

# Lower Paxton Township

## Retail Market Analysis



Department of Community Development

January 2022

## **Table of Contents**

Introduction.....	4
Summary.....	4
Background.....	5
Methodology.....	5
Defined Area.....	7
Lower Paxton Township.....	7
10 Mile Radius.....	8
15 Mile Radius.....	8
Consumer Spending.....	10
Esri Tapestry Demographics.....	11
Employment by Sector.....	15
Retail Outlook.....	17
Location.....	17
Access.....	17
Linglestown.....	18
Harrisburg.....	19
Hershey.....	19
Shopping Centers.....	20
Retail Demand.....	23
Limitations.....	26
Appendices.....	28
Appendix A.....	28
Appendix B.....	35
Appendix C.....	36

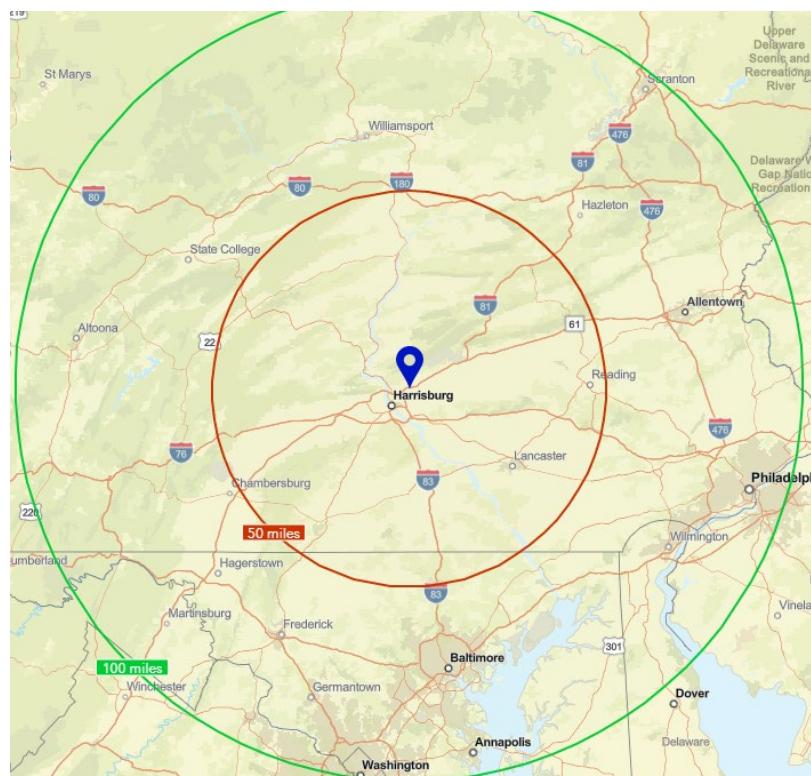


## Introduction

### Summary

Lower Paxton Township is an Economic center along with Harrisburg city of the Metropolitan area and is a centrally located area where customers of the retail market frequently visit due to its abundance of shopping centers and has room for growth for specific retail categories. There is market potential for approximately \$17 million in increased sales from for all types of restaurants, foods stores, and drinking establishments as well as \$44 million in gas station (which includes convenience stores), as well as many other types of retail in the surrounding area. Lower Paxton's main economic corridors have an abundance of traffic which could prove very useful for exposure as well as the township's easy access to major highways and roadways which can allow ease for transportation to Lower Paxton's retail market.

The median income for the township is \$70,721 with a median age of 43.2. The area of the township is 28 square miles and the current population as of the 2020 Census is 53,000 people with approximately 39 % of the township holding a college degree or higher and 34.4% of households making at or above \$100,000 per year. The township is primarily suburban with the southwest corner of the township having most apartment complexes with the population density declining as you move north. Most businesses operate on three major roads than run semi parallel to each other throughout the township where most commercial activity takes place.



**Figure :** Lower Paxton is located in central-eastern Pennsylvania and is a suburb of Harrisburg; Pennsylvania's Capital.

## Background

The Department of Community Development of Lower Paxton Township decided to conduct a retail market analysis to determine the current and potential retail/business outlook inside the Township' area. The following question will be addressed accordingly:

- What are the defined areas in which major retail project mainly are confined to?
- What are the surrounding retail areas and their characteristics that surround Lower Paxton in the greater Harrisburg area?
- What are the demographic and economic characteristics of Lower Paxton Township as well as its projected growth/change?
- What are the lifestyle choices or residents that relate towards the retail outlook?
- What are the historic characteristics of the township that lends itself to the retail market?
- What is the estimated demand and potential demand for retail in Lower Paxton?

## Methodology

Data compiled using Environmental Systems Research Institute (ESRI) via ARC GIS Business Analyst which in turn was collected from the U.S. Census Bureau and the U.S. Bureau of Labor Statistics. The data collected comprised of demographic data such as income, housing, and consumer spending which was used to assess the potential of future retail development in the area via market segmentation.

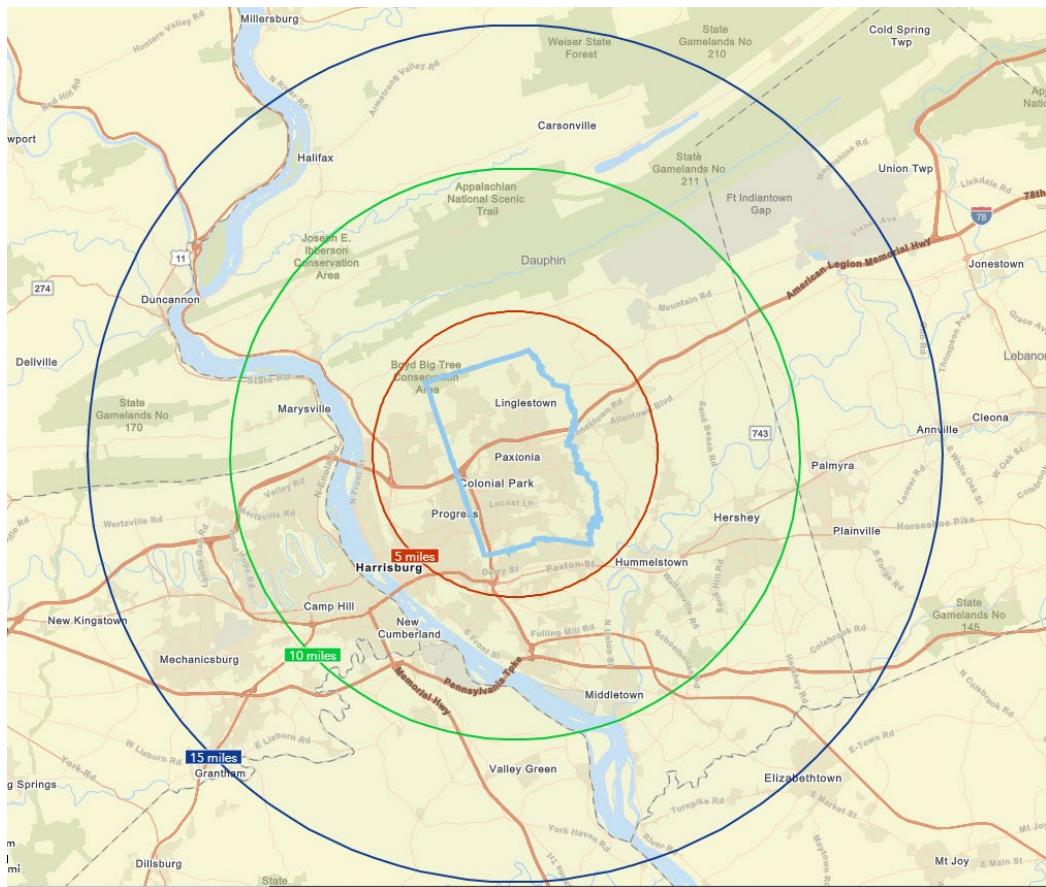
Esri's Tapestry Segmentation is used to divide the population of Lower Paxton Township into various "buckets" of consumers which divide by major characteristics, and then are further divided by minor characteristics to determine what type of consumers exist withing Lower Paxton Township.

Traffic counts and consumer spending are collected in tandem and examined for their potential implications on the retail advertising potential. Local demand for goods and services was estimated using estimated retail sales as a measure of supply and estimated consumer spending as a measure of consumer demand in the township. The discrepancy between these two characteristics is then interpreted to determine the market implications for retail in the township.



**Figure \_:** Lower Paxton Township's Boundaries outlined in blue (Source: ARC GIS Business Analyst)

The examined areas will be confined to the boundaries of Lower Paxton Township apart from variables determined by distance and the retail outlook which gives a snapshot of major retail locations in the area and is not solely confined to Lower Paxton Township. The areas examined frequently overlaps with other nearby areas including Harrisburg, Hershey, Mechanicsburg, and adjacent townships, and boroughs.



**Figure \_:** Lower Paxton Township shown in relationship to the greater Harrisburg Area

## Defined Area

Demographic data will be examined based on the respective the Lower Paxton Township boundary, 10, and 15 mile radii surrounding the township as shown above. Data is obtained using Environmental Systems Research Institute (ESRI) for each of the boundaries listed and compared against the Harrisburg-Carlisle Metropolitan Statistical Area which comprises of Dauphin, Perry, and Cumberland Counties. The projected changes by 2026 in demographic data is also included with each boundary.

### Lower Paxton Township

Lower Paxton Township has a population of 53,501 people with an approximate growth rate of 0.47% in an area of 28 square miles. There are approximately 21, 268 household in lower Paxton township with a growth rate of 0.51%. The median household income is \$70,721 with the average household income being \$92,289 per year. The median income for Lower Paxton is higher when compared to the 10 mile and 15 mile rungs, the Harrisburg Metro area, and the state of Pennsylvania. Approximately 34.4% of residents make at or above \$100,000. Among

residents 25 and older 39% have received a bachelor's degree or higher. The median age of a resident is 43.2 which is slightly older than Pennsylvania at 41.9 years.

The median home value in Lower Paxton is \$225,000 and is expected to increase to \$257,000 by 2026. By comparison for PA is \$209,000 and for the Harrisburg Metro Area the median home value is \$208,000. Owner occupied homes stand at approximately 66.64% of housing and 33.36% for renters respectively. There expected to be little to no change in this metric by 2026.

### **10 Mile Radius**

This is the main area that people will travel to shop and work in Lower Paxton although it will be more irregular in comparison to residents living in the township due to the distance and competing shopping centers that will draw certain customers. Downtown Harrisburg is a customer base that shops in Lower Paxton due to its proximity and number of shopping centers with major retail outlets like Kohls, Target, Costco, and Dick's Sporting Goods. The area enclosed include neighboring townships that hug the Harrisburg metropolitan center and the city of Harrisburg themselves also serve as a potential customer base.

The surrounding 10 mile area is 314 square miles which has a population of 324,518 with a predicted growth rate of 0.44% per year. There are approximately 135,612 households with a growth rate of 0.51%. The median household income is \$63,012 with the average income being \$83,803. The median income is lower in comparison to Lower Paxton as well as the 15 mile radius. In comparison to the Harrisburg Metro area, the 10 mile radius around Lower Paxton is lower than the approximate \$65,000 median income and higher than median income for the State of Pennsylvania at \$62,000 per year. About 30% of residents make at or above \$100,000 per year. Approximately 36% of the residents above age 25 in this area have a bachelor's degree or higher. The median age of residents is 41.3 which is slightly older than Pennsylvania's median age of 41.9 years.

The median home value in this ring is \$197,660 and is expected to increase to \$228,000 by 2026. By comparison for PA is \$209,000 and for the Harrisburg Metro Area the median home value is \$208,000. Owner occupied homes stand at approximately 62.94% of housing and 36.07% for renters respectively. Owner occupied home will increase to 63.47% by 2026.

### **15 Mile Radius**

This area will encompass occasional visitors to the area or commuters and require larger or more unique shopping or dining experiences to have people visit Lower Paxton. Less common stores such as Costco, bring people to shop within the township due to their relative rarity with not being in most communities in the area.

The surrounding 15 mile area is 706 square miles which has a population of \$482,608 with a predicted growth rate of 0.57% per year. There are approximately 199,404 households with a growth rate of 0.64%. The median household income is \$66,629 with the average income being \$88,004. The median income is lower in comparison to Lower Paxton but higher than the 10 mile radius. In comparison to the Harrisburg Metro area, the 10 mile radius around Lower Paxton is higher than the approximate \$65,000 median income as well as higher than median

income for the State of Pennsylvania at \$62,000 per year. About 30.6% of residents make at or above \$100,000. Approximately 36% of the residents above age 25 in this area have a bachelor's degree or higher. The median age of residents is 42.2 which is slightly older than Pennsylvania's median age of 41.9 years.

The median home value in this ring is \$209,000 and is expected to increase to \$240,000 by 2026. By comparison for PA is \$209,000 and for the Harrisburg Metro Area the median home value is \$208,000. Owner occupied homes stand at approximately 66.63% of housing and 33.37% for renters respectively. Owner occupied home will increase to 67.19% by 2026.

**Figure \_ : Lower Paxton Market Demographic Comparison**

<b>Demographics</b>	<i>Lower Paxton Township</i>	<i>10 Mile</i>	<i>15 Mile</i>	<i>Harrisburg-Carlisle MSA</i>	<i>Pennsylvania</i>
2021 Population	53,501	324,518	482,068	583,390	12,939,000
2026 Population	54,770	331,678	495,961	600,041	13,041,085
2010-2021 Annual Growth Rate	0.47%	0.44%	0.57%	0.53%	0.16%
2021 Households	21,268	135,612	199,404	238,366	5,163,155
2026 Households					
Average Household size	2.33	2.32	2.35	2.36	2.43
2010-2021 Household Growth Rate	0.51%	0.51%	0.64%	0.62%	0.25%
Median Age	43.2	41.3	42.2	41.9	41.9
2021 Median Household Inc.	\$70,721	\$63,012	\$66,629	\$65,733	\$62,724
2021 Average Household Inc.	\$92,289	\$83,803	\$88,004	\$86,677	\$88,202
2026 Median Household Income	\$77,512	\$68,740	\$73,442	\$72,883	\$69,859
2026 Average Household Inc.	\$102,964	\$92,595	\$97,797	\$96,656	\$98,673
Household Income % Above \$100,000 Per Year	34.4%	30%	30.6%	29.5%	29.7%
25+ Attained Bachelor's or Higher	39%	36%	36%	34%	33%

*Figure \_ : Summary of the demographic and income variables provided by ESRI*

## Consumer Spending

Consumers in the Lower Paxton Area spend over \$75 million a year on restaurants with a weekly household expenditure of \$285.77 of retail goods and food and beverage services. In comparison to the other analyzed areas Lower Paxton has the highest in consumer spending which can be explained by the higher median household income when areas are compared side by side.

**Figure \_ : Lower Paxton Consumer Spending Breakdown**

Category	Weekly Expenditure	Annual Expenditure	Total Expenditure
<b>Food &amp; Beverage</b>			
Restaurants	\$68.65	\$3,570	\$75,926,095
Drinking Places	\$12.17	\$633	\$13,476,208
<b>Retail Goods</b>			
Apparel	\$40.53	\$2,108	\$44,839,878
Groceries (Food)	\$102.48	\$5,329	\$113,397,311
Entertainment (electronics, hobbies, books, movies, etc.)	\$61.94	\$3,221	\$68,511,494
<b>Total</b>	<b>\$285.77</b>	<b>\$14,861</b>	<b>\$316,150,986</b>

*Figure \_ : Lower Paxton displays higher estimates for spending of disposable income compared to the other areas.*

The combination of high daytime traffic (see Access) and higher levels of consumer spending could help indicate the potential of such retail goods which rely on populations with disposable income to spend alongside with the daytime population which encourages people from outside the analyzed area to shop there.

The total expenditure of all these retail categories account for \$316 million in Lower Paxton alone with the breakdown being \$75 million for restaurants, \$13 million for drinking places, \$44 million for apparel, \$113 million for groceries and \$68 million for entertainment purposes. Overall the entire region given these categories account for \$2.8 billion dollars in expenditures by consumers with ample room to grow.

**Figure \_ : 10 Mile Spending Breakdown**

Category	Weekly Expenditure	Annual Expenditure	Total Expenditure
<b>Food &amp; Beverage</b>			
Restaurants (all types)	\$63.17	\$3,285	\$445,513,352
Drinking Places	\$11.04	\$574	\$77,891,673
<b>Retail Goods</b>			
Apparel	\$37.37	\$1,943	\$263,481,350
Groceries (Food)	\$94.85	\$4,932	\$668,821,895
Entertainment (electronics, hobbies, books, movies, etc.)	\$56.38	\$2,932	\$397,741,796
<b>Total</b>	<b>\$262.81</b>	<b>\$13,666</b>	<b>\$1,853,450,066</b>

*Figure \_ : 10 mile area breakdown of household spending on retail and food services.*

**Figure \_ : 15 Miles Spending Breakdown**

<i>Category</i>	<i>Weekly Expenditure</i>	<i>Annual Expenditure</i>	<i>Total Expenditure</i>
<b>Food &amp; Beverage</b>			
Restaurants (all types)	\$65.84	\$3,424	\$682,770,569
Drinking Places	\$11.60	\$603	\$120,219,632
<b>Retail Goods</b>			
Apparel	\$38.92	\$2,024	\$403,508,675
Groceries (Food)	\$99.25	\$5,161	\$1,029,030,284
Entertainment (electronics, hobbies, books, movies, etc.)	\$59.46	\$3,092	\$616,648,653
<b>Total</b>	<b>\$275.08</b>	<b>\$14,304</b>	<b>\$2,852,177,813</b>

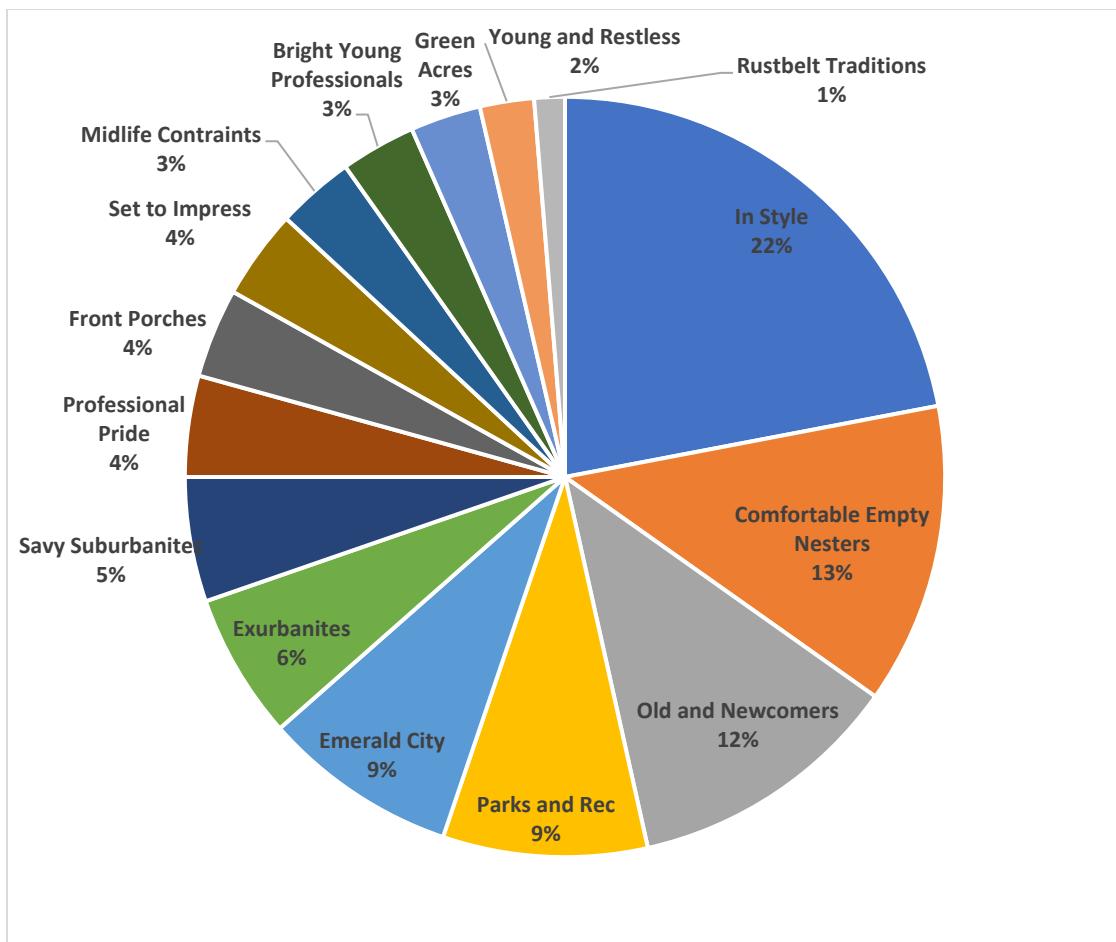
*Figure \_ : Weekly and Annual Expenditure Spending increase when expanding outward to 15 miles but remain below Lower Paxton.*

## Esri Tapestry Demographics

Provide by ESRI Arc GIS Business Analyst, Tapestry is a market segmentation tool that divides consumers into distinct “buckets” based on demographics, spending, and location. There are 14 distinct “Life Groups” that group the population by major characteristics such as affluence, location, or age. Then each Life Group are divided further into a total of 67 subcategories which categories lifestyles and spending habits. These groups help retailers understand the types of consumers that exist in each market and help them identify if these groups match their target market. Lower Paxton Township will be the main area of focus for ESRI Tapestry. The top 5 largest groups which comprise of over half of households within the township comprise of: In Style, Comfortable Empty Nesters, Old and Newcomers, Parks and Recs, and Emerald City respectively. For online readers a link will be provided to all subcategories for further reading:

2021 Esri Tapestry Link:

<https://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>



**Figure \_:** Lower Paxton Township's division by subgroup

**In Style:** This group consists of primarily urban couples living in single family homes and support the arts, travel, and their hobbies. Their homes are major staples of their lives and invest in home renovations as well a plan financially and are well insured. In terms of spending this group frequently uses coupons and prefers to shop organic. They are more likely to support charities and causes and support the arts, theaters, or museums. When buying vehicles they are very partial to SUVs. This group has a median age of 42 and are beginning to plan for retirement. While they live in metropolitan areas, the have high rate of home ownership at 68% with a median household income of \$73,000. They have above median net worth of \$165,000 compared to the US median net worth of \$93,000 which can be attribute to investment. They have a median home value of about \$244,000. This group is educated with 48% being college graduates.

**Comfortable Empty Nesters:** These are married older couple with high a net worth and gearing up for retirement. They are professionals that have saved much of their incomes for retirement. They live in largely suburban areas with homes built between 1950 and 1990 and usually own

one to two vehicles. This group does not spend much time online and prefer activities such as golf, watching sports, working out, or television. They tend to invest and have diverse portfolios with a variety of assets geared toward financial stability. The median household income for Comfortable Empty Nesters is \$75,000 with a median net worth of about \$300,000. They have a very high rate of home ownership at 86.9% with a median home value of \$203,000.

Approximately 37% of this cohort has a college degree or higher and have a median age of 48.

**Old and Newcomers:** This cohort primarily comprises of younger workers and occupy neighborhoods in transition. These neighborhoods are usually a mix of younger singles entering the workforce and older tenets who are in retirement age receiving social security. They are price conscious and heavy internet users with a preference for cell phones over land lines. They focus their spending on convenience, saving money and like to coupon. They have a median household income of \$45,000 per year with a median net worth of \$31,000 per year, lower than the US median net worth of \$93,000 per year. This group primarily rents with about 54.8% renting with the average rent being \$880 per month. 31% of this cohort have college degrees with 9% currently being enrolled as students. The median age is 39.4.

**Parks and Rec:** This group primarily consists of dual income, suburban families living in single family homes. They frequently take advantage of public amenities such as public parks for exercise and family events. They are budget conscious and prefer to spend money on family outings such as movies and family oriented restaurants. Up to 70% of people in this cohort are homeowners with homes mainly built before 1970 with occasional duplexes and townhomes as home types but mainly single detached homes. They spend a lot of time watching television with streaming and cable as well as prefer convenience when it comes to spending on food for consumption at home. They are more likely to buy trucks or SUVs as cost and usefulness are the most important factors. The median household income is \$60,000 per year with a median net worth of \$126,000. The median age for this group is 40.9 which are well into their careers and a thinking/planning for retirement but will not retire anytime soon and instead focus on their families. The average household size is 2.51 partially due to slightly older couple without children which brings down the household average. Over half of this group is college educated.

**Emerald City** This group typically consists of single person households who rent in middle to lower density areas of urban metro areas and a younger cohort with over half having a college degree. They are price conscious and environmentally conscious. They embrace trying new foods and food trends and like to cook with locally bought ingredients. This group also heavy internet and phone users and like to shop online in tandem with liking to shop local. Preferred places to shop include places like Trader Joe's and Whole Foods. The median household income for Emerald City is \$59,000 per year and approximately 51.5% rent with the average rent being \$1,087. They mainly occupy homes that are built before 1960 and have a net worth of \$52,000.

**Figure \_ : Lower Paxton Township Tapestry Market Segments**

<b>Lifestyle Group</b>	<b>Lower Paxton Statistics</b>	<b>Market Segment Summary</b>
 <p><b>In Style</b></p>	<p>Population <b>8,724</b>  Households <b>4,672</b>  Median Household Income <b>\$73,000</b>  Percentage of Lower Paxton <b>22%</b>  Percentage of US <b>2.09%</b></p>	<p>In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.</p>
 <p><b>Comfortable Empty Nesters</b></p>	<p>Population <b>5,451</b>  Households <b>2,715</b>  Median Household Income <b>\$75,000</b>  Percentage of Lower Paxton <b>13%</b>  Percentage of US <b>2.44%</b></p>	<p>Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.</p>
 <p><b>Old and Newcomers</b></p>	<p>Population <b>4,394</b>  Households <b>2,490</b>  Median Household Income <b>\$45,000</b>  Percentage of Lower Paxton <b>12%</b>  Percentage of US <b>1.98%</b></p>	<p>This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.</p>
 <p><b>Parks and Rec</b></p>	<p>Population <b>3,514</b>  Households <b>1,858</b>  Median Household Income <b>\$60,000</b>  Percentage of Lower Paxton <b>9%</b>  Percentage of US <b>1.91%</b></p>	<p>These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.</p>

Lifestyle Group	Lower Paxton Statistics	Market Segment Summary
 <b>Emerald City</b>	Population <b>2,965</b> Households <b>1,768</b> Median Household Income <b>\$59,000</b> Percentage of Lower Paxton <b>9%</b> Percentage of US <b>1.21%</b>	Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

## Employment by Sector

The employment base in Lower Paxton Township primarily consists of the retail and services sector which about 82.3% of employed persons are apart of. This is largely the same for the other areas listed however as the region is more broadly defined there is more diversity in sectors. Another thing to note is the relatively high level of government worker in the 10 mile and 15 mile radii in comparison to Lower Paxton or Pennsylvania in general. This could be due in part of the presence of the Harrisburg which is the capitol of Pennsylvania.

As shown in figure \_ the Services sector is the largest employment sector with 58.7% or jobs being in services. When broken down further the most prevalent type or service is health services at 28.5% of jobs being in this sub sector. 20% of jobs are in the uncategorized "other" subsector. Employees in health services is higher comparison with the other geographies Lower Paxton has a higher proportion of those employed in healthcare and in Pennsylvania has 14.2% of employees in health services with similar figure for the metropolitan area, 10 mile, and 15 mile radii respectively.

**Figure \_ : Employment by Sector (%)**

Employment Sector	Lower Paxton Township	10 Miles	15 Miles	Harrisburg-Carlisle MSA	Pennsylvania
Agriculture and Mining	0.8%	0.7%	0.8%	0.8%	1.3%
Construction	3.0%	2.5%	3.1%	3.0%	4.3%
Manufacturing	2.6%	3.4%	4.0%	5.5%	8.9%
Transportation	1.0%	2.2%	2.9%	3.4%	3.1%
Communication	0.7%	0.8%	0.7%	0.6%	0.7%
Utility	0.1%	0.2%	0.2%	0.3%	0.5%
Wholesale Trade	2.2%	2.6%	2.9%	3.0%	4.0%
Retail Trade Summary	23.6%	13.9%	16.3%	17.2%	19.2%

Finance, Insurance, Real Estate	5.3%	6.9%	6.7%	6.4%	6.5%
Services	58.7%	50.2%	38.5%	46.5%	45.7%
Government	1.5%	16.1%	13.4%	12.8%	5.2%
Unclassified	0.6%	0.5%	0.5%	0.5%	0.6%

*Figure \_ : Employees by sector with Retail and Services being the bulk of jobs in each area*

Among all employees in Lower Paxton Township 23.6% are in the retail sector with the largest subsector alone being eating and drinking places with 6.6% or those employed working in this subsector. Outside of Lower Paxton Township the Retail sector ranges from 16-20% of worker employed with all areas also ranging about 5-6% of total worker that are employed in eating and drinking places. Once thing to consider given the large amount of people employed in retail and services is the large amount of people required to make such business types function. This does not mean that Lower Paxton or the other geographies examined are experiencing market saturation however the large workforce needed for these sectors might justify such a large workforce.

**Figure \_ : Employment by Sector**

Employment Sector	Lower Paxton Township	10 Miles	15 Miles
Agriculture and Mining	218	1,627	2,547
Construction	802	6,152	9,653
Manufacturing	707	8,288	12,441
Transportation	257	5,361	8,913
Communication	182	1,930	2,102
Utility	39	411	527
Wholesale Trade	598	6,472	8,979
Retail Trade Summary	6,380	33,890	50,384
Home Improvement	463	1,550	2,855
General Merchandise	795	2,609	4,851
Food Stores	943	4,103	6,309
Auto Dealers, Gas Stations, Auto Aftermarket	517	2,801	5,244
Apparel & Accessories	277	1,193	1,601
Furniture & Home Furnishings	526	1,468	2,280
Eating and Drinking Places	1,777	12,583	17,814
Miscellaneous Retail	1,082	7,582	9,430
Finance, Insurance, and Real Estate	1,419	16,977	20,785
Banks, Savings, and Lending Institutions	380	2,561	3,423
Securities Brokers	116	3,025	3,439
Insurance Carriers & Agents	233	7,148	8,485
Real Estate, Holding, Other Investment Offices	690	4,242	5,438
Services	15,850	122,749	150,181
Hotels & Lodging	331	4,909	5,257
Automotive Services	293	1,993	2,695

Motion Picture & Amusements	409	5,303	6,314
Health Services	7,689	37,399	43,038
Legal Services	233	2,848	3,178
Education Institutions and Libraries	1,502	18,024	24,199
Other Services	5,393	52,273	65,501
Government	406	39,469	41,344
Unclassified	155	1,277	1,636
<b>Total Employment</b>	<b>27,013</b>	<b>244,603</b>	<b>309,493</b>

*Figure :* Employees by sector in Lower Paxton Township with a 5 mile and 10 mile radius. Note: this is based of Lower Paxton Township's estimate population of 49,000; however the 2020 census shows the population is 53,000 therefore the employment population is slightly larger.

## Retail Outlook

### Location

Lower Paxton Township is roughly 28 square miles and is 6 miles from the center of Harrisburg City. Lower Paxton is less than 50 miles from Lancaster, Pennsylvania and approximately 100 miles of the cities of Philadelphia, Baltimore, and Washington D.C. The township is located on the east shore of the Susquehanna River, to the northeast of Harrisburg and comprises of many shopping centers, restaurants, and suburbs which most residents call home. Lower Paxton is a historic township founded in 1767 and contains the historic village of Linglestown which contains a tightknit community of churches, business owners and residents. Lower Paxton Township is also approximately 10 miles from Hershey, home to the famed Chocolate World and Amusement Park. Lower Paxton Township contains multiple shopping centers with many national retailers with the largest space being the Colonial Park Mall with 650,000 sf of retail space. Other shopping centers include Paxton Town Center with retailers such as Costco and Target, Colonial Commons with retailer like Dick's, Marshalls, and Homegoods, and Paxton Square with Karn's Foods. There are three major roads that pass through Lower Paxton Township where most retail hugs these corridors consist of U.S. Route 22 (Jonestown Road), Linglestown Road, and Union Deposit Road.

### Access

Lower Paxton Township is immediately off exits on Interstate 81 and Interstate 83, more specifically where I-81 and I-83 intersect which all lead have exits to the major economic corridors in the Township with Jonestown Road and Union Deposit off I-83 and Linglestown Road off I-81 which provides ease of access to all shops and restaurants in the township. Route 22 splits off from being on Jonestown Road and becomes Allentown Boulevard, the traffic counts for both sections of route 22 is provided below as their traffics count differ significantly given their placement in the township.

### Figure \_ : Traffic Counts

Road	Annual Daily Traffic (2016-2017)
Interstate 81	78,000
Interstate 83	81,000
U.S Route 22 (Jonestown Road)	30,000
U.S route 22 (Allentown Blvd)	26,000
Linglestown road	13,000
Union Deposit Road	28,000
Locus Lane	13,000
North Mountain Road	22,000
Colonial Road	11,000

**Figure \_ :** Averaged Annual Daily Traffic Count on major highways in the area, main economic corridors, and major arterial road connecting said economic corridors.

### Linglestown



**Figure \_ :** Pictured left: one Linglestown's now iconic roundabouts. Pictured right: The 2019 Linglestown Kris Kindle Market.

Officially known as the Town of St. Thomas, Linglestown is known for its unique cultural and social identity compared to other census designated places in Lower Paxton. It is characterized by the center of the area with a village that is pedestrian friendly and dotted with shops and restaurants owned by locals. Linglestown is known for its special events throughout the year such as their Taste of Linglestown which is an exhibit hosted in the main village of more than 30 vendors offering samples of food, alcohol with live music to accompany the event. Another event which debuted in 2019 is the Linglestown Kris Kindle Market which operated on December 11<sup>th</sup>, 2021, with over 50 vendors selling various goods, including arts, crafts, and food.

## Harrisburg



**Figure :** Left: Harrisburg State Capitol Right: aerial view of the city and economic center of the metro area.

The city of Harrisburg is the capital city of Pennsylvania and only about a 10 minute drive from Lower Paxton. Harrisburg has a population of 50,000 people and known wide variety of restaurants, shops, and events. Some of these events include the Great American Outdoor Show, Pennsylvania Farm Show, and its New Years eve festival. Harrisburg has one of the longest operating Farmers' Markets in the United States; the Broad Street Market operates weekly and has dozens of vendors. Harrisburg also is a historic city being home to the Pennsylvania State Capitol Building and Governors residence. The city is also home to the National Civil War Museum, the largest and most comprehensive museum of its kind. Harrisburg is also home to the Susquehanna Art Museum as well as the State Museum of Pennsylvania.

## Hershey

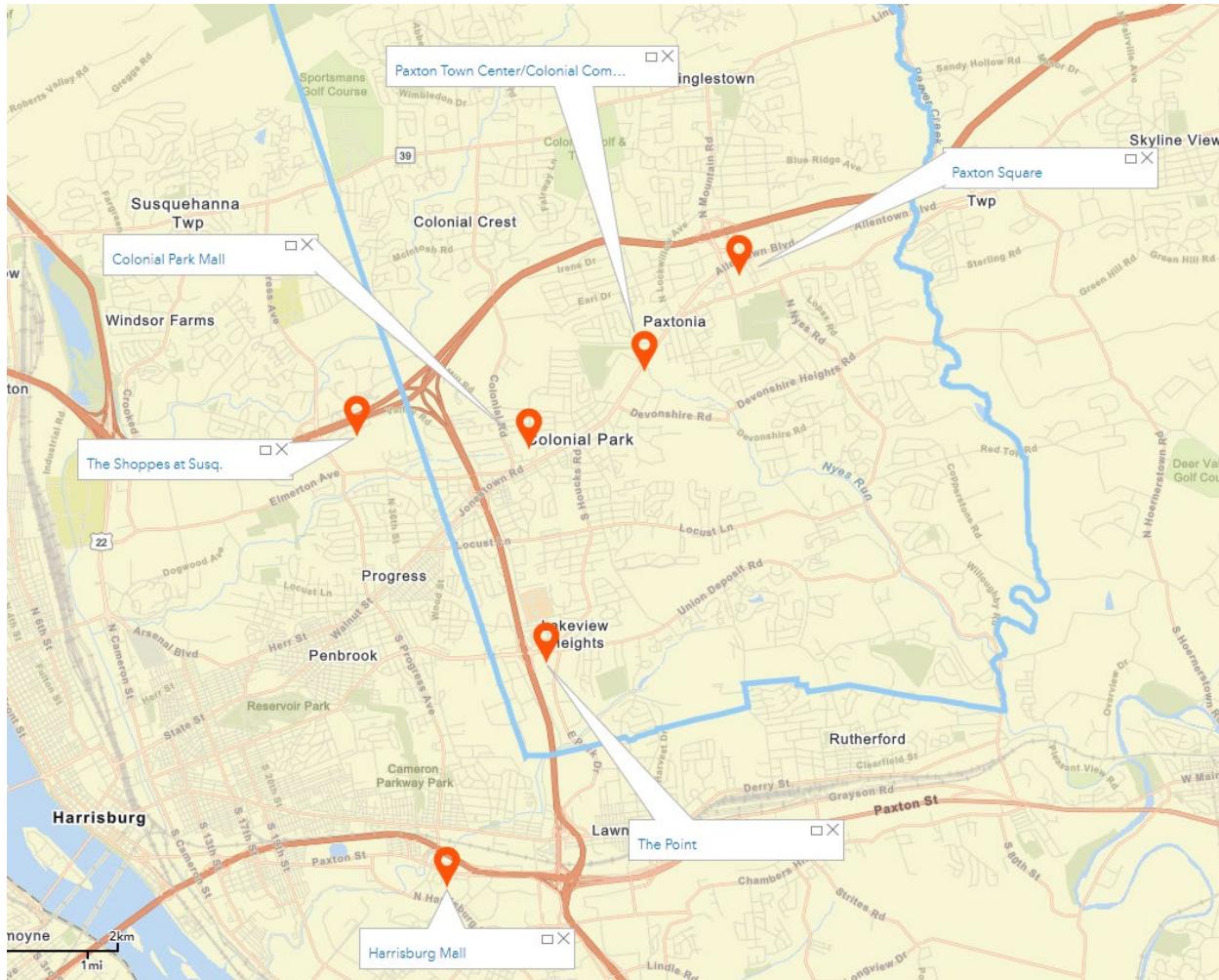


**Figure :** Hershey Park attracts more than 3 million visitors every year to its theme park as well as Hershey's Chocolate World.

A major tourist destination Hershey Pennsylvania is an unincorporated community built by Milton Hershey in 1903 to accommodate the workers of the Hershey Company. The town is home to Hershey's Chocolate World, a visitor center of restaurants, shops, and attractions all center around Hershey's Chocolate. It is also home to Hershey Park, an amusement park with 76 attractions and 14 roller coasters. Hershey, Pennsylvania attracts around 3 million visitor every year and is the largest tourist attraction in the metropolitan area and one of the largest tourist hubs in Pennsylvania.

## Shopping Centers

Figure \_ : Local Shopping Centers



Retail Shopping Centers	Shopping Center Type	Distance From Township Geographic Center
Colonial Park Mall	Indoor Shopping Mall	1 mile
Paxton Town Center/ Colonial Commons	Shopping Center	1 mile
Paxton Square	Strip Mall	1 mile
The Point	Strip Mall	3 miles
Capital City Mall	Indoor Shopping Mall	13 miles
Harrisburg Mall	Indoor Shopping Mall	6 miles
The Shoppes at Susquehanna	Outlets	2 miles

Figure \_ : Table and Map of the nearby shopping centers around Lower Paxton Township. The Capital city mall (not pictured) is located on the west shore of the Susquehanna River in Camp Hill, PA

## Colonial Park Mall



**Figure \_ :** Buffalo Wild Wings has its own entrance which leads into the food court.

Colonial Park Mall is located within the heart of Lower Paxton Township and is a single level enclosed shopping mall with a food court and a movie theater. The original mall was opened in 1960 and has been enclosed since the 1970's. The mall's only anchor is Boscov's with its prior anchors being Sear's and The Bon-ton. Other major retailers include Longhorn Steakhouse, Red Lobster, and Buffalo Wild Wings. The main mall property is owned by Kohan Investment Group as of 2017.

## Paxton Town Center/ Colonial Commons



**Figure \_ :** Left: Aerial view of Paxton Town Center. Right: Dick's in Colonial Commons across the street

These shops are really two plazas on either side of Jonestown Road and are centrally located within Lower Paxton which hosts the largest concentration of major retailers in the township. Built in 2000 Paxton Town Center has over 700,000 sf of retail space with some of their major retailers being Target, Costco, Kohls, Michael's, Panera Bread, Red Robin and more. Leasing is managed by Hanna Commercial Real Estate. Across the street is Colonial Commons with a total retail space of 422,000 sf. Major retailers include Home Goods, Dick's Sporting Goods, Starbucks, and Marshalls. Colonial Commons is owned by Olympic Realty Development Corporation.

## Paxton Square

Opened in 1989, Paxton Square which is located on Allentown Boulevard is a strip mall with a variety of tenets including Karn's Foods, Planet Fitness, Burger King, and CVS. It is 125,000 sf of retail space.

## The Point Shopping Center

A strip mall built in 1974, this has a total leasable space of 260,000 sf and is right off Union Deposit Road, one of the main economic corridors of the township. The major tenets include Giant Food Stores, Staples, and Burlington. I -83 is immediately accessible due to its close proximity with an Annual Daily Traffic count at 28,000 vehicles, the busiest section of Union Deposit Road.

## Capital City Mall



*Figure \_: Left: the entrance to the Capital City Mall. Right: Dave and Buster's was opened in the mall in 2018.*

Opened in 1974, the Capital city Mall is an enclosed mall with 600,000 retail space with its anchors being Dick's sporting Goods, JC Penny, Macy's, and Sportsman's Warehouse. Located in Lower Allen Township the mall is known for having the only areas Dave and Busters which is a junior anchor of the mall. The mall also has a food court which was relocated and extensively redeveloped in 2006 with various retailers including Charley's, Outback Steakhouse, and Subway. The property is owned by Pennsylvania Real Estate Investment Trust.

## Harrisburg Mall

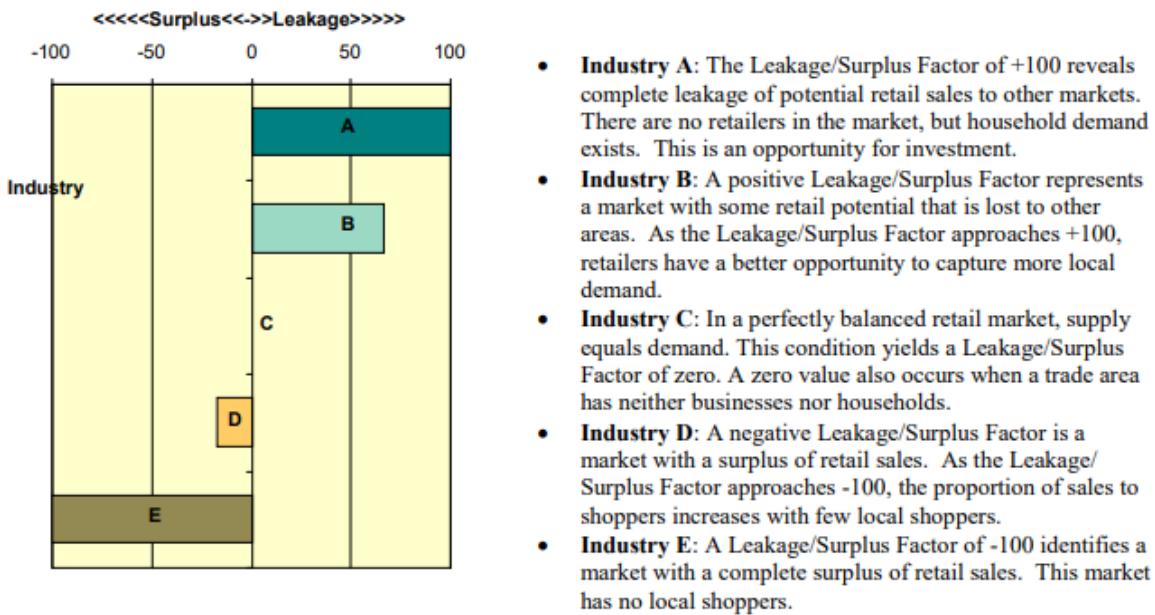
The Largest Mall in the Harrisburg Area, Harrisburg Mall is an enclosed shopping mall with Bass Pro Shop as its only anchor located in Swatara Township. The mall has close to 1,000,000 sf of retail space with owners being TD Bank since 2012. The mall was in operation since 1969.

## The Shoppes at Susquehanna

The Shoppes is an outlet store shopping center with outlets such as Sephora, Chico's, Loft, and Banana Republic. The property was built in 2004 and has 110,000 sf of retail space. The property is immediately available off I-81 and is in Susquehanna Township just over the border of Lower Paxton. The property is managed by Metro Commercial.

## Retail Demand

Demand for businesses in Lower Paxton and the surrounding area in this study is determined by Esri's Sales potential which is determined by averaging out the how much do surveyed residents spend on goods and services and this is combined with the total estimated population. For the area in question this gives an estimate how much retail potential there is as there is a mismatch with how much people spend in the area and how retail makes in sales.



*Figure \_ : Surplus/ Leakage as described above can be used to determine retail potential. (Source: ESRI)*

This is a measure by the leakage statistic which is measured from -100 to 100 and is an indication of how much spending is done by people within the area and outside the area with -100 meaning all shoppers are not local and 100 meaning all shoppers are local or within the defined area. So, a positive leakage number indicates people within Lower Paxton spending more than the area would suggest meaning that people are leaving the township to spend their money elsewhere. A negative number implies that Lower Paxton is bringing business from the outside meaning that people are leaving the nearby areas to shop in Lower Paxton. Lower Paxton Township and the immediate 10 mile radius around the township are the examined with the 10 mile radius excluding Lower Paxton being there for reference.

It is important to note that even though a particular market might have a surplus, it is important to consider other factors such as product differentiation, marketing, and product mix when entering a market in this vein. A surplus area already brings many people from outside the region to shop there, which can be a potential opportunity given the exposure, or vehicular traffic.

**Figure \_ : Lower Paxton Township Retail Table Circa 2017**

Retail Category (NAICS)	Current Sales (Supply)	Sales Potential (Demand)	Leakage
Automobile Dealers	\$88,888,996	\$137,702,728	21.5
Beer/Wine/Liquor Stores	\$14,388,811	\$6,851,710	-35.5
Clothing/Accessory Stores	\$57,662,286	\$46,342,834	-10.9
Department Stores	\$390,713,862	\$89,203,856	-62.8
Drinking Places- Alcohol	\$1,695,720	\$4,801,106	47.8
Electronic & Appliance Stores	\$37,346,968	26,946,422	-16.2
Florist	\$1,983,853	\$1,864,877	-3.1
Food and Beverage Stores	\$203,896,234	\$147,996,628	-15.9
Food Services & Drinking Places	\$72,486,046	\$85,050,623	8
Furniture Stores	\$36,013,192	\$16,321,470	-37.6
Gasoline Stations	\$34,120,585	\$78,084,488	39.2
General Merchandise Stores	\$545,793,251	\$121,454,445	-63.6
Grocery Stores	\$187,599,295	\$134,286,689	-16.6
Hardware Stores	\$68,878,557	\$52,524,810	-13.5
Health & Personal Care Stores	\$59,712,903	\$49,795,768	-9.1
Home Furnishing Stores	\$16,168,335	\$12,988,925	-10.9
Jewelry/Lugg/Leather Goods Store	\$5,016,336	\$8,241,784	24.3
Miscellaneous Stores	\$17,065,001	\$35,422,520	33.6
Shoe Stores	\$8,019,893	\$6,807,080	-8.2
Sports/Hobby/Books/Music Stores	\$37,112,107	\$23,569,125	-22.7
Specialty Food Stores	\$1,908,128	\$6,858,229	56.5
<b>Total Retail Sales</b>	<b>\$1,304,099,117</b>	<b>\$882,469,949</b>	<b>-19.3</b>

*Figure \_ : This table displays a variety of types of businesses based on NAICS codes and estimates the retail sales and sales potentials of a particular type of retail/restaurant business.*

Potential retail sales could increase substantially but could vary given the type of retail. For example, Food Services and Drinking Places which includes Restaurants, Buffets, Bars, Taprooms, or Food Trucks and could expand by roughly by nearly \$12,000,000 given the disparity between what people spend on and what this retail category makes. Another places where there is a noticeable amount of leakage is Gas Stations which also includes convenience stores which has the potential to grow by roughly \$44,000,000. Another retail category that has leakage in both analyzed areas is in Miscellaneous Stores, Jewelry/Leather Goods, and Specialty Food Stores. Miscellaneous Stores include office supplies, pet stores, used merchandise, gift/novelty shops, etc. and could potentially increase in sales by \$18,000,000. Jewelry, Luggage, and Leather Goods stores could increase \$3,000,000 in Lower Paxton alone and \$26 million in the 10 mile radius surround Lower Paxton. Specialty Food Stores can include Butcher Shops, Fruit and Vegetable Markets, Bakers, and Confectionary shops and could potentially have an additional \$5,000,000 in Lower Paxton and \$18,000,000 in the 10 mile area.

**Figure \_ : 10 Mile Radius Retail Table Circa 2017**

Retail Category	Current Sales (Supply)	Sales Potential (Demand)	Leakage
Automobile Dealers	\$464,876,878	\$770,761,088	24.8
Beer/Wine/Liquor Stores	\$68,798,102	\$37,933,912	-28.9
Clothing/Accessory Stores	\$204,320,278	\$257,625,718	11.5
Department Stores	\$782,857,551	\$498,057,802	-22.2
Drinking Places- Alcohol	\$29,363,925	\$26,465,391	-5.2
Electronic & Appliance Stores	\$149,754,813	\$833,008,875	3.2
Florist	\$8,175,962	\$10,195,641	11
Food and Beverage Stores	\$781,350,942	\$833,008,875	3.2
Food Services & Drinking Places	\$520,834,579	\$473,279,815	-4.8
Furniture Stores	\$114,224,165	\$90,920,941	-11.4
Gasoline Stations	\$620,408,954	\$440,362,629	-17
General Merchandise Stores	\$1,167,806,561	\$679,314,933	-26.4
Grocery Stores	\$691,713,341	\$756,402,791	4.5
Hardware Stores	\$222,931,319	\$289,963,752	13.1
Health & Personal Care Stores	\$290,343,980	\$278,719,939	-2
Home Furnishing Stores	\$44,674,260	\$71,580,772	23.1
Jewelry/Lugg/Leather Goods Store	\$19,648,320	\$45,151,800	39.4
Miscellaneous Stores	\$178,052,628	\$198,939,842	5.5
Shoe Stores	\$29,717,318	\$38,022,002	12.3
Sports/Hobby/Books/Music Stores	\$129,171,050	\$131,361,294	-2.9
Specialty Food Stores	\$20,839,499	\$38,672,173	30
<b>Total Retail Sales</b>	<b>\$5,041,855,259</b>	<b>\$4,935,170,865</b>	<b>-1.1</b>

*Figure \_ : The 10 mile radius has a greater number of types of firms with positive leakage meaning that there is ample retail investment potential with Lower Paxton in the center.*

At the aggregate Lower Paxton Township attracts many from outside the township line to shop there given its abundance of shop but has certain areas for which it can expand its retail and restaurant market. For incoming businesses with significant competition in the same category product differentiation, branding, and service/ product mix will be key to succeeding in Lower Paxton.

**Figure \_ : 10 Mile Radius Retail Table w/o Lower Paxton Circa 2017**

Retail Category	Current Spending (Supply)	Sales Potential (Demand)	Leakage
Automobile Dealers	\$376,097,214	\$633,347,716	25.5
Beer/Wine/Liquor Stores	\$54,288,949	\$31,096,012	-27.2
Clothing/Accessory Stores	\$146,585,054	\$211,376,703	18.1
Department Stores	\$392,316,612	\$409,038,091	2.1
Drinking Places- Alcohol	\$27,673,649	\$21,673,663	-12.2
Electronic & Appliance Stores	\$94,135,648	\$122,863,909	13.2
Florist	\$6,182,109	\$8,334,147	14.7
Food and Beverage Stores	\$577,491,860	\$685,324,986	8.5

Food Services & Drinking Places	\$447,907,247	\$338,404,124	-7.1
Furniture Stores	\$78,098,966	\$74,098,966	-2.3
Gasoline Stations	\$585,902,399	\$362,445,445	-23.6
General Merchandise Stores	\$622,000,903	\$558,112,538	-5.4
Grocery Stores	\$504,260,400	\$622,400,520	10.5
Hardware Stores	\$153,323,839	\$237,541,017	21.5
Health & Personal Care Stores	\$230,656,313	\$229,028,763	-0.4
Home Furnishing Stores	\$28,505,925	\$58,517,710	34.6
Jewelry/Lugg/Leather Goods Store	\$14,631,483	\$36,925,893	43.2
Miscellaneous Stores	\$161,393,329	\$163,592,504	1
Shoe Stores	\$21,668,177	\$31,228,876	18.1
Sports/Hobby/Books/Music Stores	\$101,532,689	\$107,840,860	3
Specialty Food Stores	\$18,942,512	\$31,828,454	25.4
<b>Total Retail Sales</b>	<b>\$3,735,008,135</b>	<b>\$4,054,535,830</b>	<b>4.1</b>

*Figure \_: The same 10 mile area but with Lower Paxton Excluded. It shows leakages increasing in certain business such as clothing, electronics, grocery stores, and hardware stores.*

## Limitations

The data gathered in this study are subject to various potential inaccuracies which may impact the outcome of the study. All data used was the most recent data available and is subject to change from the time since collection. All effort was made to ensure the accuracy and recency of all data presented so that reliable conclusions could be drawn to understand Lower Paxton as a retail market.

Information was taken using Census Data which included the 2010, 2020, and American Community Survey from 2015-2019 which are used to for various estimates. Data was gathered and compiled from December 2021 to January 2022 and represents the most recent data available. Other data including the Tapestry Segmentation was provided by ESRI ArcGIS Business Analyst and data from the Census was compiled by ESRI. The data provided by ESRI was not independently verified and can also be subject to potential inaccuracies due to the passage of time, sample error, etc.

This data, estimates, opinions, and statements are representative of the Lower Paxton Township Department of Community Development's view that there is potential expansion of retail in Lower Paxton and the surrounding area and that potential growth/profit to be made is an estimate and not guaranteed to reflect the estimates and such retail expanses are subject to varying differences in the market for retail and restaurants. Any potential future development could be subject to different outcomes given potential exogenous variables not accounted for in the study or inaccuracies of existing variables that might influence the retail market. This study should not be used as the sole basis for expansion of development but should serve as an accompanying piece to potential development efforts in the future and be a catalyst for further study to reign in more accurate, recent, and complete information.



## Appendix A



### 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.

December 07, 2021



## Market Profile

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

Prepared by Esri

	Lower Paxton ...
<b>2021 Households by Income</b>	
Household Income Base	
<\$15,000	21,268
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	8.8%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	19.3%
\$100,000 - \$149,999	13.3%
\$150,000 - \$199,999	20.6%
\$200,000+	6.8%
Average Household Income	7.0%
	\$92,289
<b>2026 Households by Income</b>	
Household Income Base	
<\$15,000	21,848
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	6.4%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	18.7%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	22.0%
\$200,000+	8.1%
Average Household Income	8.2%
	\$102,964
<b>2021 Owner Occupied Housing Units by Value</b>	
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
<b>2026 Owner Occupied Housing Units by Value</b>	
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.

December 07, 2021



## Market Profile

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

Prepared by Esri

		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%	
<b>18 +</b>	<b>79.2%</b>	
<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%	
<b>18 +</b>	<b>81.2%</b>	
<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%	
<b>18 +</b>	<b>81.4%</b>	
<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.

December 07, 2021



## Market Profile

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

Prepared by Esri

		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.

December 07, 2021



## Market Profile

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

Prepared by Esri

		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.

December 07, 2021



## Market Profile

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

Prepared by Esri

		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.

December 07, 2021



## Market Profile

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

Prepared by Esri

Top 3 Tapestry Segments		Lower Paxton ...
1.		In Style (5B)
2.		Comfortable Empty Nesters (5A)
3.		Old and Newcomers (8F)
<b>2021 Consumer Spending</b>		
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.

December 07, 2021

## Appendix B



**esri**

### Tapestry Segmentation Area Profile

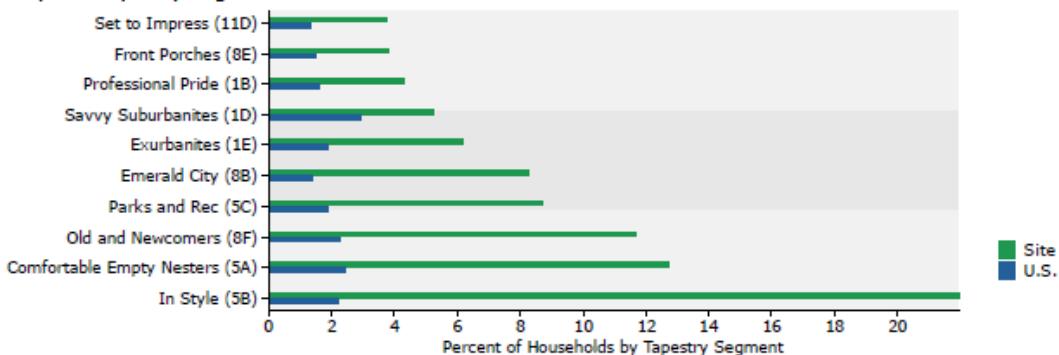
Lower Paxton township, PA  
Lower Paxton township, PA (4204345056)  
Geography: County Subdivision

Prepared by Esri

#### Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	In Style (5B)	22.0%	22.0%	2.2%	2.2%	982
2	Comfortable Empty Nesters (5A)	12.8%	34.7%	2.4%	4.7%	523
3	Old and Newcomers (8F)	11.7%	46.4%	2.3%	7.0%	509
4	Parks and Rec (5C)	8.7%	55.2%	2.0%	8.9%	447
5	Emerald City (8B)	8.3%	63.5%	1.4%	10.3%	587
<b>Subtotal</b>		<b>63.5%</b>		<b>10.3%</b>		
6	Exurbanites (1E)	6.2%	69.7%	1.9%	12.3%	321
7	Savvy Suburbanites (1D)	5.3%	75.0%	3.0%	15.3%	177
8	Professional Pride (1B)	4.3%	79.3%	1.6%	16.9%	265
9	Front Porches (8E)	3.8%	83.1%	1.6%	18.4%	244
10	Set to Impress (11D)	3.8%	86.9%	1.4%	19.8%	275
<b>Subtotal</b>		<b>23.4%</b>		<b>9.5%</b>		
11	Midlife Constants (5E)	3.3%	90.2%	2.5%	22.3%	133
12	Bright Young Professionals (8C)	3.2%	93.3%	2.3%	24.6%	139
13	Green Acres (6A)	3.0%	96.4%	3.3%	27.8%	93
14	Young and Restless (11B)	2.3%	98.7%	1.8%	29.6%	131
15	Rustbelt Traditions (5D)	1.3%	100.0%	2.2%	31.7%	61
<b>Subtotal</b>		<b>13.1%</b>		<b>12.1%</b>		
<b>Total</b>		<b>100.0%</b>		<b>31.7%</b>		<b>315</b>

#### Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

January 10, 2022



## Business Summary

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

Prepared by Esri

### Data for all businesses in area

	Lower Paxton ...		
	Businesses Number	Percent	Employees Number
Total Businesses:	27	1.5%	218
Total Employees:	87	4.7%	802
Total Residential Population:	40	2.2%	707
Employee/Residential Population Ratio (per 100 Residents)	25	1.3%	257
Geography: County Subdivision	18	1.0%	182
	3	0.2%	39
	52	2.8%	598
	390	21.0%	6,380
	14	0.8%	463
	17	0.9%	795
	39	2.1%	943
	34	1.8%	517
	26	1.4%	277
	37	2.0%	526
	99	5.3%	1,777
	124	6.7%	1,082
	184	9.9%	1,419
	34	1.8%	380
	28	1.5%	116
	39	2.1%	233
	83	4.5%	690
	934	50.4%	15,850
	15	0.8%	331
	38	2.0%	293
	48	2.6%	409
	205	11.1%	7,689
	40	2.2%	233
	44	2.4%	1,502
	544	29.3%	5,393
	18	1.0%	406
	77	4.2%	155
	1,855	100.0%	27,013
			100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.  
**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 10, 2022

©2022 Esri

Page 1 of 2



Business Summary

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

NAICS Codes	Businesses			Employees		
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	2	0.0%	2	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%
Manufacturing	1	0.1%	25	0.1%	25	0.1%
Wholesale Trade	95	5.1%	875	3.2%		
Retail Trade	50	2.7%	831	3.1%		
Motor Vehicle & Parts Dealers	51	2.7%	593	2.2%		
Furniture & Home Furnishings Stores	280	15.1%	4,501	16.7%		
Electronics & Appliance Stores	24	1.3%	465	1.7%		
Building Material & Garden Equipment & Supplies Dealers	23	1.2%	284	1.1%		
Food & Beverage Stores	8	0.4%	189	0.7%		
Health & Personal Care Stores	14	0.8%	463	1.7%		
Clothing & Clothing Accessories Stores	30	1.6%	856	3.2%		
Sport Goods, Hobby, Book, & Music Stores	39	2.1%	372	1.4%		
General Merchandise Stores	10	0.5%	52	0.2%		
Miscellaneous Store Retailers	33	1.8%	319	1.2%		
Nonstore Retailers	21	1.1%	282	1.0%		
Transportation & Warehousing	17	0.9%	795	2.9%		
Information & Insurance	38	2.0%	406	1.5%		
Central Bank/Credit Intermediation & Related Activities	23	1.2%	18	0.1%		
Securities, Commodity Contracts & Other Financial	15	0.8%	219	0.8%		
Insurance Carriers & Related Activities; Funds, Trusts &	42	2.3%	1,308	4.8%		
Real Estate, Rental & Leasing	103	5.6%	733	2.7%		
Management of Companies & Enterprises	34	1.8%	380	1.4%		
Administrative & Support & Waste Management & Remediation	29	1.6%	119	0.4%		
Professional, Scientific & Tech Services	40	2.2%	234	0.9%		
Legal Services	98	5.3%	740	2.7%		
Arts, Entertainment & Recreation	186	10.0%	1,608	6.0%		
Accommodation	43	2.3%	243	0.9%		
Food Services & Drinking Places	2	0.1%	33	0.1%		
Other Services (except Public Administration)	72	3.9%	541	2.0%		
Automotive Repair & Maintenance	56	3.0%	1,551	5.7%		
Public Administration	260	14.0%	8,590	31.8%		
Health Care & Social Assistance	28	1.5%	336	1.2%		
Arts, Entertainment & Recreation	118	6.4%	2,161	8.0%		
Accommodation	15	0.8%	331	1.2%		
Food Services & Drinking Places	103	5.6%	1,830	6.8%		
Other Services (except Public Administration)	301	16.2%	1,780	6.6%		
Automotive Repair & Maintenance	29	1.6%	228	0.8%		
Public Administration	19	1.0%	431	1.6%		
Inclassified Establishments	77	4.2%	155	0.6%		
	1,855	100.0%	27,013	100.0%		