

# Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	22,391,703	100.00	24,748,631	100.00	89,926.52	99,392.09	2.02	134
<b>Category Summary</b>								
Food	3,089,867	13.80	3,499,505	14.14	12,409.10	14,054.24	2.52	134
Alcoholic beverages	203,374	0.91	238,697	0.96	816.76	958.62	3.25	127
Housing	8,652,122	38.64	9,753,818	39.41	34,747.48	39,171.96	2.43	137
Apparel and services	622,701	2.78	645,943	2.61	2,500.81	2,594.15	0.74	133
Transportation	4,024,189	17.97	4,591,950	18.55	16,161.40	18,441.56	2.67	129
Healthcare	2,151,283	9.61	2,178,992	8.80	8,639.69	8,750.97	0.26	136
Entertainment	1,325,033	5.92	1,385,091	5.60	5,321.42	5,562.61	0.89	137
Personal care products and services	302,973	1.35	332,209	1.34	1,216.76	1,334.17	1.86	137
Reading	48,609	0.22	38,526	0.16	195.22	154.72	-4.54	177
Education	348,914	1.56	465,809	1.88	1,401.26	1,870.72	5.95	87
Tobacco products and smoking supplies	94,878	0.42	96,027	0.39	381.03	385.65	0.24	107
Miscellaneous fees and expenses	342,820	1.53	326,274	1.32	1,376.79	1,310.34	-0.98	125
Cash contributions	1,019,774	4.55	1,029,692	4.16	4,095.48	4,135.31	0.19	154
Life and other personal insurance	165,167	0.74	166,097	0.67	663.32	667.06	0.11	120

Benchmark: USA

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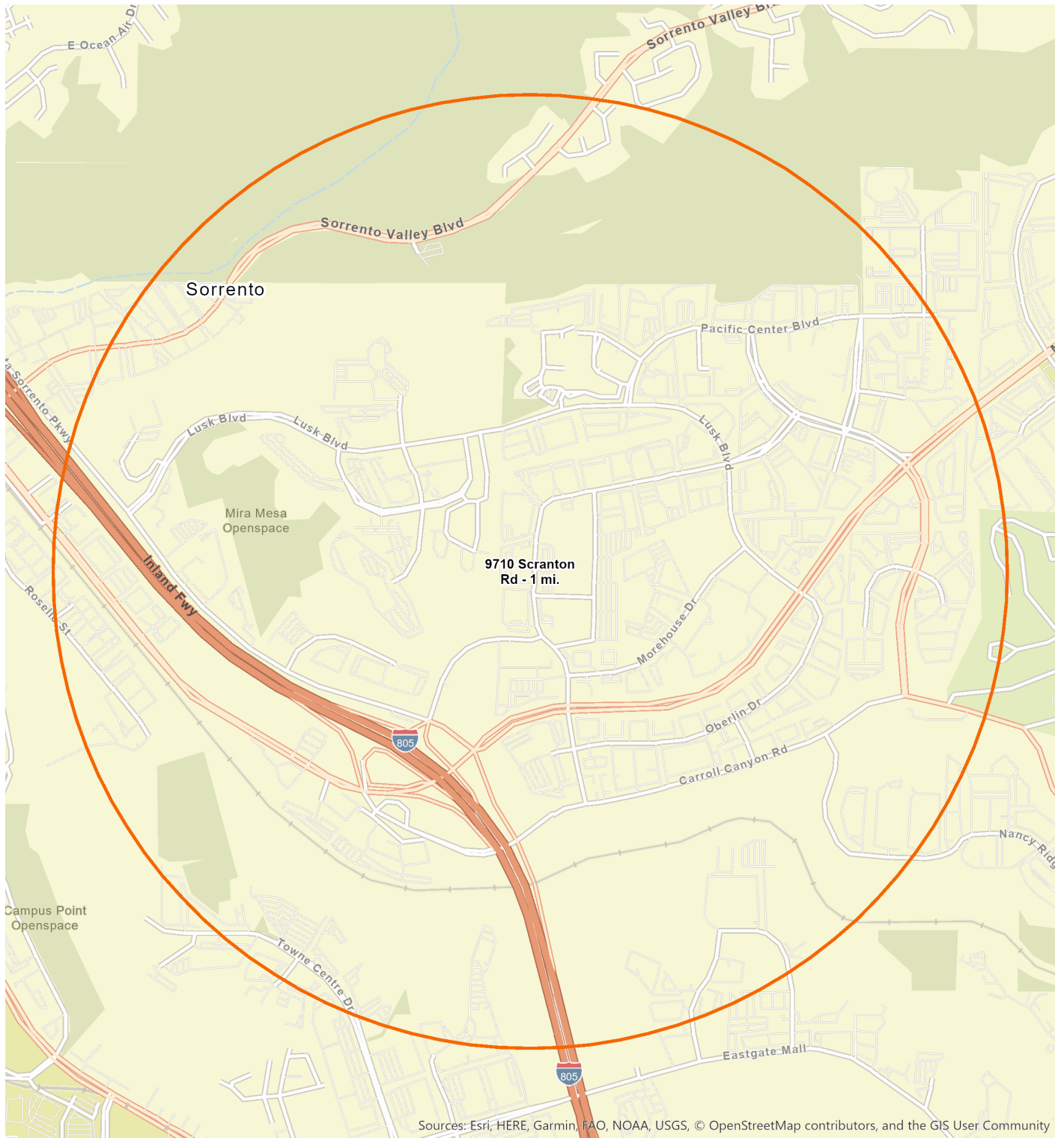
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

Consumer Units: 249 | Households: 249 | Dorm Pop: 0



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

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# Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
<b>Category Summary</b>								
Food	432,768,528	13.91	506,576,150	14.17	9,412.10	10,799.36	3.20	101
Alcoholic beverages	28,025,223	0.90	33,778,311	0.94	609.51	720.10	3.80	95
Housing	1,257,351,229	40.40	1,421,295,379	39.75	27,345.61	30,299.64	2.48	108
Apparel and services	88,387,750	2.84	92,874,961	2.60	1,922.31	1,979.94	1.00	102
Transportation	542,883,192	17.44	650,003,594	18.18	11,806.94	13,856.99	3.67	94
Healthcare	265,875,744	8.54	309,276,931	8.65	5,782.42	6,593.27	3.07	91
Entertainment	173,656,390	5.58	197,575,910	5.53	3,776.78	4,211.99	2.61	97
Personal care products and services	41,377,250	1.33	47,943,907	1.34	899.90	1,022.08	2.99	101
Reading	6,468,243	0.21	5,434,231	0.15	140.68	115.85	-3.42	127
Education	71,722,631	2.30	84,229,601	2.36	1,559.87	1,795.63	3.27	97
Tobacco products and smoking supplies	15,090,039	0.48	15,026,129	0.42	328.19	320.33	-0.08	92
Miscellaneous fees and expenses	44,325,399	1.42	45,961,447	1.29	964.01	979.82	0.73	88
Cash contributions	124,092,044	3.99	141,786,421	3.97	2,698.83	3,022.65	2.70	102
Life and other personal insurance	20,182,809	0.65	23,484,059	0.66	438.95	500.64	3.08	79

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

Consumer Units: 45,980 | Households: 33,076 | Dorm Pop: 12,904



# Consumer Buying Power™ | Category Summary



Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904

	2023 Aggregate Expenditure Estimate	%	2028 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2028 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Total Specified Consumer Expenditures (BASE)	8,817,895,442,708	100.00	10,078,690,214,643	100.00	67,251.96	75,057.32	2.71	100
Total Specified Consumer Expenditures (AREA)	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
<b>Category Summary</b>								
Food	1,203,590,652	13.87	1,413,936,798	14.29	12,146.44	14,064.12	3.27	131
Alcoholic beverages	81,109,747	0.93	93,589,474	0.95	818.55	930.91	2.90	128
Housing	3,411,199,568	39.30	3,894,884,560	39.36	34,425.27	38,741.58	2.69	136
Apparel and services	246,979,162	2.85	260,711,470	2.63	2,492.47	2,593.24	1.09	133
Transportation	1,541,575,826	17.76	1,806,219,548	18.25	15,557.33	17,966.08	3.22	124
Healthcare	772,522,359	8.90	875,111,923	8.84	7,796.17	8,704.55	2.53	122
Entertainment	502,496,802	5.79	558,728,250	5.65	5,071.12	5,557.55	2.14	131
Personal care products and services	115,796,406	1.33	133,061,988	1.34	1,168.60	1,323.54	2.82	131
Reading	18,759,831	0.22	15,570,284	0.16	189.32	154.87	-3.66	171
Education	179,421,675	2.07	201,861,978	2.04	1,810.69	2,007.88	2.38	113
Tobacco products and smoking supplies	38,040,617	0.44	39,877,882	0.40	383.90	396.66	0.95	108
Miscellaneous fees and expenses	131,053,607	1.51	130,850,948	1.32	1,322.57	1,301.55	-0.03	120
Cash contributions	376,825,112	4.34	402,883,220	4.07	3,802.86	4,007.39	1.35	143
Life and other personal insurance	60,476,251	0.70	68,671,469	0.69	610.32	683.06	2.57	110

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.

Consumer Units: 99,090 | Households: 86,186 | Dorm Pop: 12,904



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# Report Details

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**Name:** Consumer Buying Power™ Category Summary 2023  
**Date / Time:** 1/6/2023 11:19:02 AM  
**Workspace Vintage:** 2023

## Trade Area

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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

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Name	Level	Geographies
USA	Entire US	United States

## DataSource

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Product	Provider	Copyright
Consumer Buying Power™ - 2023 Estimates and 2028 Projections	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )
Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )

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