

Consumer Buying Power™ | Consumer Spending Patterns



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 0

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures (BASE)	9,780,367,153,069	100.00	10,746,766,777,133	100.00	73,799.88	78,989.55	1.90	100
Total Specified Consumer Expenditures (AREA)	25,365,491	100.00	27,359,636	100.00	104,816.08	113,525.46	1.53	142
Food at home								
Food at home	2,170,318	60.03	2,345,888	59.76	8,968.26	9,733.97	1.57	138
Bakery products	191,603	5.30	210,020	5.35	791.75	871.45	1.85	131
Cereals and cereal products	79,632	2.20	79,471	2.02	329.06	329.75	-0.04	126
Meats, poultry, fish, and eggs	415,525	11.49	440,240	11.22	1,717.05	1,826.72	1.16	140
Fish and seafood	67,740	1.87	74,678	1.90	279.92	309.87	1.97	133
Eggs	36,258	1.00	39,590	1.01	149.83	164.27	1.77	147
Dairy products	200,616	5.55	213,571	5.44	828.99	886.19	1.26	137
Fresh milk and cream	48,959	1.35	46,995	1.20	202.31	195.00	-0.82	139
Other dairy products	151,657	4.19	166,576	4.24	626.68	691.19	1.89	136
Fruits and vegetables	414,930	11.48	454,918	11.59	1,714.59	1,887.63	1.86	145
Other food at home	868,012	24.01	947,667	24.14	3,586.83	3,932.23	1.77	138
Sugar and other sweets	81,079	2.24	88,736	2.26	335.04	368.20	1.82	136
Fats and oils	52,025	1.44	56,724	1.45	214.98	235.37	1.74	128
Nonalcoholic beverages	228,712	6.33	249,105	6.35	945.09	1,033.63	1.72	135
Food away from home								
Food away from home	1,445,318	39.97	1,579,405	40.24	5,972.39	6,553.55	1.79	144
Fast food	591,149	16.35	638,438	16.26	2,442.77	2,649.12	1.55	150
Full service restaurants	582,188	16.10	642,683	16.37	2,405.73	2,666.74	2.00	138
Vending machines, mobile vendors	26,891	0.74	29,986	0.76	111.12	124.42	2.20	147
Employer	25,334	0.70	27,765	0.71	104.69	115.21	1.85	153
Alcoholic beverages at restaurants, taverns	95,994	2.65	101,966	2.60	396.67	423.10	1.21	140
Healthcare								
Healthcare	1,964,255	100.00	2,264,047	100.00	8,116.75	9,394.38	2.88	120
Medical services	430,923	21.94	484,662	21.41	1,780.67	2,011.05	2.38	130
Drugs	179,605	9.14	202,840	8.96	742.17	841.66	2.46	116
Prescription drugs	122,997	6.26	139,371	6.16	508.25	578.30	2.53	117
Medical supplies	81,210	4.13	90,564	4.00	335.58	375.78	2.20	127
Household Furnishings and Equipment								
Household furnishings and equipment	1,043,896	10.20	1,137,724	10.42	4,313.62	4,720.85	1.74	146
Household textiles	50,727	0.50	55,362	0.51	209.62	229.72	1.76	155
Furniture	263,541	2.58	283,374	2.60	1,089.01	1,175.83	1.46	139
Major appliances	164,707	1.61	179,606	1.65	680.61	745.25	1.75	145
Small appliances, miscellaneous housewares	61,527	0.60	67,530	0.62	254.24	280.21	1.88	170
Housing								
Housing	10,229,636	100.00	10,916,906	100.00	42,271.23	45,298.37	1.31	153
Owned dwellings	3,120,480	30.50	3,266,241	29.92	12,894.55	13,552.87	0.92	138
Maintenance and repair services	422,251	4.13	471,741	4.32	1,744.84	1,957.43	2.24	116
Maintenance and repair commodities	67,443	0.66	73,768	0.68	278.69	306.09	1.81	127
Utilities, fuels, and public services	1,590,875	15.55	1,723,513	15.79	6,573.87	7,151.51	1.61	132
Telephone services	498,012	4.87	532,701	4.88	2,057.90	2,210.38	1.36	134
Housekeeping supplies	256,700	2.51	269,372	2.47	1,060.74	1,117.72	0.97	120
Personal Care Products and Services								
Personal care products and services	340,415	100.00	374,171	100.00	1,406.67	1,552.58	1.91	138
Personal care products	199,807	58.70	219,782	58.74	825.65	911.96	1.92	137
Tobacco products and smoking supplies	108,253	100.00	103,693	100.00	447.32	430.26	-0.86	120
Pets								
Pets	301,662	21.80	329,012	22.15	1,246.54	1,365.19	1.75	133
Entertainment								
Entertainment	334,097	24.15	355,320	23.92	1,380.57	1,474.36	1.24	128
Audio and visual equipment and services	180,966	13.08	193,787	13.05	747.79	804.09	1.38	188
Sports, recreation and exercise equipment	40,442	2.92	44,811	3.02	167.12	185.94	2.07	184
Photographic equipment, supplies and services								
Transportation								
Transportation	4,676,215	100.00	5,086,323	100.00	19,323.20	21,105.08	1.70	136
Vehicle purchases net outlay	1,838,335	39.31	2,040,945	40.13	7,596.43	8,468.65	2.11	130
Cars and trucks, new	866,215	18.52	1,001,244	19.68	3,579.40	4,154.54	2.94	123
Cars and trucks, used	952,139	20.36	1,019,044	20.04	3,934.46	4,228.40	1.37	137
Gasoline	1,069,182	22.86	1,162,802	22.86	4,418.11	4,824.91	1.69	148
Diesel fuel	21,346	0.46	23,708	0.47	88.21	98.37	2.12	133
Maintenance and repairs	346,209	7.40	354,200	6.96	1,430.61	1,469.71	0.46	129
Apparel and Services								
Apparel and services	703,029	100.00	684,842	100.00	2,905.08	2,841.67	-0.52	149
Women, 16 and over	206,159	29.32	196,854	28.74	851.90	816.82	-0.92	135
Men, 16 and over	150,502	21.41	144,664	21.12	621.91	600.27	-0.79	158
Girls, 2 to 15	31,458	4.47	28,470	4.16	129.99	118.13	-1.98	166
Boys, 2 to 15	13,358	1.90	9,476	1.38	55.20	39.32	-6.64	85
Children under 2	30,668	4.36	28,876	4.22	126.73	119.82	-1.20	161
Footwear	172,135	24.48	185,517	27.09	711.30	769.78	1.51	157
Other apparel products and services	98,749	14.05	90,984	13.29	408.05	377.53	-1.62	162

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics. (<https://claritas.easptlight.com/Spotlight/About/3/2025>)

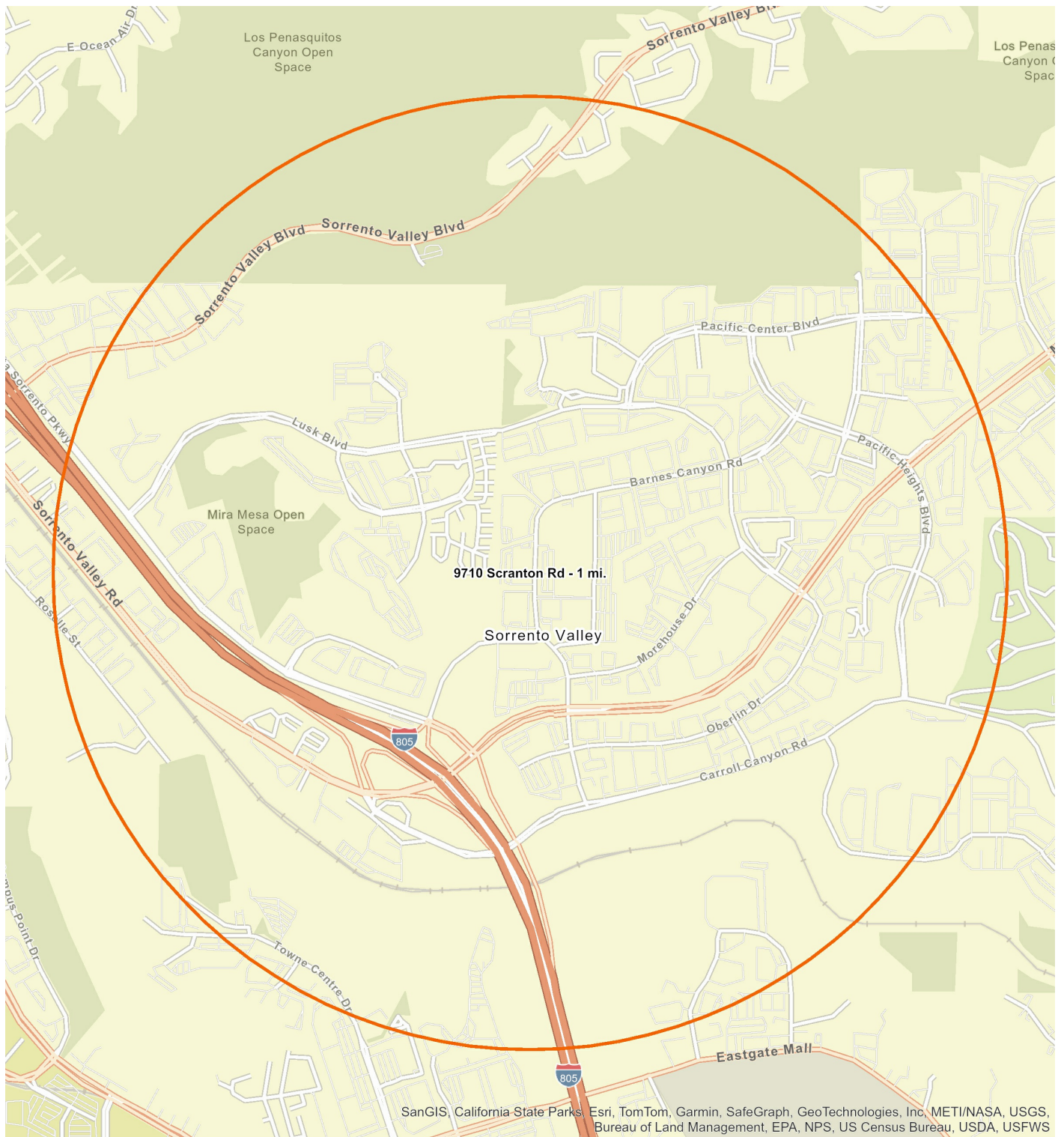
Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 242 | Households: 242 | Dorm Pop: 0



SanGIS, California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA, USFWS

©2006-2024 TomTom

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics. (<https://claritas.easpotlight.com/Spotlight/About/3/2025>)

Consumer Buying Power™ | Consumer Spending Patterns



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 32,918 | Dorm Pop: 12,349

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures (BASE)	9,780,367,153,069	100.00	10,746,766,777,133	100.00	73,799.88	78,989.55	1.90	100
Total Specified Consumer Expenditures (AREA)	3,395,427,748	100.00	3,727,133,516	100.00	75,008.90	81,125.17	1.88	102
Food at home								
Food at home	295,338,384	60.38	324,108,798	60.03	6,524.36	7,054.58	1.88	101
Bakery products	25,945,526	5.30	28,815,258	5.34	573.17	858.03	2.12	95
Cereals and cereal products	10,869,357	2.22	11,014,039	2.04	240.12	239.73	0.26	92
Meats, poultry, fish, and eggs	57,357,378	11.73	61,688,767	11.43	1,267.09	1,836.90	1.47	103
Fish and seafood	9,453,292	1.93	10,470,047	1.94	208.83	311.77	2.06	100
Eggs	4,962,300	1.01	5,506,011	1.02	109.62	163.95	2.10	108
Dairy products	27,346,008	5.59	29,523,552	5.47	604.10	642.61	1.54	100
Fresh milk and cream	6,654,518	1.36	6,511,954	1.21	147.01	141.74	-0.43	101
Other dairy products	20,691,490	4.23	23,011,599	4.26	457.10	685.22	2.15	100
Fruits and vegetables	56,374,622	11.52	62,606,142	11.60	1,245.38	1,362.69	2.12	105
Other food at home	117,445,492	24.01	130,461,041	24.16	2,594.51	3,884.73	2.12	100
Sugar and other sweets	10,873,187	2.22	12,080,869	2.24	240.20	262.95	2.13	98
Fats and oils	7,048,462	1.44	7,818,206	1.45	155.71	170.17	2.09	93
Nonalcoholic beverages	30,872,689	6.31	34,296,856	6.35	682.01	1,021.26	2.13	98
Food away from home								
Food away from home	193,825,336	39.62	215,821,371	39.97	4,281.82	4,697.59	2.17	104
Fast food	79,534,601	16.26	87,459,771	16.20	1,757.01	2,604.29	1.92	108
Full service restaurants	78,662,120	16.08	88,297,919	16.35	1,737.74	1,921.90	2.34	100
Vending machines, mobile vendors	3,828,645	0.78	4,272,822	0.79	84.58	93.00	2.22	112
Employer	3,463,103	0.71	3,921,132	0.73	76.50	116.76	2.52	112
Alcoholic beverages at restaurants, taverns	12,243,337	2.50	13,483,611	2.50	270.47	293.49	1.95	96
Healthcare								
Healthcare	262,164,786	100.00	300,845,349	100.00	5,791.52	6,548.23	2.79	85
Medical services	57,748,148	22.03	64,669,135	21.50	1,275.72	1,925.65	2.29	93
Drugs	24,899,552	9.50	27,870,965	9.26	550.06	606.64	2.28	86
Prescription drugs	17,047,034	6.50	19,132,413	6.36	376.59	416.44	2.33	87
Medical supplies	10,825,387	4.13	12,171,113	4.05	239.15	362.42	2.37	90
Household Furnishings and Equipment								
Household furnishings and equipment	134,901,208	9.83	150,105,967	10.00	2,980.12	4,469.70	2.16	101
Household textiles	6,633,322	0.48	7,384,984	0.49	146.54	160.74	2.17	108
Furniture	33,321,403	2.43	36,796,428	2.45	736.11	800.91	2.00	94
Major appliances	21,528,196	1.57	23,957,483	1.60	475.58	713.38	2.16	101
Small appliances, miscellaneous housewares	8,132,921	0.59	9,058,597	0.60	179.67	197.17	2.18	120
Housing								
Housing	1,372,638,360	100.00	1,500,926,515	100.00	30,323.16	32,669.32	1.80	110
Owned dwellings	394,776,376	28.76	421,373,264	28.07	8,721.06	12,547.22	1.31	94
Maintenance and repair services	55,336,840	4.03	61,869,327	4.12	1,222.45	1,346.65	2.26	82
Maintenance and repair commodities	8,733,136	0.64	9,643,543	0.64	192.93	209.90	2.00	88
Utilities, fuels, and public services	207,889,798	15.15	230,363,859	15.35	4,592.52	5,014.12	2.07	92
Telephone services	64,243,659	4.68	70,596,991	4.70	1,419.22	1,536.62	1.90	93
Housekeeping supplies	34,151,452	2.49	36,318,037	2.42	754.44	790.50	1.24	85
Personal Care Products and Services								
Personal care products and services	46,071,047	100.00	51,362,722	100.00	1,017.76	1,117.97	2.20	100
Personal care products	27,705,214	60.14	30,781,214	59.93	612.04	916.57	2.13	101
Tobacco products and smoking supplies	14,260,973	100.00	14,276,793	100.00	315.04	310.75	0.02	85
Pets								
Pets	39,222,914	21.73	43,927,585	22.25	866.48	1,308.03	2.29	93
Entertainment								
Audio and visual equipment and services	45,365,547	25.13	48,431,687	24.53	1,002.18	1,054.17	1.32	93
Sports, recreation and exercise equipment	22,555,120	12.49	25,070,578	12.70	498.27	545.69	2.14	125
Photographic equipment, supplies and services	5,160,950	2.86	5,770,632	2.92	114.01	125.60	2.26	126
Transportation								
Transportation	617,101,374	100.00	681,178,186	100.00	13,632.48	14,826.59	2.00	96
Vehicle purchases net outlay	247,091,542	40.04	274,899,714	40.36	5,458.54	8,185.68	2.16	93
Cars and trucks, new	126,500,450	20.50	140,664,611	20.65	2,794.54	3,061.72	2.15	96
Cars and trucks, used	118,037,661	19.13	131,412,016	19.29	2,607.59	2,860.33	2.17	91
Gasoline	140,271,278	22.73	156,467,492	22.97	3,098.75	3,405.69	2.21	104
Diesel fuel	2,756,948	0.45	3,166,928	0.46	60.90	94.30	2.81	92
Maintenance and repairs	45,971,920	7.45	47,442,677	6.96	1,015.57	1,412.70	2.03	92
Apparel and Services								
Apparel and services	92,793,599	100.00	92,845,826	100.00	2,049.92	2,764.67	0.01	105
Women, 16 and over	28,059,763	30.24	27,488,663	29.61	619.87	818.53	-0.41	98
Men, 16 and over	19,874,072	21.42	19,621,282	21.13	439.04	427.08	-0.26	111
Girls, 2 to 15	3,877,295	4.18	3,664,615	3.95	85.65	79.76	-1.12	109
Boys, 2 to 15	1,572,046	1.69	1,184,136	1.28	34.73	35.26	-5.51	54
Children under 2	4,151,560	4.47	3,940,555	4.24	91.71	85.77	-1.04	116
Footwear	22,628,525	24.39	25,026,307	26.95	499.89	544.73	2.03	110
Other apparel products and services	12,630,338	13.61	11,920,269	12.84	279.02	354.95	-1.15	111

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics. (<https://claritas.easptlight.com/Spotlight/About/3/2025>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,267 | Households: 32,918 | Dorm Pop: 12,349

©2006-2024 TomTom

Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 97,858 | Households: 85,509 | Dorm Pop: 12,349

	2025 Aggregate Expenditure Estimate	%	2030 Aggregate Expenditure Estimate	%	2025 Annual Avg per Consumer Unit	2030 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2025 Market Index
Total Specified Consumer Expenditures (BASE)	9,780,367,153,069	100.00	10,746,766,777,133	100.00	73,799.88	78,989.55	1.90	100
Total Specified Consumer Expenditures (AREA)	9,437,493,347	100.00	10,289,089,958	100.00	96,440.69	104,051.07	1.74	131
Food at home								
Food at home	803,308,154	59.36	876,637,266	59.04	8,208.92	8,865.22	1.76	127
Bakery products	71,303,883	5.27	78,654,121	5.30	728.65	909.03	1.98	121
Cereals and cereal products	29,331,287	2.17	29,574,600	1.99	299.73	299.08	0.17	115
Meats, poultry, fish, and eggs	155,202,740	11.47	166,144,916	11.19	1,586.00	1,920.20	1.37	129
Fish and seafood	26,142,802	1.93	28,773,280	1.94	267.15	332.54	1.94	127
Eggs	13,322,851	0.98	14,714,664	0.99	136.14	170.06	2.01	134
Dairy products	74,216,233	5.48	79,656,941	5.37	758.41	805.55	1.42	125
Fresh milk and cream	17,774,029	1.31	17,310,215	1.17	181.63	175.05	-0.53	124
Other dairy products	56,442,204	4.17	62,346,725	4.20	576.78	720.56	2.01	126
Fruits and vegetables	154,193,186	11.39	170,225,234	11.46	1,575.68	1,721.45	2.00	133
Other food at home	319,060,825	23.58	352,381,454	23.73	3,260.45	4,072.60	2.01	126
Sugar and other sweets	30,007,401	2.22	33,107,562	2.23	306.64	334.81	1.99	125
Fats and oils	19,161,996	1.42	21,154,350	1.42	195.81	213.93	2.00	117
Nonalcoholic beverages	82,376,764	6.09	90,965,314	6.13	841.80	1,051.32	2.00	120
Food away from home								
Food away from home	549,862,704	40.64	608,127,639	40.96	5,618.99	6,149.85	2.03	136
Fast food	218,474,613	16.15	238,438,781	16.06	2,232.57	2,755.72	1.76	137
Full service restaurants	227,895,001	16.84	253,890,155	17.10	2,328.83	2,567.53	2.18	134
Vending machines, mobile vendors	10,580,860	0.78	11,683,088	0.79	108.12	118.15	2.00	143
Employer	10,019,926	0.74	11,217,738	0.76	102.39	129.65	2.28	149
Alcoholic beverages at restaurants, taverns	34,608,164	2.56	37,974,059	2.56	353.66	384.02	1.87	125
Healthcare								
Healthcare	760,823,785	100.00	859,325,088	100.00	7,774.77	8,690.15	2.46	115
Medical services	167,784,947	22.05	185,167,472	21.55	1,714.58	2,140.05	1.99	125
Drugs	70,887,142	9.32	78,224,012	9.10	724.39	791.06	1.99	113
Prescription drugs	48,621,251	6.39	53,783,064	6.26	496.86	543.90	2.04	115
Medical supplies	31,568,004	4.15	34,969,809	4.07	322.59	404.16	2.07	122
Household Furnishings and Equipment								
Household furnishings and equipment	387,940,807	10.47	428,462,298	10.63	3,964.32	4,951.89	2.01	135
Household textiles	18,616,145	0.50	20,537,998	0.51	190.24	207.70	1.98	141
Furniture	95,918,590	2.59	105,584,308	2.62	980.18	1,067.75	1.94	125
Major appliances	62,203,354	1.68	68,767,463	1.71	635.65	794.77	2.03	135
Small appliances, miscellaneous housewares	22,558,422	0.61	24,925,162	0.62	230.52	252.06	2.02	154
Housing								
Housing	3,703,812,574	100.00	4,030,064,305	100.00	37,848.85	40,755.06	1.70	137
Owned dwellings	1,168,338,478	31.54	1,236,368,489	30.68	11,939.12	14,289.15	1.14	128
Maintenance and repair services	162,574,338	4.39	180,292,570	4.47	1,661.33	1,823.25	2.09	111
Maintenance and repair commodities	25,065,815	0.68	27,460,941	0.68	256.14	277.71	1.84	117
Utilities, fuels, and public services	574,633,751	15.51	631,381,192	15.67	5,872.12	6,385.00	1.90	118
Telephone services	177,883,087	4.80	193,715,317	4.81	1,817.77	1,959.00	1.72	119
Housekeeping supplies	96,734,302	2.61	102,128,547	2.53	988.52	1,032.80	1.09	112
Personal Care Products and Services								
Personal care products and services	129,143,602	100.00	142,788,085	100.00	1,319.70	1,443.98	2.03	130
Personal care products	76,679,583	59.38	84,477,154	59.16	783.58	976.33	1.96	130
Tobacco products and smoking supplies	35,330,053	100.00	35,244,659	100.00	361.03	356.42	-0.05	97
Pets								
Pets	110,272,123	21.13	122,521,326	21.67	1,126.86	1,416.02	2.13	121
Entertainment								
Entertainment	124,461,155	23.84	131,413,280	23.24	1,271.85	1,328.95	1.09	118
Audio and visual equipment and services	65,050,401	12.46	71,761,712	12.69	664.74	725.71	1.98	167
Sports, recreation and exercise equipment	14,892,438	2.85	16,545,157	2.93	152.18	167.32	2.13	168
Photographic equipment, supplies and services								
Transportation								
Transportation	1,744,719,783	100.00	1,908,364,351	100.00	17,829.10	19,298.83	1.81	125
Vehicle purchases net outlay	706,852,850	40.51	778,743,549	40.81	7,223.25	9,000.21	1.96	124
Cars and trucks, new	375,961,185	21.55	413,038,623	21.64	3,841.91	4,176.96	1.90	131
Cars and trucks, used	324,225,289	18.58	358,308,748	18.78	3,131.22	3,623.49	2.02	116
Gasoline	384,736,645	22.05	425,251,669	22.28	3,931.58	4,300.47	2.02	132
Diesel fuel	8,259,709	0.47	9,393,807	0.49	84.41	108.57	2.61	127
Maintenance and repairs	131,920,748	7.56	134,349,698	7.04	1,348.08	1,552.73	0.37	122
Apparel and Services								
Apparel and services	257,386,927	100.00	256,961,711	100.00	2,630.21	2,969.80	-0.03	134
Women, 16 and over	77,996,137	30.30	76,411,497	29.74	797.03	883.11	-0.41	126
Men, 16 and over	54,074,924	21.01	53,498,545	20.82	552.59	541.02	-0.21	140
Girls, 2 to 15	11,701,480	4.55	10,950,682	4.26	119.58	110.74	-1.32	153
Boys, 2 to 15	4,667,272	1.81	3,496,281	1.36	47.69	40.41	-5.61	74
Children under 2	12,150,499	4.72	11,429,425	4.45	124.16	115.58	-1.22	158
Footwear	61,701,357	23.97	68,016,454	26.47	630.52	687.83	1.97	139
Other apparel products and services	35,095,259	13.64	33,158,828	12.90	358.63	383.23	-1.13	142

Benchmark: USA

© 2024 Claritas, LLC. All rights reserved. Source: ©2024 Environics Analytics. (<https://claritas.easptlight.com/Spotlight/About/3/2025>)

Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 97,858 | Households: 85,509 | Dorm Pop: 12,349



Report Details

Name: Consumer Buying Power™ Consumer Spending Patterns 2025
Date / Time: 12/16/2024 3:02:10 PM
Workspace Vintage: 2025

Trade Area

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

Name	Level	Geographies
USA	Entire US	United States

DataSource

Product	Provider	Copyright
Consumer Buying Power™ - 2025 Estimates and 2030 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2024 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2024 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
