

Audience Profile

Jan 1 - Dec 31, 2023

Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	5,303		78,264		175,908	
Households	2,340		31,213		68,003	
Persons per Household	2.24	86	2.37	92	2.48	96
Household Median Income	\$75,890.91	109	\$68,214.32	98	\$71,010.02	102
Household Median Disposable Income	\$64,147.32	107	\$57,704.15	96	\$59,991.43	100
Household Median Discretionary Income	\$47,438.54	111	\$41,536.47	97	\$43,359.57	101
Average Income Per Person	\$38,342.69	103	\$36,724	98	\$35,934.05	96
Median Rent	\$1,536.16	121	\$1,239.18	98	\$1,206.73	95
Median House Value	\$264,078.5	64	\$283,275.03	69	\$302,762.79	74
Households in Poverty	145 (6.2%)	49	4,149 (13.3%)	105	7,358 (10.8%)	86
Household Median Wealth	\$90,724.99	115	\$73,557.07	94	\$77,364.07	98
Average Age	45.08	113	39.7	99	40.31	101
Median Age	46.07	120	37.56	98	38.2	99
Households with Children	500 (21.4%)	7	7,526 (24.1%)	87	17,407 (25.6%)	93
High School Graduate or Higher	3,565 (91.2%)	103	47,127 (89.8%)	101	107,655 (89.6%)	101

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	1,258 (32.2%) 	19,924 (38%) 	43,119 (35.9%) 
Pop density (per sq mi)	3,614	3,204	2,272
Area (based on blockgroups)	1	24	77

Population

Population 2022 Q4	5,303	78,264	175,908
Population 2022 Q3	5,307	78,252	175,615
Population 2022 Q2	5,311	78,240	175,490
Population 2022 Q1	5,313	78,154	175,340
Population 2021 Q4	5,316	78,189	175,366
Population 2021 Q3	5,305	77,964	174,962
Population 2021 Q2	5,299	77,941	174,411
Population 2021 Q1	5,296	77,858	174,223
Population 2020 Q4	5,283	77,757	173,999
Population 5 Years Forecast	5,387	80,190	180,480
Population 10 Years Forecast	5,531	82,565	186,044
Persons per Household	2.24 	2.37 	2.48 

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Group Quarters	72	(1.4%)	58	4,202	(5.4%)	230	7,560	(4.3%)	184
Transient Population - Average Last 4 Quarters	68	(1.3%)	103	845	(1.1%)	87	1,934	(1.1%)	89

Households

Households 2022 Q4	2,340		31,213		68,003
Households 2022 Q3	2,341		31,214		67,908
Households 2022 Q2	2,343		31,195		67,844
Households 2022 Q1	2,344		31,167		67,788
Households 2021 Q4	2,346		31,176		67,789
Households 2021 Q3	2,341		31,089		67,634
Households 2021 Q2	2,338		31,067		67,413
Households 2021 Q1	2,337		31,037		67,335
Households 2020 Q4	2,331		30,990		67,245
Households 5 Years Forecast	2,377		32,038		69,874
Households 10 Years Forecast	2,442		33,045		72,131

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Gender

Male	2,486	(46.9%)	95	37,761	(48.2%)	98	85,444	(48.6%)	99
Female	2,817	(53.1%)	105	40,503	(51.8%)	102	90,464	(51.4%)	101

Ethnicity

White	4,259	(80.3%)	31	51,468	(65.8%)	107	115,498	(65.7%)	107
Hispanic (Ethnic)	559	(10.5%)	58	15,579	(19.9%)	110	36,651	(20.8%)	115
Asian	232	(4.4%)	86	3,168	(4%)	84	5,954	(3.4%)	67
Black	194	(3.7%)	31	5,006	(6.4%)	54	12,564	(7.1%)	60
Other	59	(1.1%)	31	3,043	(3.9%)	108	5,241	(3%)	8

Household by Ethnicity

White	1,762	(75.3%)	118	20,329	(65.1%)	102	45,641	(67.1%)	105
Hispanic (Ethnic)	366	(15.6%)	105	5,734	(18.4%)	124	12,557	(18.5%)	124
Black	80	(3.4%)	30	1,771	(5.7%)	50	4,035	(5.9%)	53
Asian	73	(3.1%)	71	1,153	(3.7%)	84	2,082	(3.1%)	69
Other	59	(2.5%)	46	2,226	(7.1%)	131	3,688	(5.4%)	100

Households Income

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Household Average Income	\$85,655.03	88	\$88,887.17	91	\$90,199.37	93
Average Income Per Person	\$38,342.69	103	\$36,724	98	\$35,934.05	96
Household Median Income	\$75,890.91	109	\$68,214.32	98	\$71,010.02	102
<\$15K	96 (4.1%)	45	2,776 (8.9%)	97	5,098 (7.5%)	8
\$15K - \$25K	121 (5.2%)	67	2,041 (6.5%)	85	4,447 (6.5%)	85
\$25K - \$35K	293 (12.5%)	155	2,843 (9.1%)	113	5,922 (8.7%)	108
\$35K - \$50K	142 (6.1%)	53	3,632 (11.6%)	102	7,735 (11.4%)	100
\$50K - \$75K	500 (21.4%)	127	5,683 (18.2%)	108	12,634 (18.6%)	110
\$75K - \$100K	441 (18.8%)	145	4,880 (15.6%)	121	10,322 (15.2%)	117
\$100K - \$150K	530 (22.6%)	137	5,208 (16.7%)	101	12,432 (18.3%)	111
\$150K - \$175K	113 (4.8%)	92	1,554 (5%)	95	3,413 (5%)	96
\$175K - \$200K	55 (2.4%)	44	959 (3.1%)	57	2,646 (3.9%)	72
\$200K - \$250K	27 (1.2%)	31	913 (2.9%)	74	1,877 (2.8%)	74
\$250K - \$500K	11 (<0.5%)	30	386 (1.2%)	74	798 (1.2%)	74
>\$500K	11 (<0.5%)	35	338 (1.1%)	8	679 (1%)	75

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Disposable Income	\$68,947.9	93	\$68,917.26	93	\$70,729.86	96
Household Median Disposable Income	\$64,147.32	107	\$57,704.15	96	\$59,991.43	100
<\$15K	113 (4.8%)	49	3,125 (10%)	101	5,859 (8.6%)	87
\$15K - \$25K	216 (9.2%)	102	2,542 (8.1%)	90	5,435 (8%)	88
\$25K - \$35K	220 (9.4%)	101	3,367 (10.8%)	116	6,875 (10.1%)	109
\$35K - \$50K	197 (8.4%)	63	4,404 (14.1%)	105	9,531 (14%)	104
\$50K - \$75K	673 (28.8%)	156	6,531 (20.9%)	113	14,492 (21.3%)	115
\$75K - \$100K	476 (20.3%)	146	4,579 (14.7%)	105	10,543 (15.5%)	111
\$100K - \$150K	379 (16.2%)	103	4,649 (14.9%)	95	10,623 (15.6%)	100
\$150K - \$175K	28 (1.2%)	25	725 (2.3%)	48	1,993 (2.9%)	61
\$175K - \$200K	11 (<0.5%)	30	354 (1.1%)	73	730 (1.1%)	69
\$200K - \$250K	10 (<0.5%)	28	374 (1.2%)	71	769 (1.1%)	74
\$250K - \$500K	15 (0.6%)	31	518 (1.7%)	71	1,061 (1.6%)	74
>\$500K	2 (<0.5%)	47	45 (<0.5%)	71	92 (<0.5%)	74

Discretionary Households Income

Household Average Discretionary Income	\$51,013.56	98	\$49,862.3	96	\$51,153.02	99
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Household Median Discretionary Income	\$47,438.54	111	\$41,536.47	97	\$43,359.57	101
<\$10K	95 (4.1%)	40	2,942 (9.4%)	92	5,716 (8.4%)	8
\$10K - \$20K	339 (14.5%)	112	3,964 (12.7%)	98	8,614 (12.7%)	98
\$20K - \$30K	203 (8.7%)	69	4,164 (13.3%)	107	8,854 (13%)	104
\$30K - \$40K	252 (10.8%)	95	4,010 (12.8%)	113	8,216 (12.1%)	106
\$40K - \$50K	365 (15.6%)	163	3,364 (10.8%)	112	7,497 (11%)	115
\$50K - \$75K	638 (27.3%)	151	6,365 (20.4%)	113	14,190 (20.9%)	115
\$75K - \$100K	301 (12.9%)	121	3,214 (10.3%)	97	7,503 (11%)	104
\$100K - \$125K	101 (4.3%)	64	1,595 (5.1%)	75	3,919 (5.8%)	85
\$125K - \$150K	17 (0.7%)	16	736 (2.4%)	54	1,906 (2.8%)	64
>\$150K	29 (1.2%)	49	859 (2.8%)	109	1,588 (2.3%)	93

Households Income by Ethnicity

Average Income - White	\$81,993.53	94	\$83,918.76	96	\$87,151.51	100
Median Income - White	\$78,918.34	104	\$75,157.76	99	\$79,018.18	104
Average Income - Black	\$51,581.69	84	\$64,885.3	106	\$64,644.86	105
Median Income - Black	\$32,399.52	68	\$56,580.97	118	\$56,378.67	118

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Average Income - Asian	\$145,598.95	\$83,664.09	\$87,271.49
Median Income - Asian	\$149,455.54	\$63,932.67	\$76,303.27
Average Income - Hispanic	\$67,358.28	\$65,400.27	\$64,234.2
Median Income - Hispanic	\$69,448.19	\$55,743.61	\$54,619.27
Average Income - Other	\$77,238.95	\$69,416.9	\$70,267.26
Median Income - Other	\$72,499.17	\$55,485.56	\$58,656.85

Age

Average Age	45.08	39.7	40.31
Median Age	46.07	37.56	38.2
0-4	275 (5.2%)	4,696 (6%)	10,117 (5.8%)
5-13	502 (9.5%)	8,068 (10.3%)	17,803 (10.1%)
14-17	209 (3.9%)	3,625 (4.6%)	8,412 (4.8%)
18-21	220 (4.1%)	6,371 (8.1%)	12,366 (7%)
22-24	187 (3.5%)	3,031 (3.9%)	7,105 (4%)
25-29	301 (5.7%)	4,471 (5.7%)	11,018 (6.3%)
30-34	276 (5.2%)	5,232 (6.7%)	11,703 (6.7%)

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35-39	284	(5.4%)	89	5,682	(7.3%)	121	11,785	(6.7%)	111
40-44	315	(5.9%)	98	5,009	(6.4%)	105	10,780	(6.1%)	101
45-49	309	(5.8%)	97	4,495	(5.7%)	96	10,155	(5.8%)	96
50-54	309	(5.8%)	95	4,396	(5.6%)	92	10,184	(5.8%)	94
55-59	344	(6.5%)	101	4,604	(5.9%)	92	10,749	(6.1%)	95
60-64	370	(7%)	108	4,666	(6%)	92	11,178	(6.4%)	98
65-69	369	(7%)	119	4,308	(5.5%)	94	10,396	(5.9%)	101
70-74	347	(6.5%)	136	3,617	(4.6%)	96	8,563	(4.9%)	101
75-79	278	(5.2%)	149	2,638	(3.4%)	96	6,166	(3.5%)	100
80-84	192	(3.6%)	163	1,747	(2.2%)	100	4,004	(2.3%)	102
85+	216	(4.1%)	237	1,608	(2.1%)	120	3,424	(1.9%)	113

Age - Male

Male Average Age	42.89		110	38.36		99	38.92		100
Male Median Age	42.91		116	36.48		98	36.85		99
0-4	141	(5.7%)	89	2,407	(6.4%)	100	5,187	(6.1%)	96
5-13	258	(10.4%)	91	4,109	(10.9%)	95	9,095	(10.6%)	93

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14-17	111	(4.5%)	87	1,853	(4.9%)	96	4,273	(5%)	97
18-21	110	(4.4%)	71	3,066	(8.1%)	108	6,120	(7.2%)	115
22-24	88	(3.5%)	6	1,546	(4.1%)	94	3,679	(4.3%)	99
25-29	148	(6%)	87	2,279	(6%)	88	5,747	(6.7%)	98
30-34	143	(5.8%)	90	2,610	(6.9%)	108	5,945	(7%)	109
35-39	135	(5.4%)	88	2,734	(7.2%)	118	5,771	(6.8%)	110
40-44	150	(6%)	98	2,426	(6.4%)	105	5,271	(6.2%)	100
45-49	154	(6.2%)	103	2,224	(5.9%)	98	4,982	(5.8%)	97
50-54	155	(6.2%)	102	2,184	(5.8%)	95	4,997	(5.8%)	96
55-59	163	(6.6%)	104	2,229	(5.9%)	93	5,148	(6%)	95
60-64	160	(6.4%)	102	2,176	(5.8%)	92	5,245	(6.1%)	98
65-69	162	(6.5%)	117	1,986	(5.3%)	95	4,801	(5.6%)	101
70-74	155	(6.2%)	139	1,643	(4.4%)	97	3,889	(4.6%)	102
75-79	116	(4.7%)	148	1,137	(3%)	96	2,677	(3.1%)	100
80-84	71	(2.9%)	154	693	(1.8%)	99	1,594	(1.9%)	100
85+	66	(2.7%)	235	459	(1.2%)	107	1,023	(1.2%)	106

Age - Female

Female Average Age	47		114	40.94		99	41.62		101
Female Median Age	48.19		118	38.57		94	40.54		99
0-4	134	(4.8%)	6	2,289	(5.7%)	97	4,930	(5.4%)	93
5-13	244	(8.7%)	6	3,959	(9.8%)	92	8,708	(9.6%)	91
14-17	98	(3.5%)	7	1,772	(4.4%)	92	4,139	(4.6%)	96
18-21	110	(3.9%)	67	3,305	(8.2%)	140	6,246	(6.9%)	118
22-24	99	(3.5%)	91	1,485	(3.7%)	95	3,426	(3.8%)	98
25-29	153	(5.4%)	89	2,192	(5.4%)	88	5,271	(5.8%)	95
30-34	133	(4.7%)	6	2,622	(6.5%)	111	5,758	(6.4%)	109
35-39	149	(5.3%)	90	2,948	(7.3%)	124	6,014	(6.6%)	113
40-44	165	(5.9%)	97	2,583	(6.4%)	106	5,509	(6.1%)	101
45-49	155	(5.5%)	92	2,271	(5.6%)	94	5,173	(5.7%)	95
50-54	154	(5.5%)	89	2,212	(5.5%)	89	5,187	(5.7%)	93
55-59	181	(6.4%)	99	2,375	(5.9%)	90	5,601	(6.2%)	95
60-64	210	(7.5%)	113	2,490	(6.1%)	93	5,933	(6.6%)	99
65-69	207	(7.3%)	120	2,322	(5.7%)	94	5,595	(6.2%)	101
70-74	192	(6.8%)	132	1,974	(4.9%)	95	4,674	(5.2%)	100
75-79	162	(5.8%)	148	1,501	(3.7%)	96	3,489	(3.9%)	99
80-84	121	(4.3%)	166	1,054	(2.6%)	101	2,410	(2.7%)	103
85+	150	(5.3%)	233	1,149	(2.8%)	104	2,401	(2.7%)	116

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

























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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	2,865	42,019	93,928
Production & Transportation	788 (27.5%) 	7,329 (17.4%) 	16,033 (17.1%) 
Professional Specialty	603 (21%) 	9,737 (23.2%) 	21,849 (23.3%) 
Managerial/Executive	497 (17.3%) 	6,636 (15.8%) 	15,435 (16.4%) 
Sales	261 (9.1%) 	4,540 (10.8%) 	9,799 (10.4%) 
Office Admin	228 (8%) 	4,315 (10.3%) 	10,240 (10.9%) 
Construction	160 (5.6%) 	2,339 (5.6%) 	5,537 (5.9%) 
Food Preparation & Serving	121 (4.2%) 	2,427 (5.8%) 	5,007 (5.3%) 
Building Maintenance & Cleaning	108 (3.8%) 	1,420 (3.4%) 	3,054 (3.3%) 
Healthcare support	73 (2.5%) 	1,559 (3.7%) 	3,262 (3.5%) 
Personal Care	13 (<0.5%) 	986 (2.3%) 	2,273 (2.4%) 
Protective	13 (<0.5%) 	558 (1.3%) 	1,040 (1.1%) 
Farming, Fishing & Forestry		173 (<0.5%) 	399 (<0.5%) 

Employment by Industry

Total Employees (16+ Years Old)	2,865	42,019	93,928
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Educational Services	865	(30.2%)	11,412	(27.2%)	25,346	(27%)
Manufacturing	572	(20%)	5,836	(13.9%)	13,630	(14.5%)
Wholesale Retail	333	(11.6%)	5,963	(14.2%)	13,581	(14.5%)
Professional Services	220	(7.7%)	2,954	(7%)	5,762	(6.1%)
Financial, Insurance & Real Estate	220	(7.7%)	2,431	(5.8%)	5,941	(6.3%)
Agriculture/Mining/Construction	182	(6.4%)	2,272	(5.4%)	5,746	(6.1%)
Transportation	152	(5.3%)	1,894	(4.5%)	3,983	(4.2%)
Other Professional Services	135	(4.7%)	1,847	(4.4%)	4,077	(4.3%)
Administrative/Waste Services	134	(4.7%)	1,751	(4.2%)	3,583	(3.8%)
Entertainment Services	40	(1.4%)	4,086	(9.7%)	8,547	(9.1%)
Public Administration	12	(<0.5%)	978	(2.3%)	2,415	(2.6%)
Management Services			24	(<0.5%)	125	(<0.5%)
Information			571	(1.4%)	1,192	(1.3%)

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Language Spoken

Speak English at Home	4,184	(83.2%)	107	57,986	(78.8%)	101	130,171	(78.5%)	101
Speak Spanish at Home	472	(9.4%)	67	10,756	(14.6%)	105	24,859	(15%)	108
Speak Other Language at Home	372	(7.4%)	91	4,826	(6.6%)	8	10,761	(6.5%)	8

Ancestry

Unclassified	1,174	(22.1%)	33	13,391	(17.1%)	102	29,059	(16.5%)	99
German	1,165	(22%)	274	12,560	(16%)	200	29,752	(16.9%)	211
Other	726	(13.7%)	63	13,499	(17.2%)	74	29,585	(16.8%)	7
Puerto Rican	500	(9.4%)	367	11,062	(14.1%)	550	24,833	(14.1%)	550
Scottish/Irish	369	(7%)	102	5,493	(7%)	103	11,793	(6.7%)	99
American	239	(4.5%)	92	2,938	(3.8%)	76	6,439	(3.7%)	74
British	223	(4.2%)	7	3,316	(4.2%)	74	8,079	(4.6%)	85
Other European (e.g. Greek/Russian)	198	(3.7%)	116	2,443	(3.1%)	97	5,540	(3.1%)	98
Italian	195	(3.7%)	123	2,761	(3.5%)	118	6,022	(3.4%)	114
Other Asian	167	(3.1%)	1020	900	(1.1%)	373	1,368	(0.8%)	252
Polish	79	(1.5%)	96	1,030	(1.3%)	85	2,639	(1.5%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Scandinavian	59	(1.1%)	631	(0.8%)	1,356	(0.8%)
French	48	(0.9%)	641	(0.8%)	1,334	(0.8%)
South Central Asian (e.g. Indian)	34	(0.6%)	524	(0.7%)	771	(<0.5%)
Dutch	28	(0.5%)	317	(<0.5%)	763	(<0.5%)
Other Hispanic	22	(<0.5%)	783	(1%)	1,931	(1.1%)
Chinese	16	(<0.5%)	411	(0.5%)	894	(0.5%)
Dominican	16	(<0.5%)	1,117	(1.4%)	3,362	(1.9%)
Central American	14	(<0.5%)	444	(0.6%)	1,120	(0.6%)
South East Asian (e.g. Vietnamese)	13	(<0.5%)	1,065	(1.4%)	2,439	(1.4%)
Mexican	5	(<0.5%)	854	(1.1%)	1,535	(0.9%)
Middle Eastern	4	(<0.5%)	190	(<0.5%)	456	(<0.5%)
Native American (Indian/Eskimo)	4	(<0.5%)	270	(<0.5%)	428	(<0.5%)
Korean	2	(<0.5%)	234	(<0.5%)	439	(<0.5%)
Cuban	2	(<0.5%)	752	(1%)	1,734	(1%)
Hawaiian/Pacific Islander	1	(<0.5%)	37	(<0.5%)	58	(<0.5%)
Japanese			34	(<0.5%)	43	(<0.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
South American	567 (0.7%)	2,136 (1.2%)	114

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,910	52,473	120,105
Elementary (0 to 8 Years)	70 (1.8%)	1,595 (3%)	4,763 (4%)
Some High School (9 to 11 Years)	275 (7%)	3,751 (7.1%)	7,687 (6.4%)
High School Graduate (12 Years)	1,556 (39.8%)	15,441 (29.4%)	36,988 (30.8%)
Some College (13 to 16 Years)	456 (11.7%)	7,822 (14.9%)	17,604 (14.7%)
Associates Degree Only	295 (7.5%)	3,940 (7.5%)	9,944 (8.3%)
Bachelor's Degree Only	819 (20.9%)	12,275 (23.4%)	27,025 (22.5%)
Graduate Degree	439 (11.2%)	7,649 (14.6%)	16,094 (13.4%)

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Audience Profile

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Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,340	31,213	68,003
One Person Households	707 (30.2%)	9,715 (31.1%)	18,985 (27.9%)
Married Couple	1,311 (56%)	12,825 (41.1%)	31,979 (47%)
Male Householder	51 (2.2%)	1,324 (4.2%)	2,679 (3.9%)
Female Householder	143 (6.1%)	3,906 (12.5%)	8,618 (12.7%)
Non Family Households	128 (5.5%)	3,443 (11%)	5,742 (8.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,340	31,213	68,003
1 Person Household	707 (30.2%)	9,715 (31.1%)	18,985 (27.9%)
2 Person Household	948 (40.5%)	10,562 (33.8%)	23,223 (34.1%)
3 Person Household	316 (13.5%)	4,784 (15.3%)	10,887 (16%)
4 Person Household	239 (10.2%)	3,624 (11.6%)	8,632 (12.7%)
5 Person Household	83 (3.5%)	1,513 (4.8%)	3,795 (5.6%)
6 Person Household	31 (1.3%)	597 (1.9%)	1,430 (2.1%)
7+ Person Household	16 (0.7%)	418 (1.3%)	1,051 (1.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	2,421	32,810	71,113
Owner Occupied Housing	1,801	18,549	42,813
Renter Occupied Housing	539	12,664	25,190
Vacant Housing	81	1,597	3,110

Housing Rent

Average Rent	\$1,600.46	115	\$1,296.42	93	\$1,254.55	90
Median Rent	\$1,536.16	121	\$1,239.18	98	\$1,206.73	95
Total Cash Rents Housing	539	12,415	24,588			
<\$300		256 (2.1%)	65	865 (3.5%)	110	
\$300-\$500	1 (<0.5%)	4	457 (3.7%)	84	961 (3.9%)	89
\$500-\$750	37 (6.9%)	63	1,126 (9.1%)	83	2,090 (8.5%)	7
\$750-\$1000	67 (12.4%)	7	2,081 (16.8%)	105	4,424 (18%)	113
\$1000-\$1500	153 (28.4%)	98	4,782 (38.5%)	133	9,563 (38.9%)	34
\$1500-\$2000	159 (29.5%)	153	2,591 (20.9%)	108	4,696 (19.1%)	99
\$2000-\$2500	80 (14.8%)	161	770 (6.2%)	67	1,428 (5.8%)	63

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

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Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$2500-\$3000	21	(3.9%)	96	169	(1.4%)	33	247	(1%)	25
\$3000-\$3500	11	(2%)	103	92	(0.7%)	37	172	(0.7%)	35
>\$3500	10	(1.9%)	86	91	(0.7%)	34	142	(0.6%)	27

Value of Owner-Occupied Housing Units

Average House Value	\$252,080.02	48	\$314,046.29	59	\$313,165.1	59			
Median House Value	\$264,078.5	64	\$283,275.03	69	\$302,762.79	74			
Owner Occupied Housing	1,801		18,549		42,813				
<\$100K	423	(23.5%)	249	1,224	(6.6%)	70	2,171	(5.1%)	54
\$100K - \$200K	175	(9.7%)	71	3,307	(17.8%)	130	6,329	(14.8%)	108
\$200K - \$300K	513	(28.5%)	201	5,652	(30.5%)	215	12,594	(29.4%)	208
\$300K - \$400K	418	(23.2%)	199	4,255	(22.9%)	197	11,311	(26.4%)	227
\$400K - \$500K	165	(9.2%)	96	1,776	(9.6%)	100	4,695	(11%)	115
\$500K - \$1000K	103	(5.7%)	22	2,023	(10.9%)	42	4,632	(10.8%)	42
>\$1000K	4	(<0.5%)	1	312	(1.7%)	11	1,081	(2.5%)	16

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Audience Profile

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Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	145	(6.2%)	49	4,149	(13.3%)	105	7,358	(10.8%)	86
Households Above Poverty	2,195	(93.8%)	107	27,064	(86.7%)	99	60,645	(89.2%)	102
Households in Poverty (Married)	24	(1%)	46	328	(1.1%)	47	843	(1.2%)	56
Households in Poverty (Male Householder)				133	(<0.5%)	66	242	(<0.5%)	55
Households in Poverty (Female Householder)	43	(1.8%)	60	1,232	(3.9%)	128	2,021	(3%)	97
Households in Poverty (Non-Family)	76	(3.2%)	54	2,215	(7.1%)	117	3,809	(5.6%)	92
Households in Poverty (Non-Family Student)	2	(<0.5%)	14	241	(0.8%)	123	443	(0.7%)	104

Wealth per Household

Household Average Wealth	\$248,694.44		105	\$231,573.38		98	\$235,595.78		99
Household Median Wealth	\$90,724.99		115	\$73,557.07		94	\$77,364.07		98
<\$0K	378	(16.2%)	92	5,628	(18%)	103	12,003	(17.7%)	100
\$0K - \$5K	184	(7.9%)	91	2,805	(9%)	103	5,939	(8.7%)	101
\$5K - \$10K	99	(4.2%)	92	1,490	(4.8%)	104	3,168	(4.7%)	101
\$10K - \$25K	146	(6.2%)	97	2,040	(6.5%)	102	4,390	(6.5%)	101
\$25K - \$50K	161	(6.9%)	100	2,141	(6.9%)	100	4,671	(6.9%)	100

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Audience Profile

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Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	248	(10.6%)	103	3,189	(10.2%)	99	6,999	(10.3%)	100
\$100K - \$250K	446	(19.1%)	106	5,545	(17.8%)	98	12,249	(18%)	100
\$250K - \$500K	324	(13.8%)	106	3,985	(12.8%)	98	8,835	(13%)	99
>\$500K	354	(15.1%)	105	4,390	(14.1%)	97	9,749	(14.3%)	99

Vehicles per Household

Total Number of Vehicles	4,378			50,887			116,647		
Average Number of Vehicles	1.87		102	1.63		89	1.72		93
No Vehicles	104	(4.4%)	54	2,894	(9.3%)	113	5,862	(8.6%)	105
1 Vehicle	552	(23.6%)	73	11,820	(37.9%)	117	23,880	(35.1%)	109
2 Vehicles	1,321	(56.5%)	152	11,796	(37.8%)	102	26,112	(38.4%)	103
3 or more Vehicles	363	(15.5%)	70	4,703	(15.1%)	68	12,149	(17.9%)	8

Population Change

Births	50			815			1,853		
Deaths	84			810			1,867		
Migration	21			70			556		

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Audience Profile

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Lincoln Plaza

25 Rohrerstown Road, Lancaster, PA 17601

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	195	2,290	5,041
Total Employees	3,754	47,012	104,475

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