

# Consumer Buying Power™ | Reading, Education, Tobacco,



## Smoking

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
<b>Total Specified Consumer Expenditures</b>	<b>25,365,491</b>	<b>100.00</b>	<b>27,359,636</b>	<b>100.00</b>	<b>104,816.08</b>	<b>113,525.46</b>	<b>1.53</b>	<b>142</b>
<b>Reading</b>								
Reading	42,306	100.00	36,765	100.00	174.82	152.55	-2.77	177
Digital book readers	4,907	11.60	4,162	11.32	20.28	17.27	-3.24	176
Magazines	10,086	23.84	8,432	22.93	41.68	34.99	-3.52	187
Newspapers or newsletters	13,494	31.90	12,361	33.62	55.76	51.29	-1.74	174
Books, digital books, subscriptions or books thru book clubs	13,819	32.66	11,810	32.12	57.10	49.00	-3.09	175
<b>Education</b>								
Education	443,557	100.00	467,503	100.00	1,832.88	1,939.85	1.06	109
College tuition	303,959	68.53	320,028	68.45	1,256.03	1,327.92	1.04	106
Elementary and high school tuition	36,739	8.28	39,863	8.53	151.81	165.41	1.65	113
Vocational and technical school tuition	7,066	1.59	6,891	1.47	29.20	28.59	-0.50	151
Test preparation, tutoring services	32,694	7.37	32,138	6.87	135.10	133.35	-0.34	128
Educational books, supplies, and other expenditures	10,452	2.36	11,222	2.40	43.19	46.57	1.43	100
Educational savings account	8,744	1.97	10,825	2.32	36.13	44.92	4.36	96
Prepaid tuition	1,625	0.37	1,802	0.39	6.72	7.48	2.08	64
School supplies, etc. - unspecified	42,278	9.53	44,734	9.57	174.70	185.62	1.14	122
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	108,253	100.00	103,693	100.00	447.32	430.26	-0.86	120
Cigarettes	89,427	82.61	85,257	82.22	369.53	353.76	-0.95	122
Other tobacco products	15,683	14.49	15,206	14.66	64.80	63.10	-0.61	113
Smoking accessories	996	0.92	983	0.95	4.12	4.08	-0.27	92
Marijuana	2,147	1.98	2,247	2.17	8.87	9.32	0.91	111

Benchmark: USA

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



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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

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# Consumer Buying Power™ | Reading, Education, Tobacco,



## Smoking

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
<b>Total Specified Consumer Expenditures</b>	<b>3,395,427,748</b>	<b>100.00</b>	<b>3,727,133,516</b>	<b>100.00</b>	<b>75,008.90</b>	<b>81,125.17</b>	<b>1.88</b>	<b>102</b>
<b>Reading</b>								
Reading	5,715,508	100.00	4,975,858	100.00	126.26	108.31	-2.73	128
Digital book readers	673,525	11.78	576,530	11.59	14.88	17.17	-3.06	129
Magazines	1,332,124	23.31	1,156,298	23.24	29.43	25.17	-2.79	132
Newspapers or newsletters	1,912,692	33.46	1,685,873	33.88	42.25	50.20	-2.49	132
Books, digital books, subscriptions or books thru book clubs	1,797,168	31.44	1,557,156	31.29	39.70	33.89	-2.83	122
<b>Education</b>								
Education	68,238,412	100.00	73,329,502	100.00	1,507.46	1,596.10	1.45	90
College tuition	51,643,929	75.68	55,053,907	75.08	1,140.87	1,198.31	1.29	96
Elementary and high school tuition	3,979,697	5.83	4,432,340	6.04	87.92	131.98	2.18	65
Vocational and technical school tuition	714,351	1.05	740,938	1.01	15.78	16.13	0.73	82
Test preparation, tutoring services	3,344,132	4.90	3,673,875	5.01	73.88	79.97	1.90	70
Educational books, supplies, and other expenditures	1,634,996	2.40	1,800,836	2.46	36.12	53.62	1.95	84
Educational savings account	1,321,155	1.94	1,502,950	2.05	29.19	32.71	2.61	78
Prepaid tuition	296,061	0.43	325,386	0.44	6.54	7.08	1.91	63
School supplies, etc. - unspecified	5,304,090	7.77	5,799,271	7.91	117.17	172.68	1.80	82
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	14,260,973	100.00	14,276,793	100.00	315.04	310.75	0.02	85
Cigarettes	11,759,731	82.46	11,745,715	82.27	259.79	255.66	-0.02	86
Other tobacco products	2,059,641	14.44	2,083,091	14.59	45.50	62.03	0.23	79
Smoking accessories	169,036	1.19	170,030	1.19	3.73	3.70	0.12	83
Marijuana	272,565	1.91	277,957	1.95	6.02	6.05	0.39	76

Benchmark: USA

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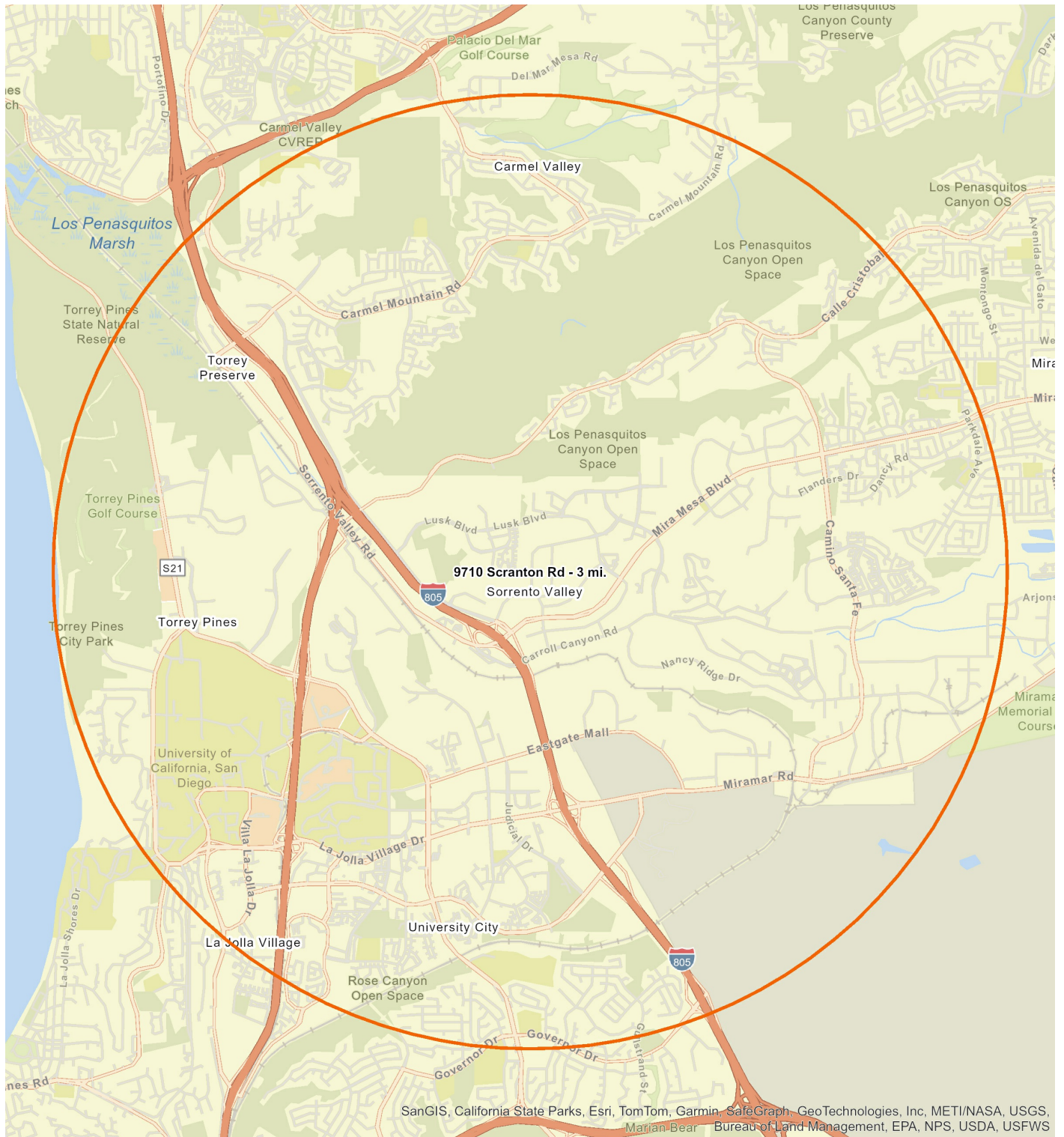
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Reading, Education, Tobacco,



## Smoking

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
<b>Total Specified Consumer Expenditures</b>	<b>9,437,493,347</b>	<b>100.00</b>	<b>10,289,089,958</b>	<b>100.00</b>	<b>96,440.69</b>	<b>104,051.07</b>	<b>1.74</b>	<b>131</b>
<b>Reading</b>								
Reading	16,397,454	100.00	14,127,759	100.00	167.56	142.87	-2.94	170
Digital book readers	1,885,487	11.50	1,600,245	11.33	19.27	18.49	-3.23	167
Magazines	3,788,555	23.10	3,294,402	23.32	38.71	33.32	-2.76	174
Newspapers or newsletters	5,498,039	33.53	4,750,839	33.63	56.18	54.91	-2.88	175
Books, digital books, subscriptions or books thru book clubs	5,225,373	31.87	4,482,273	31.73	53.40	45.33	-3.02	164
<b>Education</b>								
Education	173,022,012	100.00	188,407,621	100.00	1,768.09	1,905.32	1.72	105
College tuition	123,222,739	71.22	133,933,742	71.09	1,259.20	1,354.44	1.68	106
Elementary and high school tuition	13,696,243	7.92	15,081,397	8.00	139.96	174.30	1.95	104
Vocational and technical school tuition	1,839,624	1.06	1,912,389	1.01	18.80	19.34	0.78	98
Test preparation, tutoring services	10,088,289	5.83	11,081,948	5.88	103.09	112.07	1.90	97
Educational books, supplies, and other expenditures	4,372,582	2.53	4,800,367	2.55	44.68	55.48	1.88	104
Educational savings account	4,258,012	2.46	4,746,662	2.52	43.51	48.00	2.20	116
Prepaid tuition	799,305	0.46	873,706	0.46	8.17	8.84	1.80	78
School supplies, etc. - unspecified	14,745,218	8.52	15,977,410	8.48	150.68	184.66	1.62	105
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	35,330,053	100.00	35,244,659	100.00	361.03	356.42	-0.05	97
Cigarettes	29,072,558	82.29	28,965,826	82.19	297.09	292.92	-0.07	98
Other tobacco products	5,180,958	14.66	5,202,790	14.76	52.94	60.13	0.08	92
Smoking accessories	393,953	1.12	396,649	1.13	4.03	4.01	0.14	90
Marijuana	682,584	1.93	679,394	1.93	6.98	6.87	-0.09	88

Benchmark: USA

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# Report Details

**Name:** Consumer Buying Power™ Reading, Education, Tobacco and Smoking Products 2025  
**Date / Time:** 12/16/2024 3:22:27 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
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Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2024 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )