

Pop-Facts® Effective Buying Income | 2024



Trade Area: 9710 Scranton Rd - 1 mi., 9710 Scranton Rd - 3 mi., 9710 Scranton Rd - 5 mi.

	9710 Scranton Rd - 1 mi.		9710 Scranton Rd - 3 mi.		9710 Scranton Rd - 5 mi.	
	Total	%	Total	%	Total	%
2024 Demographic Totals						
Population	676	100.00	92,597	100.00	245,924	100.00
Households	248	100.00	33,097	100.00	86,266	100.00
Families	179	100.00	17,618	100.00	54,730	100.00
Group Quarters Population	0	0.00	12,448	13.44	19,259	7.83
Housing Units	273	100.00	35,831	100.00	92,629	100.00
2024 Average Household Size						
Average Household Size	--	2.72	--	2.42	--	2.63
2024 Median Age						
Median Age	--	32.58	--	29.74	--	35.95
2024 Median Household Income						
Median Household Income	--	139,078.29	--	112,443.14	--	124,133.26
2024 Median All Owner-Occupied Housing Value						
Median All Owner-Occupied Housing Value	--	797,882.29	--	1,072,324.22	--	1,067,614.24
2024 Est. Households by Effective Buying Income						
CY HHs, EBI < \$15,000	5	2.02	3,321	10.03	5,913	6.85
CY HHs, EBI \$15,000 - \$24,999	4	1.61	1,009	3.05	2,722	3.15
CY HHs, EBI \$25,000 - \$34,999	4	1.61	1,101	3.33	2,896	3.36
CY HHs, EBI \$35,000 - \$49,999	8	3.23	2,323	7.02	6,387	7.40
CY HHs, EBI \$50,000 - \$74,999	30	12.10	4,891	14.78	11,772	13.65
CY HHs, EBI \$75,000 - \$99,999	42	16.94	4,847	14.64	11,986	13.89
CY HHs, EBI \$100,000 - \$124,999	57	22.98	4,125	12.46	10,451	12.12
CY HHs, EBI \$125,000 - \$149,999	44	17.74	2,998	9.06	8,004	9.28
CY HHs, EBI \$150,000 - \$199,999	37	14.92	3,298	9.96	9,323	10.81
CY HHs, EBI \$200,000 - \$249,999	4	1.61	945	2.85	2,848	3.30
CY HHs, EBI \$250,000 - \$499,999	12	4.84	3,281	9.91	10,560	12.24
CY HHs, EBI \$500,000+	2	0.81	957	2.89	3,405	3.95
2024 Effective Buying Income						
Average Effective Buying Income	--	125,130.00	--	128,025.00	--	142,954.00
Median Effective Buying Income	--	113,797.50	--	94,914.43	--	103,241.30
Aggregate Effective Buying Income	31,034,160	125,137.74	4,237,285,413	128,026.27	12,332,112,481	142,954.49

Benchmark: USA

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Pop-Facts® Effective Buying Income | 2029



Trade Area: 9710 Scranton Rd - 1 mi., 9710 Scranton Rd - 3 mi., 9710 Scranton Rd - 5 mi.

	9710 Scranton Rd - 1 mi.		9710 Scranton Rd - 3 mi.		9710 Scranton Rd - 5 mi.	
	Total	%	Total	%	Total	%
2029 Demographic Totals						
Population	669	100.00	94,719	100.00	249,938	100.00
Households	249	100.00	34,000	100.00	87,945	100.00
Families	179	100.00	18,104	100.00	55,736	100.00
Group Quarters Population	0	0.00	12,416	13.11	19,251	7.70
Housing Units	274	100.00	36,845	100.00	94,566	100.00
2029 Average Household Size						
Average Household Size	--	2.69	--	2.42	--	2.63
2029 Median Age						
Median Age	--	33.87	--	31.79	--	37.82
2029 Median Household Income						
Median Household Income	--	148,035.33	--	122,664.86	--	135,721.40
2029 Median All Owner-Occupied Housing Value						
Median All Owner-Occupied Housing Value	--	887,811.04	--	1,223,222.10	--	1,230,578.88
2029 Proj. Households by Effective Buying Income						
FY HHs, EBI < \$15,000	4	1.61	3,186	9.37	5,579	6.34
FY HHs, EBI \$15,000 - \$24,999	3	1.21	1,051	3.09	2,675	3.04
FY HHs, EBI \$25,000 - \$34,999	4	1.61	1,008	2.96	2,688	3.06
FY HHs, EBI \$35,000 - \$49,999	7	2.81	2,028	5.96	5,610	6.38
FY HHs, EBI \$50,000 - \$74,999	28	11.24	4,667	13.73	11,151	12.68
FY HHs, EBI \$75,000 - \$99,999	35	14.06	4,689	13.79	11,332	12.88
FY HHs, EBI \$100,000 - \$124,999	52	20.88	4,090	12.03	10,227	11.63
FY HHs, EBI \$125,000 - \$149,999	46	18.47	3,157	9.29	8,209	9.33
FY HHs, EBI \$150,000 - \$199,999	45	18.07	3,826	11.25	10,473	11.91
FY HHs, EBI \$200,000 - \$249,999	6	2.41	1,109	3.26	3,280	3.73
FY HHs, EBI \$250,000 - \$499,999	16	6.43	3,966	11.66	12,511	14.23
FY HHs, EBI \$500,000+	3	1.21	1,223	3.60	4,210	4.79
2029 Households by Effective Buying Income						
Average Household Effective Buying Income	--	136,446.00	--	138,993.00	--	154,882.00
Median Household Effective Buying Income	--	120,943.34	--	102,103.50	--	111,599.18
Aggregate Household Effective Buying Income	33,995,482	136,528.04	4,725,299,137	138,979.39	13,618,071,856	154,847.60

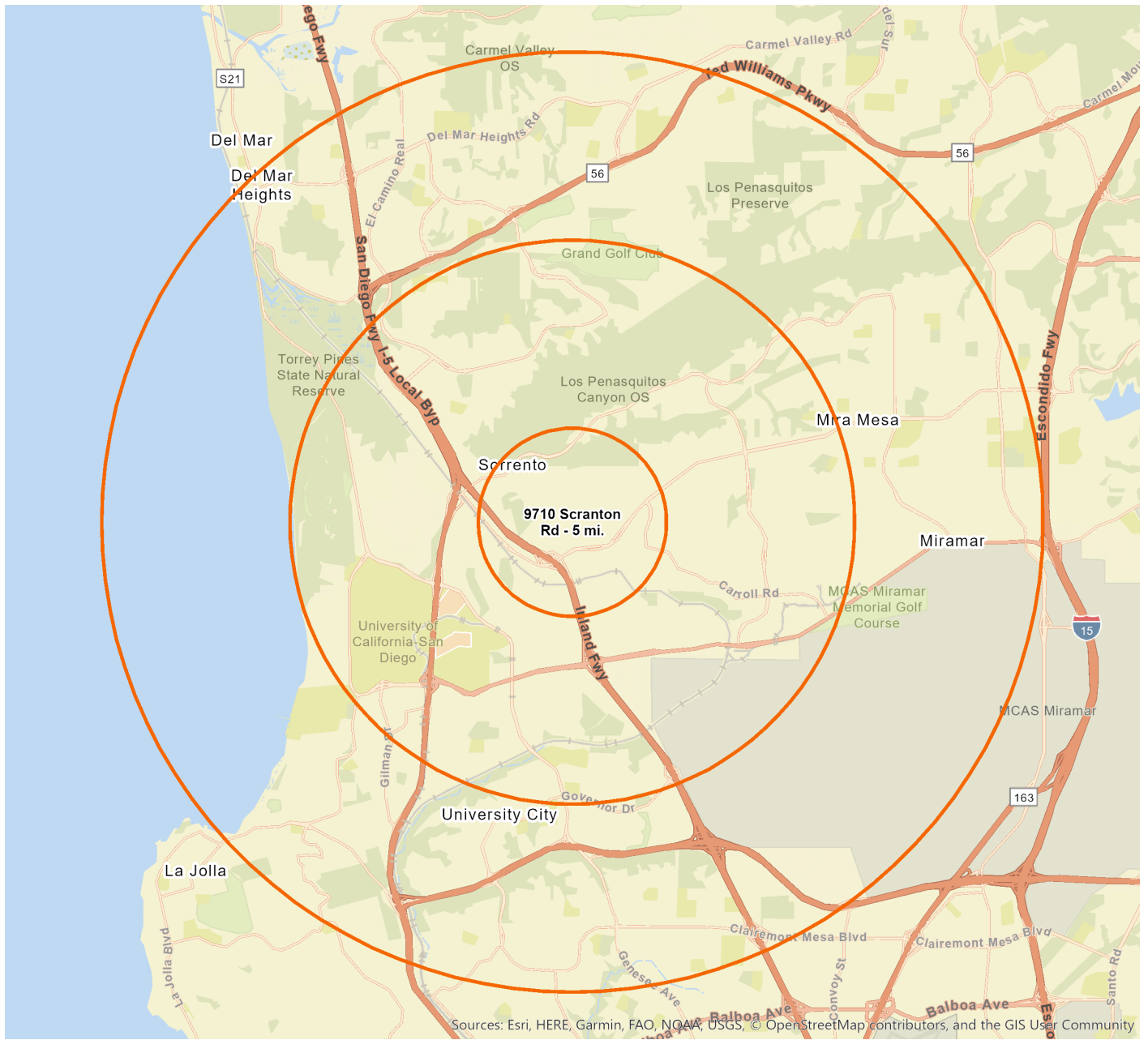
Benchmark: USA

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Pop-Facts® Effective Buying Income | Map



Trade Area: 9710 Scranton Rd - 1 mi., 9710 Scranton Rd - 3 mi., 9710 Scranton Rd - 5 mi.



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

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Report Details

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Trade Area

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

Benchmark

Name	Level	Geographies
USA	Entire US	United States

DataSource

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