCard	166	44.03	55,659,133	42.36	104	2,082.39	1,719.56	121
Discover	56	14.85	19,372,114	14.74	101	1,230.01	1,114.29	110
American Express Blue/Credit Card	78	20.69	18,264,572	13.90	149	1,588.88	1,322.59	120
Other	13	3.45	4,465,468	3.40	101	764.75	740.58	103
Credit								
Auto Loan(s)	142	37.67	46,599,968	35.47	106	19,959.08	16,224.10	123
Auto Loan Applied On Own	72	19.10	20,747,233	15.79	121	18,765.35	14,455.03	130
Auto Loan Handled By Dealer	74	19.63	26,567,282	20.22	97	19,745.67	16,824.25	117
Mortgage	195	51.72	47,308,912	36.01	144	–	–	–
Second Mortgage	20	5.30	3,825,116	2.91	182	324,638.63	256,588.47	127
Fixed Rate Mortgage	159	42.17	37,528,705	28.56	148	362,139.28	216,083.72	168
Adjustable Rate Mortgage	19	5.04	4,469,069	3.40	148	357,760.46	203,469.63	176
Student Loan(s)	65	17.24	24,327,586	18.52	93	38,076.86	31,254.83	122
Any Line of Credit	86	22.81	24,315,768	18.51	123	21,839.37	14,838.16	147
Home Equity Line of Credit (HELOC)	53	14.06	12,723,539	9.68	145	42,592.44	30,514.92	140
Non-HELOC Line of Credit	31	8.22	11,277,424	8.58	96	8,320.42	5,784.25	144
Home Equity Loan(s)	42	11.14	10,361,176	7.89	141	257,840.35	176,087.14	146
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	365	96.82	121,252,352	92.29	105	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT | Map

Trade Area: 9710 Scranton Rd - 1 mi Radius

Benchmark: USA

Financial CLOUT 2022 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	94,550	100.00	334,279,739	100.00	100	–	–	–
Households	33,637	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	146,017.85	–	103,625.00	141	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	30,587	90.93	118,585,998	93.32	97	83,381.96	72,012.09	116
Checking Account(s)	28,990	86.19	114,245,455	89.91	96	15,246.65	12,778.58	119
Direct Deposit	21,240	63.15	91,480,139	71.99	88	–	–	–
Any Savings (Incl Money Market)	25,585	76.06	95,972,351	75.53	101	59,868.42	52,234.74	115
Traditional Savings Account(s)	24,479	72.77	91,029,721	71.64	102	39,314.62	32,440.53	121
Any Other Type of Savings or Money Market Account(s)	7,117	21.16	27,609,923	21.73	97	77,929.51	78,015.29	100
Non-Traditional Savings Account Type: Money Market	5,034	14.97	20,017,699	15.75	95	67,320.22	71,091.44	95
Certificate(s) of Deposit (CDs)	6,567	19.52	26,049,932	20.50	95	82,847.60	82,776.69	100
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,841	26.28	29,607,821	23.30	113	–	–	–
ATM or Debit Card	29,917	88.94	108,916,221	85.71	104	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	16,330	48.55	57,451,486	45.21	107	348,274.77	375,210.40	93
Any Keoughs/HR10s or IRAs	10,851	32.26	40,955,634	32.23	100	273,519.63	312,942.16	87
Brokerage Account(s)	10,858	32.28	38,018,997	29.92	108	–	–	–
Corporate or Municipal Bonds	3,075	9.14	10,029,379	7.89	116	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	4,538	13.49	14,575,246	11.47	118	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,309	3.89	3,755,890	2.96	132	–	–	–
Mutual Funds and ETFs	7,809	23.22	28,679,884	22.57	103	362,626.83	416,227.49	87
Mutual Fund Invested in Stocks	3,039	9.04	10,192,334	8.02	113	296,586.60	312,056.72	95
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,593	4.74	5,441,172	4.28	111	206,339.08	232,721.46	89
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,090	9.19	11,770,826	9.26	99	392,560.37	490,377.04	80
Real Estate	6,934	20.61	23,771,721	18.71	110	–	–	–
Publicly-Traded Stocks	9,985	29.68	33,286,446	26.20	113	–	–	–
Publicly-Traded Stock of Current or Former Employer	3,755	11.16	12,058,020	9.49	118	–	–	–
Publicly-Traded Stocks of Other Company	5,919	17.60	20,308,697	15.98	110	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	2,987	8.88	10,708,912	8.43	105	46,171.84	51,068.35	90
Government Savings Bonds	4,541	13.50	17,769,703	13.98	97	–	–	–
Government Bonds or Treasury Bills	3,117	9.27	10,650,696	8.38	111	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	16,741	49.77	61,774,400	48.61	102	271,859.47	269,389.09	101
Non-Traditional Savings Account Type: Coverdell/Education IRA	1,270	3.78	3,929,806	3.09	122	52,583.33	59,154.16	89
Non-Traditional Savings Account Type: 529/State Sponsored Education Acc	1,976	5.88	7,451,378	5.86	100	38,313.94	43,595.19	88
Retirement Investment								
401(k)	10,584	31.46	35,858,412	28.22	112	213,283.40	214,353.82	100
401(k) Invested in Stocks	2,456	7.30	8,024,225	6.32	116	200,195.09	198,905.53	101
401(k) Invested in Bonds/Interest-Earning Assets	1,394	4.14	5,256,977	4.14	100	159,546.81	147,937.03	108
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,500	13.38	15,470,822	12.18	110	266,435.50	280,846.82	95
Roth 401(k)	1,715	5.10	5,492,227	4.32	118	173,685.06	158,734.66	109
403(b)	1,480	4.40	5,344,715	4.21	105	191,994.01	215,772.27	89
Regular or other IRA	6,859	20.39	27,599,983	21.72	94	308,368.55	347,061.93	89
Regular IRA Invested in Stocks	1,834	5.45	6,500,307	5.12	107	–	–	–
Regular IRA Other Investments	1,218	3.62	5,885,629	4.63	78	–	–	–
Roth IRA	4,982	14.81	17,227,650	13.56	109	135,266.54	153,131.01	88
Roth IRA Invested in Stocks	1,525	4.53	5,041,352	3.97	114	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,105	6.26	7,329,702	5.77	108	–	–	–
Roth IRA Other Investments	747	2.22	2,861,291	2.25	99	–	–	–
Rollover IRA	3,757	11.17	14,291,928	11.25	99	297,710.07	325,055.17	92
Rollover IRA Invested in Stocks	1,066	3.17	3,459,361	2.72	116	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,730	5.14	6,889,082	5.42	95	–	–	–
Rollover IRA Other Investments	480	1.43	2,290,387	1.80	79	–	–	–
Traditional Pension Plan	5,074	15.09	22,625,477	17.80	85	304,165.28	287,712.62	106

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Debt Products & Services

claritas

Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	94,550	100.00	334,279,739	100.00	100	–	–	–
Households	33,637	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	146,017.85	–	103,625.00	141	–	–	–
Credit Card								
Visa	24,050	71.50	83,876,520	66.01	108	2,307.43	1,985.56	116
MasterCard	12,449	37.01	52,791,519	41.54	89	1,782.29	1,701.89	105
Discover	3,727	11.08	18,252,434	14.36	77	1,341.39	1,132.20	118
American Express Blue/Credit Card	4,852	14.43	16,659,289	13.11	110	1,494.05	1,318.28	113
Other	964	2.87	4,182,908	3.29	87	745.25	743.12	100
Credit								
Auto Loan(s)	11,505	34.20	44,776,881	35.24	97	16,387.10	15,805.09	104
Auto Loan Applied On Own	5,591	16.62	19,983,409	15.73	106	14,901.45	14,034.21	106
Auto Loan Handled By Dealer	6,054	18.00	25,433,812	20.02	90	16,929.81	16,459.99	103
Mortgage	9,330	27.74	45,715,238	35.98	77	–	–	–
Second Mortgage	874	2.60	3,682,861	2.90	90	276,275.03	246,285.09	112
Fixed Rate Mortgage	6,856	20.38	36,313,370	28.58	71	316,887.49	208,635.36	152
Adjustable Rate Mortgage	828	2.46	4,335,737	3.41	72	294,232.09	193,698.44	152
Student Loan(s)	7,825	23.26	24,094,253	18.96	123	34,913.05	30,660.73	114
Any Line of Credit (HELOC)	7,442	22.12	23,146,648	18.21	121	14,194.62	14,311.69	99
Home Equity Line of Credit (HELOC)	2,280	6.78	11,962,594	9.41	72	36,989.00	29,811.71	124
Non-HELOC Line of Credit	4,960	14.75	10,911,185	8.59	172	6,196.55	5,448.73	114
Home Equity Loan(s)	1,800	5.35	9,819,699	7.73	69	235,202.63	171,871.95	137
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	30,772	91.48	116,554,541	91.72	100	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	98,169	100.00	344,999,336	100.00	100	–	–	–
Households	34,786	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	164,036.34	–	116,275.00	141	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	31,745	91.26	123,088,167	93.68	97	88,606.92	79,030.36	112
Checking Account(s)	30,171	86.73	118,655,152	90.31	96	15,912.06	13,845.57	115
Direct Deposit	22,338	64.22	95,591,726	72.75	88	–	–	–
Any Savings (Incl Money Market)	26,679	76.69	100,517,708	76.50	100	63,853.42	57,010.03	112
Traditional Savings Account(s)	25,511	73.34	95,188,758	72.45	101	41,549.93	35,256.36	118
Any Other Type of Savings or Money Market Account(s)	7,670	22.05	30,013,172	22.84	97	81,937.08	82,673.95	99
Non-Traditional Savings Account Type: Money Market Account	5,424	15.59	21,812,436	16.60	94	70,665.34	75,226.64	94
Certificate(s) of Deposit (CDs)	6,973	20.05	28,139,492	21.42	94	85,704.79	87,381.96	98
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,820	25.36	29,612,024	22.54	112	–	–	–
ATM or Debit Card	30,978	89.05	112,585,242	85.69	104	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 3 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	17,335	49.83	61,445,016	46.77	107	370,780.94	406,176.09	91
Any Keoughs/HR10s or IRAs	11,682	33.58	44,610,745	33.95	99	290,444.10	336,954.85	86
Brokerage Account(s)	11,690	33.61	41,593,774	31.66	106	–	–	–
Corporate or Municipal Bonds	3,175	9.13	10,913,688	8.31	110	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	4,797	13.79	15,798,715	12.03	115	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,391	4.00	4,113,294	3.13	128	–	–	–
Mutual Funds and ETFs	8,382	24.10	31,483,524	23.96	101	382,302.36	447,334.29	85
Mutual Fund Invested in Stocks	3,223	9.27	11,188,986	8.52	109	309,617.98	330,789.71	94
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,666	4.79	5,939,449	4.52	106	213,808.43	243,435.48	88
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,370	9.69	13,055,689	9.94	97	416,380.02	526,983.71	79
Real Estate	7,293	20.96	25,739,704	19.59	107	–	–	–
Publicly-Traded Stocks	10,617	30.52	36,206,527	27.56	111	–	–	–
Publicly-Traded Stock of Current or Former Employer	3,926	11.29	12,978,577	9.88	114	–	–	–
Publicly-Traded Stocks of Other Company	6,385	18.36	22,263,597	16.95	108	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,157	9.08	11,615,946	8.84	103	47,280.11	52,763.14	90
Government Savings Bonds	4,689	13.48	18,905,477	14.39	94	–	–	–
Government Bonds or Treasury Bills	3,189	9.17	11,306,985	8.61	107	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	17,806	51.19	66,021,783	50.25	102	290,737.54	291,841.20	100
Non-Traditional Savings Account: Coverdell/Education IRA	1,298	3.73	4,168,440	3.17	118	54,363.38	61,595.64	88
Non-Traditional Savings Account: 529/State Sponsored Education Account	2,112	6.07	8,161,315	6.21	98	39,700.16	45,044.00	88
Retirement Investment								
401(k)	11,138	32.02	37,743,722	28.73	111	226,373.61	228,723.20	99
401(k) Invested in Stocks	2,553	7.34	8,487,156	6.46	114	210,512.30	209,211.28	101
401(k) Invested in Bonds/Interest-Earning Assets	1,421	4.08	5,455,213	4.15	98	166,990.67	157,943.55	106
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,838	13.91	16,529,086	12.58	111	280,499.10	296,055.10	95
Roth 401(k)	1,747	5.02	5,730,896	4.36	115	182,975.69	169,058.24	108
403(b)	1,587	4.56	5,751,116	4.38	104	206,957.42	230,631.76	90
Regular or other IRA	7,440	21.39	30,339,740	23.09	93	326,964.65	373,115.88	88
Regular IRA Invested in Stocks	1,947	5.60	7,120,098	5.42	103	–	–	–
Regular IRA Other Investments	1,330	3.82	6,395,436	4.87	79	–	–	–
Roth IRA	5,333	15.33	18,675,470	14.21	108	141,451.98	161,771.37	87
Roth IRA Invested in Stocks	1,608	4.62	5,464,509	4.16	111	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,292	6.59	8,022,005	6.11	108	–	–	–
Roth IRA Other Investments	802	2.31	3,050,652	2.32	99	–	–	–
Rollover IRA	4,038	11.61	15,653,916	11.91	97	315,278.57	347,537.87	91
Rollover IRA Invested in Stocks	1,112	3.20	3,751,754	2.86	112	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,916	5.51	7,685,562	5.85	94	–	–	–
Rollover IRA Other Investments	520	1.50	2,467,298	1.88	80	–	–	–
Traditional Pension Plan	5,530	15.90	24,848,245	18.91	84	324,419.23	313,918.20	103

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Debt Products & Services

Trade Area: 9710 Scranton Rd - 3 mi Radius

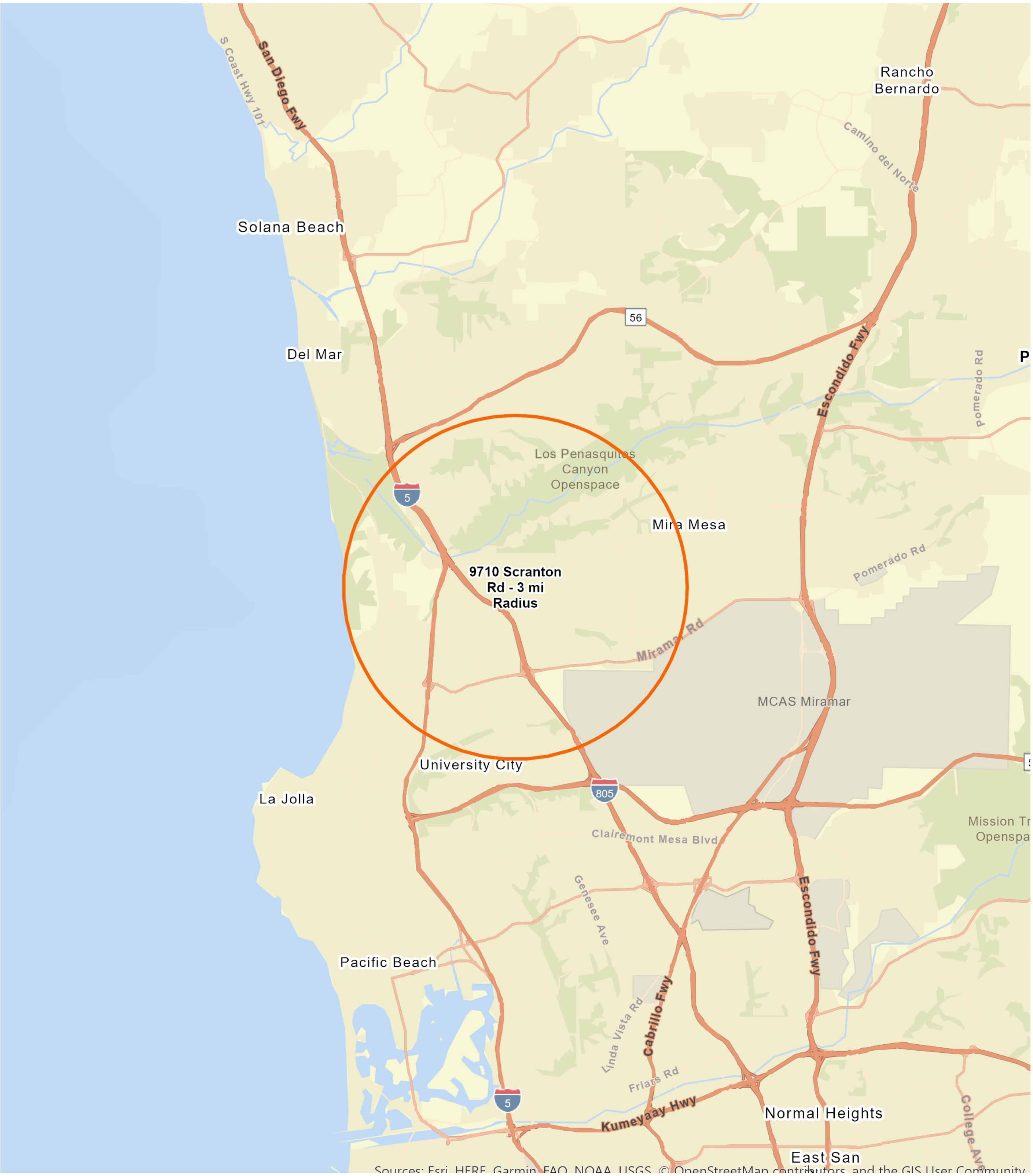
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	98,169	100.00	344,999,336	100.00	100	–	–	–
Households	34,786	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	164,036.34	–	116,275.00	141	–	–	–
Credit Card								
Visa	25,116	72.20	88,191,550	67.12	108	2,312.22	2,011.43	115
MasterCard	13,128	37.74	55,659,133	42.36	89	1,772.62	1,719.56	103
Discover	3,955	11.37	19,372,114	14.74	77	1,349.31	1,114.29	121
American Express Blue/Credit Card	5,247	15.08	18,264,572	13.90	109	1,478.33	1,322.59	112
Other	1,031	2.96	4,465,468	3.40	87	742.66	740.58	100
Credit								
Auto Loan(s)	11,931	34.30	46,599,968	35.47	97	16,741.19	16,224.10	103
Auto Loan Applied On Own	5,710	16.41	20,747,233	15.79	104	15,157.29	14,455.03	105
Auto Loan Handled By Dealer	6,366	18.30	26,567,282	20.22	91	17,286.63	16,824.25	103
Mortgage	9,602	27.60	47,308,912	36.01	77	–	–	–
Second Mortgage	868	2.50	3,825,116	2.91	86	281,856.05	256,588.47	110
Fixed Rate Mortgage	7,055	20.28	37,528,705	28.56	71	323,278.84	216,083.72	150
Adjustable Rate Mortgage	828	2.38	4,469,069	3.40	70	307,355.88	203,469.63	151
Student Loan(s)	7,809	22.45	24,327,586	18.52	121	35,964.52	31,254.83	115
Any Line of Credit	7,618	21.90	24,315,768	18.51	118	14,481.30	14,838.16	98
Home Equity Line of Credit (HELOC)	2,343	6.74	12,723,539	9.68	70	37,088.51	30,514.92	122
Non-HELOC Line of Credit	5,026	14.45	11,277,424	8.58	168	6,473.19	5,784.25	112
Home Equity Loan(s)	1,837	5.28	10,361,176	7.89	67	220,259.35	176,087.14	125
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	31,913	91.74	121,252,352	92.29	99	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT | Map

Trade Area: 9710 Scranton Rd - 3 mi Radius



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Benchmark: USA

Financial CLOUT 2022 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	246,438	100.00	334,279,739	100.00	100	–	–	–
Households	87,727	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	163,924.22	–	103,625.00	158	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	81,294	92.67	118,585,998	93.32	99	101,861.00	72,012.09	141
Checking Account(s)	77,795	88.68	114,245,455	89.91	99	17,643.75	12,778.58	138
Direct Deposit	59,327	67.63	91,480,139	71.99	94	–	–	–
Any Savings (Incl Money Market)	69,055	78.72	95,972,351	75.53	104	72,304.65	52,234.74	138
Traditional Savings Account(s)	65,921	75.14	91,029,721	71.64	105	46,050.84	32,440.53	142
Any Other Type of Savings or Money Market Account(s)	21,523	24.53	27,609,923	21.73	113	90,518.73	78,015.29	116
Non-Traditional Savings Account Type: Money Market	15,499	17.67	20,017,699	15.75	112	78,400.82	71,091.44	110
Certificate(s) of Deposit (CDs)	19,969	22.76	26,049,932	20.50	111	93,426.56	82,776.69	113
ATM/Debit Card								
Pre-Paid Debit Card(s)	20,059	22.86	29,607,821	23.30	98	–	–	–
ATM or Debit Card	77,593	88.45	108,916,221	85.71	103	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	45,302	51.64	57,451,486	45.21	114	436,910.07	375,210.40	116
Any Keoughs/HR10s or IRAs	33,024	37.64	40,955,634	32.23	117	338,715.29	312,942.16	108
Brokerage Account(s)	32,307	36.83	38,018,997	29.92	123	–	–	–
Corporate or Municipal Bonds	8,609	9.81	10,029,379	7.89	124	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	12,883	14.69	14,575,246	11.47	128	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,693	4.21	3,755,890	2.96	142	–	–	–
Mutual Funds and ETFs	23,682	27.00	28,679,884	22.57	120	443,983.05	416,227.49	107
Mutual Fund Invested in Stocks	8,989	10.25	10,192,334	8.02	128	348,283.93	312,056.72	112
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,601	5.25	5,441,172	4.28	122	230,430.29	232,721.46	99
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	9,814	11.19	11,770,826	9.26	121	483,760.81	490,377.04	99
Real Estate	20,431	23.29	23,771,721	18.71	124	–	–	–
Publicly-Traded Stocks	28,494	32.48	33,286,446	26.20	124	–	–	–
Publicly-Traded Stock of Current or Former Employer	10,460	11.92	12,058,020	9.49	126	–	–	–
Publicly-Traded Stocks of Other Company	17,464	19.91	20,308,697	15.98	125	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	8,847	10.09	10,708,912	8.43	120	53,111.73	51,068.35	104
Government Savings Bonds	12,758	14.54	17,769,703	13.98	104	–	–	–
Government Bonds or Treasury Bills	8,388	9.56	10,650,696	8.38	114	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	46,984	53.56	61,774,400	48.61	110	339,174.34	269,389.09	126
Non-Traditional Savings Account Type: Coverdell/Education IRA	3,441	3.92	3,929,806	3.09	127	62,308.10	59,154.16	105
Non-Traditional Savings Account Type: 529/State Sponsored Education Acc	6,089	6.94	7,451,378	5.86	118	44,691.93	43,595.19	103
Retirement Investment								
401(k)	28,054	31.98	35,858,412	28.22	113	261,442.75	214,353.82	122
401(k) Invested in Stocks	6,589	7.51	8,024,225	6.32	119	238,916.73	198,905.53	120
401(k) Invested in Bonds/Interest-Earning Assets	3,644	4.15	5,256,977	4.14	100	193,044.26	147,937.03	130
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	12,419	14.16	15,470,822	12.18	116	320,810.49	280,846.82	114
Roth 401(k)	4,484	5.11	5,492,227	4.32	118	206,584.06	158,734.66	130
403(b)	4,085	4.66	5,344,715	4.21	111	238,691.94	215,772.27	111
Regular or other IRA	22,033	25.11	27,599,983	21.72	116	373,377.92	347,061.93	108
Regular IRA Invested in Stocks	5,493	6.26	6,500,307	5.12	122	–	–	–
Regular IRA Other Investments	4,207	4.80	5,885,629	4.63	104	–	–	–
Roth IRA	14,563	16.60	17,227,650	13.56	122	160,711.12	153,131.01	105
Roth IRA Invested in Stocks	4,395	5.01	5,041,352	3.97	126	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,309	7.19	7,329,702	5.77	125	–	–	–
Roth IRA Other Investments	2,176	2.48	2,861,291	2.25	110	–	–	–
Rollover IRA	11,732	13.37	14,291,928	11.25	119	359,929.94	325,055.17	111
Rollover IRA Invested in Stocks	3,065	3.49	3,459,361	2.72	128	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	5,807	6.62	6,889,082	5.42	122	–	–	–
Rollover IRA Other Investments	1,591	1.81	2,290,387	1.80	101	–	–	–
Traditional Pension Plan	16,349	18.64	22,625,477	17.80	105	371,856.67	287,712.62	129

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2022 | Debt Products & Services

claritas

Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	246,438	100.00	334,279,739	100.00	100	–	–	–
Households	87,727	100.00	127,073,679	100.00	100	–	–	–
Average Household Income	–	163,924.22	–	103,625.00	158	–	–	–
Credit Card								
Visa	65,354	74.50	83,876,520	66.01	113	2,333.01	1,985.56	117
MasterCard	34,854	39.73	52,791,519	41.54	96	1,808.84	1,701.89	106
Discover	11,130	12.69	18,252,434	14.36	88	1,260.13	1,132.20	111
American Express Blue/Credit Card	14,306	16.31	16,659,289	13.11	124	1,495.22	1,318.28	113
Other	2,829	3.23	4,182,908	3.29	98	738.07	743.12	99
Credit								
Auto Loan(s)	30,533	34.80	44,776,881	35.24	99	17,571.00	15,805.09	111
Auto Loan Applied On Own	14,723	16.78	19,983,409	15.73	107	16,089.27	14,034.21	115
Auto Loan Handled By Dealer	16,269	18.55	25,433,812	20.02	93	17,855.76	16,459.99	108
Mortgage	31,896	36.36	45,715,238	35.98	101	–	–	–
Second Mortgage	2,999	3.42	3,682,861	2.90	118	291,062.52	246,285.09	118
Fixed Rate Mortgage	25,004	28.50	36,313,370	28.58	100	328,743.66	208,635.36	158
Adjustable Rate Mortgage	2,922	3.33	4,335,737	3.41	98	314,845.83	193,698.44	163
Student Loan(s)	17,020	19.40	24,094,253	18.96	102	35,994.45	30,660.73	117
Any Line of Credit (HELOC)	18,760	21.39	23,146,648	18.21	117	16,702.15	14,311.69	117
Home Equity Line of Credit (HELOC)	8,382	9.55	11,962,594	9.41	101	38,211.86	29,811.71	128
Non-HELOC Line of Credit	10,044	11.45	10,911,185	8.59	133	6,635.60	5,448.73	122
Home Equity Loan(s)	6,548	7.46	9,819,699	7.73	97	232,484.73	171,871.95	135
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	81,831	93.28	116,554,541	91.72	102	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

claritas

Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	253,017	100.00	344,999,336	100.00	100	–	–	–
Households	89,910	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	183,525.06	–	116,275.00	158	–	–	–
Deposits								
Deposit (Checking Savings Money Market CD) Account	83,557	92.93	123,088,167	93.68	99	108,757.70	79,030.36	138
Checking Account(s)	80,063	89.05	118,655,152	90.31	99	18,577.71	13,845.57	134
Direct Deposit	61,579	68.49	95,591,726	72.75	94	–	–	–
Any Savings (Incl Money Market)	71,313	79.32	100,517,708	76.50	104	77,210.40	57,010.03	135
Traditional Savings Account(s)	68,000	75.63	95,188,758	72.45	104	48,879.70	35,256.36	139
Any Other Type of Savings or Money Market Account(s)	22,906	25.48	30,013,172	22.84	112	94,951.13	82,673.95	115
Non-Traditional Savings Account Type: Money Market Account	16,502	18.35	21,812,436	16.60	111	82,173.18	75,226.64	109
Certificate(s) of Deposit (CDs)	21,070	23.43	28,139,492	21.42	109	97,161.43	87,381.96	111
ATM/Debit Card								
Pre-Paid Debit Card(s)	19,920	22.16	29,612,024	22.54	98	–	–	–
ATM or Debit Card	79,511	88.43	112,585,242	85.69	103	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Asset Products & Services

Trade Area: 9710 Scranton Rd - 5 mi Radius

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	47,448	52.77	61,445,016	46.77	113	465,444.02	406,176.09	115
Any Keoughs/HR10s or IRAs	35,120	39.06	44,610,745	33.95	115	360,500.86	336,954.85	107
Brokerage Account(s)	34,418	38.28	41,593,774	31.66	121	–	–	–
Corporate or Municipal Bonds	9,018	10.03	10,913,688	8.31	121	–	–	–
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	13,549	15.07	15,798,715	12.03	125	–	–	–
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,903	4.34	4,113,294	3.13	139	–	–	–
Mutual Funds and ETFs	25,243	28.08	31,483,524	23.96	117	470,810.40	447,334.29	105
Mutual Fund Invested in Stocks	9,521	10.59	11,188,986	8.52	124	364,658.03	330,789.71	110
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,837	5.38	5,939,449	4.52	119	238,482.27	243,435.48	98
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	10,586	11.77	13,055,689	9.94	118	514,731.63	526,983.71	98
Real Estate	21,466	23.88	25,739,704	19.59	122	–	–	–
Publicly-Traded Stocks	30,142	33.52	36,206,527	27.56	122	–	–	–
Publicly-Traded Stock of Current or Former Employer	10,905	12.13	12,978,577	9.88	123	–	–	–
Publicly-Traded Stocks of Other Company	18,654	20.75	22,263,597	16.95	122	–	–	–
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	9,283	10.32	11,615,946	8.84	117	54,220.54	52,763.14	103
Government Savings Bonds	13,212	14.70	18,905,477	14.39	102	–	–	–
Government Bonds or Treasury Bills	8,632	9.60	11,306,985	8.61	112	–	–	–
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	49,250	54.78	66,021,783	50.25	109	361,871.68	291,841.20	124
Non-Traditional Savings Account: Coverdell/Education IRA	3,529	3.92	4,168,440	3.17	124	64,002.03	61,595.64	104
Non-Traditional Savings Account: 529/State Sponsored Education Account	6,435	7.16	8,161,315	6.21	115	45,849.15	45,044.00	102
Retirement Investment								
401(k)	28,972	32.22	37,743,722	28.73	112	275,429.95	228,723.20	120
401(k) Invested in Stocks	6,775	7.54	8,487,156	6.46	117	248,663.78	209,211.28	119
401(k) Invested in Bonds/Interest-Earning Assets	3,693	4.11	5,455,213	4.15	99	202,351.94	157,943.55	128
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	13,019	14.48	16,529,086	12.58	115	335,613.75	296,055.10	113
Roth 401(k)	4,543	5.05	5,730,896	4.36	116	216,982.21	169,058.24	128
403(b)	4,283	4.76	5,751,116	4.38	109	254,882.64	230,631.76	111
Regular or other IRA	23,645	26.30	30,339,740	23.09	114	396,703.46	373,115.88	106
Regular IRA Invested in Stocks	5,832	6.49	7,120,098	5.42	120	–	–	–
Regular IRA Other Investments	4,517	5.02	6,395,436	4.87	103	–	–	–
Roth IRA	15,395	17.12	18,675,470	14.21	120	168,227.74	161,771.37	104
Roth IRA Invested in Stocks	4,612	5.13	5,464,509	4.16	123	–	–	–
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,752	7.51	8,022,005	6.11	123	–	–	–
Roth IRA Other Investments	2,280	2.54	3,050,652	2.32	109	–	–	–
Rollover IRA	12,506	13.91	15,653,916	11.91	117	380,903.02	347,537.87	110
Rollover IRA Invested in Stocks	3,214	3.58	3,751,754	2.86	125	–	–	–
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,322	7.03	7,685,562	5.85	120	–	–	–
Rollover IRA Other Investments	1,692	1.88	2,467,298	1.88	100	–	–	–
Traditional Pension Plan	17,598	19.57	24,848,245	18.91	103	398,747.01	313,918.20	127

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT 2027 | Debt Products & Services

Trade Area: 9710 Scranton Rd - 5 mi Radius

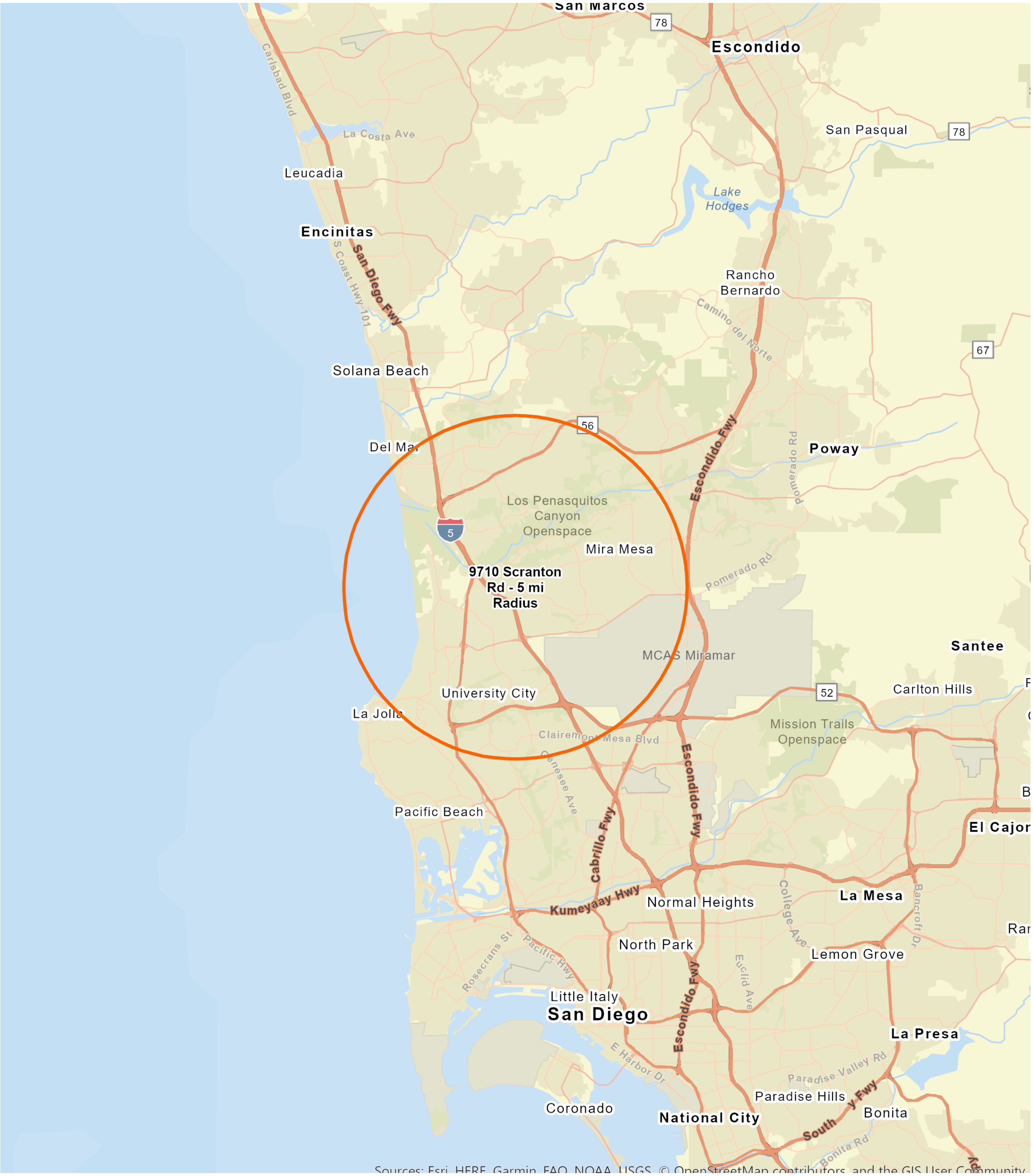
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average $ Balance per HH of Area	Average $ Balance per HH of Base	Index: Average $
Basics								
Population	253,017	100.00	344,999,336	100.00	100	–	–	–
Households	89,910	100.00	131,388,249	100.00	100	–	–	–
Average Household Income	–	183,525.06	–	116,275.00	158	–	–	–
Credit Card								
Visa	67,595	75.18	88,191,550	67.12	112	2,337.90	2,011.43	116
MasterCard	36,310	40.38	55,659,133	42.36	95	1,800.95	1,719.56	105
Discover	11,655	12.96	19,372,114	14.74	88	1,245.84	1,114.29	112
American Express Blue/Credit Card	15,291	17.01	18,264,572	13.90	122	1,482.24	1,322.59	112
Other	2,990	3.33	4,465,468	3.40	98	728.25	740.58	98
Credit								
Auto Loan(s)	31,271	34.78	46,599,968	35.47	98	17,932.33	16,224.10	111
Auto Loan Applied On Own	14,942	16.62	20,747,233	15.79	105	16,418.71	14,455.03	114
Auto Loan Handled By Dealer	16,785	18.67	26,567,282	20.22	92	18,209.69	16,824.25	108
Mortgage	32,491	36.14	47,308,912	36.01	100	–	–	–
Second Mortgage	3,029	3.37	3,825,116	2.91	116	296,540.49	256,588.47	116
Fixed Rate Mortgage	25,431	28.29	37,528,705	28.56	99	336,053.59	216,083.72	156
Adjustable Rate Mortgage	2,955	3.29	4,469,069	3.40	97	326,584.86	203,469.63	161
Student Loan(s)	16,876	18.77	24,327,586	18.52	101	36,682.68	31,254.83	117
Any Line of Credit	19,224	21.38	24,315,768	18.51	116	17,103.06	14,838.16	115
Home Equity Line of Credit (HELOC)	8,672	9.64	12,723,539	9.68	100	38,561.73	30,514.92	126
Non-HELOC Line of Credit	10,156	11.30	11,277,424	8.58	132	6,969.53	5,784.25	120
Home Equity Loan(s)	6,720	7.47	10,361,176	7.89	95	227,834.00	176,087.14	129
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	84,131	93.57	121,252,352	92.29	101	–	–	–

Benchmark: USA

Index Colors:	<80	80 -110	110+

Financial CLOUT | Map

Trade Area: 9710 Scranton Rd - 5 mi Radius



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Benchmark: USA

Report Details

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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

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