

Consumer Buying Power™ | Category Summary



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
Category Summary								
Food	3,615,636	14.25	3,925,293	14.35	14,940.65	16,287.52	1.66	141
Housing	10,229,636	40.33	10,916,906	39.90	42,271.23	45,298.37	1.31	153
Apparel and services	703,029	2.77	684,842	2.50	2,905.08	2,841.67	-0.52	149
Transportation	4,676,215	18.44	5,086,323	18.59	19,323.20	21,105.08	1.70	136
Healthcare	1,964,255	7.74	2,264,047	8.28	8,116.75	9,394.38	2.88	120
Entertainment	1,383,663	5.45	1,485,506	5.43	5,717.62	6,163.93	1.43	143
Personal care products and services	340,415	1.34	374,171	1.37	1,406.67	1,552.58	1.91	138
Reading	42,306	0.17	36,765	0.13	174.82	152.55	-2.77	177
Education	443,557	1.75	467,503	1.71	1,832.88	1,939.85	1.06	109
Tobacco products and smoking supplies	108,253	0.43	103,693	0.38	447.32	430.26	-0.86	120
Miscellaneous fees and expenses	460,511	1.82	469,295	1.72	1,902.94	1,947.28	0.38	154
Cash contributions	993,570	3.92	1,100,466	4.02	4,105.66	4,566.25	2.06	142
Life and other personal insurance	179,046	0.71	198,437	0.73	739.86	823.39	2.08	123

Benchmark: USA

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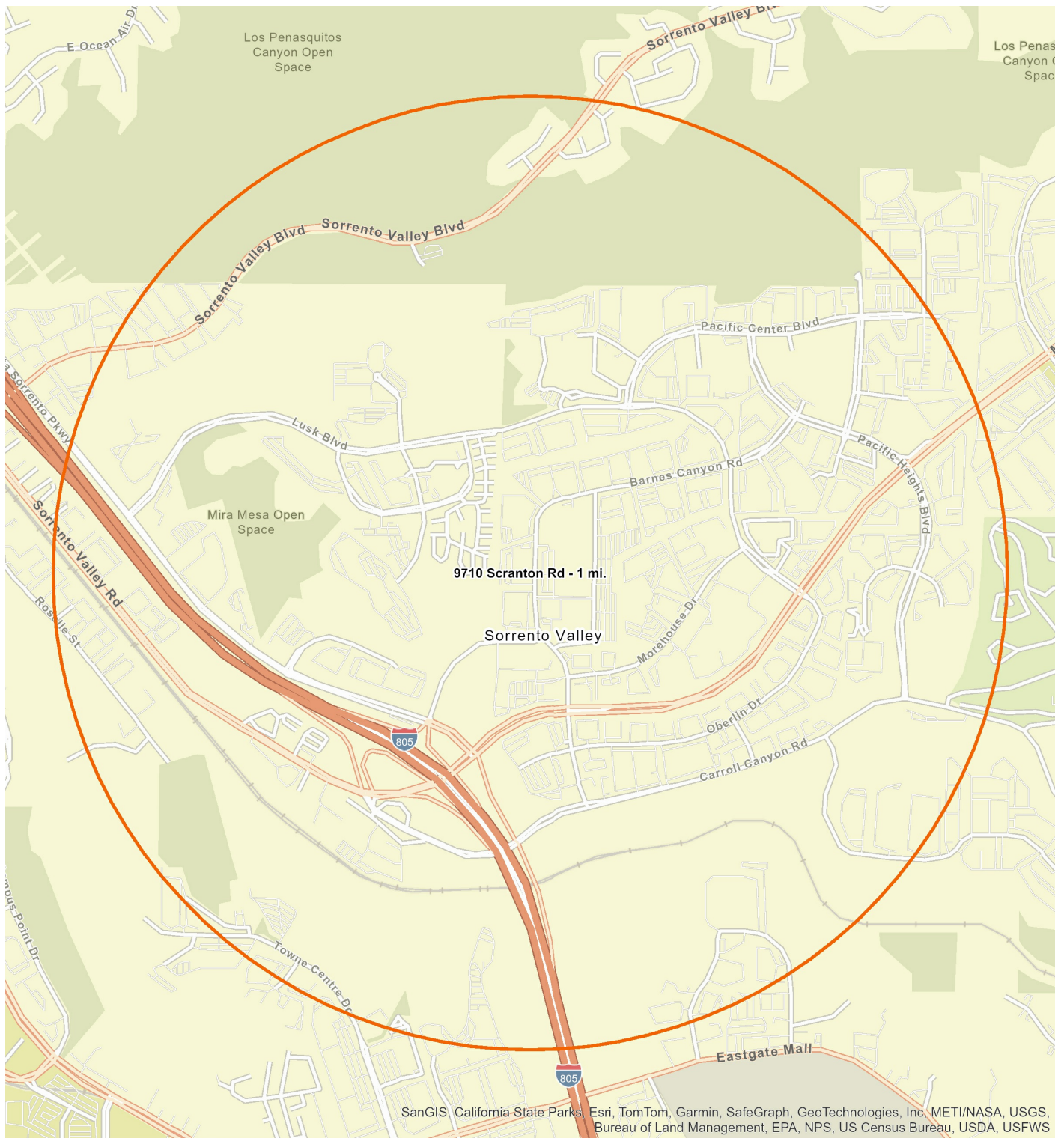
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Category Summary



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
Category Summary								
Food	489,163,720	14.41	539,930,169	14.49	10,806.19	16,077.48	1.99	102
Housing	1,372,638,360	40.43	1,500,926,515	40.27	30,323.16	32,669.32	1.80	110
Apparel and services	92,793,599	2.73	92,845,826	2.49	2,049.92	2,020.89	0.01	105
Transportation	617,101,374	18.17	681,178,186	18.28	13,632.48	20,283.42	2.00	96
Healthcare	262,164,786	7.72	300,845,349	8.07	5,791.52	6,548.23	2.79	85
Entertainment	180,525,223	5.32	197,439,868	5.30	3,988.01	4,297.50	1.81	100
Personal care products and services	46,071,047	1.36	51,362,722	1.38	1,017.76	1,529.43	2.20	100
Reading	5,715,508	0.17	4,975,858	0.13	126.26	108.31	-2.73	128
Education	68,238,412	2.01	73,329,502	1.97	1,507.46	1,596.10	1.45	90
Tobacco products and smoking supplies	14,260,973	0.42	14,276,793	0.38	315.04	425.12	0.02	85
Miscellaneous fees and expenses	61,559,643	1.81	63,254,641	1.70	1,359.92	1,376.81	0.54	110
Cash contributions	132,843,491	3.91	148,284,512	3.98	2,934.67	3,227.58	2.22	102
Life and other personal insurance	23,279,822	0.69	26,075,283	0.70	514.28	776.44	2.29	86

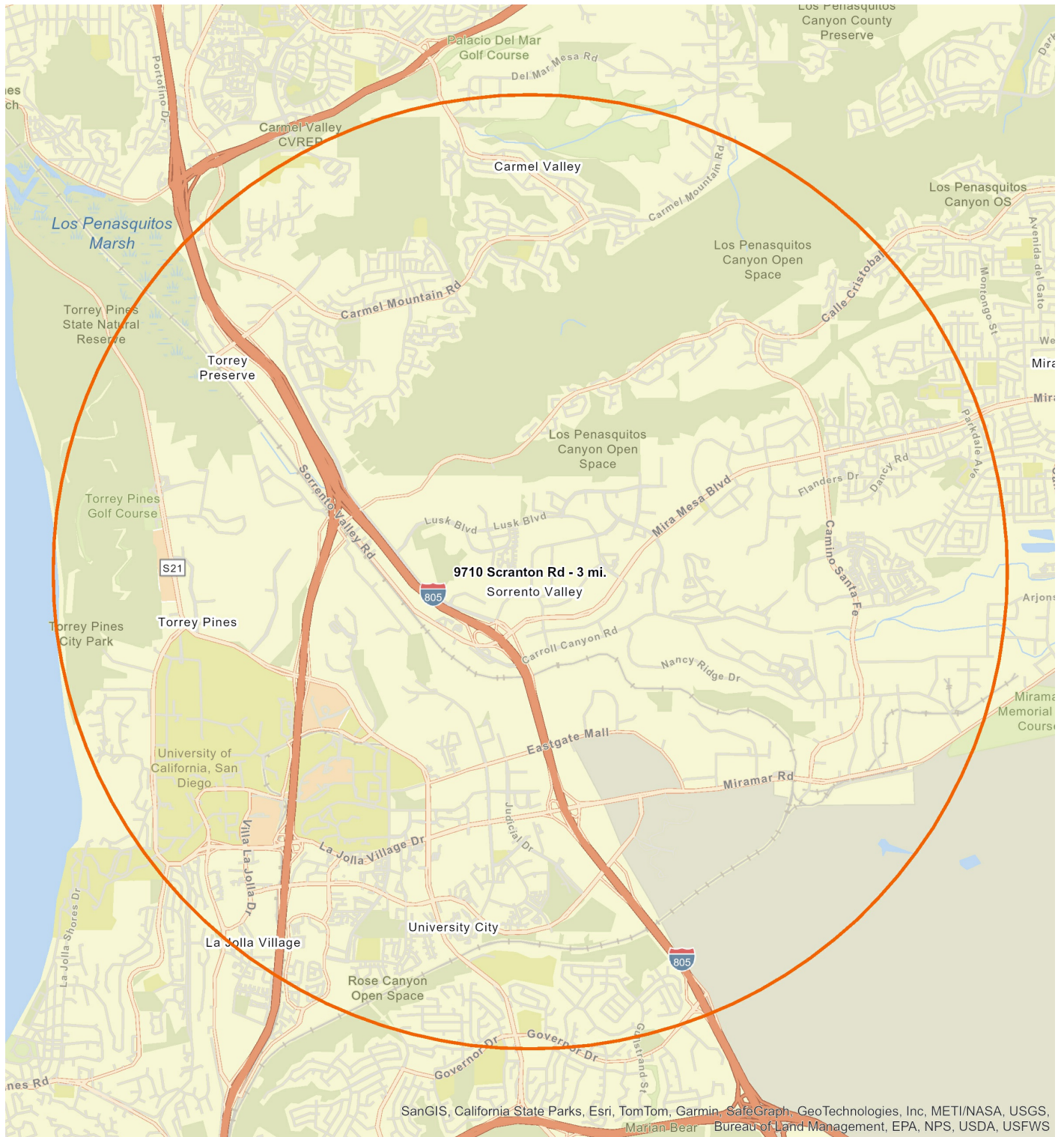
Benchmark: USA

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



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

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Consumer Buying Power™ | Category Summary



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
Category Summary								
Food	1,353,170,858	14.34	1,484,764,904	14.43	13,827.90	17,159.95	1.87	130
Housing	3,703,812,574	39.25	4,030,064,305	39.17	37,848.85	40,755.06	1.70	137
Apparel and services	257,386,927	2.73	256,961,711	2.50	2,630.21	2,598.59	-0.03	134
Transportation	1,744,719,783	18.49	1,908,364,351	18.55	17,829.10	22,055.64	1.81	125
Healthcare	760,823,785	8.06	859,325,088	8.35	7,774.77	8,690.15	2.46	115
Entertainment	521,986,089	5.53	565,471,585	5.50	5,334.12	5,718.48	1.61	134
Personal care products and services	129,143,602	1.37	142,788,085	1.39	1,319.70	1,650.25	2.03	130
Reading	16,397,454	0.17	14,127,759	0.14	167.56	142.87	-2.94	170
Education	173,022,012	1.83	188,407,621	1.83	1,768.09	1,905.32	1.72	105
Tobacco products and smoking supplies	35,330,053	0.37	35,244,659	0.34	361.03	407.33	-0.05	97
Miscellaneous fees and expenses	178,799,778	1.89	182,422,147	1.77	1,827.14	1,844.79	0.40	148
Cash contributions	406,174,346	4.30	447,935,654	4.35	4,150.65	4,529.86	1.98	144
Life and other personal insurance	71,490,070	0.76	78,949,009	0.77	730.55	912.44	2.00	122

Benchmark: USA

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Report Details

Name: Consumer Buying Power™ Category Summary 2025
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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)
