

Franklinton Square
 3392 US 1, Franklinton, North Carolina, 27525
 Rings: 3, 5, 7 mile radii

Prepared by Young's Research
 Latitude: 36.10031
 Longitude: -78.46697

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	4,806	10,452	18,550
2010 Total Population	5,373	14,199	28,231
2018 Total Population	5,927	16,329	32,944
2018 Group Quarters	5	13	33
2023 Total Population	6,546	18,573	36,750
2018-2023 Annual Rate	2.01%	2.61%	2.21%
2018 Total Daytime Population	4,398	13,010	24,297
Workers	1,165	4,768	7,682
Residents	3,233	8,242	16,615
Household Summary			
2000 Households	1,875	4,016	7,019
2000 Average Household Size	2.56	2.60	2.64
2010 Households	2,175	5,571	10,649
2010 Average Household Size	2.47	2.55	2.65
2018 Households	2,351	6,341	12,303
2018 Average Household Size	2.52	2.57	2.68
2023 Households	2,571	7,170	13,682
2023 Average Household Size	2.54	2.59	2.68
2018-2023 Annual Rate	1.81%	2.49%	2.15%
2010 Families	1,466	3,934	7,874
2010 Average Family Size	3.02	3.03	3.08
2018 Families	1,568	4,428	9,019
2018 Average Family Size	3.11	3.09	3.13
2023 Families	1,713	5,001	9,998
2023 Average Family Size	3.15	3.12	3.15
2018-2023 Annual Rate	1.78%	2.46%	2.08%
Housing Unit Summary			
2000 Housing Units	2,109	4,419	7,692
Owner Occupied Housing Units	67.9%	72.7%	74.2%
Renter Occupied Housing Units	21.1%	18.2%	17.1%
Vacant Housing Units	11.1%	9.1%	8.7%
2010 Housing Units	2,480	6,151	11,662
Owner Occupied Housing Units	64.0%	68.9%	72.7%
Renter Occupied Housing Units	23.7%	21.6%	18.7%
Vacant Housing Units	12.3%	9.4%	8.7%
2018 Housing Units	2,686	7,021	13,507
Owner Occupied Housing Units	62.1%	69.0%	72.5%
Renter Occupied Housing Units	25.5%	21.3%	18.6%
Vacant Housing Units	12.5%	9.7%	8.9%
2023 Housing Units	2,963	8,022	15,199
Owner Occupied Housing Units	64.2%	71.0%	73.6%
Renter Occupied Housing Units	22.5%	18.4%	16.5%
Vacant Housing Units	13.2%	10.6%	10.0%
Median Household Income			
2018	\$43,884	\$51,448	\$56,069
2023	\$51,394	\$57,915	\$62,819
Median Home Value			
2018	\$129,435	\$156,402	\$183,313
2023	\$163,379	\$197,067	\$227,042
Per Capita Income			
2018	\$23,386	\$25,225	\$26,963
2023	\$27,017	\$28,965	\$30,440
Median Age			
2010	39.7	38.0	38.1
2018	41.8	40.2	40.1
2023	42.9	41.2	40.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,351	6,341	12,303
<\$15,000	11.4%	10.8%	10.9%
\$15,000 - \$24,999	11.9%	9.0%	8.0%
\$25,000 - \$34,999	15.1%	13.0%	11.7%
\$35,000 - \$49,999	17.2%	15.5%	13.4%
\$50,000 - \$74,999	18.5%	19.6%	18.3%
\$75,000 - \$99,999	12.3%	14.0%	14.6%
\$100,000 - \$149,999	9.7%	12.9%	15.0%
\$150,000 - \$199,999	2.6%	3.1%	5.3%
\$200,000+	1.3%	2.0%	2.7%
Average Household Income	\$57,922	\$65,128	\$71,749
2023 Households by Income			
Household Income Base	2,571	7,170	13,682
<\$15,000	8.9%	8.6%	9.3%
\$15,000 - \$24,999	9.3%	7.1%	6.5%
\$25,000 - \$34,999	13.0%	11.0%	10.2%
\$35,000 - \$49,999	17.1%	14.7%	12.7%
\$50,000 - \$74,999	20.2%	20.6%	18.7%
\$75,000 - \$99,999	14.2%	15.6%	15.8%
\$100,000 - \$149,999	12.3%	15.9%	17.5%
\$150,000 - \$199,999	3.1%	3.6%	5.9%
\$200,000+	1.9%	2.8%	3.5%
Average Household Income	\$67,380	\$75,209	\$81,275
2018 Owner Occupied Housing Units by Value			
Total	1,667	4,845	9,795
<\$50,000	15.5%	10.1%	7.4%
\$50,000 - \$99,999	21.4%	14.7%	11.4%
\$100,000 - \$149,999	22.3%	23.0%	19.8%
\$150,000 - \$199,999	17.3%	16.9%	17.0%
\$200,000 - \$249,999	5.7%	9.6%	12.0%
\$250,000 - \$299,999	7.3%	9.9%	13.6%
\$300,000 - \$399,999	7.4%	10.7%	13.0%
\$400,000 - \$499,999	2.1%	2.9%	3.0%
\$500,000 - \$749,999	0.0%	0.5%	1.7%
\$750,000 - \$999,999	0.2%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.5%	1.2%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$160,624	\$195,386	\$212,737
2023 Owner Occupied Housing Units by Value			
Total	1,903	5,696	11,179
<\$50,000	10.5%	6.4%	4.7%
\$50,000 - \$99,999	15.8%	9.9%	7.7%
\$100,000 - \$149,999	19.1%	18.6%	15.6%
\$150,000 - \$199,999	17.2%	16.0%	15.5%
\$200,000 - \$249,999	6.3%	9.6%	12.0%
\$250,000 - \$299,999	11.4%	12.7%	16.3%
\$300,000 - \$399,999	14.0%	18.3%	19.1%
\$400,000 - \$499,999	4.1%	5.4%	5.0%
\$500,000 - \$749,999	0.0%	0.7%	2.6%
\$750,000 - \$999,999	0.5%	0.2%	0.2%
\$1,000,000 - \$1,499,999	0.8%	1.8%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	0.3%	0.2%
Average Home Value	\$204,191	\$240,667	\$250,731

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,374	14,197	28,232
0 - 4	6.4%	7.1%	7.1%
5 - 9	7.2%	7.7%	7.8%
10 - 14	6.4%	7.0%	7.5%
15 - 24	11.1%	10.7%	10.5%
25 - 34	11.9%	12.7%	12.0%
35 - 44	14.6%	15.7%	16.5%
45 - 54	15.8%	15.9%	16.3%
55 - 64	13.3%	12.5%	12.3%
65 - 74	7.7%	6.7%	6.3%
75 - 84	4.3%	3.2%	2.9%
85 +	1.3%	0.9%	0.8%
18 +	76.0%	74.3%	73.6%
2018 Population by Age			
Total	5,927	16,327	32,945
0 - 4	5.8%	6.2%	6.2%
5 - 9	6.3%	6.7%	6.8%
10 - 14	6.6%	7.0%	7.2%
15 - 24	10.7%	11.2%	11.6%
25 - 34	12.0%	11.9%	11.6%
35 - 44	12.7%	13.4%	13.3%
45 - 54	14.4%	14.7%	15.3%
55 - 64	14.8%	14.2%	14.1%
65 - 74	10.9%	9.8%	9.3%
75 - 84	4.3%	3.7%	3.5%
85 +	1.5%	1.1%	1.0%
18 +	77.7%	76.2%	75.8%
2023 Population by Age			
Total	6,546	18,572	36,750
0 - 4	5.5%	5.9%	5.9%
5 - 9	6.0%	6.4%	6.4%
10 - 14	6.7%	7.1%	7.1%
15 - 24	11.2%	11.5%	11.6%
25 - 34	10.7%	11.1%	11.8%
35 - 44	12.7%	13.1%	12.6%
45 - 54	13.4%	13.8%	14.0%
55 - 64	14.3%	13.8%	13.9%
65 - 74	12.2%	11.1%	10.7%
75 - 84	5.9%	5.0%	4.8%
85 +	1.5%	1.2%	1.1%
18 +	77.8%	76.4%	76.3%
2010 Population by Sex			
Males	2,587	6,945	13,868
Females	2,786	7,254	14,363
2018 Population by Sex			
Males	2,895	8,035	16,200
Females	3,033	8,294	16,744
2023 Population by Sex			
Males	3,224	9,175	18,105
Females	3,322	9,398	18,645

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2010 Population by Race/Ethnicity			
Total	5,373	14,198	28,231
White Alone	55.9%	67.8%	72.4%
Black Alone	38.7%	25.9%	21.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.3%	0.5%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	3.3%	3.3%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	6.2%	7.1%	6.9%
Diversity Index	59.1	54.2	50.4
2018 Population by Race/Ethnicity			
Total	5,928	16,328	32,945
White Alone	57.2%	68.2%	72.4%
Black Alone	36.5%	24.5%	20.2%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.4%	0.6%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	3.6%	3.6%
Two or More Races	2.6%	2.5%	2.4%
Hispanic Origin	6.5%	7.7%	7.5%
Diversity Index	59.6	54.9	51.3
2023 Population by Race/Ethnicity			
Total	6,547	18,574	36,750
White Alone	57.6%	68.2%	72.0%
Black Alone	35.4%	23.6%	19.7%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	0.4%	0.6%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	4.0%	4.0%
Two or More Races	2.9%	2.8%	2.7%
Hispanic Origin	7.0%	8.3%	8.2%
Diversity Index	60.3	55.8	52.7
2010 Population by Relationship and Household Type			
Total	5,373	14,199	28,231
In Households	99.9%	99.9%	99.9%
In Family Households	84.3%	86.0%	87.7%
Householder	27.4%	27.6%	28.0%
Spouse	18.5%	20.6%	21.9%
Child	31.8%	32.0%	32.5%
Other relative	4.5%	3.8%	3.5%
Nonrelative	2.0%	1.9%	1.9%
In Nonfamily Households	15.6%	14.0%	12.2%
In Group Quarters	0.1%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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.

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2018 Population 25+ by Educational Attainment			
Total	4,188	11,249	22,469
Less than 9th Grade	6.2%	4.6%	3.4%
9th - 12th Grade, No Diploma	12.8%	9.9%	8.1%
High School Graduate	24.8%	22.6%	21.6%
GED/Alternative Credential	5.8%	5.0%	4.6%
Some College, No Degree	19.4%	23.1%	22.4%
Associate Degree	12.3%	11.8%	12.0%
Bachelor's Degree	15.3%	18.0%	20.3%
Graduate/Professional Degree	3.4%	5.0%	7.6%
2018 Population 15+ by Marital Status			
Total	4,825	13,071	26,292
Never Married	24.4%	25.8%	24.7%
Married	54.6%	56.2%	58.6%
Widowed	9.7%	6.9%	5.7%
Divorced	11.3%	11.1%	10.9%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	92.9%	95.0%	95.2%
Civilian Unemployed (Unemployment Rate)	7.1%	5.0%	4.8%
2018 Employed Population 16+ by Industry			
Total	2,724	8,222	16,594
Agriculture/Mining	0.1%	0.4%	0.7%
Construction	6.5%	6.2%	6.9%
Manufacturing	11.6%	14.1%	13.9%
Wholesale Trade	3.6%	3.6%	3.5%
Retail Trade	12.3%	12.0%	12.5%
Transportation/Utilities	3.9%	4.8%	4.7%
Information	2.3%	2.0%	2.3%
Finance/Insurance/Real Estate	3.9%	3.7%	4.4%
Services	48.8%	47.2%	45.4%
Public Administration	7.0%	6.0%	5.7%
2018 Employed Population 16+ by Occupation			
Total	2,723	8,220	16,593
White Collar	58.8%	58.3%	59.7%
Management/Business/Financial	12.4%	12.8%	14.3%
Professional	19.5%	20.5%	21.4%
Sales	9.5%	9.7%	10.2%
Administrative Support	17.4%	15.2%	13.8%
Services	15.3%	15.1%	14.4%
Blue Collar	25.8%	26.6%	25.9%
Farming/Forestry/Fishing	0.1%	0.4%	0.6%
Construction/Extraction	6.5%	5.2%	5.0%
Installation/Maintenance/Repair	5.1%	6.8%	6.6%
Production	6.7%	7.7%	7.7%
Transportation/Material Moving	7.3%	6.6%	6.0%
2010 Population By Urban/ Rural Status			
Total Population	5,373	14,199	28,231
Population Inside Urbanized Area	7.2%	15.3%	20.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Population	92.8%	84.7%	78.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,176	5,571	10,649
Households with 1 Person	27.9%	24.2%	21.0%
Households with 2+ People	72.1%	75.8%	79.0%
Family Households	67.4%	70.6%	73.9%
Husband-wife Families	45.4%	52.6%	57.6%
With Related Children	18.4%	23.5%	26.4%
Other Family (No Spouse Present)	22.0%	18.0%	16.3%
Other Family with Male Householder	5.1%	4.8%	4.7%
With Related Children	2.6%	2.8%	2.8%
Other Family with Female Householder	16.9%	13.2%	11.6%
With Related Children	10.1%	8.5%	7.5%
Nonfamily Households	4.7%	5.2%	5.1%
All Households with Children	31.6%	35.2%	37.1%
Multigenerational Households	4.8%	4.0%	3.7%
Unmarried Partner Households	6.1%	6.4%	6.3%
Male-female	5.3%	5.6%	5.4%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	2,176	5,569	10,650
1 Person Household	27.9%	24.2%	21.0%
2 Person Household	34.3%	35.0%	35.9%
3 Person Household	16.8%	17.6%	17.9%
4 Person Household	11.5%	13.2%	14.9%
5 Person Household	6.0%	6.3%	6.5%
6 Person Household	2.3%	2.5%	2.4%
7 + Person Household	1.1%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,175	5,571	10,649
Owner Occupied	73.0%	76.1%	79.6%
Owned with a Mortgage/Loan	48.4%	55.6%	60.5%
Owned Free and Clear	24.6%	20.5%	19.1%
Renter Occupied	27.0%	23.9%	20.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,480	6,151	11,662
Housing Units Inside Urbanized Area	6.2%	15.0%	19.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Housing Units	93.8%	85.0%	80.0%

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.

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Top 3 Tapestry Segments			
1.	Rural Bypasses (10E)	Southern Satellites (10A)	Middleburg (4C)
2.	Heartland Communities	Middleburg (4C)	Southern Satellites (10A)
3.	Southern Satellites (10A)	Heartland Communities	Soccer Moms (4A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$3,511,921	\$10,756,722	\$23,082,027
Average Spent	\$1,493.80	\$1,696.38	\$1,876.13
Spending Potential Index	69	78	86
Education: Total \$	\$1,896,623	\$6,112,149	\$13,722,096
Average Spent	\$806.73	\$963.91	\$1,115.35
Spending Potential Index	56	67	77
Entertainment/Recreation: Total \$	\$5,685,023	\$16,698,195	\$35,001,100
Average Spent	\$2,418.13	\$2,633.37	\$2,844.92
Spending Potential Index	75	82	88
Food at Home: Total \$	\$9,047,949	\$26,316,812	\$54,517,090
Average Spent	\$3,848.55	\$4,150.26	\$4,431.20
Spending Potential Index	77	83	88
Food Away from Home: Total \$	\$5,775,872	\$17,639,932	\$37,683,348
Average Spent	\$2,456.77	\$2,781.88	\$3,062.94
Spending Potential Index	70	79	87
Health Care: Total \$	\$10,915,209	\$31,473,687	\$64,515,276
Average Spent	\$4,642.79	\$4,963.52	\$5,243.87
Spending Potential Index	81	87	92
HH Furnishings & Equipment: Total \$	\$3,487,465	\$10,565,526	\$22,574,289
Average Spent	\$1,483.40	\$1,666.22	\$1,834.86
Spending Potential Index	71	80	88
Personal Care Products & Services: Total \$	\$1,347,215	\$4,142,585	\$8,888,340
Average Spent	\$573.04	\$653.30	\$722.45
Spending Potential Index	69	79	87
Shelter: Total \$	\$24,962,687	\$77,311,602	\$167,100,849
Average Spent	\$10,617.90	\$12,192.34	\$13,582.12
Spending Potential Index	63	73	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,204,877	\$12,565,796	\$26,284,767
Average Spent	\$1,788.55	\$1,981.67	\$2,136.45
Spending Potential Index	72	80	86
Travel: Total \$	\$3,136,111	\$9,872,317	\$21,815,596
Average Spent	\$1,333.95	\$1,556.90	\$1,773.19
Spending Potential Index	62	72	82
Vehicle Maintenance & Repairs: Total \$	\$1,914,871	\$5,652,476	\$11,792,195
Average Spent	\$814.49	\$891.42	\$958.48
Spending Potential Index	76	83	89

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.