

# Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	22,391,703	100.00	24,748,631	100.00	89,926.52	99,392.09	2.02	134
<b>Retail Store Types</b>								
All retail stores (NAICS 44-45)	8,997,840	100.00	10,044,927	100.00	36,135.91	40,341.07	2.23	130
Motor vehicle and parts dealers (NAICS 441)	1,934,094	21.50	2,298,203	22.88	7,767.44	9,229.73	3.51	121
Auto dealers (NAICS 4411+4412)	1,695,650	18.85	2,035,535	20.26	6,809.84	8,174.84	3.72	119
New car dealers (NAICS 44111)	1,509,887	16.78	1,809,903	18.02	6,063.80	7,268.69	3.69	119
Used car dealers (NAICS 44112)	185,763	2.06	225,632	2.25	746.04	906.15	3.97	118
Other motor vehicle dealers (NAICS 4412)	105,941	1.18	128,011	1.27	425.46	514.10	3.86	126
Recreational vehicle dealers (NAICS 44121)	29,570	0.33	35,293	0.36	118.75	144.30	3.97	131
Motorcycle, boat and other dealers (NAICS 44122)	76,371	0.85	92,079	0.92	306.71	369.80	3.81	124
Boat dealers (NAICS 441222)	19,295	0.21	23,376	0.23	77.49	93.88	3.91	132
Motorcycle, ATV dealers (NAICS 441228)	57,076	0.63	68,704	0.68	229.22	275.92	3.78	122
Automotive parts/accessories/tire stores (NAICS 4413)	132,503	1.47	134,658	1.34	532.14	540.79	0.32	142
Automotive parts/accessories stores (NAICS 44131)	84,519	0.94	85,933	0.86	339.44	345.11	0.33	142
Tire dealers (NAICS 44132)	47,983	0.53	48,725	0.49	192.70	195.68	0.31	143
Furniture and home furnishings stores (NAICS 442)	119,945	1.33	136,815	1.36	481.71	549.46	2.67	131
Furniture stores (NAICS 4421)	78,131	0.87	90,090	0.90	313.78	361.81	2.89	131
Other home furnishing stores (NAICS 4422)	41,814	0.46	46,725	0.47	167.93	187.65	2.25	132
Floor covering stores (NAICS 44221)	9,599	0.11	10,537	0.10	38.55	42.32	1.88	129
Other home furnishings stores (NAICS 44229)	32,215	0.36	36,189	0.36	129.38	145.34	2.35	133
Window treatment stores (NAICS 442291)	2,234	0.02	2,411	0.02	8.97	9.68	1.54	152
All other home furnishings stores (NAICS 442299)	29,981	0.33	33,777	0.34	120.41	135.65	2.41	132
Electronics and appliance stores (NAICS 443)	171,446	1.91	180,090	1.79	688.54	723.25	0.99	135
Household appliance stores (NAICS 443141)	34,096	0.38	35,249	0.35	136.93	141.56	0.67	135
Electronics stores (NAICS 443142)	137,350	1.53	144,841	1.44	551.61	581.69	1.07	135
Building material/garden equip/supplies dealer (NAICS 444)	677,234	7.53	704,362	7.01	2,719.81	2,828.76	0.79	131
Building material and supplies dealers (NAICS 4441)	595,047	6.61	616,814	6.14	2,389.75	2,477.17	0.72	131
Home centers (NAICS 44411)	332,422	3.69	345,665	3.44	1,335.03	1,388.21	0.78	131
Paint and wallpaper stores (NAICS 44412)	23,851	0.27	29,620	0.29	95.79	118.96	4.43	122
Hardware stores (NAICS 44413)	49,498	0.55	51,084	0.51	198.79	205.16	0.63	131
Other building material dealers (NAICS 44419)	189,276	2.10	190,445	1.90	760.14	764.84	0.12	131
Lawn and garden equip/supplies dealers (NAICS 4442)	82,187	0.91	87,547	0.87	330.07	351.60	1.27	137
Outdoor power equipment stores (NAICS 44421)	15,220	0.17	16,351	0.16	61.13	65.67	1.44	133
Nursery and garden centers (NAICS 44422)	66,966	0.74	71,196	0.71	268.94	285.93	1.23	138
Food and beverage stores (NAICS 445)	1,528,375	16.99	1,705,253	16.98	6,138.05	6,848.40	2.21	133
Grocery stores (NAICS 4451)	1,381,080	15.35	1,538,636	15.32	5,546.50	6,179.26	2.18	133
Supermarkets and other grocery stores (NAICS 44511)	1,324,631	14.72	1,475,874	14.69	5,319.80	5,927.20	2.19	133
Convenience stores (NAICS 44512)	56,449	0.63	62,762	0.62	226.70	252.06	2.14	130
Specialty food stores (NAICS 4452)	42,208	0.47	47,238	0.47	169.51	189.71	2.28	134
Meat markets (NAICS 44521)	12,693	0.14	14,300	0.14	50.98	57.43	2.41	134
Fish and seafood markets (NAICS 44522)	5,028	0.06	5,654	0.06	20.19	22.71	2.38	134
Fruit and vegetable markets (NAICS 44523)	9,044	0.10	10,033	0.10	36.32	40.29	2.10	134
Other specialty food stores (NAICS 44529)	15,443	0.17	17,251	0.17	62.02	69.28	2.24	134
Baked goods stores (NAICS 445291+445292)	8,454	0.09	9,390	0.09	33.95	37.71	2.12	134
All other specialty food stores (NAICS 445299)	6,989	0.08	7,861	0.08	28.07	31.57	2.38	134
Beer, wine, and liquor stores (NAICS 4453)	105,088	1.17	119,380	1.19	422.04	479.44	2.58	133
Health and personal care stores (NAICS 446)	279,571	3.11	295,218	2.94	1,122.77	1,185.61	1.10	135
Pharmacies and drug stores (NAICS 44611)	208,593	2.32	222,880	2.22	837.72	895.10	1.33	134
Cosmetics, beauty supplies stores (NAICS 44612)	13,768	0.15	14,668	0.15	55.29	58.91	1.27	133
Optical goods stores (NAICS 44613)	45,509	0.51	45,183	0.45	182.77	181.46	-0.14	138
Other health and personal care stores (NAICS 44619)	11,701	0.13	12,487	0.12	46.99	50.15	1.31	135
Food (health) supplement stores (NAICS 446191)	4,495	0.05	4,823	0.05	18.05	19.37	1.42	135
All other personal care stores (NAICS 446199)	7,206	0.08	7,664	0.08	28.94	30.78	1.24	135
Gasoline stations (NAICS 447)	930,908	10.35	1,086,276	10.81	3,738.59	4,362.56	3.14	135
Clothing and clothing accessory stores (NAICS 448)	322,768	3.59	340,725	3.39	1,296.26	1,368.37	1.09	134
Clothing stores (NAICS 4481)	208,525	2.32	214,683	2.14	837.45	862.18	0.58	136
Men's clothing stores (NAICS 44811)	6,730	0.07	6,855	0.07	27.03	27.53	0.37	143
Women's clothing stores (NAICS 44812)	36,065	0.40	36,446	0.36	144.84	146.37	0.21	152
Children's and infants' clothing stores (NAICS 44813)	16,399	0.18	16,530	0.16	65.86	66.39	0.16	106
Family clothing stores (NAICS 44814)	123,370	1.37	129,047	1.28	495.46	518.26	0.90	135
Clothing accessory stores (NAICS 44815)	9,155	0.10	9,321	0.09	36.77	37.43	0.36	148
Other clothing stores (NAICS 44819)	16,806	0.19	16,484	0.16	67.49	66.20	-0.39	152
Shoe stores (NAICS 4482)	46,793	0.52	57,019	0.57	187.92	228.99	4.03	118
Jewelry, luggage, and leather goods stores (NAICS 4483)	67,450	0.75	69,023	0.69	270.88	277.20	0.46	138
Jewelry stores (NAICS 44831)	47,159	0.52	47,447	0.47	189.39	190.55	0.12	137
Luggage and leather goods stores (NAICS 44832)	20,290	0.23	21,576	0.21	81.49	86.65	1.24	140

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 - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	22,391,703	100.00	24,748,631	100.00	89,926.52	99,392.09	2.02	134
<b>Retail Store Types</b>								
Sporting goods, hobby, book and music stores (NAICS 451)	205,997	2.29	235,851	2.35	827.30	947.19	2.74	133
Sporting goods and hobby stores (NAICS 4511)	153,883	1.71	171,201	1.70	618.00	687.55	2.16	139
Sporting goods stores (NAICS 45111)	99,851	1.11	115,137	1.15	401.01	462.40	2.89	139
Hobby, toy and game shops (NAICS 45112)	38,945	0.43	40,408	0.40	156.41	162.28	0.74	140
Sewing/needlework/piece goods stores (NAICS 45113)	7,078	0.08	7,989	0.08	28.42	32.08	2.45	127
Musical instrument and supplies stores (NAICS 45114)	8,009	0.09	7,667	0.08	32.16	30.79	-0.87	140
Book stores and news dealers (NAICS 4512)	52,115	0.58	64,650	0.64	209.30	259.64	4.41	119
Book stores (NAICS 451211)	49,955	0.56	62,150	0.62	200.62	249.60	4.47	118
News dealers and newsstands (NAICS 451212)	2,160	0.02	2,500	0.02	8.67	10.04	2.97	126
General merchandise stores (NAICS 452)	1,150,128	12.78	1,250,439	12.45	4,618.99	5,021.85	1.69	134
Department stores (excluding leased) (NAICS 4522)	103,068	1.15	107,396	1.07	413.93	431.31	0.83	137
Other general merchandise stores (NAICS 4523)	1,047,060	11.64	1,143,044	11.38	4,205.06	4,590.54	1.77	134
Warehouse clubs and superstores (NAICS 452311)	948,982	10.55	1,035,791	10.31	3,811.17	4,159.80	1.77	134
All other general merchandise stores (NAICS 452319)	98,078	1.09	107,253	1.07	393.89	430.73	1.80	134
Miscellaneous store retailers (NAICS 453)	177,348	1.97	189,266	1.88	712.24	760.10	1.31	135
Florists (NAICS 4531)	8,128	0.09	8,748	0.09	32.64	35.13	1.48	133
Office supplies, stationery, and gift stores (NAICS 4532)	27,429	0.30	29,890	0.30	110.16	120.04	1.73	130
Office supplies and stationery stores (NAICS 45321)	12,399	0.14	13,703	0.14	49.80	55.03	2.02	126
Gift, novelty and souvenir shops (NAICS 45322)	15,030	0.17	16,187	0.16	60.36	65.01	1.49	133
Used merchandise stores (NAICS 4533)	24,816	0.28	24,185	0.24	99.66	97.13	-0.51	136
Other miscellaneous store retailers (NAICS 4539)	116,974	1.30	126,442	1.26	469.78	507.80	1.57	136
Pet and pet supplies stores (NAICS 45391)	50,581	0.56	57,086	0.57	203.14	229.26	2.45	148
Art dealers (NAICS 45392)	15,025	0.17	14,478	0.14	60.34	58.14	-0.74	137
Manufactured (mobile) home dealers (NAICS 45393)	5,139	0.06	6,256	0.06	20.64	25.12	4.01	131
All other miscellaneous store retailers (NAICS 45399)	46,229	0.51	48,623	0.48	185.66	195.27	1.01	125
Tobacco stores (NAICS 453991)	14,766	0.16	15,431	0.15	59.30	61.97	0.88	113
All other miscellaneous store retailers (NAICS 453998)	31,462	0.35	33,192	0.33	126.36	133.30	1.08	131
Nonstore retailers (NAICS 454)	1,500,027	16.67	1,622,429	16.15	6,024.21	6,515.78	1.58	130
Electronic shopping and mail order (NAICS 4541)	1,305,419	14.51	1,424,253	14.18	5,242.65	5,719.89	1.76	133
Vending machine operators (NAICS 4542)	10,429	0.12	11,640	0.12	41.88	46.75	2.22	134
Direct selling establishments (NAICS 4543)	184,179	2.05	186,536	1.86	739.68	749.14	0.25	108
Fuel dealers (NAICS 45431)	161,066	1.79	161,685	1.61	646.85	649.34	0.08	106
Other direct selling establishments (NAICS 45439)	23,113	0.26	24,850	0.25	92.82	99.80	1.46	133
Food services and drinking places (NAICS 722)	1,125,296	100.00	1,313,246	100.00	4,519.26	5,274.08	3.14	133
Special food services (NAICS 7223)	76,623	6.81	88,274	6.72	307.72	354.51	2.87	132
Food service contractors (NAICS 72231)	57,526	5.11	65,940	5.02	231.03	264.82	2.77	131
Caterers (NAICS 72232)	17,220	1.53	20,139	1.53	69.16	80.88	3.18	134
Mobile food services (NAICS 72233)	1,877	0.17	2,195	0.17	7.54	8.82	3.18	134
Drinking places (NAICS 7224)	25,790	2.29	29,793	2.27	103.58	119.65	2.93	125
Eating places (NAICS 7225)	1,022,882	90.90	1,195,179	91.01	4,107.96	4,799.92	3.16	133
Full service restaurants (NAICS 722511)	489,699	43.52	571,687	43.53	1,966.66	2,295.93	3.14	133
Fast food restaurants (NAICS 722513)	451,952	40.16	528,636	40.25	1,815.07	2,123.03	3.18	134
Cafeterias, grill buffets, and buffets (NAICS 722514)	11,529	1.02	13,488	1.03	46.30	54.17	3.19	134
Snack and nonalcoholic beverage bars (NAICS 722515)	69,703	6.19	81,368	6.20	279.93	326.78	3.14	134

Benchmark: USA

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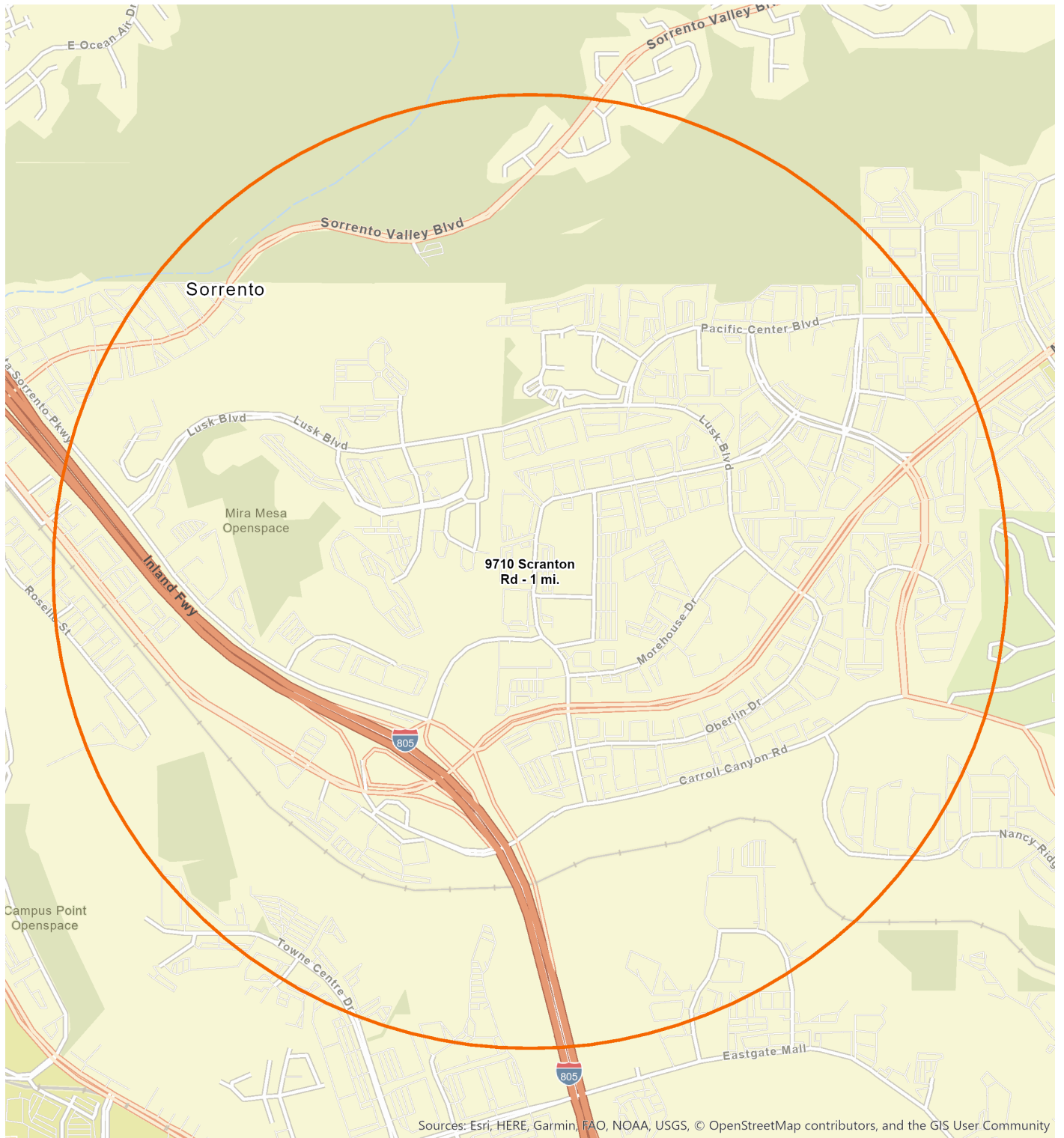
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0



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# Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
<b>Retail Store Types</b>								
All retail stores (NAICS 44-45)	1,225,720,449	100.00	1,442,179,617	100.00	26,657.69	30,744.85	3.31	96
Motor vehicle and parts dealers (NAICS 441)	259,431,964	21.17	323,092,066	22.40	5,642.28	6,887.78	4.49	88
Auto dealers (NAICS 4411+4412)	228,908,103	18.68	285,946,961	19.83	4,978.43	6,095.91	4.55	87
New car dealers (NAICS 44111)	203,774,222	16.62	254,283,785	17.63	4,431.80	5,420.90	4.53	87
Used car dealers (NAICS 44112)	25,133,880	2.05	31,663,176	2.20	546.63	675.01	4.73	86
Other motor vehicle dealers (NAICS 4412)	13,208,376	1.08	17,939,231	1.24	287.26	382.43	6.31	85
Recreational vehicle dealers (NAICS 44121)	3,447,291	0.28	5,026,697	0.35	74.97	107.16	7.84	83
Motorcycle, boat and other dealers (NAICS 44122)	9,761,085	0.80	12,912,534	0.90	212.29	275.27	5.76	86
Boat dealers (NAICS 441222)	2,263,033	0.18	3,266,925	0.23	49.22	69.65	7.62	84
Motorcycle, ATV dealers (NAICS 441228)	7,498,052	0.61	9,645,609	0.67	163.07	205.63	5.17	87
Automotive parts/accessories/tire stores (NAICS 4413)	17,315,485	1.41	19,205,894	1.33	376.59	408.44	2.09	101
Automotive parts/accessories stores (NAICS 44131)	11,033,598	0.90	12,249,642	0.85	239.97	261.14	2.11	100
Tire dealers (NAICS 44132)	6,281,887	0.51	6,956,252	0.48	136.62	148.30	2.06	101
Furniture and home furnishings stores (NAICS 442)	15,860,298	1.29	19,374,188	1.34	344.94	413.03	4.08	94
Furniture stores (NAICS 4421)	10,261,753	0.84	12,702,427	0.88	223.18	270.79	4.36	93
Other home furnishings stores (NAICS 4422)	5,598,545	0.46	6,671,762	0.46	121.76	142.23	3.57	96
Floor covering stores (NAICS 44221)	1,288,754	0.11	1,499,634	0.10	28.03	31.97	3.08	94
Other home furnishings stores (NAICS 44229)	4,309,791	0.35	5,171,928	0.36	93.73	110.26	3.71	96
Window treatment stores (NAICS 442291)	308,733	0.03	356,741	0.02	6.71	7.61	2.93	114
All other home furnishings stores (NAICS 442299)	4,001,058	0.33	4,815,186	0.33	87.02	102.65	3.77	95
Electronics and appliance stores (NAICS 443)	23,167,136	1.89	26,029,649	1.80	503.85	554.91	2.36	99
Household appliance stores (NAICS 443141)	4,531,516	0.37	5,095,137	0.35	98.55	108.62	2.37	97
Electronics stores (NAICS 443142)	18,635,620	1.52	20,934,512	1.45	405.30	446.29	2.35	100
Building material/garden equip/supplies dealer (NAICS 444)	86,069,867	7.02	99,287,757	6.88	1,871.90	2,116.65	2.90	90
Building material and supplies dealers (NAICS 4441)	75,336,330	6.15	86,760,195	6.02	1,638.46	1,849.58	2.86	90
Home centers (NAICS 44411)	42,286,935	3.45	48,674,531	3.38	919.68	1,037.66	2.85	91
Paint and wallpaper stores (NAICS 44412)	2,898,593	0.24	4,092,065	0.28	63.04	87.24	7.14	80
Hardware stores (NAICS 44413)	6,287,098	0.51	7,198,255	0.50	136.74	153.45	2.74	90
Other building material dealers (NAICS 44419)	23,863,705	1.95	26,795,324	1.86	519.00	571.23	2.34	89
Lawn and garden equip/supplies dealers (NAICS 4442)	10,733,537	0.88	12,527,562	0.87	233.44	267.07	3.14	97
Outdoor power equipment stores (NAICS 44421)	1,955,159	0.16	2,300,360	0.16	42.52	49.04	3.31	92
Nursery and garden centers (NAICS 44422)	8,778,378	0.72	10,227,201	0.71	190.92	218.03	3.10	98
Food and beverage stores (NAICS 445)	213,082,296	17.38	248,625,813	17.24	4,634.24	5,300.29	3.13	101
Grocery stores (NAICS 4451)	192,475,408	15.70	224,397,316	15.56	4,186.07	4,783.77	3.12	101
Supermarkets and other grocery stores (NAICS 44511)	184,490,317	15.05	215,208,728	14.92	4,012.40	4,587.89	3.13	101
Convenience stores (NAICS 44512)	7,985,091	0.65	9,188,587	0.64	173.66	195.89	2.85	100
Specialty food stores (NAICS 4452)	5,892,237	0.48	6,876,770	0.48	128.15	146.60	3.14	101
Meat markets (NAICS 44521)	1,775,652	0.14	2,075,959	0.14	38.62	44.26	3.17	101
Fish and seafood markets (NAICS 44522)	703,022	0.06	821,463	0.06	15.29	17.51	3.16	101
Fruit and vegetable markets (NAICS 44523)	1,257,761	0.10	1,465,414	0.10	27.35	31.24	3.10	101
Other specialty food stores (NAICS 44529)	2,155,803	0.18	2,513,933	0.17	46.89	53.59	3.12	101
Baked goods stores (NAICS 445291+445292)	1,178,862	0.10	1,372,761	0.10	25.64	29.26	3.09	101
All other specialty food stores (NAICS 445299)	976,941	0.08	1,141,172	0.08	21.25	24.33	3.16	101
Beer, wine, and liquor stores (NAICS 4453)	14,714,651	1.20	17,351,728	1.20	320.02	369.91	3.35	100
Health and personal care stores (NAICS 446)	37,233,795	3.04	42,794,733	2.97	809.78	912.31	2.82	97
Pharmacies and drug stores (NAICS 44611)	28,089,517	2.29	32,403,187	2.25	610.91	690.78	2.90	98
Cosmetics, beauty supplies stores (NAICS 44612)	1,847,790	0.15	2,134,710	0.15	40.19	45.51	2.93	97
Optical goods stores (NAICS 44613)	5,734,328	0.47	6,442,620	0.45	124.71	137.35	2.36	94
Other health and personal care stores (NAICS 44619)	1,562,160	0.13	1,814,216	0.13	33.97	38.68	3.04	98
Food (health) supplement stores (NAICS 446191)	603,398	0.05	701,251	0.05	13.12	14.95	3.05	98
All other personal care stores (NAICS 446199)	958,762	0.08	1,112,964	0.08	20.85	23.73	3.03	97
Gasoline stations (NAICS 447)	130,668,412	10.66	158,105,203	10.96	2,841.85	3,370.54	3.89	103
Clothing and clothing accessory stores (NAICS 448)	45,165,254	3.68	48,920,363	3.39	982.28	1,042.90	1.61	101
Clothing stores (NAICS 4481)	29,158,568	2.38	30,704,123	2.13	634.16	654.56	1.04	103
Men's clothing stores (NAICS 44811)	975,196	0.08	999,353	0.07	21.21	21.30	0.49	112
Women's clothing stores (NAICS 44812)	5,065,688	0.41	5,303,178	0.37	110.17	113.05	0.92	116
Children's and infants' clothing stores (NAICS 44813)	2,193,863	0.18	2,208,558	0.15	47.71	47.08	0.13	77
Family clothing stores (NAICS 44814)	17,250,661	1.41	18,442,937	1.28	375.18	393.17	1.35	102
Clothing accessory stores (NAICS 44815)	1,307,223	0.11	1,358,569	0.09	28.43	28.96	0.77	114
Other clothing stores (NAICS 44819)	2,365,936	0.19	2,391,528	0.17	51.46	50.98	0.22	116
Shoe stores (NAICS 4482)	6,748,934	0.55	8,176,977	0.57	146.78	174.32	3.91	92
Jewelry, luggage, and leather goods stores (NAICS 4483)	9,257,752	0.76	10,039,263	0.70	201.34	214.02	1.63	103
Jewelry stores (NAICS 44831)	6,351,773	0.52	6,907,544	0.48	138.14	147.26	1.69	100
Luggage and leather goods stores (NAICS 44832)	2,905,979	0.24	3,131,719	0.22	63.20	66.76	1.51	108

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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 - 3 mi.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
<b>Retail Store Types</b>								
Sporting goods, hobby, book and music stores (NAICS 451)	28,516,297	2.33	33,440,848	2.32	620.19	712.90	3.24	100
Sporting goods and hobby stores (NAICS 4511)	20,646,575	1.68	23,912,306	1.66	449.03	509.77	2.98	101
Sporting goods stores (NAICS 45111)	13,335,973	1.09	15,757,561	1.09	290.04	335.92	3.39	100
Hobby, toy and game shops (NAICS 45112)	5,268,386	0.43	5,871,106	0.41	114.58	125.16	2.19	103
Sewing/needlework/piece goods stores (NAICS 45113)	966,784	0.08	1,142,139	0.08	21.03	24.35	3.39	94
Musical instrument and supplies stores (NAICS 45114)	1,075,432	0.09	1,141,500	0.08	23.39	24.33	1.20	102
Book stores and news dealers (NAICS 4512)	7,869,722	0.64	9,528,542	0.66	171.16	203.13	3.90	97
Book stores (NAICS 451211)	7,555,283	0.62	9,160,917	0.64	164.32	195.30	3.93	97
News dealers and newsstands (NAICS 451212)	314,439	0.03	367,625	0.03	6.84	7.84	3.17	99
General merchandise stores (NAICS 452)	158,241,778	12.91	181,216,558	12.57	3,441.53	3,863.23	2.75	100
Department stores (excluding leased) (NAICS 4522)	14,397,318	1.17	15,429,120	1.07	313.12	328.92	1.39	103
Other general merchandise stores (NAICS 4523)	143,844,460	11.74	165,787,439	11.50	3,128.41	3,534.31	2.88	100
Warehouse clubs and superstores (NAICS 452311)	130,382,247	10.64	150,240,755	10.42	2,835.63	3,202.88	2.88	100
All other general merchandise stores (NAICS 452319)	13,462,212	1.10	15,546,684	1.08	292.78	331.43	2.92	99
Miscellaneous store retailers (NAICS 453)	24,068,060	1.96	27,532,910	1.91	523.45	586.96	2.73	99
Florists (NAICS 4531)	1,045,062	0.09	1,230,605	0.09	22.73	26.23	3.32	92
Office supplies, stationery, and gift stores (NAICS 4532)	3,743,031	0.31	4,288,914	0.30	81.41	91.43	2.76	96
Office supplies and stationery stores (NAICS 45321)	1,707,101	0.14	1,987,003	0.14	37.13	42.36	3.08	94
Gift, novelty and souvenir shops (NAICS 45322)	2,035,930	0.17	2,301,911	0.16	44.28	49.07	2.49	98
Used merchandise stores (NAICS 4533)	3,339,625	0.27	3,565,288	0.25	72.63	76.01	1.32	99
Other miscellaneous store retailers (NAICS 4539)	15,940,343	1.30	18,448,103	1.28	346.68	393.28	2.97	100
Pet and pet supplies stores (NAICS 45391)	6,882,630	0.56	8,329,650	0.58	149.69	177.57	3.89	109
Art dealers (NAICS 45392)	2,014,759	0.16	2,136,776	0.15	43.82	45.55	1.18	99
Manufactured (mobile) home dealers (NAICS 45393)	596,839	0.05	874,959	0.06	12.98	18.65	7.95	82
All other miscellaneous store retailers (NAICS 45399)	6,446,115	0.53	7,106,719	0.49	140.19	151.50	1.97	94
Tobacco stores (NAICS 453991)	2,267,369	0.18	2,362,093	0.16	49.31	50.36	0.82	94
All other miscellaneous store retailers (NAICS 453998)	4,178,746	0.34	4,744,625	0.33	90.88	101.15	2.57	94
Nonstore retailers (NAICS 454)	204,215,290	16.66	233,759,509	16.21	4,441.39	4,983.36	2.74	96
Electronic shopping and mail order (NAICS 4541)	178,056,788	14.53	204,890,068	14.21	3,872.48	4,367.91	2.85	98
Vending machine operators (NAICS 4542)	1,456,408	0.12	1,697,957	0.12	31.67	36.20	3.12	101
Direct selling establishments (NAICS 4543)	24,702,095	2.02	27,171,484	1.88	537.24	579.25	1.92	79
Fuel dealers (NAICS 45431)	21,583,933	1.76	23,590,083	1.64	469.42	502.90	1.79	77
Other direct selling establishments (NAICS 45439)	3,118,162	0.25	3,581,401	0.25	67.82	76.35	2.81	97
Food services and drinking places (NAICS 722)	158,055,271	100.00	186,609,177	100.00	3,437.48	3,978.20	3.38	101
Special food services (NAICS 7223)	10,639,159	6.73	12,515,436	6.71	231.39	266.81	3.30	99
Food service contractors (NAICS 72231)	7,946,878	5.03	9,336,888	5.00	172.83	199.05	3.28	98
Caterers (NAICS 72232)	2,427,483	1.54	2,865,971	1.54	52.79	61.10	3.38	102
Mobile food services (NAICS 72233)	264,797	0.17	312,577	0.17	5.76	6.66	3.37	102
Drinking places (NAICS 7224)	3,515,424	2.22	4,169,885	2.23	76.46	88.89	3.47	92
Eating places (NAICS 7225)	143,900,689	91.04	169,923,856	91.06	3,129.64	3,622.49	3.38	102
Full service restaurants (NAICS 722511)	68,712,268	43.47	81,167,772	43.50	1,494.39	1,730.36	3.39	101
Fast food restaurants (NAICS 722513)	63,736,385	40.33	75,243,373	40.32	1,386.18	1,604.06	3.38	102
Cafeterias, grill buffets, and buffets (NAICS 722514)	1,626,054	1.03	1,919,727	1.03	35.36	40.93	3.38	102
Snack and nonalcoholic beverage bars (NAICS 722515)	9,825,982	6.22	11,592,983	6.21	213.70	247.14	3.36	102

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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.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904



# Consumer Buying Power™ | Retail Store Types



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
<b>Retail Store Types</b>								
All retail stores (NAICS 44-45)	3,457,149,052	100.00	4,032,326,690	100.00	34,888.98	40,108.69	3.13	126
Motor vehicle and parts dealers (NAICS 441)	743,074,098	21.49	905,640,057	22.46	7,498.98	9,008.21	4.04	117
Auto dealers (NAICS 4411+4412)	652,727,796	18.88	800,572,102	19.85	6,587.22	7,963.12	4.17	115
New car dealers (NAICS 44111)	581,150,119	16.81	711,865,759	17.65	5,864.87	7,080.78	4.14	116
Used car dealers (NAICS 44112)	71,577,677	2.07	88,706,343	2.20	722.35	882.34	4.38	114
Other motor vehicle dealers (NAICS 4412)	40,068,157	1.16	51,751,476	1.28	404.36	514.76	5.25	120
Recreational vehicle dealers (NAICS 44121)	11,018,843	0.32	14,820,266	0.37	111.20	147.41	6.11	123
Motorcycle, boat and other dealers (NAICS 44122)	29,049,314	0.84	36,931,210	0.92	293.16	367.35	4.92	119
Boat dealers (NAICS 441222)	7,205,574	0.21	9,617,470	0.24	72.72	95.66	5.94	123
Motorcycle, ATV dealers (NAICS 441228)	21,843,740	0.63	27,313,740	0.68	220.44	271.68	4.57	117
Automotive parts/accessories/tire stores (NAICS 4413)	50,278,145	1.45	53,316,479	1.32	507.40	530.33	1.18	136
Automotive parts/accessories stores (NAICS 44131)	32,045,725	0.93	34,029,547	0.84	323.40	338.48	1.21	135
Tire dealers (NAICS 44132)	18,232,421	0.53	19,286,932	0.48	184.00	191.84	1.13	136
Furniture and home furnishings stores (NAICS 442)	46,149,209	1.33	54,595,439	1.35	465.73	543.05	3.42	127
Furniture stores (NAICS 4421)	30,022,343	0.87	35,704,409	0.89	302.98	355.14	3.53	126
Other home furnishings stores (NAICS 4422)	16,126,866	0.47	18,891,029	0.47	162.75	187.91	3.21	128
Floor covering stores (NAICS 44221)	3,761,384	0.11	4,362,217	0.11	37.96	43.39	3.01	127
Other home furnishings stores (NAICS 44229)	12,365,483	0.36	14,528,812	0.36	124.79	144.51	3.28	128
Window treatment stores (NAICS 442291)	851,548	0.02	1,003,450	0.02	8.59	9.98	3.34	146
All other home furnishings stores (NAICS 442299)	11,513,935	0.33	13,525,362	0.34	116.20	134.53	3.27	127
Electronics and appliance stores (NAICS 443)	64,449,699	1.86	72,060,444	1.79	650.42	716.77	2.26	128
Household appliance stores (NAICS 443141)	12,746,596	0.37	14,185,198	0.35	128.64	141.10	2.16	127
Electronics stores (NAICS 443142)	51,703,103	1.50	57,875,246	1.44	521.78	575.67	2.28	128
Building material/garden equip/supplies dealer (NAICS 444)	252,745,541	7.31	281,787,635	6.99	2,550.67	2,802.88	2.20	123
Building material and supplies dealers (NAICS 4441)	221,529,405	6.41	246,663,827	6.12	2,235.64	2,453.51	2.17	122
Home centers (NAICS 44411)	124,067,978	3.59	138,143,955	3.43	1,252.07	1,374.09	2.17	123
Paint and wallpaper stores (NAICS 44412)	8,910,304	0.26	11,938,628	0.30	89.92	118.75	6.03	114
Hardware stores (NAICS 44413)	18,455,222	0.53	20,434,510	0.51	186.25	203.26	2.06	123
Other building material dealers (NAICS 44419)	70,095,901	2.03	76,146,733	1.89	707.40	757.42	1.67	122
Lawn and garden equip/supplies dealers (NAICS 4442)	31,216,137	0.90	35,123,808	0.87	315.03	349.37	2.39	131
Outdoor power equipment stores (NAICS 44421)	5,775,701	0.17	6,514,906	0.16	58.29	64.80	2.44	127
Nursery and garden centers (NAICS 44422)	25,440,435	0.74	28,608,902	0.71	256.74	284.57	2.38	132
Food and beverage stores (NAICS 445)	591,093,762	17.10	697,614,083	17.30	5,965.22	6,939.02	3.37	130
Grocery stores (NAICS 4451)	533,783,167	15.44	629,789,446	15.62	5,386.85	6,264.38	3.36	129
Supermarkets and other grocery stores (NAICS 44511)	511,818,906	14.80	604,165,811	14.98	5,165.19	6,009.51	3.37	130
Convenience stores (NAICS 44512)	21,964,261	0.64	25,623,636	0.64	221.66	254.87	3.13	127
Specialty food stores (NAICS 4452)	16,350,250	0.47	19,293,561	0.48	165.00	191.91	3.37	130
Meat markets (NAICS 44521)	4,931,864	0.14	5,808,279	0.14	49.77	57.77	3.33	131
Fish and seafood markets (NAICS 44522)	1,952,053	0.06	2,300,186	0.06	19.70	22.88	3.34	130
Fruit and vegetable markets (NAICS 44523)	3,488,563	0.10	4,127,367	0.10	35.21	41.05	3.42	129
Other specialty food stores (NAICS 44529)	5,977,771	0.17	7,057,729	0.17	60.33	70.20	3.38	130
Baked goods stores (NAICS 445291+445292)	3,263,429	0.09	3,864,412	0.10	32.93	38.44	3.44	130
All other specialty food stores (NAICS 445299)	2,714,342	0.08	3,193,317	0.08	27.39	31.76	3.30	130
Beer, wine, and liquor stores (NAICS 4453)	40,960,345	1.18	48,531,076	1.20	413.37	482.73	3.45	130
Health and personal care stores (NAICS 446)	105,542,133	3.05	119,546,097	2.96	1,065.11	1,189.10	2.52	128
Pharmacies and drug stores (NAICS 44611)	78,474,459	2.27	90,357,362	2.24	791.95	898.77	2.86	126
Cosmetics, beauty supplies stores (NAICS 44612)	5,170,633	0.15	5,962,710	0.15	52.18	59.31	2.89	126
Optical goods stores (NAICS 44613)	17,525,881	0.51	18,163,231	0.45	176.87	180.67	0.72	134
Other health and personal care stores (NAICS 44619)	4,371,159	0.13	5,062,795	0.13	44.11	50.36	2.98	127
Food (health) supplement stores (NAICS 446191)	1,686,032	0.05	1,958,388	0.05	17.02	19.48	3.04	127
All other personal care stores (NAICS 446199)	2,685,126	0.08	3,104,407	0.08	27.10	30.88	2.94	126
Gasoline stations (NAICS 447)	360,659,590	10.43	433,037,723	10.74	3,639.72	4,307.33	3.73	131
Clothing and clothing accessory stores (NAICS 448)	126,837,685	3.67	136,925,216	3.40	1,280.03	1,361.97	1.54	132
Clothing stores (NAICS 4481)	82,078,458	2.37	86,384,904	2.14	828.32	859.25	1.03	135
Men's clothing stores (NAICS 44811)	2,684,777	0.08	2,727,549	0.07	27.09	27.13	0.32	143
Women's clothing stores (NAICS 44812)	14,057,717	0.41	14,717,827	0.36	141.87	146.40	0.92	149
Children's and infants' clothing stores (NAICS 44813)	6,529,630	0.19	6,756,546	0.17	65.90	67.21	0.69	106
Family clothing stores (NAICS 44814)	48,627,606	1.41	51,811,601	1.28	490.74	515.36	1.28	133
Clothing accessory stores (NAICS 44815)	3,609,523	0.10	3,737,871	0.09	36.43	37.18	0.70	147
Other clothing stores (NAICS 44819)	6,569,205	0.19	6,633,510	0.16	66.30	65.98	0.20	149
Shoe stores (NAICS 4482)	18,930,313	0.55	22,731,055	0.56	191.04	226.10	3.73	120
Jewelry, luggage, and leather goods stores (NAICS 4483)	25,828,914	0.75	27,809,257	0.69	260.66	276.61	1.49	133
Jewelry stores (NAICS 44831)	17,777,150	0.51	19,175,812	0.48	179.40	190.74	1.53	130
Luggage and leather goods stores (NAICS 44832)	8,051,764	0.23	8,633,446	0.21	81.26	85.88	1.40	139

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.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
<b>Retail Store Types</b>								
Sporting goods, hobby, book and music stores (NAICS 451)	81,053,156	2.34	93,969,382	2.33	817.98	934.69	3.00	131
Sporting goods and hobby stores (NAICS 4511)	59,622,222	1.72	67,874,778	1.68	601.70	675.14	2.63	135
Sporting goods stores (NAICS 45111)	39,182,364	1.13	44,799,249	1.11	395.42	445.61	2.72	137
Hobby, toy and game shops (NAICS 45112)	14,727,987	0.43	16,594,872	0.41	148.63	165.07	2.42	133
Sewing/needlework/piece goods stores (NAICS 45113)	2,782,637	0.08	3,343,973	0.08	28.08	33.26	3.74	126
Musical instrument and supplies stores (NAICS 45114)	2,929,234	0.08	3,136,683	0.08	29.56	31.20	1.38	128
Book stores and news dealers (NAICS 4512)	21,430,934	0.62	26,094,605	0.65	216.28	259.56	4.02	123
Book stores (NAICS 451211)	20,570,418	0.59	25,079,192	0.62	207.59	249.46	4.04	123
News dealers and newsstands (NAICS 451212)	860,516	0.02	1,015,412	0.03	8.68	10.10	3.37	126
General merchandise stores (NAICS 452)	442,626,130	12.80	507,984,851	12.60	4,466.91	5,052.82	2.79	130
Department stores (excluding leased) (NAICS 4522)	40,413,106	1.17	43,292,732	1.07	407.84	430.62	1.39	135
Other general merchandise stores (NAICS 4523)	402,213,024	11.63	464,692,118	11.52	4,059.07	4,622.19	2.93	129
Warehouse clubs and superstores (NAICS 452311)	364,512,969	10.54	421,085,183	10.44	3,678.60	4,188.44	2.93	129
All other general merchandise stores (NAICS 452319)	37,700,055	1.09	43,606,935	1.08	380.46	433.75	2.95	129
Miscellaneous store retailers (NAICS 453)	67,558,230	1.95	76,282,108	1.89	681.79	758.76	2.46	129
Florists (NAICS 4531)	3,086,382	0.09	3,484,789	0.09	31.15	34.66	2.46	127
Office supplies, stationery, and gift stores (NAICS 4532)	10,602,817	0.31	11,978,677	0.30	107.00	119.15	2.47	126
Office supplies and stationery stores (NAICS 45321)	4,797,743	0.14	5,564,394	0.14	48.42	55.35	3.01	123
Gift, novelty and souvenir shops (NAICS 45322)	5,805,075	0.17	6,414,283	0.16	58.58	63.80	2.02	129
Used merchandise stores (NAICS 4533)	9,180,426	0.27	9,858,925	0.24	92.65	98.06	1.44	127
Other miscellaneous store retailers (NAICS 4539)	44,688,605	1.29	50,959,716	1.26	450.99	506.89	2.66	130
Pet and pet supplies stores (NAICS 45391)	19,412,888	0.56	22,819,151	0.57	195.91	226.98	3.29	142
Art dealers (NAICS 45392)	5,534,011	0.16	5,908,215	0.15	55.85	58.77	1.32	127
Manufactured (mobile) home dealers (NAICS 45393)	1,913,658	0.06	2,582,880	0.06	19.31	25.69	6.18	123
All other miscellaneous store retailers (NAICS 45399)	17,828,048	0.52	19,649,470	0.49	179.92	195.45	1.96	121
Tobacco stores (NAICS 453991)	5,867,861	0.17	6,363,941	0.16	59.22	63.30	1.64	113
All other miscellaneous store retailers (NAICS 453998)	11,960,187	0.35	13,285,529	0.33	120.70	132.15	2.12	125
Nonstore retailers (NAICS 454)	575,359,818	16.64	652,883,655	16.19	5,806.44	6,494.09	2.56	125
Electronic shopping and mail order (NAICS 4541)	501,922,631	14.52	572,320,807	14.19	5,065.32	5,692.75	2.66	129
Vending machine operators (NAICS 4542)	4,035,128	0.12	4,769,806	0.12	40.72	47.44	3.40	130
Direct selling establishments (NAICS 4543)	69,402,059	2.01	75,793,042	1.88	700.39	753.90	1.78	103
Fuel dealers (NAICS 45431)	60,578,207	1.75	65,732,149	1.63	611.35	653.82	1.65	100
Other direct selling establishments (NAICS 45439)	8,823,851	0.26	10,060,893	0.25	89.05	100.07	2.66	127
Food services and drinking places (NAICS 722)	445,453,095	100.00	513,664,948	100.00	4,495.44	5,109.31	2.89	132
Special food services (NAICS 7223)	30,242,886	6.79	34,549,013	6.73	305.21	343.65	2.70	131
Food service contractors (NAICS 72231)	22,688,096	5.09	25,805,582	5.02	228.96	256.68	2.61	130
Caterers (NAICS 72232)	6,812,315	1.53	7,883,579	1.53	68.75	78.42	2.96	133
Mobile food services (NAICS 72233)	742,475	0.17	859,853	0.17	7.49	8.55	2.98	133
Drinking places (NAICS 7224)	10,316,528	2.32	11,533,783	2.25	104.11	114.72	2.26	125
Eating places (NAICS 7225)	404,893,681	90.89	467,582,152	91.03	4,086.12	4,650.94	2.92	133
Full service restaurants (NAICS 722511)	194,005,918	43.55	223,428,330	43.50	1,957.88	2,222.39	2.86	132
Fast food restaurants (NAICS 722513)	178,781,767	40.13	206,960,495	40.29	1,804.24	2,058.59	2.97	133
Cafeterias, grill buffets, and buffets (NAICS 722514)	4,560,958	1.02	5,279,915	1.03	46.03	52.52	2.97	133
Snack and nonalcoholic beverage bars (NAICS 722515)	27,545,038	6.18	31,913,411	6.21	277.98	317.44	2.99	133

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 - 5 mi.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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# Report Details

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**Name:** Consumer Buying Power™ Retail Store Types 2023  
**Date / Time:** 1/6/2023 11:17:04 AM  
**Workspace Vintage:** 2023

## Trade Area

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Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

## Benchmark

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2023 Estimates and 2028 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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