

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	25,365,491	100.00	27,359,636	100.00	104,816.08	113,525.46	1.53	142
Entertainment								
Entertainment	1,383,663	100.00	1,485,506	100.00	5,717.62	6,163.93	1.43	143
Fees and Admissions								
Fees and admissions	327,608	23.68	342,735	23.07	1,353.75	1,422.14	0.91	138
Recreation expenses, out-of-town trips	1,305	0.09	1,334	0.09	5.39	5.54	0.44	140
Social, recreation, health club membership	127,639	9.22	132,205	8.90	527.44	548.57	0.71	138
Participant sports, out-of-town trips	5,885	0.43	6,085	0.41	24.32	25.25	0.67	135
Play, theater, opera, concert	34,917	2.52	36,560	2.46	144.28	151.70	0.92	129
Movie, other admissions, out-of-town trips	13,555	0.98	13,911	0.94	56.01	57.72	0.52	141
Admission to sporting events	20,503	1.48	21,789	1.47	84.72	90.41	1.22	125
Admission to sports events, out-of-town trips	4,511	0.33	4,630	0.31	18.64	19.21	0.52	141
Fees for recreational lessons	56,759	4.10	60,519	4.07	234.54	251.12	1.29	150
Other entertainment services, out-of-town trips	1,305	0.09	1,334	0.09	5.39	5.54	0.44	140
Fees for participant sports	61,228	4.43	64,366	4.33	253.01	267.08	1.00	139
Audio Visual Equipment and Services								
Audio and visual equipment and services	334,097	24.15	355,320	23.92	1,380.57	1,474.36	1.24	128
Video game software	6,932	0.50	7,143	0.48	28.64	29.64	0.60	137
Video game hardware and accessories	9,527	0.69	9,834	0.66	39.37	40.80	0.64	135
Stereos, speakers, and components incl. vehicles	6,442	0.47	7,164	0.48	26.62	29.73	2.15	128
Televisions	29,804	2.15	30,509	2.05	123.16	126.59	0.47	133
Cable and satellite television services	245,227	17.72	262,347	17.66	1,013.33	1,088.58	1.36	128
Satellite radio service	4,015	0.29	4,382	0.29	16.59	18.18	1.76	116
Online gaming services	3,380	0.24	3,554	0.24	13.97	14.75	1.01	118
VCRs and video disc players	920	0.07	924	0.06	3.80	3.83	0.09	128
Video cassettes, tapes, and discs	3,535	0.26	3,503	0.24	14.61	14.53	-0.18	141
Personal digital audio players	628	0.05	780	0.05	2.59	3.24	4.44	126
Miscellaneous sound equipment	520	0.04	568	0.04	2.15	2.36	1.77	94
Sound equipment accessories	6,124	0.44	6,871	0.46	25.30	28.51	2.33	104
Satellite dishes	584	0.04	597	0.04	2.41	2.48	0.45	147
Miscellaneous video equipment	2,358	0.17	2,541	0.17	9.74	10.54	1.50	100
CDs, records, audio tapes	2,343	0.17	2,492	0.17	9.68	10.34	1.24	139
Streaming, downloading audio	2,373	0.17	2,417	0.16	9.81	10.03	0.36	132
Applications, games, ringtones for handheld devices	370	0.03	367	0.02	1.53	1.52	-0.15	144
Repair of TV, radio, and sound equipment	3,394	0.25	3,552	0.24	14.02	14.74	0.91	143
Rental of VCR, radio, sound and video equipment	85	0.01	78	0.01	0.35	0.32	-1.58	219
Musical instruments and accessories	4,986	0.36	5,102	0.34	20.60	21.17	0.46	116
Rental and repair of musical instruments	176	0.01	183	0.01	0.73	0.76	0.74	121
Rental of video software	198	0.01	215	0.01	0.82	0.89	1.64	136
Installation of TV, satellite TV, sound and video equip	179	0.01	199	0.01	0.74	0.82	2.17	137

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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	385,599	27.87	420,395	28.30	1,593.38	1,744.38	1.74	140
Pets	301,662	21.80	329,012	22.15	1,246.54	1,365.19	1.75	133
Pet food	83,701	6.05	89,956	6.06	345.87	373.26	1.45	136
Vet services	113,104	8.17	125,591	8.45	467.37	521.12	2.12	131
Pet purchase, supplies, medicine	72,370	5.23	78,213	5.26	299.05	324.53	1.56	137
Pet services	32,487	2.35	35,253	2.37	134.24	146.28	1.65	129
Toys, hobbies, and playground equipment	83,937	6.07	91,383	6.15	346.85	379.18	1.71	167
Toys, games, arts and crafts, and tricycles	80,958	5.85	88,196	5.94	334.54	365.96	1.73	168
Stamp and coin collecting	1,236	0.09	1,383	0.09	5.11	5.74	2.26	105
Playground equipment	1,742	0.13	1,805	0.12	7.20	7.49	0.71	204
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	336,359	24.31	367,056	24.71	1,389.91	1,523.05	1.76	177
Non-motorized recreational vehicles	23,359	1.69	26,127	1.76	96.52	108.41	2.27	150
Boat without motor and boat trailers	4,673	0.34	5,250	0.35	19.31	21.78	2.35	144
Trailer and other attachable campers	18,686	1.35	20,877	1.41	77.21	86.63	2.24	151
Motorized recreational vehicles	53,905	3.90	61,169	4.12	222.75	253.81	2.56	158
Purchase of other vehicle	21,760	1.57	24,011	1.62	89.92	99.63	1.99	150
Purchase of boat with motor	32,144	2.32	37,158	2.50	132.83	154.18	2.94	163
Rental of recreational vehicles	8,597	0.62	9,274	0.62	35.52	38.48	1.53	177
Rental noncamper trailer or boat	1,291	0.09	1,373	0.09	5.33	5.70	1.24	229
Boat and trailer rental out-of-town trips	1,372	0.10	1,463	0.10	5.67	6.07	1.29	178
Rental of other vehicles on out-of-town trips	5,295	0.38	5,745	0.39	21.88	23.84	1.65	175
Rental of camper, other RV's on out-of-town trips	638	0.05	693	0.05	2.64	2.87	1.64	133
Outboard motors	2,167	0.16	3,116	0.21	8.96	12.93	7.53	161
Docking and landing fees	6,610	0.48	7,497	0.50	27.32	31.11	2.55	178
Sports, recreation and exercise equipment	180,966	13.08	193,787	13.05	747.79	804.09	1.38	188
Athletic gear, game tables, and exercise equipment	62,462	4.51	67,592	4.55	258.11	280.46	1.59	181
Bicycles	32,178	2.33	33,174	2.23	132.97	137.65	0.61	189
Camping equipment	19,645	1.42	19,840	1.34	81.18	82.32	0.20	198
Hunting and fishing equipment	56,452	4.08	61,841	4.16	233.27	256.60	1.84	194
Winter sports equipment	3,545	0.26	3,882	0.26	14.65	16.11	1.83	177
Water sports equipment	3,253	0.24	3,669	0.25	13.44	15.22	2.43	182
Other sports equipment	2,423	0.18	2,611	0.18	10.01	10.84	1.51	178
Rental and repair of miscellaneous sports equipment	1,008	0.07	1,177	0.08	4.17	4.88	3.14	186
Photographic equipment, supplies and services	40,442	2.92	44,811	3.02	167.12	185.94	2.07	184
Film	694	0.05	730	0.05	2.87	3.03	1.02	170
Photographer fees	17,062	1.23	19,139	1.29	70.51	79.41	2.32	197
Photo processing	7,884	0.57	8,867	0.60	32.58	36.79	2.38	183
Repair and rental of photographic equipment	66	0.00	76	0.01	0.27	0.31	2.63	126
Photographic equipment	14,736	1.06	15,999	1.08	60.89	66.39	1.66	173
Fireworks	5,766	0.42	5,745	0.39	23.83	23.84	-0.07	153
Souvenirs	1,052	0.08	1,066	0.07	4.35	4.42	0.27	129
Visual goods	1,604	0.12	1,699	0.11	6.63	7.05	1.16	156
Pinball, electronic video games	1,629	0.12	1,464	0.10	6.73	6.07	-2.11	193
Live entertainment for catered affairs	4,691	0.34	5,245	0.35	19.38	21.76	2.26	176
Rental of party supplies for catered affairs	5,571	0.40	6,057	0.41	23.02	25.13	1.69	211

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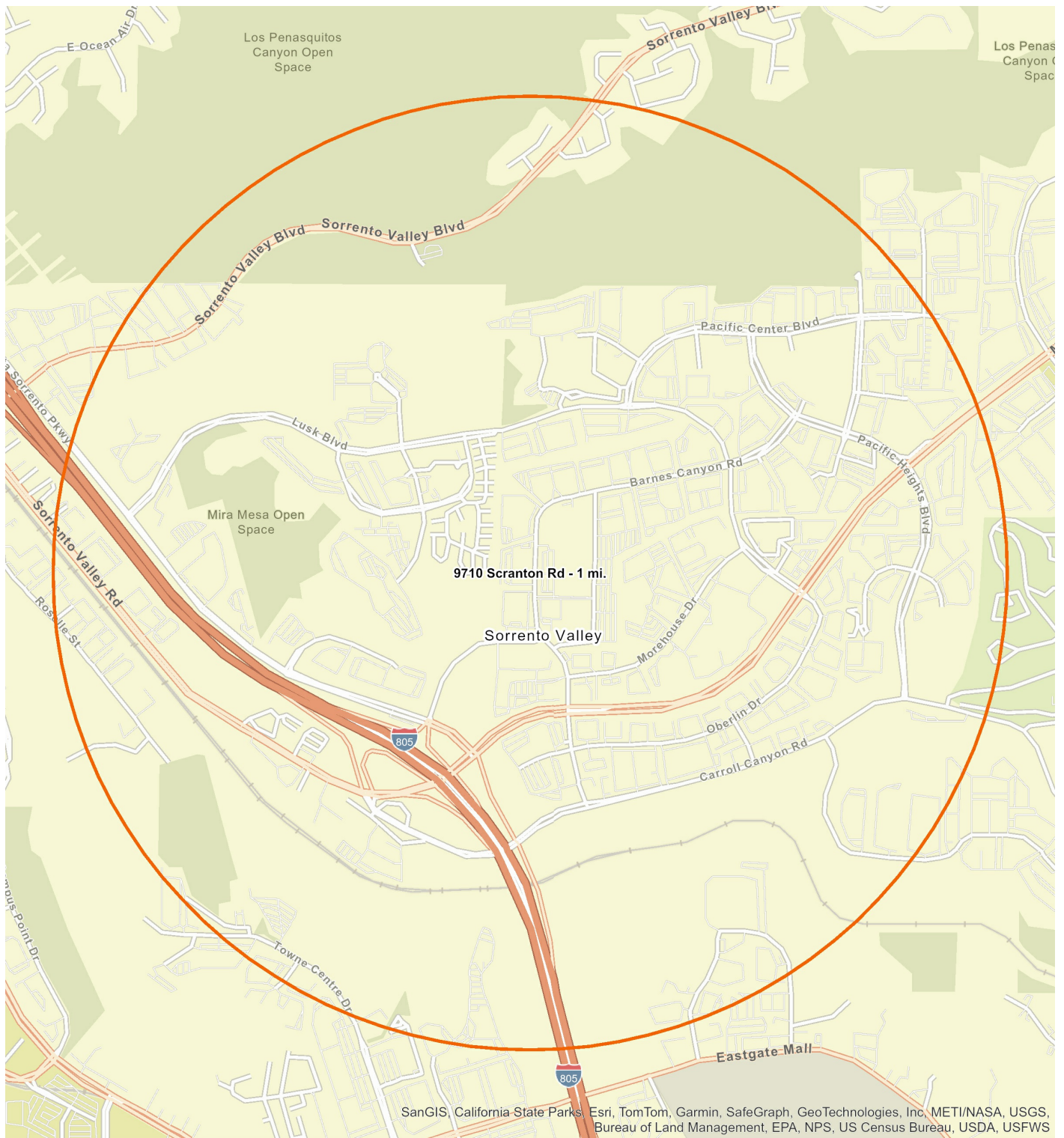
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



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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	3,395,427,748	100.00	3,727,133,516	100.00	75,008.90	81,125.17	1.88	102
Entertainment								
Entertainment	180,525,223	100.00	197,439,868	100.00	3,988.01	4,297.50	1.81	100
Fees and Admissions								
Fees and admissions	43,139,712	23.90	46,042,578	23.32	953.01	1,371.01	1.31	97
Recreation expenses, out-of-town trips	168,959	0.09	179,776	0.09	3.73	3.91	1.25	97
Social, recreation, health club membership	16,526,202	9.15	17,662,438	8.95	365.08	384.44	1.34	96
Participant sports, out-of-town trips	762,584	0.42	837,492	0.42	16.85	18.23	1.89	94
Play, theater, opera, concert	4,644,817	2.57	4,974,520	2.52	102.61	108.28	1.38	92
Movie, other admissions, out-of-town trips	1,700,971	0.94	1,811,467	0.92	37.58	53.94	1.27	95
Admission to sporting events	2,806,526	1.55	3,004,048	1.52	62.00	65.39	1.37	91
Admission to sports events, out-of-town trips	565,881	0.31	602,698	0.31	12.50	13.12	1.27	95
Fees for recreational lessons	7,480,671	4.14	7,973,100	4.04	165.26	237.41	1.28	106
Other entertainment services, out-of-town trips	168,959	0.09	179,776	0.09	3.73	3.91	1.25	97
Fees for participant sports	8,314,141	4.61	8,817,263	4.47	183.67	262.55	1.18	101
Audio Visual Equipment and Services								
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
Video game software	1,042,581	0.58	1,106,384	0.56	23.03	24.08	1.20	110
Video game hardware and accessories	1,313,486	0.73	1,384,566	0.70	29.02	41.23	1.06	100
Stereos, speakers, and components incl. vehicles	907,630	0.50	992,402	0.50	20.05	29.55	1.80	96
Televisions	3,823,653	2.12	4,015,470	2.03	84.47	119.57	0.98	91
Cable and satellite television services	33,224,337	18.40	35,510,539	17.99	733.96	772.93	1.34	92
Satellite radio service	491,835	0.27	542,202	0.27	10.87	11.80	1.97	76
Online gaming services	504,774	0.28	538,907	0.27	11.15	11.73	1.32	94
VCRs and video disc players	113,518	0.06	118,127	0.06	2.51	3.52	0.80	85
Video cassettes, tapes, and discs	428,772	0.24	450,942	0.23	9.47	9.82	1.01	92
Personal digital audio players	70,069	0.04	78,887	0.04	1.55	2.35	2.40	75
Miscellaneous sound equipment	82,042	0.05	88,521	0.04	1.81	1.93	1.53	79
Sound equipment accessories	1,005,821	0.56	1,095,284	0.55	22.22	23.84	1.72	92
Satellite dishes	97,693	0.05	102,199	0.05	2.16	3.04	0.91	131
Miscellaneous video equipment	324,623	0.18	346,145	0.18	7.17	7.53	1.29	73
CDs, records, audio tapes	340,826	0.19	370,127	0.19	7.53	8.06	1.66	108
Streaming, downloading audio	320,700	0.18	339,792	0.17	7.08	7.40	1.16	96
Applications, games, ringtones for handheld devices	49,107	0.03	51,734	0.03	1.08	1.13	1.05	102
Repair of TV, radio, and sound equipment	491,625	0.27	513,941	0.26	10.86	11.19	0.89	111
Rental of VCR, radio, sound and video equipment	11,775	0.01	11,876	0.01	0.26	0.35	0.17	163
Musical instruments and accessories	643,714	0.36	687,937	0.35	14.22	20.48	1.34	80
Rental and repair of musical instruments	22,446	0.01	25,544	0.01	0.50	0.56	2.62	83
Rental of video software	32,682	0.02	35,822	0.02	0.72	0.78	1.85	120
Installation of TV, satellite TV, sound and video equip	21,838	0.01	24,337	0.01	0.48	0.53	2.19	89

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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	50,081,499	27.74	56,030,877	28.38	1,106.36	1,219.57	2.27	97
Pets	39,222,914	21.73	43,927,585	22.25	866.48	1,308.03	2.29	93
Pet food	10,827,092	6.00	11,974,748	6.07	239.18	260.64	2.04	94
Vet services	14,846,136	8.22	16,816,793	8.52	327.97	366.04	2.52	92
Pet purchase, supplies, medicine	9,434,500	5.23	10,481,405	5.31	208.42	228.14	2.13	95
Pet services	4,115,187	2.28	4,654,638	2.36	90.91	138.60	2.49	87
Toys, hobbies, and playground equipment	10,858,585	6.01	12,103,293	6.13	239.88	263.44	2.19	116
Toys, games, arts and crafts, and tricycles	10,496,697	5.81	11,690,922	5.92	231.88	348.12	2.18	117
Stamp and coin collecting	178,692	0.10	210,206	0.11	3.95	4.58	3.30	81
Playground equipment	183,195	0.10	202,165	0.10	4.05	4.40	1.99	115
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	41,938,465	23.23	46,934,726	23.77	926.47	1,397.57	2.28	118
Non-motorized recreational vehicles	2,987,995	1.66	3,391,277	1.72	66.01	73.81	2.56	102
Boat without motor and boat trailers	744,128	0.41	820,683	0.42	16.44	24.44	1.98	123
Trailer and other attachable campers	2,243,867	1.24	2,570,594	1.30	49.57	55.95	2.76	97
Motorized recreational vehicles	6,751,825	3.74	7,703,203	3.90	149.16	167.67	2.67	106
Purchase of other vehicle	2,779,588	1.54	3,104,167	1.57	61.40	92.43	2.23	102
Purchase of boat with motor	3,972,238	2.20	4,599,036	2.33	87.75	100.10	2.97	108
Rental of recreational vehicles	951,173	0.53	1,067,647	0.54	21.01	23.24	2.34	105
Rental noncamper trailer or boat	85,346	0.05	93,953	0.05	1.89	2.04	1.94	81
Boat and trailer rental out-of-town trips	140,461	0.08	155,914	0.08	3.10	4.64	2.11	97
Rental of other vehicles on out-of-town trips	625,667	0.35	703,974	0.36	13.82	15.32	2.39	110
Rental of camper, other RV's on out-of-town trips	99,699	0.06	113,805	0.06	2.20	2.48	2.68	111
Outboard motors	382,339	0.21	465,918	0.24	8.45	13.87	4.03	152
Docking and landing fees	719,845	0.40	803,447	0.41	15.90	17.49	2.22	103
Sports, recreation and exercise equipment	22,555,120	12.49	25,070,578	12.70	498.27	545.69	2.14	125
Athletic gear, game tables, and exercise equipment	7,730,015	4.28	8,790,056	4.45	170.76	261.74	2.60	120
Bicycles	3,708,391	2.05	3,996,462	2.02	81.92	86.99	1.51	116
Camping equipment	2,404,549	1.33	2,568,432	1.30	53.12	55.90	1.33	130
Hunting and fishing equipment	7,363,967	4.08	8,175,725	4.14	162.68	243.45	2.11	136
Winter sports equipment	463,555	0.26	522,089	0.26	10.24	11.36	2.41	124
Water sports equipment	422,360	0.23	496,321	0.25	9.33	10.80	3.28	126
Other sports equipment	330,520	0.18	367,037	0.19	7.30	10.93	2.12	130
Rental and repair of miscellaneous sports equipment	131,762	0.07	154,456	0.08	2.91	3.36	3.23	130
Photographic equipment, supplies and services	5,160,950	2.86	5,770,632	2.92	114.01	125.60	2.26	126
Film	76,610	0.04	84,232	0.04	1.69	2.51	1.92	100
Photographer fees	2,006,196	1.11	2,233,063	1.13	44.32	48.61	2.17	124
Photo processing	1,069,029	0.59	1,210,699	0.61	23.62	26.35	2.52	133
Repair and rental of photographic equipment	7,914	0.00	8,540	0.00	0.17	0.19	1.53	80
Photographic equipment	2,001,200	1.11	2,234,098	1.13	44.21	66.52	2.23	126
Fireworks	673,344	0.37	737,244	0.37	14.87	16.05	1.83	96
Souvenirs	177,833	0.10	191,580	0.10	3.93	5.70	1.50	116
Visual goods	234,549	0.13	254,496	0.13	5.18	5.54	1.65	122
Pinball, electronic video games	165,334	0.09	165,443	0.08	3.65	3.60	0.01	105
Live entertainment for catered affairs	490,320	0.27	550,914	0.28	10.83	16.40	2.36	98
Rental of party supplies for catered affairs	687,839	0.38	762,347	0.39	15.20	16.59	2.08	139

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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

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

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Benchmark: USA

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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	9,437,493,347	100.00	10,289,089,958	100.00	96,440.69	104,051.07	1.74	131
Entertainment								
Entertainment	521,986,089	100.00	565,471,585	100.00	5,334.12	5,718.48	1.61	134
Fees and Admissions								
Fees and admissions	131,925,348	25.27	139,634,976	24.69	1,348.13	1,613.81	1.14	138
Recreation expenses, out-of-town trips	516,961	0.10	547,190	0.10	5.28	5.53	1.14	137
Social, recreation, health club membership	50,406,456	9.66	53,626,610	9.48	515.10	542.31	1.25	135
Participant sports, out-of-town trips	2,465,328	0.47	2,707,849	0.48	25.19	27.38	1.89	140
Play, theater, opera, concert	14,117,987	2.70	14,993,959	2.65	144.27	151.63	1.21	129
Movie, other admissions, out-of-town trips	5,217,517	1.00	5,510,692	0.97	53.32	63.69	1.10	135
Admission to sporting events	8,615,720	1.65	9,113,281	1.61	88.04	92.16	1.13	129
Admission to sports events, out-of-town trips	1,736,294	0.33	1,833,993	0.32	17.74	18.55	1.10	135
Fees for recreational lessons	23,089,168	4.42	24,242,391	4.29	235.95	280.18	0.98	151
Other entertainment services, out-of-town trips	516,961	0.10	547,190	0.10	5.28	5.53	1.14	137
Fees for participant sports	25,242,956	4.84	26,511,821	4.69	257.95	306.41	0.99	141
Audio Visual Equipment and Services								
Audio and visual equipment and services	124,461,155	23.84	131,413,280	23.24	1,271.85	1,328.95	1.09	118
Video game software	2,579,576	0.49	2,729,046	0.48	26.36	27.60	1.13	126
Video game hardware and accessories	3,402,038	0.65	3,552,683	0.63	34.77	41.06	0.87	119
Stereos, speakers, and components incl. vehicles	2,583,898	0.49	2,785,961	0.49	26.40	32.20	1.52	126
Televisions	10,370,495	1.99	10,836,781	1.92	105.97	125.24	0.88	114
Cable and satellite television services	91,605,357	17.55	96,701,548	17.10	936.10	977.92	1.09	118
Satellite radio service	1,530,854	0.29	1,658,068	0.29	15.64	16.77	1.61	109
Online gaming services	1,306,634	0.25	1,377,748	0.24	13.35	13.93	1.07	112
VCRs and video disc players	305,895	0.06	317,408	0.06	3.13	3.67	0.74	106
Video cassettes, tapes, and discs	1,152,327	0.22	1,206,717	0.21	11.78	12.20	0.93	114
Personal digital audio players	233,369	0.04	246,768	0.04	2.38	2.85	1.12	116
Miscellaneous sound equipment	219,130	0.04	232,759	0.04	2.24	2.35	1.21	98
Sound equipment accessories	2,782,057	0.53	2,995,098	0.53	28.43	30.29	1.49	117
Satellite dishes	237,086	0.05	247,825	0.04	2.42	2.86	0.89	147
Miscellaneous video equipment	937,432	0.18	979,256	0.17	9.58	9.90	0.88	98
CDs, records, audio tapes	912,350	0.17	988,756	0.17	9.32	10.00	1.62	134
Streaming, downloading audio	827,972	0.16	876,096	0.15	8.46	8.86	1.14	114
Applications, games, ringtones for handheld devices	124,015	0.02	130,766	0.02	1.27	1.32	1.07	119
Repair of TV, radio, and sound equipment	1,260,678	0.24	1,313,707	0.23	12.88	13.29	0.83	132
Rental of VCR, radio, sound and video equipment	25,389	0.00	25,897	0.00	0.26	0.30	0.40	162
Musical instruments and accessories	1,840,456	0.35	1,961,794	0.35	18.81	22.67	1.29	106
Rental and repair of musical instruments	72,721	0.01	82,675	0.01	0.74	0.84	2.60	124
Rental of video software	84,041	0.02	92,156	0.02	0.86	0.93	1.86	143
Installation of TV, satellite TV, sound and video equip	67,386	0.01	73,768	0.01	0.69	0.75	1.83	127

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Index Colors:	<80	80 - 110	110+
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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	140,837,821	26.98	156,297,311	27.64	1,439.21	1,580.60	2.10	126
Pets	110,272,123	21.13	122,521,326	21.67	1,126.86	1,416.02	2.13	121
Pet food	29,867,043	5.72	32,781,849	5.80	305.21	331.51	1.88	120
Vet services	42,528,623	8.15	47,670,020	8.43	434.60	482.08	2.31	122
Pet purchase, supplies, medicine	25,847,195	4.95	28,509,225	5.04	264.13	288.31	1.98	121
Pet services	12,029,261	2.30	13,560,232	2.40	122.93	156.72	2.42	118
Toys, hobbies, and playground equipment	30,565,697	5.86	33,775,985	5.97	312.35	341.57	2.02	151
Toys, games, arts and crafts, and tricycles	29,450,522	5.64	32,525,033	5.75	300.95	375.90	2.01	151
Stamp and coin collecting	569,721	0.11	653,817	0.12	5.82	6.61	2.79	120
Playground equipment	545,454	0.10	597,135	0.11	5.57	6.04	1.83	158
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	124,761,765	23.90	138,126,019	24.43	1,274.93	1,596.37	2.06	163
Non-motorized recreational vehicles	9,644,447	1.85	10,761,750	1.90	98.56	108.83	2.22	153
Boat without motor and boat trailers	2,058,680	0.39	2,286,107	0.40	21.04	26.42	2.12	157
Trailer and other attachable campers	7,585,767	1.45	8,475,643	1.50	77.52	85.71	2.24	152
Motorized recreational vehicles	21,655,853	4.15	24,240,259	4.29	221.30	245.14	2.28	157
Purchase of other vehicle	8,317,335	1.59	9,047,041	1.60	84.99	104.56	1.70	142
Purchase of boat with motor	13,338,518	2.56	15,193,218	2.69	136.30	153.65	2.64	168
Rental of recreational vehicles	2,987,931	0.57	3,325,662	0.59	30.53	33.63	2.16	153
Rental noncamper trailer or boat	300,301	0.06	324,588	0.06	3.07	3.28	1.57	132
Boat and trailer rental out-of-town trips	460,138	0.09	506,886	0.09	4.70	5.86	1.95	148
Rental of other vehicles on out-of-town trips	1,932,298	0.37	2,151,634	0.38	19.75	21.76	2.17	158
Rental of camper, other RV's on out-of-town trips	295,194	0.06	342,555	0.06	3.02	3.46	3.02	152
Outboard motors	1,098,197	0.21	1,260,949	0.22	11.22	14.57	2.80	202
Docking and landing fees	2,315,379	0.44	2,534,441	0.45	23.66	25.63	1.82	154
Sports, recreation and exercise equipment	65,050,401	12.46	71,761,712	12.69	664.74	725.71	1.98	167
Athletic gear, game tables, and exercise equipment	23,505,397	4.50	26,519,593	4.69	240.20	306.50	2.44	168
Bicycles	10,285,184	1.97	11,068,084	1.96	105.10	111.93	1.48	149
Camping equipment	6,454,702	1.24	6,872,945	1.22	65.96	69.50	1.26	161
Hunting and fishing equipment	20,724,759	3.97	22,691,510	4.01	211.78	262.25	1.83	177
Winter sports equipment	1,397,771	0.27	1,571,012	0.28	14.28	15.89	2.36	172
Water sports equipment	1,322,216	0.25	1,515,834	0.27	13.51	15.33	2.77	183
Other sports equipment	948,083	0.18	1,045,958	0.18	9.69	12.09	1.98	172
Rental and repair of miscellaneous sports equipment	412,290	0.08	476,776	0.08	4.21	4.82	2.95	188
Photographic equipment, supplies and services	14,892,438	2.85	16,545,157	2.93	152.18	167.32	2.13	168
Film	219,408	0.04	232,880	0.04	2.24	2.69	1.20	133
Photographer fees	5,866,799	1.12	6,508,692	1.15	59.95	65.82	2.10	168
Photo processing	3,190,235	0.61	3,571,305	0.63	32.60	36.12	2.28	183
Repair and rental of photographic equipment	23,444	0.00	24,146	0.00	0.24	0.24	0.59	110
Photographic equipment	5,592,553	1.07	6,208,134	1.10	57.15	71.75	2.11	162
Fireworks	2,026,390	0.39	2,119,878	0.37	20.71	21.44	0.91	133
Souvenirs	481,567	0.09	527,845	0.09	4.92	6.10	1.85	146
Visual goods	663,761	0.13	719,204	0.13	6.78	7.27	1.62	160
Pinball, electronic video games	416,623	0.08	409,711	0.07	4.26	4.14	-0.33	122
Live entertainment for catered affairs	1,582,889	0.30	1,766,221	0.31	16.18	20.41	2.22	147
Rental of party supplies for catered affairs	1,945,889	0.37	2,153,229	0.38	19.88	21.78	2.05	182

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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



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Report Details

Name: Consumer Buying Power™ Entertainment 2025
Date / Time: 12/16/2024 3:07:33 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

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