

Trade Area: 9710 Scranton Rd - 1 mi.

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

	2023 Aggregate Expenditure Estimate	%	2023 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2022 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
Housing	8,652,122	100.00	9,753,818	100.00	34,747.48	39,171.96	2.43	133
Shelter								
Shelter	5,246,516	60.64	6,090,689	62.44	21,070.35	24,460.60	3.03	14
Owned dwellings	2,782,486	32.16	2,936,881	30.11	11,174.64	11,794.70	1.09	13
Mortgage interest and charges	1,109,722	12.83	1,211,192	12.42	4,456.71	4,864.22	1.77	15
Mortgage interest	1,065,420	12.31	1,169,573	11.99	4,278.79	4,697.08	1.88	15
Interest paid, home equity loan	11,011	0.13	9,660	0.10	44.22	38.79	-2.58	16
Interest paid, home equity line of credit	33,291	0.38	31,959	0.33	133.70	128.35	-0.81	15
Property taxes	851,038	9.84	895,939	9.19	3,417.82	3,598.15	1.03	12
Maintenance, repairs, insurance, other expenses	821,726	9.50	829,751	8.51	3,300.11	3,332.33	0.19	13
Homeowners insurance	227,344	2.63	246,831	2.53	913.03	991.29	1.66	13
Ground rent	55,813	0.65	37,101	0.38	224.15	149.00	-7.84	14
Flooring installation, repair, replacement	38,874	0.45	43,993	0.45	156.12	176.68	2.50	11
Maintenance and repair services	399,431	4.62	384,244	3.94	1,604.14	1,543.15	-0.77	13
Painting and papering	31,692	0.37	36,825	0.38	127.28	147.89	3.05	12
Plumbing and water heating	46,603	0.54	44,424	0.46	187.16	178.41	-0.95	13
Heat, a/c, electrical work	105,633	1.22	102,710	1.05	424.23	412.49	-0.56	13
Roofing and gutters	86,566	1.00	79,162	0.81	347.65	317.92	-1.77	13
Other repair and maintenance services	128,282	1.48	120,162	1.23	515.19	482.58	-1.30	13
Repair of built-in appliances	654	0.01	961	0.01	2.63	3.86	8.01	11
Maintenance and repair commodities	51,793	0.60	71,543	0.73	208.00	287.32	6.67	11
Paints, wallpaper and supplies	7,103	0.08	11,783	0.12	28.53	47.32	10.65	11
Tools and equip. for painting/wallpapering	764	0.01	1,268	0.01	3.07	5.09	10.66	11
Plumbing supplies and equipment	5,220	0.06	9,016	0.09	20.96	36.21	11.55	10
Electrical supplies, heating/cooling equip.	8,165	0.09	4,133	0.04	32.79	16.60	-12.73	14
Materials and equipment for roof and gutters	7,208	0.08	5,808	0.06	28.95	23.33	-4.23	13
Materials for plaster, panel, siding, windows, etc.	9,878	0.11	17,928	0.18	39.67	72.00	12.66	11
Materials for patio, fence, driveway, etc.	696	0.01	1,052	0.01	2.80	4.22	8.60	11
Other materials	12,757	0.15	20,555	0.21	51.23	82.55	10.01	11
Property management and security	43,411	0.50	41,160	0.42	174.34	165.30	-1.06	13
Property management	37,888	0.44	36,125	0.37	152.16	145.08	-0.95	13
Management and services for security	5,524	0.06	5,035	0.05	22.18	20.22	-1.84	13
Parking	5,059	0.06	4,879	0.05	20.32	19.59	-0.72	13
Rented dwellings	2,167,999	25.06	2,807,069	28.78	8,706.82	11,273.37	5.30	16
Rent	2,112,766	24.42	2,729,833	27.99	8,485.00	10,963.18	5.26	16
Rent as pay	23,935	0.28	42,297	0.43	96.12	169.87	12.06	10
Maintenance, insurance and other expenses	31,298	0.36	34,939	0.36	125.70	140.32	2.23	17
Tenant's insurance	13,440	0.16	15,395	0.16	53.98	61.83	2.75	17
Flooring installation, repair, replacement	550	0.01	43,993	0.45	2.21	176.68	2.50	11
Maintenance and repair services	10,276	0.12	384,244	3.94	41.27	1,543.15	-0.77	17
Maintenance and repair commodities	7,032	0.08	71,543	0.73	28.24	287.32	6.67	17
Paints, wallpaper, and supplies	642	0.01	491	0.01	2.58	1.97	-5.21	16
Tools and equip. for painting/wallpapering	72	0.00	1,268	0.01	0.29	5.09	10.66	16
Materials for plastering, panels, roofing, etc.	510	0.01	587	0.01	2.05	2.36	2.85	15
Plumbing supplies and equipment	410	0.00	9,016	0.09	1.65	36.21	11.55	16
Electrical supplies, heating/cooling equip.	217	0.00	4,133	0.04	0.87	16.60	-12.73	17
Miscellaneous supplies and equipment	4,797	0.06	3,840	0.04	19.27	15.42	-4.35	19
Material for landscape maintenance	383	0.00	289	0.00	1.54	1.16	-5.46	13
Other lodging	296,031	3.42	346,739	3.55	1,188.88	1,392.53	3.21	11
Owned vacation homes	97,530	1.13	90,707	0.93	391.69	364.28	-1.44	12
Mortgage interest and charges	20,517	0.24	22,444	0.23	82.40	90.14	1.81	11
Mortgage interest	19,966	0.23	22,009	0.23	80.18	88.39	1.97	11
Interest paid, HELOC and home equity loan	551	0.01	435	0.00	2.21	1.75	-4.63	12
Property taxes	49,529	0.57	43,858	0.45	198.91	176.14	-2.40	12
Maintenance, insurance, and other expenses	27,484	0.32	24,404	0.25	110.38	98.01	-2.35	12
Homeowners insurance	6,234	0.07	5,381	0.06	25.04	21.61	-2.90	12
Ground rent	3,775	0.04	3,341	0.03	15.16	13.42	-2.41	14
Repair and remodeling services	8,320	0.10	10,491	0.11	33.41	42.13	4.75	11
Maintenance and repair commodities	829	0.01	1,189	0.01	3.33	4.78	-	11
Paints, wallpaper, supplies	87	0.00	101	0.00	0.35	0.41	-	9
Tools and equipment for painting/wallpapering	21	0.00	24	0.00	0.08	0.10	-	11
Materials for plastering, roofing, windows, etc.	405	0.00	506	0.01	1.63	2.03	-	12
Material for patio, walk, fence, drive, brick, etc.	46	0.00	74	0.00	0.18	0.30	-	12
Plumbing supplies and equipment	40	0.00	119	0.00	0.16	0.48	-	9
Electrical supplies, heating/cooling equipment	43	0.00	66	0.00	0.17	0.26	-	7
Miscellaneous supplies and equipment	189	0.00	300	0.00	0.76	1.20	-	9
Property management and security	7,427	0.09	3,436	0.04	29.83	13.80	-14.29	14
Property management	6,124	0.07	3,062	0.03	24.60	12.30	-12.94	15
Management and upkeep for security	1,303	0.02	373	0.00	5.23	1.50	-22.11	14
Parking	899	0.01	567	0.01	3.61	2.28	-8.81	13
Housing while attending school	9,460	0.11	9,110	0.09	37.99	36.59	-0.75	7
Lodging on out-of-town trips	189,040	2.18	246,923	2.53	759.20	991.66	5.49	10

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Utilities, Fuels and Public Services								
Utilities, fuels, and public services	1,507,450	17.42	1,583,206	16.23	6,054.02	6,358.26	0.99	123
Natural gas	151,480	1.75	150,748	1.55	608.35	605.41	-0.10	116
Utility--natural gas (rented)	31,144	0.36	39,846	0.41	125.08	160.02	5.05	103
Utility--natural gas (owned)	120,336	1.39	110,902	1.14	483.28	445.39	-1.62	121
Electricity	510,184	5.90	534,262	5.48	2,048.93	2,145.63	0.93	115
Electricity (rented)	134,984	1.56	177,107	1.82	542.10	711.27	5.58	101
Electricity (owned)	375,201	4.34	357,156	3.66	1,506.83	1,434.36	-0.98	121
Fuel oil and other fuels	17,366	0.20	17,548	0.18	69.74	70.47	0.21	55
Fuel oil	8,154	0.09	8,979	0.09	32.75	36.06	1.95	55
Fuel oil (rented)	739	0.01	741	0.01	2.97	2.98	0.05	53
Fuel oil (owned)	7,415	0.09	8,238	0.08	29.78	33.08	2.13	55
Coal, wood, and other fuels	1,055	0.01	1,142	0.01	4.24	4.59	1.59	60
Coal, wood, other fuels (rented)	46	0.00	74	0.00	0.18	0.30	10.12	37
Coal, wood, other fuels (owned)	1,010	0.01	1,069	0.01	4.06	4.29	1.13	62
Bottled gas	8,157	0.09	7,427	0.08	32.76	29.83	-1.86	54
Gas, bldg/tank (rented)	796	0.01	857	0.01	3.20	3.44	1.48	52
Gas, bldg/tank (owned)	7,361	0.09	6,570	0.07	29.56	26.38	-2.25	55
Telephone services	505,519	5.84	540,998	5.55	2,030.19	2,172.68	1.37	122
Residential phone service, VolP, and phone cards	21,366	0.25	11,660	0.12	85.81	46.83	-11.41	76
Phone cards	287	0.00	135	0.00	1.15	0.54	-14.06	66
Residential telephone including VolP	21,079	0.24	11,526	0.12	84.65	46.29	-11.37	76
Cellular phone service	484,153	5.60	529,338	5.43	1,944.39	2,125.85	1.80	126
Water and other public services	322,901	3.73	339,650	3.48	1,296.79	1,364.05	1.02	160
Water and sewerage maintenance	229,314	2.65	243,258	2.49	920.94	976.94	1.19	158
Water/sewer maint. (rented)	44,935	0.52	57,128	0.59	180.46	229.43	4.92	142
Water/sewer maint. (owned)	184,380	2.13	186,130	1.91	740.48	747.51	0.19	162
Trash and garbage collection	90,233	1.04	93,535	0.96	362.38	375.64	0.72	164
Trash/garbage collection (rented)	13,601	0.16	18,443	0.19	54.62	74.07	6.28	146
Trash/garbage collection (owned)	76,632	0.89	75,092	0.77	307.76	301.57	-0.41	168
Septic tank cleaning	3,353	0.04	2,857	0.03	13.47	11.47	-3.16	168
Septic tank clean. (rented)	210	0.00	252	0.00	0.84	1.01	3.66	184
Septic tank clean. (owned)	3,143	0.04	2,605	0.03	12.62	10.46	-3.69	167
Household Operations								
Household operations	661,563	7.65	705,798	7.24	2,656.88	2,834.53	1.30	140
Personal services	184,727	2.13	201,299	2.06	741.88	808.43	1.73	149
Babysitting and child care	87,801	1.01	40,076	0.41	352.61	160.95	-14.52	203
Adult day care centers, elderly care, handicapped, etc.	78,316	0.91	51,302	0.53	314.52	206.03	-8.11	141
Day care centers, nursery, and preschools	18,611	0.22	109,921	1.13	74.74	441.45	42.65	75
Other household expenses	476,836	5.51	504,499	5.17	1,915.00	2,026.10	1.13	136
Housekeeping services	59,652	0.69	48,418	0.50	239.57	194.45	-4.09	138
Gardening, lawn care service	91,237	1.05	78,627	0.81	366.41	315.77	-2.93	144
Water softening service	2,106	0.02	2,911	0.03	8.46	11.69	6.69	140
Household laundry, dry cleaning (sent out)	3,371	0.04	3,636	0.04	13.54	14.60	1.52	121
Household laundry, dry cleaning (coin-operated)	2,920	0.03	3,776	0.04	11.73	15.16	5.27	116
Appliance rental	1,340	0.02	1,665	0.02	5.38	6.69	4.44	111
Services for termite/pest control	5,344	0.06	4,873	0.05	21.46	19.57	-1.83	134
Home security system service fee	8,490	0.10	8,841	0.09	34.10	35.50	0.81	141
Repair of misc. equipment/furnishings/other services	10,974	0.13	11,113	0.11	44.07	44.63	0.25	146
Termite/pest control products	1,336	0.02	1,219	0.01	5.37	4.90	-1.82	134
Moving, storage, freight	23,814	0.28	33,624	0.34	95.64	135.04	7.14	123
Appliance repair, including service center	10,614	0.12	13,166	0.14	42.62	52.87	4.40	120
Reupholstering, furniture repair	7,718	0.09	2,940	0.03	31.00	11.81	-17.56	179
Repair/rent of lawn/garden equip., power tools and other	8,248	0.10	6,359	0.07	33.12	25.54	-5.07	145
Rental of office equipment for nonbusiness use	202	0.00	244	0.00	0.81	0.98	3.87	114
Repair of computer systems for nonbusiness use	975	0.01	1,446	0.01	3.92	5.81	8.20	125
Installation of computer and computer info services	238,496	2.76	281,641	2.89	957.81	1,131.09	3.38	134
Housekeeping Supplies								
Housekeeping supplies	287,443	3.32	303,572	3.11	1,154.39	1,219.17	1.10	129
Laundry and cleaning supplies	68,768	0.79	76,519	0.78	276.18	307.31	2.16	138
Soaps and detergents	33,908	0.39	36,577	0.38	136.18	146.90	1.53	137
Other laundry cleaning products	34,860	0.40	39,942	0.41	140.00	160.41	2.76	139
Other household products	180,272	2.08	192,960	1.98	723.99	774.94	1.37	123
Cleansing and toilet tissue, paper towels and napkin	56,170	0.65	60,200	0.62	225.58	241.77	1.40	127
Miscellaneous household products	72,324	0.84	86,070	0.88	290.46	345.66	3.54	117
Lawn and garden supplies	51,779	0.60	46,690	0.48	207.95	187.51	-2.05	130
Postage and stationery	38,403	0.44	34,093	0.35	154.23	136.92	-2.35	139
Stationery, stationery supplies, giftwrap	21,787	0.25	19,126	0.20	87.50	76.81	-2.57	139
Postage	15,672	0.18	14,003	0.14	62.94	56.24	-2.23	141
Delivery services	944	0.01	964	0.01	3.79	3.87	0.42	110

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Household Furnishings and Equipment								
Household furnishings and equipment	949,150	10.97	1,070,553	10.98	3,811.85	4,299.41	2.44	131
Household textiles	51,862	0.60	55,972	0.57	208.28	224.79	1.54	154
Bathroom linens	11,133	0.13	10,936	0.11	44.71	43.92	-0.36	168
Bedroom linens	29,197	0.34	32,927	0.34	117.26	132.24	2.43	147
Kitchen, dining room, other linens	3,978	0.05	3,423	0.04	15.98	13.75	-2.96	180
Curtains and draperies	5,010	0.06	5,774	0.06	20.12	23.19	2.88	148
Slipcovers, decorative pillows	2,544	0.03	2,912	0.03	10.22	11.69	2.74	152
Furniture	233,798	2.70	271,851	2.79	938.95	1,091.77	3.06	130
Outdoor furniture	22,431	0.26	19,365	0.20	90.08	77.77	-2.90	144
Mattress and springs	55,018	0.64	67,958	0.70	220.96	272.92	4.31	142
Other bedroom furniture	29,987	0.35	40,345	0.41	120.43	162.03	6.11	118
Sofas	45,499	0.53	68,028	0.70	182.73	273.20	8.38	116
Living room chairs	20,469	0.24	18,019	0.18	82.20	72.37	-2.52	145
Living room tables	10,833	0.13	13,048	0.13	43.51	52.40	3.79	118
Kitchen, dining room furniture	21,747	0.25	17,568	0.18	87.34	70.55	-4.18	140
Infants' furniture	4,814	0.06	4,285	0.04	19.33	17.21	-2.30	139
Wall units, cabinets and other occasional furniture	23,000	0.27	23,235	0.24	92.37	93.31	0.20	126
Floor coverings, nonpermanent	11,053	0.13	12,232	0.13	44.39	49.12	2.05	127
Major appliances	151,501	1.75	169,752	1.74	608.44	681.73	2.30	133
Built-in and portable dishwasher, garbage disp. (renter)	889	0.01	435	0.00	3.57	1.75	-13.30	156
Built-in and portable dishwasher, garbage disp. (owner)	11,009	0.13	11,430	0.12	44.21	45.91	0.75	135
Refrigerators, freezers (renter)	5,208	0.06	7,171	0.07	20.92	28.80	6.60	132
Refrigerators, freezers (owned home)	42,090	0.49	35,588	0.36	169.04	142.93	-3.30	141
Clothes washer or dryer (renter)	6,723	0.08	9,788	0.10	27.00	39.31	7.80	118
Clothes washer or dryer (owned home)	27,547	0.32	30,219	0.31	110.63	121.36	1.87	136
Cooking stoves, ovens (renter)	1,652	0.02	2,426	0.02	6.63	9.74	7.99	107
Cooking stoves, ovens (owned home)	17,481	0.20	18,120	0.19	70.20	72.77	0.72	142
Microwave ovens (renter)	1,822	0.02	2,219	0.02	7.32	8.91	4.02	114
Microwave ovens (owned home)	6,801	0.08	5,457	0.06	27.31	21.92	-4.31	145
Window air conditioners (renter)	896	0.01	872	0.01	3.60	3.50	-0.55	118
Window air conditioners (owned home)	1,946	0.02	1,757	0.02	7.82	7.06	-2.03	147
Electric floor cleaning equipment	22,578	0.26	33,215	0.34	90.67	133.39	8.03	124
Sewing machines	1,618	0.02	5,723	0.06	6.50	22.98	28.75	97
Miscellaneous household appliances	3,242	0.04	5,331	0.05	13.02	21.41	10.46	91
Small appliances, miscellaneous housewares	59,845	0.69	70,834	0.73	240.34	284.47	3.43	148
Housewares	31,347	0.36	31,746	0.33	125.89	127.50	0.25	147
Flatware	2,380	0.03	2,516	0.03	9.56	10.10	1.12	141
Dinnerware, glassware, serving pieces	10,134	0.12	10,198	0.10	40.70	40.96	0.13	144
Nonelectric cookware	10,324	0.12	9,523	0.10	41.46	38.24	-1.60	155
Tableware, nonelectric kitchenware	8,509	0.10	9,510	0.10	34.17	38.19	2.25	144
Small appliances	28,499	0.33	39,087	0.40	114.45	156.98	6.52	149
Small electric kitchen appliances	19,402	0.22	27,255	0.28	77.92	109.46	7.03	144
Portable heating and cooling equipment	9,097	0.11	11,833	0.12	36.53	47.52	5.40	162
Miscellaneous Household Equipment								
Miscellaneous household equipment	441,091	5.10	489,913	5.02	1,771.45	1,967.52	2.12	127
Luggage	7,597	0.09	6,531	0.07	30.51	26.23	-2.98	133
Hand tools	14,087	0.16	15,067	0.15	56.58	60.51	1.35	134
Indoor plants, fresh flowers	41,019	0.47	37,704	0.39	164.73	151.42	-1.67	136
Closet and storage items	8,018	0.09	11,326	0.12	32.20	45.49	7.15	119
Infants' equipment	6,393	0.07	8,400	0.09	25.68	33.74	5.61	116
Laundry and cleaning equipment	11,495	0.13	12,314	0.13	46.16	49.45	1.39	136
Outdoor equipment	15,668	0.18	19,796	0.20	62.92	79.50	4.79	121
Lamps, lighting fixtures, ceiling fans	18,566	0.21	18,847	0.19	74.56	75.69	0.30	126
Clocks and other household decorative items	55,333	0.64	62,942	0.65	222.22	252.78	2.61	127
Telephones and accessories	45,401	0.52	60,544	0.62	182.33	243.15	5.93	119
Lawn and garden equipment	64,345	0.74	50,922	0.52	258.41	204.51	-4.57	144
Power tools	22,238	0.26	32,211	0.33	89.31	129.36	7.69	120
Other hardware	6,728	0.08	5,653	0.06	27.02	22.70	-3.42	105
Miscellaneous household equipment and parts	27,074	0.31	32,386	0.33	108.73	130.06	3.65	128
Window coverings	8,051	0.09	10,008	0.10	32.33	40.19	4.45	116
Office furniture for home use	4,090	0.05	8,477	0.09	16.42	34.04	15.69	94
Rental of furniture	2,073	0.02	4,378	0.04	8.33	17.58	16.12	96
Computers and hardware for nonbusiness use	46,208	0.53	49,650	0.51	185.57	199.40	1.45	125
Portable memory	1,224	0.01	1,692	0.02	4.91	6.80	6.70	97
Computer software	7,946	0.09	9,922	0.10	31.91	39.85	4.54	111
Computer accessories	18,618	0.22	22,245	0.23	74.77	89.34	3.62	130
Internet services away from home	3,491	0.04	2,269	0.02	14.02	9.11	-8.25	146
Business equipment for home use	1,330	0.02	1,733	0.02	5.34	6.96	5.43	130
Other household appliances (owned home)	3,266	0.04	3,463	0.04	13.12	13.91	1.18	124
Other household appliances (renter)	833	0.01	1,433	0.01	3.35	5.75	11.45	114

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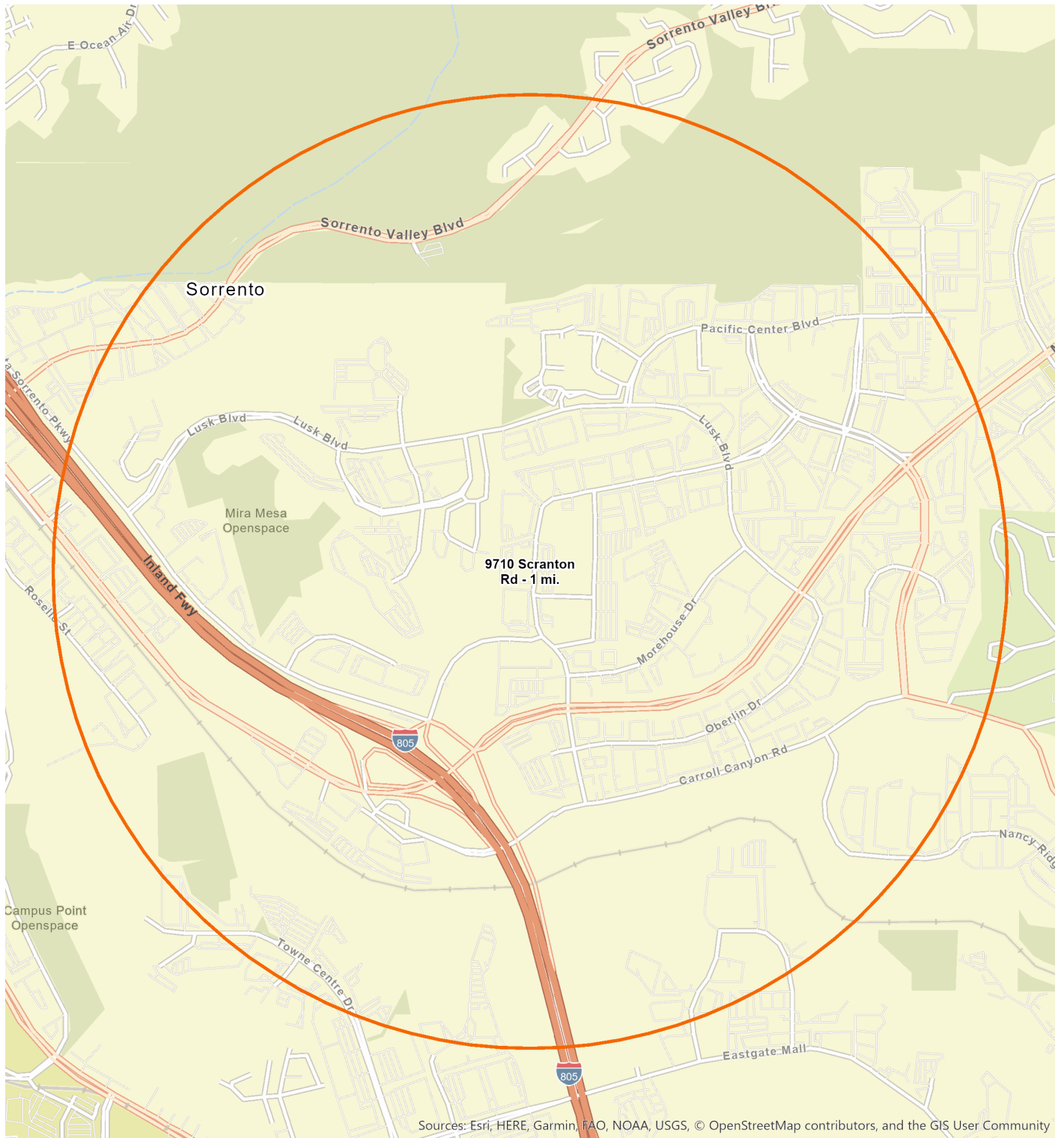
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



Consumer Buying Power™ | Housing



Trade Area: 9710 Scranton Rd - 3 mi.

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

	2023 Aggregate Expenditure Estimate	%	2023 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2022 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
Housing								
Housing	1,257,351,229	100.00	1,421,295,379	100.00	27,345.61	30,299.64	2.48	100
Shelter								
Shelter	800,649,482	63.68	898,545,777	63.22	17,412.99	19,155.49	2.33	111
Owned dwellings	353,455,389	28.11	406,269,454	28.58	7,687.16	8,660.98	2.82	99
Mortgage interest and charges	142,277,760	11.32	163,463,375	11.50	3,094.34	3,484.77	2.82	100
Mortgage interest	136,906,604	10.89	157,425,604	11.08	2,977.53	3,356.05	2.83	100
Interest paid, home equity loan	1,341,013	0.11	1,399,078	0.10	29.17	29.83	0.85	100
Interest paid, home equity line of credit	4,030,143	0.32	4,638,694	0.33	87.65	98.89	2.85	100
Property taxes	108,179,770	8.60	125,469,232	8.83	2,352.76	2,674.79	3.01	98
Maintenance, repairs, insurance, other expenses	102,997,860	8.19	117,336,847	8.26	2,240.06	2,501.43	2.64	98
Homeowners insurance	28,548,755	2.27	35,277,550	2.48	620.90	752.06	4.32	98
Ground rent	7,828,387	0.62	6,229,922	0.44	170.26	132.62	-4.49	111
Flooring installation, repair, replacement	4,907,439	0.39	5,990,713	0.42	106.73	127.71	4.07	98
Maintenance and repair services	49,091,361	3.90	53,265,152	3.75	1,067.67	1,135.52	1.65	98
Painting and papering	3,771,954	0.30	5,143,914	0.36	82.03	109.66	6.40	77
Plumbing and water heating	5,785,963	0.46	6,249,195	0.44	125.84	133.22	1.55	98
Heat, a/c, electrical work	13,160,871	1.05	14,369,552	1.01	286.23	306.33	1.77	98
Roofing and gutters	10,813,050	0.86	10,664,917	0.75	235.17	227.36	-0.28	98
Other repair and maintenance services	15,478,657	1.23	16,700,019	1.18	336.64	356.02	1.53	98
Repair of built-in appliances	80,866	0.01	137,555	0.01	1.76	2.93	11.21	77
Maintenance and repair commodities	6,465,970	0.51	9,893,559	0.70	140.63	210.91	8.88	77
Paints, wallpaper and supplies	887,450	0.07	1,555,287	0.11	19.30	33.16	11.88	77
Tools and equip. for painting/wallpapering	95,492	0.01	167,373	0.01	2.08	3.57	11.88	77
Plumbing supplies and equipment	690,378	0.05	1,309,619	0.09	15.01	27.92	13.66	77
Electrical supplies, heating/cooling equip.	954,035	0.08	596,370	0.04	20.75	12.71	-8.97	98
Materials and equipment for roof and gutters	979,763	0.08	950,085	0.07	21.31	20.25	-0.61	98
Materials for plaster, panel, siding, windows, etc.	1,243,132	0.10	2,479,424	0.17	27.04	52.86	14.81	77
Materials for patio, fence, driveway, etc.	89,459	0.01	132,792	0.01	1.95	2.83	8.22	98
Other materials	1,526,261	0.12	2,702,611	0.19	33.19	57.62	12.11	77
Property management and security	5,511,782	0.44	5,984,013	0.42	119.87	127.57	1.66	98
Property management	4,815,467	0.38	5,250,059	0.37	104.73	111.92	1.74	98
Management and services for security	696,316	0.06	733,954	0.05	15.14	15.65	1.06	98
Parking	644,166	0.05	704,938	0.05	14.01	15.03	1.82	98
Rented dwellings	408,023,413	32.45	443,236,507	31.19	8,873.93	9,449.06	1.67	116
Rent	396,978,126	31.57	431,068,654	30.33	8,633.71	9,189.66	1.66	116
Rent as pay	6,249,651	0.50	6,959,993	0.49	135.92	148.38	2.18	116
Maintenance, insurance and other expenses	4,795,636	0.38	5,207,860	0.37	104.30	111.02	1.66	114
Tenant's insurance	2,021,201	0.16	2,307,807	0.16	43.96	49.20	2.69	114
Flooring installation, repair, replacement	164,541	0.01	5,990,713	0.42	3.58	127.71	4.07	116
Maintenance and repair services	1,560,456	0.12	53,265,152	3.75	33.94	1,135.52	1.65	114
Maintenance and repair commodities	1,049,438	0.08	9,893,559	0.70	22.82	210.91	8.88	114
Paints, wallpaper, and supplies	106,972	0.01	77,760	0.01	2.33	1.66	-6.18	116
Tools and equip. for painting/wallpapering	11,887	0.00	167,373	0.01	0.26	3.57	11.88	114
Materials for plastering, panels, roofing, etc.	68,548	0.01	92,015	0.01	1.49	1.96	6.07	111
Plumbing supplies and equipment	59,206	0.00	1,309,619	0.09	1.29	27.92	13.66	112
Electrical supplies, heating/cooling equip.	32,156	0.00	596,370	0.04	0.70	12.71	-8.97	113
Miscellaneous supplies and equipment	705,966	0.06	544,542	0.04	15.35	11.61	-5.06	116
Material for landscape maintenance	64,702	0.01	55,680	0.00	1.41	1.19	-2.96	112
Other lodging	39,170,680	3.12	49,039,816	3.45	851.91	1,045.45	4.60	98
Owned vacation homes	11,549,203	0.92	12,701,042	0.89	251.18	270.76	1.92	77
Mortgage interest and charges	2,583,983	0.21	3,069,167	0.22	56.20	65.43	3.50	77
Mortgage interest	2,516,549	0.20	3,008,744	0.21	54.73	64.14	3.64	77
Interest paid, HELOC and home equity loan	67,434	0.01	60,423	0.00	1.47	1.29	-2.17	98
Property taxes	5,986,564	0.48	6,224,516	0.44	130.20	132.70	0.78	98
Maintenance, insurance, and other expenses	2,978,655	0.24	3,407,359	0.24	64.78	72.64	2.73	77
Homeowners insurance	695,050	0.06	778,981	0.05	15.12	16.61	2.31	77
Ground rent	329,348	0.03	444,783	0.03	7.16	9.48	6.19	77
Repair and remodeling services	927,541	0.07	1,447,786	0.10	20.17	30.86	9.31	67
Maintenance and repair commodities	100,433	0.01	160,571	0.01	2.18	3.42	-	77
Paints, wallpaper, supplies	12,433	0.00	16,674	0.00	0.27	0.36	-	77
Tools and equipment for painting/wallpapering	2,937	0.00	3,762	0.00	0.06	0.08	-	98
Materials for plastering, roofing, windows, etc.	44,203	0.00	66,565	0.00	0.96	1.42	-	77
Material for patio, walk, fence, drive, brick, etc.	5,650	0.00	9,264	0.00	0.12	0.20	-	98
Plumbing supplies and equipment	4,913	0.00	12,824	0.00	0.11	0.27	-	67
Electrical supplies, heating/cooling equipment	6,567	0.00	7,153	0.00	0.14	0.15	-	67
Miscellaneous supplies and equipment	23,731	0.00	44,329	0.00	0.52	0.95	-	98
Property management and security	824,382	0.07	497,978	0.04	17.93	10.62	-9.59	98
Property management	698,716	0.06	436,433	0.03	15.20	9.30	-8.98	98
Management and upkeep for security	125,666	0.01	61,544	0.00	2.73	1.31	-13.30	77
Parking	101,900	0.01	77,262	0.01	2.22	1.65	-5.39	98
Housing while attending school	2,962,569	0.24	2,916,978	0.21	64.43	62.19	-0.31	113
Lodging on out-of-town trips	24,658,907	1.96	33,421,797	2.35	536.30	712.50	6.27	77

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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	%	2023 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2022 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Utilities, Fuels and Public Services								
Utilities, fuels, and public services	207,573,327	16.51	231,609,192	16.30	4,514.43	4,937.52	2.22	92
Natural gas	20,452,157	1.63	22,032,327	1.55	444.81	469.69	1.50	85
Utility--natural gas (rented)	5,554,586	0.44	6,331,272	0.45	120.80	134.97	2.65	99
Utility--natural gas (owned)	14,897,571	1.18	15,701,055	1.10	324.00	334.72	1.06	81
Electricity	72,038,834	5.73	79,742,097	5.61	1,566.74	1,699.97	2.05	88
Electricity (rented)	24,863,689	1.98	28,167,950	1.98	540.75	600.49	2.53	101
Electricity (owned)	47,175,145	3.75	51,574,147	3.63	1,025.99	1,099.47	1.80	82
Fuel oil and other fuels	2,156,619	0.17	2,542,124	0.18	46.90	54.19	3.34	37
Fuel oil	996,814	0.08	1,281,957	0.09	21.68	27.33	5.16	36
Fuel oil (rented)	122,568	0.01	133,441	0.01	2.67	2.84	1.72	48
Fuel oil (owned)	874,256	0.07	1,148,516	0.08	19.01	24.48	5.61	35
Coal, wood, and other fuels	130,417	0.01	160,796	0.01	2.84	3.43	4.28	40
Coal, wood, other fuels (rented)	8,882	0.00	10,012	0.00	0.19	0.21	2.42	39
Coal, wood, other fuels (owned)	121,535	0.01	150,785	0.01	2.64	3.21	4.41	40
Bottled gas	1,029,388	0.08	1,099,371	0.08	22.39	23.44	1.32	37
Gas, btl/d/tank (rented)	120,144	0.01	144,473	0.01	2.61	3.08	3.76	43
Gas, btl/d/tank (owned)	909,244	0.07	954,897	0.07	19.77	20.36	0.98	37
Telephone services	70,030,828	5.57	77,910,786	5.48	1,523.07	1,660.93	2.16	92
Residential phone service, VolP, and phone cards	2,729,158	0.22	1,747,916	0.12	59.36	37.26	-8.53	53
Phone cards	45,100	0.00	23,269	0.00	0.98	0.50	-12.40	56
Residential telephone including VolP	2,684,058	0.21	1,724,647	0.12	58.37	36.77	-8.47	53
Cellular phone service	67,301,670	5.35	76,162,870	5.36	1,463.72	1,623.66	2.50	95
Water and other public services	42,894,889	3.41	49,381,857	3.47	932.90	1,052.74	2.86	115
Water and sewerage maintenance	30,921,242	2.46	35,551,435	2.50	672.49	757.90	2.83	115
Water/sewer maint. (rented)	7,809,114	0.62	8,854,842	0.62	169.84	188.77	2.55	134
Water/sewer maint. (owned)	23,112,128	1.84	26,696,593	1.88	502.66	569.13	2.93	110
Trash and garbage collection	11,587,791	0.92	13,408,520	0.94	252.02	285.85	2.96	114
Trash/garbage collection (rented)	2,217,343	0.18	2,774,578	0.20	48.22	59.15	4.59	129
Trash/garbage collection (owned)	9,370,448	0.75	10,633,942	0.75	203.79	226.70	2.56	111
Septic tank clearing	385,857	0.03	421,902	0.03	8.39	8.99	1.80	105
Septic tank clean. (rented)	26,616	0.00	29,287	0.00	0.58	0.62	1.93	126
Septic tank clean. (owned)	359,240	0.03	392,614	0.03	7.81	8.37	1.79	103
Household Operations								
Household operations	83,647,637	6.65	95,161,579	6.70	1,819.22	2,028.69	2.61	96
Personal services	21,916,692	1.74	24,409,904	1.72	476.66	520.38	2.18	96
Babysitting and child care	9,471,774	0.75	4,967,000	0.35	206.00	105.89	-12.11	119
Adult day care centers, elderly care, handicapped, etc.	9,998,330	0.80	5,311,302	0.37	217.45	113.23	-11.88	97
Day care centers, nursery, and preschools	2,446,588	0.19	14,131,602	0.99	53.21	301.26	42.01	54
Other household expenses	61,730,945	4.91	70,751,675	4.98	1,342.56	1,508.31	2.77	96
Housekeeping services	7,131,991	0.57	6,622,379	0.47	155.11	141.18	-1.47	90
Gardening, lawn care service	10,698,313	0.85	10,928,163	0.77	232.67	232.97	0.43	92
Water softening service	274,114	0.02	409,182	0.03	5.96	8.72	8.34	98
Household laundry, dry cleaning (sent out)	409,007	0.03	475,916	0.03	8.90	10.15	3.08	79
Household laundry, dry cleaning (coin-operated)	526,901	0.04	587,627	0.04	11.46	12.53	2.21	113
Appliance rental	215,292	0.02	250,802	0.02	4.68	5.35	3.10	96
Services for termite/pest control	618,871	0.05	671,999	0.05	13.46	14.33	1.66	84
Home security system service fee	991,347	0.08	1,235,141	0.09	21.56	26.33	4.50	89
Repair of misc. equipment/furnishings/other services	1,247,923	0.10	1,429,348	0.10	27.14	30.47	2.75	90
Termite/pest control products	154,775	0.01	168,081	0.01	3.37	3.58	1.66	84
Moving, storage, freight	3,274,320	0.26	4,577,935	0.32	71.21	97.59	6.93	91
Appliance repair, including service center	1,238,578	0.10	1,811,013	0.13	26.94	38.61	7.89	76
Reupholstering, furniture repair	959,853	0.08	429,963	0.03	20.88	9.17	-14.84	121
Repair/rent of lawn/garden equip., power tools and other	1,021,103	0.08	950,311	0.07	22.21	20.26	-1.43	97
Rental of office equipment for nonbusiness use	31,378	0.00	35,416	0.00	0.68	0.76	2.45	96
Repair of computer systems for nonbusiness use	133,008	0.01	204,289	0.01	2.89	4.36	8.96	92
Installation of computer and computer info services	32,804,170	2.61	39,964,111	2.81	713.44	851.97	4.03	100
Housekeeping Supplies								
Housekeeping supplies	39,165,922	3.12	44,772,415	3.15	851.80	954.47	2.71	95
Laundry and cleaning supplies	9,508,447	0.76	11,248,998	0.79	206.80	239.81	3.42	103
Soaps and detergents	4,681,518	0.37	5,420,617	0.38	101.82	115.56	2.98	103
Other laundry cleaning products	4,826,929	0.38	5,828,380	0.41	104.98	124.25	3.84	104
Other household products	24,297,952	1.93	28,310,684	1.99	528.45	603.54	3.10	90
Cleansing and toilet tissue, paper towels and napkin	7,739,250	0.62	8,789,046	0.62	168.32	187.37	2.58	95
Miscellaneous household products	10,111,608	0.80	12,496,273	0.88	219.91	266.40	4.33	88
Lawn and garden supplies	6,447,093	0.51	7,025,364	0.49	140.22	149.77	1.73	88
Postage and stationery	5,359,523	0.43	5,212,734	0.37	116.56	111.13	-0.55	105
Stationery, stationery supplies, giftwrap	2,940,519	0.23	2,868,991	0.20	63.95	61.16	-0.49	102
Postage	2,243,596	0.18	2,181,772	0.15	48.80	46.51	-0.56	109
Delivery services	175,408	0.01	161,971	0.01	3.81	3.45	-1.58	111

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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
Household Furnishings and Equipment								
Household furnishings and equipment	126,314,861	10.05	151,206,415	10.64	2,747.17	3,223.47	3.66	95
Household textiles	7,194,283	0.57	8,303,686	0.58	156.47	177.02	2.91	116
Bathroom linens	1,580,750	0.13	1,709,825	0.12	34.38	36.45	1.58	129
Bedroom linens	4,064,894	0.32	4,816,520	0.34	88.41	102.68	3.45	111
Kitchen, dining room, other linens	520,627	0.04	501,890	0.04	11.32	10.70	-0.73	128
Curtains and draperies	689,457	0.05	849,360	0.06	14.99	18.11	4.26	110
Slipcovers, decorative pillows	338,555	0.03	426,092	0.03	7.36	9.08	4.71	110
Furniture	30,674,024	2.44	38,266,336	2.69	667.12	815.77	4.52	92
Outdoor furniture	2,594,341	0.21	2,768,245	0.19	56.42	59.01	1.31	90
Mattress and springs	7,153,000	0.57	9,753,103	0.69	155.57	207.92	6.40	100
Other bedroom furniture	4,244,652	0.34	5,383,366	0.38	92.32	114.76	4.87	90
Sofas	6,739,709	0.54	9,829,488	0.69	146.58	209.55	7.84	93
Living room chairs	2,433,495	0.19	2,512,724	0.18	52.93	53.57	0.64	93
Living room tables	1,330,079	0.11	1,819,721	0.13	28.93	38.79	6.47	78
Kitchen, dining room furniture	2,598,407	0.21	2,361,430	0.17	56.51	50.34	-1.89	91
Infants' furniture	649,810	0.05	623,832	0.04	14.13	13.30	-0.81	101
Wall units, cabinets and other occasional furniture	2,930,530	0.23	3,214,426	0.23	63.73	68.53	1.87	87
Floor coverings, nonpermanent	1,497,430	0.12	1,741,811	0.12	32.57	37.13	3.07	94
Major appliances	19,562,703	1.56	23,598,410	1.66	425.46	503.08	3.82	93
Built-in and portable dishwasher, garbage disp. (renter)	125,185	0.01	64,109	0.00	2.72	1.37	-12.53	119
Built-in and portable dishwasher, garbage disp. (owner)	1,373,574	0.11	1,527,012	0.11	29.87	32.55	2.14	91
Refrigerators, freezers (renter)	847,306	0.07	1,037,640	0.07	18.43	22.12	4.14	116
Refrigerators, freezers (owned home)	5,191,137	0.41	4,903,090	0.34	112.90	104.53	-1.14	94
Clothes washer or dryer (renter)	1,146,077	0.09	1,469,386	0.10	24.93	31.32	5.10	109
Clothes washer or dryer (owned home)	3,293,511	0.26	4,099,467	0.29	71.63	87.39	4.48	88
Cooking stoves, ovens (renter)	285,400	0.02	345,409	0.02	6.21	7.36	3.89	100
Cooking stoves, ovens (owned home)	2,014,937	0.16	2,494,885	0.18	43.82	53.19	4.37	89
Microwave ovens (renter)	375,963	0.03	378,026	0.03	8.18	8.06	0.11	127
Microwave ovens (owned home)	829,219	0.07	752,721	0.05	18.03	16.05	-1.92	96
Window air conditioners (renter)	174,832	0.01	149,538	0.01	3.80	3.19	-3.08	125
Window air conditioners (owned home)	231,176	0.02	262,654	0.02	5.03	5.60	2.59	95
Electric floor cleaning equipment	2,833,222	0.23	4,450,781	0.31	61.62	94.88	9.45	85
Sewing machines	197,995	0.02	727,063	0.05	4.31	15.50	29.71	65
Miscellaneous household appliances	643,167	0.05	936,631	0.07	13.99	19.97	7.81	98
Small appliances, miscellaneous housewares	8,263,133	0.66	10,089,092	0.71	179.71	215.08	4.07	111
Housewares	4,229,425	0.34	4,531,089	0.32	91.98	96.60	1.39	108
Flatware	316,210	0.03	346,257	0.02	6.88	7.38	1.83	101
Dinnerware, glassware, serving pieces	1,409,255	0.11	1,515,273	0.11	30.65	32.30	1.46	109
Nonelectric cookware	1,405,697	0.11	1,373,982	0.10	30.57	29.29	-0.46	114
Tableware, nonelectric kitchenware	1,098,263	0.09	1,295,577	0.09	23.89	27.62	3.36	101
Small appliances	4,033,708	0.32	5,558,002	0.39	87.73	118.49	6.62	114
Small electric kitchen appliances	2,753,628	0.22	3,766,852	0.27	59.89	80.30	6.47	110
Portable heating and cooling equipment	1,280,080	0.10	1,791,150	0.13	27.84	38.18	6.95	123
Miscellaneous Household Equipment								
Miscellaneous household equipment	59,123,288	4.70	69,207,080	4.87	1,285.85	1,475.38	3.20	92
Luggage	1,039,348	0.08	973,780	0.07	22.60	20.76	-1.29	98
Hand tools	1,951,430	0.16	1,969,441	0.14	42.44	41.99	0.18	100
Indoor plants, fresh flowers	5,210,788	0.41	5,230,310	0.37	113.33	111.50	0.07	93
Closet and storage items	1,053,288	0.08	1,577,331	0.11	22.91	33.63	8.41	85
Infants' equipment	939,818	0.07	1,072,659	0.08	20.44	22.87	2.68	92
Laundry and cleaning equipment	1,601,981	0.13	1,740,975	0.12	34.84	37.11	1.68	102
Outdoor equipment	2,015,366	0.16	2,686,329	0.19	43.83	57.27	5.92	84
Lamps, lighting fixtures, ceiling fans	2,753,896	0.22	3,107,791	0.22	59.89	66.25	2.45	101
Clocks and other household decorative items	7,205,680	0.57	8,511,723	0.60	156.71	181.46	3.39	90
Telephones and accessories	6,634,215	0.53	8,613,624	0.61	144.28	183.63	5.36	95
Lawn and garden equipment	7,783,922	0.62	7,427,119	0.52	169.29	158.33	-0.93	94
Power tools	2,759,509	0.22	4,395,475	0.31	60.02	93.70	9.76	81
Other hardware	985,890	0.08	1,087,078	0.08	21.44	23.17	1.97	84
Miscellaneous household equipment and parts	3,619,981	0.29	4,626,524	0.33	78.73	98.63	5.03	92
Window coverings	1,016,776	0.08	1,329,416	0.09	22.11	28.34	5.51	79
Office furniture for home use	568,176	0.05	1,027,957	0.07	12.36	21.91	12.59	71
Rental of furniture	604,782	0.05	804,269	0.06	13.15	17.15	5.87	152
Computers and hardware for nonbusiness use	6,434,056	0.51	6,972,762	0.49	139.93	148.65	1.62	94
Portable memory	196,058	0.02	248,624	0.02	4.26	5.30	4.87	84
Computer software	1,090,344	0.09	1,411,518	0.10	23.71	30.09	5.30	83
Computer accessories	2,358,799	0.19	3,061,655	0.22	51.30	65.27	5.35	89
Internet services away from home	588,079	0.05	427,455	0.03	12.79	9.11	-6.18	133
Business equipment for home use	168,119	0.01	220,619	0.02	3.66	4.70	5.59	89
Other household appliances (owned home)	394,711	0.03	467,019	0.03	8.58	9.96	3.42	81
Other household appliances (renter)	148,275	0.01	215,630	0.02	3.22	4.60	7.78	110

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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



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Consumer Buying Power™ | Housing



Trade Area: 9710 Scranton Rd - 5 mi.

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

	2023 Aggregate Expenditure Estimate	%	2023 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2022 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
Housing								
Housing	3,411,199,568	100.00	3,894,884,560	100.00	34,425.27	38,741.58	2.69	13
Shelter								
Shelter	2,108,325,016	61.81	2,427,239,743	62.32	21,276.87	24,143.23	2.86	14
Owned dwellings	1,053,573,614	30.89	1,158,292,758	29.74	10,632.49	11,521.29	1.91	12
Mortgage interest and charges	434,010,620	12.72	467,586,675	12.01	4,379.96	4,650.98	1.50	14
Mortgage interest	417,747,410	12.25	449,996,363	11.55	4,215.84	4,476.02	1.50	14
Interest paid, home equity loan	3,933,439	0.12	4,100,925	0.11	39.70	40.79	0.84	14
Interest paid, home equity line of credit	12,329,772	0.36	13,489,388	0.35	124.43	134.18	1.81	14
Property taxes	318,651,534	9.34	358,537,212	9.21	3,215.78	3,566.29	2.39	11
Maintenance, repairs, insurance, other expenses	300,911,459	8.82	332,168,871	8.53	3,036.75	3,304.01	2.00	12
Homeowners insurance	82,305,966	2.41	98,788,790	2.54	830.62	982.63	3.72	11
Ground rent	21,237,677	0.62	16,984,057	0.44	214.33	168.94	-4.37	13
Flooring installation, repair, replacement	15,370,887	0.45	17,311,718	0.44	155.12	172.20	2.41	11
Maintenance and repair services	144,997,792	4.25	153,555,534	3.94	1,463.29	1,527.38	1.15	12
Painting and papering	11,786,845	0.35	15,287,357	0.39	118.95	152.06	5.34	11
Plumbing and water heating	16,817,285	0.49	17,523,511	0.45	169.72	174.30	0.83	12
Heat, a/c, electrical work	38,496,897	1.13	41,153,364	1.06	388.50	409.34	1.34	12
Roofing and gutters	31,650,521	0.93	31,131,372	0.80	319.41	309.66	-0.33	12
Other repair and maintenance services	46,017,418	1.35	48,083,947	1.23	464.40	478.28	0.88	12
Repair of built-in appliances	228,826	0.01	375,983	0.01	2.31	3.74	10.44	10
Maintenance and repair commodities	19,209,273	0.56	27,389,595	0.70	193.86	272.44	7.35	10
Paints, wallpaper and supplies	2,651,310	0.08	4,344,938	0.11	26.76	43.22	10.38	10
Tools and equip. for painting/wallpapering	285,356	0.01	467,579	0.01	2.88	4.65	10.38	10
Plumbing supplies and equipment	1,954,311	0.06	3,646,438	0.09	19.72	36.27	13.29	10
Electrical supplies, heating/cooling equip.	2,904,940	0.09	1,825,832	0.05	29.32	18.16	-8.87	12
Materials and equipment for roof and gutters	2,591,983	0.08	2,432,490	0.06	26.16	24.20	-1.26	12
Materials for plaster, panel, siding, windows, etc.	3,823,085	0.11	6,723,255	0.17	38.58	66.87	11.95	10
Materials for patio, fence, driveway, etc.	275,803	0.01	389,528	0.01	2.78	3.87	7.15	11
Other materials	4,722,484	0.14	7,559,536	0.19	47.66	75.19	9.87	10
Property management and security	16,027,856	0.47	16,273,318	0.42	161.75	161.87	0.30	12
Property management	13,942,612	0.41	14,269,926	0.37	140.71	141.94	0.47	12
Management and services for security	2,085,243	0.06	2,003,392	0.05	21.04	19.93	-0.80	12
Parking	1,762,009	0.05	1,865,859	0.05	17.78	18.56	1.15	11
Rented dwellings	935,817,588	27.43	1,130,959,724	29.04	9,444.12	11,249.41	3.86	17
Rent	910,623,731	26.70	1,096,697,551	28.16	9,189.87	10,908.61	3.79	17
Rent as pay	13,019,942	0.38	20,197,706	0.52	131.40	200.90	9.18	14
Maintenance, insurance and other expenses	12,173,914	0.36	14,064,467	0.36	122.86	139.90	2.93	16
Tenant's insurance	4,991,119	0.15	5,864,583	0.15	50.37	58.33	3.28	16
Flooring installation, repair, replacement	306,008	0.01	17,311,718	0.44	3.09	172.20	2.41	15
Maintenance and repair services	4,091,703	0.12	153,555,534	3.94	41.29	1,527.38	1.15	17
Maintenance and repair commodities	2,785,085	0.08	27,389,595	0.70	28.11	272.44	7.35	17
Paints, wallpaper, and supplies	280,811	0.01	207,609	0.01	2.83	2.07	-5.86	18
Tools and equip. for painting/wallpapering	31,415	0.00	467,579	0.01	0.32	4.65	10.38	18
Materials for plastering, panels, roofing, etc.	167,717	0.00	238,794	0.01	1.69	2.38	7.32	12
Plumbing supplies and equipment	150,005	0.00	3,646,438	0.09	1.51	36.27	13.29	15
Electrical supplies, heating/cooling equip.	78,016	0.00	1,825,832	0.05	0.79	18.16	-8.87	15
Miscellaneous supplies and equipment	1,898,538	0.06	1,536,871	0.04	19.16	15.29	-4.14	19
Material for landscape maintenance	178,584	0.01	136,185	0.00	1.80	1.35	-5.28	16
Other lodging	118,933,814	3.49	137,987,261	3.54	1,200.26	1,372.53	3.02	11
Owned vacation homes	36,095,674	1.06	36,820,485	0.95	364.27	366.25	0.40	11
Mortgage interest and charges	8,151,461	0.24	8,960,282	0.23	82.26	89.13	1.91	11
Mortgage interest	7,952,242	0.23	8,776,316	0.23	80.25	87.30	1.99	11
Interest paid, HELOC and home equity loan	199,219	0.01	183,966	0.00	2.01	1.83	-1.58	11
Property taxes	18,595,422	0.55	17,974,927	0.46	187.66	178.79	-0.68	11
Maintenance, insurance, and other expenses	9,348,791	0.27	9,885,276	0.25	94.35	98.33	1.12	11
Homeowners insurance	2,161,367	0.06	2,276,932	0.06	21.81	22.65	1.05	11
Ground rent	947,383	0.03	1,218,267	0.03	9.56	12.12	5.16	9
Repair and remodeling services	3,081,118	0.09	4,208,735	0.11	31.09	41.86	6.44	10
Maintenance and repair commodities	306,765	0.01	470,138	0.01	3.10	4.68	-	10
Paints, wallpaper, supplies	36,809	0.00	39,826	0.00	0.37	0.40	-	10
Tools and equipment for painting/wallpapering	7,844	0.00	9,394	0.00	0.08	0.09	-	11
Materials for plastering, roofing, windows, etc.	139,967	0.00	207,081	0.01	1.41	2.06	-	11
Material for patio, walk, fence, drive, brick, etc.	17,526	0.00	29,124	0.00	0.18	0.29	-	11
Plumbing supplies and equipment	16,155	0.00	38,086	0.00	0.16	0.38	-	10
Electrical supplies, heating/cooling equipment	20,271	0.00	21,579	0.00	0.20	0.21	-	9
Miscellaneous supplies and equipment	68,193	0.00	125,048	0.00	0.69	1.24	-	9
Property management and security	2,506,471	0.07	1,478,476	0.04	25.29	14.71	-10.02	12
Property management	2,087,219	0.06	1,298,286	0.03	21.06	12.91	-9.06	12
Management and upkeep for security	419,252	0.01	180,190	0.00	4.23	1.79	-15.54	11
Parking	345,685	0.01	232,727	0.01	3.49	2.31	-7.61	12
Housing while attending school	6,151,630	0.18	5,538,240	0.14	62.08	55.09	-2.08	12
Lodging on out-of-town trips	76,686,510	2.25	95,628,535	2.46	773.91	951.20	4.51	11

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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	%	2023 Aggregate Expenditure Estimate	%	2023 Annual Avg per Consumer Unit	2022 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2023 Market Index
Utilities, Fuels and Public Services								
Utilities, fuels, and public services	575,391,970	16.87	643,473,207	16.52	5,806.76	6,400.49	2.26	118
Natural gas	57,028,452	1.67	61,273,153	1.57	575.52	609.47	1.45	110
Utility--natural gas (rented)	13,039,436	0.38	16,676,126	0.43	131.59	165.87	5.04	108
Utility--natural gas (owned)	43,989,017	1.29	44,597,027	1.15	443.93	443.60	0.27	111
Electricity	195,449,902	5.73	220,725,523	5.67	1,972.45	2,195.51	2.46	111
Electricity (rented)	57,837,774	1.70	74,624,033	1.92	583.69	742.27	5.23	109
Electricity (owned)	137,612,128	4.03	146,101,489	3.75	1,388.76	1,453.24	1.20	111
Fuel oil and other fuels	6,421,448	0.19	7,245,488	0.19	64.80	72.07	2.44	51
Fuel oil	2,942,918	0.09	3,710,113	0.10	29.70	36.90	4.74	50
Fuel oil (rented)	309,920	0.01	350,586	0.01	3.13	3.49	2.50	56
Fuel oil (owned)	2,632,999	0.08	3,359,528	0.09	26.57	33.42	4.99	49
Coal, wood, and other fuels	373,214	0.01	444,644	0.01	3.77	4.42	3.56	53
Coal, wood, other fuels (rented)	22,773	0.00	30,348	0.00	0.23	0.30	5.91	47
Coal, wood, other fuels (owned)	350,441	0.01	414,296	0.01	3.54	4.12	3.40	54
Bottled gas	3,105,315	0.09	3,090,731	0.08	31.34	30.74	-0.09	52
Gas, btl/d/tank (rented)	306,131	0.01	379,606	0.01	3.09	3.78	4.40	51
Gas, btl/d/tank (owned)	2,799,184	0.08	2,711,125	0.07	28.25	26.97	-0.64	52
Telephone services	194,905,665	5.71	215,997,433	5.55	1,966.96	2,148.48	2.08	119
Residential phone service, VolP, and phone cards	7,531,832	0.22	4,987,394	0.13	76.01	49.61	-11.91	67
Phone cards	118,977	0.00	64,150	0.00	1.20	0.64	-11.62	69
Residential telephone including VolP	7,412,854	0.22	4,923,244	0.13	74.81	48.97	-7.86	67
Cellular phone service	187,373,833	5.49	211,010,039	5.42	1,890.95	2,098.87	2.40	122
Water and other public services	121,586,503	3.56	138,231,611	3.55	1,227.03	1,374.96	2.60	151
Water and sewerage maintenance	87,297,706	2.56	99,496,990	2.55	880.99	989.68	2.65	151
Water/sewer maint. (rented)	19,015,334	0.56	23,748,527	0.61	191.90	236.22	4.55	151
Water/sewer maint. (owned)	68,282,372	2.00	75,748,464	1.94	689.09	753.45	2.10	151
Trash and garbage collection	33,112,176	0.97	37,569,710	0.96	334.16	373.70	2.56	152
Trash/garbage collection (rented)	5,503,383	0.16	7,316,748	0.19	55.54	72.78	5.86	149
Trash/garbage collection (owned)	27,608,793	0.81	30,252,962	0.78	278.62	300.92	1.85	152
Septic tank cleaning	1,176,621	0.03	1,164,910	0.03	11.87	11.59	-0.20	148
Septic tank clean. (rented)	78,327	0.00	80,446	0.00	0.79	0.80	0.54	172
Septic tank clean. (owned)	1,098,294	0.03	1,084,464	0.03	11.08	10.79	-0.25	147
Household Operations								
Household operations	251,479,359	7.37	274,444,843	7.05	2,537.89	2,729.84	1.76	133
Personal services	68,823,682	2.02	72,621,284	1.86	694.56	722.35	1.08	140
Babysitting and child care	26,916,902	0.79	15,761,019	0.40	271.64	156.77	-10.15	156
Adult day care centers, elderly care, handicapped, etc.	33,975,640	1.00	14,273,695	0.37	342.88	141.98	-15.92	154
Day care centers, nursery, and preschools	7,931,140	0.23	42,586,570	1.09	80.04	423.60	39.95	81
Other household expenses	182,655,676	5.35	201,823,559	5.18	1,843.33	2,007.50	2.02	131
Housekeeping services	23,234,627	0.68	20,957,745	0.54	234.48	208.46	-2.04	136
Gardening, lawn care service	33,589,178	0.98	32,668,599	0.84	338.98	324.95	-0.55	133
Water softening service	764,726	0.02	1,189,459	0.03	7.72	11.83	9.24	127
Household laundry, dry cleaning (sent out)	1,304,795	0.04	1,449,536	0.04	13.17	14.42	2.13	117
Household laundry, dry cleaning (coin-operated)	1,315,956	0.04	1,588,191	0.04	13.28	15.80	3.83	131
Appliance rental	616,567	0.02	640,757	0.02	6.22	6.37	0.77	128
Services for termite/pest control	1,956,771	0.06	1,955,457	0.05	19.75	19.45	-0.01	123
Home security system service fee	3,041,186	0.09	3,525,898	0.09	30.69	35.07	3.00	127
Repair of misc. equipment/furnishings/other services	3,802,400	0.11	4,144,656	0.11	38.37	41.23	1.74	127
Termite/pest control products	489,419	0.01	489,131	0.01	4.94	4.87	-0.01	123
Moving, storage, freight	9,482,336	0.28	13,218,569	0.34	95.69	131.48	6.87	123
Appliance repair, including service center	3,897,729	0.11	5,382,064	0.14	39.34	53.53	6.67	111
Reupholstering, furniture repair	2,846,196	0.08	1,269,366	0.03	28.72	12.63	-14.91	166
Repair/rent of lawn/garden equip., power tools and other	3,076,638	0.09	2,646,158	0.07	31.05	26.32	-2.97	136
Rental of office equipment for nonbusiness use	81,750	0.00	87,505	0.00	0.83	0.87	1.37	116
Repair of computer systems for nonbusiness use	380,739	0.01	555,226	0.01	3.84	5.52	7.84	123
Installation of computer and computer info services	92,774,666	2.72	110,055,241	2.83	936.27	1,094.70	3.48	131
Housekeeping Supplies								
Housekeeping supplies	109,895,581	3.22	126,132,045	3.24	1,109.05	1,254.61	2.79	124
Laundry and cleaning supplies	26,108,510	0.77	31,687,064	0.81	263.48	315.18	3.95	132
Soaps and detergents	12,883,750	0.38	15,452,814	0.40	130.02	153.71	3.70	131
Other laundry cleaning products	13,224,760	0.39	16,234,249	0.42	133.46	161.48	4.19	132
Other household products	68,997,575	2.02	80,404,832	2.06	696.31	799.77	3.11	119
Cleansing and toilet tissue, paper towels and napkin	21,264,499	0.62	24,823,088	0.64	214.60	246.91	3.14	121
Miscellaneous household products	28,529,410	0.84	35,467,689	0.91	287.91	352.79	4.45	116
Lawn and garden supplies	19,203,666	0.56	20,114,055	0.52	193.80	200.07	0.93	121
Postage and stationery	14,789,496	0.43	14,040,149	0.36	149.25	139.65	-1.03	135
Stationery, stationery supplies, giftwrap	8,378,432	0.25	7,793,830	0.20	84.55	77.52	-1.44	135
Postage	5,967,038	0.17	5,866,500	0.15	60.22	58.35	-0.34	135
Delivery services	444,026	0.01	379,820	0.01	4.48	3.78	-3.08	130

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
Household Furnishings and Equipment								
Household furnishings and equipment	366,107,643	10.73	423,594,722	10.88	3,694.70	4,213.41	2.96	127
Household textiles	19,772,285	0.58	23,328,521	0.60	199.54	232.04	3.36	147
Bathroom linens	4,158,151	0.12	4,738,702	0.12	41.96	47.13	2.65	158
Bedroom linens	11,294,639	0.33	13,437,634	0.34	113.98	133.66	3.54	143
Kitchen, dining room, other linens	1,436,713	0.04	1,492,925	0.04	14.50	14.85	0.77	164
Curtains and draperies	1,933,002	0.06	2,408,975	0.06	19.51	23.96	4.50	143
Slipcovers, decorative pillows	949,780	0.03	1,250,284	0.03	9.59	12.44	5.65	143
Furniture	89,997,362	2.64	107,541,064	2.76	908.24	1,069.69	3.63	126
Outdoor furniture	7,817,720	0.23	8,022,701	0.21	78.90	79.80	0.52	126
Mattress and springs	20,846,623	0.61	26,590,134	0.68	210.38	264.49	4.99	135
Other bedroom furniture	12,167,422	0.36	15,842,142	0.41	122.79	157.58	5.42	120
Sofas	18,700,100	0.55	26,318,310	0.68	188.72	261.78	7.07	120
Living room chairs	7,019,560	0.21	7,308,344	0.19	70.84	72.69	0.81	125
Living room tables	4,140,419	0.12	5,159,779	0.13	41.78	51.32	4.50	113
Kitchen, dining room furniture	8,209,881	0.24	7,274,644	0.19	82.85	72.36	-2.39	133
Infants' furniture	1,880,872	0.06	1,683,572	0.04	18.98	16.75	-2.19	136
Wall units, cabinets and other occasional furniture	9,214,764	0.27	9,341,439	0.24	92.99	92.92	0.27	127
Floor coverings, nonpermanent	4,374,882	0.13	5,093,984	0.13	44.15	50.67	3.09	127
Major appliances	57,627,015	1.69	66,595,884	1.71	581.56	662.41	2.94	127
Built-in and portable dishwasher, garbage disp. (renter)	363,010	0.01	175,880	0.00	3.66	1.75	-13.49	161
Built-in and portable dishwasher, garbage disp. (owner)	4,429,562	0.13	4,691,627	0.12	44.70	46.67	1.16	136
Refrigerators, freezers (renter)	2,216,517	0.07	2,874,310	0.07	22.37	28.59	5.33	141
Refrigerators, freezers (owned home)	16,394,432	0.48	14,138,213	0.36	165.45	140.63	-2.92	138
Clothes washer or dryer (renter)	2,758,393	0.08	3,815,008	0.10	27.84	37.95	6.70	122
Clothes washer or dryer (owned home)	9,747,297	0.29	11,611,014	0.30	98.37	115.49	3.56	121
Cooking stoves, ovens (renter)	695,891	0.02	937,097	0.02	7.02	9.32	6.13	113
Cooking stoves, ovens (owned home)	6,354,147	0.19	7,138,992	0.18	64.13	71.01	2.36	130
Microwave ovens (renter)	858,849	0.03	989,724	0.03	8.67	9.84	2.88	135
Microwave ovens (owned home)	2,656,615	0.08	2,186,487	0.06	26.81	21.75	-3.82	143
Window air conditioners (renter)	416,363	0.01	372,051	0.01	4.20	3.70	-2.23	138
Window air conditioners (owned home)	646,990	0.02	745,834	0.02	6.53	7.42	2.88	123
Electric floor cleaning equipment	7,922,368	0.23	12,368,724	0.32	79.95	123.03	9.32	110
Sewing machines	581,381	0.02	2,071,605	0.05	5.87	20.61	28.93	88
Miscellaneous household appliances	1,585,200	0.05	2,479,317	0.06	16.00	24.66	9.36	112
Small appliances, miscellaneous housewares	22,912,165	0.67	27,897,532	0.72	231.23	277.49	4.02	143
Housewares	12,020,355	0.35	12,772,839	0.33	121.31	127.05	1.22	142
Flatware	942,591	0.03	1,009,337	0.03	9.51	10.04	1.38	140
Dinnerware, glassware, serving pieces	3,981,085	0.12	4,200,064	0.11	40.18	41.78	1.08	143
Nonelectric cookware	3,838,272	0.11	3,833,819	0.10	38.74	38.13	-0.02	145
Tableware, nonelectric kitchenware	3,258,406	0.10	3,729,619	0.10	32.88	37.10	2.74	139
Small appliances	10,891,811	0.32	15,124,693	0.39	109.92	150.44	6.79	143
Small electric kitchen appliances	7,459,220	0.22	10,502,702	0.27	75.28	104.47	7.08	139
Portable heating and cooling equipment	3,432,591	0.10	4,621,992	0.12	34.64	45.97	6.13	153
Miscellaneous Household Equipment								
Miscellaneous household equipment	171,423,933	5.03	193,137,738	4.96	1,729.98	1,921.10	2.41	124
Luggage	2,966,038	0.09	2,737,462	0.07	29.93	27.23	-1.59	130
Hand tools	5,650,791	0.17	5,472,392	0.14	57.03	54.43	-0.64	135
Indoor plants, fresh flowers	15,642,657	0.46	14,782,386	0.38	157.86	147.04	-1.12	130
Closet and storage items	3,227,794	0.09	4,536,511	0.12	32.57	45.12	7.04	121
Infants' equipment	2,799,436	0.08	3,165,487	0.08	28.25	31.49	2.49	128
Laundry and cleaning equipment	4,309,621	0.13	4,972,744	0.13	43.49	49.46	2.90	128
Outdoor equipment	6,221,220	0.18	7,729,314	0.20	62.78	76.88	4.44	121
Lamps, lighting fixtures, ceiling fans	7,579,964	0.22	8,382,694	0.22	76.50	83.38	2.03	129
Clocks and other household decorative items	21,350,309	0.63	24,346,474	0.63	215.46	242.17	2.66	123
Telephones and accessories	18,442,929	0.54	23,895,553	0.61	186.12	237.68	5.32	122
Lawn and garden equipment	23,267,472	0.68	21,963,561	0.56	234.81	218.47	-1.15	131
Power tools	8,187,943	0.24	11,656,566	0.30	82.63	115.95	7.32	111
Other hardware	2,758,111	0.08	2,713,672	0.07	27.83	26.99	-0.32	108
Miscellaneous household equipment and parts	10,354,035	0.30	13,006,506	0.33	104.49	129.37	4.67	123
Window coverings	3,124,290	0.09	3,991,234	0.10	31.53	39.70	5.02	113
Office furniture for home use	1,772,187	0.05	3,042,528	0.08	17.88	30.26	11.42	102
Rental of furniture	1,161,650	0.03	2,126,102	0.05	11.72	21.15	12.85	135
Computers and hardware for nonbusiness use	18,479,708	0.54	18,405,851	0.47	186.49	183.08	-0.08	126
Portable memory	551,083	0.02	683,512	0.02	5.56	6.80	4.40	110
Computer software	3,278,320	0.10	3,788,244	0.10	33.08	37.68	2.93	115
Computer accessories	6,639,314	0.19	8,263,999	0.21	67.00	82.20	4.48	116
Internet services away from home	1,517,417	0.04	999,839	0.03	15.31	9.95	-8.00	160
Business equipment for home use	553,686	0.02	643,269	0.02	5.59	6.40	3.04	136
Other household appliances (owned home)	1,226,922	0.04	1,301,945	0.03	12.38	12.95	1.19	117
Other household appliances (renter)	361,037	0.01	529,895	0.01	3.64	5.27	7.98	124

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™ Housing 2023
Date / Time: 1/6/2023 11:17:33 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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