



## Market Profile

Lower Paxton township, PA  
Lower Paxton township, PA (4204345056)  
Geography: County Subdivision

Prepared by Esri

		Lower Paxton ...
<b>Population Summary</b>		
2000 Total Population		44,573
2010 Total Population		47,360
2021 Total Population		49,911
2021 Group Quarters		348
2026 Total Population		51,218
2021-2026 Annual Rate		0.52%
2021 Total Daytime Population		49,542
Workers		26,980
Residents		22,562
<b>Household Summary</b>		
2000 Households		18,650
2000 Average Household Size		2.35
2010 Households		20,085
2010 Average Household Size		2.34
2021 Households		21,268
2021 Average Household Size		2.33
2026 Households		21,848
2026 Average Household Size		2.33
2021-2026 Annual Rate		0.54%
2010 Families		12,851
2010 Average Family Size		2.91
2021 Families		13,410
2021 Average Family Size		2.90
2026 Families		13,743
2026 Average Family Size		2.90
2021-2026 Annual Rate		0.49%
<b>Housing Unit Summary</b>		
2000 Housing Units		19,675
Owner Occupied Housing Units		62.5%
Renter Occupied Housing Units		32.3%
Vacant Housing Units		5.2%
2010 Housing Units		21,178
Owner Occupied Housing Units		63.6%
Renter Occupied Housing Units		31.2%
Vacant Housing Units		5.2%
2021 Housing Units		22,457
Owner Occupied Housing Units		63.1%
Renter Occupied Housing Units		31.6%
Vacant Housing Units		5.3%
2026 Housing Units		23,076
Owner Occupied Housing Units		63.2%
Renter Occupied Housing Units		31.5%
Vacant Housing Units		5.3%
<b>Median Household Income</b>		
2021		\$70,721
2026		\$77,512
<b>Median Home Value</b>		
2021		\$225,217
2026		\$257,053
<b>Per Capita Income</b>		
2021		\$39,338
2026		\$43,933
<b>Median Age</b>		
2010		41.3
2021		43.2
2026		43.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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### Lower Paxton ...

#### 2021 Households by Income

Household Income Base	21,268
<\$15,000	5.2%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	6.8%
\$200,000+	7.0%
Average Household Income	\$92,289

#### 2026 Households by Income

Household Income Base	21,848
<\$15,000	4.7%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	8.1%
\$200,000+	8.2%
Average Household Income	\$102,964

#### 2021 Owner Occupied Housing Units by Value

Total	14,174
<\$50,000	0.8%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	26.0%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	15.8%
\$300,000 - \$399,999	16.1%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	3.2%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$263,472

#### 2026 Owner Occupied Housing Units by Value

Total	14,584
<\$50,000	0.4%
\$50,000 - \$99,999	1.0%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	21.8%
\$200,000 - \$249,999	15.7%
\$250,000 - \$299,999	17.5%
\$300,000 - \$399,999	20.4%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	1.9%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$295,570

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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		Lower Paxton ...
<b>2010 Population by Age</b>		
Total		47,360
0 - 4		5.6%
5 - 9		5.5%
10 - 14		5.7%
15 - 24		12.1%
25 - 34		13.3%
35 - 44		12.8%
45 - 54		16.4%
55 - 64		14.2%
65 - 74		7.3%
75 - 84		5.2%
85 +		1.8%
18 +		79.2%
<b>2021 Population by Age</b>		
Total		49,911
0 - 4		4.9%
5 - 9		5.2%
10 - 14		5.5%
15 - 24		10.3%
25 - 34		13.2%
35 - 44		13.0%
45 - 54		12.3%
55 - 64		15.5%
65 - 74		11.7%
75 - 84		5.7%
85 +		2.6%
18 +		81.2%
<b>2026 Population by Age</b>		
Total		51,218
0 - 4		4.9%
5 - 9		5.1%
10 - 14		5.3%
15 - 24		10.2%
25 - 34		12.4%
35 - 44		13.6%
45 - 54		12.0%
55 - 64		13.8%
65 - 74		12.6%
75 - 84		7.4%
85 +		2.6%
18 +		81.4%
<b>2010 Population by Sex</b>		
Males		22,692
Females		24,668
<b>2021 Population by Sex</b>		
Males		24,038
Females		25,873
<b>2026 Population by Sex</b>		
Males		24,777
Females		26,441

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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## Market Profile

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		Lower Paxton ...
<b>2010 Population by Race/Ethnicity</b>		
Total		47,360
White Alone		78.8%
Black Alone		12.2%
American Indian Alone		0.1%
Asian Alone		4.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.4%
Two or More Races		2.9%
Hispanic Origin		4.6%
Diversity Index		41.9
<b>2021 Population by Race/Ethnicity</b>		
Total		49,911
White Alone		71.2%
Black Alone		13.7%
American Indian Alone		0.2%
Asian Alone		8.4%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.3%
Two or More Races		4.1%
Hispanic Origin		7.7%
Diversity Index		54.2
<b>2026 Population by Race/Ethnicity</b>		
Total		51,218
White Alone		67.4%
Black Alone		14.1%
American Indian Alone		0.2%
Asian Alone		10.7%
Pacific Islander Alone		0.1%
Some Other Race Alone		2.8%
Two or More Races		4.7%
Hispanic Origin		9.5%
Diversity Index		59.8
<b>2010 Population by Relationship and Household Type</b>		
Total		47,360
In Households		99.3%
In Family Households		80.7%
Householder		27.1%
Spouse		21.0%
Child		28.1%
Other relative		2.8%
Nonrelative		1.7%
In Nonfamily Households		18.5%
In Group Quarters		0.7%
Institutionalized Population		0.6%
Noninstitutionalized Population		0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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		Lower Paxton ...
<b>2021 Population 25+ by Educational Attainment</b>		
Total		36,983
Less than 9th Grade		2.2%
9th - 12th Grade, No Diploma		3.1%
High School Graduate		26.3%
GED/Alternative Credential		2.4%
Some College, No Degree		16.7%
Associate Degree		10.0%
Bachelor's Degree		24.9%
Graduate/Professional Degree		14.3%
<b>2021 Population 15+ by Marital Status</b>		
Total		42,114
Never Married		30.1%
Married		52.9%
Widowed		6.1%
Divorced		10.9%
<b>2021 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+		28,672
Population 16+ Employed		95.7%
Population 16+ Unemployment rate		4.3%
Population 16-24 Employed		9.8%
Population 16-24 Unemployment rate		9.0%
Population 25-54 Employed		62.8%
Population 25-54 Unemployment rate		2.7%
Population 55-64 Employed		19.7%
Population 55-64 Unemployment rate		4.7%
Population 65+ Employed		7.8%
Population 65+ Unemployment rate		9.2%
<b>2021 Employed Population 16+ by Industry</b>		
Total		27,447
Agriculture/Mining		0.4%
Construction		5.1%
Manufacturing		5.1%
Wholesale Trade		2.7%
Retail Trade		10.6%
Transportation/Utilities		7.5%
Information		1.6%
Finance/Insurance/Real Estate		8.9%
Services		45.6%
Public Administration		12.4%
<b>2021 Employed Population 16+ by Occupation</b>		
Total		27,447
White Collar		71.0%
Management/Business/Financial		19.8%
Professional		29.3%
Sales		9.3%
Administrative Support		12.6%
Services		12.5%
Blue Collar		16.6%
Farming/Forestry/Fishing		0.2%
Construction/Extraction		3.2%
Installation/Maintenance/Repair		1.7%
Production		2.8%
Transportation/Material Moving		8.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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		Lower Paxton ...
<b>2010 Households by Type</b>		
Total		20,085
Households with 1 Person		29.4%
Households with 2+ People		70.6%
Family Households		64.0%
Husband-wife Families		49.5%
With Related Children		19.7%
Other Family (No Spouse Present)		14.4%
Other Family with Male Householder		3.6%
With Related Children		2.0%
Other Family with Female Householder		10.8%
With Related Children		6.6%
Nonfamily Households		6.6%
All Households with Children		28.6%
Multigenerational Households		2.9%
Unmarried Partner Households		6.6%
Male-female		5.6%
Same-sex		1.0%
<b>2010 Households by Size</b>		
Total		20,085
1 Person Household		29.4%
2 Person Household		36.1%
3 Person Household		15.7%
4 Person Household		12.0%
5 Person Household		4.6%
6 Person Household		1.4%
7 + Person Household		0.7%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total		20,085
Owner Occupied		67.1%
Owned with a Mortgage/Loan		48.2%
Owned Free and Clear		18.9%
Renter Occupied		32.9%
<b>2021 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		157
Percent of Income for Mortgage		13.4%
Wealth Index		105
<b>2010 Housing Units By Urban/ Rural Status</b>		
Total Housing Units		21,178
Housing Units Inside Urbanized Area		99.1%
Housing Units Inside Urbanized Cluster		0.0%
Rural Housing Units		0.9%
<b>2010 Population By Urban/ Rural Status</b>		
Total Population		47,360
Population Inside Urbanized Area		99.0%
Population Inside Urbanized Cluster		0.0%
Rural Population		1.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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### Lower Paxton ...

#### Top 3 Tapestry Segments

1. In Style (5B)
2. Comfortable Empty Nesters (5A)
3. Old and Newcomers (8F)

#### 2021 Consumer Spending

Apparel & Services: Total \$	\$44,839,878
Average Spent	\$2,108.33
Spending Potential Index	99
Education: Total \$	\$37,630,535
Average Spent	\$1,769.35
Spending Potential Index	103
Entertainment/Recreation: Total \$	\$68,511,494
Average Spent	\$3,221.34
Spending Potential Index	100
Food at Home: Total \$	\$113,307,311
Average Spent	\$5,327.60
Spending Potential Index	98
Food Away from Home: Total \$	\$79,239,258
Average Spent	\$3,725.75
Spending Potential Index	98
Health Care: Total \$	\$132,636,402
Average Spent	\$6,236.43
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$48,338,543
Average Spent	\$2,272.83
Spending Potential Index	101
Personal Care Products & Services: Total \$	\$19,208,982
Average Spent	\$903.19
Spending Potential Index	101
Shelter: Total \$	\$426,532,653
Average Spent	\$20,055.14
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$52,113,265
Average Spent	\$2,450.31
Spending Potential Index	102
Travel: Total \$	\$54,712,207
Average Spent	\$2,572.51
Spending Potential Index	102
Vehicle Maintenance & Repairs: Total \$	\$23,547,427
Average Spent	\$1,107.18
Spending Potential Index	100

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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