

Consumer Buying Power™ | Category Summary

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures (BASE)	7,855,447,665,217	100.00	8,929,417,325,839	100.00	61,553.20	67,494.12	2.60	100
Total Specified Consumer Expenditures (AREA)	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Category Summary								
Food	636,037,495	14.23	688,179,239	13.96	7,892.07	8,383.43	1.59	90
Alcoholic beverages	41,920,301	0.94	46,742,193	0.95	520.15	569.42	2.20	84
Housing	1,744,378,211	39.02	1,933,122,197	39.20	21,644.56	23,549.39	2.08	94
Apparel and services	142,575,862	3.19	144,066,165	2.92	1,769.11	1,755.02	0.21	88
Transportation	737,132,767	16.49	812,920,480	16.48	9,146.48	9,903.04	1.98	83
Healthcare	432,364,414	9.67	489,864,133	9.93	5,364.86	5,967.55	2.53	94
Entertainment	232,716,657	5.21	256,426,442	5.20	2,887.59	3,123.80	1.96	80
Personal care products and services	59,594,050	1.33	66,162,147	1.34	739.45	805.99	2.11	85
Reading	6,920,360	0.15	5,643,425	0.11	85.87	68.75	-4.00	77
Education	131,399,880	2.94	152,894,286	3.10	1,630.43	1,862.57	3.08	96
Tobacco products and smoking supplies	33,453,613	0.75	35,753,100	0.72	415.10	435.55	1.34	109
Miscellaneous fees and expenses	82,617,254	1.85	90,821,434	1.84	1,025.13	1,106.39	1.91	92
Cash contributions	159,950,882	3.58	178,631,999	3.62	1,984.70	2,176.10	2.23	85
Life and other personal insurance	29,871,971	0.67	30,082,434	0.61	370.66	366.47	0.14	94

Benchmark: USA

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Consumer Buying Power™ | Food at Home

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Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Food								
Food	636,037,495	100.00	688,179,239	100.00	7,892.07	8,383.43	1.59	90
Food at Home								
Food at home	374,240,113	58.84	402,989,831	58.56	4,643.64	4,909.24	1.49	95
Cereals and bakery products	48,852,983	7.68	51,048,271	7.42	606.18	621.87	0.88	98
Cereals and cereal products	15,162,471	2.38	15,570,679	2.26	188.14	189.68	0.53	96
Flour	1,202,396	0.19	1,255,104	0.18	14.92	15.29	0.86	97
Prepared flour mixes	1,213,169	0.19	1,244,493	0.18	15.05	15.16	0.51	86
Ready-to-eat and cooked cereals	6,224,086	0.98	6,317,482	0.92	77.23	76.96	0.30	93
Rice	3,165,524	0.50	3,276,352	0.48	39.28	39.91	0.69	108
Pasta, cornmeal and other cereal products	3,357,296	0.53	3,477,248	0.51	41.66	42.36	0.70	96
Bakery								
Bakery products	33,690,513	5.30	35,477,592	5.16	418.04	432.19	1.04	98
Bread	8,638,259	1.36	9,067,158	1.32	107.19	110.46	0.97	98
White bread	3,994,968	0.63	4,207,767	0.61	49.57	51.26	1.04	98
Bread, other than white	4,643,291	0.73	4,859,391	0.71	57.61	59.20	0.91	98
Cookies and crackers	8,123,413	1.28	8,551,426	1.24	100.80	104.17	1.03	95
Cookies	4,606,381	0.72	4,839,755	0.70	57.16	58.96	0.99	98
Crackers	3,517,033	0.55	3,711,671	0.54	43.64	45.22	1.08	91
Frozen and refrigerated bakery products	2,605,304	0.41	2,725,621	0.40	32.33	33.20	0.91	93
Other bakery products	14,323,536	2.25	15,133,387	2.20	177.73	184.36	1.11	102
Biscuits and rolls	5,035,690	0.79	5,283,826	0.77	62.48	64.37	0.97	107
Cakes and cupcakes	3,874,070	0.61	4,091,215	0.59	48.07	49.84	1.10	97
Bread and cracker products	875,734	0.14	927,353	0.13	10.87	11.30	1.15	110
Sweet rolls, coffee cakes, doughnuts	2,669,985	0.42	2,834,225	0.41	33.13	34.53	1.20	99
Pies, tarts, turnovers	1,868,058	0.29	1,996,767	0.29	23.18	24.32	1.34	97
Meats, Poultry, Fish and Eggs								
Meats, poultry, fish, and eggs	81,210,521	12.77	84,009,242	12.21	1,007.67	1,023.40	0.68	97
Beef	21,101,073	3.32	21,287,304	3.09	261.83	259.32	0.18	95
Ground beef	7,620,629	1.20	7,583,629	1.10	94.56	92.51	-0.07	96
Roast	3,585,036	0.56	3,657,532	0.53	44.48	44.56	0.40	93
Chuck roast	1,121,815	0.18	1,150,837	0.17	13.92	14.02	0.51	85
Round roast	666,636	0.10	678,311	0.10	8.27	8.26	0.35	99
Other roast	1,796,585	0.28	1,828,385	0.27	22.29	22.27	0.35	96
Steak	8,058,635	1.27	8,194,957	1.19	99.99	99.83	0.34	96
Round steak	1,727,671	0.27	1,738,103	0.25	21.44	21.17	0.12	100
Sirloin steak	2,377,916	0.37	2,435,045	0.35	29.51	29.66	0.48	94
Other steak	3,953,048	0.62	4,021,808	0.58	49.05	48.99	0.35	96
Other beef	1,836,772	0.29	1,841,187	0.27	22.79	22.43	0.05	94
Pork	14,499,117	2.28	14,790,311	2.15	179.91	180.18	0.40	93
Bacon	3,090,376	0.49	3,158,338	0.46	38.35	38.48	0.44	88
Pork chops	2,212,630	0.35	2,229,351	0.32	27.45	27.16	0.15	99
Ham	3,016,005	0.47	3,088,447	0.45	37.42	37.62	0.48	95
Ham, not canned	2,781,245	0.44	2,844,990	0.41	34.51	34.66	0.45	96
Canned ham	234,760	0.04	243,457	0.04	2.91	2.97	0.73	84
Sausage	2,735,048	0.43	2,774,656	0.40	33.94	33.80	0.29	95
Other pork	3,445,059	0.54	3,539,518	0.51	42.75	43.12	0.54	89
Other meats	12,047,572	1.89	12,690,284	1.84	149.49	154.59	1.04	105
Frankfurters	2,349,959	0.37	2,448,188	0.36	29.16	29.82	0.82	105
Lunch meats - cold cuts	7,987,909	1.26	8,392,714	1.22	99.12	102.24	0.99	105
Bologna, liverwurst, salami	2,813,064	0.44	2,954,737	0.43	34.91	35.99	0.99	108
Other lunchmeats	5,174,845	0.81	5,437,977	0.79	64.21	66.25	1.00	104
Lamb, organ meats and others	1,709,703	0.27	1,849,382	0.27	21.21	22.53	1.58	103
Lamb and organ meats	1,151,157	0.18	1,245,229	0.18	14.28	15.17	1.58	106
Mutton, goat and game	558,547	0.09	604,153	0.09	6.93	7.36	1.58	97
Poultry	16,056,557	2.52	16,512,601	2.40	199.23	201.16	0.56	98
Fresh and frozen chickens	13,036,295	2.05	13,392,285	1.95	161.76	163.15	0.54	99
Fresh and frozen whole chicken	4,261,600	0.67	4,413,028	0.64	52.88	53.76	0.70	99
Fresh and frozen chicken parts	8,774,695	1.38	8,979,258	1.30	108.88	109.39	0.46	99
Other poultry	3,020,262	0.47	3,120,315	0.45	37.48	38.01	0.65	92
Fish and seafood	12,497,995	1.97	13,164,149	1.91	155.08	160.37	1.04	100
Canned fish and seafood	2,203,249	0.35	2,325,416	0.34	27.34	28.33	1.09	105
Fresh fish and shellfish	6,437,503	1.01	6,802,310	0.99	79.88	82.87	1.11	107
Frozen fish and shellfish	3,857,242	0.61	4,036,424	0.59	47.86	49.17	0.91	88
Eggs	5,008,208	0.79	5,564,592	0.81	62.14	67.79	2.13	95
Dairy products	38,738,537	6.09	41,475,660	6.03	480.67	505.26	1.37	97
Fresh milk and cream	12,989,355	2.04	13,571,290	1.97	161.17	165.33	0.88	100
Fresh milk, all types	9,918,425	1.56	10,278,695	1.49	123.07	125.22	0.72	100
Cream	3,070,930	0.48	3,292,595	0.48	38.10	40.11	1.40	103
Other dairy products	25,749,182	4.05	27,904,370	4.05	319.50	339.93	1.62	95
Butter	3,322,010	0.52	3,634,084	0.53	41.22	44.27	1.81	95
Cheese	10,930,642	1.72	11,813,353	1.72	135.63	143.91	1.57	93
Ice cream and related products	5,775,550	0.91	6,243,326	0.91	71.66	76.06	1.57	92
Miscellaneous dairy products	5,720,980	0.90	6,213,607	0.90	70.99	75.69	1.67	101

Benchmark: USA

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Fruits and Vegetables								
Fruits and vegetables	75,031,813	11.80	82,305,769	11.96	931.01	1,002.65	1.87	98
Fresh fruits	27,544,042	4.33	30,524,048	4.44	341.77	371.85	2.08	96
Apples	4,420,750	0.69	4,867,367	0.71	54.85	59.29	1.94	93
Bananas	4,307,445	0.68	4,738,707	0.69	53.45	57.73	1.93	99
Oranges	3,662,283	0.58	4,063,923	0.59	45.44	49.51	2.10	100
Citrus fruits, excluding oranges	4,500,450	0.71	5,002,035	0.73	55.84	60.94	2.14	95
Other fresh fruits	10,653,114	1.67	11,852,015	1.72	132.19	144.38	2.16	95
Fresh vegetables	25,441,254	4.00	28,214,659	4.10	315.68	343.71	2.09	101
Potatoes	4,883,315	0.77	5,393,367	0.78	60.59	65.70	2.01	104
Lettuce	3,852,007	0.61	4,277,482	0.62	47.80	52.11	2.12	105
Tomatoes	4,657,383	0.73	5,170,829	0.75	57.79	62.99	2.11	99
Other fresh vegetables	12,048,548	1.89	13,372,961	1.94	149.50	162.91	2.11	100
Processed fruits	9,653,151	1.52	9,793,230	1.42	119.78	119.30	0.29	98
Frozen fruits and fruit juices	1,236,419	0.19	1,279,742	0.19	15.34	15.59	0.69	81
Frozen orange juice	201,389	0.03	202,110	0.03	2.50	2.46	0.07	77
Frozen fruits	838,329	0.13	877,760	0.13	10.40	10.69	0.92	83
Frozen fruit juices	196,702	0.03	199,872	0.03	2.44	2.43	0.32	81
Canned fruits	1,919,167	0.30	1,953,438	0.28	23.81	23.80	0.35	95
Dried fruit	816,613	0.13	829,442	0.12	10.13	10.10	0.31	90
Fresh fruit juice	1,021,169	0.16	1,024,940	0.15	12.67	12.49	0.07	93
Canned and bottled fruit juice	4,659,782	0.73	4,705,669	0.68	57.82	57.32	0.20	107
Processed vegetables	12,393,365	1.95	13,773,832	2.00	153.78	167.79	2.13	96
Frozen vegetables	3,045,964	0.48	3,351,259	0.49	37.79	40.83	1.93	102
Canned and dried vegetables and juices	9,347,401	1.47	10,422,573	1.51	115.98	126.97	2.20	95
Canned beans	2,353,657	0.37	2,652,655	0.39	29.20	32.31	2.42	97
Canned corn	1,307,956	0.21	1,470,685	0.21	16.23	17.92	2.37	96
Canned miscellaneous vegetables	2,209,216	0.35	2,462,394	0.36	27.41	30.00	2.19	97
Dried peas	126,172	0.02	143,389	0.02	1.57	1.75	2.59	92
Dried beans	526,084	0.08	582,427	0.08	6.53	7.10	2.06	83
Dried miscellaneous vegetables	1,028,130	0.16	1,138,554	0.17	12.76	13.87	2.06	90
Dried processed vegetables	180,681	0.03	207,665	0.03	2.24	2.53	2.82	84
Frozen vegetable juices	142,047	0.02	164,738	0.02	1.76	2.01	3.01	89
Fresh and canned vegetable juices	1,473,457	0.23	1,600,066	0.23	18.28	19.49	1.66	97
Other Food at Home								
Other food at home	130,406,259	20.50	144,150,890	20.95	1,618.10	1,756.05	2.02	91
Sugar and other sweets	12,051,743	1.89	12,728,094	1.85	149.54	155.05	1.10	87
Candy and chewing gum	6,467,620	1.02	6,847,183	0.99	80.25	83.41	1.15	83
Sugar	1,998,021	0.31	2,066,251	0.30	24.79	25.17	0.67	97
Artificial sweeteners	846,640	0.13	924,869	0.13	10.51	11.27	1.78	92
Jams, preserves, other sweets	2,739,462	0.43	2,889,791	0.42	33.99	35.20	1.07	88
Fats and oils	11,062,728	1.74	12,296,282	1.79	137.27	149.79	2.14	101
Margarine	714,947	0.11	788,494	0.11	8.87	9.61	1.98	101
Other fats and oils	3,874,807	0.61	4,289,989	0.62	48.08	52.26	2.06	110
Salad dressings	2,719,033	0.43	3,019,860	0.44	33.74	36.79	2.12	99
Non dairy cream and imitation milk	1,947,001	0.31	2,184,722	0.32	24.16	26.61	2.33	95
Peanut butter	1,806,940	0.28	2,013,217	0.29	22.42	24.53	2.19	96
Miscellaneous Foods								
Miscellaneous foods	65,824,262	10.35	73,021,437	10.61	816.76	889.55	2.10	89
Frozen prepared foods	12,260,963	1.93	13,456,484	1.96	152.14	163.93	1.88	89
Frozen meals	5,941,296	0.93	6,592,004	0.96	73.72	80.30	2.10	91
Other frozen prepared foods	6,319,668	0.99	6,864,480	1.00	78.42	83.62	1.67	86
Canned and packaged soups	4,349,241	0.68	4,858,782	0.71	53.97	59.19	2.24	94
Potato chips, nuts, and other snacks	13,803,918	2.17	15,317,133	2.23	171.28	186.59	2.14	86
Potato chips and other snacks	9,031,005	1.42	9,917,643	1.44	112.06	120.82	1.89	85
Nuts	4,772,912	0.75	5,399,490	0.78	59.22	65.78	2.50	88
Condiments and seasonings	14,093,831	2.22	15,651,069	2.27	174.88	190.66	2.12	93
Salt, spices, other seasonings	4,009,617	0.63	4,466,954	0.65	49.75	54.42	2.18	94
Olives, pickles, relishes	1,988,430	0.31	2,231,889	0.32	24.67	27.19	2.34	95
Sauces and gravies	5,367,238	0.84	5,920,374	0.86	66.60	72.12	1.98	94
Baking needs and miscellaneous products	2,728,547	0.43	3,031,852	0.44	33.86	36.93	2.13	87
Other canned and packaged prepared foods	21,316,309	3.35	23,737,970	3.45	264.50	289.18	2.18	87
Prepared salads	4,199,796	0.66	4,773,918	0.69	52.11	58.16	2.60	90
Prepared desserts	1,560,391	0.25	1,731,356	0.25	19.36	21.09	2.10	101
Baby food	2,386,537	0.38	2,593,739	0.38	29.61	31.60	1.68	96
Miscellaneous prepared foods	11,852,274	1.86	13,097,120	1.90	147.07	159.55	2.02	83
Vitamin supplements	1,317,312	0.21	1,541,837	0.22	16.35	18.78	3.20	82
Nonalcoholic Beverages								
Nonalcoholic beverages	36,883,304	5.80	40,963,755	5.95	457.65	499.02	2.12	95
Cola	5,119,297	0.80	5,623,788	0.82	63.52	68.51	1.90	85
Nonalcoholic beer and other carbonated drinks	5,608,566	0.88	6,189,058	0.90	69.59	75.40	1.99	88
Tea	3,600,868	0.57	4,006,944	0.58	44.68	48.81	2.16	106
Coffee	9,720,551	1.53	10,953,939	1.59	120.61	133.44	2.42	101
Roasted coffee	5,364,191	0.84	6,037,758	0.88	66.56	73.55	2.39	102
Instant and freeze dried coffee	4,356,361	0.68	4,916,181	0.71	54.05	59.89	2.45	100
Noncarbonated fruit flavored drinks	2,548,299	0.40	2,799,930	0.41	31.62	34.11	1.90	94
Other noncarbonated beverages and ice	1,848,974	0.29	2,029,844	0.29	22.94	24.73	1.88	83
Bottled water	6,485,272	1.02	7,187,981	1.04	80.47	87.56	2.08	102
Sports drinks	1,951,477	0.31	2,172,271	0.32	24.21	26.46	2.17	84
Food Prepared by Consumer Unit								
Food prepared on out-of-town trips	4,584,222	0.72	5,141,322	0.75	56.88	62.63	2.32	88

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Food Away from Home								
Food away from home	261,797,382	41.16	285,189,407	41.44	3,248.43	3,474.19	1.73	84
Meals at restaurants, carry outs and other	248,016,898	38.99	269,915,700	39.22	3,077.44	3,288.13	1.71	85
Lunch	73,751,941	11.60	79,863,415	11.61	915.13	972.90	1.60	81
Lunch at fast food, take-out	34,271,740	5.39	36,468,180	5.30	425.25	444.26	1.25	83
Lunch at full service restaurants	32,590,446	5.12	36,071,582	5.24	404.39	439.43	2.05	78
Lunch at vending machines and mobile vendors	1,693,486	0.27	1,868,767	0.27	21.01	22.77	1.99	86
Lunch at employer and school cafeterias	5,196,269	0.82	5,454,866	0.79	64.48	66.45	0.98	83
Dinner	118,514,588	18.63	129,057,014	18.75	1,470.55	1,572.18	1.72	87
Dinner at fast food, take-out	42,323,433	6.65	45,025,503	6.54	525.16	548.50	1.25	88
Dinner at full service restaurants	74,286,299	11.68	81,995,266	11.91	921.76	998.87	1.99	87
Dinner at vending machines and mobile vendors	552,411	0.09	591,006	0.09	6.85	7.20	1.36	80
Dinner at employer and school cafeterias	1,352,444	0.21	1,445,238	0.21	16.78	17.61	1.34	110
Snacks and nonalcoholic beverages	22,335,065	3.51	24,334,701	3.54	277.14	296.45	1.73	81
Snacks and beverages at fast food, take-out	11,973,877	1.88	12,908,784	1.88	148.57	157.26	1.51	78
Snacks and beverages at full service restaurants	6,586,871	1.04	7,368,481	1.07	81.73	89.76	2.27	88
Snacks and beverages at vending machines	2,961,985	0.47	3,182,536	0.46	36.75	38.77	1.45	82
Snacks and beverages at employer and school	812,333	0.13	874,900	0.13	10.08	10.66	1.50	79
Breakfast and brunch	33,415,304	5.25	36,660,570	5.33	414.62	446.60	1.87	88
Breakfast and brunch at fast food, take-out	17,652,321	2.78	19,130,539	2.78	219.03	233.05	1.62	96
Breakfast and brunch at full service restaurants	14,000,891	2.20	15,599,076	2.27	173.73	190.03	2.19	81
Breakfast and brunch at vending machines	530,011	0.08	588,646	0.09	6.58	7.17	2.12	79
Breakfast and brunch at employer and school	1,232,081	0.19	1,342,309	0.20	15.29	16.35	1.73	81
Food or board at school	890,337	0.14	982,391	0.14	11.05	11.97	1.99	79
Catered affairs	807,354	0.13	899,685	0.13	10.02	10.96	2.19	82
Food on out-of-town trips	9,413,409	1.48	10,820,603	1.57	116.80	131.82	2.83	76
School lunches	1,765,845	0.28	1,613,282	0.23	21.91	19.65	-1.79	84
Meals as pay	903,539	0.14	957,746	0.14	11.21	11.67	1.17	73

Benchmark: USA

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Consumer Buying Power™ | Housing

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Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Housing								
Housing	1,744,378,211	100.00	1,933,122,197	100.00	21,644.56	23,549.39	2.08	9
Shelter								
Shelter	1,058,762,844	60.70	1,177,060,092	60.89	13,137.32	14,339.00	2.14	9
Owned dwellings	677,380,965	38.83	755,422,680	39.08	8,405.06	9,202.60	2.20	10
Mortgage interest and charges (owned)	263,170,419	15.09	292,150,342	15.11	3,265.47	3,558.99	2.11	9
Mortgage interest (owned)	248,931,510	14.27	275,689,637	14.26	3,088.79	3,358.46	2.06	8
Interest paid, home equity loan (owned)	4,489,437	0.26	5,094,263	0.26	55.71	62.06	2.56	13
Interest paid, home equity line of credit (owned)	9,749,472	0.56	11,366,442	0.59	120.97	138.47	3.12	12
Property taxes (owned)	269,346,585	15.44	303,060,250	15.68	3,342.10	3,691.89	2.39	13
Maintenance, repairs, insurance, other expenses	144,863,960	8.30	160,212,087	8.29	1,797.50	1,951.71	2.03	9
Homeowners insurance (owned)	41,419,441	2.37	44,703,756	2.31	513.94	544.58	1.54	9
Ground rent (owned)	5,692,964	0.33	6,162,861	0.32	70.64	75.08	1.60	7
Flooring installation, repair, replacement (owned)	13,623,288	0.78	16,602,866	0.86	169.04	202.26	4.04	8
Maintenance and repair services (owned)	66,342,242	3.80	73,592,306	3.81	823.19	896.51	2.10	10
Painting and papering	7,711,801	0.44	9,050,928	0.47	95.69	110.26	3.25	8
Plumbing and water heating	7,071,438	0.41	7,698,636	0.40	87.74	93.79	1.71	10
Heat, a/c, electrical work	14,334,172	0.82	15,649,510	0.81	177.86	190.64	1.77	10
Roofing and gutters	15,797,157	0.91	17,505,118	0.91	196.01	213.25	2.07	10
Other repair and maintenance services	21,136,135	1.21	23,367,527	1.21	262.26	284.66	2.03	11
Repair of built-in appliances (owned)	291,539	0.02	320,587	0.02	3.62	3.91	1.92	8
Maintenance and repair commodities (owned)	10,013,452	0.57	10,746,880	0.56	124.25	130.92	1.42	10
Paints, wallpaper and supplies	2,566,024	0.15	2,732,929	0.14	31.84	33.29	1.27	11
Tools and equip. for painting/wallpapering (owned)	275,642	0.02	293,570	0.02	3.42	3.58	1.27	11
Plumbing supplies and equipment (owned)	1,179,952	0.07	1,283,529	0.07	14.64	15.64	1.70	10
Electrical supplies, heating/cooling equip. (owned)	699,442	0.04	749,889	0.04	8.68	9.14	1.40	7
Materials and equipment for roof and gutters	772,222	0.04	797,428	0.04	9.58	9.71	0.64	11
Materials for plaster, panel, siding, windows, etc.	1,700,095	0.10	1,853,153	0.10	21.10	22.58	1.74	10
Materials for patio, fence, driveway, etc. (owned)	230,980	0.01	275,393	0.01	2.87	3.35	3.58	9
Other materials	2,589,066	0.15	2,760,989	0.14	32.13	33.63	1.29	11
Property management and security (owned)	7,626,439	0.44	8,258,542	0.43	94.63	100.61	1.61	11
Property management (owned)	6,938,761	0.40	7,518,677	0.39	86.10	91.59	1.62	11
Management and services for security (owned)	687,678	0.04	739,866	0.04	8.53	9.01	1.47	7
Parking (owned)	146,134	0.01	144,876	0.01	1.81	1.76	-0.17	9
Rented dwellings	312,163,162	17.90	343,513,777	17.77	3,873.38	4,184.70	1.93	8
Rent	284,362,343	16.30	312,830,312	16.18	3,528.42	3,810.91	1.93	7
Rent as pay	14,281,430	0.82	15,262,885	0.79	177.21	185.93	1.34	8
Maintenance, insurance and other expenses	13,519,389	0.78	15,420,580	0.80	167.75	187.85	2.67	8
Tenant's insurance	1,721,989	0.10	2,025,932	0.10	21.37	24.68	3.30	7
Flooring installation, repair, replacement (rented)	1,175,832	0.07	1,348,825	0.07	14.59	16.43	2.78	8
Maintenance and repair services (rented)	5,389,775	0.31	6,271,317	0.32	66.88	76.40	3.08	8
Repair or maintenance services	5,187,801	0.30	6,047,417	0.31	64.37	73.67	3.11	8
Repair of built-in appliances (rented)	201,973	0.01	223,900	0.01	2.51	2.73	2.08	8
Maintenance and repair commodities (rented)	5,231,793	0.30	5,774,506	0.30	64.92	70.35	1.99	8
Paints, wallpaper, and supplies (rented)	592,148	0.03	642,942	0.03	7.35	7.83	1.66	10
Tools and equip. for painting/wallpapering (rented)	63,608	0.00	69,065	0.00	0.79	0.84	1.66	10
Materials for plastering, panels, roofing, etc.	443,842	0.03	502,023	0.03	5.51	6.12	2.49	8
Materials for patio, fence, driveway, etc. (rented)	33,648	0.00	37,797	0.00	0.42	0.46	2.35	9
Plumbing supplies and equipment (rented)	260,208	0.01	290,099	0.01	3.23	3.53	2.20	8
Electrical supplies, heating/cooling equip. (rented)	371,719	0.02	407,198	0.02	4.61	4.96	1.84	8
Miscellaneous supplies and equipment	3,100,243	0.18	3,420,570	0.18	38.47	41.67	1.99	8
Material for insulation, other maintenance/repair	413,489	0.02	461,245	0.02	5.13	5.62	2.21	8
Materials for additions and remodeling rooms	1,401,406	0.08	1,531,354	0.08	17.39	18.66	1.79	7
Construction materials for jobs not started	1,285,348	0.07	1,427,971	0.07	15.95	17.40	2.13	8
Material for landscape maintenance	366,376	0.02	404,811	0.02	4.55	4.93	2.02	7
Other lodging	69,218,717	3.97	78,123,635	4.04	858.88	951.71	2.45	9
Owned vacation homes	31,521,306	1.81	35,907,609	1.86	391.12	437.43	2.64	9
Mortgage interest and charges	8,078,733	0.46	9,183,634	0.48	100.24	111.88	2.60	8
Mortgage interest	5,363,091	0.31	6,156,777	0.32	66.55	75.00	2.80	7
Interest paid, home equity loan	1,247,290	0.07	1,365,189	0.07	15.48	16.63	1.82	9
Interest paid, home equity line of credit	1,468,352	0.08	1,661,668	0.09	18.22	20.24	2.50	11
Property taxes	12,889,433	0.74	14,798,356	0.77	159.93	180.27	2.80	11
Flooring installation, repair and replacement	2,710,384	0.16	2,960,929	0.15	33.63	36.07	1.78	9
Maintenance, insurance, and other expenses	7,842,756	0.45	8,964,690	0.46	97.31	109.21	2.71	10
Homeowners insurance	2,937,677	0.17	3,431,332	0.18	36.45	41.80	3.16	10
Ground rent	1,213,859	0.07	1,301,415	0.07	15.06	15.85	1.40	11
Repair and remodeling services	1,621,745	0.09	1,920,013	0.10	20.12	23.39	3.43	10
Materials and supplies	107,354	0.01	113,815	0.01	1.33	1.39	1.18	7
Property management and security	1,816,621	0.10	2,040,328	0.11	22.54	24.86	2.35	11
Property management	1,392,542	0.08	1,560,767	0.08	17.28	19.01	2.31	12
Management and upkeep services for security	424,079	0.02	479,561	0.02	5.26	5.84	2.49	9
Parking	145,501	0.01	157,787	0.01	1.81	1.92	1.63	12
Housing while attending school	3,642,589	0.21	3,789,956	0.20	45.20	46.17	0.80	8
Lodging on out-of-town trips	34,054,822	1.95	38,426,070	1.99	422.56	468.11	2.44	8

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Consumer Buying Power™ | Housing

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Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Utilities, Fuels and Public Services								
Utilities, fuels, and public services	361,282,846	20.71	397,930,840	20.58	4,482.86	4,847.61	1.95	99
Natural gas	43,137,072	2.47	47,816,747	2.47	535.25	582.51	2.08	123
Utility-natural gas (renter)	6,751,959	0.39	7,524,127	0.39	83.78	91.66	2.19	102
Utility-natural gas (owned home)	35,639,380	2.04	39,395,805	2.04	442.22	479.92	2.02	128
Utility-natural gas (owned vacation)	240,126	0.01	297,687	0.02	2.98	3.63	4.39	87
Utility-natural gas (rented vacation)	505,606	0.03	599,128	0.03	6.27	7.30	3.45	110
Electricity	129,323,592	7.41	143,336,995	7.41	1,604.67	1,746.14	2.08	94
Electricity (renter)	26,868,778	1.54	29,188,641	1.51	333.39	355.58	1.67	88
Electricity (owned home)	100,261,567	5.75	111,481,277	5.77	1,244.06	1,358.07	2.14	97
Electricity (owned vacation)	1,108,295	0.06	1,401,154	0.07	13.75	17.07	4.80	89
Electricity (rented vacation)	1,084,953	0.06	1,265,923	0.07	13.46	15.42	3.13	82
Fuel oil and other fuels	20,087,691	1.15	22,290,694	1.15	249.25	271.55	2.10	233
Fuel oil	15,218,914	0.87	16,908,737	0.87	188.84	205.98	2.13	298
Fuel oil (renter) and fuel oil (rented vacation)	3,062,024	0.18	3,453,094	0.18	37.99	42.07	2.43	196
Fuel oil (owned home) and fuel oil (owned vacation)	12,156,890	0.70	13,455,643	0.70	150.84	163.92	2.05	343
Coal, wood, and other fuels	1,157,939	0.07	1,254,624	0.06	14.37	15.28	1.62	203
Coal, wood, other fuels (rented)	213,445	0.01	233,425	0.01	2.65	2.84	1.81	140
Coal, wood, other fuels (owned)	944,494	0.05	1,021,200	0.05	11.72	12.44	1.57	226
Bottled gas	3,710,837	0.21	4,127,333	0.21	46.04	50.28	2.15	127
Gas, btld/tank (owned home)	2,211,333	0.13	2,415,515	0.13	27.44	29.43	1.78	135
Gas, btld/tank (owned vacation)	290,480	0.02	352,835	0.02	3.60	4.30	3.97	131
Gas, btld/tank (rented home)	303,635	0.02	321,990	0.02	3.77	3.92	1.18	106
Gas, btld/tank (rented vacation)	905,389	0.05	1,036,993	0.05	11.23	12.63	2.75	115
Telephone services	128,227,895	7.35	139,615,894	7.22	1,591.07	1,700.81	1.72	98
Residential phone service, VoIP, and phone cards	27,595,404	1.58	24,046,665	1.24	342.41	292.94	-2.72	136
Phone cards	448,481	0.03	331,805	0.02	5.56	4.04	-5.85	125
Residential telephone including VoIP	27,146,923	1.56	23,714,860	1.23	336.84	288.90	-2.67	136
Cellular phone service	100,632,491	5.77	115,569,229	5.98	1,248.67	1,407.87	2.81	91
Water and other public services	40,506,597	2.32	44,870,509	2.32	502.61	546.61	2.07	74
Water and sewerage maintenance	30,194,502	1.73	33,325,043	1.72	374.66	405.97	1.99	77
Water/sewer maint. (owned home)	24,796,116	1.42	27,292,544	1.41	307.67	332.48	1.94	78
Water/sewer maint. (renter)	4,559,627	0.26	5,042,754	0.26	56.58	61.43	2.03	70
Water/sewer maint. (owned vacation)	273,399	0.02	322,966	0.02	3.39	3.93	3.39	73
Water/sewer maint. (rented vacation)	565,360	0.03	666,779	0.03	7.02	8.12	3.35	81
Trash and garbage collection	9,094,104	0.52	10,093,488	0.52	112.84	122.96	2.11	64
Trash/garb. Coll. (owned home)	7,450,537	0.43	8,217,878	0.43	92.45	100.11	1.98	65
Trash/garb. coll. (renter)	1,177,198	0.07	1,314,100	0.07	14.61	16.01	2.22	59
Trash/garb. coll. (owned vacation)	229,228	0.01	275,349	0.01	2.84	3.35	3.73	77
Trash/garb. coll. (rented vacation)	237,141	0.01	286,162	0.01	2.94	3.49	3.83	78
Septic tank cleaning	1,217,990	0.07	1,451,978	0.08	15.11	17.69	3.58	80
Septic tank clean. (rented or rented vacation home)	599,549	0.03	709,539	0.04	7.44	8.64	3.43	80
Septic tank clean. (owned or owned vacation home)	618,442	0.04	742,439	0.04	7.67	9.04	3.72	80
Household Operations								
Household operations	116,094,432	6.66	132,253,540	6.84	1,440.52	1,611.12	2.64	85
Personal services	39,078,162	2.24	43,758,834	2.26	484.89	533.07	2.29	91
Babysitting and child care	13,967,412	0.80	15,116,802	0.78	173.31	184.15	1.59	100
Adult day care centers, elderly care, handicapped, etc.	7,618,640	0.44	8,582,127	0.44	94.53	104.55	2.41	101
Day care centers, nursery, and preschools	17,492,110	1.00	20,059,905	1.04	217.05	244.37	2.78	82
Other household expenses	77,016,270	4.42	88,494,706	4.58	955.63	1,078.05	2.82	82
Housekeeping services	9,124,576	0.52	11,423,905	0.59	113.22	139.17	4.60	67
Gardening, lawn care service	9,736,137	0.56	11,544,831	0.60	120.81	140.64	3.47	76
Water softening service	456,955	0.03	508,247	0.03	5.67	6.19	2.15	77
Household laundry, dry cleaning (sent out)	3,865,911	0.22	4,646,024	0.24	47.97	56.60	3.74	88
Household laundry, dry cleaning (coin-operated)	3,358,853	0.19	3,905,079	0.20	41.68	47.57	3.06	101
Appliance rental	176,595	0.01	187,374	0.01	2.19	2.28	1.19	88
Repair of misc. household equipment and furnishings	1,789,331	0.10	2,103,836	0.11	22.20	25.63	3.29	82
Services for termite/pest control	1,285,509	0.07	1,461,658	0.08	15.95	17.81	2.60	66
Home security system service fee	2,478,741	0.14	2,814,152	0.15	30.76	34.28	2.57	74
Other home services	1,378,435	0.08	1,618,821	0.08	17.10	19.72	3.27	77
Termite/pest control products	324,810	0.02	373,035	0.02	4.03	4.54	2.81	64
Moving, storage, freight	2,879,639	0.17	3,411,272	0.18	35.73	41.56	3.45	58
Appliance repair, including service center	1,236,260	0.07	1,376,768	0.07	15.34	16.77	2.18	84
Reupholstering, furniture repair	402,904	0.02	510,029	0.03	5.00	6.21	4.83	81
Repair/rent of lawn/garden equip., power tools and other	696,958	0.04	784,543	0.04	8.65	9.56	2.40	99
Rental of office equipment for nonbusiness use	199,688	0.01	232,517	0.01	2.48	2.83	3.09	78
Repair of computer systems for nonbusiness use	430,278	0.02	483,710	0.03	5.34	5.89	2.37	83
Installation of computer and computer info services	37,194,689	2.13	41,108,905	2.13	461.52	500.79	2.02	91
Housekeeping Supplies								
Housekeeping supplies	59,108,470	3.39	64,059,614	3.31	733.43	780.38	1.62	89
Laundry and cleaning supplies	13,419,826	0.77	14,310,343	0.74	166.52	174.33	1.29	86
Soaps and detergents	7,334,394	0.42	7,807,270	0.40	91.01	95.11	1.26	89
Other laundry cleaning products	6,085,433	0.35	6,503,074	0.34	75.51	79.22	1.34	82
Other household products	34,034,469	1.95	37,705,438	1.95	422.31	459.33	2.07	90
Cleansing and toilet tissue, paper towels and napkin	12,410,034	0.71	13,472,209	0.70	153.99	164.12	1.66	96
Miscellaneous household products	13,584,907	0.78	15,036,738	0.78	168.56	183.18	2.05	90
Lawn and garden supplies	8,039,527	0.46	9,196,491	0.48	99.76	112.03	2.73	82
Postage and stationery	11,654,175	0.67	12,043,833	0.62	144.61	146.72	0.66	90
Stationery, stationery supplies, giftwrap	6,846,389	0.39	7,116,197	0.37	84.95	86.69	0.78	93
Postage	4,289,998	0.25	4,382,101	0.23	53.23	53.38	0.43	90
Delivery services	517,788	0.03	545,536	0.03	6.42	6.65	1.05	69

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Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Household Furnishings and Equipment								
Household furnishings and equipment	149,129,619	8.55	161,818,110	8.37	1,850.43	1,971.28	1.65	83
Household textiles	8,712,189	0.50	9,633,540	0.50	108.10	117.36	2.03	86
Bathroom linens	2,032,931	0.12	2,189,394	0.11	25.22	26.67	1.49	87
Bedroom linens	4,701,738	0.27	5,051,128	0.26	58.34	61.53	1.44	86
Kitchen, dining room, other linens	1,433,406	0.08	1,787,882	0.09	17.79	21.78	4.52	77
Curtains and draperies	394,306	0.02	436,087	0.02	4.89	5.31	2.03	108
Slipcovers, decorative pillows	149,808	0.01	169,049	0.01	1.86	2.06	2.45	93
Furniture	40,293,496	2.31	44,494,536	2.30	499.97	542.03	2.00	88
Outdoor furniture	1,849,028	0.11	2,130,770	0.11	22.94	25.96	2.88	87
Mattress and springs	9,036,666	0.52	10,037,607	0.52	112.13	122.28	2.12	91
Other bedroom furniture	5,766,764	0.33	6,241,322	0.32	71.56	76.03	1.59	77
Sofas	11,800,133	0.68	13,011,343	0.67	146.42	158.50	1.97	88
Living room chairs	3,929,297	0.23	4,343,141	0.22	48.76	52.91	2.02	91
Living room tables	986,106	0.06	1,079,416	0.06	12.24	13.15	1.82	80
Kitchen, dining room furniture	3,569,001	0.20	3,972,168	0.21	44.28	48.39	2.16	98
Infants' furniture	826,659	0.05	887,286	0.05	10.26	10.81	1.43	98
Wall units, cabinets and other occasional furniture	2,529,842	0.14	2,791,483	0.14	31.39	34.01	1.99	86
Floor coverings, nonpermanent	2,151,655	0.12	2,424,223	0.13	26.70	29.53	2.41	103
Major appliances	23,929,143	1.37	26,583,925	1.38	296.92	323.85	2.13	89
Built-in and portable dishwasher, garbage disp. (renter)	598,034	0.03	670,874	0.03	7.42	8.17	2.33	94
Built-in and portable dishwasher, garbage disp. (owner)	1,481,422	0.08	1,604,425	0.08	18.38	19.55	1.61	89
Refrigerators, freezers (renter)	997,384	0.06	1,076,906	0.06	12.38	13.12	1.55	80
Refrigerators, freezers (owned home)	4,572,005	0.26	4,977,416	0.26	56.73	60.64	1.71	81
Clothes washer or dryer (renter)	1,577,524	0.09	1,787,790	0.09	19.57	21.78	2.53	78
Clothes washer or dryer (owned home)	5,406,356	0.31	6,291,969	0.33	67.08	76.65	3.08	89
Cooking stoves, ovens (renter)	642,449	0.04	707,542	0.04	7.97	8.62	1.95	84
Cooking stoves, ovens (owned home)	2,704,365	0.15	2,963,109	0.15	33.56	36.10	1.84	92
Microwave ovens (renter)	428,524	0.02	461,240	0.02	5.32	5.62	1.48	92
Microwave ovens (owned home)	673,361	0.04	724,073	0.04	8.36	8.82	1.46	97
Window air conditioners (renter)	430,599	0.02	473,336	0.02	5.34	5.77	1.91	110
Window air conditioners (owned home)	506,079	0.03	533,284	0.03	6.28	6.50	1.05	128
Electric floor cleaning equipment	1,084,534	0.06	1,176,662	0.06	13.46	14.33	1.64	81
Sewing machines	233,804	0.01	260,380	0.01	2.90	3.17	2.18	70
Miscellaneous household appliances	2,592,702	0.15	2,874,919	0.15	32.17	35.02	2.09	110
Small appliances, miscellaneous housewares	9,637,213	0.55	10,269,816	0.53	119.58	125.11	1.28	81
Housewares	8,388,218	0.48	8,997,938	0.47	104.08	109.61	1.41	80
Flatware	116,735	0.01	124,779	0.01	1.45	1.52	1.34	82
Dinnerware, glassware, serving pieces	4,563,732	0.26	5,169,525	0.27	56.63	62.98	2.52	84
Nonelectric cookware	1,936,829	0.11	1,929,228	0.10	24.03	23.50	-0.08	76
Tableware, nonelectric kitchenware	1,770,923	0.10	1,774,407	0.09	21.97	21.62	0.04	75
Small appliances	1,248,995	0.07	1,271,879	0.07	15.50	15.49	0.36	86
Small electric kitchen appliances	949,940	0.05	970,231	0.05	11.79	11.82	0.42	82
Portable heating and cooling equipment	299,055	0.02	301,647	0.02	3.71	3.67	0.17	102
Miscellaneous Household Equipment								
Miscellaneous household equipment	64,405,922	3.69	68,412,070	3.54	799.16	833.40	1.21	78
Luggage	2,649,493	0.15	2,942,109	0.15	32.88	35.84	2.12	66
Hand tools	2,165,333	0.12	2,277,874	0.12	26.87	27.75	1.02	79
Indoor plants, fresh flowers	1,265,951	0.07	1,317,673	0.07	15.71	16.05	0.80	83
Closet and storage items	1,901,206	0.11	2,037,331	0.11	23.59	24.82	1.39	76
Infants' equipment	2,445,131	0.14	2,658,311	0.14	30.34	32.38	1.69	97
Laundry and cleaning equipment	1,899,242	0.11	1,945,727	0.10	23.57	23.70	0.48	74
Outdoor equipment	3,471,265	0.20	3,767,997	0.19	43.07	45.90	1.65	85
Lamps, lighting fixtures, ceiling fans	4,924,544	0.28	5,864,360	0.30	61.10	71.44	3.55	65
Clocks and other household decorative items	10,793,674	0.62	11,326,143	0.59	133.93	137.98	0.97	78
Telephones and accessories	5,223,886	0.30	5,558,131	0.29	64.82	67.71	1.25	72
Lawn and garden equipment	6,601,439	0.38	6,812,481	0.35	81.91	82.99	0.63	107
Power tools	4,861,573	0.28	5,015,847	0.26	60.32	61.10	0.63	79
Other hardware	1,970,696	0.11	2,141,525	0.11	24.45	26.09	1.68	70
Miscellaneous household equipment and parts	4,299,896	0.25	4,433,778	0.23	53.35	54.01	0.62	80
Window coverings	660,901	0.04	717,646	0.04	8.20	8.74	1.66	76
Office furniture for home use	175,116	0.01	193,917	0.01	2.17	2.36	2.06	54
Rental of furniture	387,959	0.02	398,035	0.02	4.81	4.85	0.51	82
Computers and hardware for nonbusiness use	3,522,896	0.20	3,582,570	0.19	43.71	43.64	0.34	76
Portable memory	110,043	0.01	114,042	0.01	1.37	1.39	0.72	69
Computer software	1,389,619	0.08	1,461,569	0.08	17.24	17.80	1.01	67
Computer accessories	2,781,404	0.16	2,890,731	0.15	34.51	35.22	0.77	71
Internet services away from home	266,149	0.02	271,008	0.01	3.30	3.30	0.36	74
Business equipment for home use	122,560	0.01	128,311	0.01	1.52	1.56	0.92	79
Other household appliances (owned home)	408,345	0.02	440,052	0.02	5.07	5.36	1.51	85
Other household appliances (renter)	107,601	0.01	114,904	0.01	1.34	1.40	1.32	77

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Consumer Buying Power™ | Consumer Spending Patterns

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures (BASE)	7,855,447,665,217	100.00	8,929,417,325,839	100.00	61,553.20	67,494.12	2.60	100
Total Specified Consumer Expenditures (AREA)	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Food at home								
Food at home	374,240,113	58.84	402,989,831	58.56	4,643.64	4,909.24	1.49	95
Bakery products	33,690,513	5.30	35,477,592	5.16	418.04	432.19	1.04	98
Cereals and cereal products	15,162,471	2.38	15,570,679	2.26	188.14	189.68	0.53	96
Meats, poultry, fish, and eggs	81,210,521	12.77	84,009,242	12.21	1,007.67	1,023.40	0.68	97
Fish and seafood	12,497,995	1.97	13,164,149	1.91	155.08	160.37	1.04	100
Eggs	5,008,208	0.79	5,564,592	0.81	62.14	67.79	2.13	95
Dairy products	38,738,537	6.09	41,475,660	6.03	480.67	505.26	1.37	97
Fresh milk and cream	12,989,355	2.04	13,571,290	1.97	161.17	165.33	0.88	100
Other dairy products	25,749,182	4.05	27,904,370	4.05	319.50	339.93	1.62	95
Fruits and vegetables	75,031,813	11.80	82,305,769	11.96	931.01	1,002.65	1.87	98
Other food at home	130,406,259	20.50	144,150,890	20.95	1,618.10	1,756.05	2.02	91
Sugar and other sweets	12,051,743	1.89	12,728,094	1.85	149.54	155.05	1.10	87
Fats and oils	11,062,728	1.74	12,296,282	1.79	137.27	149.79	2.14	101
Nonalcoholic beverages	36,883,304	5.80	40,963,755	5.95	457.65	499.02	2.12	95
Food away from home								
Food away from home	261,797,382	41.16	285,189,407	41.44	3,248.43	3,474.19	1.73	84
Lunch	73,751,941	11.60	79,863,415	11.61	915.13	972.90	1.60	81
Dinner	118,514,588	18.63	129,057,014	18.75	1,470.55	1,572.18	1.72	87
Breakfast and brunch	33,415,304	5.25	36,660,570	5.33	414.62	446.60	1.87	88
Alcoholic beverages	41,920,301	100.00	46,742,193	100.00	520.15	569.42	2.20	84
At home	26,424,875	63.04	29,367,657	62.83	327.88	357.76	2.13	88
Away from home	15,495,425	36.96	17,374,536	37.17	192.27	211.66	2.32	79
Healthcare								
Healthcare	432,364,414	100.00	489,864,133	100.00	5,364.86	5,967.55	2.53	94
Medical services	67,530,514	15.62	74,450,318	15.20	837.93	906.96	1.97	84
Drugs	39,705,607	9.18	43,889,068	8.96	492.67	534.66	2.02	88
Prescription drugs	13,896,437	3.21	15,026,681	3.07	172.43	183.06	1.58	88
Medical supplies	12,652,860	2.93	14,032,308	2.86	157.00	170.94	2.09	86
Household Furnishings and Equipment								
Household furnishings and equipment	149,129,619	8.55	161,818,110	8.37	1,850.43	1,971.28	1.65	83
Household textiles	8,712,189	0.50	9,633,540	0.50	108.10	117.36	2.03	86
Furniture	40,293,496	2.31	44,494,536	2.30	499.97	542.03	2.00	88
Major appliances	23,929,143	1.37	26,583,925	1.38	296.92	323.85	2.13	89
Small appliances, miscellaneous housewares	9,637,213	0.55	10,269,816	0.53	119.58	125.11	1.28	81
Housing								
Housing	1,744,378,211	100.00	1,933,122,197	100.00	21,644.56	23,549.39	2.08	94
Owned dwellings	677,380,965	38.83	755,422,680	39.08	8,405.06	9,202.60	2.20	107
Maintenance and repair services	66,342,242	3.80	73,592,306	3.81	823.19	896.51	2.10	106
Maintenance and repair commodities	10,013,452	0.57	10,746,880	0.56	124.25	130.92	1.42	107
Utilities, fuels, and public services	361,282,846	20.71	397,930,840	20.58	4,482.86	4,847.61	1.95	99
Telephone services	128,227,895	7.35	139,615,894	7.22	1,591.07	1,700.81	1.72	98
Housekeeping supplies	59,108,470	3.39	64,059,614	3.31	733.43	780.38	1.62	89
Personal Care Products and Services								
Personal care products and services	59,594,050	100.00	66,162,147	100.00	739.45	805.99	2.11	85
Personal care products	42,633,058	71.54	47,063,698	71.13	529.00	573.33	2.00	82
Personal care services	14,722,757	24.71	16,529,603	24.98	182.68	201.36	2.34	94
Tobacco products and smoking supplies	33,453,613	100.00	35,753,100	100.00	415.10	435.55	1.34	109
Pets								
Pets	51,172,337	21.99	56,717,718	22.12	634.96	690.94	2.08	80
Entertainment								
Audio and visual equipment and services	88,740,644	38.13	98,123,015	38.27	1,101.11	1,195.34	2.03	90
Sports, recreation and exercise equipment	9,725,730	4.18	9,860,194	3.85	120.68	120.12	0.27	54
Photographic equipment, supplies and services	1,092,145	0.47	1,084,608	0.42	13.55	13.21	-0.14	57
Transportation								
Transportation	737,132,767	100.00	812,920,480	100.00	9,146.48	9,903.04	1.98	83
Vehicle purchases net outlay	272,232,201	36.93	301,381,142	37.07	3,377.91	3,671.44	2.06	75
Cars and trucks, new	122,250,434	16.58	135,226,271	16.63	1,516.91	1,647.33	2.04	72
Cars and trucks, used	146,393,044	19.86	162,215,576	19.95	1,816.47	1,976.12	2.07	77
Gasoline	148,707,716	20.17	164,821,051	20.28	1,845.19	2,007.86	2.08	88
Diesel fuel	3,136,964	0.43	3,637,891	0.45	38.92	44.32	3.01	63
Motor oil	1,243,149	0.17	1,421,499	0.17	15.43	17.32	2.72	79
Maintenance and repairs	73,294,311	9.94	81,143,793	9.98	909.45	988.50	2.06	86
Apparel and Services								
Apparel and services	142,575,862	100.00	144,066,165	100.00	1,769.11	1,755.02	0.21	88
Women, 16 and over	44,435,140	31.17	43,928,126	30.49	551.36	535.13	-0.23	87
Men, 16 and over	27,907,775	19.57	28,416,670	19.72	346.28	346.17	0.36	95
Girls, 2 to 15	7,177,128	5.03	7,167,190	4.97	89.06	87.31	-0.03	78
Boys, 2 to 15	8,605,479	6.04	8,823,914	6.12	106.78	107.49	0.50	93
Children under 2	4,787,389	3.36	4,527,875	3.14	59.40	55.16	-1.11	76
Footwear	30,980,336	21.73	32,508,920	22.57	384.41	396.03	0.97	87
Other apparel products and services	18,682,615	13.10	18,693,471	12.98	231.82	227.72	0.01	86

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Consumer Buying Power™ | Expenses, Contributions & Insurance

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Miscellaneous Fees and Expenses								
Miscellaneous fees and expenses	82,617,254	100.00	90,821,434	100.00	1,025.13	1,106.39	1.91	92
Lotteries and pari-mutuel losses	19,343,126	23.41	21,101,258	23.23	240.01	257.06	1.76	116
Miscellaneous personal services and miscellaneous fees	12,362,734	14.96	13,459,612	14.82	153.40	163.97	1.71	79
Legal fees	14,863,925	17.99	16,734,652	18.43	184.43	203.86	2.40	82
Funeral expenses	7,970,876	9.65	8,229,304	9.06	98.90	100.25	0.64	106
Safe deposit box rental	556,222	0.67	612,145	0.67	6.90	7.46	1.93	96
Checking accounts, other bank service charges	3,196,165	3.87	3,286,698	3.62	39.66	40.04	0.56	106
Cemetery lots, vaults, maintenance fees	1,006,679	1.22	1,075,087	1.18	12.49	13.10	1.32	99
Accounting fees	7,221,322	8.74	8,122,572	8.94	89.60	98.95	2.38	90
Dating services	256,001	0.31	280,677	0.31	3.18	3.42	1.86	82
Occupational expenses	5,591,734	6.77	6,078,231	6.69	69.38	74.05	1.68	95
Expenses, interest paid, and HELOC for other property	2,685,293	3.25	2,737,835	3.01	33.32	33.35	0.39	67
Credit card memberships	866,958	1.05	1,041,751	1.15	10.76	12.69	3.74	83
Shopping club membership fees	2,597,800	3.14	2,874,093	3.16	32.23	35.01	2.04	82
Vacation clubs	4,098,420	4.96	5,187,519	5.71	50.85	63.19	4.83	91
Cash Contributions								
Cash contributions	159,950,882	100.00	178,631,999	100.00	1,984.70	2,176.10	2.23	85
Support for college students	6,195,605	3.87	6,887,036	3.86	76.88	83.90	2.14	80
Alimony expenditures	13,683,190	8.55	16,199,171	9.07	169.78	197.34	3.43	85
Child support expenditures	26,388,252	16.50	28,296,856	15.84	327.43	344.71	1.41	85
Gift of securities to others	1,989,483	1.24	2,413,906	1.35	24.69	29.41	3.94	81
Cash contributions to charities and other organizations	18,540,158	11.59	22,191,986	12.42	230.05	270.34	3.66	95
Cash contributions to church, religious organizations	51,808,652	32.39	55,771,699	31.22	642.85	679.41	1.49	75
Cash contribution to educational institutions	1,949,996	1.22	2,589,121	1.45	24.20	31.54	5.83	63
Cash contribution to political organizations	977,401	0.61	1,222,146	0.68	12.13	14.89	4.57	73
Other cash gifts	38,418,145	24.02	43,060,079	24.11	476.70	524.56	2.31	100
Life and Other Personal Insurance								
Life and other personal insurance	29,871,971	100.00	30,082,434	100.00	370.66	366.47	0.14	94
Life, endowment, annuity, other personal insurance	27,462,751	91.93	27,535,261	91.53	340.76	335.44	0.05	95
Other non-health insurance	2,409,220	8.07	2,547,173	8.47	29.89	31.03	1.12	84

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Consumer Buying Power™ | Reading, Education, Tobacco, Smoking

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Reading								
Reading	6,920,360	100.00	5,643,425	100.00	85.87	68.75	-4.00	77
Books through book clubs	129,093	1.87	108,863	1.93	1.60	1.33	-3.35	68
Digital book readers	706,105	10.20	561,709	9.95	8.76	6.84	-4.47	81
Magazines	2,011,730	29.07	1,643,101	29.12	24.96	20.02	-3.97	71
Newspapers	3,610,161	52.17	2,962,979	52.50	44.80	36.10	-3.87	80
Books not thru book clubs	463,272	6.69	366,773	6.50	5.75	4.47	-4.56	75
Education								
Education	131,399,880	100.00	152,894,286	100.00	1,630.43	1,862.57	3.08	96
College tuition	88,814,691	67.59	104,276,943	68.20	1,102.03	1,270.31	3.26	106
Elementary and high school tuition	12,835,176	9.77	15,310,448	10.01	159.26	186.51	3.59	76
Vocational and technical school tuition	1,270,293	0.97	1,423,177	0.93	15.76	17.34	2.30	81
Test preparation, tutoring services	1,645,688	1.25	1,980,663	1.30	20.42	24.13	3.77	77
Other schools tuition	1,363,355	1.04	1,665,166	1.09	16.92	20.29	4.08	93
Other school expenses including rentals	2,973,117	2.26	3,354,832	2.19	36.89	40.87	2.45	67
School supplies, etc. - unspecified	15,253,446	11.61	17,086,428	11.18	189.27	208.15	2.30	84
School books, supplies, equip for college	4,785,152	3.64	5,257,386	3.44	59.38	64.05	1.90	92
School books, supplies, equip for elementary/high school	2,138,171	1.63	2,180,271	1.43	26.53	26.56	0.39	92
School books, supplies, equip for all other schools	320,791	0.24	358,972	0.23	3.98	4.37	2.27	80
Tobacco Products and Smoking Supplies								
Tobacco products and smoking supplies	33,453,613	100.00	35,753,100	100.00	415.10	435.55	1.34	109
Cigarettes	27,820,216	83.16	29,506,391	82.53	345.20	359.45	1.18	115
Other tobacco products	3,161,581	9.45	3,440,365	9.62	39.23	41.91	1.70	91
Marijuana and smoking accessories	2,471,816	7.39	2,806,343	7.85	30.67	34.19	2.57	82

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Consumer Buying Power™ | Personal Care Products and Services

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Personal Care Products and Services								
Personal care products and services	59,594,050	100.00	66,162,147	100.00	739.45	805.99	2.11	85
Personal care products	42,633,058	71.54	47,063,698	71.13	529.00	573.33	2.00	82
Wigs and hairpieces	217,973	0.37	235,943	0.36	2.70	2.87	1.60	84
Hair care products	9,225,525	15.48	10,151,312	15.34	114.47	123.66	1.93	80
Nonelectric articles for the hair	1,963,479	3.29	2,194,740	3.32	24.36	26.74	2.25	86
Oral hygiene products, articles	4,750,273	7.97	5,210,449	7.88	58.94	63.47	1.87	87
Shaving needs	2,697,666	4.53	2,965,440	4.48	33.47	36.13	1.91	80
Cosmetics, perfume, bath preparations	16,707,809	28.04	18,496,276	27.96	207.31	225.32	2.05	80
Deodorants, feminine hygiene, misc.	5,575,128	9.36	6,150,124	9.30	69.18	74.92	1.98	89
Electric personal care appliances	1,495,203	2.51	1,659,413	2.51	18.55	20.22	2.11	75
Personal care services and repairs	16,960,992	28.46	19,098,449	28.87	210.46	232.66	2.40	93
Personal care services	14,722,757	24.71	16,529,603	24.98	182.68	201.36	2.34	94
Repair of personal care appliances	2,238,235	3.76	2,568,845	3.88	27.77	31.29	2.79	84

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Consumer Buying Power™ | Healthcare

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Healthcare								
Healthcare	432,364,414	100.00	489,864,133	100.00	5,364.86	5,967.55	2.53	94
Health Insurance								
Health insurance	312,475,432	72.27	357,492,439	72.98	3,877.25	4,354.99	2.73	97
Fee for service health plan (not BCBS)	66,683,892	15.42	81,052,627	16.55	827.43	987.39	3.98	86
Blue Cross, Blue Shield	103,473,685	23.93	116,851,856	23.85	1,283.92	1,423.49	2.46	102
Fee for service health plan (BCBS)	53,141,069	12.29	62,896,185	12.84	659.38	766.20	3.43	84
Health maintenance organization (BCBS)	41,197,033	9.53	43,942,895	8.97	511.18	535.31	1.30	137
Commercial Medicare supplement (BCBS)	6,671,176	1.54	7,337,820	1.50	82.78	89.39	1.92	114
Other health insurance (BCBS)	2,464,407	0.57	2,674,955	0.55	30.58	32.59	1.65	136
Health maintenance organization (not BCBS)	49,643,859	11.48	53,698,329	10.96	615.99	654.16	1.58	97
Medicare payments	56,609,851	13.09	64,928,665	13.25	702.43	790.96	2.78	103
Medicare prescription drug premium	11,147,419	2.58	12,859,137	2.63	138.32	156.65	2.90	100
Commercial Medicare supplements and other insurance	18,416,596	4.26	20,643,782	4.21	228.52	251.48	2.31	103
Commercial Medicare supplement (not BCBS)	11,019,051	2.55	12,353,305	2.52	136.73	150.49	2.31	103
Other health insurance (not BCBS)	7,397,545	1.71	8,290,477	1.69	91.79	100.99	2.31	103
Long term care insurance	6,500,129	1.50	7,458,043	1.52	80.65	90.85	2.79	95
Medical Services								
Medical services	67,530,514	15.62	74,450,318	15.20	837.93	906.96	1.97	84
Physician's services	9,780,075	2.26	10,367,812	2.12	121.35	126.30	1.17	86
Dental services	17,123,320	3.96	18,699,765	3.82	212.47	227.80	1.78	93
Eye care services	2,521,157	0.58	2,725,796	0.56	31.28	33.21	1.57	85
Service by professionals other than physician	2,788,943	0.65	3,067,209	0.63	34.61	37.36	1.92	68
Lab tests, x-rays	2,066,574	0.48	2,176,081	0.44	25.64	26.51	1.04	78
Hospital room and services	5,293,522	1.22	5,541,696	1.13	65.68	67.51	0.92	65
Care in convalescent or nursing home	1,633,783	0.38	1,916,577	0.39	20.27	23.35	3.24	80
Other medical care services	899,346	0.21	970,527	0.20	11.16	11.82	1.54	74
Repair of medical equipment	25,423,796	5.88	28,984,857	5.92	315.46	353.09	2.66	85
Drugs								
Drugs	39,705,607	9.18	43,889,068	8.96	492.67	534.66	2.02	88
Nonprescription drugs	16,926,537	3.91	18,818,821	3.84	210.03	229.25	2.14	87
Nonprescription vitamins	8,882,633	2.05	10,043,565	2.05	110.22	122.35	2.49	86
Prescription drugs	13,896,437	3.21	15,026,681	3.07	172.43	183.06	1.58	88
Medical Supplies								
Medical supplies	12,652,860	2.93	14,032,308	2.86	157.00	170.94	2.09	86
Topical and dressings	6,908,182	1.60	7,649,644	1.56	85.72	93.19	2.06	84
Adult diapers	186,373	0.04	205,844	0.04	2.31	2.51	2.01	75
Eyeglasses and contact lenses	3,509,798	0.81	3,853,706	0.79	43.55	46.95	1.89	87
Hearing aids	1,483,826	0.34	1,709,427	0.35	18.41	20.82	2.87	102
Medical equipment for general use	176,748	0.04	188,200	0.04	2.19	2.29	1.26	72
Supportive and convalescent medical equipment	233,228	0.05	257,383	0.05	2.89	3.14	1.99	86
Rental of medical equipment	64,900	0.01	69,163	0.01	0.81	0.84	1.28	75
Rental of supportive, convalescent medical equipment	89,804	0.02	98,939	0.02	1.11	1.21	1.96	101

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Consumer Buying Power™ | Alcoholic Beverages

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Alcoholic Beverages								
Alcoholic beverages	41,920,301	100.00	46,742,193	100.00	520.15	569.42	2.20	84
Alcoholic Beverages at Home								
At home	26,424,875	63.04	29,367,657	62.83	327.88	357.76	2.13	88
Beer and ale	11,142,044	26.58	11,886,902	25.43	138.25	144.81	1.30	91
Whiskey	2,625,674	6.26	2,970,820	6.36	32.58	36.19	2.50	79
Wine	10,084,241	24.06	11,659,729	24.94	125.13	142.04	2.95	88
Other alcoholic beverages	2,572,916	6.14	2,850,206	6.10	31.93	34.72	2.07	82
Alcoholic Beverages Away from Home								
Away from home	15,495,425	36.96	17,374,536	37.17	192.27	211.66	2.32	79
Beer and ale	5,816,043	13.87	11,886,902	25.43	72.17	144.81	1.30	80
Beer at other establishments	982,213	2.34	1,050,087	2.25	12.19	12.79	1.35	65
Beer and ale at full service restaurants	4,833,830	11.53	5,276,751	11.29	59.98	64.28	1.77	83
Wine	3,390,187	8.09	11,659,729	24.94	42.07	142.04	2.95	82
Wine at other establishments	482,832	1.15	546,652	1.17	5.99	6.66	2.51	72
Wine at full service restaurants	2,907,356	6.94	3,442,753	7.37	36.07	41.94	3.44	84
Other alcoholic beverages	4,702,651	11.22	2,850,206	6.10	58.35	34.72	2.07	78
Other alcoholic beverages at other establishments	771,309	1.84	854,559	1.83	9.57	10.41	2.07	71
Other alcoholic beverages at full service restaurant	3,931,342	9.38	4,358,821	9.33	48.78	53.10	2.09	80
Alcoholic Beverages on Trips								
Alcoholic beverages purchased on trips	1,586,544	3.78	1,844,913	3.95	19.69	22.47	3.06	72

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Consumer Buying Power™ | Transportation

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Transportation								
Transportation	737,132,767	100.00	812,920,480	100.00	9,146.48	9,903.04	1.98	8
Vehicle Purchases								
Vehicle purchases net outlay	272,232,201	36.93	301,381,142	37.07	3,377.91	3,671.44	2.06	7
Other vehicles	3,588,724	0.49	3,939,295	0.48	44.53	47.99	1.88	6
New motorcycles	2,537,329	0.34	2,807,803	0.35	31.48	34.20	2.05	6
Used motorcycles	1,051,395	0.14	1,131,492	0.14	13.05	13.78	1.48	5
Cars and trucks, new	122,250,434	16.58	135,226,271	16.63	1,516.91	1,647.33	2.04	7
New cars	49,794,688	6.76	54,563,108	6.71	617.86	664.69	1.85	7
New trucks	72,455,746	9.83	80,663,163	9.92	899.04	982.64	2.17	7
Cars and trucks, used	146,393,044	19.86	162,215,576	19.95	1,816.47	1,976.12	2.07	7
Used cars	56,515,746	7.67	62,819,122	7.73	701.26	765.27	2.14	7
Used trucks	89,877,298	12.19	99,396,454	12.23	1,115.21	1,210.85	2.03	8
Gasoline and Motor Oil								
Gasoline and motor oil	159,565,425	21.65	177,321,158	21.81	1,979.92	2,160.13	2.13	8
Gasoline	148,707,716	20.17	164,821,051	20.28	1,845.19	2,007.86	2.08	8
Diesel fuel	3,136,964	0.43	3,637,891	0.45	38.92	44.32	3.01	6
Gasoline on out-of-town trips	6,412,819	0.87	7,366,310	0.91	79.57	89.74	2.81	6
Motor oil	1,243,149	0.17	1,421,499	0.17	15.43	17.32	2.72	7
Motor oil on out-of-town trips	64,776	0.01	74,407	0.01	0.80	0.91	2.81	6
Other Vehicle Expenses								
Other vehicle expenses	246,896,700	33.49	268,612,574	33.04	3,063.54	3,272.25	1.70	9
Vehicle finance charges	16,265,470	2.21	15,743,495	1.94	201.82	191.79	-0.65	8
Automobile finance charges	6,124,701	0.83	5,897,435	0.73	76.00	71.84	-0.75	9
Truck finance charges	9,339,017	1.27	9,061,321	1.11	115.88	110.39	-0.60	8
Motorcycle and plane finance charges	362,261	0.05	349,318	0.04	4.50	4.26	-0.73	8
Other vehicle finance charges	439,491	0.06	435,421	0.05	5.45	5.30	-0.19	4
Maintenance and repairs	73,294,311	9.94	81,143,793	9.98	909.45	988.50	2.06	8
Vehicle products and cleaning services	3,486,666	0.47	4,051,538	0.50	43.26	49.36	3.05	8
Gas tank repair and Msc. auto repair, servicing	16,617,496	2.25	18,773,233	2.31	206.19	228.70	2.47	7
Coolant, brake, transmission fluid, and other additives	502,630	0.07	522,406	0.06	6.24	6.36	0.77	9
Tires - purchased, replaced, installed	8,685,963	1.18	8,900,748	1.09	107.78	108.43	0.49	9
Parts, equipment, and accessories	2,707,099	0.37	2,763,791	0.34	33.59	33.67	0.42	8
Body work and painting	1,805,205	0.24	1,947,864	0.24	22.40	23.73	1.53	9
Vehicle or engine repairs	18,998,581	2.58	22,266,923	2.74	235.74	271.26	3.23	8
Motor tune-up	1,705,236	0.23	1,765,825	0.22	21.16	21.51	0.70	7
Lube, oil change, and oil filters	4,910,121	0.67	5,061,894	0.62	60.93	61.66	0.61	8
Front-end alignment, wheel balance and rotation	1,878,308	0.25	1,963,918	0.24	23.31	23.92	0.90	11
Shock absorber replacement	1,357,884	0.18	1,458,673	0.18	16.85	17.77	1.44	9
Repair tires and other repair work	7,666,348	1.04	8,247,391	1.01	95.13	100.47	1.47	9
Auto repair service policy	2,972,774	0.40	3,419,589	0.42	36.89	41.66	2.84	7
Vehicle insurance	88,913,587	12.06	95,419,339	11.74	1,103.26	1,162.40	1.42	8
Vehicle rental, leases, licenses, and other charges	68,423,332	9.28	76,305,947	9.39	849.01	929.56	2.20	10
Leased and rented vehicles	53,433,652	7.25	60,215,799	7.41	663.01	733.55	2.42	10
Rented vehicles	5,617,740	0.76	6,762,737	0.83	69.71	82.38	3.78	7
Auto, truck or motorcycle rental	3,969,480	0.54	4,773,737	0.59	49.25	58.15	3.76	7
Auto, truck or motorcycle rental out-of-town trips	1,648,260	0.22	1,989,000	0.24	20.45	24.23	3.83	6
Leased vehicles	47,815,912	6.49	53,453,063	6.58	593.31	651.17	2.25	10
Car/truck lease payments	37,013,646	5.02	42,059,495	5.17	459.27	512.37	2.59	11
Cash down payment car/truck lease	4,563,634	0.62	4,844,980	0.60	56.63	59.02	1.20	9
Extra fees and termination fee for car/truck lease	405,003	0.05	456,759	0.06	5.03	5.56	2.44	8
Trade in allowance for car/truck lease	5,833,630	0.79	6,091,789	0.75	72.38	74.21	0.87	9
Drivers' license	682,350	0.09	665,655	0.08	8.47	8.11	-0.49	10
Vehicle inspection	1,475,961	0.20	1,453,679	0.18	18.31	17.71	-0.30	18
Parking fees	3,505,678	0.48	3,794,907	0.47	43.50	46.23	1.60	10
Parking fees in home city, excluding residence	3,064,114	0.42	3,320,502	0.41	38.02	40.45	1.62	10
Parking fees, out-of-town trips	441,564	0.06	474,405	0.06	5.48	5.78	1.45	8
Tolls or electronic toll passes	4,352,894	0.59	4,575,971	0.56	54.01	55.74	1.00	15
Tolls on out-of-town trips	463,224	0.06	480,918	0.06	5.75	5.86	0.75	13
Towing charges	492,350	0.07	499,806	0.06	6.11	6.09	0.30	8
Automobile service clubs and gaps services	4,017,222	0.55	4,619,213	0.57	49.85	56.27	2.83	11
Public and Other Transportation								
Public and other transportation	58,438,442	7.93	65,605,607	8.07	725.11	799.21	2.34	9
Airline fares	27,076,064	3.67	30,263,950	3.72	335.96	368.68	2.25	7
Inter-city bus fares	956,878	0.13	1,001,996	0.12	11.87	12.21	0.93	9
Intracity mass transit fares	11,384,593	1.54	12,259,155	1.51	141.26	149.34	1.49	15
Local trans. On out-of-town trips	1,145,152	0.16	1,317,624	0.16	14.21	16.05	2.85	8
Taxi fares and limousine services on trips	672,550	0.09	773,842	0.10	8.35	9.43	2.85	8
Inter-city train fares	1,015,899	0.14	1,139,312	0.14	12.61	13.88	2.32	8
Ship fares	4,504,683	0.61	5,328,641	0.66	55.89	64.91	3.42	8
School bus	352,103	0.05	369,508	0.05	4.37	4.50	0.97	7
Taxi fares and limousine services	11,330,520	1.54	13,151,581	1.62	140.59	160.21	3.03	9

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Consumer Buying Power™ | Entertainment

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Entertainment								
Entertainment	232,716,657	100.00	256,426,442	100.00	2,887.59	3,123.80	1.96	8
Fees and Admissions								
Fees and admissions	54,074,848	23.24	60,536,995	23.61	670.97	737.46	2.28	8
Recreation expenses, out-of-town trips	1,290,877	0.55	1,374,051	0.54	16.02	16.74	1.26	8
Social, recreation, health club membership	10,478,310	4.50	11,997,268	4.68	130.02	146.15	2.74	8
Participant sports, out-of-town trips	823,019	0.35	904,882	0.35	10.21	11.02	1.91	8
Play, theater, opera, concert	5,908,697	2.54	7,533,436	2.94	73.32	91.77	4.98	8
Movies, parks, museums	6,674,523	2.87	7,795,910	3.04	82.82	94.97	3.15	8
Movie, other admissions, out-of-town trips	2,771,824	1.19	3,006,817	1.17	34.39	36.63	1.64	7
Admission to sporting events	2,347,278	1.01	2,619,621	1.02	29.13	31.91	2.22	7
Admission to sports events, out-of-town trips	923,229	0.40	1,001,533	0.39	11.46	12.20	1.64	7
Fees for recreational lessons	5,382,689	2.31	5,866,050	2.29	66.79	71.46	1.73	8
Other entertainment services, out-of-town trips	1,290,877	0.55	1,374,051	0.54	16.02	16.74	1.26	8
Fees for participant sports	16,183,525	6.95	17,063,377	6.65	200.81	207.87	1.06	8
Audio Visual Equipment and Services								
Audio and visual equipment and services	88,740,644	38.13	98,123,015	38.27	1,101.11	1,195.34	2.03	9
Video game software	549,001	0.24	561,007	0.22	6.81	6.83	0.43	8
Video game hardware and accessories	3,960,208	1.70	4,288,075	1.66	49.14	51.99	1.51	7
Stereos, radios, speakers, and components incl. vehicles	1,077,681	0.46	1,342,931	0.52	13.37	16.36	4.50	7
Televisions	5,324,674	2.29	5,776,629	2.25	66.07	70.37	1.64	9
Cable and satellite television services	42,472,471	18.25	45,880,490	17.89	527.01	558.92	1.56	10
Satellite radio service	755,702	0.32	833,530	0.33	9.38	10.15	1.98	9
Online gaming services	157,886	0.07	172,065	0.07	1.96	2.10	1.73	8
VCRs and video disc players	237,125	0.10	249,106	0.10	2.94	3.03	0.99	8
Video cassettes, tapes, and discs	2,930,401	1.26	3,119,358	1.22	36.36	38.00	1.26	7
Streaming, downloading video	1,669,832	0.72	2,009,296	0.78	20.72	24.48	3.77	7
Personal digital audio players	118,240	0.05	118,678	0.05	1.47	1.45	0.07	9
Digital media players and recorders	16,002,210	6.88	18,424,622	7.19	198.56	224.45	2.86	8
Miscellaneous sound equipment	1,649,490	0.71	2,065,162	0.81	20.47	25.16	4.60	8
Sound equipment accessories	3,265,363	1.40	3,659,082	1.43	40.52	44.58	2.30	10
Satellite dishes	118,911	0.05	132,853	0.05	1.48	1.62	2.24	7
Miscellaneous video equipment	2,754,072	1.18	3,152,604	1.23	34.17	38.41	2.74	7
CDs, records, audio tapes	218,258	0.09	235,134	0.09	2.71	2.86	1.50	7
Streaming, downloading audio	193,038	0.08	214,760	0.08	2.40	2.62	2.16	7
Applications, games, ringtones for handheld devices	95,686	0.04	101,303	0.04	1.19	1.23	1.15	8
Repair of TV, radio, and sound equipment	111,402	0.05	124,584	0.05	1.38	1.52	2.26	7
Rental of televisions	522,544	0.22	595,508	0.23	6.48	7.25	2.65	9
Rental of VCR, radio, and sound equipment	92,317	0.04	104,268	0.04	1.15	1.27	2.46	8
Musical instruments and accessories	710,203	0.31	810,960	0.32	8.81	9.88	2.69	8
Rental and repair of musical instruments	105,465	0.05	119,781	0.05	1.31	1.46	2.58	7
Rental of video cassettes, tapes, films, and discs	3,451,732	1.48	3,825,275	1.49	42.83	46.60	2.08	7
Rental of video hardware/accessories	48,568	0.02	55,516	0.02	0.60	0.68	2.71	9
Rental of video software	66,921	0.03	78,043	0.03	0.83	0.95	3.12	7
Installation of TV, satellite TV, sound syst. and video equip	81,243	0.03	92,373	0.04	1.01	1.13	2.60	9

Benchmark: USA

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Index Colors: <80 80 - 110 110+

Consumer Buying Power™ | Entertainment

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Pets, Toys, Hobbies and Playground Equipment								
Pets, toys, hobbies, and playground equipment	64,472,929	27.70	71,535,334	27.90	799.99	871.45	2.10	81
Pets	51,172,337	21.99	56,717,718	22.12	634.96	690.94	2.08	80
Pet food	20,475,170	8.80	22,283,142	8.69	254.06	271.45	1.71	78
Vet services	24,304,735	10.44	27,517,982	10.73	301.58	335.23	2.51	81
Pet purchase, supplies, medicine	4,822,738	2.07	5,145,195	2.01	59.84	62.68	1.30	88
Pet services	1,569,694	0.67	1,771,400	0.69	19.48	21.58	2.45	70
Toys, hobbies, and playground equipment	13,300,592	5.72	14,817,616	5.78	165.04	180.51	2.18	85
Toys, games, arts and crafts, and tricycles	13,092,611	5.63	14,572,575	5.68	162.46	177.52	2.16	85
Stamp and coin collecting	115,943	0.05	141,854	0.06	1.44	1.73	4.12	76
Playground equipment	92,038	0.04	103,187	0.04	1.14	1.26	2.31	66
Other Entertainment Supplies, Equipment and Services								
Other entertainment supplies, equipment, and services	25,428,236	10.93	26,231,098	10.23	315.52	319.55	0.62	55
Non-motorized recreational vehicles	4,428,970	1.90	4,565,704	1.78	54.96	55.62	0.61	53
Boat without motor and boat trailers	376,130	0.16	391,876	0.15	4.67	4.77	0.82	46
Trailer and other attachable campers	4,052,840	1.74	4,173,829	1.63	50.29	50.85	0.59	54
Motorized recreational vehicles	8,149,993	3.50	8,606,935	3.36	101.13	104.85	1.10	56
Purchase of boat with motor	1,517,051	0.65	1,582,183	0.62	18.82	19.27	0.84	57
Purchase of motorized camper	5,155,406	2.22	5,440,376	2.12	63.97	66.27	1.08	61
Purchase of other vehicle	1,477,537	0.63	1,584,375	0.62	18.33	19.30	1.41	43
Rental of recreational vehicles	382,616	0.16	414,159	0.16	4.75	5.05	1.60	47
Rental non-camper trailer	33,398	0.01	34,839	0.01	0.41	0.42	0.85	62
Boat and trailer rental out-of-town trips	14,436	0.01	15,439	0.01	0.18	0.19	1.35	32
Rental of boat	51,223	0.02	55,467	0.02	0.64	0.68	1.60	58
Rental of other vehicles on out-of-town trips	208,970	0.09	228,894	0.09	2.59	2.79	1.84	45
Rental of camper, other RVs on out-of-town trips	74,589	0.03	79,521	0.03	0.93	0.97	1.29	46
Outboard motors and Docking and landing fees	197,585	0.08	209,740	0.08	2.45	2.56	1.20	56
Sports, recreation and exercise equipment	9,725,730	4.18	9,860,194	3.85	120.68	120.12	0.27	54
Athletic gear, game tables, and exercise equipment	2,921,065	1.26	2,889,315	1.13	36.25	35.20	-0.22	54
Bicycles	322,112	0.14	319,705	0.12	4.00	3.89	-0.15	43
Camping equipment	1,061,962	0.46	1,081,846	0.42	13.18	13.18	0.37	47
Hunting and fishing equipment	3,565,747	1.53	3,681,874	1.44	44.24	44.85	0.64	55
Winter sports equipment	126,586	0.05	128,892	0.05	1.57	1.57	0.36	57
Water sports equipment	83,349	0.04	86,505	0.03	1.03	1.05	0.75	51
Other sports equipment	120,866	0.05	118,042	0.05	1.50	1.44	-0.47	53
Global positioning system devices	1,455,696	0.63	1,485,233	0.58	18.06	18.09	0.40	58
Rental and repair of miscellaneous sports equipment	68,347	0.03	68,783	0.03	0.85	0.84	0.13	66
Photographic equipment, supplies and services	1,092,145	0.47	1,084,608	0.42	13.55	13.21	-0.14	57
Film	23,882	0.01	23,421	0.01	0.30	0.29	-0.39	55
Other photographic supplies	430,710	0.19	440,873	0.17	5.34	5.37	0.47	62
Photographer fees	247,408	0.11	244,046	0.10	3.07	2.97	-0.27	52
Photo processing	92,283	0.04	89,048	0.03	1.15	1.08	-0.71	55
Repair and rental of photographic equipment	14,775	0.01	13,758	0.01	0.18	0.17	-1.42	74
Photographic equipment	283,087	0.12	273,462	0.11	3.51	3.33	-0.69	56
Fireworks	330,535	0.14	337,436	0.13	4.10	4.11	0.41	41
Souvenirs	241,427	0.10	247,245	0.10	3.00	3.01	0.48	59
Visual goods	97,832	0.04	93,782	0.04	1.21	1.14	-0.84	62
Pinball, electronic video games	348,275	0.15	357,802	0.14	4.32	4.36	0.54	55
Live entertainment for catered affairs	214,575	0.09	229,339	0.09	2.66	2.79	1.34	64
Rental of party supplies for catered affairs	218,553	0.09	224,153	0.09	2.71	2.73	0.51	63

Benchmark: USA

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Consumer Buying Power™ | Apparel & Services

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 80,592 | Dorm Pop: 80,592

	2019 Aggregate Expenditure Estimate	%	2024 Aggregate Expenditure Estimate	%	2019 Annual Avg per Consumer Unit	2024 Annual Avg per Consumer Unit	Compound Annual Growth Rate (%)	2019 Market Index
Total Specified Consumer Expenditures	4,470,933,717	100.00	4,931,309,674	100.00	55,476.15	60,073.45	1.98	90
Apparel and Services								
Apparel and services	142,575,862	100.00	144,066,165	100.00	1,769.11	1,755.02	0.21	88
Men and Boys								
Men and boys	36,513,254	25.61	37,240,584	25.85	453.06	453.67	0.40	94
Men, 16 and over	27,907,775	19.57	28,416,670	19.72	346.28	346.17	0.36	95
Men's suits	522,062	0.37	554,213	0.38	6.48	6.75	1.20	92
Men's sport coats, tailored jackets	242,190	0.17	267,182	0.19	3.01	3.25	1.98	80
Men's uniforms	93,296	0.07	93,169	0.06	1.16	1.13	-0.03	83
Men's costumes	34,993	0.02	36,325	0.03	0.43	0.44	0.75	91
Men's nightwear	69,785	0.05	72,157	0.05	0.87	0.88	0.67	103
Men's coats and jackets	2,656,743	1.86	2,555,648	1.77	32.97	31.13	-0.77	102
Men's underwear	2,675,981	1.88	2,595,219	1.80	33.20	31.62	-0.61	95
Men's hosiery	1,386,510	0.97	1,318,619	0.92	17.20	16.06	-1.00	101
Men's accessories	1,792,764	1.26	1,711,711	1.19	22.24	20.85	-0.92	98
Men's shirts, sweaters, and vests	10,421,405	7.31	11,548,067	8.02	129.31	140.68	2.07	89
Men's active sportswear	2,291,358	1.61	2,247,893	1.56	28.43	27.38	-0.38	103
Men's pants and shorts	5,720,688	4.01	5,416,466	3.76	70.98	65.98	-1.09	97
Boys, 2 to 15	8,605,479	6.04	8,823,914	6.12	106.78	107.49	0.50	93
Boys' coats and jackets	250,532	0.18	248,172	0.17	3.11	3.02	-0.19	114
Boys' nightwear	39,127	0.03	39,287	0.03	0.49	0.48	0.08	89
Boys' suits, sport coats, vests	76,391	0.05	80,364	0.06	0.95	0.98	1.02	104
Boys' pants and shorts	597,174	0.42	572,888	0.40	7.41	6.98	-0.83	94
Boys' costumes	40,623	0.03	41,161	0.03	0.50	0.50	0.26	104
Boys' hosiery	845,586	0.59	836,335	0.58	10.49	10.19	-0.22	93
Boys' accessories	521,986	0.37	513,643	0.36	6.48	6.26	-0.32	88
Boys' shirts and sweaters	3,479,635	2.44	3,736,547	2.59	43.18	45.52	1.43	90
Boys' underwear	1,225,833	0.86	1,223,727	0.85	15.21	14.91	-0.03	96
Boys' uniforms and active sportswear	1,528,592	1.07	1,531,789	1.06	18.97	18.66	0.04	95
Women and Girls								
Women and girls	51,612,268	36.20	51,095,316	35.47	640.41	622.45	-0.20	86
Women, 16 and over	44,435,140	31.17	43,928,126	30.49	551.36	535.13	-0.23	87
Women's coats and jackets	2,982,359	2.09	2,794,448	1.94	37.01	34.04	-1.29	92
Women's dresses	4,557,554	3.20	4,162,827	2.89	56.55	50.71	-1.80	96
Women's sweaters, shirts, tops, vests	17,403,605	12.21	18,862,808	13.09	215.95	229.79	1.62	84
Women's skirts	933,662	0.65	880,877	0.61	11.59	10.73	-1.16	81
Women's pants and shorts	5,479,002	3.84	5,009,207	3.48	67.98	61.02	-1.78	84
Women's active sportswear	2,879,381	2.02	2,712,649	1.88	35.73	33.05	-1.19	93
Women's sleepwear	1,852,991	1.30	1,720,600	1.19	22.99	20.96	-1.47	89
Women's undergarments	2,568,641	1.80	2,363,895	1.64	31.87	28.80	-1.65	89
Women's hosiery	1,889,951	1.33	1,753,503	1.22	23.45	21.36	-1.49	100
Women's accessories	3,367,827	2.36	3,125,988	2.17	41.79	38.08	-1.48	86
Women's suits	116,126	0.08	115,382	0.08	1.44	1.41	-0.13	75
Women's sport coats, tailored jackets	228,627	0.16	255,118	0.18	2.84	3.11	2.22	88
Women's uniforms	139,844	0.10	134,704	0.09	1.74	1.64	-0.75	82
Women's costumes	35,571	0.02	36,120	0.03	0.44	0.44	0.31	59
Girls, 2 to 15	7,177,128	5.03	7,167,190	4.97	89.06	87.31	-0.03	78
Girls' coats and jackets	215,534	0.15	215,155	0.15	2.67	2.62	-0.04	107
Girls' dresses and suits	1,276,924	0.90	1,281,282	0.89	15.84	15.61	0.07	79
Girls' shirts, blouses, sweaters, vests	2,082,715	1.46	2,077,824	1.44	25.84	25.31	-0.05	73
Girls' active sportswear	971,618	0.68	976,811	0.68	12.06	11.90	0.11	75
Girls' underwear and sleepwear	880,650	0.62	878,127	0.61	10.93	10.70	-0.06	75
Girls' hosiery	655,039	0.46	665,200	0.46	8.13	8.10	0.31	84
Girls' accessories	461,108	0.32	457,550	0.32	5.72	5.57	-0.15	92
Girls' uniforms	83,947	0.06	81,899	0.06	1.04	1.00	-0.49	82
Girls' costumes	60,556	0.04	63,194	0.04	0.75	0.77	0.86	81
Girls' skirts, pants, and shorts	489,037	0.34	470,146	0.33	6.07	5.73	-0.78	83
Children Under 2								
Children under 2	4,787,389	3.36	4,527,875	3.14	59.40	55.16	-1.11	76
Infant coat, jacket, snowsuit	38,928	0.03	37,810	0.03	0.48	0.46	-0.58	91
Infant dresses, outerwear	1,238,742	0.87	1,203,518	0.84	15.37	14.66	-0.58	76
Infant nightwear, loungewear	477,088	0.33	471,610	0.33	5.92	5.75	-0.23	78
Infant underwear	2,228,823	1.56	2,051,816	1.42	27.66	25.00	-1.64	75
Infant accessories	803,808	0.56	763,122	0.53	9.97	9.30	-1.03	79
Footwear								
Footwear	30,980,336	21.73	32,508,920	22.57	384.41	396.03	0.97	87
Men's footwear	10,412,437	7.30	11,091,334	7.70	129.20	135.12	1.27	88
Boys' footwear	4,188,332	2.94	4,200,365	2.92	51.97	51.17	0.06	79
Women's footwear	13,182,834	9.25	14,072,000	9.77	163.57	171.43	1.31	88
Girls' footwear	3,196,733	2.24	3,145,221	2.18	39.67	38.32	-0.32	88
Other Apparel Products and Services								
Other apparel products and services	18,682,615	13.10	18,693,471	12.98	231.82	227.72	0.01	86
Material/supplies for sewing, needlework, quilting	4,060,096	2.85	4,294,916	2.98	50.38	52.32	1.13	73
Watches	4,070,129	2.85	3,997,237	2.77	50.50	48.69	-0.36	72
Jewelry	4,207,874	2.95	4,208,968	2.92	52.21	51.27	0.01	94
Shoe repair and other shoe service	111,451	0.08	113,555	0.08	1.38	1.38	0.37	94
Coin-operated apparel laundry and dry cleaning	2,580,514	1.81	2,331,449	1.62	32.02	28.40	-2.01	136
Alteration, repair and tailoring of apparel	431,591	0.30	439,105	0.30	5.36	5.35	0.35	92
Clothing rental	204,504	0.14	200,774	0.14	2.54	2.45	-0.37	83
Watch and jewelry repair	298,756	0.21	307,704	0.21	3.71	3.75	0.59	94
Apparel laundry and dry cleaning not coin-operated	2,380,962	1.67	2,459,990	1.71	29.54	29.97	0.66	87
Clothing storage	336,738	0.24	339,783	0.24	4.18	4.14	0.18	96

Benchmark: USA

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Index Colors: <80 80 - 110 110+

Consumer Buying Power™ 2019 | Expenditures

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

Consumer Units: 80,592 | Households: 77,679 | Dorm Pop: 2,920

Total specified consumer expenditures: **\$4,470,933,717**

Housing



39.0%
Index: 105

\$21,645

Index: 94

Transportation



16.5%
Index: 93

\$9,146

Index: 83

Food



14.2%
Index: 100

\$7,892

Index: 90

Healthcare



9.7%
Index: 104

\$5,365

Index: 94

Entertainment



5.2%
Index: 88

\$2,888

Index: 80

Cash Contributions



3.6%
Index: 94

\$1,985

Index: 85

Apparel & Services



3.2%
Index: 97

\$1,769

Index: 88

Education



2.9%
Index: 107

\$1,630

Index: 96

Miscellaneous Fees & Expenses



1.8%
Index: 102

\$1,025

Index: 92

Benchmark: USA

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Note 1: All non-aggregate values represent per consumer unit annual averages

Note 2: Displaying the top nine Consumer Buying Power categories ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Retail Market Power® | Demand Growth by Merchandise Line Items

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2024 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
Demand By Merchandise Line				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	3,320,564,010	3,606,175,765	285,611,754	1.66
Groceries and other food items for human consumption off the premises	487,173,550	524,598,994	37,425,444	1.49
Outside meals, snacks and catering	355,571,632	387,342,539	31,770,907	1.73
Alcoholic beverages served for immediate consumption	40,563,851	45,482,977	4,919,126	2.32
Packaged liquor, wine, and beer	63,326,686	70,379,004	7,052,317	2.13
Cigars, cigarettes, and tobacco and smokers' accessories	55,706,330	59,535,391	3,829,062	1.34
Drugs, health aids and beauty aids, including cosmetics	360,948,357	399,012,243	38,063,886	2.02
Household soaps, detergents, cleaners, and cleaning supplies	24,851,542	26,371,604	1,520,062	1.19
Paper and related products	25,905,230	28,410,559	2,505,329	1.86
Men's wear, including accessories	57,853,632	58,907,146	1,053,513	0.36
Women's, juniors', and misses' wear, including accessories	106,705,945	105,486,113	-1,219,832	-0.23
Children's wear	23,920,207	23,856,875	-63,332	-0.05
Costumes and unisex clothing	3,259,620	3,355,600	95,980	0.58
Footwear, including accessories	44,346,593	46,534,675	2,188,082	0.97
Sewing, knitting, and needlework goods	3,750,184	3,967,080	216,896	1.13
Curtains, draperies, blinds, slipcovers, bed and table coverings	24,392,494	26,972,107	2,579,612	2.03
Major household appliances	27,625,320	30,690,168	3,064,848	2.13
Small household and personal appliances including hardware and software	81,224,901	85,516,512	4,291,611	1.03
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	56,781,920	62,783,330	6,001,410	2.03
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	114,868,166	126,844,433	11,976,268	2.00
Flooring and floor coverings	29,114,536	32,802,713	3,688,178	2.41
Jewelry	41,871,704	41,564,822	-306,881	-0.15
Books, including eBooks	14,441,465	13,702,879	-738,586	-1.04
Photographic equipment and supplies	4,389,887	4,359,592	-30,295	-0.14
Toys, hobby goods and games	26,045,559	28,823,345	2,777,786	2.05
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	11,442,404	12,563,589	1,121,185	1.89
Sporting goods and recreational equipment	21,501,072	21,798,337	297,265	0.28
Recreational vehicles, parts and accessories	22,299,584	23,352,035	1,052,451	0.93
Hardware, dimensional lumber and property improvement and maintenance	247,058,851	271,766,335	24,707,484	1.93
Cars, trucks, motorcycles, and other powered transportation vehicles	501,956,459	555,702,852	53,746,393	2.06
Automotive fuels	263,849,164	293,209,129	29,359,965	2.13
Automotive maintenance and parts	112,353,927	118,607,135	6,253,208	1.09
Household fuels, including oil, liquefied petroleum gas, wood, coal	36,496,064	40,469,043	3,972,979	2.09
Pets, pet foods, and pet supplies	28,967,175	31,406,606	2,439,431	1.63

Benchmark: USA

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Retail Market Power® | Demand Growth by Retail Store Types

ENVIRONICS
ANALYTICS

Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2024 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
Demand by Store Type				
Total demand for retail trade including food and drink (NAICS 44, 45 and 722)	3,320,564,010	3,606,175,765	285,611,754	1.66
Total demand retail trade (NAICS 44 and 45)	2,942,435,552	3,192,985,652	250,550,101	1.65
Motor Vehicle and Parts Dealers				
Motor vehicle and parts dealers (NAICS 441)	615,340,496	675,193,257	59,852,761	1.87
Automobile dealers (NAICS 4411)	525,796,439	580,197,136	54,400,697	1.99
New car dealers (NAICS 44111)	477,217,530	526,450,925	49,233,395	1.98
Used car dealers (NAICS 44112)	48,578,908	53,746,210	5,167,302	2.04
Other motor vehicle dealers (NAICS 4412)	35,814,006	38,241,267	2,427,261	1.32
Recreational vehicle dealers (NAICS 44121)	9,481,504	9,941,486	459,981	0.95
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	26,332,502	28,299,781	1,967,280	1.45
Boat dealers (NAICS 441222)	7,329,393	7,681,305	351,913	0.94
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	19,003,109	20,618,476	1,615,367	1.65
Automotive parts, accessories, and tire stores (NAICS 4413)	53,730,052	56,754,854	3,024,802	1.10
Automotive parts and accessories stores (NAICS 44131)	32,074,103	33,888,859	1,814,756	1.11
Tire dealers (NAICS 44132)	21,655,949	22,865,995	1,210,046	1.09
Furniture and Home Furnishings Stores				
Furniture and home furnishings stores (NAICS 442)	71,440,814	79,114,368	7,673,555	2.06
Furniture stores (NAICS 4421)	36,443,784	40,256,211	3,812,428	2.01
Home furnishings stores (NAICS 4422)	34,997,030	38,858,157	3,861,127	2.12
Floor covering stores (NAICS 44221)	14,537,615	16,365,873	1,828,258	2.40
Other home furnishings stores (NAICS 44229)	20,459,415	22,492,284	2,032,869	1.91
Window treatment stores (NAICS 442291)	940,333	1,038,452	98,119	2.00
All other home furnishings stores (NAICS 442299)	19,519,082	21,453,832	1,934,750	1.91
Electronics and Appliance Stores				
Electronics and appliance stores (NAICS 443)	49,418,593	53,250,011	3,831,418	1.50
Household appliance stores (NAICS 443141)	7,959,564	8,812,454	852,890	2.06
Electronics stores (NAICS 443142)	41,459,028	44,437,557	2,978,529	1.40
Building Material and Garden Equipment and Supplies Dealers				
Building material and garden equipment and supplies dealers (NAICS 444)	236,446,402	260,287,967	23,841,565	1.94
Building material and supplies dealers (NAICS 4441)	203,863,341	224,500,673	20,637,332	1.95
Home centers (NAICS 44411)	112,926,565	124,415,299	11,488,734	1.96
Paint and wallpaper stores (NAICS 44412)	5,302,082	5,835,026	532,944	1.93
Hardware stores (NAICS 44413)	17,122,006	18,796,727	1,674,720	1.88
Other building material dealers (NAICS 44419)	68,512,688	75,453,621	6,940,933	1.95
Lawn and garden equipment and supplies stores (NAICS 4442)	32,583,061	35,787,294	3,204,233	1.89
Outdoor power equipment stores (NAICS 44421)	4,897,082	5,382,133	485,051	1.91
Nursery, garden center, and farm supply stores (NAICS 44422)	27,685,979	30,405,161	2,719,182	1.89
Food and Beverage Stores				
Food and beverage stores (NAICS 445)	443,191,348	480,154,372	36,963,024	1.61
Grocery stores (NAICS 4451)	393,850,628	425,938,002	32,087,373	1.58
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	375,254,607	405,833,432	30,578,825	1.58
Convenience stores (NAICS 44512)	18,596,021	20,104,570	1,508,548	1.57
Specialty food stores (NAICS 4452)	14,321,051	15,428,630	1,107,579	1.50
Meat markets (NAICS 44521)	4,704,024	5,067,653	363,629	1.50
Fish and seafood markets (NAICS 44522)	1,724,635	1,857,948	133,313	1.50
Fruit and vegetable markets (NAICS 44523)	2,925,758	3,153,926	228,169	1.51
Other specialty food stores (NAICS 44529)	4,966,634	5,349,102	382,468	1.50
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	2,669,294	2,873,620	204,326	1.49
All other specialty food stores (NAICS 445299)	2,297,339	2,475,482	178,142	1.50
Beer, wine, and liquor stores (NAICS 4453)	35,019,669	38,787,741	3,768,072	2.06
Health and Personal Care Stores				
Health and personal care stores (NAICS 446)	187,070,583	206,240,497	19,169,914	1.97
Pharmacies and drug stores (NAICS 44611)	154,593,463	170,433,608	15,840,145	1.97
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	11,616,579	12,833,994	1,217,415	2.01
Optical goods stores (NAICS 44613)	7,872,722	8,643,880	771,158	1.89
Other health and personal care stores (NAICS 44619)	12,987,819	14,329,015	1,341,196	1.99
Food (health) supplement stores (NAICS 446191)	4,792,733	5,272,587	479,855	1.93
All other health and personal care stores (NAICS 446199)	8,195,086	9,056,427	861,341	2.02
Gasoline Stations				
Gasoline stations (NAICS 447)	301,100,609	332,602,700	31,502,090	2.01

Benchmark: USA

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Retail Market Power® | Demand Growth by Retail Store Types

Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2024 Demand (\$)	Growth (\$)	Compound Annual Growth Rate (%)
Clothing and Clothing Accessories Stores				
Clothing and clothing accessories stores (NAICS 448)	149,473,771	151,318,911	1,845,140	0.25
Clothing stores (NAICS 4481)	109,540,068	110,579,322	1,039,254	0.19
Men's clothing stores (NAICS 44811)	5,635,677	5,737,849	102,172	0.36
Women's clothing stores (NAICS 44812)	21,398,953	21,306,538	-92,415	-0.09
Children's and infants' clothing stores (NAICS 44813)	5,540,774	5,575,780	35,006	0.13
Family clothing stores (NAICS 44814)	63,283,390	64,324,298	1,040,908	0.33
Clothing accessories stores (NAICS 44815)	5,698,996	5,697,269	-1,727	-0.01
Other clothing stores (NAICS 44819)	7,982,277	7,937,587	-44,690	-0.11
Shoe stores (NAICS 4482)	19,504,821	20,395,145	890,325	0.90
Jewelry, luggage, and leather goods stores (NAICS 4483)	20,428,883	20,344,444	-84,439	-0.08
Jewelry stores (NAICS 44831)	18,618,938	18,500,666	-118,272	-0.13
Luggage and leather goods stores (NAICS 44832)	1,809,945	1,843,778	33,833	0.37
Sporting Goods, Hobby, Musical Instrument, and Book Stores				
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	36,529,861	38,154,381	1,624,520	0.87
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	30,986,339	32,686,899	1,700,560	1.07
Sporting goods stores (NAICS 45111)	17,052,413	17,425,206	372,794	0.43
Hobby, toy, and game stores (NAICS 45112)	9,724,890	10,691,122	966,232	1.91
Sewing, needlework, and piece goods stores (NAICS 45113)	1,769,170	1,872,942	103,772	1.15
Musical instrument and supplies stores (NAICS 45114)	2,439,866	2,697,628	257,762	2.03
Book stores and news dealers (NAICS 4512)	5,543,522	5,467,482	-76,040	-0.28
Book stores (NAICS 451211)	5,018,266	4,911,842	-106,424	-0.43
News dealers and newsstands (NAICS 451212)	525,256	555,641	30,384	1.13
General Merchandise Stores				
General merchandise stores (NAICS 452)	405,829,719	436,104,093	30,274,374	1.45
Department stores (NAICS 4522)	84,180,365	88,715,179	4,534,814	1.05
Other general merchandise stores (NAICS 4523)	321,649,355	347,388,914	25,739,559	1.55
Warehouse clubs and supercenters (NAICS 452311)	273,218,922	295,100,600	21,881,678	1.55
All other general merchandise stores (NAICS 452319)	48,430,433	52,288,314	3,857,882	1.54
Miscellaneous Store Retailers				
Miscellaneous store retailers (NAICS 453)	67,502,427	72,113,013	4,610,587	1.33
Florists (NAICS 4531)	3,988,472	4,385,743	397,271	1.92
Office supplies, stationery, and gift stores (NAICS 4532)	13,331,448	14,128,522	797,074	1.17
Office supplies and stationery stores (NAICS 45321)	5,315,164	5,656,998	341,834	1.25
Gift, novelty, and souvenir stores (NAICS 45322)	8,016,284	8,471,525	455,241	1.11
Used merchandise stores (NAICS 4533)	11,188,594	11,745,904	557,310	0.98
Other miscellaneous store retailers (NAICS 4539)	38,993,913	41,852,843	2,858,931	1.43
Pet and pet supplies stores (NAICS 45391)	10,540,298	11,427,814	887,516	1.63
Art dealers (NAICS 45392)	5,051,299	5,190,948	139,649	0.55
Manufactured (mobile) home dealers (NAICS 45393)	3,131,654	3,443,877	312,223	1.92
All other miscellaneous store retailers (NAICS 45399)	20,270,662	21,790,205	1,519,543	1.46
Tobacco stores (NAICS 453991)	8,383,698	8,982,565	598,866	1.39
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	11,886,964	12,807,641	920,677	1.50
Non-store Retailers				
Non-store retailers (NAICS 454)	379,090,927	408,452,081	29,361,154	1.50
Electronic shopping and mail-order houses (NAICS 4541)	311,091,740	334,002,207	22,910,467	1.43
Vending machine operators (NAICS 4542)	5,356,496	5,780,801	424,305	1.54
Direct selling establishments (NAICS 4543)	62,642,691	68,669,073	6,026,382	1.85
Fuel dealers (NAICS 45431)	35,277,097	39,108,522	3,831,425	2.08
Other direct selling establishments (NAICS 45439)	27,365,594	29,560,551	2,194,958	1.55
Food Services and Drinking Places				
Food services and drinking places (NAICS 722)	378,128,459	413,190,113	35,061,654	1.79
Special food services (NAICS 7223)	31,993,241	34,859,655	2,866,415	1.73
Food service contractors (NAICS 72231)	26,096,605	28,431,422	2,334,817	1.73
Caterers (NAICS 72232)	5,414,875	5,903,527	488,653	1.74
Mobile food services (NAICS 72233)	481,761	524,706	42,946	1.72
Drinking places (alcoholic beverages) (NAICS 7224)	16,005,185	17,848,445	1,843,260	2.20
Restaurants and other eating places (NAICS 7225)	330,130,033	360,482,013	30,351,979	1.77
Full-service restaurants (NAICS 722511)	166,858,456	182,611,505	15,753,049	1.82
Limited-service restaurants (NAICS 722513)	134,905,317	146,978,318	12,073,001	1.73
Cafeterias, grill buffets, and buffets (NAICS 722514)	5,031,529	5,481,917	450,388	1.73
Snack and non-alcoholic beverage bars (NAICS 722515)	23,334,732	25,410,273	2,075,541	1.72
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151 + 7225152)	3,583,420	3,900,438	317,018	1.71
Doughnut shops (NAICS 7225153)	3,673,740	4,000,622	326,881	1.72
Bagel shops (NAICS 7225154)	1,059,214	1,153,640	94,426	1.72
Coffee shops (NAICS 7225155)	9,968,447	10,854,849	886,402	1.72
Cookie shops (NAICS 7225156)	160,906	175,271	14,365	1.73
Other snack and non-alcoholic beverage bars (NAICS 7225157)	4,889,005	5,325,454	436,449	1.73

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Retail Market Power® | Opportunity Gap by Merchandise Line Items

Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2019 Supply (\$)	Opportunity Gap/Surplus (\$)
Demand By Merchandise Line			
Total retail trade including food and drink (NAICS 44, 45 and 722)	3,320,564,010	3,877,512,646	-556,948,636
Groceries and other food items for human consumption off the premises	487,173,550	507,894,143	-20,720,593
Outside meals, snacks and catering	355,571,632	321,436,602	34,135,030
Alcoholic beverages served for immediate consumption	40,563,851	35,718,018	4,845,833
Packaged liquor, wine, and beer	63,326,686	70,456,263	-7,129,577
Cigars, cigarettes, and tobacco and smokers' accessories	55,706,330	60,119,980	-4,413,651
Drugs, health aids and beauty aids, including cosmetics	360,948,357	344,786,283	16,162,074
Household soaps, detergents, cleaners, and cleaning supplies	24,851,542	34,354,323	-9,502,781
Paper and related products	25,905,230	29,996,149	-4,090,919
Men's wear, including accessories	57,853,632	41,850,157	16,003,475
Women's, juniors', and misses' wear, including accessories	106,705,945	74,048,376	32,657,569
Children's wear	23,920,207	18,806,414	5,113,793
Costumes and unisex clothing	3,259,620	2,690,542	569,078
Footwear, including accessories	44,346,593	47,246,311	-2,899,718
Sewing, knitting, and needlework goods	3,750,184	4,919,408	-1,169,224
Curtains, draperies, blinds, slipcovers, bed and table coverings	24,392,494	22,301,118	2,091,377
Major household appliances	27,625,320	44,721,119	-17,095,799
Small household and personal appliances including hardware and software	81,224,901	49,740,001	31,484,901
TV, DVD, audio equip., music instruments, supplies incl. CDs and audio books	56,781,920	37,499,756	19,282,164
Furniture, home furnishings, kitchen, sleep equip. and outdoor/patio	114,868,166	88,194,678	26,673,488
Flooring and floor coverings	29,114,536	30,566,450	-1,451,914
Jewelry	41,871,704	24,119,388	17,752,316
Books, including eBooks	14,441,465	9,970,348	4,471,117
Photographic equipment and supplies	4,389,887	3,808,181	581,706
Toys, hobby goods and games	26,045,559	30,250,727	-4,205,168
Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	11,442,404	18,042,401	-6,599,996
Sporting goods and recreational equipment	21,501,072	37,753,419	-16,252,347
Recreational vehicles, parts and accessories	22,299,584	41,260,130	-18,960,545
Hardware, dimensional lumber and property improvement and maintenance	247,058,851	308,222,620	-61,163,769
Cars, trucks, motorcycles, and other powered transportation vehicles	501,956,459	867,158,241	-365,201,782
Automotive fuels	263,849,164	423,287,664	-159,438,500
Automotive maintenance and parts	112,353,927	163,582,912	-51,228,984
Household fuels, including oil, liquefied petroleum gas, wood, coal	36,496,064	47,624,944	-11,128,880
Pets, pet foods, and pet supplies	28,967,175	35,085,582	-6,118,407

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types

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Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2019 Supply (\$)	Opportunity Gap/Surplus (\$)
Totals			
Total retail trade including food and drink (NAICS 44, 45 and 722)	3,320,564,010	3,877,512,646	-556,948,636
Total retail trade (NAICS 44 and 45)	2,942,435,552	3,542,510,136	-600,074,584
Motor Vehicle and Parts Dealers			
Motor vehicle and parts dealers (NAICS 441)	615,340,496	1,055,408,028	-440,067,531
Automobile dealers (NAICS 4411)	525,796,439	894,260,372	-368,463,934
New car dealers (NAICS 44111)	477,217,530	749,933,582	-272,716,052
Used car dealers (NAICS 44112)	48,578,908	144,326,790	-95,747,882
Other motor vehicle dealers (NAICS 4412)	35,814,006	63,496,094	-27,682,088
Recreational vehicle dealers (NAICS 44121)	9,481,504	25,461,854	-15,980,349
Motorcycle, boat, and other motor vehicle dealers (NAICS 44122)	26,332,502	38,034,240	-11,701,738
Boat dealers (NAICS 441222)	7,329,393	3,395,803	3,933,590
Motorcycle, ATV, and all other motor vehicle dealers (NAICS 441228)	19,003,109	34,638,437	-15,635,328
Automotive parts, accessories, and tire stores (NAICS 4413)	53,730,052	97,651,562	-43,921,510
Automotive parts and accessories stores (NAICS 44131)	32,074,103	52,234,875	-20,160,773
Tire dealers (NAICS 44132)	21,655,949	45,416,687	-23,760,738
Furniture and Home Furnishings Stores			
Furniture and home furnishings stores (NAICS 442)	71,440,814	51,038,819	20,401,994
Furniture stores (NAICS 4421)	36,443,784	20,370,649	16,073,135
Home furnishings stores (NAICS 4422)	34,997,030	30,668,170	4,328,860
Floor covering stores (NAICS 44221)	14,537,615	15,722,105	-1,184,490
Other home furnishings stores (NAICS 44229)	20,459,415	14,946,065	5,513,350
Window treatment stores (NAICS 442291)	940,333	2,546	937,788
All other home furnishings stores (NAICS 442299)	19,519,082	14,943,520	4,575,562
Electronics and Appliance Stores			
Electronics and appliance stores (NAICS 443)	49,418,593	47,214,087	2,204,506
Household appliance stores (NAICS 443141)	7,959,564	29,366,617	-21,407,052
Electronics stores (NAICS 443142)	41,459,028	17,847,470	23,611,558
Building Material and Garden Equipment and Supplies Dealers			
Building material and garden equipment and supplies dealers (NAICS 444)	236,446,402	313,005,262	-76,558,859
Building material and supplies dealers (NAICS 4441)	203,863,341	258,957,716	-55,094,374
Home centers (NAICS 44411)	112,926,565	154,076,845	-41,150,280
Paint and wallpaper stores (NAICS 44412)	5,302,082	1,706,855	3,595,227
Hardware stores (NAICS 44413)	17,122,006	7,764,989	9,357,017
Other building material dealers (NAICS 44419)	68,512,688	95,409,027	-26,896,338
Lawn and garden equipment and supplies stores (NAICS 4442)	32,583,061	54,047,546	-21,464,485
Outdoor power equipment stores (NAICS 44421)	4,897,082	1,287,208	3,609,874
Nursery, garden center, and farm supply stores (NAICS 44422)	27,685,979	52,760,338	-25,074,359
Food and Beverage Stores			
Food and beverage stores (NAICS 445)	443,191,348	483,227,773	-40,036,425
Grocery stores (NAICS 4451)	393,850,628	437,319,303	-43,468,675
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	375,254,607	428,766,553	-53,511,946
Convenience stores (NAICS 44512)	18,596,021	8,552,750	10,043,271
Specialty food stores (NAICS 4452)	14,321,051	9,346,555	4,974,496
Meat markets (NAICS 44521)	4,704,024	1,152,720	3,551,305
Fish and seafood markets (NAICS 44522)	1,724,635	1,800,379	-75,744
Fruit and vegetable markets (NAICS 44523)	2,925,758	2,381,154	544,604
Other specialty food stores (NAICS 44529)	4,966,634	4,012,303	954,331
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	2,669,294	1,914,707	754,587
All other specialty food stores (NAICS 445299)	2,297,339	2,097,596	199,744
Beer, wine, and liquor stores (NAICS 4453)	35,019,669	36,561,915	-1,542,246
Health and Personal Care Stores			
Health and personal care stores (NAICS 446)	187,070,583	228,950,541	-41,879,958
Pharmacies and drug stores (NAICS 44611)	154,593,463	188,229,019	-33,635,556
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	11,616,579	17,420,846	-5,804,267
Optical goods stores (NAICS 44613)	7,872,722	15,074,444	-7,201,721
Other health and personal care stores (NAICS 44619)	12,987,819	8,226,232	4,761,587
Food (health) supplement stores (NAICS 446191)	4,792,733	6,758,602	-1,965,869
All other health and personal care stores (NAICS 446199)	8,195,086	1,467,630	6,727,456
Gasoline Stations			
Gasoline stations (NAICS 447)	301,100,609	481,189,660	-180,089,051

Benchmark: USA

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Retail Market Power® | Opportunity Gap by Retail Store Types

Trade Area: Downtown Chambersburg - 30 min Drivetime

	2019 Demand (\$)	2019 Supply (\$)	Opportunity Gap/Surplus (\$)
Clothing and Clothing Accessories Stores			
Clothing and clothing accessories stores (NAICS 448)	149,473,771	92,206,559	57,267,212
Clothing stores (NAICS 4481)	109,540,068	53,157,643	56,382,425
Men's clothing stores (NAICS 44811)	5,635,677	2,741,178	2,894,499
Women's clothing stores (NAICS 44812)	21,398,953	9,495,498	11,903,455
Children's and infants' clothing stores (NAICS 44813)	5,540,774	671,116	4,869,658
Family clothing stores (NAICS 44814)	63,283,390	32,288,210	30,995,180
Clothing accessories stores (NAICS 44815)	5,698,996	1,401,799	4,297,197
Other clothing stores (NAICS 44819)	7,982,277	6,559,842	1,422,436
Shoe stores (NAICS 4482)	19,504,821	28,536,076	-9,031,255
Jewelry, luggage, and leather goods stores (NAICS 4483)	20,428,883	10,512,840	9,916,043
Jewelry stores (NAICS 44831)	18,618,938	9,590,679	9,028,258
Luggage and leather goods stores (NAICS 44832)	1,809,945	922,161	887,784
Sporting Goods, Hobby, Musical Instrument, and Book Stores			
Sporting goods, hobby, musical instrument, and book stores (NAICS 451)	36,529,861	59,354,528	-22,824,667
Sporting goods, hobby, and musical instrument stores (NAICS 4511)	30,966,339	54,945,935	-23,959,596
Sporting goods stores (NAICS 45111)	17,052,413	36,107,363	-19,054,950
Hobby, toy, and game stores (NAICS 45112)	9,724,890	16,056,971	-6,332,081
Sewing, needlework, and piece goods stores (NAICS 45113)	1,769,170	2,653,598	-884,428
Musical instrument and supplies stores (NAICS 45114)	2,439,866	128,002	2,311,864
Book stores and news dealers (NAICS 4512)	5,543,522	4,408,593	1,134,928
Book stores (NAICS 451211)	5,018,266	4,404,306	613,960
News dealers and newsstands (NAICS 451212)	525,256	4,288	520,969
General Merchandise Stores			
General merchandise stores (NAICS 452)	405,829,719	481,917,370	-76,087,651
Department stores (NAICS 4522)	84,180,365	106,532,041	-22,351,677
Other general merchandise stores (NAICS 4523)	321,649,355	375,385,329	-53,735,975
Warehouse clubs and supercenters (NAICS 452311)	273,218,922	246,926,022	26,292,900
All other general merchandise stores (NAICS 452319)	48,430,433	128,459,308	-80,028,875
Miscellaneous Store Retailers			
Miscellaneous store retailers (NAICS 453)	67,502,427	53,980,838	13,521,589
Florists (NAICS 4531)	3,988,472	1,796,289	2,192,183
Office supplies, stationery, and gift stores (NAICS 4532)	13,331,448	7,983,799	5,347,650
Office supplies and stationery stores (NAICS 45321)	5,315,164	3,062,877	2,252,288
Gift, novelty, and souvenir stores (NAICS 45322)	8,016,284	4,920,922	3,095,362
Used merchandise stores (NAICS 4533)	11,188,594	8,609,346	2,579,248
Other miscellaneous store retailers (NAICS 4539)	38,993,913	35,591,404	3,402,509
Pet and pet supplies stores (NAICS 45391)	10,540,298	11,840,836	-1,300,539
Art dealers (NAICS 45392)	5,051,299	394	5,050,905
Manufactured (mobile) home dealers (NAICS 45393)	3,131,654	1,980,380	1,151,274
All other miscellaneous store retailers (NAICS 45399)	20,270,662	21,769,794	-1,499,131
Tobacco stores (NAICS 453991)	8,383,698	11,360,001	-2,976,302
All other miscellaneous store retailers (except tobacco stores) (NAICS 453998)	11,886,964	10,409,793	1,477,171
Non-store Retailers			
Non-store retailers (NAICS 454)	379,090,927	195,016,670	184,074,257
Electronic shopping and mail-order houses (NAICS 4541)	311,091,740	136,945,976	174,145,764
Vending machine operators (NAICS 4542)	5,356,496	217,875	5,138,621
Direct selling establishments (NAICS 4543)	62,642,691	57,852,819	4,789,872
Fuel dealers (NAICS 45431)	35,277,097	50,830,464	-15,553,367
Other direct selling establishments (NAICS 45439)	27,365,594	7,022,355	20,343,239
Food Services and Drinking Places			
Food services and drinking places (NAICS 722)	378,128,459	335,002,511	43,125,948
Special food services (NAICS 7223)	31,993,241	34,711,203	-2,717,963
Food service contractors (NAICS 72231)	26,096,605	33,097,495	-7,000,890
Caterers (NAICS 72232)	5,414,875	1,509,171	3,905,704
Mobile food services (NAICS 72233)	481,761	104,537	377,224
Drinking places (alcoholic beverages) (NAICS 7224)	16,005,185	11,162,383	4,842,801
Restaurants and other eating places (NAICS 7225)	330,130,033	289,128,924	41,001,109
Full-service restaurants (NAICS 722511)	166,858,456	152,060,735	14,797,722
Limited-service restaurants (NAICS 722513)	134,905,317	118,781,252	16,124,065
Cafeterias, grill buffets, and buffets (NAICS 722514)	5,031,529	2,951,861	2,079,668
Snack and non-alcoholic beverage bars (NAICS 722515)	23,334,732	15,335,077	7,999,655
Ice cream, soft serve and frozen yogurt shops (NAICS 7225151C + 7225152)	3,583,420	2,900,828	682,592
Doughnut shops (NAICS 7225153)	3,673,740	3,976,305	-302,565
Bagel shops (NAICS 7225154)	1,059,214	2,127,980	-1,068,766
Coffee shops (NAICS 7225155)	9,968,447	4,228,237	5,740,210
Cookie shops (NAICS 7225156)	160,906	308,784	-147,878
Other snack and non-alcoholic beverage bars (NAICS 7225157)	4,889,005	1,792,943	3,096,062

Benchmark: USA

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(<https://en.environicsanalytics.ca/Spotlight/About/3/2019>)

Report Details

Name :	Chambersburg Consumer Spending, Gap Analysis, etc.
Date / Time :	1/3/2020 9:28:33 AM
Workspace Vintage :	2019

Trade Area		
Name	Level	Geographies
Downtown Chambersburg - 15 min Drivetime	15 min Drivetime	N/A
Downtown Chambersburg - 30 min Drivetime	30 min Drivetime	N/A
Downtown Chambersburg District	User-drawn polygon	N/A
Chambersburg, PA (borough)	Place	Chambersburg, PA (borough)

Benchmark		
Name	Level	Geographies
USA	Entire US	United States

DataSource		
Product	Provider	Copyright
Retail Market Power® - 2019 - Current Year Estimate	Environics Analytics U.S. Census Bureau U.S. Bureau of Labour Statistics InfoUSA	©2020 Environics Analytics (https://en.environicsanalytics.ca/Spotlight/Abo)
Retail Market Power® - 2024 - Five Year Projection	Environics Analytics U.S. Census Bureau U.S. Bureau of Labour Statistics	©2020 Environics Analytics (https://en.environicsanalytics.ca/Spotlight/Abo)
Retail Market Power® - Growth Variables	Environics Analytics U.S. Census Bureau U.S. Bureau of Labour Statistics	©2020 Environics Analytics (https://en.environicsanalytics.ca/Spotlight/Abo)
Consumer Buying Power™ - 2019 - Current Year Estimate	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2020 Environics Analytics (https://en.environicsanalytics.ca/Spotlight/Abo)
Consumer Buying Power™ - 2024 - Five Year Projection	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2020 Environics Analytics (https://en.environicsanalytics.ca/Spotlight/Abo)
Consumer Buying Power™ - Growth Variables	Environics Analytics U.S. Bureau of Labour Statistics Claritas	©2020 Environics Analytics