

Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	1,898,299	61.44	2,105,187	60.16	7,623.69	8,454.57	2.09	134
Bakery products	156,457	5.06	174,966	5.00	628.34	702.67	2.26	128
Cereals and cereal products	67,612	2.19	71,296	2.04	271.53	286.33	1.07	125
Meats, poultry, fish, and eggs	397,048	12.85	430,281	12.30	1,594.57	1,728.04	1.62	132
Fish and seafood	63,335	2.05	70,703	2.02	254.36	283.95	2.23	130
Eggs	25,621	0.83	31,873	0.91	102.90	128.00	4.46	150
Dairy products	182,148	5.89	203,077	5.80	731.52	815.57	2.20	137
Fresh milk and cream	55,397	1.79	58,014	1.66	222.48	232.99	0.93	140
Other dairy products	126,751	4.10	145,064	4.15	509.04	582.58	2.74	136
Fruits and vegetables	389,215	12.60	429,362	12.27	1,563.11	1,724.34	1.98	138
Other food at home	705,820	22.84	796,206	22.75	2,834.62	3,197.61	2.44	133
Sugar and other sweets	65,424	2.12	72,050	2.06	262.75	289.36	1.95	131
Fats and oils	47,490	1.54	54,160	1.55	190.72	217.51	2.66	131
Nonalcoholic beverages	178,976	5.79	195,681	5.59	718.78	785.87	1.80	128
Food away from home								
Food away from home	1,191,568	38.56	1,394,318	39.84	4,785.41	5,599.67	3.19	134
Lunch	356,794	11.55	404,493	11.56	1,432.91	1,624.47	2.54	138
Dinner	543,821	17.60	638,340	18.24	2,184.02	2,563.62	3.26	133
Breakfast and brunch	123,679	4.00	143,354	4.10	496.70	575.72	3.00	138
Alcoholic beverages	203,374	100.00	238,697	100.00	816.76	958.62	3.25	127
At home	125,659	61.79	149,253	62.53	504.66	599.41	3.50	132
Away from home	77,714	38.21	89,443	37.47	312.11	359.21	2.85	120
Healthcare								
Healthcare	2,151,283	100.00	2,178,992	100.00	8,639.69	8,750.97	0.26	136
Medical services	450,331	20.93	446,667	20.50	1,808.56	1,793.84	-0.16	156
Drugs	191,358	8.90	188,808	8.66	768.50	758.27	-0.27	136
Prescription drugs	132,703	6.17	127,684	5.86	532.94	512.79	-0.77	137
Medical supplies	75,266	3.50	74,727	3.43	302.27	300.11	-0.14	138
Household Furnishings and Equipment								
Household furnishings and equipment	949,150	10.97	1,070,553	10.98	3,811.85	4,299.41	2.44	131
Household textiles	51,862	0.60	55,972	0.57	208.28	224.79	1.54	154
Furniture	233,798	2.70	271,851	2.79	938.95	1,091.77	3.06	130
Major appliances	151,501	1.75	169,752	1.74	608.44	681.73	2.30	133
Small appliances, miscellaneous housewares	59,845	0.69	70,834	0.73	240.34	284.47	3.43	148
Housing								
Housing	8,652,122	100.00	9,753,818	100.00	34,747.48	39,171.96	2.43	137
Owned dwellings	2,782,486	32.16	2,936,881	30.11	11,174.64	11,794.70	1.09	135
Maintenance and repair services	399,431	4.62	384,244	3.94	1,604.14	1,543.15	-0.77	133
Maintenance and repair commodities	51,793	0.60	71,543	0.73	208.00	287.32	6.67	117
Utilities, fuels, and public services	1,507,450	17.42	1,583,206	16.23	6,054.02	6,358.26	0.99	123
Telephone services	505,519	5.84	540,998	5.55	2,030.19	2,172.68	1.37	122
Housekeeping supplies	287,443	3.32	303,572	3.11	1,154.39	1,219.17	1.10	129
Personal Care Products and Services								
Personal care products and services	302,973	100.00	332,209	100.00	1,216.76	1,334.17	1.86	137
Personal care products	190,102	62.75	216,172	65.07	763.46	868.16	2.60	135
Tobacco products and smoking supplies	94,878	100.00	96,027	100.00	381.03	385.65	0.24	107
Pets								
Pets	311,182	23.48	347,134	25.06	1,249.73	1,394.11	2.21	146
Entertainment								
Entertainment	435,635	32.88	416,494	30.07	1,749.54	1,672.67	-0.89	140
Audio and visual equipment and services	141,375	10.67	166,477	12.02	567.77	668.58	3.32	141
Sports, recreation and exercise equipment	24,738	1.87	31,282	2.26	99.35	125.63	4.81	133
Transportation								
Transportation	4,024,189	100.00	4,591,950	100.00	16,161.40	18,441.56	2.67	129
Vehicle purchases net outlay	1,609,734	40.00	1,958,857	42.66	6,464.80	7,866.89	4.00	118
Cars and trucks, new	689,427	17.13	771,385	16.80	2,768.78	3,097.93	2.27	108
Cars and trucks, used	900,312	22.37	1,160,336	25.27	3,615.71	4,659.98	5.21	126
Gasoline	731,847	18.19	867,459	18.89	2,939.14	3,483.77	3.46	138
Diesel fuel	13,053	0.32	18,196	0.40	52.42	73.08	6.87	129
Motor oil	6,205	0.15	7,681	0.17	24.92	30.85	4.36	137
Maintenance and repairs	388,443	9.65	394,288	8.59	1,560.01	1,583.49	0.30	143
Apparel and Services								
Apparel and services	622,701	100.00	645,943	100.00	2,500.81	2,594.15	0.74	133
Women, 16 and over	222,479	35.73	221,254	34.25	893.49	888.57	-0.11	158
Men, 16 and over	116,214	18.66	116,984	18.11	466.72	469.82	0.13	144
Girls, 2 to 15	34,711	5.57	35,514	5.50	139.40	142.63	0.46	122
Boys, 2 to 15	29,482	4.73	29,874	4.62	118.40	119.98	0.26	96
Children under 2	14,774	2.37	13,957	2.16	59.33	56.05	-1.13	91
Footwear	118,630	19.05	146,510	22.68	476.43	588.40	4.31	117
Other apparel products and services	86,410	13.88	81,850	12.67	347.03	328.71	-1.08	125

Benchmark: USA

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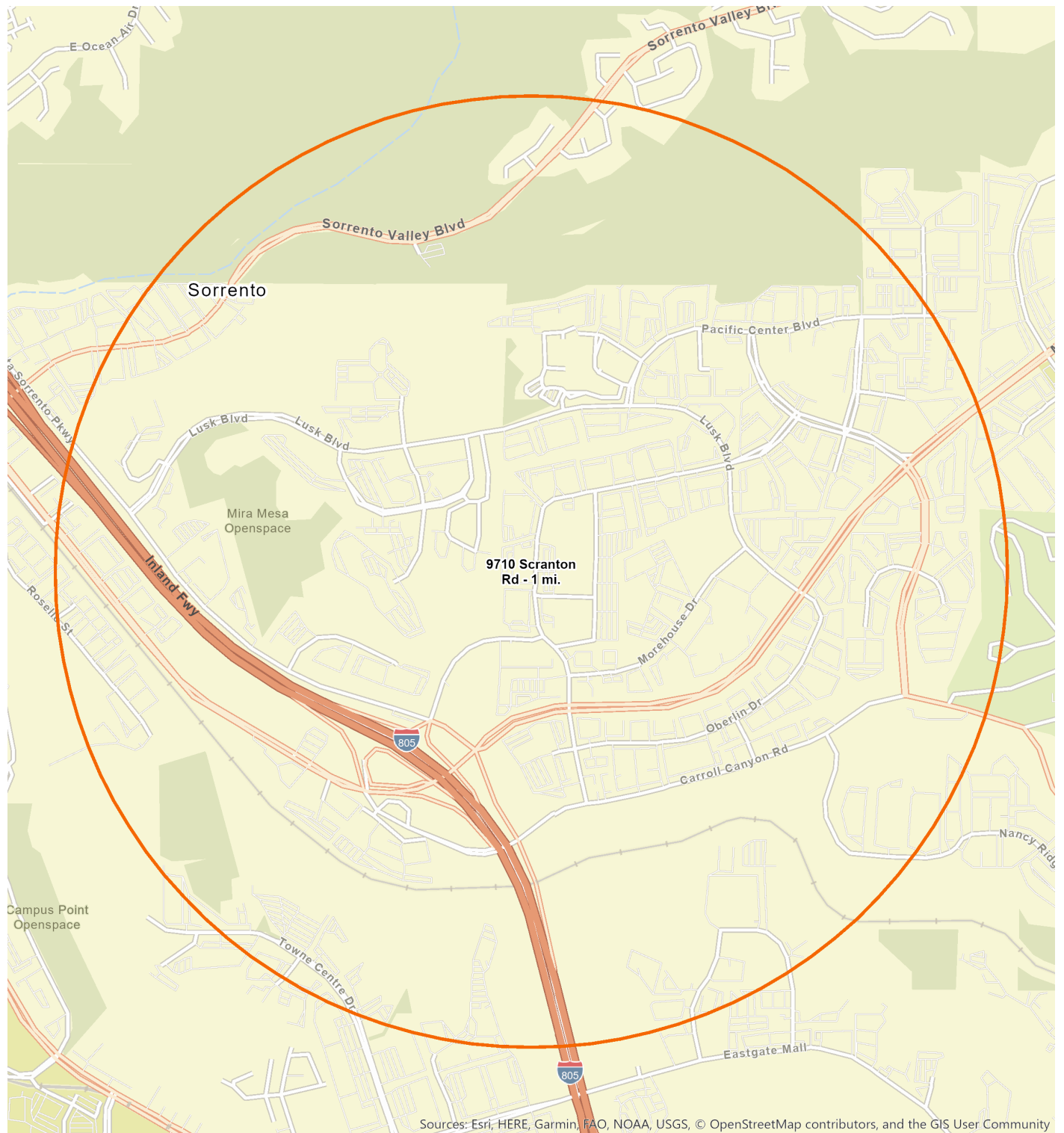
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Consumer Buying Power™ | Map



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™ | Consumer Spending Patterns



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
Food at home								
Food at home	264,676,047	61.16	308,121,821	60.82	5,756.33	6,568.64	3.09	101
Bakery products	21,471,826	4.96	25,600,209	5.05	466.98	545.75	3.58	95
Cereals and cereal products	9,601,498	2.22	10,492,667	2.07	208.82	223.69	1.79	96
Meats, poultry, fish, and eggs	56,035,334	12.95	63,421,348	12.52	1,218.69	1,352.04	2.51	101
Fish and seafood	8,631,395	1.99	10,350,248	2.04	187.72	220.65	3.70	96
Eggs	3,658,522	0.85	4,703,229	0.93	79.57	100.26	5.15	116
Dairy products	25,343,989	5.86	29,772,688	5.88	551.20	634.70	3.27	103
Fresh milk and cream	8,017,908	1.85	8,718,940	1.72	174.38	185.87	1.69	109
Other dairy products	17,326,081	4.00	21,053,748	4.16	376.82	448.83	3.97	101
Fruits and vegetables	53,407,258	12.34	61,974,577	12.23	1,161.53	1,321.19	3.02	103
Other food at home	98,816,143	22.83	116,860,332	23.07	2,149.11	2,491.27	3.41	101
Sugar and other sweets	9,030,711	2.09	10,612,210	2.09	196.41	226.23	3.28	98
Fats and oils	6,654,616	1.54	7,996,272	1.58	144.73	170.47	3.74	100
Nonalcoholic beverages	25,170,538	5.82	28,986,140	5.72	547.42	617.94	2.86	98
Food away from home								
Food away from home	168,092,481	38.84	198,454,330	39.18	3,655.77	4,230.71	3.38	102
Lunch	50,441,188	11.66	58,033,474	11.46	1,097.02	1,237.18	2.84	105
Dinner	75,953,007	17.55	89,846,988	17.74	1,651.87	1,915.39	3.42	101
Breakfast and brunch	17,515,435	4.05	20,727,504	4.09	380.94	441.88	3.42	106
Alcoholic beverages	28,025,223	100.00	33,778,311	100.00	609.51	720.10	3.80	95
At home	17,626,674	62.90	21,394,329	63.34	383.36	456.09	3.95	100
Away from home	10,398,549	37.10	12,383,982	36.66	226.15	264.01	3.56	87
Healthcare								
Healthcare	265,875,744	100.00	309,276,931	100.00	5,782.42	6,593.27	3.07	91
Medical services	55,336,608	20.81	61,873,710	20.01	1,203.49	1,319.04	2.26	104
Drugs	24,367,509	9.16	27,540,188	8.90	529.96	587.11	2.48	94
Prescription drugs	16,904,286	6.36	18,742,997	6.06	367.64	399.57	2.09	95
Medical supplies	9,483,483	3.57	10,655,125	3.45	206.25	227.15	2.36	94
Household Furnishings and Equipment								
Household furnishings and equipment	126,314,861	10.05	151,206,415	10.64	2,747.17	3,223.47	3.66	95
Household textiles	7,194,283	0.57	8,303,686	0.58	156.47	177.02	2.91	116
Furniture	30,674,024	2.44	38,266,336	2.69	667.12	815.77	4.52	92
Major appliances	19,562,703	1.56	23,598,410	1.66	425.46	503.08	3.82	93
Small appliances, miscellaneous housewares	8,263,133	0.66	10,089,092	0.71	179.71	215.08	4.07	111
Housing								
Housing	1,257,351,229	100.00	1,421,295,379	100.00	27,345.61	30,299.64	2.48	108
Owned dwellings	353,455,389	28.11	406,269,454	28.58	7,687.16	8,660.98	2.82	93
Maintenance and repair services	49,091,361	3.90	53,265,152	3.75	1,067.67	1,135.52	1.65	88
Maintenance and repair commodities	6,465,970	0.51	9,883,559	0.70	140.63	210.91	8.88	79
Utilities, fuels, and public services	207,573,327	16.51	231,609,192	16.30	4,514.43	4,937.52	2.22	92
Telephone services	70,030,828	5.57	77,910,786	5.48	1,523.07	1,660.93	2.16	92
Housekeeping supplies	39,165,922	3.12	44,772,415	3.15	851.80	954.47	2.71	95
Personal Care Products and Services								
Personal care products and services	41,377,250	100.00	47,943,907	100.00	899.90	1,022.08	2.99	101
Personal care products	26,280,509	63.51	31,264,855	65.21	571.56	666.51	3.53	101
Tobacco products and smoking supplies	15,090,039	100.00	15,026,129	100.00	328.19	320.33	-0.08	92
Pets								
Pets	40,898,618	23.55	49,513,591	25.06	889.49	1,055.55	3.90	104
Entertainment								
Entertainment	58,470,785	33.67	62,026,018	31.39	1,271.66	1,322.29	1.19	102
Audio and visual equipment and services	18,594,883	10.71	22,466,855	11.37	404.41	478.96	3.86	101
Sports, recreation and exercise equipment	3,469,547	2.00	4,248,700	2.15	75.46	90.58	4.13	101
Transportation								
Transportation	542,883,192	100.00	650,003,594	100.00	11,806.94	13,856.99	3.67	94
Vehicle purchases net outlay	217,904,308	40.14	274,843,801	42.28	4,739.11	5,859.21	4.75	86
Cars and trucks, new	90,739,674	16.71	107,055,200	16.47	1,973.46	2,282.24	3.36	77
Cars and trucks, used	124,048,612	22.85	163,600,608	25.17	2,697.88	3,487.69	5.69	94
Gasoline	102,466,331	18.87	126,094,854	19.40	2,228.50	2,688.13	4.24	105
Diesel fuel	1,699,592	0.31	2,526,912	0.39	36.96	53.87	8.26	91
Motor oil	872,695	0.16	1,101,961	0.17	18.98	23.49	4.78	104
Maintenance and repairs	50,849,129	9.37	56,289,855	8.66	1,105.90	1,200.01	2.05	101
Apparel and Services								
Apparel and services	88,387,750	100.00	92,874,961	100.00	1,922.31	1,979.94	1.00	102
Women, 16 and over	31,229,675	35.33	32,259,601	34.73	679.20	687.72	0.65	120
Men, 16 and over	16,966,770	19.20	17,104,110	18.42	369.00	364.63	0.16	114
Girls, 2 to 15	4,576,028	5.18	4,652,102	5.01	99.52	99.18	0.33	87
Boys, 2 to 15	4,048,644	4.58	4,223,706	4.55	88.05	90.04	0.85	71
Children under 2	1,909,524	2.16	1,649,893	1.78	41.53	35.17	-2.88	64
Footwear	17,152,901	19.41	21,022,765	22.64	373.05	448.17	4.15	91
Other apparel products and services	12,504,207	14.15	11,962,783	12.88	271.95	255.03	-0.88	98

Benchmark: USA

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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

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



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Benchmark: USA

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Consumer Buying Power™ | Consumer Spending Patterns



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
Food at home								
Food at home	732,198,242	60.83	868,167,337	61.40	7,389.22	8,635.47	3.47	129
Bakery products	59,785,947	4.97	72,547,039	5.13	603.35	721.61	3.95	123
Cereals and cereal products	26,544,897	2.21	29,622,382	2.10	267.89	294.65	2.22	123
Meats, poultry, fish, and eggs	154,590,806	12.84	178,889,682	12.65	1,560.11	1,779.38	2.96	129
Fish and seafood	24,120,188	2.00	29,873,271	2.11	243.42	297.14	4.37	124
Eggs	9,918,882	0.82	13,090,158	0.93	100.10	130.20	5.71	146
Dairy products	70,109,118	5.83	83,871,677	5.93	707.53	834.25	3.65	133
Fresh milk and cream	21,738,840	1.81	24,375,503	1.72	219.38	242.46	2.32	138
Other dairy products	48,370,278	4.02	59,496,174	4.21	488.14	591.80	4.23	131
Fruits and vegetables	149,102,027	12.39	175,412,894	12.41	1,504.71	1,744.79	3.30	133
Other food at home	272,065,447	22.60	327,823,664	23.19	2,745.64	3,260.79	3.80	129
Sugar and other sweets	25,030,738	2.08	29,808,899	2.11	252.61	296.50	3.56	126
Fats and oils	18,197,106	1.51	22,544,832	1.59	183.64	224.25	4.38	126
Nonalcoholic beverages	68,459,408	5.69	81,331,209	5.75	690.88	808.98	3.51	123
Food away from home								
Food away from home	471,392,410	39.17	545,769,461	38.60	4,757.21	5,428.65	2.97	133
Lunch	139,519,562	11.59	159,219,521	11.26	1,408.01	1,583.72	2.68	135
Dinner	215,032,001	17.87	248,363,448	17.57	2,170.07	2,470.42	2.92	132
Breakfast and brunch	48,364,648	4.02	56,395,531	3.99	488.09	560.95	3.12	136
Alcoholic beverages	81,109,747	100.00	93,589,474	100.00	818.55	930.91	2.90	128
At home	49,807,408	61.41	59,259,405	63.32	502.65	589.44	3.54	131
Away from home	31,302,339	38.59	34,330,069	36.68	315.90	341.47	1.86	122
Healthcare								
Healthcare	772,522,359	100.00	875,111,923	100.00	7,796.17	8,704.55	2.53	122
Medical services	160,906,195	20.83	172,202,236	19.68	1,623.84	1,712.86	1.37	140
Drugs	68,791,112	8.90	76,810,709	8.78	694.23	764.02	2.23	123
Prescription drugs	47,851,865	6.19	51,728,657	5.91	482.91	514.53	1.57	124
Medical supplies	20,939,247	2.71	25,082,052	2.87	211.32	249.49	0.72	134
Household Furnishings and Equipment								
Household furnishings and equipment	366,107,643	10.73	423,594,722	10.88	3,694.70	4,213.41	2.96	127
Household textiles	19,772,285	0.58	23,328,521	0.60	199.54	232.04	3.36	147
Furniture	89,997,362	2.64	107,541,064	2.76	908.24	1,069.69	3.63	126
Major appliances	57,627,015	1.69	66,595,884	1.71	581.56	662.41	2.94	127
Small appliances, miscellaneous housewares	22,912,165	0.67	27,897,532	0.72	231.23	277.49	4.02	143
Housing								
Housing	3,411,199,568	100.00	3,894,884,560	100.00	34,425.27	38,741.58	2.69	136
Owned dwellings	1,053,573,614	30.89	1,158,292,758	29.74	10,632.49	11,521.29	1.91	129
Maintenance and repair services	144,997,792	4.25	153,555,534	3.94	1,463.29	1,527.38	1.15	121
Maintenance and repair commodities	19,209,273	0.56	27,389,595	0.70	193.86	272.44	7.35	109
Utilities, fuels, and public services	575,391,970	16.87	643,473,207	16.52	5,806.76	6,400.49	2.26	118
Telephone services	194,905,665	5.71	215,997,433	5.55	1,966.96	2,148.48	2.08	119
Housekeeping supplies	109,895,581	3.22	126,132,045	3.24	1,109.05	1,254.61	2.79	124
Personal Care Products and Services								
Personal care products and services	115,796,406	100.00	133,061,988	100.00	1,168.60	1,323.54	2.82	131
Personal care products	73,074,071	63.11	87,196,679	65.53	737.45	867.33	3.60	130
Tobacco products and smoking supplies	38,040,617	100.00	39,877,882	100.00	383.90	396.66	0.95	108
Pets								
Pets	118,338,899	23.55	137,784,904	24.66	1,194.26	1,370.52	3.09	140
Entertainment								
Entertainment	159,227,809	31.69	170,415,335	30.50	1,606.90	1,695.08	1.37	128
Audio and visual equipment and services	55,381,456	11.02	64,188,190	11.49	558.90	638.47	3.00	139
Sports, recreation and exercise equipment	9,654,099	1.92	12,229,996	2.19	97.43	121.65	4.84	130
Transportation								
Transportation	1,541,575,826	100.00	1,806,219,548	100.00	15,557.33	17,966.08	3.22	124
Vehicle purchases net outlay	620,373,097	40.24	770,033,874	42.63	6,260.70	7,659.36	4.42	114
Cars and trucks, new	264,983,938	17.19	317,163,561	17.56	2,674.17	3,154.76	3.66	105
Cars and trucks, used	346,776,490	22.49	441,974,271	24.47	3,499.61	4,396.22	4.97	122
Gasoline	283,118,640	18.37	343,992,887	19.04	2,857.19	3,421.62	3.97	134
Diesel fuel	5,009,315	0.32	6,989,086	0.39	50.55	69.52	6.89	124
Motor oil	2,413,859	0.16	3,044,772	0.17	24.36	30.29	4.75	134
Maintenance and repairs	147,593,988	9.57	156,069,332	8.64	1,489.49	1,552.39	1.12	137
Apparel and Services								
Apparel and services	246,979,162	100.00	260,711,470	100.00	2,492.47	2,593.24	1.09	133
Women, 16 and over	86,463,078	35.01	89,480,876	34.32	872.57	890.05	0.69	154
Men, 16 and over	46,491,186	18.82	46,405,708	17.80	469.18	461.59	-0.04	145
Girls, 2 to 15	13,830,233	5.60	14,520,722	5.57	139.57	144.43	0.98	122
Boys, 2 to 15	12,245,476	4.96	13,021,492	4.99	123.58	129.52	1.24	100
Children under 2	5,454,015	2.21	4,920,559	1.89	55.04	48.94	-2.04	84
Footwear	48,088,903	19.47	58,419,917	22.41	485.31	581.09	3.97	119
Other apparel products and services	34,406,270	13.93	33,942,197	13.02	347.22	337.62	-0.27	125

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



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

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Report Details

Name: Consumer Buying Power™ Consumer Spending Patterns 2023
Date / Time: 1/6/2023 11:13:22 AM
Workspace Vintage: 2023

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™ - 2023 Estimates and 2028 Projections	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2023 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2023 Environics Analytics (https://claritas.easpotlight.com/Spotlight/About)