

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
Food								
Food	3,615,636	100.00	3,925,293	100.00	14,940.65	16,287.52	1.66	141
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
Cereals and bakery products	271,235	7.50	289,491	7.38	1,120.81	1,201.21	1.31	130
Cereals and cereal products	79,632	2.20	79,471	2.02	329.06	329.75	-0.04	126
Flour and prepared flour mixes	7,778	0.22	7,847	0.20	32.14	32.56	0.18	125
Ready-to-eat and cooked cereals	35,051	0.97	34,769	0.89	144.84	144.27	-0.16	127
Rice	16,788	0.46	16,725	0.43	69.37	69.40	-0.07	127
Pastas, cornmeal and other cereal products	20,015	0.55	20,129	0.51	82.71	83.52	0.11	125
Bakery								
Bakery products	191,603	5.30	210,020	5.35	791.75	871.45	1.85	131
Bread	34,803	0.96	38,547	0.98	143.81	159.95	2.07	131
Cookies and crackers	52,523	1.45	57,607	1.47	217.04	239.03	1.86	129
Cookies	29,704	0.82	32,519	0.83	122.74	134.94	1.83	128
Crackers	22,819	0.63	25,087	0.64	94.29	104.10	1.91	130
Frozen and refrigerated bakery products	16,982	0.47	18,493	0.47	70.17	76.73	1.72	134
Other bakery products	87,296	2.41	95,373	2.43	360.73	395.74	1.79	132
Biscuits and rolls	31,219	0.86	34,135	0.87	129.01	141.64	1.80	133
Cakes and cupcakes	24,112	0.67	26,089	0.66	99.64	108.25	1.59	131
Bread and cracker products	4,386	0.12	4,838	0.12	18.12	20.08	1.98	129
Sweet rolls, coffee cakes, doughnuts	17,582	0.49	19,349	0.49	72.65	80.29	1.93	133
Pies, tarts, turnovers	9,997	0.28	10,961	0.28	41.31	45.48	1.86	131
Meats, poultry, fish and eggs								
Meats, poultry, fish, and eggs	415,525	11.49	440,240	11.22	1,717.05	1,826.72	1.16	140
Beef	100,856	2.79	98,878	2.52	416.76	410.28	-0.40	136
Ground beef	43,578	1.21	42,672	1.09	180.08	177.06	-0.42	132
Roasts	14,129	0.39	14,150	0.36	58.38	58.71	0.03	140
Steak	30,365	0.84	29,358	0.75	125.48	121.82	-0.67	142
Other beef	12,783	0.35	12,698	0.32	52.82	52.69	-0.13	130
Pork	85,490	2.36	93,922	2.39	353.26	389.72	1.90	156
Bacon, breakfast sausage, and related products	29,085	0.80	31,787	0.81	120.19	131.90	1.79	157
Pork chops	16,761	0.46	18,186	0.46	69.26	75.46	1.65	158
Ham	13,700	0.38	15,416	0.39	56.61	63.97	2.39	153
Other pork	25,943	0.72	28,534	0.73	107.20	118.40	1.92	155
Other meats	44,787	1.24	45,630	1.16	185.07	189.33	0.37	122
Frankfurters	12,758	0.35	12,802	0.33	52.72	53.12	0.07	123
Lunchmeats	28,303	0.78	28,904	0.74	116.95	119.94	0.42	122
Lamb, organ meat, and game	3,727	0.10	3,923	0.10	15.40	16.28	1.03	112
Poultry	80,393	2.22	87,542	2.23	332.20	363.24	1.72	145
Chicken	57,751	1.60	63,075	1.61	238.64	261.72	1.78	144
Other poultry	22,642	0.63	24,467	0.62	93.56	101.52	1.56	148
Fish and seafood	67,740	1.87	74,678	1.90	279.92	309.87	1.97	133
Fresh fish and shellfish	40,167	1.11	44,149	1.12	165.98	183.19	1.91	132
Processed fish and seafood	27,574	0.76	30,529	0.78	113.94	126.68	2.06	135
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
Butter and margarine	16,171	0.45	17,942	0.46	66.82	74.45	2.10	136
Cheese	65,253	1.80	71,068	1.81	269.64	294.89	1.72	138
Ice cream and related products	34,068	0.94	37,844	0.96	140.78	157.03	2.12	134
Other dairy and related products	36,165	1.00	39,722	1.01	149.44	164.82	1.89	137

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	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
Fruits and Vegetables								
Fruits and vegetables	414,930	11.48	454,918	11.59	1,714.59	1,887.63	1.86	145
Fresh fruits	165,867	4.59	181,999	4.64	685.40	755.18	1.87	148
Apples	30,231	0.84	33,274	0.85	124.92	138.07	1.94	146
Bananas	31,004	0.86	33,749	0.86	128.12	140.04	1.71	149
Citrus fruits	22,787	0.63	25,060	0.64	94.16	103.98	1.92	153
Other fresh fruits	81,846	2.26	89,915	2.29	338.20	373.09	1.90	146
Fresh vegetables	155,945	4.31	170,246	4.34	644.40	706.41	1.77	151
Potatoes	29,154	0.81	31,763	0.81	120.47	131.80	1.73	152
Lettuce	20,437	0.57	22,567	0.57	84.45	93.64	2.00	146
Tomatoes	28,738	0.79	31,349	0.80	118.75	130.08	1.75	150
Other fresh vegetables	77,617	2.15	84,566	2.15	320.73	350.90	1.73	152
Processed fruits and vegetables	93,118	2.58	102,674	2.62	384.79	426.03	1.97	130
Frozen fruits and vegetables	30,048	0.83	32,623	0.83	124.16	135.36	1.66	130
Canned fruits and vegetables	36,936	1.02	41,061	1.05	152.63	170.38	2.14	131
Dried fruits and vegetables	24,757	0.68	27,553	0.70	102.30	114.33	2.16	128
Frozen and noncarbonated juices and drinks	1,377	0.04	1,436	0.04	5.69	5.96	0.85	140
Other Food at Home								
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
Candy and chewing gum	49,823	1.38	54,710	1.39	205.88	227.01	1.89	133
Sugar and artificial sweeteners	10,324	0.29	11,187	0.28	42.66	46.42	1.62	148
Jams, preserves, other sweets	20,932	0.58	22,839	0.58	86.49	94.77	1.76	138
Fats and oils	52,025	1.44	56,724	1.45	214.98	235.37	1.74	128
Other fats and oils	22,078	0.61	24,012	0.61	91.23	99.64	1.69	128
Salad dressings	17,599	0.49	19,324	0.49	72.72	80.18	1.89	126
Peanut butter	12,348	0.34	13,387	0.34	51.03	55.55	1.63	131
Miscellaneous Foods								
Miscellaneous foods	470,830	13.02	514,301	13.10	1,945.58	2,134.03	1.78	141
Frozen prepared foods	84,741	2.34	90,795	2.31	350.17	376.74	1.39	144
Frozen meals	30,160	0.83	32,104	0.82	124.63	133.21	1.26	144
Other frozen prepared foods	54,581	1.51	58,691	1.50	225.54	243.53	1.46	145
Canned and packaged soups	29,545	0.82	32,728	0.83	122.09	135.80	2.07	136
Potato chips, nuts, and other snacks	97,466	2.70	106,740	2.72	402.75	442.91	1.83	139
Potato chips and other snacks	69,158	1.91	75,019	1.91	285.78	311.28	1.64	142
Nuts	28,308	0.78	31,722	0.81	116.97	131.62	2.30	131
Condiments and seasonings	99,764	2.76	109,165	2.78	412.25	452.96	1.82	142
Salt, spices, other seasonings	31,329	0.87	34,094	0.87	129.46	141.47	1.71	145
Olives, pickles, relishes	11,388	0.32	12,784	0.33	47.06	53.04	2.34	137
Sauces and gravies	38,433	1.06	41,702	1.06	158.81	173.04	1.65	144
Baking needs and miscellaneous products	18,614	0.51	20,585	0.52	76.92	85.41	2.03	136
Other canned and packaged prepared foods	159,313	4.41	174,873	4.46	658.32	725.62	1.88	141
Prepared salads	29,101	0.80	32,458	0.83	120.25	134.68	2.21	134
Prepared desserts	10,072	0.28	11,109	0.28	41.62	46.10	1.98	141
Baby food	15,823	0.44	17,298	0.44	65.38	71.78	1.80	156
Miscellaneous prepared foods	104,318	2.89	114,008	2.90	431.07	473.06	1.79	141
Nonalcoholic Beverages								
Nonalcoholic beverages	228,712	6.33	249,105	6.35	945.09	1,033.63	1.72	135
Cola	40,660	1.12	43,660	1.11	168.01	181.16	1.43	140
Other carbonated drinks	48,838	1.35	52,596	1.34	201.81	218.24	1.49	140
Coffee	34,506	0.95	39,295	1.00	142.59	163.05	2.63	121
Tea	21,703	0.60	23,915	0.61	89.68	99.23	1.96	134
Nonfrozen noncarbonated juices and drinks	71,622	1.98	77,114	1.96	295.96	319.98	1.49	138
Other noncarbonated beverages and ice	11,384	0.31	12,526	0.32	47.04	51.97	1.93	131
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	35,366	0.98	38,802	0.99	146.14	161.00	1.87	145

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Consumer Buying Power™ | Food Away From Home



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
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
School meals and board	10,661	0.29	10,035	0.26	44.06	41.64	-1.20	181
Catered affairs	16,942	0.47	19,650	0.50	70.01	81.53	3.01	134
Food on out-of-town trips	164,900	4.56	183,322	4.67	681.40	760.67	2.14	139
Meals as pay	27,252	0.75	27,526	0.70	112.61	114.22	0.20	195

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Consumer Buying Power™ | Map



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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
Food	489,163,720	100.00	539,930,169	100.00	10,806.19	11,752.17	1.99	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
Cereals and bakery products	36,814,883	7.53	39,829,297	7.38	813.28	1,186.00	1.59	94
Cereals and cereal products	10,869,357	2.22	11,014,039	2.04	240.12	239.73	0.26	92
Flour and prepared flour mixes	1,067,792	0.22	1,094,868	0.20	23.59	23.83	0.50	92
Ready-to-eat and cooked cereals	4,717,298	0.96	4,757,138	0.88	104.21	141.65	0.17	91
Rice	2,364,585	0.48	2,388,680	0.44	52.24	51.99	0.20	96
Pasta, cornmeal and other cereal products	2,719,683	0.56	2,773,353	0.51	60.08	60.37	0.39	90
Bakery								
Bakery products	25,945,526	5.30	28,815,258	5.34	573.17	858.03	2.12	95
Bread	4,810,403	0.98	5,379,225	1.00	106.27	117.08	2.26	96
Cookies and crackers	7,091,056	1.45	7,872,890	1.46	156.65	171.36	2.11	93
Cookies	4,017,892	0.82	4,457,438	0.83	88.76	132.73	2.10	93
Crackers	3,073,164	0.63	3,415,452	0.63	67.89	74.34	2.13	93
Frozen and refrigerated bakery products	2,248,779	0.46	2,489,833	0.46	49.68	54.19	2.06	95
Other bakery products	11,795,289	2.41	13,073,309	2.42	260.57	389.28	2.08	95
Biscuits and rolls	4,164,884	0.85	4,624,040	0.86	92.01	100.65	2.11	95
Cakes and cupcakes	3,298,864	0.67	3,636,732	0.67	72.88	79.16	1.97	96
Bread and cracker products	589,194	0.12	657,357	0.12	13.02	19.57	2.21	93
Sweet rolls, coffee cakes, doughnuts	2,372,424	0.48	2,633,970	0.49	52.41	57.33	2.11	96
Pies, tarts, turnovers	1,369,923	0.28	1,521,210	0.28	30.26	33.11	2.12	96
Meats, poultry, fish and eggs								
Meats, poultry, fish, and eggs	57,357,378	11.73	61,688,767	11.43	1,267.09	1,836.90	1.47	103
Beef	13,648,951	2.79	13,692,167	2.54	301.52	298.03	0.06	98
Ground beef	5,969,791	1.22	5,963,039	1.10	131.88	129.79	-0.02	97
Roasts	1,983,533	0.41	1,999,109	0.37	43.82	59.53	0.16	105
Steak	3,939,392	0.81	3,970,943	0.74	87.03	86.43	0.16	99
Other beef	1,756,235	0.36	1,759,077	0.33	38.80	38.29	0.03	95
Pork	12,059,934	2.47	13,382,408	2.48	266.42	398.49	2.10	118
Bacon, breakfast sausage, and related products	4,119,869	0.84	4,557,730	0.84	91.01	99.20	2.04	119
Pork chops	2,355,330	0.48	2,597,688	0.48	52.03	56.54	1.98	118
Ham	1,952,827	0.40	2,192,922	0.41	43.14	65.30	2.35	117
Other pork	3,631,908	0.74	4,034,068	0.75	80.23	87.81	2.12	116
Other meats	6,160,704	1.26	6,367,946	1.18	136.10	138.61	0.66	89
Frankfurters	1,699,500	0.35	1,746,283	0.32	37.54	52.00	0.54	88
Lunchmeats	3,896,824	0.80	4,025,875	0.75	86.09	87.63	0.65	90
Lamb, organ meat, and game	564,380	0.12	595,789	0.11	12.47	12.97	1.09	91
Poultry	11,072,198	2.26	12,270,188	2.27	244.60	365.37	2.08	107
Chicken	8,118,094	1.66	8,989,777	1.67	179.34	195.67	2.06	108
Other poultry	2,954,104	0.60	3,280,411	0.61	65.26	71.40	2.12	103
Fish and seafood	9,453,292	1.93	10,470,047	1.94	208.83	311.77	2.06	100
Fresh fish and shellfish	5,575,149	1.14	6,185,581	1.15	123.16	134.64	2.10	98
Processed fish and seafood	3,878,144	0.79	4,284,467	0.79	85.67	93.26	2.01	102
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
Butter and margarine	2,230,240	0.46	2,484,569	0.46	49.27	54.08	2.18	100
Cheese	8,769,231	1.79	9,731,810	1.80	193.72	211.82	2.10	99
Ice cream and related products	4,707,771	0.96	5,249,840	0.97	104.00	156.32	2.20	99
Other dairy and related products	4,984,248	1.02	5,545,380	1.03	110.11	120.70	2.16	101

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Fruits and Vegetables								
Fruits and vegetables	56,374,622	11.52	62,606,142	11.60	1,245.38	1,362.69	2.12	105
Fresh fruits	22,484,893	4.60	24,973,042	4.63	496.72	743.62	2.12	107
Apples	4,117,277	0.84	4,580,788	0.85	90.96	99.71	2.16	107
Bananas	4,255,070	0.87	4,698,623	0.87	94.00	102.27	2.00	110
Citrus fruits	3,073,537	0.63	3,420,343	0.63	67.90	101.85	2.16	111
Other fresh fruits	11,039,009	2.26	12,273,288	2.27	243.86	267.14	2.14	106
Fresh vegetables	20,929,510	4.28	23,216,479	4.30	462.36	505.33	2.10	108
Potatoes	3,874,660	0.79	4,294,482	0.80	85.60	127.88	2.08	108
Lettuce	2,822,088	0.58	3,138,302	0.58	62.34	68.31	2.15	108
Tomatoes	3,898,971	0.80	4,318,698	0.80	86.13	94.00	2.07	109
Other fresh vegetables	10,333,791	2.11	11,464,997	2.12	228.29	341.39	2.10	108
Processed fruits and vegetables	12,960,219	2.65	14,416,620	2.67	286.31	313.79	2.15	97
Frozen fruits and vegetables	4,058,745	0.83	4,494,410	0.83	89.66	97.83	2.06	94
Canned fruits and vegetables	5,171,902	1.06	5,752,371	1.07	114.25	171.29	2.15	98
Dried fruits and vegetables	3,578,343	0.73	4,002,161	0.74	79.05	87.11	2.26	99
Frozen and noncarbonated juices and drinks	151,228	0.03	167,679	0.03	3.34	3.65	2.09	82
Other Food at Home								
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
Candy and chewing gum	6,765,878	1.38	7,520,351	1.39	149.47	163.69	2.14	97
Sugar and artificial sweeteners	1,359,462	0.28	1,503,559	0.28	30.03	44.77	2.04	104
Jams, preserves, other sweets	2,747,846	0.56	3,056,959	0.57	60.70	66.54	2.15	97
Fats and oils	7,048,462	1.44	7,818,206	1.45	155.71	170.17	2.09	93
Other fats and oils	3,043,995	0.62	3,369,228	0.62	67.25	100.33	2.05	95
Salad dressings	2,391,501	0.49	2,660,703	0.49	52.83	57.91	2.16	92
Peanut butter	1,612,966	0.33	1,788,274	0.33	35.63	38.92	2.08	91
Miscellaneous Foods								
Miscellaneous foods	64,027,337	13.09	71,099,436	13.17	1,414.44	2,117.13	2.12	102
Frozen prepared foods	11,518,086	2.35	12,655,226	2.34	254.45	275.45	1.90	105
Frozen meals	4,134,872	0.85	4,511,622	0.84	91.34	98.20	1.76	105
Other frozen prepared foods	7,383,214	1.51	8,143,604	1.51	163.10	242.49	1.98	105
Canned and packaged soups	4,126,815	0.84	4,587,295	0.85	91.17	99.85	2.14	102
Potato chips, nuts, and other snacks	13,225,012	2.70	14,696,029	2.72	292.16	319.88	2.13	101
Potato chips and other snacks	9,341,209	1.91	10,342,098	1.92	206.36	307.96	2.06	102
Nuts	3,883,803	0.79	4,353,931	0.81	85.80	94.77	2.31	96
Condiments and seasonings	13,431,447	2.75	14,937,839	2.77	296.72	325.14	2.15	102
Salt, spices, other seasonings	4,209,433	0.86	4,670,886	0.87	92.99	139.08	2.10	104
Olives, pickles, relishes	1,556,813	0.32	1,755,326	0.33	34.39	38.21	2.43	100
Sauces and gravies	5,112,024	1.05	5,664,419	1.05	112.93	123.29	2.07	102
Baking needs and miscellaneous products	2,553,177	0.52	2,847,209	0.53	56.40	84.78	2.20	100
Other canned and packaged prepared foods	21,725,977	4.44	24,223,046	4.49	479.95	527.24	2.20	103
Prepared salads	3,981,169	0.81	4,472,867	0.83	87.95	97.36	2.36	98
Prepared desserts	1,376,092	0.28	1,532,714	0.28	30.40	45.64	2.18	103
Baby food	2,116,901	0.43	2,360,884	0.44	46.76	51.39	2.21	111
Miscellaneous prepared foods	14,251,815	2.91	15,856,581	2.94	314.84	345.14	2.16	103
Nonalcoholic Beverages								
Nonalcoholic beverages	30,872,689	6.31	34,296,855	6.35	682.01	1,021.26	2.13	98
Cola	5,371,147	1.10	5,919,194	1.10	118.65	128.84	1.96	99
Other carbonated drinks	6,496,897	1.33	7,179,120	1.33	143.52	156.26	2.02	99
Coffee	4,827,964	0.99	5,500,938	1.02	106.66	163.80	2.64	91
Tea	2,885,413	0.59	3,224,857	0.60	63.74	70.19	2.25	95
Nonfrozen noncarbonated juices and drinks	9,804,167	2.00	10,810,136	2.00	216.59	235.29	1.97	101
Other noncarbonated beverages and ice	1,487,100	0.30	1,662,609	0.31	32.85	49.51	2.26	91
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	4,623,818	0.95	5,165,676	0.96	102.15	112.44	2.24	101

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Food Away From Home



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
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
School meals and board	1,612,339	0.33	1,647,560	0.31	35.62	35.86	0.43	146
Catered affairs	1,988,507	0.41	2,265,440	0.42	43.93	49.31	2.64	84
Food on out-of-town trips	21,157,343	4.33	24,111,066	4.47	467.39	717.95	2.65	95
Meals as pay	3,578,678	0.73	3,845,662	0.71	79.06	83.71	1.45	137

Benchmark: USA

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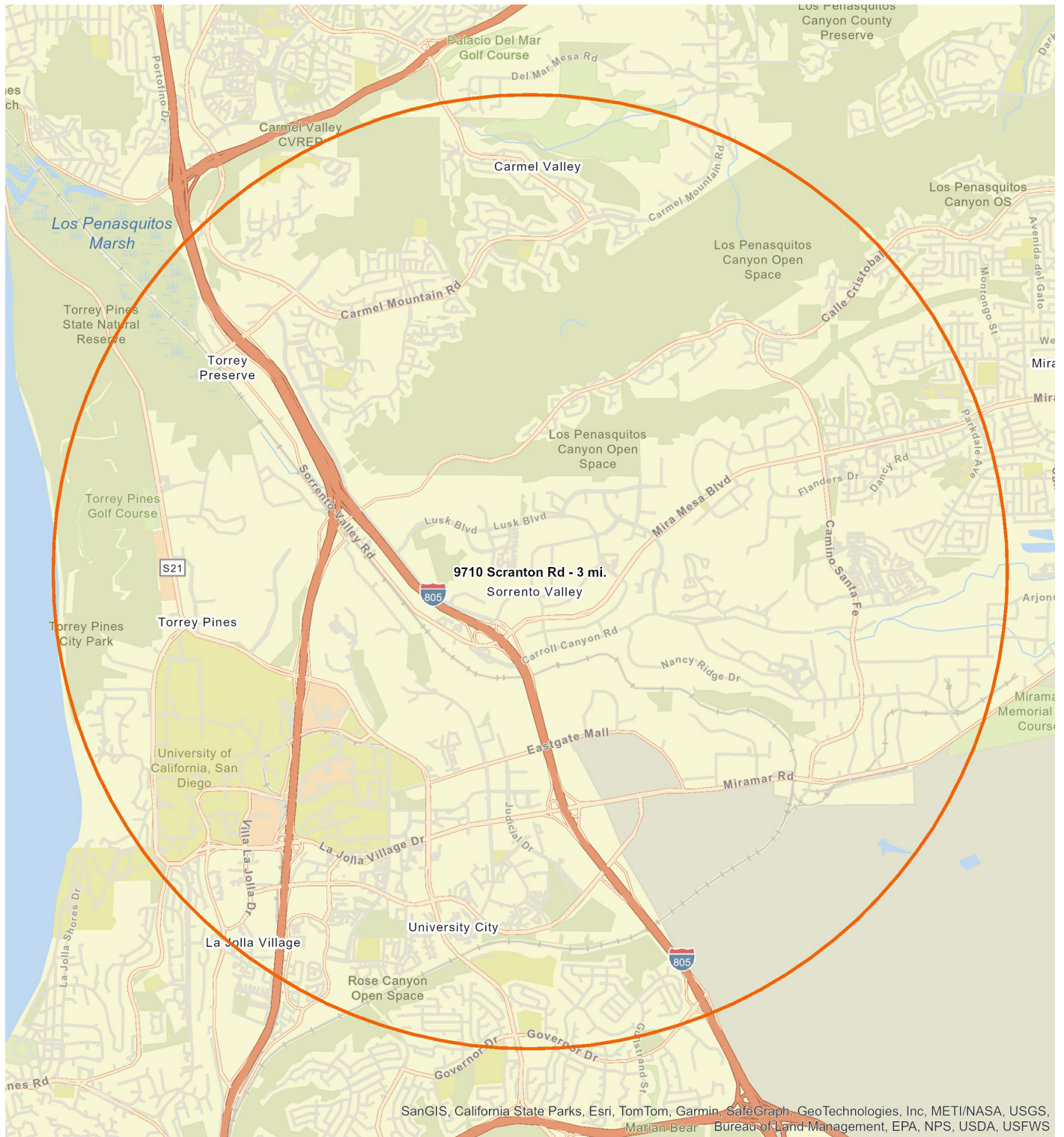
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 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
Food								
Food	1,353,170,858	100.00	1,484,764,904	100.00	13,827.90	15,015.07	1.87	130
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
Cereals and bakery products	100,635,171	7.44	108,228,721	7.29	1,028.38	1,250.84	1.47	119
Cereals and cereal products	29,331,287	2.17	29,574,600	1.99	299.73	299.08	0.17	115
Flour and prepared flour mixes	2,955,561	0.22	3,021,744	0.20	30.20	30.56	0.44	118
Ready-to-eat and cooked cereals	12,694,880	0.94	12,721,354	0.86	129.73	147.03	0.04	114
Rice	6,274,336	0.46	6,326,625	0.43	64.12	63.98	0.17	118
Pasta, cornmeal and other cereal products	7,406,510	0.55	7,504,877	0.51	75.69	75.90	0.26	114
Bakery								
Bakery products	71,303,883	5.27	78,654,121	5.30	728.65	909.03	1.98	121
Bread	13,170,827	0.97	14,618,844	0.98	134.59	147.84	2.11	122
Cookies and crackers	19,610,603	1.45	21,619,467	1.46	200.40	218.63	1.97	119
Cookies	11,123,145	0.82	12,253,909	0.83	113.67	141.62	1.96	119
Crackers	8,487,458	0.63	9,365,558	0.63	86.73	94.71	1.99	119
Frozen and refrigerated bakery products	6,165,848	0.46	6,786,273	0.46	63.01	68.63	1.94	120
Other bakery products	32,356,605	2.39	35,629,538	2.40	330.65	411.78	1.95	121
Biscuits and rolls	11,471,490	0.85	12,644,351	0.85	117.23	127.87	1.97	120
Cakes and cupcakes	8,944,544	0.66	9,817,625	0.66	91.40	99.28	1.88	120
Bread and cracker products	1,640,220	0.12	1,813,280	0.12	16.76	20.96	2.03	120
Sweet rolls, coffee cakes, doughnuts	6,552,185	0.48	7,216,440	0.49	66.96	72.98	1.95	123
Pies, tarts, turnovers	3,748,167	0.28	4,137,842	0.28	38.30	41.84	2.00	121
Meats, Poultry, Fish and Eggs								
Meats, poultry, fish, and eggs	155,202,740	11.47	166,144,916	11.19	1,586.00	1,920.20	1.37	129
Beef	36,561,923	2.70	36,516,707	2.46	373.62	369.28	-0.02	122
Ground beef	15,876,767	1.17	15,777,581	1.06	162.24	159.55	-0.13	119
Roasts	5,288,552	0.39	5,296,501	0.36	54.04	61.21	0.03	129
Steak	10,622,170	0.79	10,686,405	0.72	108.55	108.07	0.12	123
Other beef	4,774,434	0.35	4,756,220	0.32	48.79	48.10	-0.08	120
Pork	32,602,414	2.41	36,006,765	2.43	333.16	416.14	2.01	147
Bacon, breakfast sausage, and related products	10,977,394	0.81	12,071,536	0.81	112.18	122.08	1.92	147
Pork chops	6,287,096	0.46	6,917,145	0.47	64.25	69.95	1.93	146
Ham	5,463,631	0.40	6,101,056	0.41	55.83	70.51	2.23	151
Other pork	9,874,293	0.73	10,917,029	0.74	100.90	110.40	2.03	146
Other meats	16,744,536	1.24	17,230,277	1.16	171.11	174.25	0.57	112
Frankfurters	4,578,935	0.34	4,673,515	0.31	46.79	54.01	0.41	110
Lunchmeats	10,586,943	0.78	10,891,451	0.73	108.19	110.14	0.57	113
Lamb, organ meat, and game	1,578,658	0.12	1,665,312	0.11	16.13	16.84	1.07	117
Poultry	29,828,214	2.20	32,903,222	2.22	304.81	380.27	1.98	133
Chicken	21,748,392	1.61	23,974,208	1.61	222.24	242.45	1.97	134
Other poultry	8,079,822	0.60	8,929,015	0.60	82.57	90.30	2.02	130
Fish and seafood	26,142,802	1.93	28,773,280	1.94	267.15	332.54	1.94	127
Fresh fish and shellfish	15,532,567	1.15	17,137,350	1.15	158.73	173.31	1.99	126
Processed fish and seafood	10,610,235	0.78	11,635,930	0.78	108.42	117.67	1.86	129
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
Butter and margarine	6,102,779	0.45	6,725,340	0.45	62.36	68.01	1.96	126
Cheese	23,851,365	1.76	26,331,387	1.77	243.73	266.28	2.00	125
Ice cream and related products	12,919,334	0.95	14,274,777	0.96	132.02	164.98	2.02	126
Other dairy and related products	13,568,726	1.00	15,015,221	1.01	138.66	151.85	2.05	127

Benchmark: USA

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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
Fruits and Vegetables								
Fruits and vegetables	154,193,186	11.39	170,225,234	11.46	1,575.68	1,721.45	2.00	133
Fresh fruits	61,632,166	4.55	68,051,592	4.58	629.81	786.50	2.00	136
Apples	11,321,739	0.84	12,514,590	0.84	115.70	126.56	2.02	136
Bananas	11,409,253	0.84	12,538,764	0.84	116.59	126.80	1.91	136
Citrus fruits	8,390,998	0.62	9,293,893	0.63	85.75	107.41	2.06	140
Other fresh fruits	30,510,176	2.25	33,704,346	2.27	311.78	340.84	2.01	135
Fresh vegetables	56,662,171	4.19	62,483,548	4.21	579.02	631.88	1.98	136
Potatoes	10,496,685	0.78	11,549,504	0.78	107.26	133.48	1.93	135
Lettuce	7,647,336	0.57	8,449,691	0.57	78.15	85.45	2.02	135
Tomatoes	10,500,128	0.78	11,568,668	0.78	107.30	116.99	1.96	136
Other fresh vegetables	28,018,022	2.07	30,915,685	2.08	286.31	357.30	1.99	136
Processed fruits and vegetables	35,898,849	2.65	39,690,094	2.67	366.85	401.38	2.03	124
Frozen fruits and vegetables	11,249,939	0.83	12,401,668	0.84	114.96	125.42	1.97	121
Canned fruits and vegetables	14,288,950	1.06	15,767,575	1.06	146.02	182.23	1.99	125
Dried fruits and vegetables	9,919,767	0.73	11,035,538	0.74	101.37	111.60	2.15	127
Frozen and noncarbonated juices and drinks	440,192	0.03	485,314	0.03	4.50	4.91	1.97	111
Other Food at Home								
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
Candy and chewing gum	18,658,886	1.38	20,575,182	1.39	190.67	208.07	1.97	123
Sugar and artificial sweeteners	3,709,859	0.27	4,083,745	0.28	37.91	47.20	1.94	131
Jams, preserves, other sweets	7,638,656	0.56	8,448,635	0.57	78.06	85.44	2.04	125
Fats and oils	19,161,996	1.42	21,154,350	1.42	195.81	213.93	2.00	117
Other fats and oils	8,198,185	0.61	9,046,620	0.61	83.78	104.55	1.99	118
Salad dressings	6,530,627	0.48	7,213,455	0.49	66.74	72.95	2.01	116
Peanut butter	4,433,184	0.33	4,894,275	0.33	45.30	49.49	2.00	116
Miscellaneous Foods								
Miscellaneous foods	173,932,977	12.85	192,133,756	12.94	1,777.40	2,220.56	2.01	129
Frozen prepared foods	30,464,913	2.25	33,362,756	2.25	311.32	337.39	1.83	128
Frozen meals	10,751,475	0.79	11,696,180	0.79	109.87	118.28	1.70	127
Other frozen prepared foods	19,713,437	1.46	21,666,576	1.46	201.45	250.41	1.91	130
Canned and packaged soups	11,192,146	0.83	12,341,272	0.83	114.37	124.80	1.97	127
Potato chips, nuts, and other snacks	36,226,932	2.68	40,009,545	2.69	370.20	404.61	2.01	127
Potato chips and other snacks	25,395,837	1.88	27,962,126	1.88	259.52	323.17	1.94	129
Nuts	10,831,096	0.80	12,047,419	0.81	110.68	121.83	2.15	124
Condiments and seasonings	36,637,025	2.71	40,516,425	2.73	374.39	409.73	2.03	129
Salt, spices, other seasonings	11,381,308	0.84	12,577,244	0.85	116.30	145.36	2.02	130
Olives, pickles, relishes	4,371,501	0.32	4,886,518	0.33	44.67	49.42	2.25	130
Sauces and gravies	13,839,273	1.02	15,243,395	1.03	141.42	154.15	1.95	128
Baking needs and miscellaneous products	7,044,943	0.52	7,809,268	0.53	71.99	90.25	2.08	127
Other canned and packaged prepared foods	59,411,961	4.39	65,903,758	4.44	607.12	666.47	2.10	130
Prepared salads	11,060,389	0.82	12,314,387	0.83	113.02	124.53	2.17	126
Prepared desserts	3,755,300	0.28	4,159,035	0.28	38.37	48.07	2.06	130
Baby food	6,078,034	0.45	6,773,857	0.46	62.11	68.50	2.19	148
Miscellaneous prepared foods	38,518,238	2.85	42,656,477	2.87	393.61	431.37	2.06	128
Nonalcoholic Beverages								
Nonalcoholic beverages	82,376,764	6.09	90,965,314	6.13	841.80	1,051.32	2.00	120
Cola	14,124,190	1.04	15,496,254	1.04	144.33	156.71	1.87	120
Other carbonated drinks	17,100,508	1.26	18,812,861	1.27	174.75	190.25	1.93	121
Coffee	13,424,895	0.99	15,086,345	1.02	137.19	174.36	2.36	117
Tea	7,851,932	0.58	8,704,223	0.59	80.24	88.02	2.08	120
Nonfrozen noncarbonated juices and drinks	25,738,845	1.90	28,278,804	1.90	263.02	285.98	1.90	123
Other noncarbonated beverages and ice	4,136,394	0.31	4,586,827	0.31	42.27	53.01	2.09	118
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	13,581,687	1.00	15,020,471	1.01	138.79	151.90	2.03	137

Benchmark: USA

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Consumer Buying Power™ | Food Away From Home



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
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
School meals and board	3,519,780	0.26	3,649,831	0.25	35.97	36.91	0.73	148
Catered affairs	6,325,810	0.47	7,171,025	0.48	64.64	72.52	2.54	124
Food on out-of-town trips	64,128,754	4.74	72,490,558	4.88	655.32	837.80	2.48	134
Meals as pay	8,917,960	0.66	9,586,464	0.65	91.13	96.95	1.46	158

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



Report Details

Name: Consumer Buying Power™ Food 2025
Date / Time: 12/16/2024 3:25:26 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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