

Consumer Buying Power™ | Alcoholic Beverages



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	22,391,703	100.00	24,748,631	100.00	89,926.52	99,392.09	2.02	134
Alcoholic Beverages								
Alcoholic beverages	203,374	100.00	238,697	100.00	816.76	958.62	3.25	127
Alcoholic Beverages at Home								
At home	125,659	61.79	149,253	62.53	504.66	599.41	3.50	132
Beer and ale	52,963	26.04	65,672	27.51	212.70	263.74	4.40	136
Whiskey	9,353	4.60	11,202	4.69	37.56	44.99	3.67	124
Wine	43,548	21.41	54,617	22.88	174.89	219.34	4.63	122
Other alcoholic beverages	19,795	9.73	17,762	7.44	79.50	71.34	-2.14	154
Alcoholic Beverages Away from Home								
Away from home	77,714	38.21	89,443	37.47	312.11	359.21	2.85	120
Beer and ale	24,042	11.82	30,735	12.88	96.55	123.43	5.03	118
Beer at other establishments	3,898	1.92	5,530	2.32	15.65	22.21	7.24	118
Beer and ale at full service restaurants	20,144	9.90	25,205	10.56	80.90	101.23	4.59	118
Wine	15,942	7.84	15,075	6.32	64.02	60.54	-1.11	127
Wine at other establishments	1,437	0.71	1,016	0.43	5.77	4.08	-6.70	132
Wine at full service restaurants	14,505	7.13	14,059	5.89	58.25	56.46	-0.62	126
Other alcoholic beverages	24,885	12.24	28,098	11.77	99.94	112.84	2.46	120
Other alcoholic beverages at other establishments	3,174	1.56	3,244	1.36	12.75	13.03	0.44	132
Other alcoholic beverages at full service restaurant	21,712	10.68	24,853	10.41	87.20	99.81	2.74	118
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	12,845	6.32	15,536	6.51	51.59	62.39	3.88	118

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©2023 Environics Analytics.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

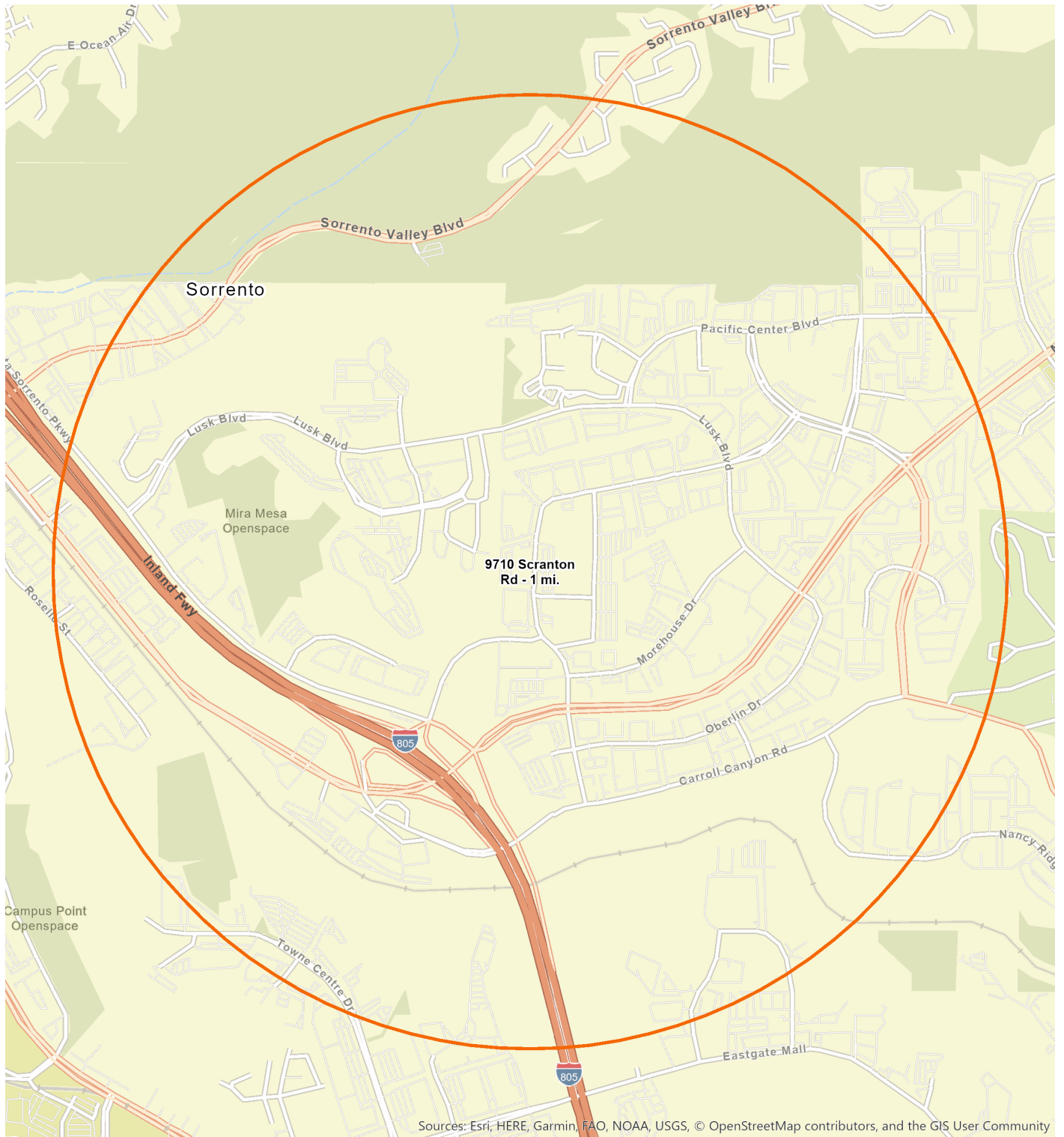
Index Colors:	<80	80 - 110	110+
---------------	-----	----------	------

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



Consumer Buying Power™ | Alcoholic Beverages



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	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
Alcoholic Beverages								
Alcoholic beverages	28,025,223	100.00	33,778,311	100.00	609.51	720.10	3.80	95
Alcoholic Beverages at Home								
At home	17,626,674	62.90	21,394,329	63.34	383.36	456.09	3.95	100
Beer and ale	7,737,099	27.61	9,518,204	28.18	168.27	202.91	4.23	107
Whiskey	1,283,549	4.58	1,526,193	4.52	27.92	32.54	3.52	92
Wine	5,775,642	20.61	7,628,031	22.58	125.61	162.62	5.72	87
Other alcoholic beverages	2,830,383	10.10	2,721,901	8.06	61.56	58.03	-0.78	119
Alcoholic Beverages Away from Home								
Away from home	10,398,549	37.10	12,383,982	36.66	226.15	264.01	3.56	87
Beer and ale	3,198,464	11.41	4,346,847	12.87	69.56	92.67	6.33	85
Beer at other establishments	577,473	2.06	798,831	2.36	12.56	17.03	6.70	94
Beer and ale at full service restaurants	2,620,990	9.35	3,548,016	10.50	57.00	75.64	6.24	83
Wine	2,045,234	7.30	1,965,138	5.82	44.48	41.89	-0.80	88
Wine at other establishments	173,635	0.62	142,152	0.42	3.78	3.03	-3.92	87
Wine at full service restaurants	1,871,599	6.68	1,822,986	5.40	40.70	38.86	-0.52	88
Other alcoholic beverages	3,496,282	12.48	3,977,141	11.77	76.04	84.79	2.61	91
Other alcoholic beverages at other establishments	468,535	1.67	472,020	1.40	10.19	10.06	0.15	106
Other alcoholic beverages at full service restaurant	3,027,747	10.80	3,505,121	10.38	65.85	74.72	2.97	89
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	1,658,570	5.92	2,094,855	6.20	36.07	44.66	4.78	82

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©2023 Environics Analytics.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

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

Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

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



©2006-2023 TomTom

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©2023 Environics Analytics.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

Consumer Buying Power™ | Alcoholic Beverages



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	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
Alcoholic Beverages								
Alcoholic beverages	81,109,747	100.00	93,589,474	100.00	818.55	930.91	2.90	128
Alcoholic Beverages at Home								
At home	49,807,408	61.41	59,259,405	63.32	502.65	589.44	3.54	131
Beer and ale	21,166,720	26.10	26,144,363	27.94	213.61	260.05	4.31	136
Whiskey	3,892,432	4.80	4,390,852	4.69	39.28	43.67	2.44	129
Wine	17,208,981	21.22	21,474,577	22.95	173.67	213.60	4.53	121
Other alcoholic beverages	7,539,274	9.30	7,249,612	7.75	76.09	72.11	-0.78	147
Alcoholic Beverages Away from Home								
Away from home	31,302,339	38.59	34,330,069	36.68	315.90	341.47	1.86	122
Beer and ale	9,676,185	11.93	11,689,516	12.49	97.65	116.27	3.85	119
Beer at other establishments	1,630,194	2.01	2,067,862	2.21	16.45	20.57	4.87	124
Beer and ale at full service restaurants	8,045,992	9.92	9,621,654	10.28	81.20	95.70	3.64	118
Wine	6,420,367	7.92	5,889,893	6.29	64.79	58.59	-1.71	128
Wine at other establishments	525,631	0.65	384,961	0.41	5.30	3.83	-6.04	122
Wine at full service restaurants	5,894,737	7.27	5,504,932	5.88	59.49	54.76	-1.36	129
Other alcoholic beverages	9,972,529	12.30	10,761,584	11.50	100.64	107.04	1.53	121
Other alcoholic beverages at other establishments	1,205,135	1.49	1,194,977	1.28	12.16	11.89	-0.17	126
Other alcoholic beverages at full service restaurant	8,767,394	10.81	9,566,607	10.22	88.48	95.16	1.76	120
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	5,233,258	6.45	5,989,075	6.40	52.81	59.57	2.73	121

Benchmark: USA

© 2023 Claritas, LLC. All rights reserved. Source: ©2023 Environics Analytics.
<https://claritas.easpotlight.com/Spotlight/About/3/2023>

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

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

©2006-2023 TomTom

Report Details

Name: Consumer Buying Power™ Alcoholic Beverages 2023
Date / Time: 1/6/2023 11:15:27 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)