

Trade Area: 9710 Scranton Rd - 1 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	679	100.00	334,500,069	100.00	100	--	--	--
Households	249	100.00	128,298,155	100.00	100	--	--	--
Average Household Income	--	152,699.54	--	104,972.00	145	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	233	93.57	119,737,671	93.33	100	120,579.96	73,753.17	163
Checking Account(s)	223	89.56	115,217,764	89.81	100	21,666.86	13,355.96	162
Direct Deposit	166	66.67	91,523,814	71.34	93	--	--	--
Any Savings (Incl Money Market)	203	81.53	97,038,826	75.64	108	84,725.62	54,149.69	156
Traditional Savings Account(s)	194	77.91	92,223,511	71.88	108	54,661.70	33,730.12	162
Any Other Type of Savings or Money Market Account(s)	67	26.91	27,646,579	21.55	125	101,109.54	81,139.98	125
Non-Traditional Savings Account Type: Money Market	48	19.28	19,880,491	15.50	124	89,622.56	74,719.63	120
Certificate(s) of Deposit (CDs)	61	24.50	25,307,289	19.73	124	104,260.75	83,395.41	125
ATM/Debit Card								
Pre-Paid Debit Card(s)	57	22.89	31,041,760	24.20	95	--	--	--
ATM or Debit Card	222	89.16	110,356,015	86.02	104	--	--	--

Benchmark: USA

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Index Colors:	<80	80-110	110+
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Trade Area: 9710 Scranton Rd - 1 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	147	59.04	58,365,199	45.49	130	500,496.22	392,048.51	128
Any Keoughs/HR10s or IRAs	106	42.57	41,528,811	32.37	132	373,354.40	331,499.93	113
Brokerage Account(s)	106	42.57	39,826,148	31.04	137	-	-	-
Corporate or Municipal Bonds	29	11.65	10,603,903	8.27	141	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	44	17.67	15,707,157	12.24	144	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	12	4.82	3,916,290	3.05	158	-	-	-
Mutual Funds and ETFs	78	31.32	29,627,528	23.09	136	510,938.50	434,523.46	118
Mutual Fund Invested in Stocks	31	12.45	10,745,211	8.38	149	428,938.02	342,343.64	125
Mutual Fund Invested in Bonds/Interest-Earning Assets	15	6.02	5,767,521	4.50	134	287,091.61	243,041.31	118
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	31	12.45	11,934,427	9.30	134	545,493.97	488,336.78	112
Real Estate	65	26.10	24,157,025	18.83	139	-	-	-
Publicly-Traded Stocks	94	37.75	35,416,663	27.61	137	-	-	-
Publicly-Traded Stock of Current or Former Employer	35	14.06	12,674,829	9.88	142	-	-	-
Publicly-Traded Stocks of Other Company	57	22.89	21,600,521	16.84	136	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	30	12.05	11,007,649	8.58	140	55,469.63	51,646.53	107
Government Savings Bonds	41	16.47	18,182,343	14.17	116	-	-	-
Government Bonds or Treasury Bills	28	11.24	11,207,370	8.73	129	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	151	60.64	62,580,938	48.78	124	376,777.05	279,830.11	135
Non-Traditional Savings Account Type: Coverdell/Education IRA	12	4.82	4,011,933	3.13	154	64,367.99	59,153.01	109
Non-Traditional Savings Account Type: 529/State Sponsored Education Account	20	8.03	7,689,711	5.99	134	45,788.97	43,741.98	105
Retirement Investment								
401(k)	93	37.35	36,274,559	28.27	132	293,649.78	221,083.69	133
401(k) Invested in Stocks	22	8.84	8,203,043	6.39	138	262,953.81	210,583.94	125
401(k) Invested in Bonds/Interest-Earning Assets	13	5.22	5,431,946	4.23	123	208,605.00	140,051.71	149
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	42	16.87	15,538,207	12.11	139	368,256.61	291,487.95	126
Roth 401(k)	16	6.43	5,691,059	4.44	145	210,778.08	155,210.56	136
403(b)	13	5.22	5,285,544	4.12	127	268,723.28	228,116.22	118
Regular or other IRA	68	27.31	27,834,335	21.70	126	424,754.46	368,933.15	115
Regular IRA Invested in Stocks	18	7.23	6,654,561	5.19	139	-	-	-
Regular IRA Other Investments	12	4.82	5,781,976	4.51	107	-	-	-
Roth IRA	48	19.28	17,554,460	13.68	141	185,659.78	162,995.84	114
Roth IRA Invested in Stocks	15	6.02	5,128,381	4.00	151	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	21	8.43	7,552,841	5.89	143	-	-	-
Roth IRA Other Investments	7	2.81	2,861,208	2.23	126	-	-	-
Rollover IRA	37	14.86	14,551,146	11.34	131	395,119.07	339,103.26	117
Rollover IRA Invested in Stocks	11	4.42	3,616,100	2.82	157	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	18	7.23	6,941,117	5.41	134	-	-	-
Rollover IRA Other Investments	5	2.01	2,284,204	1.78	113	-	-	-
Traditional Pension Plan	49	19.68	22,929,568	17.87	110	424,580.97	299,858.18	142

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Trade Area: 9710 Scranton Rd - 1 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	679	100.00	334,500,069	100.00	100	--	--	--
Households	249	100.00	128,298,155	100.00	100	--	--	--
Average Household Income	--	152,699.54	--	104,972.00	145	--	--	--
Credit Card								
Visa	193	77.51	84,304,039	65.71	118	2,541.92	1,949.03	130
MasterCard	104	41.77	52,676,403	41.06	102	2,068.30	1,679.51	123
Discover	33	13.25	17,863,607	13.94	95	1,201.19	1,091.22	110
American Express Blue/Credit Card	45	18.07	16,628,290	12.96	139	1,732.28	1,433.84	121
Other	8	3.21	4,594,568	3.58	90	893.23	789.53	113
Credit								
Auto Loan(s)	90	36.15	44,246,408	34.49	105	19,235.02	16,014.36	120
Auto Loan Applied On Own	46	18.47	19,862,325	15.48	119	17,744.43	14,215.41	125
Auto Loan Handled By Dealer	47	18.88	25,012,238	19.50	97	19,311.03	16,717.35	116
Mortgage	108	43.37	45,389,321	35.38	123	302,373.67	188,029.50	161
Second Mortgage	11	4.42	3,724,516	2.90	152	329,513.95	259,984.82	127
Fixed Rate Mortgage	87	34.94	35,795,961	27.90	125	362,384.90	217,258.94	167
Adjustable Rate Mortgage	11	4.42	4,390,909	3.42	129	317,542.96	193,182.90	164
Student Loan(s)	48	19.28	24,266,597	18.91	102	36,103.18	30,300.98	119
Any Line of Credit (HELOC)	56	22.49	23,244,772	18.12	124	19,160.15	14,276.24	134
Home Equity Line of Credit (HELOC)	28	11.24	11,716,769	9.13	123	41,612.61	30,044.41	139
Non-HELOC Line of Credit	25	10.04	11,244,651	8.77	115	7,843.24	5,187.38	151
Home Equity Loan(s)	23	9.24	9,621,491	7.50	123	265,110.54	185,575.54	143
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	236	94.78	117,485,537	91.57	104	198,272.61	113,880.04	174

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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	671	100.00	341,662,969	100.00	100	--	--	--
Households	249	100.00	131,437,810	100.00	100	--	--	--
Average Household Income	--	165,945.90	--	118,758.00	140	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	234	93.98	123,134,745	93.68	100	125,362.92	81,219.99	154
Checking Account(s)	223	89.56	118,544,593	90.19	99	22,306.65	14,536.17	153
Direct Deposit	169	67.87	94,766,055	72.10	94	--	--	--
Any Savings (Incl Money Market)	204	81.93	100,703,803	76.62	107	88,021.18	59,332.88	148
Traditional Savings Account(s)	195	78.31	95,550,480	72.70	108	56,636.59	36,771.05	154
Any Other Type of Savings or Money Market Account(s)	68	27.31	29,815,576	22.68	120	105,374.09	86,357.39	122
Non-Traditional Savings Account Type: Money Market Account	50	20.08	21,508,491	16.36	123	91,055.14	79,429.06	115
Certificate(s) of Deposit (CDs)	62	24.90	27,084,121	20.61	121	107,063.08	88,231.66	121
ATM/Debit Card								
Pre-Paid Debit Card(s)	55	22.09	30,797,276	23.43	94	--	--	--
ATM or Debit Card	222	89.16	113,050,866	86.01	104	--	--	--

Benchmark: USA

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	Product Count of Area	% of Area HHS	Product Count of Base	% of Base HHS	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	148	59.44	62,028,604	47.19	126	525,320.79	425,624.04	123
Any Keoughs/HR10s or IRAs	108	43.37	44,898,197	34.16	127	398,222.92	358,177.35	111
Brokerage Account(s)	109	43.77	43,234,503	32.89	133	-	-	-
Corporate or Municipal Bonds	30	12.05	11,466,791	8.72	138	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	44	17.67	16,892,248	12.85	137	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	13	5.22	4,259,515	3.24	161	-	-	-
Mutual Funds and ETFs	80	32.13	32,310,699	24.58	131	534,138.92	468,209.62	114
Mutual Fund Invested in Stocks	31	12.45	11,742,222	8.93	139	453,161.44	364,992.77	124
Mutual Fund Invested in Bonds/Interest-Earning Assets	16	6.43	6,258,065	4.76	135	282,350.26	256,716.06	110
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	32	12.85	13,127,065	9.99	129	573,924.36	525,590.42	109
Real Estate	65	26.10	25,963,849	19.75	132	-	-	-
Publicly-Traded Stocks	96	38.55	38,220,059	29.08	133	-	-	-
Publicly-Traded Stock of Current or Former Employer	35	14.06	13,563,397	10.32	136	-	-	-
Publicly-Traded Stocks of Other Company	59	23.70	23,486,328	17.87	133	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	31	12.45	11,870,569	9.03	138	55,656.01	53,556.65	104
Government Savings Bonds	42	16.87	19,191,532	14.60	116	-	-	-
Government Bonds or Treasury Bills	28	11.24	11,814,350	8.99	125	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	152	61.04	66,430,590	50.54	121	396,141.69	304,077.11	130
Non-Traditional Savings Account: Coverdell/Education IRA	11	4.42	4,226,295	3.21	137	72,222.16	61,585.71	117
Non-Traditional Savings Account: 529/State Sponsored Education Account	20	8.03	8,379,906	6.38	126	48,657.09	45,548.56	107
Retirement Investment								
401(k)	92	36.95	37,937,923	28.86	128	311,546.66	236,718.13	132
401(k) Invested in Stocks	22	8.84	8,635,387	6.57	134	271,581.69	223,243.98	122
401(k) Invested in Bonds/Interest-Earning Assets	13	5.22	5,597,188	4.26	123	213,865.53	150,154.77	142
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	43	17.27	16,497,524	12.55	138	384,320.01	307,537.84	125
Roth 401(k)	14	5.62	5,896,669	4.49	125	247,228.11	165,268.48	150
403(b)	13	5.22	5,654,668	4.30	121	284,577.86	244,684.73	116
Regular or other IRA	72	28.92	30,386,266	23.12	125	441,499.50	397,933.08	111
Regular IRA Invested in Stocks	18	7.23	7,255,454	5.52	131	-	-	-
Regular IRA Other Investments	13	5.22	6,229,314	4.74	110	-	-	-
Roth IRA	49	19.68	18,900,347	14.38	137	191,945.53	172,326.73	111
Roth IRA Invested in Stocks	15	6.02	5,517,544	4.20	144	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	22	8.84	8,214,101	6.25	141	-	-	-
Roth IRA Other Investments	7	2.81	3,030,205	2.31	122	-	-	-
Rollover IRA	39	15.66	15,839,335	12.05	130	414,376.68	364,639.61	114
Rollover IRA Invested in Stocks	10	4.02	3,898,469	2.97	135	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	19	7.63	7,695,467	5.86	130	-	-	-
Rollover IRA Other Investments	5	2.01	2,447,612	1.86	108	-	-	-
Traditional Pension Plan	52	20.88	24,992,374	19.02	110	437,652.29	328,213.36	133

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Trade Area: 9710 Scranton Rd - 1 mi.

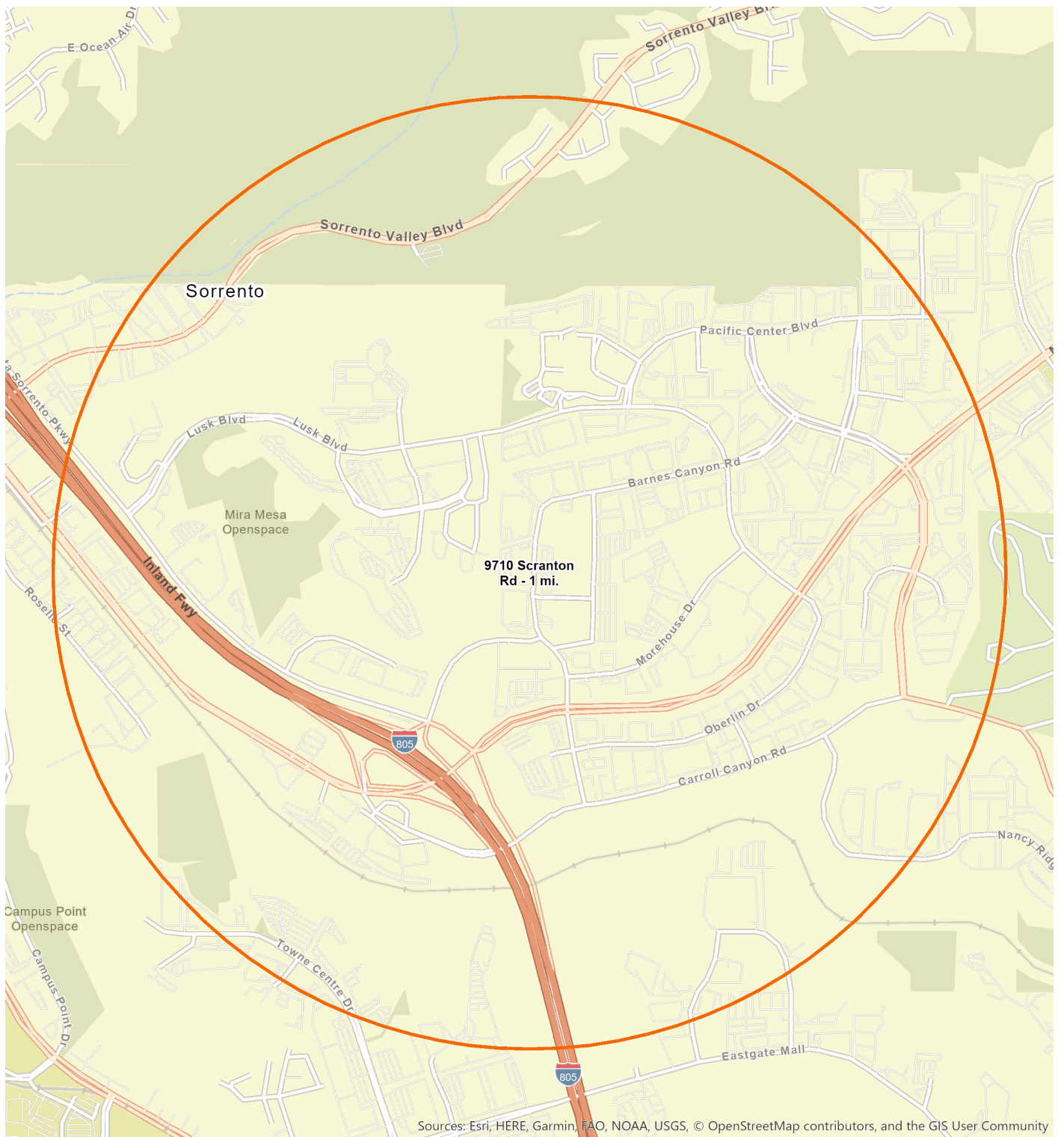
	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	671	100.00	341,662,969	100.00	100	-	-	-
Households	249	100.00	131,437,810	100.00	100	-	-	-
Average Household Income	-	165,945.90	-	118,758.00	140	-	-	-
Credit Card								
Visa	194	77.91	87,915,659	66.89	116	2,523.04	1,978.15	128
MasterCard	105	42.17	55,081,642	41.91	101	2,039.28	1,699.72	120
Discover	34	13.65	18,827,522	14.32	95	1,170.86	1,071.60	109
American Express Blue/Credit Card	46	18.47	18,136,018	13.80	134	1,677.41	1,444.74	116
Other	9	3.61	4,856,901	3.69	98	894.05	783.81	114
Credit								
Auto Loan(s)	89	35.74	45,653,603	34.73	103	19,477.21	16,476.07	118
Auto Loan Applied On Own	45	18.07	20,452,507	15.56	116	18,096.47	14,676.03	123
Auto Loan Handled By Dealer	47	18.88	25,896,662	19.70	96	19,504.19	17,118.91	114
Mortgage	108	43.37	46,632,910	35.48	122	307,429.57	196,787.07	156
Second Mortgage	11	4.42	3,847,805	2.93	151	327,734.90	270,997.28	121
Fixed Rate Mortgage	86	34.54	36,738,992	27.95	124	369,864.45	225,656.95	164
Adjustable Rate Mortgage	10	4.02	4,491,962	3.42	118	353,475.65	203,709.91	174
Student Loan(s)	47	18.88	24,288,801	18.48	102	35,779.47	31,046.71	115
Any Line of Credit	55	22.09	24,234,315	18.44	120	19,753.84	14,818.77	133
Home Equity Line of Credit (HELOC)	28	11.24	12,354,548	9.40	120	42,011.10	30,817.26	136
Non-HELOC Line of Credit	25	10.04	11,553,892	8.79	114	8,012.83	5,506.65	146
Home Equity Loan(s)	23	9.24	10,055,821	7.65	121	262,739.43	190,672.68	138
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	237	95.18	121,153,280	92.17	103	198,183.77	118,326.23	167

Benchmark: USA

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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	93,228	100.00	334,500,069	100.00	100	-	-	-
Households	33,076	100.00	128,298,155	100.00	100	-	-	-
Average Household Income	-	148,417.45	-	104,972.00	141	-	-	-
Deposits								
Deposit (Checking Savings Money Market CD) Account	30,160	91.18	119,737,671	93.33	98	86,294.76	73,753.17	117
Checking Account(s)	28,593	86.45	115,217,764	89.81	96	16,280.30	13,355.96	122
Direct Deposit	20,675	62.51	91,523,814	71.34	88	-	-	-
Any Savings (Incl Money Market)	25,357	76.66	97,038,826	75.64	101	61,793.73	54,149.69	114
Traditional Savings Account(s)	24,304	73.48	92,223,511	71.88	102	40,867.11	33,730.12	121
Any Other Type of Savings or Money Market Account(s)	7,078	21.40	27,646,579	21.55	99	79,766.94	81,139.98	98
Non-Traditional Savings Account Type: Money Market	4,995	15.10	19,880,491	15.50	97	69,717.80	74,719.63	93
Certificate(s) of Deposit (CDs)	6,385	19.30	25,307,289	19.73	98	84,576.48	83,395.41	101
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,955	27.07	31,041,760	24.20	112	-	-	-
ATM or Debit Card	29,446	89.03	110,356,015	86.02	103	-	-	-

Benchmark: USA

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	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	16,333	49.38	58,365,199	45.49	109	378,115.77	392,048.51	96
Any Keoughs/HR10s or IRAs	11,014	33.30	41,528,811	32.37	103	287,354.32	331,499.93	87
Brokerage Account(s)	11,306	34.18	39,826,148	31.04	110	-	-	-
Corporate or Municipal Bonds	3,206	9.69	10,603,903	8.27	117	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	4,833	14.61	15,707,157	12.24	119	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,275	3.85	3,916,290	3.05	126	-	-	-
Mutual Funds and ETFs	7,975	24.11	29,627,528	23.09	104	407,862.28	434,523.46	94
Mutual Fund Invested in Stocks	3,143	9.50	10,745,211	8.38	113	337,958.78	342,343.64	99
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,631	4.93	5,767,521	4.50	110	233,420.73	243,041.31	96
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,091	9.35	11,934,427	9.30	100	425,024.15	488,336.78	87
Real Estate	6,903	20.87	24,157,025	18.83	111	-	-	-
Publicly-Traded Stocks	10,417	31.49	35,416,663	27.61	114	-	-	-
Publicly-Traded Stock of Current or Former Employer	3,822	11.55	12,674,829	9.88	117	-	-	-
Publicly-Traded Stocks of Other Company	6,269	18.95	21,600,521	16.84	113	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,007	9.09	11,007,649	8.58	106	44,353.10	51,646.53	86
Government Savings Bonds	4,600	13.91	18,182,343	14.17	98	-	-	-
Government Bonds or Treasury Bills	3,230	9.77	11,207,370	8.73	112	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	16,735	50.60	62,580,938	48.78	104	282,368.79	279,830.11	101
Non-Traditional Savings Account Type: Coverdell/Education IRA	1,232	3.73	4,011,933	3.13	119	48,566.42	59,153.01	82
Non-Traditional Savings Account Type: 529/State Sponsored Education Acc	1,997	6.04	7,689,711	5.99	101	38,142.25	43,741.98	87
Retirement Investment								
401(k)	10,530	31.84	36,274,559	28.27	113	221,698.14	221,083.69	100
401(k) Invested in Stocks	2,433	7.36	8,203,043	6.39	115	198,754.93	210,583.94	94
401(k) Invested in Bonds/Interest-Earning Assets	1,483	4.48	5,431,946	4.23	106	161,233.26	140,051.71	115
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,469	13.51	15,538,207	12.11	112	284,871.12	291,487.95	98
Roth 401(k)	1,763	5.33	5,691,059	4.44	120	166,893.04	155,210.56	108
403(b)	1,447	4.38	5,285,544	4.12	106	200,254.67	228,116.22	88
Regular or other IRA	6,923	20.93	27,834,335	21.70	96	326,290.37	368,933.15	88
Regular IRA Invested in Stocks	1,860	5.62	6,654,561	5.19	108	-	-	-
Regular IRA Other Investments	1,201	3.63	5,781,976	4.51	81	-	-	-
Roth IRA	5,036	15.23	17,554,460	13.68	111	144,180.74	162,995.84	88
Roth IRA Invested in Stocks	1,529	4.62	5,128,381	4.00	116	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,193	6.63	7,552,841	5.89	113	-	-	-
Roth IRA Other Investments	731	2.21	2,861,208	2.23	99	-	-	-
Rollover IRA	3,806	11.51	14,551,146	11.34	101	303,182.92	339,103.26	89
Rollover IRA Invested in Stocks	1,068	3.23	3,616,100	2.82	115	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,726	5.22	6,941,117	5.41	96	-	-	-
Rollover IRA Other Investments	492	1.49	2,284,204	1.78	84	-	-	-
Traditional Pension Plan	5,092	15.39	22,929,568	17.87	86	319,793.87	299,858.18	107

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Financial CLOUT® 2023 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	93,228	100.00	334,500,069	100.00	100	--	--	--
Households	33,076	100.00	128,298,155	100.00	100	--	--	--
Average Household Income	--	148,417.45	--	104,972.00	141	--	--	--
Credit Card								
Visa	23,814	72.00	84,304,039	65.71	110	2,280.13	1,949.03	117
MasterCard	12,268	37.09	52,676,403	41.06	90	1,810.12	1,679.51	108
Discover	3,674	11.11	17,863,607	13.94	80	1,267.73	1,091.22	116
American Express Blue/Credit Card	4,744	14.34	16,628,290	12.96	111	1,566.94	1,433.84	109
Other	1,049	3.17	4,594,568	3.58	89	767.25	789.53	97
Credit								
Auto Loan(s)	11,098	33.55	44,246,408	34.49	97	16,765.16	16,014.36	105
Auto Loan Applied On Own	5,424	16.40	19,862,325	15.48	106	14,998.84	14,215.41	106
Auto Loan Handled By Dealer	5,812	17.57	25,012,238	19.50	90	17,347.44	16,717.35	104
Mortgage	9,492	28.70	45,389,321	35.38	81	279,980.46	188,029.50	149
Second Mortgage	951	2.88	3,724,516	2.90	99	285,722.74	259,984.82	110
Fixed Rate Mortgage	6,987	21.12	35,795,961	27.90	76	348,403.41	217,258.94	160
Adjustable Rate Mortgage	879	2.66	4,390,909	3.42	78	302,689.74	193,182.90	157
Student Loan(s)	7,652	23.14	24,266,597	18.91	122	32,702.15	30,300.98	108
Any Line of Credit (HELOC)	7,307	22.09	23,244,772	18.12	122	14,124.68	14,276.24	99
Home Equity Line of Credit (HELOC)	2,331	7.05	11,716,769	9.13	77	37,529.06	30,044.41	125
Non-HELOC Line of Credit	4,779	14.45	11,244,651	8.77	165	6,153.09	5,187.38	119
Home Equity Loan(s)	1,887	5.71	9,621,491	7.50	76	248,054.12	185,575.54	134
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	30,394	91.89	117,485,537	91.57	100	137,842.84	113,880.04	121

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	95,402	100.00	341,662,969	100.00	100	--	--	--
Households	33,963	100.00	131,437,810	100.00	100	--	--	--
Average Household Income	--	165,721.39	--	118,758.00	140	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	31,072	91.49	123,134,745	93.68	98	92,154.45	81,219.99	113
Checking Account(s)	29,514	86.90	118,544,593	90.19	96	17,111.42	14,536.17	118
Direct Deposit	21,575	63.52	94,766,055	72.10	88	--	--	--
Any Savings (Incl Money Market)	26,246	77.28	100,703,803	76.62	101	66,179.72	59,332.88	112
Traditional Savings Account(s)	25,132	74.00	95,550,480	72.70	102	43,387.31	36,771.05	118
Any Other Type of Savings or Money Market Account(s)	7,554	22.24	29,815,576	22.68	98	84,155.95	86,357.39	97
Non-Traditional Savings Account Type: Money Market Account	5,333	15.70	21,508,491	16.36	96	73,490.88	79,429.06	93
Certificate(s) of Deposit (CDs)	6,715	19.77	27,084,121	20.61	96	87,754.98	88,231.66	99
ATM/Debit Card								
Pre-Paid Debit Card(s)	8,912	26.24	30,797,276	23.43	112	--	--	--
ATM or Debit Card	30,280	89.16	113,050,866	86.01	104	--	--	--

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Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	17,220	50.70	62,028,604	47.19	107	402,923.37	425,624.04	95
Any Keoughs/HR10s or IRAs	11,744	34.58	44,898,197	34.16	101	306,670.47	358,177.35	86
Brokerage Account(s)	12,077	35.56	43,234,503	32.89	108	-	-	-
Corporate or Municipal Bonds	3,319	9.77	11,466,791	8.72	112	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	5,075	14.94	16,892,248	12.85	116	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	1,355	3.99	4,259,515	3.24	123	-	-	-
Mutual Funds and ETFs	8,507	25.05	32,310,699	24.58	102	430,737.75	468,209.62	92
Mutual Fund Invested in Stocks	3,316	9.76	11,742,222	8.93	109	354,929.78	364,992.77	97
Mutual Fund Invested in Bonds/Interest-Earning Assets	1,714	5.05	6,258,065	4.76	106	243,918.72	256,716.06	95
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	3,344	9.85	13,127,065	9.99	99	451,095.03	525,590.42	86
Real Estate	7,226	21.28	25,963,849	19.75	108	-	-	-
Publicly-Traded Stocks	11,021	32.45	38,220,059	29.08	112	-	-	-
Publicly-Traded Stock of Current or Former Employer	3,977	11.71	13,563,397	10.32	113	-	-	-
Publicly-Traded Stocks of Other Company	6,707	19.75	23,486,328	17.87	111	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	3,170	9.33	11,870,569	9.03	103	45,515.31	53,556.65	85
Government Savings Bonds	4,739	13.95	19,191,532	14.60	96	-	-	-
Government Bonds or Treasury Bills	3,301	9.72	11,814,350	8.99	108	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	17,669	52.02	66,430,590	50.54	103	302,531.93	304,077.11	99
Non-Traditional Savings Account: Coverdell/Education IRA	1,260	3.71	4,226,295	3.21	115	50,105.43	61,585.71	81
Non-Traditional Savings Account: 529/State Sponsored Education Account	2,132	6.28	8,379,906	6.38	98	39,381.14	45,548.56	86
Retirement Investment								
401(k)	10,992	32.37	37,937,923	28.86	112	235,134.35	236,718.13	99
401(k) Invested in Stocks	2,523	7.43	8,635,387	6.57	113	208,795.96	223,243.98	94
401(k) Invested in Bonds/Interest-Earning Assets	1,506	4.43	5,597,188	4.26	104	170,795.86	150,154.77	114
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	4,745	13.97	16,497,524	12.55	111	299,898.20	307,537.84	98
Roth 401(k)	1,779	5.24	5,896,669	4.49	117	177,318.01	165,268.48	107
403(b)	1,544	4.55	5,654,668	4.30	106	214,667.74	244,684.73	88
Regular or other IRA	7,451	21.94	30,386,266	23.12	95	347,071.63	397,933.08	87
Regular IRA Invested in Stocks	1,967	5.79	7,255,454	5.52	105	-	-	-
Regular IRA Other Investments	1,299	3.83	6,229,314	4.74	81	-	-	-
Roth IRA	5,347	15.74	18,900,347	14.38	109	151,307.31	172,326.73	88
Roth IRA Invested in Stocks	1,595	4.70	5,517,544	4.20	112	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	2,355	6.93	8,214,101	6.25	111	-	-	-
Roth IRA Other Investments	772	2.27	3,030,205	2.31	99	-	-	-
Rollover IRA	4,057	11.95	15,839,335	12.05	99	322,759.32	364,639.61	89
Rollover IRA Invested in Stocks	1,116	3.29	3,898,469	2.97	111	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	1,895	5.58	7,695,467	5.86	95	-	-	-
Rollover IRA Other Investments	536	1.58	2,447,612	1.86	85	-	-	-
Traditional Pension Plan	5,514	16.23	24,992,374	19.02	85	343,567.24	328,213.36	105

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Financial CLOUT® 2028 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 3 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	95,402	100.00	341,662,969	100.00	100	-	-	-
Households	33,963	100.00	131,437,810	100.00	100	-	-	-
Average Household Income	-	165,721.39	-	118,758.00	140	-	-	-
Credit Card								
Visa	24,695	72.71	87,915,659	66.89	109	2,284.98	1,978.15	116
MasterCard	12,851	37.84	55,081,642	41.91	90	1,805.80	1,699.72	106
Discover	3,863	11.37	18,827,522	14.32	79	1,263.34	1,071.60	118
American Express Blue/Credit Card	5,091	14.99	18,136,018	13.80	109	1,544.24	1,444.74	107
Other	1,111	3.27	4,856,901	3.69	89	766.64	783.81	98
Credit								
Auto Loan(s)	11,434	33.67	45,653,603	34.73	97	17,140.43	16,476.07	104
Auto Loan Applied On Own	5,522	16.26	20,452,507	15.56	104	15,293.01	14,676.03	104
Auto Loan Handled By Dealer	6,060	17.84	25,896,662	19.70	91	17,711.38	17,118.91	103
Mortgage	9,671	28.48	46,632,910	35.48	80	286,280.41	196,787.07	145
Second Mortgage	940	2.77	3,847,805	2.93	95	285,708.59	270,997.28	105
Fixed Rate Mortgage	7,113	20.94	36,738,992	27.95	75	354,731.27	225,656.95	157
Adjustable Rate Mortgage	872	2.57	4,491,962	3.42	75	314,639.73	203,709.91	154
Student Loan(s)	7,618	22.43	24,288,801	18.48	121	33,690.54	31,046.71	109
Any Line of Credit	7,483	22.03	24,234,315	18.44	119	14,419.26	14,818.77	97
Home Equity Line of Credit (HELOC)	2,377	7.00	12,354,548	9.40	74	37,917.49	30,817.26	123
Non-HELOC Line of Credit	4,858	14.30	11,553,892	8.79	163	6,400.63	5,506.65	116
Home Equity Loan(s)	1,912	5.63	10,055,821	7.65	74	246,345.93	190,672.68	129
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	31,312	92.19	121,153,280	92.17	100	138,812.41	118,326.23	117

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Trade Area: 9710 Scranton Rd - 3 mi.



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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	247,260	100.00	334,500,069	100.00	100	--	--	--
Households	86,186	100.00	128,298,155	100.00	100	--	--	--
Average Household Income	--	165,335.65	--	104,972.00	158	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	79,743	92.52	119,737,671	93.33	99	102,453.54	73,753.17	139
Checking Account(s)	76,232	88.45	115,217,764	89.81	98	18,395.54	13,355.96	138
Direct Deposit	57,533	66.75	91,523,814	71.34	94	--	--	--
Any Savings (Incl Money Market)	67,599	78.43	97,038,826	75.64	104	73,119.86	54,149.69	135
Traditional Savings Account(s)	64,658	75.02	92,223,511	71.88	104	47,132.80	33,730.12	140
Any Other Type of Savings or Money Market Account(s)	20,723	24.05	27,646,579	21.55	112	91,652.71	81,139.98	113
Non-Traditional Savings Account Type: Money Market	14,839	17.22	19,880,491	15.50	111	80,145.99	74,719.63	107
Certificate(s) of Deposit (CDs)	18,803	21.82	25,307,289	19.73	111	94,773.39	83,395.41	114
ATM/Debit Card								
Pre-Paid Debit Card(s)	20,771	24.10	31,041,760	24.20	100	--	--	--
ATM or Debit Card	76,321	88.55	110,356,015	86.02	103	--	--	--

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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	44,573	51.72	58,365,199	45.49	114	456,244.90	392,048.51	116
Any Keoughs/HR10s or IRAs	32,417	37.61	41,528,811	32.37	116	348,994.91	331,499.93	105
Brokerage Account(s)	32,446	37.65	39,826,148	31.04	121	-	-	-
Corporate or Municipal Bonds	8,836	10.25	10,603,903	8.27	124	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	13,270	15.40	15,707,157	12.24	126	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,525	4.09	3,916,290	3.05	134	-	-	-
Mutual Funds and ETFs	23,397	27.15	29,627,528	23.09	118	475,994.14	434,523.46	110
Mutual Fund Invested in Stocks	9,068	10.52	10,745,211	8.38	126	398,765.20	342,343.64	116
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,641	5.38	5,767,521	4.50	120	252,387.37	243,041.31	104
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	9,374	10.88	11,934,427	9.30	117	504,411.98	488,336.78	103
Real Estate	19,812	22.99	24,157,025	18.83	122	-	-	-
Publicly-Traded Stocks	28,878	33.51	35,416,663	27.61	121	-	-	-
Publicly-Traded Stock of Current or Former Employer	10,469	12.15	12,674,829	9.88	123	-	-	-
Publicly-Traded Stocks of Other Company	17,744	20.59	21,600,521	16.84	122	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	8,708	10.10	11,007,649	8.58	118	50,837.16	51,646.53	98
Government Savings Bonds	12,650	14.68	18,182,343	14.17	104	-	-	-
Government Bonds or Treasury Bills	8,583	9.96	11,207,370	8.73	114	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	46,164	53.56	62,580,938	48.78	110	341,889.10	279,830.11	122
Non-Traditional Savings Account Type: Coverdell/Education IRA	3,325	3.86	4,011,933	3.13	123	57,922.65	59,153.01	98
Non-Traditional Savings Account Type: 529/State Sponsored Education Account	5,978	6.94	7,689,711	5.99	116	43,342.62	43,741.98	99
Retirement Investment								
401(k)	27,625	32.05	36,274,559	28.27	113	265,061.54	221,083.69	120
401(k) Invested in Stocks	6,477	7.51	8,203,043	6.39	118	233,814.75	210,583.94	111
401(k) Invested in Bonds/Interest-Earning Assets	3,838	4.45	5,431,946	4.23	105	186,453.68	140,051.71	133
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	12,100	14.04	15,538,207	12.11	116	336,871.49	291,487.95	116
Roth 401(k)	4,534	5.26	5,691,059	4.44	119	196,102.71	155,210.56	126
403(b)	3,922	4.55	5,285,544	4.12	110	244,185.02	228,116.22	107
Regular or other IRA	21,402	24.83	27,834,335	21.70	114	387,433.30	368,933.15	105
Regular IRA Invested in Stocks	5,455	6.33	6,654,561	5.19	122	-	-	-
Regular IRA Other Investments	3,951	4.58	5,781,976	4.51	102	-	-	-
Roth IRA	14,300	16.59	17,554,460	13.68	121	170,638.09	162,995.84	105
Roth IRA Invested in Stocks	4,285	4.97	5,128,381	4.00	124	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,334	7.35	7,552,841	5.89	125	-	-	-
Roth IRA Other Investments	2,069	2.40	2,861,208	2.23	108	-	-	-
Rollover IRA	11,501	13.34	14,551,146	11.34	118	361,636.35	339,103.26	107
Rollover IRA Invested in Stocks	3,041	3.53	3,616,100	2.82	125	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	5,570	6.46	6,941,117	5.41	119	-	-	-
Rollover IRA Other Investments	1,555	1.80	2,284,204	1.78	101	-	-	-
Traditional Pension Plan	15,837	18.38	22,929,568	17.87	103	379,105.53	299,858.18	126

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Financial CLOUT® 2023 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	247,260	100.00	334,500,069	100.00	100	--	--	--
Households	86,186	100.00	128,298,155	100.00	100	--	--	--
Average Household Income	--	165,335.65	--	104,972.00	158	--	--	--
Credit Card								
Visa	64,019	74.28	84,304,039	65.71	113	2,313.58	1,949.03	119
MasterCard	33,974	39.42	52,676,403	41.06	96	1,847.93	1,679.51	110
Discover	10,668	12.38	17,863,607	13.94	89	1,197.88	1,091.22	110
American Express Blue/Credit Card	13,685	15.88	16,628,290	12.96	123	1,588.77	1,433.84	111
Other	3,039	3.53	4,594,568	3.58	98	763.79	789.53	97
Credit								
Auto Loan(s)	29,170	33.84	44,246,408	34.49	98	17,859.16	16,014.36	112
Auto Loan Applied On Own	14,163	16.43	19,862,325	15.48	106	16,237.84	14,215.41	114
Auto Loan Handled By Dealer	15,460	17.94	25,012,238	19.50	92	18,177.78	16,717.35	109
Mortgage	30,616	35.52	45,389,321	35.38	100	285,461.21	188,029.50	152
Second Mortgage	3,029	3.52	3,724,516	2.90	121	295,561.92	259,984.82	114
Fixed Rate Mortgage	23,835	27.66	35,795,961	27.90	99	349,571.18	217,258.94	161
Adjustable Rate Mortgage	2,880	3.34	4,390,909	3.42	98	312,509.87	193,182.90	162
Student Loan(s)	16,865	19.57	24,266,597	18.91	103	34,075.83	30,300.98	112
Any Line of Credit (HELOC)	18,343	21.28	23,244,772	18.12	117	16,515.18	14,276.24	116
Home Equity Line of Credit (HELOC)	7,959	9.23	11,716,769	9.13	101	38,493.84	30,044.41	128
Non-HELOC Line of Credit	9,986	11.59	11,244,651	8.77	132	6,586.78	5,187.38	127
Home Equity Loan(s)	6,368	7.39	9,621,491	7.50	99	245,403.11	185,575.54	132
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	80,323	93.20	117,485,537	91.57	102	160,629.76	113,880.04	141

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	250,910	100.00	341,662,969	100.00	100	--	--	--
Households	87,590	100.00	131,437,810	100.00	100	--	--	--
Average Household Income	--	184,196.77	--	118,758.00	155	--	--	--
Deposits								
Deposit (Checking Savings Money Market CD) Account	81,270	92.78	123,134,745	93.68	99	109,372.76	81,219.99	135
Checking Account(s)	77,758	88.78	118,544,593	90.19	98	19,391.07	14,536.17	133
Direct Deposit	59,212	67.60	94,766,055	72.10	94	--	--	--
Any Savings (Incl Money Market)	69,226	79.03	100,703,803	76.62	103	78,072.47	59,332.88	132
Traditional Savings Account(s)	66,127	75.50	95,550,480	72.70	104	50,003.90	36,771.05	136
Any Other Type of Savings or Money Market Account(s)	21,850	24.95	29,815,576	22.68	110	96,205.04	86,357.39	111
Non-Traditional Savings Account Type: Money Market Account	15,658	17.88	21,508,491	16.36	109	84,110.47	79,429.06	106
Certificate(s) of Deposit (CDs)	19,631	22.41	27,084,121	20.61	109	98,477.81	88,231.66	112
ATM/Debit Card								
Pre-Paid Debit Card(s)	20,507	23.41	30,797,276	23.43	100	--	--	--
ATM or Debit Card	77,569	88.56	113,050,866	86.01	103	--	--	--

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Index Colors:	<80	80 -110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Investment								
Any Investment (Mutual Fund 401(k) 403(b) 457 etc.) Account	46,351	52.92	62,028,604	47.19	112	485,610.91	425,624.04	114
Any Keoughs/HR10s or IRAs	34,161	39.00	44,898,197	34.16	114	371,435.36	358,177.35	104
Brokerage Account(s)	34,244	39.10	43,234,503	32.89	119	-	-	-
Corporate or Municipal Bonds	9,184	10.48	11,466,791	8.72	120	-	-	-
Times bought/sold thru broker in last 90 days - 1-4 times all accounts	13,831	15.79	16,892,248	12.85	123	-	-	-
Times bought/sold thru broker in last 90 days - 5-9 times all accounts	3,705	4.23	4,259,515	3.24	131	-	-	-
Mutual Funds and ETFs	24,744	28.25	32,310,699	24.58	115	504,061.34	468,209.62	108
Mutual Fund Invested in Stocks	9,526	10.88	11,742,222	8.93	122	420,231.16	364,992.77	115
Mutual Fund Invested in Bonds/Interest-Earning Assets	4,860	5.55	6,258,065	4.76	117	263,314.48	256,716.06	103
Mutual Fund Split Investments (Stocks/Bonds/Interest-Earning Assets)	10,019	11.44	13,127,065	9.99	115	535,018.41	525,590.42	102
Real Estate	20,651	23.58	25,963,849	19.75	119	-	-	-
Publicly-Traded Stocks	30,284	34.58	38,220,059	29.08	119	-	-	-
Publicly-Traded Stock of Current or Former Employer	10,838	12.37	13,563,397	10.32	120	-	-	-
Publicly-Traded Stocks of Other Company	18,761	21.42	23,486,328	17.87	120	-	-	-
Tax-Deferred Savings Plan (Coverdell/529/Education Plan)	9,083	10.37	11,870,569	9.03	115	52,013.79	53,556.65	97
Government Savings Bonds	13,001	14.84	19,191,532	14.60	102	-	-	-
Government Bonds or Treasury Bills	8,781	10.03	11,814,350	8.99	112	-	-	-
Any Pension Retirement (Incl 401(k)) or Tax-Deferred Savings Plan	48,027	54.83	66,430,590	50.54	108	364,499.74	304,077.11	120
Non-Traditional Savings Account: Coverdell/Education IRA	3,388	3.87	4,226,295	3.21	120	59,603.51	61,585.71	97
Non-Traditional Savings Account: 529/State Sponsored Education Account	6,299	7.19	8,379,906	6.38	113	44,485.30	45,548.56	98
Retirement Investment								
401(k)	28,339	32.35	37,937,923	28.86	112	279,272.03	236,718.13	118
401(k) Invested in Stocks	6,620	7.56	8,635,387	6.57	115	244,581.15	223,243.98	110
401(k) Invested in Bonds/Interest-Earning Assets	3,870	4.42	5,597,188	4.26	104	196,268.93	150,154.77	131
401(k) Split Investments (Stocks/Bonds/Interest-Earning Assets)	12,572	14.35	16,497,524	12.55	114	352,005.13	307,537.84	114
Roth 401(k)	4,547	5.19	5,896,669	4.49	116	206,799.70	165,268.48	125
403(b)	4,104	4.69	5,654,668	4.30	109	259,354.06	244,684.73	106
Regular or other IRA	22,750	25.97	30,386,266	23.12	112	411,665.80	397,933.08	103
Regular IRA Invested in Stocks	5,751	6.57	7,255,454	5.52	119	-	-	-
Regular IRA Other Investments	4,198	4.79	6,229,314	4.74	101	-	-	-
Roth IRA	14,979	17.10	18,900,347	14.38	119	178,555.93	172,326.73	104
Roth IRA Invested in Stocks	4,439	5.07	5,517,544	4.20	121	-	-	-
Roth IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,692	7.64	8,214,101	6.25	122	-	-	-
Roth IRA Other Investments	2,143	2.45	3,030,205	2.31	106	-	-	-
Rollover IRA	12,150	13.87	15,839,335	12.05	115	383,535.91	364,639.61	105
Rollover IRA Invested in Stocks	3,159	3.61	3,898,469	2.97	122	-	-	-
Rollover IRA Split Investments (Stocks/Bonds/Interest-Earning Assets)	6,002	6.85	7,695,467	5.86	117	-	-	-
Rollover IRA Other Investments	1,650	1.88	2,447,612	1.86	101	-	-	-
Traditional Pension Plan	16,901	19.30	24,992,374	19.02	101	406,583.15	328,213.36	124

Benchmark: USA

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Index Colors:	<80	80 -110	110+
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Financial CLOUT® 2028 | Debt Products & Services



Trade Area: 9710 Scranton Rd - 5 mi.

	Product Count of Area	% of Area HHs	Product Count of Base	% of Base HHs	Index: %	Average \$ Balance per HH of Area	Average \$ Balance per HH of Base	Index: Average \$
Basics								
Population	250,910	100.00	341,662,969	100.00	100	-	-	-
Households	87,590	100.00	131,437,810	100.00	100	-	-	-
Average Household Income	-	184,196.77	-	118,758.00	155	-	-	-
Credit Card								
Visa	65,675	74.98	87,915,659	66.89	112	2,317.99	1,978.15	117
MasterCard	35,108	40.08	55,081,642	41.91	96	1,843.33	1,699.72	108
Discover	11,067	12.63	18,827,522	14.32	88	1,180.62	1,071.60	110
American Express Blue/Credit Card	14,499	16.55	18,136,018	13.80	120	1,574.45	1,444.74	109
Other	3,181	3.63	4,856,901	3.69	98	752.15	783.81	96
Credit								
Auto Loan(s)	29,641	33.84	45,653,603	34.73	97	18,230.10	16,476.07	111
Auto Loan Applied On Own	14,277	16.30	20,452,507	15.56	105	16,571.37	14,676.03	113
Auto Loan Handled By Dealer	15,826	18.07	25,896,662	19.70	92	18,528.08	17,118.91	108
Mortgage	30,961	35.35	46,632,910	35.48	100	292,319.82	196,787.07	149
Second Mortgage	3,028	3.46	3,847,805	2.93	118	298,808.01	270,997.28	110
Fixed Rate Mortgage	24,069	27.48	36,738,992	27.95	98	356,767.73	225,656.95	158
Adjustable Rate Mortgage	2,874	3.28	4,491,962	3.42	96	324,144.76	203,709.91	159
Student Loan(s)	16,624	18.98	24,288,801	18.48	103	34,841.21	31,046.71	112
Any Line of Credit	18,695	21.34	24,234,315	18.44	116	16,893.96	14,818.77	114
Home Equity Line of Credit (HELOC)	8,146	9.30	12,354,548	9.40	99	38,927.03	30,817.26	126
Non-HELOC Line of Credit	10,070	11.50	11,553,892	8.79	131	6,893.58	5,506.65	125
Home Equity Loan(s)	6,471	7.39	10,055,821	7.65	97	245,523.97	190,672.68	129
Any Credit (Loan Mortgage Line of Credit Credit Card) Account	81,923	93.53	121,153,280	92.17	101	162,394.19	118,326.23	137

Benchmark: USA

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Index Colors:	<80	80-110	110+
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Trade Area: 9710 Scranton Rd - 5 mi.



Report Details

Name: Financial CLOUT® 2023
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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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