

Harrisburg-Lancaster-Lebanon-York, PA

TV HH Rank: 43; Cable HH Rank: 31

DEMOGRAPHIC PROFILE

Current Total HH: 773,600 **Total Adult Pop:** 1,537,500
5-Yr. Projected: 787,200 **5-Yr. Projected:** 1,573,236

Age of Head of Household	Households	Race/Ethnicity	Population
Under 18	700	White	1,368,100
18-24	25,300	Black	81,000
25-34	106,000	Other	59,700
35-44	125,400	Hispanic	86,800
45-54	156,900	Asian/Pacific	28,700
55-64	155,800		
65 and Older	203,500		

Age by Sex	Male		Female	
	Current	5 Yr.	Current	5 Yr.
< 18	230,700	228,626	220,700	218,818
18-24	94,600	99,540	91,200	95,260
25-34	117,000	119,181	116,800	116,244
35-44	119,200	114,378	120,300	116,539
45-54	140,200	127,860	143,900	130,838
55-64	131,300	136,236	138,000	143,986
65 +	142,300	165,501	182,700	207,673

Household Income	Households
\$10,000-\$19,999	77,701
\$20,000-\$34,999	121,192
\$35,000-\$49,999	116,353
\$50,000-\$74,999	166,736
\$75,000-\$99,999	106,320
\$100,000-\$124,999	63,781
\$125,000-\$149,999	35,150
\$150,000 and Over	48,836

Top 15 Industries	Total Employment	Total Establishments
Health Care and Social Assistance	166,060	14,150
Retail Trade	139,934	11,722
Manufacturing	119,304	3,249
Accommodation and Food Services	87,388	4,926
Public Administration	74,247	2,983
Real Estate and Rental and Leasing	73,879	3,185
Other Svcs (Exc Public Administration)	72,265	12,450
Educational Services	69,106	1,741
Wholesale Trade	60,692	3,276
Finance and Insurance	60,137	4,406
Construction	55,954	7,679
Professional, Scientific, and Tech Svcs	48,411	6,519
Transportation and Warehousing	29,424	1,672
Administrative, Support and Waste Mngt Information	22,161	2,955
	21,555	1,178

Unemployment Rate: 6.9%

Occupational Categories

White Collar Total:	564,183
Blue Collar Total:	241,040
Service Occupations	200,626
Clerical Workers	155,272
Marketing and Sales	3,465
Engineers	8,757
Lawyers	4,221
Computer Specialists	5,579
Management/Administrative Occupations	100,731
Physicians	4,684
Teachers, Librarians, Counselors	55,808
Communication Equipment Operators	1,140
Food Preparation and Service Occupation	70,593

© Source: Nielsen, 2013

SALES RANKINGS BY MERCHANDISE

Total Retail Sales (&000): 30,618,424
 Buying Power Index: .6113

Merchandise Line	Sales (\$000)	Rank
Groceries & Other Foods For Human Consumption Off The Premises	5,656,362	42
Meals, Unpackaged Snacks (Sandwiches) & Nonalcoholic Beverages	1,369,264	87
Alcoholic Drinks (Served At This Establishment)	131,838	40
Cigars, Cigarettes, Tobacco, and Smoker's Accessories	972,752	35
Drugs, Health Aids, and Beauty Aids (Including Cosmetics)	2,615,404	54
Soap, Detergents, and Household Cleaners	86,439	44
Men's & Boys' Clothing and Accessories	719,446	52
Women's, Juniors', Misses', Girls', Infants' Toddlers & Wear	1,215,182	50
Footwear (Including Accessories)	466,234	45
Major Household Appliances	199,003	43
Television, Video Recorders, Video Cameras, Video Tapes, etc.	227,814	54
Audio Equipment & Musical Instruments & Supplies	194,162	56
Furniture and Sleep Equipment	521,909	47
Computer Hardware, Software, and Supplies	391,709	57
Kitchenware & Home Furnishings (Including Cookware, Cooking Accessori	574,687	45
Sporting Goods (Including Boats, Bicycles, Parts & Accessories, etc.)	266,629	55
Automobiles, Vans, Trucks & Other Powered Transportation Vehicles	5,525,524	43

© Source: Nielsen, 2013