

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
Food								
Food	3,089,867	100.00	3,499,505	100.00	12,409.10	14,054.24	2.52	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
Cereals and bakery products	224,069	7.25	246,261	7.04	899.87	989.00	1.91	127
Cereals and cereal products	67,612	2.19	71,296	2.04	271.53	286.33	1.07	125
Flour	4,240	0.14	4,652	0.13	17.03	18.68	1.87	120
Prepared flour mixes	5,603	0.18	5,504	0.16	22.50	22.10	-0.36	126
Ready-to-eat and cooked cereals	30,853	1.00	31,873	0.91	123.91	128.01	0.65	129
Rice	11,677	0.38	13,731	0.39	46.90	55.14	3.29	118
Pasta, commmeal and other cereal products	15,239	0.49	15,535	0.44	61.20	62.39	0.39	124
Bakery								
Bakery products	156,457	5.06	174,966	5.00	628.34	702.67	2.26	128
Bread	39,916	1.29	46,527	1.33	160.30	186.86	3.11	126
White bread	17,315	0.56	20,558	0.59	69.54	82.56	3.49	125
Bread, other than white	22,601	0.73	25,969	0.74	90.77	104.29	2.82	127
Cookies and crackers	38,783	1.26	43,045	1.23	155.75	172.87	2.11	127
Cookies	22,364	0.72	25,473	0.73	89.81	102.30	2.64	128
Crackers	16,419	0.53	17,572	0.50	65.94	70.57	1.37	126
Frozen and refrigerated bakery products	11,141	0.36	14,971	0.43	44.74	60.12	6.09	124
Other bakery products	66,617	2.16	70,423	2.01	267.54	282.82	1.12	130
Biscuits and rolls	21,577	0.70	23,350	0.67	86.65	93.78	1.59	128
Cakes and cupcakes	20,057	0.65	22,176	0.63	80.55	89.06	2.03	128
Bread and cracker products	2,951	0.10	2,918	0.08	11.85	11.72	-0.22	128
Sweet rolls, coffee cakes, doughnuts	14,339	0.46	13,532	0.39	57.59	54.35	-1.15	138
Pies, tarts, turnovers	7,693	0.25	8,446	0.24	30.90	33.92	1.88	127
Meats, Poultry, Fish and Eggs								
Meats, poultry, fish, and eggs	397,048	12.85	430,281	12.30	1,594.57	1,728.04	1.62	132
Beef	110,556	3.58	107,657	3.08	444.00	432.36	-0.53	137
Ground beef	38,260	1.24	39,732	1.14	153.65	159.57	0.76	131
Roast	16,810	0.54	15,002	0.43	67.51	60.25	-2.25	141
Chuck roast	5,320	0.17	5,813	0.17	21.37	23.35	1.79	135
Round roast	1,978	0.06	1,840	0.05	7.95	7.39	-1.44	138
Other roast	9,512	0.31	7,349	0.21	38.20	29.51	-5.03	146
Steak	44,228	1.43	44,001	1.26	177.62	176.71	-0.10	138
Round steak	8,600	0.28	9,384	0.27	34.54	37.69	1.76	136
Sirloin steak	12,669	0.41	14,124	0.40	50.88	56.72	2.20	139
Other steak	22,959	0.74	20,493	0.59	92.21	82.30	-2.25	138
Other beef	11,257	0.36	8,922	0.25	45.21	35.83	-4.54	144
Pork	79,547	2.57	82,470	2.36	319.47	331.20	0.72	131
Bacon	16,306	0.53	16,893	0.48	65.49	67.84	0.71	130
Pork chops	12,948	0.42	13,416	0.38	52.00	53.88	0.71	131
Ham	15,622	0.51	15,797	0.45	62.74	63.44	0.22	135
Ham, not canned	15,107	0.49	15,130	0.43	60.67	60.76	0.03	136
Canned ham	515	0.02	667	0.02	2.07	2.68	5.30	122
Sausage	16,272	0.53	16,732	0.48	65.35	67.20	0.56	130
Other pork	18,398	0.60	19,631	0.56	73.89	78.84	1.31	130
Other meats	47,508	1.54	54,080	1.55	190.79	217.19	2.63	120
Frankfurters	8,325	0.27	10,287	0.29	33.43	41.31	4.32	114
Lunch meats - cold cuts	32,961	1.07	38,173	1.09	132.37	153.31	2.98	119
Bologna, liverwurst, salami	10,731	0.35	12,655	0.36	43.10	50.83	3.35	119
Other lunchmeats	22,230	0.72	25,518	0.73	89.28	102.48	2.80	120
Lamb, organ meats and others	6,221	0.20	5,621	0.16	24.99	22.57	-2.01	138
Lamb and organ meats	4,836	0.16	3,751	0.11	19.42	15.06	-4.95	142
Mutton, goat and game	1,386	0.04	1,870	0.05	5.57	7.51	6.18	124
Poultry	70,481	2.28	83,499	2.39	283.06	335.34	3.45	132
Fresh and frozen chickens	56,968	1.84	67,850	1.94	228.79	272.49	3.56	131
Fresh and frozen whole chicken	19,057	0.62	21,164	0.60	76.53	85.00	2.12	136
Fresh and frozen chicken parts	37,911	1.23	46,686	1.33	152.25	187.49	4.25	129
Other poultry	13,513	0.44	15,648	0.45	54.27	62.84	2.98	136
Fish and seafood	63,335	2.05	70,703	2.02	254.36	283.95	2.23	130
Canned fish and seafood	9,206	0.30	9,959	0.28	36.97	40.00	1.59	128
Fresh fish and shellfish	29,576	0.96	34,153	0.98	118.78	137.16	2.92	129
Frozen fish and shellfish	24,553	0.79	26,591	0.76	98.61	106.79	1.61	131
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
Fresh milk, all types	43,292	1.40	44,761	1.28	173.87	179.76	0.67	140
Cream	12,104	0.39	13,252	0.38	48.61	53.22	1.83	140
Other dairy products	126,751	4.10	145,064	4.15	509.04	582.58	2.74	136
Butter	14,998	0.49	18,160	0.52	60.23	72.93	3.90	135
Cheese	56,295	1.82	65,963	1.88	226.08	264.91	3.22	136
Ice cream and related products	31,259	1.01	32,577	0.93	125.54	130.83	0.83	138
Miscellaneous dairy products	24,199	0.78	28,364	0.81	97.18	113.91	3.23	135

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Index Colors:	~80	80 - 110	110+
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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
Fruits and Vegetables								
Fruits and vegetables	389,215	12.60	429,362	12.27	1,563.11	1,724.34	1.98	138
Fresh fruits	149,479	4.84	167,770	4.79	600.32	673.78	2.34	145
Apples	23,051	0.75	26,412	0.75	92.57	106.07	2.76	145
Bananas	23,150	0.75	25,346	0.72	92.97	101.79	1.83	148
Oranges	17,660	0.57	20,376	0.58	70.92	81.83	2.90	143
Citrus fruits, excluding oranges	23,987	0.78	28,147	0.80	96.33	113.04	3.25	140
Other fresh fruits	61,632	1.99	67,490	1.93	247.52	271.04	1.83	146
Fresh vegetables	135,383	4.38	150,488	4.30	543.70	604.37	2.14	147
Potatoes	26,073	0.84	30,369	0.87	104.71	121.96	3.10	148
Lettuce	18,272	0.59	18,863	0.54	73.38	75.75	0.64	149
Tomatoes	25,698	0.83	27,612	0.79	103.21	110.89	1.45	148
Other fresh vegetables	65,339	2.11	73,645	2.10	262.41	295.76	2.42	145
Processed fruits	44,025	1.42	43,689	1.25	176.81	175.46	-0.15	128
Frozen fruits and fruit juices	5,282	0.17	5,796	0.17	21.21	23.28	1.87	124
Frozen orange juice	808	0.03	1,187	0.03	3.25	4.77	7.98	122
Frozen fruits	3,892	0.13	3,762	0.11	15.63	15.11	-0.67	126
Frozen fruit juices	582	0.02	846	0.02	2.34	3.40	7.79	120
Canned fruits	9,660	0.31	8,535	0.24	38.80	34.28	-2.45	137
Dried fruit	3,755	0.12	3,800	0.11	15.08	15.26	0.24	122
Fresh fruit juice	5,624	0.18	5,234	0.15	22.59	21.02	-1.43	129
Canned and bottled fruit juice	19,703	0.64	20,325	0.58	79.13	81.63	0.62	126
Processed vegetables	60,328	1.95	67,414	1.93	242.28	270.74	2.25	117
Frozen vegetables	16,358	0.53	17,808	0.51	65.69	71.52	1.71	118
Canned and dried vegetables and juices	43,971	1.42	49,606	1.42	176.59	199.22	2.44	116
Canned beans	11,026	0.36	12,467	0.36	44.28	50.07	2.49	115
Canned corn	4,993	0.16	5,262	0.15	20.05	21.13	1.06	117
Canned miscellaneous vegetables	10,451	0.34	11,259	0.32	41.97	45.22	1.50	118
Dried peas	428	0.01	604	0.02	1.72	2.43	7.17	86
Dried beans	2,788	0.09	3,279	0.09	11.19	13.17	3.30	119
Dried miscellaneous vegetables	6,269	0.20	7,767	0.22	25.18	31.19	4.38	114
Dried processed vegetables	274	0.01	474	0.01	1.10	1.90	11.60	89
Frozen vegetable juices	161	0.01	212	0.01	0.65	0.85	5.63	97
Fresh and canned vegetable juices	7,582	0.25	8,281	0.24	30.45	33.26	1.78	120
Other Food at Home								
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
Candy and chewing gum	40,239	1.30	44,017	1.26	161.60	176.77	1.81	131
Sugar	7,599	0.25	8,858	0.25	30.52	35.57	3.11	127
Artificial sweeteners	2,121	0.07	2,946	0.08	8.52	11.83	6.80	121
Jams, preserves, other sweets	15,465	0.50	16,229	0.46	62.11	65.18	0.97	132
Fats and oils	47,490	1.54	54,160	1.55	190.72	217.51	2.66	131
Margarine	2,689	0.09	2,831	0.08	10.80	11.37	1.03	138
Other fats and oils	13,965	0.45	15,938	0.46	56.08	64.01	2.68	128
Salad dressings	12,817	0.41	14,721	0.42	51.48	59.12	2.81	132
Non-dairy cream and imitation milk	8,955	0.29	10,574	0.30	35.96	42.47	3.38	128
Peanut butter	9,064	0.29	10,096	0.29	36.40	40.54	2.18	136
Miscellaneous Foods								
Miscellaneous foods	389,027	12.59	448,344	12.81	1,562.36	1,800.58	2.88	136
Frozen prepared foods	75,402	2.44	88,668	2.53	302.82	356.10	3.29	138
Frozen meals	32,398	1.05	38,175	1.09	130.11	153.31	3.34	140
Other frozen prepared foods	43,005	1.39	50,493	1.44	172.71	202.78	3.26	137
Canned and packaged soups	27,642	0.89	28,462	0.81	111.01	114.31	0.59	143
Potato chips, nuts, and other snacks	85,825	2.78	95,094	2.72	344.68	381.90	2.07	139
Potato chips and other snacks	60,064	1.94	66,729	1.91	241.22	267.99	2.13	139
Nuts	25,761	0.83	28,365	0.81	103.46	113.91	1.94	138
Condiments and seasonings	74,601	2.41	86,317	2.47	299.60	346.66	2.96	134
Salt, spices, other seasonings	21,257	0.69	25,812	0.74	85.37	103.66	3.96	131
Olives, pickles, relishes	9,655	0.31	9,901	0.28	38.78	39.76	0.50	142
Sauces and gravies	29,368	0.95	33,874	0.97	117.94	136.04	2.90	134
Baking needs and miscellaneous products	14,321	0.46	16,731	0.48	57.52	67.19	3.16	133
Other canned and packaged prepared foods	125,557	4.06	149,803	4.28	504.24	601.62	3.59	132
Prepared salads	25,651	0.83	26,849	0.77	103.02	107.83	0.92	139
Prepared desserts	8,682	0.28	8,084	0.23	34.87	32.47	-1.42	146
Baby food	12,995	0.42	18,945	0.54	52.19	76.09	7.83	134
Miscellaneous prepared foods	78,228	2.53	95,925	2.74	314.17	385.24	4.16	128
Nonalcoholic Beverages								
Nonalcoholic beverages	178,976	5.79	195,681	5.59	718.78	785.87	1.80	128
Cola	29,885	0.97	30,686	0.88	120.02	123.24	0.53	132
Nonalcoholic beer and other carbonated drinks	32,667	1.06	37,605	1.07	131.19	151.02	2.86	127
Tea	13,982	0.45	16,004	0.46	56.15	64.28	2.74	126
Coffee	44,917	1.45	45,460	1.30	180.39	182.57	0.24	132
Roasted coffee	27,805	0.90	27,424	0.78	111.67	110.14	-0.28	133
Instant and freeze dried coffee	17,112	0.55	18,036	0.52	68.72	72.43	1.06	131
Noncarbonated fruit flavored drinks	12,792	0.41	13,487	0.39	51.37	54.16	1.06	130
Other noncarbonated beverages and ice	6,609	0.21	8,696	0.25	26.54	34.93	5.64	120
Bottled water	28,845	0.93	32,645	0.93	115.84	131.10	2.51	125
Sports drinks	9,279	0.30	11,097	0.32	37.27	44.57	3.64	124
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	24,902	0.81	25,970	0.74	100.01	104.30	0.84	143

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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
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
Meals at restaurants, carry outs and other	1,098,755	35.56	1,287,212	36.78	4,412.67	5,169.53	3.22	135
Lunch	356,794	11.55	404,493	11.56	1,432.91	1,624.47	2.54	138
Lunch at fast food, take-out	179,727	5.82	212,479	6.07	721.79	853.33	3.40	135
Lunch at full service restaurants	162,438	5.26	169,304	4.84	652.36	679.94	0.83	141
Lunch at vending machines and mobile vendors	3,804	0.12	6,537	0.19	15.28	26.25	11.44	139
Lunch at employer and school cafeterias	10,826	0.35	16,173	0.46	43.48	64.95	8.36	122
Dinner	543,821	17.60	638,340	18.24	2,184.02	2,563.62	3.26	133
Dinner at fast food, take-out	198,363	6.42	244,282	6.98	796.64	981.05	4.25	132
Dinner at full service restaurants	342,695	11.09	388,871	11.11	1,376.29	1,561.73	2.56	134
Dinner at vending machines and mobile vendors	1,650	0.05	3,385	0.10	6.63	13.60	15.46	110
Dinner at employer and school cafeterias	1,113	0.04	1,802	0.05	4.47	7.24	10.12	106
Snacks and nonalcoholic beverages	74,460	2.41	101,025	2.89	299.04	405.72	6.29	126
Snacks and beverages at fast food, take-out	50,476	1.63	62,780	1.79	202.71	252.13	4.46	129
Snacks and beverages at full service restaurants	16,113	0.52	25,154	0.72	64.71	101.02	9.32	122
Snacks and beverages at vending machines	6,238	0.20	9,950	0.28	25.05	39.96	9.79	120
Snacks and beverages at employer and school	1,633	0.05	3,141	0.09	6.56	12.61	13.98	107
Breakfast and brunch	123,679	4.00	143,354	4.10	496.70	575.72	3.00	138
Breakfast and brunch at fast food, take-out	64,463	2.09	77,102	2.20	258.89	309.65	3.65	136
Breakfast and brunch at full service restaurants	55,635	1.80	62,442	1.78	223.43	250.77	2.34	141
Breakfast and brunch at vending machines	649	0.02	851	0.02	2.61	3.42	5.57	121
Breakfast and brunch at employer and school	2,932	0.09	2,959	0.08	11.77	11.88	0.18	153
Food or board at school	4,256	0.14	3,302	0.09	17.09	13.26	-4.95	103
Catered affairs	2,721	0.09	4,204	0.12	10.93	16.89	9.09	86
Food on out-of-town trips	71,389	2.31	79,099	2.26	286.70	317.67	2.07	131
School lunches	5,276	0.17	8,840	0.25	21.19	35.50	10.88	123
Meals as pay	9,171	0.30	11,661	0.33	36.83	46.83	4.92	134

Benchmark: USA

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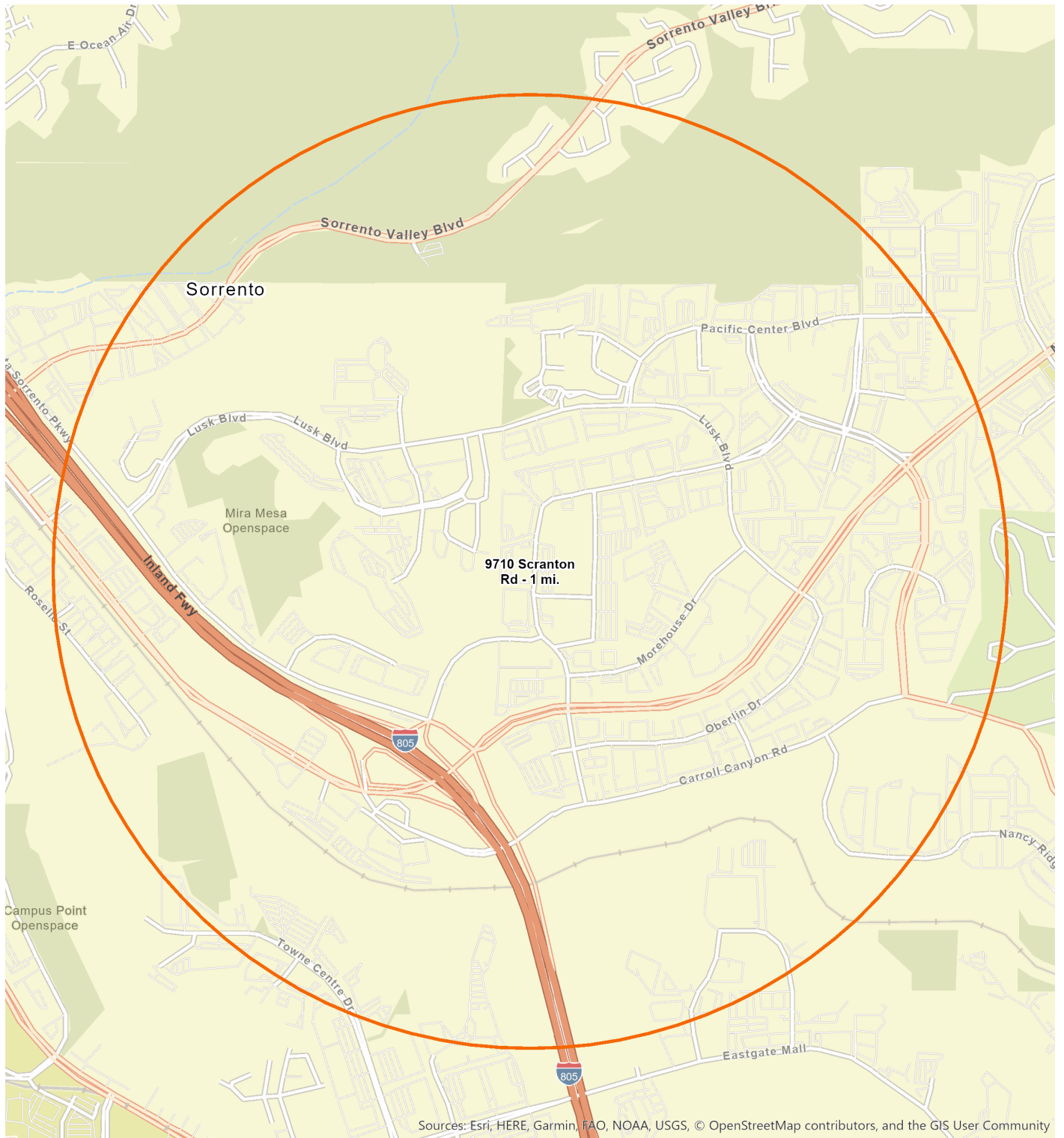
Index Colors:	<80	80 - 110	110+
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



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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
Food	432,768,528	100.00	506,576,150	100.00	9,412.10	10,799.36	3.20	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
Cereals and bakery products	31,073,324	7.18	36,092,876	7.12	675.80	769.44	3.04	95
Cereals and cereal products	9,601,498	2.22	10,492,667	2.07	208.82	223.69	1.79	96
Flour	607,925	0.14	682,196	0.13	13.22	14.54	2.33	93
Prepared flour mixes	763,130	0.18	800,734	0.16	16.60	17.07	0.97	93
Ready-to-eat and cooked cereals	4,309,761	1.00	4,674,055	0.92	93.73	99.64	1.64	97
Rice	1,782,659	0.41	2,078,585	0.41	38.77	44.31	3.12	97
Pasta, commmeal and other cereal products	2,138,024	0.49	2,257,096	0.45	46.50	48.12	1.09	94
Bakery								
Bakery products	21,471,826	4.96	25,600,209	5.05	466.98	545.75	3.58	95
Bread	5,574,571	1.29	6,863,200	1.35	121.24	146.31	4.25	95
White bread	2,442,065	0.56	3,041,948	0.60	53.11	64.85	4.49	96
Bread, other than white	3,132,506	0.72	3,821,252	0.75	68.13	81.46	4.05	95
Cookies and crackers	5,258,395	1.22	6,250,050	1.23	114.36	133.24	3.52	93
Cookies	3,006,623	0.69	3,663,239	0.72	65.39	78.09	4.03	93
Crackers	2,251,772	0.52	2,586,811	0.51	48.97	55.15	2.81	94
Frozen and refrigerated bakery products	1,548,951	0.36	2,189,400	0.43	33.69	46.67	7.17	93
Other bakery products	9,089,908	2.10	10,297,560	2.03	197.69	219.53	2.53	96
Biscuits and rolls	2,922,600	0.68	3,373,819	0.67	63.56	71.92	2.91	94
Cakes and cupcakes	2,817,072	0.65	3,284,189	0.65	61.27	70.01	3.12	98
Bread and cracker products	400,361	0.09	435,904	0.09	8.71	9.29	1.72	94
Sweet rolls, coffee cakes, doughnuts	1,900,482	0.44	1,942,915	0.38	41.33	41.42	0.44	99
Pies, tarts, turnovers	1,049,394	0.24	1,260,734	0.25	22.82	26.88	3.74	94
Meats, Poultry, Fish and Eggs								
Meats, poultry, fish, and eggs	56,035,334	12.95	63,421,348	12.52	1,218.69	1,352.04	2.51	101
Beef	15,567,625	3.60	15,748,748	3.11	338.57	335.74	0.23	104
Ground beef	5,768,821	1.33	6,046,705	1.19	125.46	128.91	0.95	107
Roast	2,265,099	0.52	2,147,977	0.42	49.26	45.79	-1.06	103
Chuck roast	741,878	0.17	828,487	0.16	16.13	17.66	2.23	102
Round roast	248,928	0.06	275,331	0.05	5.41	5.87	2.04	94
Other roast	1,274,293	0.29	1,044,159	0.21	27.71	22.26	-3.91	106
Steak	5,951,018	1.38	6,205,615	1.23	129.43	132.29	0.84	100
Round steak	1,163,145	0.27	1,321,762	0.26	25.30	28.18	2.59	99
Sirloin steak	1,708,091	0.39	2,003,934	0.40	37.15	42.72	3.25	101
Other steak	3,079,782	0.71	2,879,919	0.57	66.98	61.40	-1.33	100
Other beef	1,582,687	0.37	1,348,451	0.27	34.42	28.75	-3.15	110
Pork	11,256,894	2.60	12,509,562	2.47	244.82	266.68	2.13	101
Bacon	2,296,972	0.53	2,528,464	0.50	49.96	53.90	1.94	100
Pork chops	1,926,743	0.45	2,098,050	0.41	41.90	44.73	1.72	105
Ham	2,140,195	0.49	2,363,190	0.47	46.55	50.38	2.00	100
Ham, not canned	2,067,217	0.48	2,275,048	0.45	44.96	48.50	1.93	100
Canned ham	72,978	0.02	88,142	0.02	1.59	1.88	3.85	94
Sausage	2,345,041	0.54	2,560,389	0.51	51.00	54.58	1.77	101
Other pork	2,547,942	0.59	2,959,469	0.58	55.41	63.09	3.04	98
Other meats	6,619,878	1.53	7,862,060	1.55	143.97	167.61	3.50	91
Frankfurters	1,201,480	0.28	1,520,838	0.30	26.13	32.42	4.83	89
Lunch meats - cold cuts	4,581,397	1.06	5,555,075	1.10	99.64	118.42	3.93	90
Bologna, liverwurst, salami	1,517,515	0.35	1,851,203	0.37	33.00	39.46	4.06	91
Other lunchmeats	3,063,882	0.71	3,703,873	0.73	66.64	78.96	3.87	89
Lamb, organ meats and others	837,001	0.19	786,147	0.16	18.20	16.76	-1.25	100
Lamb and organ meats	650,879	0.15	552,261	0.11	14.16	11.77	-3.23	104
Mutton, goat and game	186,122	0.04	233,886	0.05	4.05	4.99	4.67	90
Poultry	10,301,019	2.38	12,247,501	2.42	224.03	261.10	3.52	105
Fresh and frozen chickens	8,436,064	1.95	9,955,923	1.97	183.47	212.24	3.37	105
Fresh and frozen whole chicken	2,767,890	0.64	3,089,372	0.61	60.20	65.86	2.22	107
Fresh and frozen chicken parts	5,668,174	1.31	6,866,552	1.36	123.27	146.38	3.91	105
Other poultry	1,864,955	0.43	2,291,578	0.45	40.56	48.85	4.21	102
Fish and seafood	8,631,395	1.99	10,350,248	2.04	187.72	220.65	3.70	96
Canned fish and seafood	1,328,659	0.31	1,490,836	0.29	28.90	31.78	2.33	100
Fresh fish and shellfish	4,012,437	0.93	4,946,562	0.98	87.26	105.45	4.27	95
Frozen fish and shellfish	3,290,299	0.76	3,912,850	0.77	71.56	83.42	3.53	95
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
Fresh milk, all types	6,388,324	1.48	6,819,380	1.35	138.94	145.38	1.31	111
Cream	1,629,584	0.38	1,899,560	0.38	35.44	40.50	3.11	102
Other dairy products	17,326,081	4.00	21,053,748	4.16	376.82	448.83	3.97	101
Butter	2,024,436	0.47	2,660,413	0.53	44.03	56.72	5.62	99
Cheese	7,741,833	1.79	9,526,106	1.88	168.37	203.08	4.24	101
Ice cream and related products	4,312,308	1.00	4,796,752	0.95	93.79	102.26	2.15	103
Miscellaneous dairy products	3,247,504	0.75	4,070,476	0.80	70.63	86.78	4.62	98

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Index Colors:	<80	80 - 110	110+
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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
Fruits and Vegetables								
Fruits and vegetables	53,407,258	12.34	61,974,577	12.23	1,161.53	1,321.19	3.02	103
Fresh fruits	20,323,806	4.70	24,121,451	4.76	442.01	514.23	3.49	106
Apples	3,138,985	0.73	3,783,924	0.75	68.27	80.67	3.81	107
Bananas	3,190,632	0.74	3,704,065	0.73	69.39	78.96	3.03	110
Oranges	2,419,545	0.56	2,898,335	0.57	52.62	61.79	3.68	106
Citrus fruits, excluding oranges	3,317,506	0.77	4,037,491	0.80	72.15	86.07	4.01	105
Other fresh fruits	8,257,139	1.91	9,697,635	1.91	179.58	206.74	3.27	106
Fresh vegetables	18,689,362	4.32	21,745,375	4.29	406.47	463.57	3.08	110
Potatoes	3,617,709	0.84	4,379,759	0.86	78.68	93.37	3.90	111
Lettuce	2,476,268	0.57	2,760,541	0.54	53.86	58.85	2.20	109
Tomatoes	3,559,223	0.82	4,007,991	0.79	77.41	85.44	2.40	111
Other fresh vegetables	9,036,162	2.09	10,597,063	2.09	196.52	225.91	3.24	109
Processed fruits	5,982,431	1.38	6,324,507	1.25	130.11	134.83	1.12	94
Frozen fruits and fruit juices	708,939	0.16	835,945	0.17	15.42	17.82	3.35	90
Frozen orange juice	109,720	0.03	164,506	0.03	2.39	3.51	8.44	90
Frozen fruits	519,189	0.12	557,446	0.11	11.29	11.88	1.43	91
Frozen fruit juices	80,030	0.02	113,993	0.02	1.74	2.43	7.33	89
Canned fruits	1,254,157	0.29	1,222,548	0.24	27.28	26.06	-0.51	96
Dried fruit	504,683	0.12	536,958	0.11	10.98	11.45	1.25	89
Fresh fruit juice	772,691	0.18	756,643	0.15	16.80	16.13	-0.42	96
Canned and bottled fruit juice	2,741,961	0.63	2,972,413	0.59	59.63	63.37	1.63	95
Processed vegetables	8,411,658	1.94	9,783,245	1.93	182.94	208.56	3.07	88
Frozen vegetables	2,268,663	0.52	2,584,073	0.51	49.34	55.09	2.64	88
Canned and dried vegetables and juices	6,142,995	1.42	7,199,171	1.42	133.60	153.47	3.22	88
Canned beans	1,556,835	0.36	1,788,178	0.35	33.86	38.12	2.81	88
Canned corn	682,857	0.16	760,673	0.15	14.85	16.22	2.18	86
Canned miscellaneous vegetables	1,439,388	0.33	1,655,889	0.33	31.30	35.30	2.84	88
Dried peas	72,546	0.02	93,467	0.02	1.58	1.99	5.20	79
Dried beans	408,036	0.09	488,559	0.10	8.87	10.42	3.67	95
Dried miscellaneous vegetables	878,567	0.20	1,149,395	0.23	19.11	24.50	5.52	86
Dried processed vegetables	40,416	0.01	63,440	0.01	0.88	1.35	9.44	71
Frozen vegetable juices	22,044	0.01	29,785	0.01	0.48	0.63	6.20	72
Fresh and canned vegetable juices	1,042,306	0.24	1,169,785	0.23	22.67	24.94	2.33	89
Other Food at Home								
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
Candy and chewing gum	5,604,789	1.30	6,558,471	1.29	121.90	139.82	3.19	99
Sugar	1,085,080	0.25	1,318,183	0.26	23.60	28.10	3.97	98
Artificial sweeteners	290,355	0.07	428,888	0.08	6.31	9.14	8.11	90
Jams, preserves, other sweets	2,050,487	0.47	2,306,669	0.46	44.60	49.17	2.38	95
Fats and oils	6,654,616	1.54	7,996,272	1.58	144.73	170.47	3.74	100
Margarine	375,970	0.09	415,969	0.08	8.18	8.87	2.04	104
Other fats and oils	2,058,714	0.48	2,417,351	0.48	44.77	51.53	3.26	102
Salad dressings	1,749,192	0.40	2,172,504	0.43	38.04	46.31	4.43	98
Non dairy cream and imitation milk	1,260,396	0.29	1,551,375	0.31	27.41	33.07	4.24	97
Peanut butter	1,210,345	0.28	1,439,073	0.28	26.32	30.68	3.52	98
Miscellaneous Foods								
Miscellaneous foods	54,764,982	12.65	65,629,712	12.96	1,191.06	1,399.12	3.69	104
Frozen prepared foods	10,967,926	2.53	13,345,374	2.63	238.54	284.50	4.00	109
Frozen meals	4,781,716	1.10	5,825,065	1.15	104.00	124.18	4.03	112
Other frozen prepared foods	6,186,210	1.43	7,520,309	1.48	134.54	160.32	3.98	106
Canned and packaged soups	3,848,229	0.89	4,223,505	0.83	83.69	90.04	1.88	108
Potato chips, nuts, and other snacks	11,658,820	2.69	13,860,135	2.74	253.56	295.47	3.52	102
Potato chips and other snacks	8,279,617	1.91	9,823,548	1.94	180.07	209.42	3.48	104
Nuts	3,379,203	0.78	4,036,587	0.80	73.49	86.05	3.62	98
Condiments and seasonings	10,522,763	2.43	12,642,587	2.50	228.86	269.52	3.74	102
Salt, spices, other seasonings	3,103,241	0.72	3,769,816	0.74	67.49	80.37	3.97	104
Olives, pickles, relishes	1,291,414	0.30	1,443,814	0.28	28.09	30.78	2.26	103
Sauces and gravies	4,139,441	0.96	4,996,348	0.99	90.03	106.51	3.83	102
Baking needs and miscellaneous products	1,988,668	0.46	2,432,609	0.48	43.25	51.86	4.11	100
Other canned and packaged prepared foods	17,767,244	4.11	21,558,112	4.26	386.41	459.58	3.94	101
Prepared salads	3,476,502	0.80	3,967,266	0.78	75.61	84.58	2.68	102
Prepared desserts	1,144,674	0.26	1,227,220	0.24	24.90	26.16	1.40	104
Baby food	1,790,493	0.41	2,299,860	0.45	38.94	49.03	5.13	100
Miscellaneous prepared foods	11,355,575	2.62	14,063,766	2.78	246.97	299.82	4.37	101
Nonalcoholic Beverages								
Nonalcoholic beverages	25,170,538	5.82	28,986,140	5.72	547.42	617.94	2.86	98
Cola	4,250,365	0.98	4,722,931	0.93	92.44	100.68	2.13	101
Nonalcoholic beer and other carbonated drinks	4,803,788	1.11	5,587,883	1.10	104.48	119.12	3.07	101
Tea	1,947,977	0.45	2,284,934	0.45	42.37	48.71	3.24	95
Coffee	5,928,615	1.37	6,637,747	1.31	128.94	141.51	2.29	95
Roasted coffee	3,616,460	0.84	3,983,372	0.79	78.65	84.92	1.95	94
Instant and freeze dried coffee	2,312,155	0.53	2,654,376	0.52	50.29	56.59	2.80	96
Noncarbonated fruit flavored drinks	1,769,999	0.41	1,993,918	0.39	38.49	42.51	2.41	98
Other noncarbonated beverages and ice	913,735	0.21	1,240,845	0.24	19.87	26.45	6.31	90
Bottled water	4,230,684	0.98	4,920,679	0.97	92.01	104.90	3.07	99
Sports drinks	1,325,374	0.31	1,597,202	0.32	28.83	34.05	3.80	96
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	3,195,297	0.74	3,635,998	0.72	69.49	77.51	2.62	99

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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
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
Meals at restaurants, carry outs and other	155,084,996	35.84	183,062,728	36.14	3,372.88	3,902.59	3.37	103
Lunch	50,441,188	11.66	58,033,474	11.46	1,097.02	1,237.18	2.84	105
Lunch at fast food, take-out	26,757,153	6.18	30,961,400	6.11	581.93	660.05	2.96	109
Lunch at full service restaurants	21,582,051	4.99	23,943,260	4.73	469.38	510.43	2.10	102
Lunch at vending machines and mobile vendors	528,927	0.12	897,795	0.18	11.50	19.14	11.16	105
Lunch at employer and school cafeterias	1,573,057	0.36	2,231,018	0.44	34.21	47.56	7.24	96
Dinner	75,953,007	17.55	89,846,988	17.74	1,651.87	1,915.39	3.42	101
Dinner at fast food, take-out	29,490,597	6.81	35,473,152	7.00	641.38	756.23	3.76	107
Dinner at full service restaurants	45,891,046	10.60	53,606,924	10.58	998.07	1,142.81	3.16	97
Dinner at vending machines and mobile vendors	288,941	0.07	427,919	0.08	6.28	9.12	8.17	104
Dinner at employer and school cafeterias	282,424	0.07	338,992	0.07	6.14	7.23	3.72	145
Snacks and nonalcoholic beverages	11,175,366	2.58	14,454,763	2.85	243.05	308.15	5.28	102
Snacks and beverages at fast food, take-out	7,535,859	1.74	9,030,652	1.78	163.89	192.52	3.69	104
Snacks and beverages at full service restaurants	2,295,719	0.53	3,468,060	0.68	49.93	73.93	8.60	94
Snacks and beverages at vending machines	1,031,185	0.24	1,482,228	0.29	22.43	31.60	7.53	107
Snacks and beverages at employer and school	312,604	0.07	473,824	0.09	6.80	10.10	8.67	111
Breakfast and brunch	17,515,435	4.05	20,727,504	4.09	380.94	441.88	3.42	106
Breakfast and brunch at fast food, take-out	9,597,462	2.22	11,363,423	2.24	208.73	242.25	3.44	110
Breakfast and brunch at full service restaurants	7,389,826	1.71	8,785,801	1.73	160.72	187.30	3.52	101
Breakfast and brunch at vending machines	106,842	0.02	126,911	0.03	2.32	2.71	3.50	107
Breakfast and brunch at employer and school	421,305	0.10	451,368	0.09	9.16	9.62	1.39	119
Food or board at school	1,152,865	0.27	1,064,115	0.21	25.07	22.69	-1.59	151
Catered affairs	336,515	0.08	465,171	0.09	7.32	9.92	6.69	57
Food on out-of-town trips	9,117,550	2.11	10,825,929	2.14	198.29	230.79	3.49	91
School lunches	691,431	0.16	1,173,278	0.23	15.04	25.01	11.16	87
Meals as pay	1,709,125	0.39	1,863,108	0.37	37.17	39.72	1.74	136

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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



Benchmark: USA

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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
Food	1,203,590,652	100.00	1,413,936,798	100.00	12,146.44	14,064.12	3.27	131
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
Cereals and bakery products	86,330,844	7.17	102,169,421	7.23	871.24	1,016.26	3.43	123
Cereals and cereal products	26,544,897	2.21	29,622,382	2.10	267.89	294.65	2.22	123
Flour	1,704,824	0.14	1,980,823	0.14	17.20	19.70	3.05	121
Prepared flour mixes	2,160,777	0.18	2,279,317	0.16	21.81	22.67	1.07	122
Ready-to-eat and cooked cereals	11,895,204	0.99	13,140,322	0.93	120.04	130.70	2.01	125
Rice	4,837,890	0.40	5,945,189	0.42	48.82	59.14	4.21	123
Pasta, commmeal and other cereal products	5,946,201	0.49	6,276,731	0.44	60.01	62.43	1.09	122
Bakery								
Bakery products	59,785,947	4.97	72,547,039	5.13	603.35	721.61	3.95	123
Bread	15,261,972	1.27	19,253,796	1.36	154.02	191.51	4.76	121
White bread	6,648,834	0.55	8,523,556	0.60	67.10	84.78	5.09	121
Bread, other than white	8,613,138	0.72	10,730,240	0.76	86.92	106.73	4.49	122
Cookies and crackers	14,660,219	1.22	17,749,811	1.26	147.95	176.55	3.90	121
Cookies	8,389,319	0.70	10,442,773	0.74	84.66	103.87	4.48	120
Crackers	6,270,900	0.52	7,307,038	0.52	63.28	72.68	3.11	121
Frozen and refrigerated bakery products	4,284,076	0.36	6,124,872	0.43	43.23	60.92	7.41	120
Other bakery products	25,579,680	2.13	29,418,560	2.08	258.15	292.62	2.84	125
Biscuits and rolls	8,268,424	0.69	9,634,468	0.68	83.44	95.83	3.11	123
Cakes and cupcakes	7,848,926	0.65	9,417,335	0.67	79.21	93.67	3.71	126
Bread and cracker products	1,116,836	0.09	1,241,741	0.09	11.27	12.35	2.14	122
Sweet rolls, coffee cakes, doughnuts	5,361,048	0.45	5,576,818	0.39	54.10	55.47	0.79	129
Pies, tarts, turnovers	2,984,445	0.25	3,548,198	0.25	30.12	35.29	3.52	124
Meats, Poultry, Fish and Eggs								
Meats, poultry, fish, and eggs	154,590,806	12.84	178,889,682	12.65	1,560.11	1,779.38	2.96	129
Beef	43,304,374	3.60	44,279,426	3.13	437.02	440.44	0.45	134
Ground beef	15,385,379	1.28	16,638,839	1.18	155.27	165.50	1.58	133
Roast	6,408,518	0.53	6,096,697	0.43	64.67	60.64	-0.99	135
Chuck roast	2,074,896	0.17	2,368,731	0.17	20.94	23.56	2.68	132
Round roast	702,839	0.06	780,875	0.06	7.09	7.77	2.13	123
Other roast	3,630,783	0.30	2,947,091	0.21	36.64	29.31	-4.09	140
Steak	17,186,034	1.43	17,694,890	1.25	173.44	176.01	0.59	135
Round steak	3,352,841	0.28	3,798,718	0.27	33.84	37.79	2.53	133
Sirloin steak	4,851,184	0.40	5,664,130	0.40	48.96	56.34	3.15	133
Other steak	8,982,008	0.75	8,232,042	0.58	90.64	81.88	-1.73	136
Other beef	4,324,443	0.36	3,849,000	0.27	43.64	38.29	-2.30	139
Pork	30,879,053	2.57	35,088,086	2.48	311.63	349.01	2.59	128
Bacon	6,363,071	0.53	7,096,240	0.50	64.22	70.58	2.21	128
Pork chops	5,172,463	0.43	5,845,919	0.41	52.20	58.15	2.48	131
Ham	5,850,953	0.49	6,604,630	0.47	59.05	65.69	2.45	127
Ham, not canned	5,657,308	0.47	6,357,894	0.45	57.09	63.24	2.36	128
Canned ham	193,646	0.02	246,736	0.02	1.95	2.45	4.97	116
Sausage	6,346,956	0.53	7,155,150	0.51	64.05	71.17	2.43	127
Other pork	7,145,609	0.59	8,386,147	0.59	72.11	83.42	3.25	127
Other meats	18,279,722	1.52	22,041,215	1.56	184.48	219.24	3.81	116
Frankfurters	3,274,775	0.27	4,221,097	0.30	33.05	41.99	5.21	112
Lunch meats - cold cuts	12,696,536	1.05	15,655,991	1.11	128.13	155.73	4.28	115
Bologna, liverwurst, salami	4,159,868	0.35	5,150,876	0.36	41.98	51.23	4.37	115
Other lunchmeats	8,536,669	0.71	10,505,115	0.74	86.15	104.49	4.24	116
Lamb, organ meats and others	2,308,410	0.19	2,164,127	0.15	23.30	21.53	-1.28	128
Lamb and organ meats	1,776,966	0.15	1,533,359	0.11	17.93	15.25	-2.91	131
Mutton, goat and game	531,444	0.04	630,768	0.04	5.36	6.27	3.49	120
Poultry	28,088,587	2.33	34,517,527	2.44	283.47	343.34	4.21	132
Fresh and frozen chickens	22,869,774	1.90	28,087,479	1.99	230.80	279.38	4.20	133
Fresh and frozen whole chicken	7,628,478	0.63	8,720,733	0.62	76.99	86.74	2.71	137
Fresh and frozen chicken parts	15,241,295	1.27	19,366,746	1.37	153.81	192.64	4.91	131
Other poultry	5,218,813	0.43	6,430,048	0.45	52.67	63.96	4.26	132
Fish and seafood	24,120,188	2.00	29,873,271	2.11	243.42	297.14	4.37	124
Canned fish and seafood	3,592,538	0.30	4,138,700	0.29	36.26	41.17	2.87	125
Fresh fish and shellfish	11,304,744	0.94	14,429,628	1.02	114.09	143.53	5.00	124
Frozen fish and shellfish	9,222,906	0.77	11,304,943	0.80	93.08	112.45	4.15	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
Fresh milk, all types	17,114,447	1.42	19,006,628	1.34	172.72	189.05	2.12	139
Cream	4,624,393	0.38	5,368,875	0.38	46.67	53.40	3.03	134
Other dairy products	48,370,278	4.02	59,496,174	4.21	488.14	591.80	4.23	131
Butter	5,694,600	0.47	7,549,080	0.53	57.47	75.09	5.80	129
Cheese	21,454,749	1.78	26,815,836	1.90	216.52	266.73	4.56	130
Ice cream and related products	12,047,746	1.00	13,529,350	0.96	121.58	134.57	2.35	134
Miscellaneous dairy products	9,173,183	0.76	11,601,908	0.82	92.57	115.40	4.81	129

Benchmark: USA

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Index Colors:	<80	80 - 110	110+
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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
Fruits and Vegetables								
Fruits and vegetables	149,102,027	12.39	175,412,894	12.41	1,504.71	1,744.79	3.30	133
Fresh fruits	57,234,904	4.76	68,778,223	4.86	577.61	684.12	3.74	139
Apples	8,818,213	0.73	10,845,671	0.77	88.99	107.88	4.23	139
Bananas	8,741,750	0.73	10,406,960	0.74	88.22	103.52	3.55	140
Oranges	6,840,077	0.57	8,302,533	0.59	69.03	82.58	3.95	140
Citrus fruits, excluding oranges	9,323,444	0.77	11,519,681	0.81	94.09	114.58	4.32	136
Other fresh fruits	23,511,421	1.95	27,703,378	1.96	237.27	275.56	3.34	140
Fresh vegetables	51,882,567	4.31	61,469,811	4.35	523.59	611.43	3.45	141
Potatoes	10,020,175	0.83	12,378,811	0.88	101.12	123.13	4.32	143
Lettuce	6,953,059	0.58	7,741,578	0.55	70.17	77.00	2.17	142
Tomatoes	9,894,966	0.82	11,392,432	0.81	99.86	113.32	2.86	143
Other fresh vegetables	25,014,367	2.08	29,956,990	2.12	252.44	297.98	3.67	139
Processed fruits	16,704,427	1.39	17,768,543	1.26	168.58	176.74	1.24	122
Frozen fruits and fruit juices	1,962,892	0.16	2,330,731	0.16	19.81	23.18	3.49	116
Frozen orange juice	305,937	0.03	456,469	0.03	3.09	4.54	8.33	116
Frozen fruits	1,421,059	0.12	1,557,608	0.11	14.34	15.49	1.85	115
Frozen fruit juices	235,897	0.02	316,654	0.02	2.38	3.15	6.07	122
Canned fruits	3,556,587	0.30	3,489,617	0.25	35.89	34.71	-0.38	126
Dried fruit	1,482,265	0.12	1,531,895	0.11	14.96	15.24	0.66	121
Fresh fruit juice	2,156,496	0.18	2,095,848	0.15	21.76	20.85	-0.57	125
Canned and bottled fruit juice	7,546,187	0.63	8,320,453	0.59	76.15	82.76	1.97	121
Processed vegetables	23,280,129	1.93	27,396,316	1.94	234.94	272.51	3.31	113
Frozen vegetables	6,328,234	0.53	7,271,681	0.51	63.86	72.33	2.82	114
Canned and dried vegetables and juices	16,951,895	1.41	20,124,635	1.42	171.08	200.18	3.49	113
Canned beans	4,336,600	0.36	5,002,430	0.35	43.76	49.76	2.90	113
Canned corn	1,912,764	0.16	2,117,573	0.15	19.30	21.06	2.06	112
Canned miscellaneous vegetables	3,983,334	0.33	4,583,939	0.32	40.20	45.60	2.85	113
Dried peas	188,373	0.02	254,831	0.02	1.90	2.53	6.23	95
Dried beans	1,079,929	0.09	1,356,505	0.10	10.90	13.49	4.67	116
Dried miscellaneous vegetables	2,402,891	0.20	3,254,074	0.23	24.25	32.37	6.25	110
Dried processed vegetables	115,514	0.01	176,989	0.01	1.17	1.76	8.91	94
Frozen vegetable juices	58,712	0.00	82,821	0.01	0.59	0.82	7.12	89
Fresh and canned vegetable juices	2,873,777	0.24	3,295,473	0.23	29.00	32.78	2.78	114
Other Food at Home								
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
Candy and chewing gum	15,405,853	1.28	18,287,356	1.29	155.47	181.90	3.49	126
Sugar	2,988,903	0.25	3,728,102	0.26	30.16	37.08	4.52	125
Artificial sweeteners	799,291	0.07	1,278,881	0.09	8.07	12.72	9.86	115
Jams, preserves, other sweets	5,836,691	0.48	6,514,559	0.46	58.90	64.80	2.22	125
Fats and oils	18,197,106	1.51	22,544,832	1.59	183.64	224.25	4.38	126
Margarine	1,012,834	0.08	1,170,049	0.08	10.22	11.64	2.93	130
Other fats and oils	5,522,859	0.46	6,821,896	0.48	55.74	67.86	4.32	127
Salad dressings	4,863,267	0.40	6,110,236	0.43	49.08	60.78	4.67	126
Non-dairy cream and imitation milk	3,415,362	0.28	4,351,029	0.31	34.47	43.28	4.96	122
Peanut butter	3,382,783	0.28	4,091,622	0.29	34.14	40.70	3.88	128
Miscellaneous Foods								
Miscellaneous foods	150,800,383	12.53	183,782,114	13.00	1,521.85	1,828.04	4.04	132
Frozen prepared foods	29,504,929	2.45	36,825,886	2.60	297.76	366.30	4.53	136
Frozen meals	12,687,076	1.05	16,174,552	1.14	128.04	160.88	4.98	138
Other frozen prepared foods	16,817,853	1.40	20,651,334	1.46	169.72	205.41	4.19	134
Canned and packaged soups	10,546,663	0.88	11,816,951	0.84	106.44	117.54	2.30	137
Potato chips, nuts, and other snacks	32,443,196	2.70	39,053,409	2.76	327.41	388.46	3.78	132
Potato chips and other snacks	22,722,295	1.89	27,452,422	1.94	229.31	273.06	3.85	132
Nuts	9,720,901	0.81	11,600,987	0.82	98.10	115.39	3.60	131
Condiments and seasonings	29,025,256	2.41	35,168,004	2.49	292.92	349.81	3.91	131
Salt, spices, other seasonings	8,470,257	0.70	10,474,734	0.74	85.48	104.19	4.34	132
Olives, pickles, relishes	3,588,326	0.30	4,052,574	0.29	36.21	40.31	2.46	133
Sauces and gravies	11,359,946	0.94	13,780,860	0.97	114.64	137.08	3.94	130
Baking needs and miscellaneous products	5,606,726	0.47	6,859,837	0.49	56.58	68.23	4.12	131
Other canned and packaged prepared foods	49,280,339	4.09	60,917,863	4.31	497.33	605.94	4.33	130
Prepared salads	9,794,422	0.81	11,215,122	0.79	98.84	111.55	2.75	134
Prepared desserts	3,285,957	0.27	3,482,111	0.25	33.16	34.64	1.17	139
Baby food	5,222,026	0.43	6,997,133	0.49	52.70	69.60	6.03	135
Miscellaneous prepared foods	30,977,934	2.57	39,223,497	2.77	312.62	390.15	4.83	127
Nonalcoholic Beverages								
Nonalcoholic beverages	68,459,408	5.69	81,331,209	5.75	690.88	808.98	3.51	123
Cola	11,333,805	0.94	13,080,490	0.93	114.38	130.11	2.91	126
Nonalcoholic beer and other carbonated drinks	12,749,945	1.06	15,257,787	1.08	128.67	151.77	3.66	125
Tea	5,340,960	0.44	6,451,980	0.46	53.90	64.18	3.85	121
Coffee	16,684,362	1.39	19,002,600	1.34	168.38	189.01	2.64	124
Roasted coffee	10,278,906	0.85	11,422,576	0.81	103.73	113.62	2.13	124
Instant and freeze dried coffee	6,405,456	0.53	7,580,024	0.54	64.64	75.40	3.42	124
Noncarbonated fruit flavored drinks	4,841,961	0.40	5,676,814	0.40	48.86	56.47	3.23	124
Other noncarbonated beverages and ice	2,536,621	0.21	3,490,952	0.25	25.60	34.72	6.60	116
Bottled water	11,247,770	0.93	13,856,722	0.98	113.51	137.83	4.26	122
Sports drinks	3,723,984	0.31	4,513,863	0.32	37.58	44.90	3.92	125
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	9,577,812	0.80	10,356,610	0.73	96.66	103.01	1.58	138

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Index Colors:	<80	80 - 110	110+
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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
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
Meals at restaurants, carry outs and other	433,221,263	35.99	503,044,679	35.58	4,372.00	5,003.68	3.03	133
Lunch	139,519,562	11.59	159,219,521	11.26	1,408.01	1,583.72	2.68	135
Lunch at fast food, take-out	71,127,842	5.91	83,954,762	5.94	717.81	835.08	3.37	134
Lunch at full service restaurants	62,339,469	5.18	67,034,855	4.74	629.12	666.78	1.46	136
Lunch at vending machines and mobile vendors	1,496,589	0.12	2,302,069	0.16	15.10	22.90	8.99	137
Lunch at employer and school cafeterias	4,555,662	0.38	5,927,835	0.42	45.97	58.96	5.41	129
Dinner	215,032,001	17.87	248,363,448	17.57	2,170.07	2,470.42	2.92	132
Dinner at fast food, take-out	79,297,006	6.59	95,592,468	6.76	800.25	950.84	3.81	133
Dinner at full service restaurants	134,332,365	11.16	150,841,740	10.67	1,355.66	1,500.39	2.35	132
Dinner at vending machines and mobile vendors	770,849	0.06	1,202,247	0.09	7.78	11.96	9.30	129
Dinner at employer and school cafeterias	631,781	0.05	726,994	0.05	6.38	7.23	2.85	151
Snacks and nonalcoholic beverages	30,305,052	2.52	39,066,179	2.76	305.83	388.58	5.21	129
Snacks and beverages at fast food, take-out	20,504,116	1.70	24,456,196	1.73	206.92	243.26	3.59	132
Snacks and beverages at full service restaurants	6,417,074	0.53	9,398,466	0.66	64.76	93.48	7.93	122
Snacks and beverages at vending machines	2,622,716	0.22	3,846,563	0.27	26.47	38.26	7.96	126
Snacks and beverages at employer and school	761,145	0.06	1,364,954	0.10	7.68	13.58	12.39	126
Breakfast and brunch	48,364,648	4.02	56,395,531	3.99	488.09	560.95	3.12	136
Breakfast and brunch at fast food, take-out	25,545,599	2.12	30,199,994	2.14	257.80	300.39	3.40	135
Breakfast and brunch at full service restaurants	21,472,029	1.78	24,753,495	1.75	216.69	246.22	2.89	136
Breakfast and brunch at vending machines	269,054	0.02	336,029	0.02	2.72	3.34	4.55	126
Breakfast and brunch at employer and school	1,077,965	0.09	1,106,013	0.08	10.88	11.00	0.52	142
Food or board at school	2,529,260	0.21	2,032,551	0.14	25.52	20.22	-4.28	154
Catered affairs	1,272,716	0.11	1,521,041	0.11	12.84	15.13	3.63	101
Food on out-of-town trips	28,057,491	2.33	30,967,381	2.19	283.15	308.03	1.99	129
School lunches	2,361,194	0.20	3,627,035	0.26	23.83	36.08	8.96	138
Meals as pay	3,950,485	0.33	4,576,774	0.32	39.87	45.52	2.99	145

Benchmark: USA

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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™ Food 2023
Date / Time: 1/6/2023 11:18:24 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

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