

RPR report — Pike, County, Pennsylvania

Executive Summary Pike County, Pennsylvania, presents a compelling opportunity for commercial real estate investment, characterized by a robust housing market and a demographic profile that suggests stability and potential for growth. The area is predominantly composed of Rural Resort Dwellers, with a significant percentage of households engaged in professional, management, business, and financial sectors. This specialized demographic, combined with a strong rate of homeownership and substantial disposable income levels, makes Pike County an attractive prospect for investors and developers looking to capitalize on long-term yield and market strength.

Demographic & Lifestyle Overview The primary tapestry segment in Pike County is "Rural Resort Dwellers," accounting for 25.1% of households. This segment is typically marked by a median age of 56.4 and a preference for single-family, often seasonal, homes. Residents tend to be professionals or engaged in management, business, or financial occupations, which underscores the area's economic stability and skilled workforce. The lifestyle preferences of this demographic, which include spending time with spouses and maintaining an active social calendar, indicate a community-oriented and socially engaged population.

Population Trends Pike County has experienced a population growth of 3.83% since the last census, reaching a total population of 60,778. The median age in the area is 49.1, suggesting a mature community that values stability and quality of life. The population density stands at 111.5, with a daytime density of 89.0, implying a consistent local consumer base that supports a range of commercial activities.

Housing Market Overview The housing market in Pike County is predominantly owner-occupied, with 86.2% of residences owned and a mere 13.8% rented. The median home value has seen a significant 10.7% increase over the past 12 months, reaching \$337,620. Such growth reflects strong demand and a healthy market environment, signaling promising investment potential in residential development and related commercial infrastructure.

Economic Conditions Pike County's average household income is \$107,943, with a per capita income of \$44,539 and average disposable income at \$82,179. The local unemployment rate is slightly above the national figure at 4.7%, compared to the USA's 4.2%, but the professional and management-oriented employment landscape suggests resilience and potential for economic growth. These economic indicators are favorable for investors seeking stable returns and long-term appreciation.

Commercial Implications The robust homeownership rate and rising property values in Pike County underscore a stable economic foundation conducive to commercial investment. Investors and developers can leverage the high homeownership rate to explore opportunities in retail, hospitality, and service industries that cater to the discretionary spending habits of affluent residents. Additionally, the area's aging yet economically active population presents potential for developments in healthcare, wellness, and lifestyle-oriented commercial ventures. Understanding these dynamics is crucial for strategic planning and maximizing ROI in Pike County's commercial real estate market.

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