

Consumer Buying Power™ | Retail Store Types



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 |
| Retail Store Types | | | | | | | | |
| All retail stores (NAICS 44-45) | 10,064,074 | 100.00 | 10,854,448 | 100.00 | 41,587.08 | 45,039.20 | 1.52 | 136 |
| Motor vehicle and parts dealers (NAICS 441) | 2,132,510 | 21.19 | 2,349,617 | 21.65 | 8,812.03 | 9,749.45 | 1.96 | 131 |
| Auto dealers (NAICS 4411+4412) | 1,905,555 | 18.93 | 2,105,702 | 19.40 | 7,874.19 | 8,737.35 | 2.02 | 130 |
| New car dealers (NAICS 44111) | 1,703,106 | 16.92 | 1,881,073 | 17.33 | 7,037.63 | 7,805.28 | 2.01 | 130 |
| Used car dealers (NAICS 44112) | 202,449 | 2.01 | 224,629 | 2.07 | 836.57 | 932.07 | 2.10 | 130 |
| Other motor vehicle dealers (NAICS 4412) | 107,271 | 1.07 | 120,690 | 1.11 | 443.27 | 500.79 | 2.39 | 147 |
| Recreational vehicle dealers (NAICS 44121) | 36,849 | 0.37 | 41,904 | 0.39 | 152.27 | 173.88 | 2.60 | 156 |
| Motorcycle, boat and other dealers (NAICS 44122) | 70,423 | 0.70 | 78,785 | 0.73 | 291.00 | 326.91 | 2.27 | 143 |
| Boat dealers (NAICS 441222) | 22,331 | 0.22 | 25,325 | 0.23 | 92.28 | 105.08 | 2.55 | 157 |
| Motorcycle, ATV dealers (NAICS 441228) | 48,091 | 0.48 | 53,460 | 0.49 | 198.72 | 221.83 | 2.14 | 137 |
| Automotive parts/accessories/tire stores (NAICS 4413) | 119,684 | 1.19 | 123,225 | 1.14 | 494.56 | 511.31 | 0.58 | 129 |
| Automotive parts/accessories stores (NAICS 44131) | 77,059 | 0.77 | 79,603 | 0.73 | 318.42 | 330.30 | 0.65 | 129 |
| Tire dealers (NAICS 44132) | 42,625 | 0.42 | 43,622 | 0.40 | 176.14 | 181.00 | 0.46 | 129 |
| Furniture and home furnishings stores (NAICS 442) | 119,895 | 1.19 | 129,176 | 1.19 | 495.43 | 536.00 | 1.50 | 139 |
| Furniture stores (NAICS 4421) | 72,742 | 0.72 | 78,287 | 0.72 | 300.59 | 324.84 | 1.48 | 139 |
| Other home furnishing stores (NAICS 4422) | 47,153 | 0.47 | 50,889 | 0.47 | 194.85 | 211.16 | 1.54 | 139 |
| Floor covering stores (NAICS 44221) | 9,430 | 0.09 | 10,327 | 0.10 | 38.97 | 42.85 | 1.83 | 138 |
| Other home furnishings stores (NAICS 44229) | 37,723 | 0.37 | 40,562 | 0.37 | 155.88 | 168.31 | 1.46 | 139 |
| Window treatment stores (NAICS 442291) | 2,341 | 0.02 | 2,552 | 0.02 | 9.67 | 10.59 | 1.74 | 153 |
| All other home furnishings stores (NAICS 442299) | 35,382 | 0.35 | 38,010 | 0.35 | 146.21 | 157.72 | 1.44 | 138 |
| Electronics and appliance stores (NAICS 443) | 122,748 | 1.22 | 132,206 | 1.22 | 507.22 | 548.57 | 1.50 | 140 |
| Household appliance stores (NAICS 443141) | 28,100 | 0.28 | 30,165 | 0.28 | 116.12 | 125.17 | 1.43 | 134 |
| Electronics stores (NAICS 443142) | 94,648 | 0.94 | 102,042 | 0.94 | 391.11 | 423.41 | 1.52 | 142 |
| Building material/garden equip/supplies dealer (NAICS 444) | 666,250 | 6.62 | 738,132 | 6.80 | 2,753.10 | 3,062.79 | 2.07 | 127 |
| Building material and supplies dealers (NAICS 4441) | 588,961 | 5.85 | 653,562 | 6.02 | 2,433.72 | 2,711.88 | 2.10 | 126 |
| Home centers (NAICS 44411) | 311,425 | 3.09 | 344,592 | 3.17 | 1,286.88 | 1,429.84 | 2.04 | 128 |
| Paint and wallpaper stores (NAICS 44412) | 30,545 | 0.30 | 34,651 | 0.32 | 126.22 | 143.78 | 2.55 | 116 |
| Hardware stores (NAICS 44413) | 58,889 | 0.59 | 65,077 | 0.60 | 243.34 | 270.03 | 2.02 | 127 |
| Other building material dealers (NAICS 44419) | 188,102 | 1.87 | 209,242 | 1.93 | 777.28 | 868.23 | 2.15 | 125 |
| Lawn and garden equip/supplies dealers (NAICS 4442) | 77,289 | 0.77 | 84,570 | 0.78 | 319.38 | 350.91 | 1.82 | 137 |
| Outdoor power equipment stores (NAICS 44421) | 15,169 | 0.15 | 16,614 | 0.15 | 62.68 | 68.94 | 1.84 | 140 |
| Nursery and garden centers (NAICS 44422) | 62,120 | 0.62 | 67,956 | 0.63 | 256.69 | 281.98 | 1.81 | 136 |
| Food and beverage stores (NAICS 445) | 1,548,164 | 15.38 | 1,677,090 | 15.45 | 6,397.37 | 6,958.88 | 1.61 | 138 |
| Grocery stores (NAICS 4451) | 1,405,902 | 13.97 | 1,521,958 | 14.02 | 5,809.51 | 6,315.18 | 1.60 | 138 |
| Supermarkets and other grocery stores (NAICS 44511) | 1,345,209 | 13.37 | 1,456,843 | 13.42 | 5,558.71 | 6,044.99 | 1.61 | 138 |
| Convenience stores (NAICS 44512) | 60,693 | 0.60 | 65,115 | 0.60 | 250.80 | 270.19 | 1.42 | 136 |
| Specialty food stores (NAICS 4452) | 47,150 | 0.47 | 51,150 | 0.47 | 194.83 | 212.24 | 1.64 | 139 |
| Meat markets (NAICS 44521) | 13,789 | 0.14 | 14,975 | 0.14 | 56.98 | 62.14 | 1.66 | 140 |
| Fish and seafood markets (NAICS 44522) | 5,512 | 0.05 | 5,985 | 0.06 | 22.78 | 24.83 | 1.66 | 140 |
| Fruit and vegetable markets (NAICS 44523) | 10,207 | 0.10 | 11,066 | 0.10 | 42.18 | 45.92 | 1.63 | 139 |
| Other specialty food stores (NAICS 44529) | 17,642 | 0.18 | 19,125 | 0.18 | 72.90 | 79.36 | 1.63 | 139 |
| Baked goods stores (NAICS 445291+445292) | 9,811 | 0.10 | 10,633 | 0.10 | 40.54 | 44.12 | 1.62 | 139 |
| All other specialty food stores (NAICS 445299) | 7,831 | 0.08 | 8,492 | 0.08 | 32.36 | 35.24 | 1.63 | 140 |
| Beer, wine, and liquor stores (NAICS 4453) | 95,113 | 0.95 | 103,981 | 0.96 | 393.03 | 431.46 | 1.80 | 136 |
| Health and personal care stores (NAICS 446) | 277,520 | 2.76 | 304,879 | 2.81 | 1,146.78 | 1,265.06 | 1.90 | 128 |
| Pharmacies and drug stores (NAICS 44611) | 199,060 | 1.98 | 217,758 | 2.01 | 822.56 | 903.56 | 1.81 | 129 |
| Cosmetics, beauty supplies stores (NAICS 44612) | 15,111 | 0.15 | 16,552 | 0.15 | 62.44 | 68.68 | 1.84 | 126 |
| Optical goods stores (NAICS 44613) | 51,874 | 0.52 | 57,847 | 0.53 | 214.36 | 240.03 | 2.20 | 127 |
| Other health and personal care stores (NAICS 44619) | 11,474 | 0.11 | 12,722 | 0.12 | 47.42 | 52.79 | 2.09 | 127 |
| Food (health) supplement stores (NAICS 446191) | 4,468 | 0.04 | 4,938 | 0.05 | 18.46 | 20.49 | 2.02 | 128 |
| All other personal care stores (NAICS 446199) | 7,006 | 0.07 | 7,784 | 0.07 | 28.95 | 32.30 | 2.13 | 126 |
| Gasoline stations (NAICS 447) | 1,297,722 | 12.89 | 1,404,955 | 12.94 | 5,362.49 | 5,829.69 | 1.60 | 144 |
| Clothing and clothing accessory stores (NAICS 448) | 371,830 | 3.69 | 369,673 | 3.41 | 1,536.49 | 1,533.91 | -0.12 | 145 |
| Clothing stores (NAICS 4481) | 253,710 | 2.52 | 246,357 | 2.27 | 1,048.39 | 1,022.23 | -0.59 | 144 |
| Men's clothing stores (NAICS 44811) | 9,189 | 0.09 | 8,922 | 0.08 | 37.97 | 37.02 | -0.59 | 155 |
| Women's clothing stores (NAICS 44812) | 31,743 | 0.32 | 30,774 | 0.28 | 131.17 | 127.69 | -0.62 | 137 |
| Children's and infants' clothing stores (NAICS 44813) | 14,312 | 0.14 | 12,882 | 0.12 | 59.14 | 53.45 | -2.08 | 141 |
| Family clothing stores (NAICS 44814) | 147,136 | 1.46 | 144,770 | 1.33 | 608.00 | 600.71 | -0.32 | 145 |
| Clothing accessory stores (NAICS 44815) | 12,386 | 0.12 | 12,039 | 0.11 | 51.18 | 49.95 | -0.57 | 146 |
| Other clothing stores (NAICS 44819) | 38,945 | 0.39 | 36,971 | 0.34 | 160.93 | 153.41 | -1.03 | 141 |
| Shoe stores (NAICS 4482) | 62,119 | 0.62 | 66,492 | 0.61 | 256.69 | 275.90 | 1.37 | 157 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 56,001 | 0.56 | 56,824 | 0.52 | 231.41 | 235.79 | 0.29 | 142 |
| Jewelry stores (NAICS 44831) | 29,287 | 0.29 | 30,203 | 0.28 | 121.02 | 125.32 | 0.62 | 136 |
| Luggage and leather goods stores (NAICS 44832) | 26,714 | 0.27 | 26,621 | 0.25 | 110.39 | 110.46 | -0.07 | 149 |

Benchmark: USA

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

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 |
| Retail Store Types | | | | | | | | |
| Sporting goods, hobby, book and music stores (NAICS 451) | 199,944 | 1.99 | 209,085 | 1.93 | 826.21 | 867.57 | 0.90 | 157 |
| Sporting goods and hobby stores (NAICS 4511) | 155,114 | 1.54 | 163,960 | 1.51 | 640.97 | 680.33 | 1.12 | 167 |
| Sporting goods stores (NAICS 45111) | 114,148 | 1.13 | 120,845 | 1.11 | 471.68 | 501.43 | 1.15 | 177 |
| Hobby, toy and game shops (NAICS 45112) | 29,208 | 0.29 | 31,161 | 0.29 | 120.70 | 129.30 | 1.30 | 145 |
| Sewing/needlework/piece goods stores (NAICS 45113) | 6,994 | 0.07 | 6,894 | 0.06 | 28.90 | 28.60 | -0.29 | 152 |
| Musical instrument and supplies stores (NAICS 45114) | 4,764 | 0.05 | 5,061 | 0.05 | 19.69 | 21.00 | 1.22 | 128 |
| Book stores and news dealers (NAICS 452) | 44,830 | 0.45 | 45,125 | 0.42 | 185.25 | 187.24 | 0.13 | 131 |
| Book stores (NAICS 45211) | 43,526 | 0.43 | 43,779 | 0.40 | 179.86 | 181.66 | 0.12 | 131 |
| News dealers and newsstands (NAICS 45212) | 1,303 | 0.01 | 1,346 | 0.01 | 5.39 | 5.58 | 0.64 | 135 |
| General merchandise stores (NAICS 452) | 1,219,179 | 12.11 | 1,300,451 | 11.98 | 5,037.93 | 5,396.06 | 1.30 | 138 |
| Department stores (excluding leased) (NAICS 4522) | 56,156 | 0.56 | 55,671 | 0.51 | 232.05 | 231.00 | -0.17 | 145 |
| Other general merchandise stores (NAICS 4523) | 1,163,023 | 11.56 | 1,244,779 | 11.47 | 4,805.88 | 5,165.06 | 1.37 | 138 |
| Warehouse clubs and superstores (NAICS 452311) | 1,069,038 | 10.62 | 1,144,721 | 10.55 | 4,417.51 | 4,749.88 | 1.38 | 138 |
| All other general merchandise stores (NAICS 452319) | 93,984 | 0.93 | 100,058 | 0.92 | 388.36 | 415.18 | 1.26 | 136 |
| Miscellaneous store retailers (NAICS 453) | 197,523 | 1.96 | 207,796 | 1.91 | 816.21 | 862.22 | 1.02 | 136 |
| Florists (NAICS 4531) | 9,798 | 0.10 | 10,720 | 0.10 | 40.49 | 44.48 | 1.82 | 140 |
| Office supplies, stationery, and gift stores (NAICS 4532) | 32,741 | 0.33 | 33,215 | 0.31 | 135.30 | 137.82 | 0.29 | 139 |
| Office supplies and stationery stores (NAICS 45321) | 6,622 | 0.07 | 6,967 | 0.06 | 27.36 | 28.91 | 1.02 | 130 |
| Gift, novelty and souvenir shops (NAICS 45322) | 26,120 | 0.26 | 26,248 | 0.24 | 107.93 | 108.91 | 1.01 | 142 |
| Used merchandise stores (NAICS 4533) | 24,023 | 0.24 | 24,740 | 0.23 | 99.27 | 102.66 | 0.59 | 134 |
| Other miscellaneous store retailers (NAICS 4539) | 130,960 | 1.30 | 139,120 | 1.28 | 541.16 | 577.26 | 1.22 | 136 |
| Pet and pet supplies stores (NAICS 45391) | 51,248 | 0.51 | 55,223 | 0.51 | 211.77 | 229.14 | 1.51 | 136 |
| Art dealers (NAICS 45392) | 14,995 | 0.15 | 15,462 | 0.14 | 61.96 | 64.16 | 0.62 | 133 |
| Manufactured (mobile) home dealers (NAICS 45393) | 10,530 | 0.10 | 11,983 | 0.11 | 43.51 | 49.72 | 2.62 | 157 |
| All other miscellaneous store retailers (NAICS 45399) | 54,187 | 0.54 | 56,453 | 0.52 | 223.91 | 234.24 | 0.82 | 133 |
| Tobacco stores (NAICS 453991) | 17,488 | 0.17 | 17,383 | 0.16 | 72.26 | 72.13 | -0.12 | 125 |
| All other miscellaneous store retailers (NAICS 453998) | 36,699 | 0.36 | 39,070 | 0.36 | 151.65 | 162.12 | 1.26 | 137 |
| Nonstore retailers (NAICS 454) | 1,910,789 | 18.99 | 2,031,389 | 18.71 | 7,895.82 | 8,429.00 | 1.23 | 135 |
| Electronic shopping and mail order (NAICS 4541) | 1,675,809 | 16.65 | 1,774,895 | 16.35 | 6,924.83 | 7,364.71 | 1.16 | 139 |
| Vending machine operators (NAICS 4542) | 15,708 | 0.16 | 17,035 | 0.16 | 64.91 | 70.68 | 1.63 | 139 |
| Direct selling establishments (NAICS 4543) | 219,271 | 2.18 | 239,459 | 2.21 | 906.08 | 993.61 | 1.78 | 114 |
| Fuel dealers (NAICS 45431) | 182,693 | 1.82 | 200,414 | 1.85 | 754.93 | 831.59 | 1.87 | 111 |
| Other direct selling establishments (NAICS 45439) | 36,578 | 0.36 | 39,045 | 0.36 | 151.15 | 162.01 | 1.31 | 136 |
| Food services and drinking places (NAICS 722) | 1,632,525 | 100.00 | 1,780,244 | 100.00 | 6,745.97 | 7,386.91 | 1.75 | 144 |
| Special food services (NAICS 7223) | 112,234 | 6.87 | 121,552 | 6.83 | 463.78 | 504.37 | 1.61 | 144 |
| Food service contractors (NAICS 72231) | 90,440 | 5.54 | 97,744 | 5.49 | 373.72 | 405.58 | 1.57 | 144 |
| Caterers (NAICS 72232) | 19,695 | 1.21 | 21,516 | 1.21 | 81.38 | 89.28 | 1.78 | 144 |
| Mobile food services (NAICS 72233) | 2,098 | 0.13 | 2,293 | 0.13 | 8.67 | 9.51 | 1.79 | 144 |
| Drinking places (NAICS 7224) | 79,334 | 4.86 | 86,116 | 4.84 | 327.83 | 357.33 | 1.65 | 144 |
| Eating places (NAICS 7225) | 1,440,957 | 88.27 | 1,572,576 | 88.33 | 5,954.37 | 6,525.21 | 1.76 | 144 |
| Full service restaurants (NAICS 722511) | 761,024 | 46.62 | 829,756 | 46.61 | 3,144.73 | 3,442.97 | 1.74 | 144 |
| Fast food restaurants (NAICS 722513) | 576,514 | 35.31 | 629,871 | 35.38 | 2,382.29 | 2,613.57 | 1.79 | 144 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 14,671 | 0.90 | 16,030 | 0.90 | 60.62 | 66.51 | 1.79 | 144 |
| Snack and nonalcoholic beverage bars (NAICS 722515) | 88,748 | 5.44 | 96,920 | 5.44 | 366.73 | 402.16 | 1.78 | 144 |

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 - 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

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Consumer Buying Power™ | Retail Store Types



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 |
| Retail Store Types | | | | | | | | |
| All retail stores (NAICS 44-45) | 1,338,135,637 | 100.00 | 1,464,095,768 | 100.00 | 29,560.95 | 31,867.66 | 1.82 | 97 |
| Motor vehicle and parts dealers (NAICS 441) | 285,608,276 | 21.34 | 315,573,186 | 21.55 | 6,309.41 | 6,868.80 | 2.02 | 93 |
| Auto dealers (NAICS 4411+4412) | 255,932,973 | 19.13 | 283,525,134 | 19.37 | 5,653.85 | 6,442.52 | 2.07 | 93 |
| New car dealers (NAICS 44111) | 228,726,720 | 17.09 | 253,273,145 | 17.30 | 5,052.84 | 5,512.77 | 2.06 | 93 |
| Used car dealers (NAICS 44112) | 27,206,253 | 2.03 | 30,251,989 | 2.07 | 601.02 | 658.47 | 2.14 | 93 |
| Other motor vehicle dealers (NAICS 4412) | 13,801,364 | 1.03 | 15,565,834 | 1.06 | 304.89 | 463.50 | 2.44 | 101 |
| Recreational vehicle dealers (NAICS 44121) | 4,647,054 | 0.35 | 5,296,209 | 0.36 | 102.66 | 115.28 | 2.65 | 105 |
| Motorcycle, boat and other dealers (NAICS 44122) | 9,154,310 | 0.68 | 10,269,625 | 0.70 | 202.23 | 223.53 | 2.33 | 99 |
| Boat dealers (NAICS 441222) | 2,816,036 | 0.21 | 3,203,837 | 0.22 | 62.21 | 95.40 | 2.61 | 106 |
| Motorcycle, ATV dealers (NAICS 441228) | 6,338,274 | 0.47 | 7,065,788 | 0.48 | 140.02 | 153.79 | 2.20 | 97 |
| Automotive parts/accessories/tire stores (NAICS 4413) | 15,873,939 | 1.19 | 16,482,218 | 1.13 | 350.67 | 358.75 | 0.75 | 91 |
| Automotive parts/accessories stores (NAICS 44131) | 10,214,220 | 0.76 | 10,639,469 | 0.73 | 225.64 | 316.81 | 0.82 | 91 |
| Tire dealers (NAICS 44132) | 5,659,719 | 0.42 | 5,842,749 | 0.40 | 125.03 | 127.17 | 0.64 | 92 |
| Furniture and home furnishings stores (NAICS 442) | 15,299,357 | 1.14 | 16,873,097 | 1.15 | 337.98 | 367.26 | 1.98 | 95 |
| Furniture stores (NAICS 4421) | 9,227,969 | 0.69 | 10,188,440 | 0.70 | 203.86 | 303.38 | 2.00 | 94 |
| Other home furnishing stores (NAICS 4422) | 6,071,387 | 0.45 | 6,684,657 | 0.46 | 134.12 | 145.50 | 1.94 | 95 |
| Floor covering stores (NAICS 44221) | 1,222,687 | 0.09 | 1,555,389 | 0.09 | 27.01 | 29.50 | 2.08 | 96 |
| Other home furnishings stores (NAICS 44229) | 4,848,701 | 0.36 | 5,329,268 | 0.36 | 107.11 | 158.69 | 2.11 | 95 |
| Window treatment stores (NAICS 442291) | 306,053 | 0.02 | 340,081 | 0.02 | 6.76 | 7.40 | 1.93 | 107 |
| All other home furnishings stores (NAICS 442299) | 4,542,648 | 0.34 | 4,989,186 | 0.34 | 100.35 | 108.60 | 1.89 | 95 |
| Electronics and appliance stores (NAICS 443) | 16,268,694 | 1.22 | 17,711,775 | 1.21 | 359.39 | 527.40 | 1.71 | 99 |
| Household appliance stores (NAICS 443141) | 3,709,304 | 0.28 | 4,024,318 | 0.27 | 81.94 | 87.59 | 1.64 | 94 |
| Electronics stores (NAICS 443142) | 12,559,390 | 0.94 | 13,687,457 | 0.93 | 277.45 | 297.92 | 1.74 | 101 |
| Building material/garden equip/supplies dealer (NAICS 444) | 86,961,560 | 6.50 | 97,170,344 | 6.64 | 1,921.08 | 2,893.44 | 2.74 | 89 |
| Building material and supplies dealers (NAICS 4441) | 76,914,222 | 5.75 | 85,968,005 | 5.87 | 1,699.12 | 1,871.19 | 2.25 | 88 |
| Home centers (NAICS 44411) | 40,656,713 | 3.04 | 45,393,750 | 3.10 | 898.15 | 988.04 | 2.23 | 89 |
| Paint and wallpaper stores (NAICS 44412) | 3,991,220 | 0.30 | 4,497,942 | 0.31 | 88.17 | 133.94 | 2.42 | 81 |
| Hardware stores (NAICS 44413) | 7,686,536 | 0.57 | 8,567,479 | 0.59 | 169.80 | 186.48 | 2.19 | 89 |
| Other building material dealers (NAICS 44419) | 24,579,752 | 1.84 | 27,508,834 | 1.88 | 542.99 | 598.76 | 2.28 | 87 |
| Lawn and garden equip/supplies dealers (NAICS 4442) | 10,047,339 | 0.75 | 11,202,340 | 0.77 | 221.96 | 333.57 | 2.20 | 95 |
| Outdoor power equipment stores (NAICS 44421) | 1,966,371 | 0.15 | 2,192,864 | 0.15 | 43.44 | 47.73 | 2.20 | 97 |
| Nursery and garden centers (NAICS 44422) | 8,080,968 | 0.60 | 9,009,476 | 0.62 | 178.52 | 196.10 | 2.20 | 95 |
| Food and beverage stores (NAICS 445) | 209,667,818 | 15.67 | 230,623,579 | 15.75 | 4,631.80 | 6,867.27 | 1.92 | 100 |
| Grocery stores (NAICS 4451) | 190,456,651 | 14.23 | 209,412,373 | 14.30 | 4,207.41 | 4,558.09 | 1.92 | 100 |
| Supermarkets and other grocery stores (NAICS 44511) | 182,266,139 | 13.62 | 200,467,989 | 13.69 | 4,026.47 | 4,363.41 | 1.92 | 100 |
| Convenience stores (NAICS 44512) | 8,190,512 | 0.61 | 8,944,385 | 0.61 | 180.94 | 266.34 | 1.78 | 98 |
| Specialty food stores (NAICS 4452) | 6,397,215 | 0.48 | 7,049,418 | 0.48 | 141.32 | 153.44 | 1.96 | 101 |
| Meat markets (NAICS 44521) | 1,868,957 | 0.14 | 2,062,246 | 0.14 | 41.29 | 44.89 | 1.99 | 101 |
| Fish and seafood markets (NAICS 44522) | 747,423 | 0.06 | 824,535 | 0.06 | 16.51 | 24.55 | 1.98 | 101 |
| Fruit and vegetable markets (NAICS 44523) | 1,386,114 | 0.10 | 1,525,845 | 0.10 | 30.62 | 33.21 | 1.94 | 101 |
| Other specialty food stores (NAICS 44529) | 2,394,721 | 0.18 | 2,636,792 | 0.18 | 52.90 | 57.39 | 1.94 | 101 |
| Baked goods stores (NAICS 445291+445292) | 1,334,109 | 0.10 | 1,467,987 | 0.10 | 29.47 | 43.71 | 1.93 | 101 |
| All other specialty food stores (NAICS 445299) | 1,060,612 | 0.08 | 1,168,805 | 0.08 | 23.43 | 25.44 | 1.96 | 101 |
| Beer, wine, and liquor stores (NAICS 4453) | 12,813,952 | 0.96 | 14,161,787 | 0.97 | 283.07 | 308.25 | 2.02 | 98 |
| Health and personal care stores (NAICS 446) | 37,807,078 | 2.83 | 41,809,661 | 2.86 | 835.20 | 1,244.97 | 2.03 | 93 |
| Pharmacies and drug stores (NAICS 44611) | 27,236,775 | 2.04 | 29,994,284 | 2.05 | 601.69 | 652.86 | 1.95 | 94 |
| Cosmetics, beauty supplies stores (NAICS 44612) | 2,070,160 | 0.15 | 2,278,614 | 0.16 | 45.73 | 49.60 | 1.94 | 92 |
| Optical goods stores (NAICS 44613) | 6,914,891 | 0.52 | 7,774,188 | 0.53 | 152.76 | 231.49 | 2.37 | 90 |
| Other health and personal care stores (NAICS 44619) | 1,585,252 | 0.12 | 1,762,576 | 0.12 | 35.02 | 38.36 | 2.14 | 94 |
| Food (health) supplement stores (NAICS 446191) | 615,924 | 0.05 | 683,685 | 0.05 | 13.61 | 14.88 | 2.11 | 94 |
| All other personal care stores (NAICS 446199) | 969,327 | 0.07 | 1,078,890 | 0.07 | 21.41 | 32.13 | 2.16 | 93 |
| Gasoline stations (NAICS 447) | 170,963,369 | 12.78 | 189,616,475 | 12.95 | 3,776.78 | 4,127.21 | 2.09 | 102 |
| Clothing and clothing accessory stores (NAICS 448) | 49,144,063 | 3.67 | 50,124,762 | 3.42 | 1,085.65 | 1,091.02 | 0.40 | 103 |
| Clothing stores (NAICS 4481) | 33,564,949 | 2.51 | 33,477,975 | 2.29 | 741.49 | 996.87 | -0.05 | 102 |
| Men's clothing stores (NAICS 44811) | 1,215,566 | 0.09 | 1,211,401 | 0.08 | 26.85 | 26.37 | -0.07 | 110 |
| Women's clothing stores (NAICS 44812) | 4,292,516 | 0.32 | 4,265,808 | 0.29 | 94.83 | 92.85 | -0.12 | 99 |
| Children's and infants' clothing stores (NAICS 44813) | 1,828,467 | 0.14 | 1,700,635 | 0.12 | 40.39 | 50.64 | -1.44 | 97 |
| Family clothing stores (NAICS 44814) | 19,435,732 | 1.45 | 19,626,180 | 1.34 | 429.36 | 427.19 | 0.20 | 103 |
| Clothing accessory stores (NAICS 44815) | 1,656,791 | 0.12 | 1,652,048 | 0.11 | 36.60 | 35.96 | -0.06 | 105 |
| Other clothing stores (NAICS 44819) | 5,135,878 | 0.38 | 5,021,903 | 0.34 | 113.46 | 149.54 | -0.45 | 99 |
| Shoe stores (NAICS 4482) | 8,163,256 | 0.61 | 8,968,427 | 0.61 | 180.34 | 195.21 | 1.90 | 110 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 7,415,858 | 0.55 | 7,678,360 | 0.52 | 163.82 | 167.13 | 0.70 | 101 |
| Jewelry stores (NAICS 44831) | 3,866,059 | 0.29 | 4,048,853 | 0.28 | 85.41 | 120.56 | 0.93 | 96 |
| Luggage and leather goods stores (NAICS 44832) | 3,549,799 | 0.27 | 3,629,508 | 0.25 | 78.42 | 79.00 | 0.45 | 106 |

Benchmark: USA

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| Index Colors: | <80 | 80 - 110 | 110+ |
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Consumer Buying Power™ | Retail Store Types



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 |
| Retail Store Types | | | | | | | | |
| Sporting goods, hobby, book and music stores (NAICS 451) | 25,602,475 | 1.91 | 27,509,529 | 1.88 | 565.59 | 598.78 | 1.45 | 108 |
| Sporting goods and hobby stores (NAICS 4511) | 19,809,082 | 1.48 | 21,526,369 | 1.47 | 437.61 | 640.99 | 1.68 | 114 |
| Sporting goods stores (NAICS 45111) | 14,420,194 | 1.08 | 15,787,156 | 1.08 | 318.56 | 343.62 | 1.83 | 120 |
| Hobby, toy and game shops (NAICS 45112) | 3,828,654 | 0.29 | 4,145,852 | 0.28 | 84.58 | 90.24 | 1.60 | 102 |
| Sewing/needlework/piece goods stores (NAICS 45113) | 913,880 | 0.07 | 903,856 | 0.06 | 20.19 | 26.91 | -0.22 | 106 |
| Musical instrument and supplies stores (NAICS 45114) | 646,354 | 0.05 | 689,505 | 0.05 | 14.28 | 15.01 | 1.30 | 93 |
| Book stores and news dealers (NAICS 4512) | 5,793,393 | 0.43 | 5,983,160 | 0.41 | 127.98 | 130.23 | 0.65 | 90 |
| Book stores (NAICS 451211) | 5,622,968 | 0.42 | 5,803,318 | 0.40 | 124.22 | 172.81 | 0.63 | 90 |
| News dealers and newsstands (NAICS 451212) | 170,425 | 0.01 | 179,842 | 0.01 | 3.76 | 3.91 | 1.08 | 94 |
| General merchandise stores (NAICS 452) | 162,762,838 | 12.16 | 176,633,235 | 12.06 | 3,595.62 | 3,844.62 | 1.65 | 99 |
| Department stores (excluding leased) (NAICS 4522) | 7,444,758 | 0.56 | 7,562,917 | 0.52 | 164.46 | 225.20 | 0.32 | 102 |
| Other general merchandise stores (NAICS 4523) | 155,318,080 | 11.61 | 169,070,317 | 11.55 | 3,431.15 | 3,680.00 | 1.71 | 98 |
| Warehouse clubs and superstores (NAICS 452311) | 142,815,265 | 10.67 | 155,509,421 | 10.62 | 3,154.95 | 3,384.83 | 1.72 | 99 |
| All other general merchandise stores (NAICS 452319) | 12,502,815 | 0.93 | 13,560,896 | 0.93 | 276.20 | 403.80 | 1.64 | 97 |
| Miscellaneous store retailers (NAICS 453) | 25,794,304 | 1.93 | 27,686,749 | 1.89 | 569.83 | 602.63 | 1.43 | 95 |
| Florists (NAICS 4531) | 1,269,712 | 0.09 | 1,414,905 | 0.10 | 28.05 | 30.80 | 2.19 | 97 |
| Office supplies, stationery, and gift stores (NAICS 4532) | 4,264,998 | 0.32 | 4,421,639 | 0.30 | 94.22 | 131.66 | 0.72 | 97 |
| Office supplies and stationery stores (NAICS 45321) | 865,222 | 0.06 | 926,607 | 0.06 | 19.11 | 20.17 | 1.38 | 91 |
| Gift, novelty and souvenir shops (NAICS 45322) | 3,399,776 | 0.25 | 3,495,032 | 0.24 | 75.10 | 76.07 | 0.55 | 99 |
| Used merchandise stores (NAICS 4533) | 3,187,424 | 0.24 | 3,319,343 | 0.23 | 70.41 | 98.84 | 0.81 | 95 |
| Other miscellaneous store retailers (NAICS 4539) | 17,072,170 | 1.28 | 18,530,861 | 1.27 | 377.14 | 403.34 | 1.65 | 95 |
| Pet and pet supplies stores (NAICS 45391) | 6,653,228 | 0.50 | 7,373,674 | 0.50 | 146.98 | 160.50 | 2.08 | 95 |
| Art dealers (NAICS 45392) | 1,993,959 | 0.15 | 2,076,629 | 0.14 | 44.05 | 61.84 | 0.82 | 95 |
| Manufactured (mobile) home dealers (NAICS 45393) | 1,326,909 | 0.10 | 1,513,162 | 0.10 | 29.31 | 32.94 | 2.66 | 106 |
| All other miscellaneous store retailers (NAICS 45399) | 7,098,074 | 0.53 | 7,567,397 | 0.52 | 156.80 | 164.71 | 1.29 | 93 |
| Tobacco stores (NAICS 453991) | 2,317,015 | 0.17 | 2,386,072 | 0.16 | 51.19 | 71.05 | 0.59 | 89 |
| All other miscellaneous store retailers (NAICS 453998) | 4,781,059 | 0.36 | 5,181,325 | 0.35 | 105.62 | 112.78 | 1.62 | 95 |
| Nonstore retailers (NAICS 454) | 252,255,805 | 18.85 | 272,763,376 | 18.63 | 5,572.62 | 5,937.00 | 1.58 | 96 |
| Electronic shopping and mail order (NAICS 4541) | 221,196,901 | 16.53 | 238,349,125 | 16.28 | 4,886.49 | 7,097.31 | 1.50 | 98 |
| Vending machine operators (NAICS 4542) | 2,134,277 | 0.16 | 2,350,630 | 0.16 | 47.15 | 51.16 | 1.95 | 101 |
| Direct selling establishments (NAICS 4543) | 28,924,627 | 2.16 | 32,063,620 | 2.19 | 638.98 | 697.90 | 2.08 | 81 |
| Fuel dealers (NAICS 45431) | 24,089,346 | 1.80 | 26,819,313 | 1.83 | 532.16 | 798.60 | 2.17 | 78 |
| Other direct selling establishments (NAICS 45439) | 4,835,281 | 0.36 | 5,244,308 | 0.36 | 106.82 | 114.15 | 1.64 | 96 |
| Food services and drinking places (NAICS 722) | 217,129,877 | 100.00 | 241,761,672 | 100.00 | 4,796.65 | 5,262.21 | 2.17 | 103 |
| Special food services (NAICS 7223) | 14,780,737 | 6.81 | 16,372,348 | 6.77 | 326.52 | 487.52 | 2.07 | 101 |
| Food service contractors (NAICS 72231) | 11,861,633 | 5.46 | 13,121,922 | 5.43 | 262.04 | 285.61 | 2.04 | 101 |
| Caterers (NAICS 72232) | 2,637,639 | 1.21 | 2,937,070 | 1.21 | 58.27 | 63.93 | 2.17 | 103 |
| Mobile food services (NAICS 72233) | 281,465 | 0.13 | 313,356 | 0.13 | 6.22 | 9.33 | 2.17 | 103 |
| Drinking places (NAICS 7224) | 10,257,909 | 4.72 | 11,453,412 | 4.74 | 226.61 | 249.30 | 2.23 | 99 |
| Eating places (NAICS 7225) | 192,091,231 | 88.47 | 213,935,912 | 88.49 | 4,243.52 | 4,656.55 | 2.18 | 103 |
| Full service restaurants (NAICS 722511) | 100,943,831 | 46.49 | 112,462,021 | 46.52 | 2,229.97 | 3,348.78 | 2.18 | 102 |
| Fast food restaurants (NAICS 722513) | 77,274,086 | 35.59 | 86,036,552 | 35.59 | 1,707.07 | 1,872.68 | 2.17 | 103 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 1,966,638 | 0.91 | 2,189,785 | 0.91 | 43.45 | 47.66 | 2.17 | 103 |
| Snack and nonalcoholic beverage bars (NAICS 722515) | 11,906,675 | 5.48 | 13,247,554 | 5.48 | 263.03 | 394.47 | 2.16 | 103 |

Benchmark: USA

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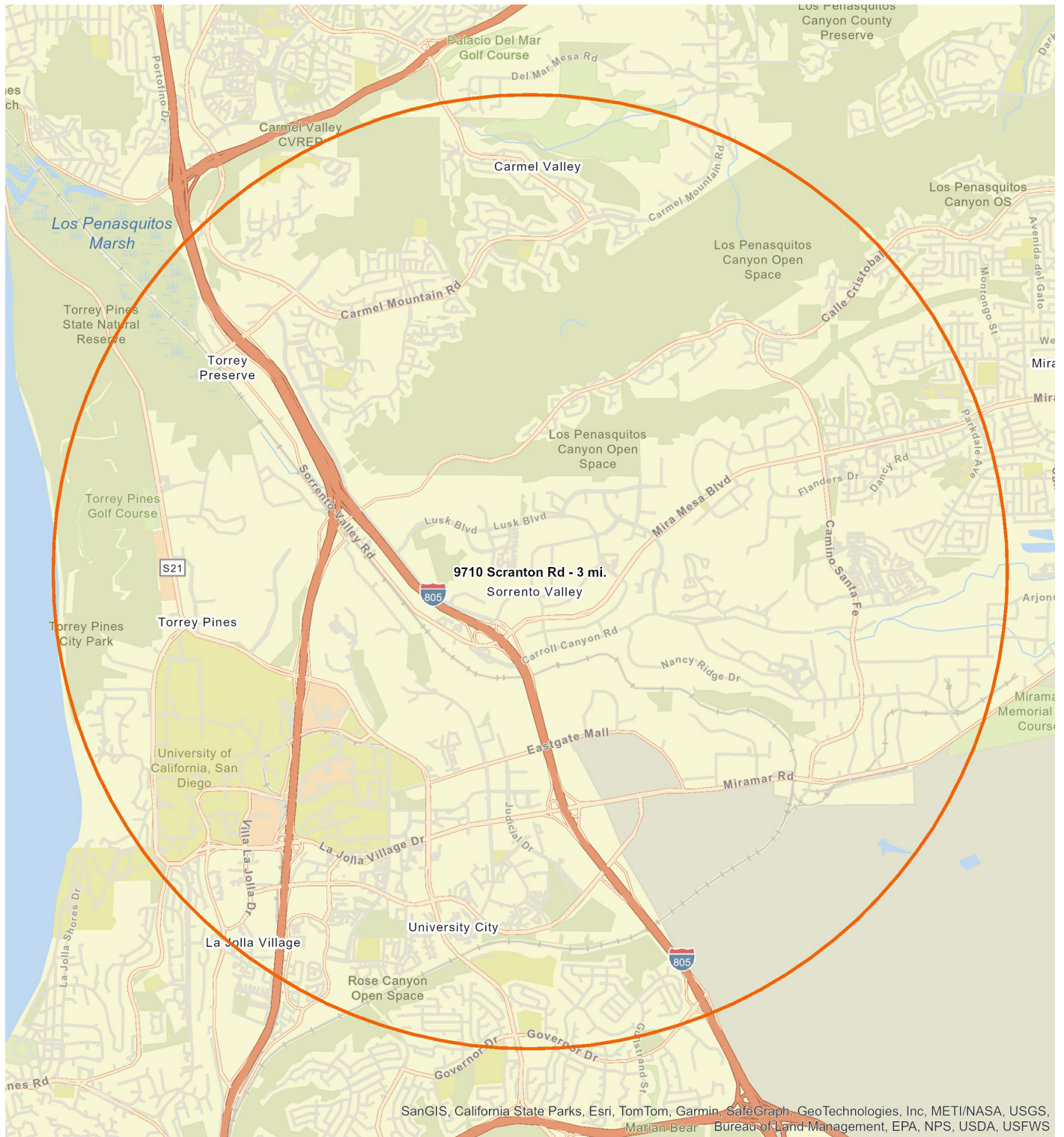
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| Index Colors: | <80 | 80 - 110 | 110+ |
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

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



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™ | Retail Store Types



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 |
| Retail Store Types | | | | | | | | |
| All retail stores (NAICS 44-45) | 3,758,680,665 | 100.00 | 4,080,244,228 | 100.00 | 38,409.54 | 41,262.52 | 1.66 | 126 |
| Motor vehicle and parts dealers (NAICS 441) | 820,469,618 | 21.83 | 897,182,536 | 21.99 | 8,384.29 | 9,072.99 | 1.80 | 124 |
| Auto dealers (NAICS 4411+4412) | 732,320,873 | 19.48 | 803,204,255 | 19.69 | 7,483.51 | 9,282.92 | 1.86 | 123 |
| New car dealers (NAICS 44111) | 654,479,139 | 17.41 | 717,494,412 | 17.58 | 6,688.05 | 7,255.85 | 1.86 | 123 |
| Used car dealers (NAICS 44112) | 77,841,734 | 2.07 | 85,709,844 | 2.10 | 795.46 | 866.76 | 1.94 | 124 |
| Other motor vehicle dealers (NAICS 4412) | 42,544,816 | 1.13 | 47,227,990 | 1.16 | 434.76 | 545.83 | 2.11 | 145 |
| Recreational vehicle dealers (NAICS 44121) | 14,854,230 | 0.40 | 16,595,019 | 0.41 | 151.79 | 167.82 | 2.24 | 156 |
| Motorcycle, boat and other dealers (NAICS 44122) | 27,690,586 | 0.74 | 30,632,970 | 0.75 | 282.97 | 309.78 | 2.04 | 139 |
| Boat dealers (NAICS 441222) | 8,970,224 | 0.24 | 10,009,921 | 0.25 | 91.67 | 115.69 | 2.22 | 156 |
| Motorcycle, ATV dealers (NAICS 441228) | 18,720,361 | 0.50 | 20,623,049 | 0.51 | 191.30 | 208.56 | 1.95 | 132 |
| Automotive parts/accessories/tire stores (NAICS 4413) | 45,603,929 | 1.21 | 46,750,291 | 1.15 | 466.02 | 472.77 | 0.50 | 121 |
| Automotive parts/accessories stores (NAICS 44131) | 29,363,876 | 0.78 | 30,205,488 | 0.74 | 300.07 | 349.10 | 0.57 | 121 |
| Tire dealers (NAICS 44132) | 16,240,053 | 0.43 | 16,544,803 | 0.41 | 165.96 | 167.31 | 0.37 | 122 |
| Furniture and home furnishings stores (NAICS 442) | 44,009,169 | 1.17 | 48,325,496 | 1.18 | 449.72 | 488.70 | 1.89 | 126 |
| Furniture stores (NAICS 4421) | 26,549,425 | 0.71 | 29,206,743 | 0.72 | 271.31 | 337.55 | 1.93 | 125 |
| Other home furnishings stores (NAICS 4422) | 17,459,744 | 0.46 | 19,118,752 | 0.47 | 178.42 | 193.34 | 1.83 | 127 |
| Floor covering stores (NAICS 44221) | 3,609,213 | 0.10 | 3,974,939 | 0.10 | 36.88 | 40.20 | 1.95 | 131 |
| Other home furnishings stores (NAICS 44229) | 13,850,531 | 0.37 | 15,143,813 | 0.37 | 141.54 | 175.02 | 1.80 | 126 |
| Window treatment stores (NAICS 442291) | 861,456 | 0.02 | 948,481 | 0.02 | 8.80 | 9.59 | 1.94 | 140 |
| All other home furnishings stores (NAICS 442299) | 12,989,075 | 0.35 | 14,195,332 | 0.35 | 132.73 | 143.55 | 1.79 | 125 |
| Electronics and appliance stores (NAICS 443) | 45,544,775 | 1.21 | 49,151,804 | 1.20 | 465.42 | 568.06 | 1.54 | 128 |
| Household appliance stores (NAICS 443141) | 10,476,994 | 0.28 | 11,271,919 | 0.28 | 107.06 | 113.99 | 1.17 | 123 |
| Electronics stores (NAICS 443142) | 35,067,781 | 0.93 | 37,879,885 | 0.93 | 358.35 | 383.07 | 1.55 | 130 |
| Building material/garden equip/supplies dealer (NAICS 444) | 253,910,715 | 6.76 | 281,185,733 | 6.89 | 2,594.69 | 3,249.76 | 2.06 | 120 |
| Building material and supplies dealers (NAICS 4441) | 225,085,409 | 5.99 | 249,323,668 | 6.11 | 2,300.12 | 2,521.35 | 2.07 | 119 |
| Home centers (NAICS 44411) | 118,681,927 | 3.16 | 131,372,218 | 3.22 | 1,212.80 | 1,328.54 | 2.05 | 121 |
| Paint and wallpaper stores (NAICS 44412) | 11,954,007 | 0.32 | 13,295,914 | 0.33 | 122.16 | 153.67 | 2.15 | 112 |
| Hardware stores (NAICS 44413) | 22,449,265 | 0.60 | 24,803,768 | 0.61 | 229.41 | 250.83 | 2.01 | 120 |
| Other building material dealers (NAICS 44419) | 72,000,210 | 1.92 | 79,851,768 | 1.96 | 735.76 | 807.52 | 2.09 | 118 |
| Lawn and garden equip/supplies dealers (NAICS 4442) | 28,825,307 | 0.77 | 31,862,064 | 0.78 | 294.56 | 368.24 | 2.02 | 126 |
| Outdoor power equipment stores (NAICS 44421) | 5,721,412 | 0.15 | 6,331,367 | 0.16 | 58.47 | 64.03 | 2.05 | 130 |
| Nursery and garden centers (NAICS 44422) | 23,103,895 | 0.61 | 25,530,697 | 0.63 | 236.10 | 258.19 | 2.02 | 125 |
| Food and beverage stores (NAICS 445) | 575,384,746 | 15.31 | 629,052,373 | 15.42 | 5,879.79 | 7,270.18 | 1.80 | 127 |
| Grocery stores (NAICS 4451) | 522,023,442 | 13.89 | 570,537,165 | 13.98 | 5,334.50 | 5,769.70 | 1.79 | 127 |
| Supermarkets and other grocery stores (NAICS 44511) | 499,652,980 | 13.29 | 546,234,578 | 13.39 | 5,105.90 | 5,523.94 | 1.80 | 127 |
| Convenience stores (NAICS 44512) | 22,370,462 | 0.60 | 24,302,586 | 0.60 | 228.60 | 280.87 | 1.67 | 124 |
| Specialty food stores (NAICS 4452) | 17,534,441 | 0.47 | 19,210,006 | 0.47 | 179.18 | 194.27 | 1.84 | 128 |
| Meat markets (NAICS 44521) | 5,142,518 | 0.14 | 5,641,005 | 0.14 | 52.55 | 57.05 | 1.87 | 129 |
| Fish and seafood markets (NAICS 44522) | 2,054,011 | 0.05 | 2,252,739 | 0.06 | 20.99 | 26.04 | 1.86 | 129 |
| Fruit and vegetable markets (NAICS 44523) | 3,783,771 | 0.10 | 4,141,429 | 0.10 | 38.67 | 41.88 | 1.82 | 127 |
| Other specialty food stores (NAICS 44529) | 6,554,140 | 0.17 | 7,174,833 | 0.18 | 66.98 | 72.56 | 1.83 | 128 |
| Baked goods stores (NAICS 445291+445292) | 3,635,925 | 0.10 | 3,977,969 | 0.10 | 37.16 | 45.97 | 1.81 | 127 |
| All other specialty food stores (NAICS 445299) | 2,918,215 | 0.08 | 3,196,864 | 0.08 | 29.82 | 32.33 | 1.84 | 129 |
| Beer, wine, and liquor stores (NAICS 4453) | 35,826,864 | 0.95 | 39,305,202 | 0.96 | 366.11 | 397.48 | 1.87 | 127 |
| Health and personal care stores (NAICS 446) | 106,488,918 | 2.83 | 116,516,826 | 2.86 | 1,088.20 | 1,346.63 | 1.82 | 121 |
| Pharmacies and drug stores (NAICS 44611) | 76,078,234 | 2.02 | 82,970,374 | 2.03 | 777.43 | 839.06 | 1.75 | 122 |
| Cosmetics, beauty supplies stores (NAICS 44612) | 5,809,115 | 0.15 | 6,328,403 | 0.16 | 59.36 | 64.00 | 1.73 | 119 |
| Optical goods stores (NAICS 44613) | 20,164,235 | 0.54 | 22,336,404 | 0.55 | 206.06 | 258.15 | 2.07 | 122 |
| Other health and personal care stores (NAICS 44619) | 4,437,334 | 0.12 | 4,881,645 | 0.12 | 45.34 | 49.37 | 1.93 | 121 |
| Food (health) supplement stores (NAICS 446191) | 1,719,156 | 0.05 | 1,889,231 | 0.05 | 17.57 | 19.11 | 1.90 | 122 |
| All other personal care stores (NAICS 446199) | 2,718,178 | 0.07 | 2,992,414 | 0.07 | 27.78 | 34.58 | 1.94 | 121 |
| Gasoline stations (NAICS 447) | 469,083,051 | 12.48 | 515,974,018 | 12.65 | 4,793.51 | 5,217.92 | 1.92 | 129 |
| Clothing and clothing accessory stores (NAICS 448) | 136,604,925 | 3.63 | 138,876,003 | 3.40 | 1,395.95 | 1,404.42 | 0.33 | 132 |
| Clothing stores (NAICS 4481) | 93,749,565 | 2.49 | 93,253,942 | 2.29 | 958.02 | 1,077.77 | -0.11 | 131 |
| Men's clothing stores (NAICS 44811) | 3,319,480 | 0.09 | 3,311,903 | 0.08 | 33.92 | 33.49 | -0.05 | 139 |
| Women's clothing stores (NAICS 44812) | 11,916,813 | 0.32 | 11,833,591 | 0.29 | 121.78 | 119.67 | -0.14 | 127 |
| Children's and infants' clothing stores (NAICS 44813) | 5,393,933 | 0.14 | 4,968,891 | 0.12 | 55.12 | 57.43 | -1.63 | 132 |
| Family clothing stores (NAICS 44814) | 54,259,401 | 1.44 | 54,624,534 | 1.34 | 554.47 | 552.40 | -0.13 | 133 |
| Clothing accessory stores (NAICS 44815) | 4,554,304 | 0.12 | 4,542,670 | 0.11 | 46.54 | 45.94 | -0.05 | 133 |
| Other clothing stores (NAICS 44819) | 14,305,635 | 0.38 | 13,972,353 | 0.34 | 146.19 | 161.48 | -0.47 | 128 |
| Shoe stores (NAICS 4482) | 22,294,999 | 0.59 | 24,413,793 | 0.60 | 227.83 | 246.89 | 1.83 | 139 |
| Jewelry, luggage, and leather goods stores (NAICS 4483) | 20,560,361 | 0.55 | 21,208,268 | 0.52 | 210.10 | 214.47 | 0.62 | 129 |
| Jewelry stores (NAICS 44831) | 10,814,543 | 0.29 | 11,252,799 | 0.28 | 110.51 | 130.05 | 0.80 | 125 |
| Luggage and leather goods stores (NAICS 44832) | 9,745,818 | 0.26 | 9,955,469 | 0.24 | 99.59 | 100.68 | 0.43 | 134 |

Benchmark: USA

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| Index Colors: | <80 | 80 - 110 | 110+ |
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Consumer Buying Power™ | Retail Store Types



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 |
| Retail Store Types | | | | | | | | |
| Sporting goods, hobby, book and music stores (NAICS 451) | 72,903,204 | 1.94 | 77,739,354 | 1.91 | 744.99 | 786.16 | 1.29 | 142 |
| Sporting goods and hobby stores (NAICS 4511) | 56,420,972 | 1.50 | 60,852,081 | 1.49 | 576.56 | 703.29 | 1.52 | 150 |
| Sporting goods stores (NAICS 45111) | 41,226,215 | 1.10 | 44,853,412 | 1.10 | 421.29 | 453.59 | 1.70 | 158 |
| Hobby, toy and game shops (NAICS 45112) | 10,774,213 | 0.29 | 11,544,281 | 0.28 | 110.10 | 116.74 | 1.39 | 132 |
| Sewing/needlework/piece goods stores (NAICS 45113) | 2,646,544 | 0.07 | 2,582,669 | 0.06 | 27.04 | 29.85 | -0.49 | 143 |
| Musical instrument and supplies stores (NAICS 45114) | 1,773,999 | 0.05 | 1,871,719 | 0.05 | 18.13 | 18.93 | 1.08 | 118 |
| Book stores and news dealers (NAICS 452) | 16,482,232 | 0.44 | 16,887,273 | 0.41 | 168.43 | 170.78 | 0.49 | 119 |
| Book stores (NAICS 45211) | 16,003,530 | 0.43 | 16,386,443 | 0.40 | 163.54 | 189.38 | 0.47 | 119 |
| News dealers and newsstands (NAICS 45212) | 478,702 | 0.01 | 500,830 | 0.01 | 4.89 | 5.06 | 0.91 | 123 |
| General merchandise stores (NAICS 452) | 451,784,010 | 12.02 | 486,859,774 | 11.93 | 4,616.73 | 4,923.49 | 1.51 | 127 |
| Department stores (excluding leased) (NAICS 4522) | 20,771,783 | 0.55 | 21,026,335 | 0.52 | 212.26 | 243.01 | 0.24 | 132 |
| Other general merchandise stores (NAICS 4523) | 431,012,227 | 11.47 | 465,833,439 | 11.42 | 4,404.47 | 4,710.86 | 1.57 | 126 |
| Warehouse clubs and superstores (NAICS 452311) | 396,223,908 | 10.54 | 428,351,834 | 10.50 | 4,048.97 | 4,331.82 | 1.57 | 126 |
| All other general merchandise stores (NAICS 452319) | 34,788,319 | 0.93 | 37,481,605 | 0.92 | 355.50 | 433.19 | 1.50 | 125 |
| Miscellaneous store retailers (NAICS 453) | 72,204,436 | 1.92 | 76,951,031 | 1.89 | 737.85 | 778.19 | 1.28 | 123 |
| Florists (NAICS 4531) | 3,692,232 | 0.10 | 4,083,351 | 0.10 | 37.73 | 41.29 | 2.03 | 130 |
| Office supplies, stationery, and gift stores (NAICS 4532) | 12,043,910 | 0.32 | 12,408,983 | 0.30 | 123.08 | 143.41 | 2.60 | 127 |
| Office supplies and stationery stores (NAICS 45321) | 2,440,948 | 0.06 | 2,596,392 | 0.06 | 24.94 | 26.26 | 1.24 | 118 |
| Gift, novelty and souvenir shops (NAICS 45322) | 9,602,962 | 0.26 | 9,812,590 | 0.24 | 98.13 | 99.23 | 0.43 | 129 |
| Used merchandise stores (NAICS 4533) | 8,840,793 | 0.24 | 9,122,364 | 0.22 | 90.34 | 105.43 | 0.63 | 122 |
| Other miscellaneous store retailers (NAICS 4539) | 47,627,501 | 1.27 | 51,336,333 | 1.26 | 486.70 | 519.15 | 1.51 | 122 |
| Pet and pet supplies stores (NAICS 45391) | 18,300,420 | 0.49 | 20,131,427 | 0.49 | 187.01 | 203.58 | 1.93 | 120 |
| Art dealers (NAICS 45392) | 5,520,473 | 0.15 | 5,695,135 | 0.14 | 56.41 | 65.82 | 0.62 | 121 |
| Manufactured (mobile) home dealers (NAICS 45393) | 4,248,492 | 0.11 | 4,748,258 | 0.12 | 43.41 | 48.02 | 2.25 | 156 |
| All other miscellaneous store retailers (NAICS 45399) | 19,558,116 | 0.52 | 20,761,512 | 0.51 | 199.86 | 209.96 | 1.20 | 119 |
| Tobacco stores (NAICS 453991) | 5,939,346 | 0.16 | 6,101,664 | 0.15 | 60.69 | 70.52 | 0.54 | 105 |
| All other miscellaneous store retailers (NAICS 453998) | 13,618,770 | 0.36 | 14,659,848 | 0.36 | 139.17 | 148.25 | 1.48 | 126 |
| Nonstore retailers (NAICS 454) | 710,293,098 | 18.90 | 762,429,282 | 18.69 | 7,258.41 | 7,710.26 | 1.43 | 124 |
| Electronic shopping and mail order (NAICS 4541) | 623,095,662 | 16.58 | 666,646,587 | 16.34 | 6,367.35 | 7,704.67 | 1.36 | 127 |
| Vending machine operators (NAICS 4542) | 5,832,465 | 0.16 | 6,387,024 | 0.16 | 59.60 | 64.59 | 1.83 | 128 |
| Direct selling establishments (NAICS 4543) | 81,364,972 | 2.16 | 89,395,671 | 2.19 | 831.46 | 904.04 | 1.90 | 105 |
| Fuel dealers (NAICS 45431) | 67,722,194 | 1.80 | 74,698,865 | 1.83 | 692.05 | 863.32 | 1.98 | 102 |
| Other direct selling establishments (NAICS 45439) | 13,642,778 | 0.36 | 14,696,806 | 0.36 | 139.41 | 148.63 | 1.50 | 125 |
| Food services and drinking places (NAICS 72) | 618,119,822 | 100.00 | 684,031,288 | 100.00 | 6,316.50 | 6,917.44 | 2.05 | 135 |
| Special food services (NAICS 7223) | 42,187,325 | 6.83 | 46,464,994 | 6.79 | 431.11 | 537.01 | 1.95 | 134 |
| Food service contractors (NAICS 72231) | 33,903,265 | 5.48 | 37,301,965 | 5.45 | 346.45 | 377.23 | 1.93 | 133 |
| Caterers (NAICS 72232) | 7,486,009 | 1.21 | 8,280,538 | 1.21 | 76.50 | 83.74 | 2.04 | 136 |
| Mobile food services (NAICS 72233) | 798,051 | 0.13 | 882,492 | 0.13 | 8.16 | 10.20 | 2.03 | 136 |
| Drinking places (NAICS 7224) | 29,601,639 | 4.79 | 32,923,890 | 4.81 | 302.50 | 332.95 | 2.15 | 133 |
| Eating places (NAICS 7225) | 546,330,858 | 88.39 | 604,642,403 | 88.39 | 5,582.89 | 6,114.60 | 2.05 | 135 |
| Full service restaurants (NAICS 722511) | 287,810,039 | 46.56 | 318,760,781 | 46.60 | 2,941.10 | 3,684.03 | 2.06 | 135 |
| Fast food restaurants (NAICS 722513) | 219,224,870 | 35.47 | 242,448,026 | 35.44 | 2,240.23 | 2,451.82 | 2.03 | 136 |
| Cafeterias, grill buffets, and buffets (NAICS 722514) | 5,579,675 | 0.90 | 6,171,060 | 0.90 | 57.02 | 62.41 | 2.04 | 136 |
| Snack and nonalcoholic beverage bars (NAICS 722515) | 33,716,275 | 5.45 | 37,262,536 | 5.45 | 344.54 | 430.66 | 2.02 | 135 |

Benchmark: USA

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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™ Retail Store Types 2025
Date / Time: 12/16/2024 3:23:26 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

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