

Pike County, Pennsylvania Commercial Trade Area Market Analysis Report

1. Executive Summary Pike County, Pennsylvania, presents a unique landscape for commercial development, characterized by a predominantly mature population with a strong inclination towards homeownership. The area is marked by a significant percentage of Rural Resort Dwellers, indicating a lifestyle centered around leisure and community engagement. With a median age of 49.1 and a population density of 111.5, the county offers a conducive environment for businesses that cater to a stable, affluent demographic. The local economy is bolstered by a high average household income of \$107,943 and a homeownership rate of 86.2%, suggesting robust consumer purchasing power. As city planners, recognizing the interplay between these demographic factors and future commercial land use will be critical to sustainable growth and zoning compatibility.

2. Demographic & Lifestyle Overview Pike County's demographic profile is dominated by the Rural Resort Dwellers segment, comprising 25.1% of households. This group is characterized by a median age of 56.4, employment in professional, management, or financial sectors, and a preference for single-family or seasonal residences. Residents tend to engage in activities that revolve around socializing and spending quality time with their spouses, suggesting a demand for community-centered commercial spaces and recreational facilities.

3. Population Trends The county has experienced a population increase of 3.83% since the last census, reflecting a steady growth trajectory. The median age of 49.1 aligns with the national trend of an aging population, which may influence future commercial zoning to accommodate services tailored to older adults. The daytime population density of 89.0 indicates potential for businesses catering to both residents and visitors, enhancing the area's commercial viability.

4. Housing Market Overview Pike County's housing market is predominantly owner-occupied, with 86.2% of residents owning their homes. The median home value stands at \$337,620, having appreciated by 10.7% over the past 12 months. This rise in property values not only reflects a healthy real estate market but also increases the wealth of homeowners, which could translate into greater spending in local businesses. The area's high homeownership rate suggests stability and long-term residency, making it an attractive proposition for businesses seeking a consistent customer base.

5. Economic Conditions The economic landscape of Pike County is robust, with an average household income of \$107,943 and a per capita income of \$44,539. Although the local unemployment rate of 4.7% is slightly above the national average, the county's economic foundation remains strong, supported by a significant disposable income averaging \$82,179. These factors indicate a resilient economy with the potential for further commercial development, particularly in sectors that align with the spending habits and lifestyle preferences of the residents.

6. Commercial Implications The high rate of homeownership and rising property values in Pike County create a fertile ground for expanding commercial enterprises. Businesses that cater to the affluent, mature demographic—such as healthcare services, recreational facilities, and upscale retail—should find significant opportunities. Furthermore, the strong economic indicators suggest a favorable environment for new business ventures and expansions that are congruent with the county's zoning and land use policies.

7. Agent Contact Info For further inquiries or to explore commercial real estate opportunities in Pike County, please contact:

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This detailed analysis aims to guide city planners in making informed decisions regarding zoning and land use that align with Pike County's demographic realities and economic potentials.