

## Smoking

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
<b>Total Specified Consumer Expenditures</b>	<b>22,391,703</b>	<b>100.00</b>	<b>24,748,631</b>	<b>100.00</b>	<b>89,926.52</b>	<b>99,392.09</b>	<b>2.02</b>	<b>134</b>
<b>Reading</b>								
Reading	48,609	100.00	38,526	100.00	195.22	154.72	-4.54	177
Books through book clubs	233	0.48	201	0.52	0.93	0.81	-2.90	156
Digital book readers	5,319	10.94	4,490	11.65	21.36	18.03	-3.33	161
Magazines	12,560	25.84	9,427	24.47	50.44	37.86	-5.58	182
Newspapers	18,923	38.93	12,887	33.45	76.00	51.75	-7.40	195
Books not thru book clubs	11,574	23.81	11,522	29.91	46.48	46.27	-0.09	156
<b>Education</b>								
Education	348,914	100.00	465,809	100.00	1,401.26	1,870.72	5.95	87
College tuition	226,392	64.88	289,814	62.22	909.20	1,163.91	5.06	82
Elementary and high school tuition	33,161	9.50	31,892	6.85	133.17	128.08	-0.78	126
Vocational and technical school tuition	2,243	0.64	2,478	0.53	9.01	9.95	2.01	79
Test preparation, tutoring services	13,989	4.01	18,824	4.04	56.18	75.60	6.12	99
Other schools tuition	4,644	1.33	4,822	1.04	18.65	19.37	0.75	93
Other school expenses including rentals	18,823	5.39	33,382	7.17	75.59	134.07	12.14	88
School supplies and equipment	1,669	0.48	3,193	0.69	6.70	12.82	13.85	91
School supplies, etc. - unspecified	27,732	7.95	41,647	8.94	111.37	167.26	8.47	101
School books, supplies, equip for college	11,483	3.29	19,335	4.15	46.11	77.65	10.98	81
School books for college	1,054	0.30	3,005	0.65	4.23	12.07	23.30	71
School books, supplies, equip for elementary/high school	6,499	1.86	16,029	3.44	26.10	64.37	19.79	90
School books for elementary/high school	351	0.10	276	0.06	1.41	1.11	-4.69	108
School books, supplies, equip for all other schools	875	0.25	1,113	0.24	3.51	4.47	4.94	104
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	94,878	100.00	96,027	100.00	381.03	385.65	0.24	107
Cigarettes	84,430	88.99	80,780	84.12	339.08	324.42	-0.88	109
Other tobacco products	8,857	9.34	12,605	13.13	35.57	50.62	7.31	98
Marijuana and smoking accessories	1,591	1.68	2,642	2.75	6.39	10.61	10.68	76

Benchmark: USA

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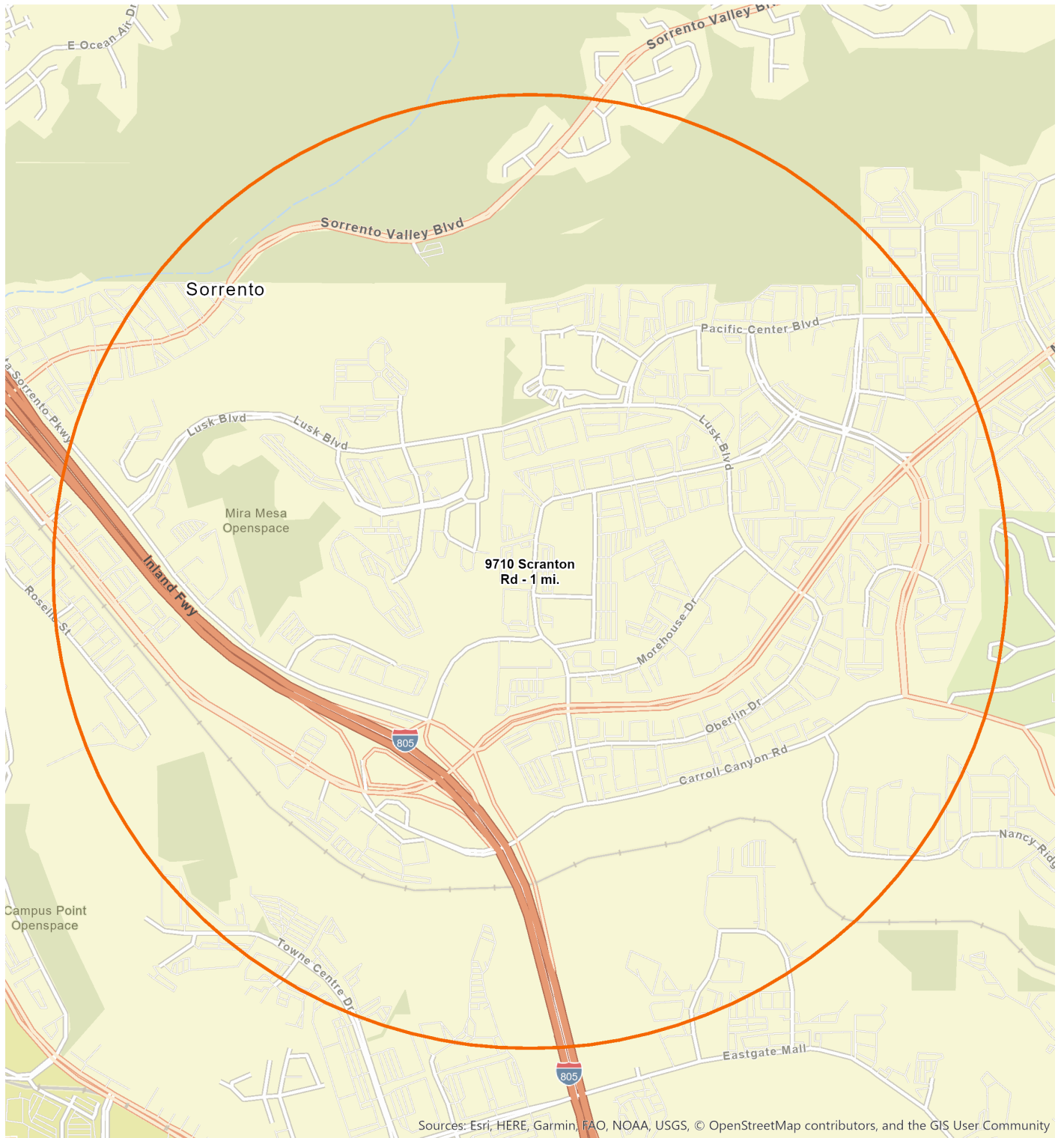
Index Colors:	<80	80 - 110	110+
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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



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## Smoking

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
<b>Total Specified Consumer Expenditures</b>	3,112,206,473	100.00	3,575,247,031	100.00	67,686.09	76,218.28	2.81	101
<b>Reading</b>								
Reading	6,468,243	100.00	5,434,231	100.00	140.68	115.85	-3.42	127
Books through book clubs	33,674	0.52	30,719	0.57	0.73	0.65	-1.82	122
Digital book readers	743,132	11.49	663,544	12.21	16.16	14.15	-2.24	122
Magazines	1,863,585	28.81	1,359,270	25.01	40.53	28.98	-6.12	146
Newspapers	2,330,886	36.04	1,748,147	32.17	50.69	37.27	-5.59	130
Books not thru book clubs	1,496,965	23.14	1,632,550	30.04	32.56	34.80	1.75	109
<b>Education</b>								
Education	71,722,631	100.00	84,229,601	100.00	1,559.87	1,795.63	3.27	97
College tuition	52,608,822	73.35	58,066,618	68.94	1,144.17	1,237.88	1.99	103
Elementary and high school tuition	4,079,213	5.69	4,683,011	5.56	88.72	99.83	2.80	84
Vocational and technical school tuition	307,918	0.43	364,568	0.43	6.70	7.77	3.44	58
Test preparation, tutoring services	1,954,988	2.73	2,418,275	2.87	42.52	51.55	4.35	75
Other schools tuition	625,306	0.87	727,165	0.86	13.60	15.50	3.06	68
Other school expenses including rentals	2,999,696	4.18	4,597,507	5.46	65.24	98.01	8.92	76
School supplies and equipment	290,037	0.40	409,328	0.49	6.31	8.73	7.13	86
School supplies, etc. - unspecified	4,280,863	5.97	5,997,997	7.12	93.10	127.87	6.98	84
School books, supplies, equip for college	3,125,256	4.36	3,919,925	4.65	67.97	83.57	4.64	120
School books for college	300,527	0.42	525,255	0.62	6.54	11.20	11.81	109
School books, supplies, equip for elementary/high school	980,111	1.37	2,329,967	2.77	21.32	49.67	18.91	73
School books for elementary/high school	45,841	0.06	36,697	0.04	1.00	0.78	-4.35	77
School books, supplies, equip for all other schools	124,055	0.17	153,290	0.18	2.70	3.27	4.32	80
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	15,090,039	100.00	15,026,129	100.00	328.19	320.33	-0.08	92
Cigarettes	13,417,939	88.92	12,732,607	84.74	291.82	271.44	-1.04	94
Other tobacco products	1,394,761	9.24	1,875,656	12.48	30.33	39.99	6.10	83
Marijuana and smoking accessories	277,339	1.84	417,866	2.78	6.03	8.91	8.54	72

Benchmark: USA

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# Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 3 mi.

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



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

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Benchmark: USA

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## Smoking

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
<b>Total Specified Consumer Expenditures</b>	8,679,847,614	100.00	9,895,959,791	100.00	87,595.60	98,432.98	2.66	130
<b>Reading</b>								
Reading	18,759,831	100.00	15,570,284	100.00	189.32	154.87	-3.66	171
Books through book clubs	92,186	0.49	83,876	0.54	0.93	0.83	-1.87	155
Digital book readers	2,043,114	10.89	1,794,985	11.53	20.62	17.85	-2.56	155
Magazines	5,248,878	27.98	3,987,698	25.61	52.97	39.66	-5.35	191
Newspapers	6,952,615	37.06	5,014,463	32.21	70.16	49.88	-6.33	180
Books not thru book clubs	4,423,038	23.58	4,689,261	30.12	44.64	46.64	1.18	150
<b>Education</b>								
Education	179,421,675	100.00	201,861,978	100.00	1,810.69	2,007.88	2.38	113
College tuition	125,615,742	70.01	128,593,894	63.70	1,267.69	1,279.10	0.47	114
Elementary and high school tuition	13,766,690	7.67	15,099,940	7.48	138.93	150.20	1.87	131
Vocational and technical school tuition	977,849	0.55	965,814	0.48	9.87	9.61	-0.25	86
Test preparation, tutoring services	6,075,669	3.39	7,621,973	3.78	61.31	75.81	2.64	108
Other schools tuition	1,923,345	1.07	2,211,849	1.10	19.41	22.00	4.83	97
Other school expenses including rentals	8,649,656	4.82	12,741,545	6.31	87.29	126.74	8.05	102
School supplies and equipment	756,354	0.42	1,147,690	0.57	7.63	11.42	8.70	104
School supplies, etc. - unspecified	11,387,157	6.35	16,653,267	8.25	114.92	165.65	7.90	104
School books, supplies, equip for college	6,549,765	3.65	8,597,702	4.26	66.10	85.52	5.59	117
School books for college	625,587	0.35	1,232,063	0.61	6.31	12.26	14.52	105
School books, supplies, equip for elementary/high school	2,616,406	1.46	6,480,392	3.21	26.40	64.46	19.89	91
School books for elementary/high school	164,412	0.09	110,448	0.05	1.66	1.10	-7.65	127
School books, supplies, equip for all other schools	313,043	0.17	405,399	0.20	3.16	4.03	5.31	94
<b>Tobacco Products and Smoking Supplies</b>								
Tobacco products and smoking supplies	38,040,617	100.00	39,877,882	100.00	383.90	396.66	0.95	108
Cigarettes	33,811,180	88.88	33,947,200	85.13	341.22	337.67	0.08	110
Other tobacco products	3,536,826	9.30	4,879,823	12.24	35.69	48.54	6.65	98
Marijuana and smoking accessories	692,610	1.82	1,050,858	2.64	6.99	10.45	8.70	83

Benchmark: USA

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# Report Details

**Name:** Consumer Buying Power™ Reading, Education, Tobacco and Smoking Products 2023  
**Date / Time:** 1/6/2023 11:16:37 AM  
**Workspace Vintage:** 2023

## Trade Area

Name	Level	Geographies
9710 Scranton Rd - 1 mi.		N/A
9710 Scranton Rd - 3 mi.		N/A
9710 Scranton Rd - 5 mi.		N/A

## Benchmark

Name	Level	Geographies
USA	Entire US	United States

## DataSource

Product	Provider	Copyright
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Consumer Buying Power™ - Growth Variables	Environics Analytics   U.S. Bureau of Labour Statistics   Claritas	©2023 Environics Analytics ( <a href="https://claritas.easpotlight.com/Spotlight/About">https://claritas.easpotlight.com/Spotlight/About</a> )