

Gold Star Plaza
1-99 Gold Star Plz, Shenandoah, Pennsylvania, 17976
Rings: 3, 5, 10 mile radii

Prepared by WHLR
Latitude: 40.80525
Longitude: -76.20523

	3 miles	5 miles	10 miles
Population Summary			
2010 Total Population	15,331	24,036	77,127
2020 Total Population	16,420	23,451	72,271
2020 Group Quarters	3,885	3,889	5,727
2022 Total Population	16,433	23,605	71,692
2022 Group Quarters	3,885	3,889	5,727
2027 Total Population	16,418	23,612	71,256
2022-2027 Annual Rate	-0.02%	0.01%	-0.12%
2022 Total Daytime Population	13,147	18,771	67,600
Workers	5,450	6,793	30,918
Residents	7,697	11,978	36,682
Household Summary			
2010 Households	6,097	9,496	31,051
2010 Average Household Size	2.24	2.28	2.29
2020 Total Households	5,405	8,341	28,981
2020 Average Household Size	2.32	2.35	2.30
2022 Total Households	5,357	8,282	28,666
2022 Average Household Size	2.34	2.38	2.30
2027 Total Households	5,350	8,284	28,557
2027 Average Household Size	2.34	2.38	2.29
2022-2027 Annual Rate	-0.03%	0.00%	-0.08%
2010 Families	3,631	5,712	19,269
2010 Average Family Size	2.88	2.92	2.88
2022 Total Families	3,064	4,778	17,078
2022 Average Family Size	3.08	3.12	2.96
2027 Total Families	3,049	4,762	16,963
2027 Average Family Size	3.08	3.12	2.95
2022-2027 Annual Rate	-0.10%	-0.07%	-0.14%
Housing Unit Summary			
2000 Housing Units	8,120	12,577	37,354
Owner Occupied Housing Units	65.5%	66.4%	66.6%
Renter Occupied Housing Units	19.7%	18.5%	20.6%
Vacant Housing Units	14.8%	15.1%	12.8%
2010 Housing Units	7,761	12,103	37,142
Owner Occupied Housing Units	57.8%	58.4%	61.2%
Renter Occupied Housing Units	20.7%	20.1%	22.4%
Vacant Housing Units	21.4%	21.5%	16.4%
2020 Housing Units	6,707	10,653	34,915
Vacant Housing Units	19.4%	21.7%	17.0%
2022 Housing Units	6,638	10,603	34,681
Owner Occupied Housing Units	61.2%	58.6%	62.6%
Renter Occupied Housing Units	19.5%	19.5%	20.0%
Vacant Housing Units	19.3%	21.9%	17.3%
2027 Housing Units	6,628	10,623	34,531
Owner Occupied Housing Units	61.5%	58.8%	63.0%
Renter Occupied Housing Units	19.3%	19.2%	19.7%
Vacant Housing Units	19.3%	22.0%	17.3%
Median Household Income			
2022	\$54,232	\$52,887	\$55,207
2027	\$62,883	\$61,287	\$62,508
Median Home Value			
2022	\$81,256	\$76,055	\$98,932
2027	\$87,422	\$82,312	\$112,197
Per Capita Income			
2022	\$23,160	\$24,013	\$29,125
2027	\$26,548	\$27,646	\$33,468
Median Age			
2010	43.1	42.6	42.8
2022	42.5	43.3	45.2
2027	43.1	44.0	45.8

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	5,357	8,282	28,666
<\$15,000	14.6%	14.1%	12.1%
\$15,000 - \$24,999	10.7%	11.6%	9.8%
\$25,000 - \$34,999	7.7%	8.2%	9.1%
\$35,000 - \$49,999	12.2%	12.6%	13.1%
\$50,000 - \$74,999	20.4%	20.6%	20.3%
\$75,000 - \$99,999	16.9%	15.8%	15.2%
\$100,000 - \$149,999	13.9%	13.6%	14.3%
\$150,000 - \$199,999	2.3%	2.3%	3.8%
\$200,000+	1.4%	1.3%	2.3%
Average Household Income	\$66,348	\$65,041	\$71,440
2027 Households by Income			
Household Income Base	5,350	8,284	28,557
<\$15,000	11.6%	11.4%	10.0%
\$15,000 - \$24,999	7.9%	9.2%	7.9%
\$25,000 - \$34,999	6.7%	7.5%	8.3%
\$35,000 - \$49,999	9.5%	9.8%	11.9%
\$50,000 - \$74,999	23.1%	21.8%	20.0%
\$75,000 - \$99,999	21.4%	20.0%	16.9%
\$100,000 - \$149,999	14.6%	15.2%	17.0%
\$150,000 - \$199,999	3.5%	3.5%	5.4%
\$200,000+	1.7%	1.5%	2.7%
Average Household Income	\$76,838	\$75,388	\$82,099
2022 Owner Occupied Housing Units by Value			
Total	4,060	6,214	21,726
<\$50,000	34.1%	38.1%	24.4%
\$50,000 - \$99,999	25.4%	22.9%	26.2%
\$100,000 - \$149,999	16.5%	14.4%	15.1%
\$150,000 - \$199,999	12.3%	12.1%	15.6%
\$200,000 - \$249,999	4.5%	4.5%	7.6%
\$250,000 - \$299,999	2.9%	3.4%	5.3%
\$300,000 - \$399,999	1.9%	1.9%	3.1%
\$400,000 - \$499,999	0.8%	1.1%	1.4%
\$500,000 - \$749,999	0.5%	0.4%	0.6%
\$750,000 - \$999,999	0.1%	0.1%	0.3%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.6%	0.4%	0.3%
\$2,000,000 +	0.1%	0.5%	0.2%
Average Home Value	\$117,517	\$121,637	\$137,392
2027 Owner Occupied Housing Units by Value			
Total	4,073	6,246	21,738
<\$50,000	32.3%	36.2%	22.5%
\$50,000 - \$99,999	23.6%	21.3%	24.1%
\$100,000 - \$149,999	15.8%	13.7%	14.0%
\$150,000 - \$199,999	13.9%	13.6%	17.1%
\$200,000 - \$249,999	5.3%	5.1%	8.5%
\$250,000 - \$299,999	3.8%	4.2%	6.4%
\$300,000 - \$399,999	2.4%	2.3%	3.7%
\$400,000 - \$499,999	1.0%	1.4%	1.8%
\$500,000 - \$749,999	0.7%	0.6%	0.7%
\$750,000 - \$999,999	0.1%	0.1%	0.4%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.8%	0.6%	0.4%
\$2,000,000 +	0.1%	0.6%	0.2%
Average Home Value	\$130,243	\$135,176	\$150,398

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	15,331	24,038	77,129
0 - 4	4.9%	5.0%	5.0%
5 - 9	4.9%	5.1%	5.2%
10 - 14	5.1%	5.4%	5.4%
15 - 24	10.8%	11.2%	11.0%
25 - 34	12.9%	12.8%	12.6%
35 - 44	14.0%	13.9%	14.0%
45 - 54	14.8%	14.9%	15.2%
55 - 64	13.7%	13.4%	13.7%
65 - 74	8.0%	8.1%	8.4%
75 - 84	7.5%	7.0%	6.5%
85 +	3.4%	3.2%	3.0%
18 +	81.5%	80.9%	80.9%
2022 Population by Age			
Total	16,432	23,607	71,694
0 - 4	3.7%	4.1%	4.4%
5 - 9	3.9%	4.2%	4.7%
10 - 14	3.9%	4.3%	4.9%
15 - 24	11.5%	11.2%	10.3%
25 - 34	16.3%	15.2%	13.0%
35 - 44	14.2%	13.2%	12.5%
45 - 54	13.5%	13.2%	13.3%
55 - 64	12.7%	13.3%	14.2%
65 - 74	10.9%	11.6%	12.7%
75 - 84	5.8%	6.2%	6.7%
85 +	3.5%	3.5%	3.3%
18 +	85.6%	84.5%	83.0%
2027 Population by Age			
Total	16,419	23,613	71,258
0 - 4	3.6%	4.0%	4.3%
5 - 9	3.8%	4.2%	4.6%
10 - 14	4.0%	4.4%	5.0%
15 - 24	11.3%	10.8%	10.1%
25 - 34	15.5%	14.3%	11.9%
35 - 44	14.4%	13.6%	12.9%
45 - 54	13.2%	12.6%	12.4%
55 - 64	12.0%	12.6%	13.5%
65 - 74	11.5%	12.4%	13.5%
75 - 84	7.3%	7.8%	8.4%
85 +	3.3%	3.4%	3.2%
18 +	85.5%	84.4%	82.9%
2010 Population by Sex			
Males	8,138	12,708	40,019
Females	7,192	11,329	37,107
2022 Population by Sex			
Males	9,538	13,072	37,309
Females	6,895	10,533	34,383
2027 Population by Sex			
Males	9,554	13,092	37,174
Females	6,864	10,520	34,082

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	15,332	24,036	77,127
White Alone	88.3%	89.6%	91.9%
Black Alone	5.6%	5.4%	4.4%
American Indian Alone	0.2%	0.2%	0.1%
Asian Alone	0.4%	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	3.4%	2.0%
Two or More Races	1.2%	1.2%	1.1%
Hispanic Origin	7.7%	6.3%	3.7%
Diversity Index	32.7	28.8	21.2
2020 Population by Race/Ethnicity			
Total	16,420	23,451	72,271
White Alone	73.2%	77.6%	86.2%
Black Alone	12.8%	9.4%	5.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.6%	7.4%	3.3%
Two or More Races	4.7%	4.9%	4.4%
Hispanic Origin	14.3%	12.9%	7.3%
Diversity Index	57.6	52.0	35.1
2022 Population by Race/Ethnicity			
Total	16,432	23,606	71,692
White Alone	72.8%	77.2%	85.8%
Black Alone	12.7%	9.3%	5.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.8%	7.6%	3.5%
Two or More Races	5.0%	5.2%	4.6%
Hispanic Origin	14.6%	13.3%	7.5%
Diversity Index	58.3	52.8	36.0
2027 Population by Race/Ethnicity			
Total	16,417	23,612	71,256
White Alone	71.3%	75.8%	84.7%
Black Alone	12.8%	9.4%	5.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.7%	8.4%	3.9%
Two or More Races	5.4%	5.7%	5.1%
Hispanic Origin	15.9%	14.5%	8.2%
Diversity Index	60.6	55.4	38.4
2010 Population by Relationship and Household Type			
Total	15,331	24,036	77,127
In Households	88.9%	90.1%	92.3%
In Family Households	70.6%	72.0%	74.5%
Householder	23.5%	23.8%	25.0%
Spouse	15.8%	15.9%	17.6%
Child	25.7%	26.6%	26.6%
Other relative	3.1%	3.0%	2.9%
Nonrelative	2.4%	2.6%	2.4%
In Nonfamily Households	18.4%	18.1%	17.8%
In Group Quarters	11.1%	9.9%	7.7%
Institutionalized Population	10.9%	9.7%	7.5%
Noninstitutionalized Population	0.2%	0.2%	0.2%

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.

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2022 Population 25+ by Educational Attainment			
Total	12,651	17,996	54,317
Less than 9th Grade	3.4%	2.9%	2.3%
9th - 12th Grade, No Diploma	10.5%	10.0%	8.0%
High School Graduate	38.5%	39.6%	40.3%
GED/Alternative Credential	9.9%	9.3%	7.4%
Some College, No Degree	14.3%	13.9%	14.6%
Associate Degree	9.6%	10.8%	11.6%
Bachelor's Degree	9.9%	9.6%	10.8%
Graduate/Professional Degree	3.9%	3.9%	5.2%
2022 Population 15+ by Marital Status			
Total	14,544	20,638	61,672
Never Married	42.5%	41.4%	34.8%
Married	40.7%	40.5%	45.2%
Widowed	7.2%	8.1%	8.4%
Divorced	9.6%	10.0%	11.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,762	8,899	32,466
Population 16+ Employed	91.0%	91.4%	93.8%
Population 16+ Unemployment rate	9.0%	8.6%	6.2%
Population 16-24 Employed	11.9%	12.0%	11.6%
Population 16-24 Unemployment rate	20.7%	17.7%	13.2%
Population 25-54 Employed	62.5%	61.2%	59.4%
Population 25-54 Unemployment rate	9.6%	9.7%	7.0%
Population 55-64 Employed	20.4%	20.4%	20.1%
Population 55-64 Unemployment rate	0.7%	1.1%	0.8%
Population 65+ Employed	5.2%	6.5%	8.8%
Population 65+ Unemployment rate	0.7%	0.4%	1.9%
2022 Employed Population 16+ by Industry			
Total	5,242	8,135	30,468
Agriculture/Mining	2.2%	1.9%	1.3%
Construction	5.0%	4.7%	6.3%
Manufacturing	16.6%	17.3%	16.6%
Wholesale Trade	1.7%	1.8%	2.1%
Retail Trade	14.6%	13.2%	13.3%
Transportation/Utilities	8.9%	9.8%	7.7%
Information	1.2%	0.9%	0.9%
Finance/Insurance/Real Estate	3.5%	3.7%	3.8%
Services	38.4%	39.6%	42.2%
Public Administration	8.0%	7.0%	5.7%
2022 Employed Population 16+ by Occupation			
Total	5,243	8,135	30,468
White Collar	49.1%	47.3%	48.8%
Management/Business/Financial	6.9%	7.3%	9.3%
Professional	21.3%	19.6%	19.8%
Sales	8.4%	7.9%	7.1%
Administrative Support	12.6%	12.5%	12.6%
Services	16.7%	16.7%	16.1%
Blue Collar	34.2%	35.9%	35.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.2%
Construction/Extraction	5.9%	5.6%	5.8%
Installation/Maintenance/Repair	3.6%	4.0%	3.8%
Production	9.8%	9.3%	9.4%
Transportation/Material Moving	14.9%	16.7%	15.9%

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2010 Households by Type			
Total	6,096	9,496	31,052
Households with 1 Person	35.2%	34.8%	32.7%
Households with 2+ People	64.8%	65.2%	67.3%
Family Households	59.6%	60.2%	62.1%
Husband-wife Families	40.0%	40.4%	43.6%
With Related Children	14.5%	15.0%	15.5%
Other Family (No Spouse Present)	19.5%	19.8%	18.4%
Other Family with Male Householder	6.1%	6.2%	6.0%
With Related Children	3.3%	3.4%	3.3%
Other Family with Female Householder	13.5%	13.6%	12.5%
With Related Children	7.6%	7.7%	7.3%
Nonfamily Households	5.2%	5.0%	5.2%
All Households with Children	25.7%	26.5%	26.5%
Multigenerational Households	3.1%	3.2%	2.9%
Unmarried Partner Households	7.9%	8.0%	7.7%
Male-female	7.5%	7.5%	7.2%
Same-sex	0.3%	0.4%	0.5%
2010 Households by Size			
Total	6,097	9,498	31,050
1 Person Household	35.2%	34.8%	32.7%
2 Person Household	32.4%	32.1%	33.6%
3 Person Household	15.5%	15.3%	16.0%
4 Person Household	9.9%	10.5%	10.8%
5 Person Household	4.1%	4.3%	4.4%
6 Person Household	1.8%	1.8%	1.6%
7 + Person Household	1.0%	1.1%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	6,096	9,497	31,050
Owner Occupied	73.6%	74.4%	73.3%
Owned with a Mortgage/Loan	32.3%	32.3%	37.3%
Owned Free and Clear	41.3%	42.1%	36.0%
Renter Occupied	26.4%	25.6%	26.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	250	257	215
Percent of Income for Mortgage	7.9%	7.6%	9.4%
Wealth Index	51	50	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,761	12,103	37,142
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	82.0%	79.9%	73.7%
Rural Housing Units	18.0%	20.1%	26.3%
2010 Population By Urban/ Rural Status			
Total Population	15,331	24,036	77,127
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	81.5%	79.1%	74.4%
Rural Population	18.5%	20.9%	25.6%

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.

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Top 3 Tapestry Segments			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
2.	Small Town Sincerity (12C)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
3.	Social Security Set (9F)	Salt of the Earth (6B)	Salt of the Earth (6B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$8,098,240	\$12,281,847	\$46,824,190
Average Spent	\$1,511.71	\$1,482.96	\$1,633.44
Spending Potential Index	63	62	68
Education: Total \$	\$5,388,017	\$8,276,467	\$32,241,966
Average Spent	\$1,005.79	\$999.33	\$1,124.75
Spending Potential Index	51	51	57
Entertainment/Recreation: Total \$	\$14,132,024	\$21,171,156	\$78,958,042
Average Spent	\$2,638.05	\$2,556.29	\$2,754.41
Spending Potential Index	72	70	75
Food at Home: Total \$	\$23,388,522	\$35,134,039	\$130,547,640
Average Spent	\$4,365.97	\$4,242.22	\$4,554.09
Spending Potential Index	71	69	74
Food Away from Home: Total \$	\$14,546,582	\$22,044,071	\$83,423,061
Average Spent	\$2,715.43	\$2,661.68	\$2,910.17
Spending Potential Index	63	62	67
Health Care: Total \$	\$28,685,045	\$43,037,741	\$160,226,371
Average Spent	\$5,354.68	\$5,196.54	\$5,589.42
Spending Potential Index	76	73	79
HH Furnishings & Equipment: Total \$	\$8,767,002	\$13,298,790	\$50,671,588
Average Spent	\$1,636.55	\$1,605.75	\$1,767.65
Spending Potential Index	64	63	69
Personal Care Products & Services: Total \$	\$3,512,049	\$5,324,107	\$20,239,034
Average Spent	\$655.60	\$642.85	\$706.03
Spending Potential Index	64	63	69
Shelter: Total \$	\$72,577,991	\$110,410,017	\$421,586,936
Average Spent	\$13,548.25	\$13,331.32	\$14,706.86
Spending Potential Index	59	58	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,566,091	\$14,449,958	\$54,353,916
Average Spent	\$1,785.72	\$1,744.74	\$1,896.11
Spending Potential Index	66	64	70
Travel: Total \$	\$8,931,729	\$13,638,157	\$52,822,991
Average Spent	\$1,667.30	\$1,646.72	\$1,842.71
Spending Potential Index	58	57	64
Vehicle Maintenance & Repairs: Total \$	\$4,875,525	\$7,310,679	\$27,232,687
Average Spent	\$910.12	\$882.72	\$950.00
Spending Potential Index	72	70	75

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.