Golden Triangle
1274 Lititz Pike, Lancaster, Pennsylvania, 17601
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 40.06014
Longitude: -76.30858

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,456	105,945	172,986
2020 Total Population	11,621	109,984	185,748
2020 Group Quarters	610	4,724	8,832
2022 Total Population	11,679	110,822	187,450
2022 Group Quarters	610	4,724	8,832
2027 Total Population	11,659	111,263	189,144
2022-2027 Annual Rate	-0.03%	0.08%	0.18%
2022 Total Daytime Population	27,970	135,654	212,315
Workers	22,133	79,857	119,572
Residents	5,837	55,797	92,743
Household Summary			
2010 Households	4,530	41,065	66,920
2010 Average Household Size	2.47	2.46	2.47
2020 Total Households	4,603	42,759	70,835
2020 Average Household Size	2.39	2.46	2.50
2022 Households	4,612	42,994	71,388
2022 Average Household Size	2.40	2.47	2.50
2027 Households	4,608	43,210	72,069
2027 Average Household Size	2.40	2.47	2.50
2022-2027 Annual Rate	-0.02%	0.10%	0.19%
2010 Families	2,679	24,948	42,600
2010 Average Family Size	3.07	3.09	3.04
2022 Families	2,605	24,980	43,800
2022 Average Family Size	3.07	3.17	3.15
2027 Families	2,591	25,013	44,104
2027 Average Family Size	3.07	3.17	3.14
2022-2027 Annual Rate	-0.11%	0.03%	0.14%
Housing Unit Summary			
2000 Housing Units	4,483	41,430	63,719
Owner Occupied Housing Units	58.1%	53.2%	59.1%
Renter Occupied Housing Units	36.4%	40.1%	35.3%
Vacant Housing Units	5.5%	6.7%	5.6%
2010 Housing Units	4,791	43,540	70,693
Owner Occupied Housing Units	53.1%	51.4%	57.2%
Renter Occupied Housing Units	41.5%	42.9%	37.4%
Vacant Housing Units	5.4%	5.7%	5.3%
2020 Housing Units	4,909	45,455	74,952
Vacant Housing Units	6.2%	5.9%	5.5%
2022 Housing Units	4,935	45,788	75,653
Owner Occupied Housing Units	54.2%	51.9%	57.8%
Renter Occupied Housing Units	39.3%	42.0%	36.6%
Vacant Housing Units	6.5%	6.1%	5.6%
2027 Housing Units	4,962	46,128	76,455
Owner Occupied Housing Units	54.4%	52.2%	58.4%
Renter Occupied Housing Units	38.5%	41.4%	35.9%
Vacant Housing Units	7.1%	6.3%	5.7%
Median Household Income			
2022	$61,364	$58,046	$66,271
2027	$70,733	$65,467	$75,922
Median Home Value			
2022	$204,477	$214,134	$242,771
2027	$220,952	$244,298	$276,308
Per Capita Income			
2022	$33,362	$32,784	$37,258
2027	$38,002	$37,226	$42,339
Median Age			
2010	34.4	35.5	37.5
2022	36.3	37.6	39.8
2027	36.9	38.5	40.6

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.

September 05, 2022

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1274 Lititz Pike, Lancaster, Pennsylvania, 17601

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2022 Households by Income			
Household Income Base	4,612	42,994	71,388
<$15,000	12.3%	11.4%	9.2%
$15,000 - $24,999	7.9%	9.0%	7.6%
$25,000 - $34,999	6.2%	7.8%	7.3%
$35,000 - $49,999	13.3%	14.0%	12.8%
$50,000 - $74,999	18.8%	18.8%	18.0%
$75,000 - $99,999	14.9%	14.7%	15.5%
$100,000 - $149,999	16.3%	13.5%	15.2%
$150,000 - $199,999	5.0%	4.8%	6.0%
$200,000+	5.4%	6.0%	8.4%
Average Household Income	$84,418	$84,361	$96,793
2027 Households by Income			
Household Income Base	4,608	43,210	72,069
<$15,000	9.9%	9.3%	7.5%
$15,000 - $24,999	6.4%	7.4%	6.2%
$25,000 - $34,999	4.7%	6.8%	6.5%
$35,000 - $49,999	11.0%	13.1%	11.9%
$50,000 - $74,999	20.6%	19.1%	17.1%
$75,000 - $99,999	17.8%	16.4%	16.4%
$100,000 - $149,999	17.5%	15.2%	17.2%
$150,000 - $199,999	5.9%	5.8%	7.4%
$200,000+	6.3%	7.0%	9.8%
Average Household Income	$96,106	$95,744	$110,060
2022 Owner Occupied Housing Units by Value			
Total	2,675	23,752	43,695
<$50,000	1.4%	3.0%	2.1%
$50,000 - $99,999	6.0%	10.5%	6.0%
$100,000 - $149,999	19.4%	15.8%	10.9%
$150,000 - $199,999	20.4%	15.5%	15.3%
$200,000 - $249,999	31.1%	18.4%	18.4%
$250,000 - $299,999	9.5%	11.5%	14.2%
$300,000 - $399,999	6.4%	13.3%	16.6%
$400,000 - $499,999	3.0%	5.7%	8.1%
$500,000 - $749,999	2.4%	4.6%	6.2%
$750,000 - $999,999	0.3%	0.8%	1.3%
$1,000,000 - $1,499,999	0.1%	0.8%	0.8%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	$215,701	$249,296	$283,619
2027 Owner Occupied Housing Units by Value			
Total	2,698	24,095	44,634
<$50,000	0.9%	2.3%	1.5%
$50,000 - $99,999	3.3%	6.3%	3.5%
$100,000 - $149,999	12.6%	11.4%	7.3%
$150,000 - $199,999	18.5%	13.4%	12.1%
$200,000 - $249,999	35.2%	18.8%	17.7%
$250,000 - $299,999	11.8%	13.1%	15.2%
$300,000 - $399,999	8.8%	16.4%	19.4%
$400,000 - $499,999	4.7%	8.4%	11.5%
$500,000 - $749,999	3.5%	7.1%	8.8%
$750,000 - $999,999	0.5%	1.3%	1.7%
$1,000,000 - $1,499,999	0.3%	1.3%	1.1%
$1,500,000 - $1,999,999	0.0%	0.3%	0.2%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$243,632	$293,336	$322,836

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.

September 05, 2022

Market Profile

Golden Triangle
1274 Lititz Pike, Lancaster, Pennsylvania, 17601
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 40.06014
Longitude: -76.30858

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	11,456	105,944	172,985
0 - 4	7.4%	6.9%	6.3%
5 - 9	6.4%	6.4%	6.2%
10 - 14	5.8%	6.2%	6.2%
15 - 24	16.0%	15.6%	15.3%
25 - 34	15.3%	14.4%	12.8%
35 - 44	12.8%	12.4%	12.3%
45 - 54	13.0%	13.2%	13.7%
55 - 64	9.7%	10.9%	11.5%
65 - 74	5.7%	6.7%	7.2%
75 - 84	4.7%	4.9%	5.5%
85 +	3.2%	2.5%	2.9%
18 +	76.6%	76.6%	77.2%
2022 Population by Age			
Total	11,679	110,821	187,451
0 - 4	6.1%	6.0%	5.5%
5 - 9	6.0%	5.9%	5.7%
10 - 14	5.8%	5.8%	5.8%
15 - 24	16.5%	14.6%	13.8%
25 - 34	13.9%	14.4%	13.3%
35 - 44	12.6%	12.1%	11.7%
45 - 54	10.9%	10.9%	11.3%
55 - 64	10.9%	11.6%	12.3%
65 - 74	8.6%	9.7%	10.3%
75 - 84	5.2%	5.9%	6.6%
85 +	3.5%	3.0%	3.6%
18 +	77.9%	78.7%	79.5%
2027 Population by Age			
Total	11,658	111,262	189,146
0 - 4	6.1%	6.0%	5.6%
5 - 9	5.9%	5.8%	5.5%
10 - 14	5.8%	5.8%	5.7%
15 - 24	16.5%	14.1%	13.3%
25 - 34	13.5%	13.9%	12.7%
35 - 44	12.4%	12.6%	12.5%
45 - 54	11.3%	10.9%	11.0%
55 - 64	10.1%	10.7%	11.3%
65 - 74	9.0%	10.2%	10.8%
75 - 84	6.0%	7.0%	7.7%
85 +	3.4%	3.2%	3.8%
18 +	77.9%	79.0%	79.8%
2010 Population by Sex			
Males	5,443	51,504	83,529
Females	6,013	54,442	89,457
2022 Population by Sex			
Males	5,578	53,537	90,208
Females	6,101	57,285	97,241
2027 Population by Sex			
Males	5,567	53,743	91,047
Females	6,092	57,520	98,097

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

September 05, 2022

Market Profile

Golden Triangle

Prepared by WHLR

1274 Lititz Pike, Lancaster, Pennsylvania, 17601

Latitude: 40.06014

Rings: 1, 3, 5 mile radii

Longitude: -76.30858

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	11,455	105,944	172,986
White Alone	70.3%	68.0%	75.6%
Black Alone	10.4%	11.2%	8.4%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	4.1%	3.4%	3.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	10.4%	12.5%	8.8%
Two or More Races	4.4%	4.3%	3.4%
Hispanic Origin	21.7%	26.5%	19.2%
Diversity Index	65.7	69.9	59.5
2020 Population by Race/Ethnicity			
Total	11,621	109,984	185,748
White Alone	62.9%	58.6%	66.2%
Black Alone	9.6%	10.7%	8.5%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	5.6%	5.1%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.0%	13.7%	10.3%
Two or More Races	11.5%	11.5%	9.7%
Hispanic Origin	22.6%	28.0%	21.7%
Diversity Index	72.0	76.8	69.1
2022 Population by Race/Ethnicity			
Total	11,680	110,823	187,450
White Alone	62.2%	58.1%	65.7%
Black Alone	9.8%	10.7%	8.6%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	5.7%	5.2%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.1%	13.8%	10.4%
Two or More Races	11.8%	11.8%	9.9%
Hispanic Origin	22.8%	28.2%	21.8%
Diversity Index	72.5	77.1	69.5
2027 Population by Race/Ethnicity			
Total	11,659	111,264	189,144
White Alone	60.3%	56.3%	64.1%
Black Alone	9.9%	10.9%	8.7%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	6.0%	5.4%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.7%	14.4%	10.9%
Two or More Races	12.7%	12.5%	10.6%
Hispanic Origin	23.2%	28.5%	22.1%
Diversity Index	73.9	78.2	70.8
2010 Population by Relationship and Household Type			
Total	11,456	105,946	172,986
In Households	97.7%	95.5%	95.5%
In Family Households	75.1%	75.8%	77.4%
Householder	23.3%	23.5%	24.7%
Spouse	15.2%	15.5%	18.0%
Child	29.4%	29.7%	28.9%
Other relative	4.0%	4.0%	3.3%
Nonrelative	3.2%	3.1%	2.5%
In Nonfamily Households	22.6%	19.7%	18.1%
In Group Quarters	2.3%	4.5%	4.5%
Institutionalized Population	1.2%	2.1%	1.7%
Noninstitutionalized Population	1.1%	2.4%	2.8%

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

September 05, 2022

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2022 Population 25+ by Educational Attainment			
Total	7,664	74,971	129,645
Less than 9th Grade	3.4%	4.2%	3.6%
9th - 12th Grade, No Diploma	5.9%	8.3%	6.8%
High School Graduate	22.2%	24.9%	24.8%
GED/Alternative Credential	5.2%	5.5%	4.7%
Some College, No Degree	17.3%	14.1%	14.1%
Associate Degree	9.0%	8.7%	8.5%
Bachelor's Degree	22.1%	20.8%	22.4%
Graduate/Professional Degree	15.0%	13.4%	15.1%
2022 Population 15+ by Marital Status			
Total	9,594	91,159	155,564
Never Married	39.1%	38.9%	33.9%
Married	43.8%	44.7%	50.6%
Widowed	5.8%	5.5%	6.0%
Divorced	11.3%	11.0%	9.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,208	58,325	99,752
Population 16+ Employed	95.6%	95.2%	96.0%
Population 16+ Unemployment rate	4.4%	4.8%	4.0%
Population 16-24 Employed	16.7%	16.4%	15.4%
Population 16-24 Unemployment rate	10.3%	11.6%	9.6%
Population 25-54 Employed	63.2%	60.9%	59.8%
Population 25-54 Unemployment rate	2.5%	3.1%	2.6%
Population 55-64 Employed	13.9%	14.6%	16.0%
Population 55-64 Unemployment rate	3.7%	4.6%	4.5%
Population 65+ Employed	6.2%	8.2%	8.9%
Population 65+ Unemployment rate	7.3%	3.5%	2.4%
2022 Employed Population 16+ by Industry			
Total	5,936	55,510	95,717
Agriculture/Mining	0.3%	0.4%	0.7%
Construction	3.9%	5.2%	5.4%
Manufacturing	16.5%	16.0%	14.9%
Wholesale Trade	2.2%	2.9%	3.0%
Retail Trade	10.2%	11.2%	11.5%
Transportation/Utilities	2.7%	4.4%	5.1%
Information	1.1%	1.2%	1.4%
Finance/Insurance/Real Estate	4.7%	4.8%	5.3%
Services	55.0%	51.1%	49.7%
Public Administration	3.3%	2.8%	2.9%
2022 Employed Population 16+ by Occupation			
Total	5,935	55,508	95,717
White Collar	56.2%	56.0%	61.0%
Management/Business/Financial	15.8%	14.0%	16.0%
Professional	23.4%	23.8%	25.5%
Sales	6.5%	8.1%	9.0%
Administrative Support	10.5%	10.1%	10.5%
Services	19.2%	17.9%	15.4%
Blue Collar	24.6%	26.1%	23.6%
Farming/Forestry/Fishing	0.1%	0.5%	0.5%
Construction/Extraction	2.6%	3.3%	3.3%
Installation/Maintenance/Repair	2.9%	2.2%	2.3%
Production	11.6%	9.8%	8.2%
Transportation/Material Moving	7.4%	10.3%	9.2%

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2010 Households by Type			
Total	4,530	41,066	66,920
Households with 1 Person	30.8%	30.6%	28.6%
Households with 2+ People	69.2%	69.4%	71.4%
Family Households	59.1%	60.8%	63.7%
Husband-wife Families	38.4%	40.0%	46.4%
With Related Children	16.7%	16.4%	18.8%
Other Family (No Spouse Present)	20.7%	20.7%	17.2%
Other Family with Male Householder	5.0%	4.9%	4.3%
With Related Children	3.3%	2.9%	2.5%
Other Family with Female Householder	15.7%	15.8%	13.0%
With Related Children	11.2%	11.3%	9.0%
Nonfamily Households	10.1%	8.7%	7.7%
All Households with Children	31.6%	31.1%	30.6%
Multigenerational Households	4.1%	4.3%	3.6%
Unmarried Partner Households	9.6%	9.1%	7.8%
Male-female	8.7%	8.2%	7.0%
Same-sex	0.9%	0.9%	0.8%
2010 Households by Size			
Total	4,529	41,066	66,920
1 Person Household	30.8%	30.6%	28.6%
2 Person Household	30.7%	32.3%	34.2%
3 Person Household	16.3%	15.1%	15.3%
4 Person Household	12.7%	11.9%	12.4%
5 Person Household	5.5%	5.7%	5.6%
6 Person Household	2.0%	2.4%	2.2%
7 + Person Household	2.0%	1.9%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	4,529	41,066	66,920
Owner Occupied	56.1%	54.5%	60.5%
Owned with a Mortgage/Loan	41.6%	38.3%	42.3%
Owned Free and Clear	14.6%	16.2%	18.2%
Renter Occupied	43.9%	45.5%	39.5%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	117	106	109
Percent of Income for Mortgage	17.6%	19.4%	19.3%
Wealth Index	69	76	96
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,791	43,540	70,693
Housing Units Inside Urbanized Area	100.0%	99.9%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	11,456	105,945	172,986
Population Inside Urbanized Area	100.0%	99.8%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	1.1%

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

September 05, 2022

Market Profile

WHLR REAL ESTATE INVESTMENT TRUST

Golden Triangle
1274 Lititz Pike, Lancaster, Pennsylvania, 17601
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Fresh Ambitions (13D)	Fresh Ambitions (13D)
2.	Midlife Constants (5E)	Set to Impress (11D)	Parks and Rec (5C)
3.	Front Porches (8E)	Parks and Rec (5C)	In Style (5B)
2022 Consumer Spending			
Apparel & Services: Total $	$9,221,810	$86,402,383	$161,376,364
Average Spent	$1,999.53	$2,009.64	$2,260.55
Spending Potential Index	83	83	94
Education: Total $	$7,480,889	$71,829,915	$135,000,731
Average Spent	$1,622.05	$1,670.70	$1,891.08
Spending Potential Index	83	85	96
Entertainment/Recreation: Total $	$13,557,874	$126,079,635	$240,230,925
Average Spent	$2,939.70	$2,932.49	$3,365.14
Spending Potential Index	80	80	92
Food at Home: Total $	$23,649,781	$219,646,083	$410,166,126
Average Spent	$5,127.88	$5,108.76	$5,745.59
Spending Potential Index	83	83	93
Food Away from Home: Total $	$16,401,058	$152,299,245	$285,215,231
Average Spent	$3,556.17	$3,542.34	$3,995.28
Spending Potential Index	82	82	93
Health Care: Total $	$26,267,175	$241,357,880	$462,887,768
Average Spent	$5,695.40	$5,613.76	$6,484.11
Spending Potential Index	80	79	91
HH Furnishings & Equipment: Total $	$9,451,444	$87,662,438	$168,319,658
Average Spent	$2,049.32	$2,038.95	$2,357.81
Spending Potential Index	80	80	92
Personal Care Products & Services: Total $	$3,883,274	$36,165,913	$68,351,676
Average Spent	$841.99	$841.19	$957.47
Spending Potential Index	83	82	94
Shelter: Total $	$87,591,134	$820,250,068	$1,535,691,081
Average Spent	$18,992.01	$19,078.25	$21,511.89
Spending Potential Index	83	83	94
Support Payments/Cash Contributions/Gifts in Kind: Total $	$9,683,447	$89,116,412	$175,177,926
Average Spent	$2,099.62	$2,072.76	$2,453.88
Spending Potential Index	77	76	90
Travel: Total $	$10,389,535	$96,423,020	$187,822,480
Average Spent	$2,252.72	$2,242.71	$2,631.01
Spending Potential Index	78	78	92
Vehicle Maintenance & Repairs: Total $	$4,763,073	$43,905,386	$83,061,958
Average Spent	$1,032.76	$1,021.20	$1,163.53
Spending Potential Index	82	81	92

September 05, 2022