

Trade Area: 9710 Scranton Rd - 1 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	676	100.00	336,157,119	100.00	100	--	--	--
Households	248	100.00	129,079,042	100.00	100	--	--	--
Average Household Income	--	152,008.96	--	108,671.00	140	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	231	93.14	120,324,550	93.22	100	113,835.96	77,298.43	147
Checking Account(s)	219	88.31	115,477,249	89.46	99	20,980.98	14,248.41	147
Direct Deposit	162	65.32	91,320,779	70.75	92	--	--	--
Any Savings (Incl Money Market)	200	80.64	98,004,690	75.93	106	81,162.82	57,077.41	142
Traditional Savings Account(s)	191	77.02	93,161,724	72.17	107	54,211.44	36,072.71	150
Any Other Type of Savings or Money Market Account(s)	62	25.00	28,020,947	21.71	115	99,540.73	83,375.75	119
Non-Traditional Savings Account Type: Money Market	44	17.74	19,928,244	15.44	115	86,310.34	77,011.42	112
Certificate(s) of Deposit (CDs)	54	21.77	24,504,004	18.98	115	103,041.47	86,134.87	120
ATM/Debit Card								
Pre-Paid Debit Card(s)	61	24.60	32,025,693	24.81	99	--	--	--
ATM or Debit Card	221	89.11	111,128,741	86.09	104	--	--	--

Benchmark: USA

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Index Colors:	<80	80-110	110+
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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	143	57.66	59,407,136	46.02	125	486,379.34	415,075.74	117
Any Keoughs/HR10s or IRAs	103	41.53	42,879,969	33.22	125	378,967.42	355,661.08	107
Brokerage Account(s)	110	44.35	42,862,204	33.21	134	-	-	-
Corporate or Municipal Bonds	30	12.10	11,120,575	8.62	140	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	46	18.55	16,951,381	13.13	141	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	13	5.24	4,227,807	3.27	160	-	-	-
Mutual Funds and ETFs	75	30.24	30,575,036	23.69	128	525,372.02	458,366.43	115
Mutual Fund Invested in Stocks	30	12.10	10,989,295	8.51	142	423,426.45	363,198.96	117
Mutual Fund Invested in Bonds/Interest-Earning Assets	15	6.05	5,894,364	4.57	132	316,339.79	254,416.46	124
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	30	12.10	12,489,665	9.68	125	565,466.19	502,186.23	113
Real Estate	61	24.60	23,923,366	18.53	133	-	-	-
Publicly-Traded Stocks	97	39.11	38,054,671	29.48	133	-	-	-
Publicly-Traded Stock of Current or Former Employer	35	14.11	13,215,763	10.24	138	-	-	-
Publicly-Traded Stocks of Other Company	58	23.39	23,223,352	17.99	130	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	27	10.89	10,631,030	8.24	132	54,927.73	53,252.57	103
Government Savings Bonds	41	16.53	18,820,867	14.58	113	-	-	-
Government Bonds or Treasury Bills	30	12.10	12,050,780	9.34	130	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	145	58.47	63,358,978	49.09	119	357,709.61	293,534.19	122
Non-Traditional Savings Account Type: Coverdell/Education IRA	11	4.44	3,839,794	2.98	149	62,141.26	60,218.87	103
Non-Traditional Savings Account Type: 529/State Sponsored Education Account	18	7.26	7,451,580	5.77	126	45,429.13	46,447.35	98
Retirement Investment								
401(k)	89	35.89	36,690,755	28.43	126	274,667.09	232,969.30	118
401(k) Invested in Stocks	21	8.47	8,318,599	6.45	131	220,555.02	224,471.93	98
401(k) Invested in Bonds/Interest-Earning Assets	13	5.24	5,537,604	4.29	122	198,085.44	138,885.62	143
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	39	15.73	15,685,342	12.15	129	356,799.77	303,041.60	118
Roth 401(k)	17	6.86	5,971,644	4.63	148	190,087.82	151,637.07	125
403(b)	13	5.24	5,343,332	4.14	127	258,227.68	244,763.52	106
Regular or other IRA	65	26.21	28,487,418	22.07	119	440,403.52	397,013.71	111
Regular IRA Invested in Stocks	18	7.26	6,819,932	5.28	137	-	-	-
Regular IRA Other Investments	11	4.44	5,749,802	4.46	100	-	-	-
Roth IRA	48	19.36	18,414,590	14.27	136	182,138.02	178,572.22	102
Roth IRA Invested in Stocks	15	6.05	5,320,776	4.12	147	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	20	8.06	8,030,313	6.22	130	-	-	-
Roth IRA Other Investments	7	2.82	3,020,568	2.34	121	-	-	-
Rollover IRA	36	14.52	14,851,408	11.51	126	376,795.10	354,805.57	106
Rollover IRA Invested in Stocks	11	4.44	3,715,086	2.88	154	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	16	6.45	7,042,064	5.46	118	-	-	-
Rollover IRA Other Investments	4	1.61	2,268,201	1.76	92	-	-	-
Traditional Pension Plan	46	18.55	23,215,945	17.99	103	435,039.36	315,802.66	138

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Trade Area: 9710 Scranton Rd - 1 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	676	100.00	336,157,119	100.00	100	-	-	-
Households	248	100.00	129,079,042	100.00	100	-	-	-
Average Household Income	-	152,008.96	-	108,671.00	140	-	-	-
Credit Card								
Visa	191	77.02	85,158,135	65.97	117	2,377.32	1,913.14	124
MasterCard	101	40.73	52,530,271	40.70	100	1,926.43	1,647.97	117
Discover	30	12.10	17,268,022	13.38	90	1,102.45	1,050.79	105
American Express Blue/Credit Card	42	16.94	16,540,409	12.81	132	1,610.92	1,477.01	109
Other	10	4.03	5,149,581	3.99	101	579.03	703.80	82
Credit								
Auto Loan(s)	82	33.06	41,509,808	32.16	103	18,557.38	16,357.02	113
Auto Loan Applied On Own	40	16.13	18,818,382	14.58	111	16,662.80	14,731.60	113
Auto Loan Handled By Dealer	42	16.94	23,143,500	17.93	94	19,421.76	17,081.43	114
Mortgage	85	34.27	43,177,882	33.45	102	318,038.34	194,123.03	164
Second Mortgage	9	3.63	3,437,270	2.66	136	311,590.83	266,022.39	117
Fixed Rate Mortgage	63	25.40	33,733,668	26.13	97	391,238.79	230,120.93	170
Adjustable Rate Mortgage	8	3.23	4,201,837	3.25	99	340,978.95	198,418.86	172
Student Loan(s)	52	20.97	23,465,915	18.18	115	32,539.67	29,853.96	109
Any Line of Credit (HELOC)	57	22.98	22,749,545	17.63	130	15,149.39	13,916.19	109
Home Equity Line of Credit (HELOC)	22	8.87	10,842,208	8.40	106	40,033.57	30,773.61	130
Non-HELOC Line of Credit	33	13.31	11,621,950	9.00	148	5,803.50	4,823.24	120
Home Equity Loan(s)	17	6.86	8,880,106	6.88	100	288,449.30	198,616.79	145
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	235	94.76	118,042,457	91.45	104	174,186.88	114,917.07	152

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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	669	100.00	344,209,992	100.00	100	--	--	--
Households	249	100.00	132,563,817	100.00	100	--	--	--
Average Household Income	--	164,102.62	--	118,937.00	138	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	232	93.17	123,974,496	93.52	100	116,563.98	83,035.62	140
Checking Account(s)	220	88.35	119,047,336	89.80	98	21,347.37	15,176.23	141
Direct Deposit	164	65.86	94,820,357	71.53	92	--	--	--
Any Savings (Incl Money Market)	202	81.13	101,602,671	76.64	106	82,880.86	61,054.89	136
Traditional Savings Account(s)	192	77.11	96,420,911	72.74	106	55,037.20	38,473.91	143
Any Other Type of Savings or Money Market Account(s)	63	25.30	29,888,434	22.55	112	100,410.92	87,299.71	115
Non-Traditional Savings Account Type: Money Market Account	45	18.07	21,288,122	16.06	113	87,018.21	80,562.41	108
Certificate(s) of Deposit (CDs)	55	22.09	25,995,352	19.61	113	104,367.20	90,162.56	116
ATM/Debit Card								
Pre-Paid Debit Card(s)	59	23.70	31,917,828	24.08	98	--	--	--
ATM or Debit Card	223	89.56	113,945,947	85.96	104	--	--	--

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	Product Count of Area	% of Area HHS	Product Count of Base	% of Base HHS	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	144	57.83	62,608,788	47.23	122	499,538.69	441,634.44	113
Any Keoughs/HR10s or IRAs	105	42.17	45,877,073	34.61	122	383,458.17	378,190.99	101
Brokerage Account(s)	111	44.58	45,990,683	34.69	128	-	-	-
Corporate or Municipal Bonds	29	11.65	11,879,006	8.96	130	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	46	18.47	17,997,170	13.58	136	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	12	4.82	4,529,926	3.42	141	-	-	-
Mutual Funds and ETFs	76	30.52	32,945,585	24.85	123	527,601.05	485,861.79	109
Mutual Fund Invested in Stocks	30	12.05	11,841,812	8.93	135	421,384.82	380,713.92	111
Mutual Fund Invested in Bonds/Interest-Earning Assets	15	6.02	6,322,586	4.77	126	334,778.80	267,958.63	125
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	30	12.05	13,535,599	10.21	118	573,848.15	531,838.12	108
Real Estate	60	24.10	25,415,770	19.17	126	-	-	-
Publicly-Traded Stocks	97	38.96	40,586,855	30.62	127	-	-	-
Publicly-Traded Stock of Current or Former Employer	34	13.65	13,967,713	10.54	130	-	-	-
Publicly-Traded Stocks of Other Company	60	24.10	24,940,509	18.81	128	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	27	10.84	11,331,535	8.55	127	55,455.93	55,057.15	101
Government Savings Bonds	41	16.47	19,715,960	14.87	111	-	-	-
Government Bonds or Treasury Bills	29	11.65	12,587,378	9.49	123	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	147	59.04	66,692,804	50.31	117	366,030.73	312,153.94	117
Non-Traditional Savings Account: Coverdell/Education IRA	11	4.42	4,012,649	3.03	146	61,578.55	62,016.67	99
Non-Traditional Savings Account: 529/State Sponsored Education Account	18	7.23	8,009,188	6.04	120	46,163.99	48,337.37	96
Retirement Investment								
401(k)	90	36.15	38,052,152	28.70	126	281,640.56	244,606.28	115
401(k) Invested in Stocks	20	8.03	8,676,850	6.54	123	236,552.23	234,033.42	101
401(k) Invested in Bonds/Interest-Earning Assets	12	4.82	5,684,370	4.29	112	217,718.28	145,901.28	149
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	40	16.06	16,433,181	12.40	130	365,078.40	315,138.76	116
Roth 401(k)	16	6.43	6,160,381	4.65	138	205,222.70	158,239.91	130
403(b)	13	5.22	5,635,957	4.25	123	264,294.81	257,364.98	103
Regular or other IRA	67	26.91	30,745,176	23.19	116	441,076.06	421,088.29	105
Regular IRA Invested in Stocks	18	7.23	7,338,452	5.54	131	-	-	-
Regular IRA Other Investments	11	4.42	6,179,800	4.66	95	-	-	-
Roth IRA	48	19.28	19,576,008	14.77	131	185,855.27	186,645.30	100
Roth IRA Invested in Stocks	15	6.02	5,652,736	4.26	141	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	21	8.43	8,599,876	6.49	130	-	-	-
Roth IRA Other Investments	6	2.41	3,170,111	2.39	101	-	-	-
Rollover IRA	36	14.46	15,897,574	11.99	121	383,385.07	374,791.46	102
Rollover IRA Invested in Stocks	10	4.02	3,948,060	2.98	135	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	16	6.43	7,645,949	5.77	111	-	-	-
Rollover IRA Other Investments	4	1.61	2,411,573	1.82	88	-	-	-
Traditional Pension Plan	47	18.88	25,041,772	18.89	100	432,380.81	338,260.18	128

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 1 mi.

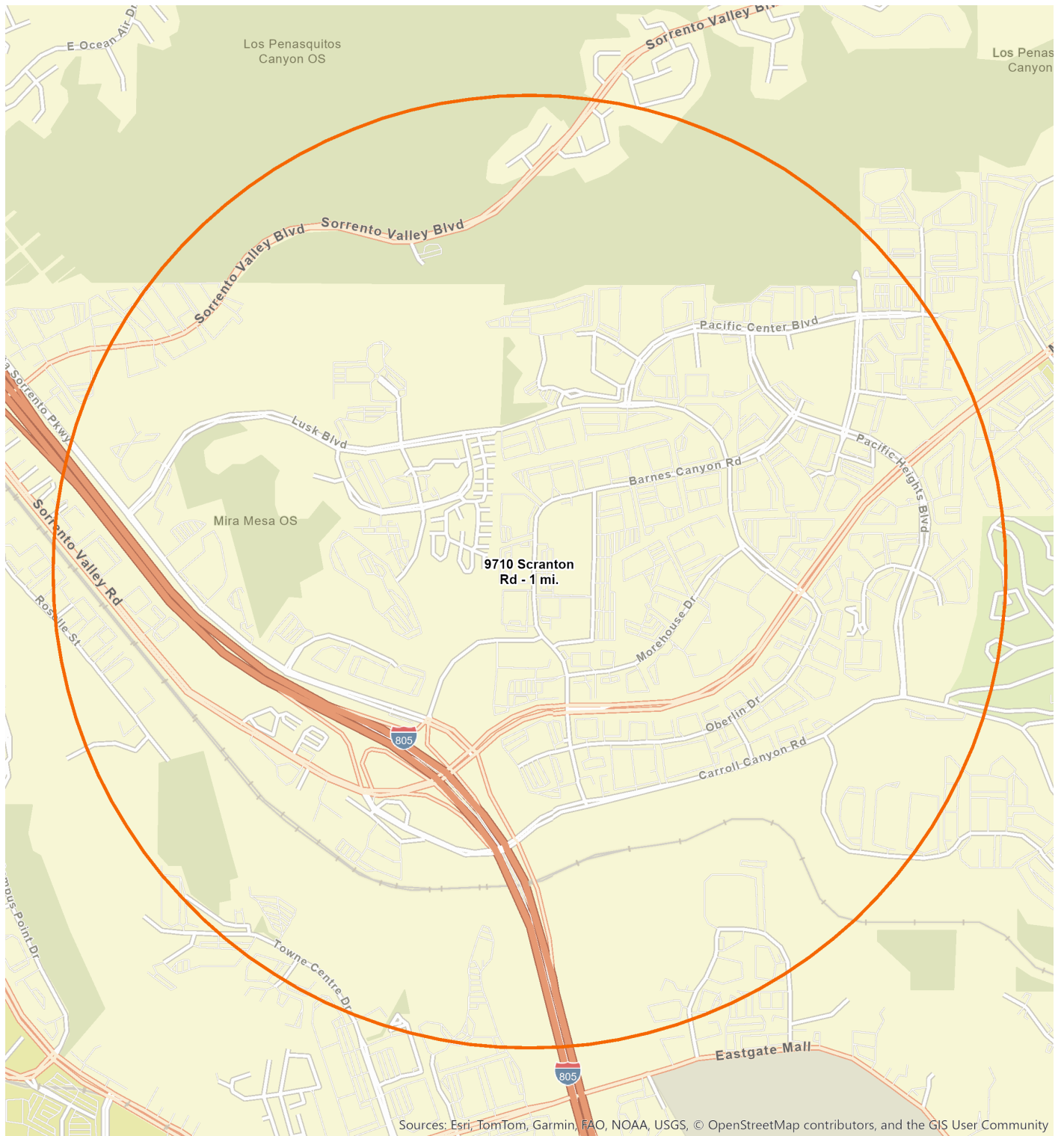
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	669	100.00	344,209,992	100.00	100	-	-	-
Households	249	100.00	132,563,817	100.00	100	-	-	-
Average Household Income	-	164,102.62	-	118,937.00	138	-	-	-
Credit Card								
Visa	193	77.51	88,745,697	66.95	116	2,348.58	1,927.08	122
MasterCard	102	40.96	54,850,481	41.38	99	1,909.55	1,656.39	115
Discover	30	12.05	18,118,970	13.67	88	1,097.65	1,030.67	106
American Express Blue/Credit Card	42	16.87	17,868,540	13.48	125	1,620.70	1,475.97	110
Other	10	4.02	5,440,961	4.10	98	578.18	688.75	84
Credit								
Auto Loan(s)	82	32.93	42,644,387	32.17	102	18,868.02	16,718.92	113
Auto Loan Applied On Own	40	16.06	19,271,043	14.54	111	16,867.75	15,110.55	112
Auto Loan Handled By Dealer	42	16.87	23,864,884	18.00	94	19,809.58	17,396.89	114
Mortgage	84	33.73	44,210,258	33.35	101	317,541.57	200,858.84	158
Second Mortgage	9	3.61	3,531,616	2.66	136	299,909.41	274,681.77	109
Fixed Rate Mortgage	63	25.30	34,499,343	26.02	97	396,670.00	236,980.23	167
Adjustable Rate Mortgage	8	3.21	4,298,484	3.24	99	334,812.47	205,914.77	163
Student Loan(s)	50	20.08	23,515,945	17.74	113	33,605.06	30,451.81	110
Any Line of Credit	56	22.49	23,575,300	17.78	126	15,636.70	14,313.82	109
Home Equity Line of Credit (HELOC)	21	8.43	11,332,142	8.55	99	41,446.14	31,366.75	132
Non-HELOC Line of Credit	32	12.85	11,908,645	8.98	143	6,289.96	5,055.23	124
Home Equity Loan(s)	16	6.43	9,213,924	6.95	92	290,116.68	202,818.79	143
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	236	94.78	121,907,570	91.96	103	171,745.21	117,658.71	146

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	92,597	100.00	336,157,119	100.00	100	--	--	--
Households	33,097	100.00	129,079,042	100.00	100	--	--	--
Average Household Income	--	153,966.84	--	108,671.00	142	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	29,930	90.43	120,324,550	93.22	97	87,099.27	77,298.43	113
Checking Account(s)	28,220	85.27	115,477,249	89.46	95	16,513.46	14,248.41	116
Direct Deposit	20,299	61.33	91,320,779	70.75	87	--	--	--
Any Savings (Incl Money Market)	25,096	75.83	98,004,690	75.93	100	62,947.79	57,077.41	110
Traditional Savings Account(s)	24,036	72.62	93,161,724	72.17	101	42,620.78	36,072.71	118
Any Other Type of Savings or Money Market Account(s)	6,857	20.72	28,020,947	21.71	95	79,367.41	83,375.75	95
Non-Traditional Savings Account Type: Money Market	4,755	14.37	19,928,244	15.44	93	68,822.23	77,011.42	89
Certificate(s) of Deposit (CDs)	6,081	18.37	24,504,004	18.98	97	85,143.32	86,134.87	99
ATM/Debit Card								
Pre-Paid Debit Card(s)	9,297	28.09	32,025,693	24.81	113	--	--	--
ATM or Debit Card	29,328	88.61	111,128,741	86.09	103	--	--	--

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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	16,123	48.71	59,407,136	46.02	106	391,901.96	415,075.74	94
Any Keoughs/HR10s or IRAs	11,188	33.80	42,879,969	33.22	102	298,681.74	355,661.08	84
Brokerage Account(s)	12,059	36.44	42,862,204	33.21	110	—	—	—
Corporate or Municipal Bonds	3,394	10.26	11,120,575	8.62	119	—	—	—
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	5,192	15.69	16,951,381	13.13	119	—	—	—
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,350	4.08	4,227,807	3.27	125	—	—	—
Mutual Funds and ETFs	8,077	24.40	30,575,036	23.69	103	424,750.50	458,366.43	93
Mutual Fund Invested in Stocks	3,169	9.57	10,989,295	8.51	112	344,961.98	363,198.96	95
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,647	4.98	5,894,364	4.57	109	317,638.75	254,416.46	125
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,121	9.43	12,489,665	9.68	97	458,720.58	502,186.23	91
Real Estate	6,745	20.38	23,923,366	18.53	110	—	—	—
Publicly-Traded Stocks	11,026	33.31	38,054,671	29.48	113	—	—	—
Publicly-Traded Stock of Current or Former Employer	3,878	11.72	13,215,763	10.24	114	—	—	—
Publicly-Traded Stocks of Other Company	6,618	20.00	23,223,352	17.99	111	—	—	—
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	2,962	8.95	10,631,030	8.24	109	45,501.35	53,252.57	85
Government Savings Bonds	4,787	14.46	18,820,867	14.58	99	—	—	—
Government Bonds or Treasury Bills	3,489	10.54	12,050,780	9.34	113	—	—	—
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	16,442	49.68	63,358,978	49.09	101	283,854.34	293,534.19	97
Non-Traditional Savings Account Type: Coverdell/Education IRA	1,203	3.63	3,839,794	2.98	122	49,405.49	60,218.87	82
Non-Traditional Savings Account Type: 529/State Sponsored Education Account	1,963	5.93	7,451,580	5.77	103	38,641.59	46,447.35	83
Retirement Investment								
401(k)	10,267	31.02	36,690,755	28.43	109	223,513.28	232,969.30	96
401(k) Invested in Stocks	2,376	7.18	8,318,599	6.45	111	183,026.14	224,471.93	82
401(k) Invested in Bonds/Interest-Earning Assets	1,513	4.57	5,537,604	4.29	107	167,088.58	138,885.62	120
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,319	13.05	15,685,342	12.15	107	291,827.21	303,041.60	96
Roth 401(k)	1,895	5.73	5,971,644	4.63	124	165,661.35	151,637.07	109
403(b)	1,401	4.23	5,343,332	4.14	102	208,225.99	244,763.52	85
Regular or other IRA	6,961	21.03	28,487,418	22.07	95	345,754.24	397,013.71	87
Regular IRA Invested in Stocks	1,933	5.84	6,819,932	5.28	111	—	—	—
Regular IRA Other Investments	1,172	3.54	5,749,802	4.46	79	—	—	—
Roth IRA	5,118	15.46	18,414,590	14.27	108	147,084.29	178,572.22	82
Roth IRA Invested in Stocks	1,597	4.83	5,320,776	4.12	117	—	—	—
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,161	6.53	8,030,313	6.22	105	—	—	—
Roth IRA Other Investments	754	2.28	3,020,568	2.34	97	—	—	—
Rollover IRA	3,791	11.45	14,851,408	11.51	100	303,514.68	354,805.57	86
Rollover IRA Invested in Stocks	1,103	3.33	3,715,086	2.88	116	—	—	—
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,638	4.95	7,042,064	5.46	91	—	—	—
Rollover IRA Other Investments	498	1.50	2,268,201	1.76	86	—	—	—
Traditional Pension Plan	5,002	15.11	23,215,945	17.99	84	331,256.16	315,802.66	105

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Financial CLOUT® 2024 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	92,597	100.00	336,157,119	100.00	100	-	-	-
Households	33,097	100.00	129,079,042	100.00	100	-	-	-
Average Household Income	-	153,966.84	-	108,671.00	142	-	-	-
Credit Card								
Visa	23,767	71.81	85,158,135	65.97	109	2,160.90	1,913.14	113
MasterCard	12,078	36.49	52,530,271	40.70	90	1,749.53	1,647.97	106
Discover	3,398	10.27	17,268,022	13.38	77	1,184.03	1,050.79	113
American Express Blue/Credit Card	4,512	13.63	16,540,409	12.81	106	1,508.32	1,477.01	102
Other	1,169	3.53	5,149,581	3.99	89	539.06	703.80	77
Credit								
Auto Loan(s)	10,189	30.79	41,509,808	32.16	96	16,883.89	16,357.02	103
Auto Loan Applied On Own	4,958	14.98	18,818,382	14.58	103	14,814.90	14,731.60	101
Auto Loan Handled By Dealer	5,259	15.89	23,143,500	17.93	89	18,096.10	17,081.43	106
Mortgage	8,510	25.71	43,177,882	33.45	77	289,404.54	194,123.03	149
Second Mortgage	754	2.28	3,437,270	2.66	86	262,676.37	266,022.39	99
Fixed Rate Mortgage	6,049	18.28	33,733,668	26.13	70	334,291.24	230,120.93	145
Adjustable Rate Mortgage	754	2.28	4,201,837	3.25	70	254,213.78	198,418.86	128
Student Loan(s)	7,529	22.75	23,465,915	18.18	125	30,211.87	29,853.96	101
Any Line of Credit (HELOC)	7,302	22.06	22,749,545	17.63	125	12,780.29	13,916.19	92
Home Equity Line of Credit (HELOC)	1,982	5.99	10,842,208	8.40	71	33,553.09	30,773.61	109
Non-HELOC Line of Credit	5,066	15.31	11,621,950	9.00	170	5,620.93	4,823.24	117
Home Equity Loan(s)	1,573	4.75	8,880,106	6.88	69	235,486.90	198,616.79	119
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	30,289	91.52	118,042,457	91.45	100	133,057.88	114,917.07	116

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	94,719	100.00	344,209,992	100.00	100	--	--	--
Households	34,000	100.00	132,563,817	100.00	100	--	--	--
Average Household Income	--	168,099.04	--	118,937.00	141	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	30,803	90.60	123,974,496	93.52	97	91,812.89	83,035.62	111
Checking Account(s)	29,111	85.62	119,047,336	89.80	95	17,181.61	15,176.23	113
Direct Deposit	21,178	62.29	94,820,357	71.53	87	--	--	--
Any Savings (Incl Money Market)	25,861	76.06	101,602,671	76.64	99	66,569.06	61,054.89	109
Traditional Savings Account(s)	24,755	72.81	96,420,911	72.74	100	44,820.96	38,473.91	116
Any Other Type of Savings or Money Market Account(s)	7,239	21.29	29,888,434	22.55	94	82,575.61	87,299.71	95
Non-Traditional Savings Account Type: Money Market Account	5,015	14.75	21,288,122	16.06	92	72,176.85	80,562.41	90
Certificate(s) of Deposit (CDs)	6,332	18.62	25,995,352	19.61	95	88,244.46	90,162.56	98
ATM/Debit Card								
Pre-Paid Debit Card(s)	9,356	27.52	31,917,828	24.08	114	--	--	--
ATM or Debit Card	30,156	88.69	113,945,947	85.96	103	--	--	--

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	16,843	49.54	62,608,788	47.23	105	415,208.62	441,634.44	94
Any Keoughs/HR10s or IRAs	11,790	34.68	45,877,073	34.61	100	315,268.11	378,190.99	83
Brokerage Account(s)	12,695	37.34	45,990,683	34.69	108	-	-	-
Corporate or Municipal Bonds	3,485	10.25	11,879,006	8.96	114	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	5,364	15.78	17,997,170	13.58	116	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,409	4.14	4,529,926	3.42	121	-	-	-
Mutual Funds and ETFs	8,522	25.07	32,945,585	24.85	101	448,372.21	485,861.79	92
Mutual Fund Invested in Stocks	3,319	9.76	11,841,812	8.93	109	359,451.05	380,713.92	94
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,705	5.01	6,322,586	4.77	105	345,888.54	267,958.63	129
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,323	9.77	13,535,599	10.21	96	478,492.14	531,838.12	90
Real Estate	6,945	20.43	25,415,770	19.17	107	-	-	-
Publicly-Traded Stocks	11,485	33.78	40,586,855	30.62	110	-	-	-
Publicly-Traded Stock of Current or Former Employer	3,981	11.71	13,967,713	10.54	111	-	-	-
Publicly-Traded Stocks of Other Company	6,963	20.48	24,940,509	18.81	109	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,084	9.07	11,331,535	8.55	106	47,415.71	55,057.15	86
Government Savings Bonds	4,879	14.35	19,715,960	14.87	96	-	-	-
Government Bonds or Treasury Bills	3,538	10.41	12,587,378	9.49	110	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	17,194	50.57	66,692,804	50.31	101	300,729.75	312,153.94	96
Non-Traditional Savings Account: Coverdell/Education IRA	1,224	3.60	4,012,649	3.03	119	51,094.98	62,016.67	82
Non-Traditional Savings Account: 529/State Sponsored Education Account	2,064	6.07	8,009,188	6.04	100	40,136.47	48,337.37	83
Retirement Investment								
401(k)	10,642	31.30	38,052,152	28.70	109	235,311.72	244,606.28	96
401(k) Invested in Stocks	2,445	7.19	8,676,850	6.54	110	191,169.22	234,033.42	82
401(k) Invested in Bonds/Interest-Earning Assets	1,531	4.50	5,684,370	4.29	105	177,335.61	145,901.28	122
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,540	13.35	16,433,181	12.40	108	306,625.94	315,138.76	97
Roth 401(k)	1,907	5.61	6,160,381	4.65	121	174,987.69	158,239.91	111
403(b)	1,473	4.33	5,635,957	4.25	102	217,279.78	257,364.98	84
Regular or other IRA	7,383	21.71	30,745,176	23.19	94	361,857.19	421,088.29	86
Regular IRA Invested in Stocks	2,016	5.93	7,338,452	5.54	107	-	-	-
Regular IRA Other Investments	1,249	3.67	6,179,800	4.66	79	-	-	-
Roth IRA	5,359	15.76	19,576,008	14.77	107	153,821.45	186,645.30	82
Roth IRA Invested in Stocks	1,649	4.85	5,652,736	4.26	114	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,297	6.76	8,599,876	6.49	104	-	-	-
Roth IRA Other Investments	782	2.30	3,170,111	2.39	96	-	-	-
Rollover IRA	3,986	11.72	15,897,574	11.99	98	318,077.71	374,791.46	85
Rollover IRA Invested in Stocks	1,135	3.34	3,948,060	2.98	112	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,757	5.17	7,645,949	5.77	90	-	-	-
Rollover IRA Other Investments	533	1.57	2,411,573	1.82	86	-	-	-
Traditional Pension Plan	5,325	15.66	25,041,772	18.89	83	348,018.21	338,260.18	103

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Trade Area: 9710 Scranton Rd - 3 mi.

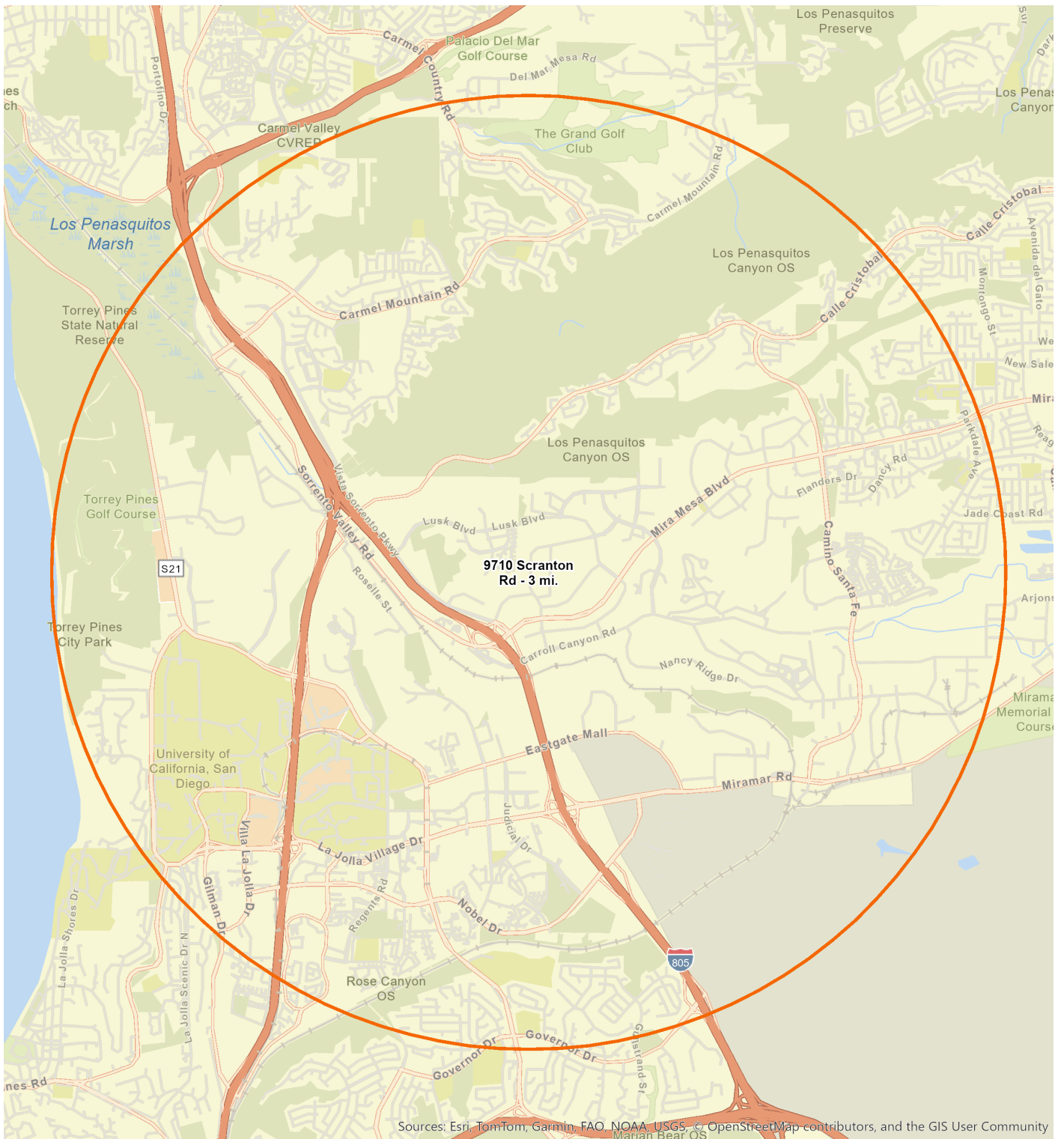
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	94,719	100.00	344,209,992	100.00	100	-	-	-
Households	34,000	100.00	132,563,817	100.00	100	-	-	-
Average Household Income	-	168,099.04	-	118,937.00	141	-	-	-
Credit Card								
Visa	24,556	72.22	88,745,697	66.95	108	2,165.15	1,927.08	112
MasterCard	12,622	37.12	54,850,481	41.38	90	1,745.54	1,656.39	105
Discover	3,534	10.39	18,118,970	13.67	76	1,170.17	1,030.67	114
American Express Blue/Credit Card	4,807	14.14	17,868,540	13.48	105	1,507.30	1,475.97	102
Other	1,230	3.62	5,440,961	4.10	88	529.34	688.75	77
Credit								
Auto Loan(s)	10,433	30.68	42,644,387	32.17	95	17,323.92	16,718.92	104
Auto Loan Applied On Own	5,025	14.78	19,271,043	14.54	102	15,277.41	15,110.55	101
Auto Loan Handled By Dealer	5,444	16.01	23,864,884	18.00	89	18,457.86	17,396.89	106
Mortgage	8,589	25.26	44,210,258	33.35	76	295,606.81	200,858.84	147
Second Mortgage	749	2.20	3,531,616	2.66	83	272,203.01	274,681.77	99
Fixed Rate Mortgage	6,089	17.91	34,499,343	26.02	69	337,009.41	236,980.23	142
Adjustable Rate Mortgage	749	2.20	4,298,484	3.24	68	267,344.55	205,914.77	130
Student Loan(s)	7,488	22.02	23,515,945	17.74	124	31,214.33	30,451.81	103
Any Line of Credit	7,416	21.81	23,575,300	17.78	123	13,144.88	14,313.82	92
Home Equity Line of Credit (HELOC)	2,006	5.90	11,332,142	8.55	69	35,245.68	31,366.75	112
Non-HELOC Line of Credit	5,101	15.00	11,908,645	8.98	167	5,871.31	5,055.23	116
Home Equity Loan(s)	1,585	4.66	9,213,924	6.95	67	242,769.91	202,818.79	120
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	31,167	91.67	121,907,570	91.96	100	133,358.40	117,658.71	113

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Index Colors:	<80	80-110	110+
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Trade Area: 9710 Scranton Rd - 3 mi.



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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	245,924	100.00	336,157,119	100.00	100	--	--	--
Households	86,266	100.00	129,079,042	100.00	100	--	--	--
Average Household Income	--	172,860.52	--	108,671.00	159	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	79,421	92.06	120,324,550	93.22	99	105,469.98	77,298.43	136
Checking Account(s)	75,570	87.60	115,477,249	89.46	98	19,055.55	14,248.41	134
Direct Deposit	56,886	65.94	91,320,779	70.75	93	--	--	--
Any Savings (Incl Money Market)	67,143	77.83	98,004,690	75.93	103	75,847.82	57,077.41	133
Traditional Savings Account(s)	64,214	74.44	93,161,724	72.17	103	50,050.67	36,072.71	139
Any Other Type of Savings or Money Market Account(s)	20,290	23.52	28,020,947	21.71	108	92,766.95	83,375.75	111
Non-Traditional Savings Account Type: Money Market	14,260	16.53	19,928,244	15.44	107	80,982.23	77,011.42	105
Certificate(s) of Deposit (CDs)	17,975	20.84	24,504,004	18.98	110	97,846.84	86,134.87	114
ATM/Debit Card								
Pre-Paid Debit Card(s)	21,452	24.87	32,025,693	24.81	100	--	--	--
ATM or Debit Card	76,149	88.27	111,128,741	86.09	103	--	--	--

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Index Colors:	<80	80 - 110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	44,546	51.64	59,407,136	46.02	112	481,478.47	415,075.74	116
Any Keoughs/HR10s or IRAs	33,072	38.34	42,879,969	33.22	115	368,240.81	355,661.08	104
Brokerage Account(s)	34,528	40.02	42,862,204	33.21	121	-	-	-
Corporate or Municipal Bonds	9,222	10.69	11,120,575	8.62	124	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	14,131	16.38	16,951,381	13.13	125	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,725	4.32	4,227,807	3.27	132	-	-	-
Mutual Funds and ETFs	23,802	27.59	30,575,036	23.69	116	502,773.45	458,366.43	110
Mutual Fund Invested in Stocks	9,192	10.65	10,989,295	8.51	125	409,512.12	363,198.96	113
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,700	5.45	5,894,364	4.57	119	316,981.63	254,416.46	125
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	9,470	10.98	12,489,665	9.68	113	542,394.10	502,186.23	108
Real Estate	19,251	22.32	23,923,366	18.53	120	-	-	-
Publicly-Traded Stocks	30,330	35.16	38,054,671	29.48	119	-	-	-
Publicly-Traded Stock of Current or Former Employer	10,631	12.32	13,215,763	10.24	120	-	-	-
Publicly-Traded Stocks of Other Company	18,598	21.56	23,223,352	17.99	120	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	8,718	10.11	10,631,030	8.24	123	54,237.32	53,252.57	102
Government Savings Bonds	13,096	15.18	18,820,867	14.58	104	-	-	-
Government Bonds or Treasury Bills	9,221	10.69	12,050,780	9.34	114	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	45,996	53.32	63,358,978	49.09	109	349,427.15	293,534.19	119
Non-Traditional Savings Account Type: Coverdell/Education IRA	3,255	3.77	3,839,794	2.98	127	62,616.57	60,218.87	104
Non-Traditional Savings Account Type: 529/State Sponsored Education Account	6,005	6.96	7,451,580	5.77	121	45,735.79	46,447.35	98
Retirement Investment								
401(k)	27,456	31.83	36,690,755	28.43	112	274,851.32	232,969.30	118
401(k) Invested in Stocks	6,444	7.47	8,318,599	6.45	116	224,249.92	224,471.93	100
401(k) Invested in Bonds/Interest-Earning Assets	3,919	4.54	5,537,604	4.29	106	202,417.14	138,885.62	146
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	12,020	13.93	15,685,342	12.15	115	354,481.31	303,041.60	117
Roth 401(k)	4,826	5.59	5,971,644	4.63	121	203,122.21	151,637.07	134
403(b)	3,906	4.53	5,343,332	4.14	109	254,115.20	244,763.52	104
Regular or other IRA	21,546	24.98	28,487,418	22.07	113	412,466.70	397,013.71	104
Regular IRA Invested in Stocks	5,661	6.56	6,819,932	5.28	124	-	-	-
Regular IRA Other Investments	3,849	4.46	5,749,802	4.46	100	-	-	-
Roth IRA	14,744	17.09	18,414,590	14.27	120	180,875.20	178,572.22	101
Roth IRA Invested in Stocks	4,540	5.26	5,320,776	4.12	128	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,396	7.41	8,030,313	6.22	119	-	-	-
Roth IRA Other Investments	2,172	2.52	3,020,568	2.34	108	-	-	-
Rollover IRA	11,483	13.31	14,851,408	11.51	116	367,508.82	354,805.57	104
Rollover IRA Invested in Stocks	3,132	3.63	3,715,086	2.88	126	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	5,325	6.17	7,042,064	5.46	113	-	-	-
Rollover IRA Other Investments	1,584	1.84	2,268,201	1.76	104	-	-	-
Traditional Pension Plan	15,572	18.05	23,215,945	17.99	100	390,260.86	315,802.66	124

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Financial CLOUT® 2024 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	245,924	100.00	336,157,119	100.00	100	-	-	-
Households	86,266	100.00	129,079,042	100.00	100	-	-	-
Average Household Income	-	172,860.52	-	108,671.00	159	-	-	-
Credit Card								
Visa	64,074	74.28	85,158,135	65.97	113	2,274.32	1,913.14	119
MasterCard	33,752	39.13	52,530,271	40.70	96	1,851.69	1,647.97	112
Discover	9,908	11.48	17,268,022	13.38	86	1,111.26	1,050.79	106
American Express Blue/Credit Card	13,236	15.34	16,540,409	12.81	120	1,580.23	1,477.01	107
Other	3,359	3.89	5,149,581	3.99	98	560.14	703.80	80
Credit								
Auto Loan(s)	26,879	31.16	41,509,808	32.16	97	18,379.54	16,357.02	112
Auto Loan Applied On Own	13,037	15.11	18,818,382	14.58	104	16,679.52	14,731.60	113
Auto Loan Handled By Dealer	14,068	16.31	23,143,500	17.93	91	19,133.90	17,081.43	112
Mortgage	28,738	33.31	43,177,882	33.45	100	296,668.68	194,123.03	153
Second Mortgage	2,674	3.10	3,437,270	2.66	116	296,306.25	266,022.39	111
Fixed Rate Mortgage	22,027	25.53	33,733,668	26.13	98	360,247.36	230,120.93	157
Adjustable Rate Mortgage	2,694	3.12	4,201,837	3.25	96	290,142.66	198,418.86	146
Student Loan(s)	16,433	19.05	23,465,915	18.18	105	32,067.42	29,853.96	107
Any Line of Credit (HELOC)	18,035	20.91	22,749,545	17.63	119	15,808.27	13,916.19	114
Home Equity Line of Credit (HELOC)	7,220	8.37	10,842,208	8.40	100	37,458.65	30,773.61	122
Non-HELOC Line of Credit	10,329	11.97	11,621,950	9.00	133	6,278.91	4,823.24	130
Home Equity Loan(s)	5,705	6.61	8,880,106	6.88	96	256,031.55	198,616.79	129
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	80,279	93.06	118,042,457	91.45	102	162,434.49	114,917.07	141

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	249,938	100.00	344,209,992	100.00	100	--	--	--
Households	87,945	100.00	132,563,817	100.00	100	--	--	--
Average Household Income	--	188,062.57	--	118,937.00	158	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	81,129	92.25	123,974,496	93.52	99	110,669.45	83,035.62	133
Checking Account(s)	77,289	87.88	119,047,336	89.80	98	19,781.76	15,176.23	130
Direct Deposit	58,733	66.78	94,820,357	71.53	93	--	--	--
Any Savings (Incl Money Market)	68,728	78.15	101,602,671	76.64	102	79,659.32	61,054.89	130
Traditional Savings Account(s)	65,662	74.66	96,420,911	72.74	103	52,321.69	38,473.91	136
Any Other Type of Savings or Money Market Account(s)	21,216	24.12	29,888,434	22.55	107	96,169.27	87,299.71	110
Non-Traditional Savings Account Type: Money Market Account	14,912	16.96	21,288,122	16.06	106	84,158.53	80,562.41	104
Certificate(s) of Deposit (CDs)	18,627	21.18	25,995,352	19.61	108	101,104.96	90,162.56	112
ATM/Debit Card								
Pre-Paid Debit Card(s)	21,344	24.27	31,917,828	24.08	101	--	--	--
ATM or Debit Card	77,582	88.22	113,945,947	85.96	103	--	--	--

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	46,037	52.35	62,608,788	47.23	111	506,827.76	441,634.44	115
Any Keoghs/HR10s or IRAs	34,556	39.29	45,877,073	34.61	114	387,704.60	378,190.99	103
Brokerage Account(s)	36,093	41.04	45,990,683	34.69	118	-	-	-
Corporate or Municipal Bonds	9,482	10.78	11,879,006	8.96	120	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	14,556	16.55	17,997,170	13.58	122	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,872	4.40	4,529,926	3.42	129	-	-	-
Mutual Funds and ETFs	24,933	28.35	32,945,585	24.85	114	528,038.23	485,861.79	109
Mutual Fund Invested in Stocks	9,580	10.89	11,841,812	8.93	122	426,689.19	380,713.92	112
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,856	5.52	6,322,586	4.77	116	336,059.71	267,958.63	125
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	9,995	11.37	13,535,599	10.21	111	566,769.90	531,838.12	107
Real Estate	19,854	22.58	25,415,770	19.17	118	-	-	-
Publicly-Traded Stocks	31,471	35.78	40,586,855	30.62	117	-	-	-
Publicly-Traded Stock of Current or Former Employer	10,878	12.37	13,967,713	10.54	117	-	-	-
Publicly-Traded Stocks of Other Company	19,466	22.13	24,940,509	18.81	118	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	8,998	10.23	11,331,535	8.55	120	55,819.25	55,057.15	101
Government Savings Bonds	13,351	15.18	19,715,960	14.87	102	-	-	-
Government Bonds or Treasury Bills	9,344	10.63	12,587,378	9.49	112	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	47,554	54.07	66,692,804	50.31	107	367,654.67	312,153.94	118
Non-Traditional Savings Account: Coverdell/Education IRA	3,293	3.74	4,012,649	3.03	124	64,043.55	62,016.67	103
Non-Traditional Savings Account: 529/State Sponsored Education Account	6,250	7.11	8,009,188	6.04	118	47,137.91	48,337.37	98
Retirement Investment								
401(k)	28,018	31.86	38,052,152	28.70	111	286,730.49	244,606.28	117
401(k) Invested in Stocks	6,557	7.46	8,676,850	6.54	114	232,239.24	234,033.42	99
401(k) Invested in Bonds/Interest-Earning Assets	3,935	4.47	5,684,370	4.29	104	211,334.90	145,901.28	145
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	12,402	14.10	16,433,181	12.40	114	368,150.47	315,138.76	117
Roth 401(k)	4,831	5.49	6,160,381	4.65	118	211,022.85	158,239.91	133
403(b)	4,046	4.60	5,635,957	4.25	108	265,479.64	257,364.98	103
Regular or other IRA	22,682	25.79	30,745,176	23.19	111	432,056.97	421,088.29	103
Regular IRA Invested in Stocks	5,892	6.70	7,338,452	5.54	121	-	-	-
Regular IRA Other Investments	4,077	4.64	6,179,800	4.66	99	-	-	-
Roth IRA	15,282	17.38	19,576,008	14.77	118	188,329.17	186,645.30	101
Roth IRA Invested in Stocks	4,673	5.31	5,652,736	4.26	125	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,690	7.61	8,599,876	6.49	117	-	-	-
Roth IRA Other Investments	2,239	2.55	3,170,111	2.39	106	-	-	-
Rollover IRA	11,978	13.62	15,897,574	11.99	114	384,214.43	374,791.46	103
Rollover IRA Invested in Stocks	3,219	3.66	3,948,060	2.98	123	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	5,636	6.41	7,645,949	5.77	111	-	-	-
Rollover IRA Other Investments	1,659	1.89	2,411,573	1.82	104	-	-	-
Traditional Pension Plan	16,454	18.71	25,041,772	18.89	99	410,532.79	338,260.18	121

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Trade Area: 9710 Scranton Rd - 5 mi.

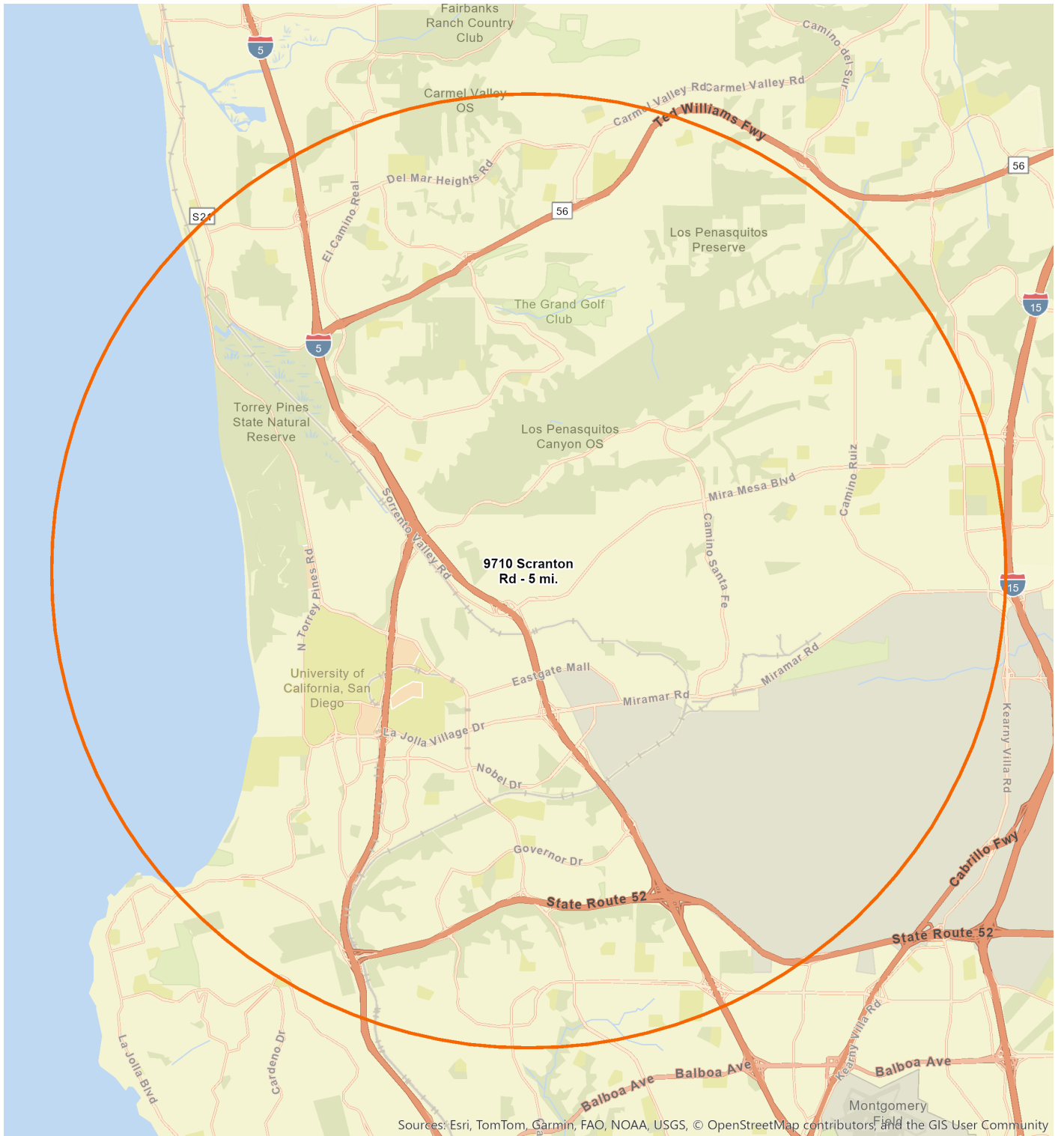
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	249,938	100.00	344,209,992	100.00	100	-	-	-
Households	87,945	100.00	132,563,817	100.00	100	-	-	-
Average Household Income	-	188,062.57	-	118,937.00	158	-	-	-
Credit Card								
Visa	65,743	74.75	88,745,697	66.95	112	2,267.11	1,927.08	118
MasterCard	34,885	39.67	54,850,481	41.38	96	1,838.37	1,656.39	111
Discover	10,251	11.66	18,118,970	13.67	85	1,089.19	1,030.67	106
American Express Blue/Credit Card	13,929	15.84	17,868,540	13.48	118	1,567.88	1,475.97	106
Other	3,498	3.98	5,440,961	4.10	97	547.81	688.75	80
Credit								
Auto Loan(s)	27,245	30.98	42,644,387	32.17	96	18,709.26	16,718.92	112
Auto Loan Applied On Own	13,105	14.90	19,271,043	14.54	103	17,009.91	15,110.55	113
Auto Loan Handled By Dealer	14,371	16.34	23,864,884	18.00	91	19,435.48	17,396.89	112
Mortgage	28,865	32.82	44,210,258	33.35	98	302,173.07	200,858.84	150
Second Mortgage	2,650	3.01	3,531,616	2.66	113	301,429.98	274,681.77	110
Fixed Rate Mortgage	22,086	25.11	34,499,343	26.02	96	363,856.61	236,980.23	154
Adjustable Rate Mortgage	2,677	3.04	4,298,484	3.24	94	300,527.50	205,914.77	146
Student Loan(s)	16,228	18.45	23,515,945	17.74	104	32,736.90	30,451.81	108
Any Line of Credit	18,305	20.81	23,575,300	17.78	117	16,094.05	14,313.82	112
Home Equity Line of Credit (HELOC)	7,312	8.31	11,332,142	8.55	97	38,302.54	31,366.75	122
Non-HELOC Line of Credit	10,391	11.81	11,908,645	8.98	132	6,498.13	5,055.23	129
Home Equity Loan(s)	5,744	6.53	9,213,924	6.95	94	259,040.10	202,818.79	128
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	82,034	93.28	121,907,570	91.96	101	162,489.24	117,658.71	138

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 5 mi.



Report Details

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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

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