

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
Entertainment								
Entertainment	1,325,033	100.00	1,385,091	100.00	5,321.42	5,562.61	0.89	137
Fees and Admissions								
Fees and admissions	238,458	18.00	231,519	16.72	957.66	929.79	-0.59	120
Recreation expenses, out-of-town trips	2,126	0.16	2,523	0.18	8.54	10.13	3.48	124
Social, recreation, health club membership	91,116	6.88	88,355	6.38	365.93	354.84	-0.61	119
Participant sports, out-of-town trips	3,934	0.30	4,378	0.32	15.80	17.58	2.16	113
Play, theater, opera, concert	29,143	2.20	24,967	1.80	117.04	100.27	-3.05	128
Movie, other admissions, out-of-town trips	8,739	0.66	9,801	0.71	35.10	39.36	2.32	114
Admission to sporting events	19,168	1.45	15,376	1.11	76.98	61.75	-4.31	116
Admission to sports events, out-of-town trips	2,909	0.22	3,262	0.24	11.68	13.10	2.32	114
Fees for recreational lessons	33,992	2.57	32,784	2.37	136.51	131.66	-0.72	124
Other entertainment services, out-of-town trips	2,126	0.16	2,523	0.18	8.54	10.13	3.48	124
Fees for participant sports	45,204	3.41	47,551	3.43	181.54	190.97	1.02	118
Audio Visual Equipment and Services								
Audio and visual equipment and services	435,635	32.88	416,494	30.07	1,749.54	1,672.67	-0.89	140
Video game software	3,953	0.30	6,977	0.50	15.88	28.02	12.03	112
Video game hardware and accessories	6,924	0.52	9,480	0.68	27.81	38.07	6.48	106
Stereos, speakers, and components incl. vehicles	4,343	0.33	6,667	0.48	17.44	26.78	8.95	114
Televisions	28,412	2.14	33,504	2.42	114.10	134.56	3.35	123
Cable and satellite television services	360,490	27.21	321,180	23.19	1,447.75	1,289.88	-2.28	146
Satellite radio service	4,713	0.36	3,791	0.27	18.93	15.23	-4.26	137
Online gaming services	2,274	0.17	2,961	0.21	9.13	11.89	5.42	108
VCRs and video disc players	803	0.06	1,149	0.08	3.22	4.61	7.43	113
Video cassettes, tapes, and discs	4,068	0.31	4,581	0.33	16.34	18.40	2.41	136
Personal digital audio players	322	0.02	177	0.01	1.29	0.71	-11.24	117
Miscellaneous sound equipment	1,036	0.08	836	0.06	4.16	3.36	-4.21	125
Sound equipment accessories	3,092	0.23	6,944	0.50	12.42	27.89	17.56	82
Satellite dishes	485	0.04	1,278	0.09	1.95	5.13	21.38	102
Miscellaneous video equipment	4,434	0.33	3,301	0.24	17.81	13.26	-5.73	132
CDs, records, audio tapes	1,862	0.14	1,997	0.14	7.48	8.02	1.41	127
Streaming, downloading audio	1,225	0.09	2,151	0.16	4.92	8.64	11.92	97
Applications, games, ringtones for handheld devices	269	0.02	280	0.02	1.08	1.12	0.83	132
Repair of TV, radio, and sound equipment	1,335	0.10	2,079	0.15	5.36	8.35	9.27	104
Rental of VCR, radio, sound and video equipment	80	0.00	157	0.00	0.32	0.63	14.27	136
Musical instruments and accessories	5,030	0.38	6,622	0.48	20.20	26.59	5.65	114
Rental and repair of musical instruments	213	0.02	137	0.01	0.85	0.55	-8.38	133
Rental of video software	114	0.01	109	0.01	0.46	0.44	-0.86	107
Installation of TV, satellite TV, sound and video equip	158	0.01	135	0.01	0.63	0.54	-3.12	122

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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	387,291	29.23	427,432	30.86	1,555.39	1,716.59	1.99	146
Pets	311,182	23.48	347,134	25.06	1,249.73	1,394.11	2.21	146
Pet food	82,041	6.19	93,096	6.72	329.48	373.88	2.56	148
Pet services	118,078	8.91	129,902	9.38	474.21	521.69	1.93	146
Pet purchase, supplies, medicine	80,549	6.08	90,470	6.53	323.49	363.33	2.35	148
Pet services	30,514	2.30	33,667	2.43	122.55	135.21	1.99	138
Toys, hobbies, and playground equipment	76,109	5.74	80,298	5.80	305.66	322.48	1.08	145
Toys, games, arts and crafts, and tricycles	73,003	5.51	76,550	5.53	293.18	307.43	0.95	145
Stamp and coin collecting	1,586	0.12	2,296	0.17	6.37	9.22	7.67	137
Playground equipment	1,520	0.11	1,453	0.10	6.10	5.83	-0.90	149
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	263,649	19.90	309,646	22.36	1,058.83	1,243.56	3.27	138
Non-motorized recreational vehicles	23,574	1.78	19,319	1.39	94.67	77.59	-3.90	128
Boat without motor and boat trailers	3,348	0.25	2,885	0.21	13.45	11.58	-2.94	111
Trailer and other attachable campers	20,226	1.53	16,435	1.19	81.23	66.00	-4.07	131
Motorized recreational vehicles	42,082	3.18	60,597	4.38	169.00	243.36	7.57	133
Rental of recreational vehicles	5,104	0.39	4,945	0.36	20.50	19.86	-0.63	127
Rental non-camper trailer	711	0.05	287	0.02	2.86	1.15	-16.62	145
Boat and trailer rental out-of-town trips	648	0.05	481	0.03	2.60	1.93	-5.81	146
Rental of boat	161	0.01	150	0.01	0.65	0.60	-1.44	136
Rental of other vehicles on out-of-town trips	2,737	0.21	3,414	0.25	10.99	13.71	4.52	114
Rental of camper, other RVs on out-of-town trips	847	0.06	615	0.04	3.40	2.47	-6.21	150
Outboard motors and Docking and landing fees	7,176	0.54	4,592	0.33	28.82	18.44	-8.54	142
Sports, recreation and exercise equipment	141,375	10.67	166,477	12.02	567.77	668.58	3.32	141
Athletic gear, game tables, and exercise equipment	44,538	3.36	57,484	4.15	178.87	230.86	5.24	132
Bicycles	28,621	2.16	24,145	1.74	114.94	96.97	-3.34	156
Camping equipment	19,432	1.47	25,126	1.81	78.04	100.91	5.27	144
Hunting and fishing equipment	42,677	3.22	51,054	3.69	171.39	205.04	3.65	144
Winter sports equipment	1,352	0.10	3,670	0.27	5.43	14.74	22.11	87
Water sports equipment	1,576	0.12	1,551	0.11	6.33	6.23	-0.31	129
Other sports equipment	2,642	0.20	2,780	0.20	10.61	11.16	1.02	154
Rental and repair of miscellaneous sports equipment	538	0.04	667	0.05	2.16	2.68	4.41	118
Photographic equipment, supplies and services	24,738	1.87	31,282	2.26	99.35	125.63	4.81	133
Film	484	0.04	674	0.05	1.94	2.71	6.84	155
Photographer fees	9,234	0.70	10,473	0.76	37.08	42.06	2.55	131
Photo processing	7,040	0.53	8,265	0.60	28.27	33.19	3.26	161
Photographic equipment	7,981	0.60	11,870	0.86	32.05	47.67	8.26	116
Fireworks	10,165	0.77	13,122	0.95	40.82	52.70	5.24	194
Souvenirs	647	0.05	1,140	0.08	2.60	4.58	12.01	96
Visual goods	3,284	0.25	862	0.06	13.19	3.46	-23.48	151
Pinball, electronic video games	285	0.02	1,231	0.09	1.14	4.94	34.01	84
Live entertainment for catered affairs	3,521	0.27	4,293	0.31	14.14	17.24	4.05	132
Rental of party supplies for catered affairs	1,699	0.13	1,786	0.13	6.82	7.17	1.00	106

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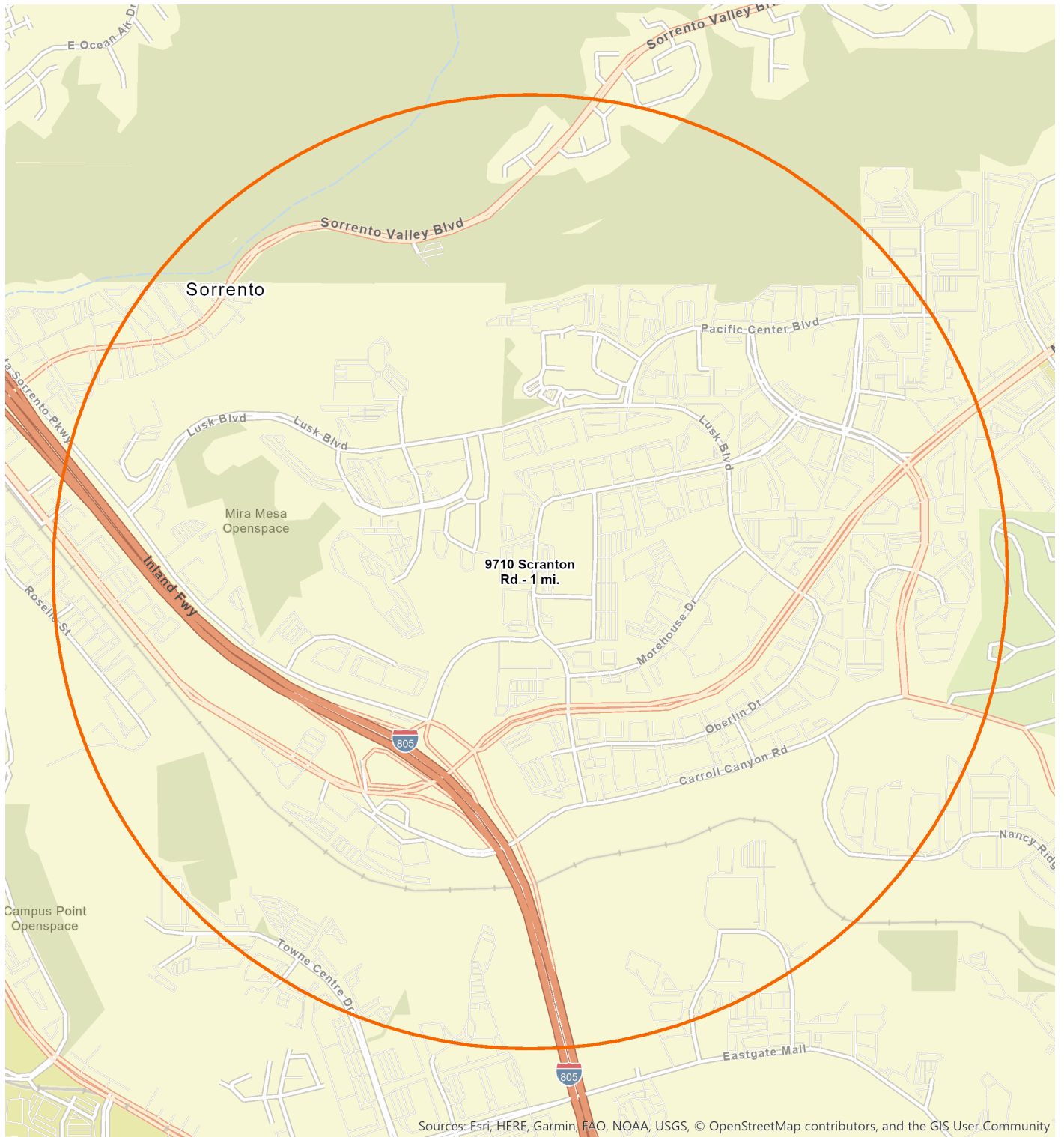
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Consumer Buying Power™ | Map



Trade Area: 9710 Scranton Rd - 1 mi.

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



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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
Entertainment								
Entertainment	173,656,390	100.00	197,575,910	100.00	3,776.78	4,211.99	2.61	97
Fees and Admissions								
Fees and admissions	30,092,907	17.33	32,195,181	16.30	654.48	686.35	1.36	82
Recreation expenses, out-of-town trips	273,044	0.16	357,399	0.18	5.94	7.62	5.53	86
Social, recreation, health club membership	11,622,452	6.69	12,293,135	6.22	252.77	262.07	1.13	82
Participant sports, out-of-town trips	472,662	0.27	586,380	0.30	10.28	12.50	4.41	74
Play, theater, opera, concert	3,755,008	2.16	3,634,085	1.84	81.67	77.47	-0.65	89
Movie, other admissions, out-of-town trips	1,102,406	0.63	1,311,883	0.66	23.98	27.97	3.54	78
Admission to sporting events	2,498,693	1.44	2,088,245	1.06	54.34	44.52	-3.53	82
Admission to sports events, out-of-town trips	366,701	0.21	436,469	0.22	7.98	9.30	3.54	78
Fees for recreational lessons	4,058,941	2.34	4,543,132	2.30	88.28	96.85	2.28	80
Other entertainment services, out-of-town trips	273,044	0.16	357,399	0.18	5.94	7.62	5.53	86
Fees for participant sports	5,669,957	3.27	6,587,054	3.33	123.31	140.42	3.04	80
Audio Visual Equipment and Services								
Audio and visual equipment and services	58,470,785	33.67	62,026,018	31.39	1,271.66	1,322.29	1.19	102
Video game software	694,938	0.40	1,004,613	0.51	15.11	21.42	7.65	107
Video game hardware and accessories	1,221,885	0.70	1,493,953	0.76	26.57	31.85	4.10	102
Stereos, speakers, and components incl. vehicles	568,443	0.33	907,019	0.46	12.36	19.34	9.80	81
Televisions	4,018,036	2.31	5,134,011	2.60	87.39	109.45	5.02	94
Cable and satellite television services	47,431,455	27.31	47,783,714	24.18	1,031.57	1,018.67	0.15	104
Satellite radio service	560,190	0.32	522,087	0.26	12.18	11.13	-1.40	88
Online gaming services	340,235	0.20	430,528	0.22	7.40	9.18	4.82	87
VCRs and video disc players	119,050	0.07	176,556	0.09	2.59	3.76	8.20	90
Video cassettes, tapes, and discs	553,380	0.32	701,381	0.35	12.04	14.95	4.85	100
Personal digital audio players	32,247	0.02	28,183	0.01	0.70	0.60	-2.66	63
Miscellaneous sound equipment	154,694	0.09	116,527	0.06	3.36	2.48	-5.51	101
Sound equipment accessories	606,782	0.35	1,101,948	0.56	13.20	23.49	12.67	87
Satellite dishes	65,037	0.04	164,205	0.08	1.41	3.50	20.35	74
Miscellaneous video equipment	580,714	0.33	462,855	0.23	12.63	9.87	-4.44	93
CDs, records, audio tapes	265,392	0.15	319,955	0.16	5.77	6.82	3.81	98
Streaming, downloading audio	225,267	0.13	326,552	0.17	4.90	6.96	7.71	97
Applications, games, ringtones for handheld devices	43,779	0.03	46,128	0.02	0.95	0.98	1.05	117
Repair of TV, radio, and sound equipment	213,374	0.12	266,494	0.13	4.64	5.68	4.55	90
Rental of VCR, radio, sound and video equipment	16,511	0.00	26,411	0.00	0.36	0.56	9.85	151
Musical instruments and accessories	691,828	0.40	955,790	0.48	15.05	20.38	6.68	85
Rental and repair of musical instruments	24,733	0.01	19,390	0.01	0.54	0.41	-4.75	84
Rental of video software	22,191	0.01	20,495	0.01	0.48	0.44	-1.58	113
Installation of TV, satellite TV, sound and video equip	20,627	0.01	17,225	0.01	0.45	0.37	-3.54	86

Benchmark: USA

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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	51,323,666	29.55	61,367,343	31.06	1,116.22	1,308.25	3.64	105
Pets	40,898,618	23.55	49,513,591	25.06	889.49	1,055.55	3.90	104
Pet food	11,163,675	6.43	13,611,777	6.89	242.79	290.18	4.05	109
Pet services	14,833,140	8.54	17,860,361	9.04	322.60	380.75	3.78	99
Pet purchase, supplies, medicine	10,962,950	6.31	13,174,354	6.67	238.43	280.86	3.74	109
Pet services	3,938,854	2.27	4,867,100	2.46	85.66	103.76	4.32	97
Toys, hobbies, and playground equipment	10,425,048	6.00	11,853,752	6.00	226.73	252.70	2.60	108
Toys, games, arts and crafts, and tricycles	10,058,719	5.79	11,309,480	5.72	218.76	241.10	2.37	108
Stamp and coin collecting	190,471	0.11	348,739	0.18	4.14	7.43	12.86	89
Playground equipment	175,858	0.10	195,532	0.10	3.82	4.17	2.14	93
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	33,769,032	19.45	41,987,367	21.25	734.43	895.10	4.45	96
Non-motorized recreational vehicles	3,111,560	1.79	2,920,976	1.48	67.67	62.27	-1.26	92
Boat without motor and boat trailers	578,779	0.33	548,005	0.28	12.59	11.68	-1.09	104
Trailer and other attachable campers	2,532,781	1.46	2,372,970	1.20	55.08	50.59	-1.30	89
Motorized recreational vehicles	4,513,238	2.60	8,256,882	4.18	98.16	176.02	12.84	77
Rental of recreational vehicles	637,645	0.37	693,275	0.35	13.87	14.78	1.69	86
Rental non-camper trailer	90,402	0.05	54,797	0.03	1.97	1.17	-9.53	100
Boat and trailer rental out-of-town trips	83,402	0.05	68,347	0.03	1.81	1.46	-3.90	102
Rental of boat	19,790	0.01	23,678	0.01	0.43	0.50	3.65	90
Rental of other vehicles on out-of-town trips	335,997	0.19	444,272	0.22	7.31	9.47	5.75	76
Rental of camper, other RVs on out-of-town trips	108,054	0.06	102,181	0.05	2.35	2.18	-1.11	104
Outboard motors and Docking and landing fees	870,492	0.50	633,243	0.32	18.93	13.50	-6.17	93
Sports, recreation and exercise equipment	18,594,883	10.71	22,466,855	11.37	404.41	478.96	3.86	101
Athletic gear, game tables, and exercise equipment	5,769,320	3.32	7,681,615	3.89	125.47	163.76	5.89	93
Bicycles	3,786,029	2.18	3,390,364	1.72	82.34	72.28	-2.18	112
Camping equipment	2,700,350	1.55	3,173,110	1.61	58.73	67.65	3.28	108
Hunting and fishing equipment	5,484,970	3.16	7,057,199	3.57	119.29	150.45	5.17	100
Winter sports equipment	257,605	0.15	480,759	0.24	5.60	10.25	13.29	90
Water sports equipment	210,700	0.12	223,531	0.11	4.58	4.77	1.19	93
Other sports equipment	319,082	0.18	373,805	0.19	6.94	7.97	3.22	100
Rental and repair of miscellaneous sports equipment	66,826	0.04	86,473	0.04	1.45	1.84	5.29	80
Photographic equipment, supplies and services	3,469,547	2.00	4,248,700	2.15	75.46	90.58	4.13	101
Film	64,514	0.04	90,061	0.05	1.40	1.92	6.90	112
Photographer fees	1,233,918	0.71	1,334,348	0.68	26.84	28.45	1.58	95
Photo processing	824,371	0.47	1,128,478	0.57	17.93	24.06	6.48	102
Photographic equipment	1,346,745	0.78	1,695,812	0.86	29.29	36.15	4.72	106
Fireworks	1,261,810	0.73	1,482,452	0.75	27.44	31.60	3.28	130
Souvenirs	118,718	0.07	188,391	0.10	2.58	4.02	9.68	96
Visual goods	439,109	0.25	149,935	0.08	9.55	3.20	-19.34	110
Pinball, electronic video games	41,762	0.02	138,013	0.07	0.91	2.94	27.01	67
Live entertainment for catered affairs	449,150	0.26	522,214	0.26	9.77	11.13	3.06	91
Rental of party supplies for catered affairs	261,117	0.15	286,432	0.14	5.68	6.11	1.87	88

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Index Colors:	<80	80 - 110	110+
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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
Entertainment								
Entertainment	502,496,802	100.00	558,728,250	100.00	5,071.12	5,557.55	2.14	131
Fees and Admissions								
Fees and admissions	93,532,211	18.61	94,705,249	16.95	943.91	942.01	0.25	118
Recreation expenses, out-of-town trips	822,559	0.16	1,004,886	0.18	8.30	10.00	4.09	121
Social, recreation, health club membership	35,783,156	7.12	35,692,656	6.39	361.12	355.03	-0.05	117
Participant sports, out-of-town trips	1,607,883	0.32	1,726,702	0.31	16.23	17.18	1.44	116
Play, theater, opera, concert	11,117,335	2.21	10,515,849	1.88	112.19	104.60	-1.11	123
Movie, other admissions, out-of-town trips	3,455,110	0.69	3,865,637	0.69	34.87	38.45	2.27	113
Admission to sporting events	8,062,790	1.61	5,874,284	1.05	81.57	58.43	-6.18	123
Admission to sports events, out-of-town trips	1,149,839	0.23	1,286,406	0.23	11.60	12.80	2.27	113
Fees for recreational lessons	12,882,465	2.56	14,143,731	2.53	130.01	140.68	1.89	118
Other entertainment services, out-of-town trips	822,559	0.16	1,004,886	0.18	8.30	10.00	4.09	121
Fees for participant sports	17,808,516	3.54	19,590,213	3.51	179.72	194.86	1.93	117
Audio Visual Equipment and Services								
Audio and visual equipment and services	159,227,809	31.69	170,415,335	30.50	1,606.90	1,695.08	1.37	128
Video game software	1,714,650	0.34	2,559,789	0.46	17.30	25.46	8.34	122
Video game hardware and accessories	3,054,540	0.61	3,703,640	0.66	30.83	36.84	3.93	118
Stereos, speakers, and components incl. vehicles	1,663,272	0.33	2,542,540	0.46	16.79	25.29	8.86	110
Televisions	10,324,200	2.05	13,971,884	2.50	104.19	138.98	6.24	112
Cable and satellite television services	129,880,653	25.85	132,314,210	23.68	1,310.73	1,316.10	0.37	132
Satellite radio service	1,728,572	0.34	1,489,505	0.27	17.44	14.82	-2.93	126
Online gaming services	919,306	0.18	1,133,857	0.20	9.28	11.28	4.28	109
VCRs and video disc players	301,761	0.06	483,804	0.09	3.05	4.81	9.90	106
Video cassettes, tapes, and discs	1,515,579	0.30	1,949,329	0.35	15.29	19.39	5.16	127
Personal digital audio players	110,948	0.02	83,909	0.01	1.12	0.83	-5.43	101
Miscellaneous sound equipment	442,544	0.09	308,279	0.06	4.47	3.07	-6.98	135
Sound equipment accessories	1,529,729	0.30	2,783,966	0.50	15.44	27.69	12.72	102
Satellite dishes	162,687	0.03	410,418	0.07	1.64	4.08	20.33	86
Miscellaneous video equipment	1,670,020	0.33	1,323,098	0.24	16.85	13.16	-4.55	125
CDs, records, audio tapes	728,129	0.14	815,640	0.15	7.35	8.11	2.30	125
Streaming, downloading audio	557,404	0.11	817,013	0.15	5.63	8.13	7.95	111
Applications, games, ringtones for handheld devices	102,669	0.02	112,708	0.02	1.04	1.12	1.88	127
Repair of TV, radio, and sound equipment	608,563	0.12	796,664	0.14	6.14	7.92	5.53	119
Rental of VCR, radio, sound and video equipment	31,084	0.00	63,117	0.00	0.31	0.63	15.22	132
Musical instruments and accessories	1,978,693	0.39	2,593,178	0.46	19.97	25.79	5.56	112
Rental and repair of musical instruments	84,949	0.02	59,341	0.01	0.86	0.59	-6.92	134
Rental of video software	52,347	0.01	46,422	0.01	0.53	0.46	-2.37	124
Installation of TV, satellite TV, sound and video equip	65,511	0.01	53,024	0.01	0.66	0.53	-4.14	127

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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
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	147,417,333	29.34	171,718,522	30.73	1,487.71	1,708.05	3.10	140
Pets	118,338,899	23.55	137,784,904	24.66	1,194.26	1,370.52	3.09	140
Pet food	31,385,716	6.25	37,742,921	6.76	316.74	375.42	3.76	142
Pet services	44,022,560	8.76	50,784,949	9.09	444.27	505.15	2.90	137
Pet purchase, supplies, medicine	31,015,616	6.17	35,628,393	6.38	313.00	354.39	2.81	143
Pet services	11,915,008	2.37	13,628,641	2.44	120.24	135.56	2.72	135
Toys, hobbies, and playground equipment	29,078,433	5.79	33,933,618	6.07	293.45	337.53	3.14	139
Toys, games, arts and crafts, and tricycles	27,994,136	5.57	32,516,699	5.82	282.51	323.44	3.04	140
Stamp and coin collecting	585,172	0.12	830,206	0.15	5.91	8.26	7.25	127
Playground equipment	499,125	0.10	586,714	0.10	5.04	5.84	3.29	123
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	102,319,449	20.36	121,889,144	21.82	1,032.59	1,212.41	3.56	135
Non-motorized recreational vehicles	10,615,789	2.11	8,773,891	1.57	107.13	87.27	-3.74	145
Boat without motor and boat trailers	1,708,964	0.34	1,312,233	0.23	17.25	13.05	-5.15	143
Trailer and other attachable campers	8,906,825	1.77	7,461,658	1.34	89.89	74.22	-3.48	145
Motorized recreational vehicles	13,831,761	2.75	24,223,168	4.34	139.59	240.94	11.86	110
Rental of recreational vehicles	1,992,185	0.40	1,975,333	0.35	20.10	19.65	-0.17	124
Rental non-camper trailer	310,330	0.06	153,810	0.03	3.13	1.53	-13.10	159
Boat and trailer rental out-of-town trips	259,648	0.05	221,109	0.04	2.62	2.20	-3.16	147
Rental of boat	58,708	0.01	62,671	0.01	0.59	0.62	1.31	125
Rental of other vehicles on out-of-town trips	1,055,183	0.21	1,276,262	0.23	10.65	12.69	3.88	110
Rental of camper, other RVs on out-of-town trips	308,315	0.06	261,482	0.05	3.11	2.60	-3.24	137
Outboard motors and Docking and landing fees	2,860,760	0.57	1,907,943	0.34	28.87	18.98	-7.78	142
Sports, recreation and exercise equipment	55,381,456	11.02	64,188,190	11.49	558.90	638.47	3.00	139
Athletic gear, game tables, and exercise equipment	18,210,746	3.62	22,715,859	4.07	183.78	225.95	4.52	136
Bicycles	10,490,022	2.09	10,072,980	1.80	105.86	100.19	-0.81	144
Camping equipment	8,351,816	1.66	9,029,765	1.62	84.29	89.82	1.57	155
Hunting and fishing equipment	15,786,442	3.14	19,164,648	3.43	159.31	190.63	3.95	134
Winter sports equipment	724,623	0.14	1,331,747	0.24	7.31	13.25	12.94	118
Water sports equipment	647,938	0.13	617,654	0.11	6.54	6.14	-0.95	133
Other sports equipment	954,471	0.19	1,015,577	0.18	9.63	10.10	1.25	139
Rental and repair of miscellaneous sports equipment	215,399	0.04	239,961	0.04	2.17	2.39	2.18	119
Photographic equipment, supplies and services	9,654,099	1.92	12,229,996	2.19	97.43	121.65	4.84	130
Film	178,278	0.04	260,748	0.05	1.80	2.59	7.90	144
Photographer fees	3,554,914	0.71	4,040,546	0.72	35.88	40.19	2.59	127
Photo processing	2,327,021	0.46	3,340,348	0.60	23.48	33.23	7.50	134
Photographic equipment	3,593,886	0.72	4,588,354	0.82	36.27	45.64	5.01	131
Fireworks	3,885,100	0.77	4,709,642	0.84	39.21	46.85	3.92	186
Souvenirs	320,016	0.06	613,390	0.11	3.23	6.10	13.90	119
Visual goods	1,450,346	0.29	485,471	0.09	14.64	4.83	-19.66	168
Pinball, electronic video games	140,864	0.03	406,946	0.07	1.42	4.05	23.64	104
Live entertainment for catered affairs	1,454,336	0.29	1,587,019	0.28	14.68	15.79	1.76	137
Rental of party supplies for catered affairs	732,737	0.15	788,156	0.14	7.39	7.84	1.47	115

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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™ Entertainment 2023
Date / Time: 1/6/2023 11:14:59 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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