

Franklin Village Shopping Center
 1 Franklin Village Mall, East Franklin Twp, Pennsylvania, 16201
 Rings: 3, 5, 7 mile radii

Prepared by Young's Research
 Latitude: 40.81214
 Longitude: -79.54864

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	14,390	24,248	29,592
2010 Total Population	13,682	23,046	28,187
2018 Total Population	13,250	22,160	27,109
2018 Group Quarters	134	242	367
2023 Total Population	12,901	21,533	26,343
2018-2023 Annual Rate	-0.53%	-0.57%	-0.57%
2018 Total Daytime Population	15,499	22,958	27,400
Workers	8,139	10,863	12,623
Residents	7,360	12,095	14,777
Household Summary			
2000 Households	6,067	10,096	12,161
2000 Average Household Size	2.30	2.35	2.39
2010 Households	6,052	9,989	12,041
2010 Average Household Size	2.24	2.28	2.31
2018 Households	5,889	9,657	11,645
2018 Average Household Size	2.23	2.27	2.30
2023 Households	5,746	9,402	11,336
2023 Average Household Size	2.22	2.26	2.29
2018-2023 Annual Rate	-0.49%	-0.53%	-0.54%
2010 Families	3,657	6,282	7,771
2010 Average Family Size	2.85	2.86	2.86
2018 Families	3,502	5,980	7,406
2018 Average Family Size	2.83	2.84	2.84
2023 Families	3,397	5,788	7,170
2023 Average Family Size	2.82	2.83	2.83
2018-2023 Annual Rate	-0.61%	-0.65%	-0.65%
Housing Unit Summary			
2000 Housing Units	6,506	10,872	13,199
Owner Occupied Housing Units	62.3%	66.4%	67.9%
Renter Occupied Housing Units	30.9%	26.4%	24.2%
Vacant Housing Units	6.7%	7.1%	7.9%
2010 Housing Units	6,650	11,064	13,372
Owner Occupied Housing Units	58.3%	62.6%	64.5%
Renter Occupied Housing Units	32.7%	27.7%	25.5%
Vacant Housing Units	9.0%	9.7%	10.0%
2018 Housing Units	6,569	10,898	13,203
Owner Occupied Housing Units	60.6%	64.3%	65.9%
Renter Occupied Housing Units	29.1%	24.4%	22.2%
Vacant Housing Units	10.4%	11.4%	11.8%
2023 Housing Units	6,572	10,901	13,206
Owner Occupied Housing Units	59.6%	63.0%	64.7%
Renter Occupied Housing Units	27.8%	23.2%	21.1%
Vacant Housing Units	12.6%	13.8%	14.2%
Median Household Income			
2018	\$45,430	\$46,538	\$48,388
2023	\$52,397	\$53,105	\$54,769
Median Home Value			
2018	\$111,635	\$108,666	\$114,092
2023	\$133,458	\$132,164	\$138,248
Per Capita Income			
2018	\$27,490	\$27,255	\$27,407
2023	\$32,075	\$31,830	\$32,076
Median Age			
2010	44.4	45.0	45.0
2018	46.0	46.5	46.7
2023	46.7	47.3	47.6

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	5,889	9,657	11,645
<\$15,000	14.8%	13.9%	12.8%
\$15,000 - \$24,999	13.1%	12.2%	11.8%
\$25,000 - \$34,999	11.5%	11.7%	11.6%
\$35,000 - \$49,999	14.1%	15.0%	15.0%
\$50,000 - \$74,999	19.1%	19.8%	19.9%
\$75,000 - \$99,999	11.3%	11.6%	12.3%
\$100,000 - \$149,999	9.5%	9.2%	10.0%
\$150,000 - \$199,999	4.3%	4.4%	4.3%
\$200,000+	2.4%	2.2%	2.3%
Average Household Income	\$61,633	\$61,976	\$63,343
2023 Households by Income			
Household Income Base	5,746	9,402	11,336
<\$15,000	12.4%	11.6%	10.6%
\$15,000 - \$24,999	11.5%	10.5%	10.1%
\$25,000 - \$34,999	10.3%	10.3%	10.2%
\$35,000 - \$49,999	13.2%	14.0%	13.8%
\$50,000 - \$74,999	19.1%	19.8%	19.8%
\$75,000 - \$99,999	12.6%	13.0%	13.7%
\$100,000 - \$149,999	12.2%	12.0%	13.1%
\$150,000 - \$199,999	5.6%	5.7%	5.6%
\$200,000+	3.2%	3.0%	3.1%
Average Household Income	\$71,807	\$72,296	\$74,100
2018 Owner Occupied Housing Units by Value			
Total	3,980	7,004	8,707
<\$50,000	14.6%	14.5%	13.8%
\$50,000 - \$99,999	30.4%	32.0%	30.4%
\$100,000 - \$149,999	21.4%	20.0%	20.4%
\$150,000 - \$199,999	15.3%	14.7%	15.5%
\$200,000 - \$249,999	7.5%	8.2%	8.5%
\$250,000 - \$299,999	2.3%	2.4%	3.1%
\$300,000 - \$399,999	3.8%	3.4%	3.7%
\$400,000 - \$499,999	1.2%	1.4%	1.4%
\$500,000 - \$749,999	2.5%	2.3%	2.3%
\$750,000 - \$999,999	0.6%	0.5%	0.5%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$146,714	\$146,727	\$150,847
2023 Owner Occupied Housing Units by Value			
Total	3,918	6,873	8,544
<\$50,000	10.8%	10.4%	9.7%
\$50,000 - \$99,999	25.4%	27.0%	25.2%
\$100,000 - \$149,999	20.5%	19.5%	19.7%
\$150,000 - \$199,999	16.7%	16.1%	17.0%
\$200,000 - \$249,999	8.9%	9.8%	10.2%
\$250,000 - \$299,999	3.1%	3.3%	4.2%
\$300,000 - \$399,999	5.8%	5.3%	5.7%
\$400,000 - \$499,999	2.2%	2.4%	2.4%
\$500,000 - \$749,999	5.2%	4.8%	4.5%
\$750,000 - \$999,999	0.8%	0.8%	0.7%
\$1,000,000 - \$1,499,999	0.5%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$181,662	\$182,072	\$185,968

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.

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2010 Population by Age			
Total	13,679	23,046	28,188
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.3%	5.1%	5.1%
10 - 14	5.4%	5.5%	5.6%
15 - 24	11.0%	10.9%	10.9%
25 - 34	11.4%	11.1%	10.8%
35 - 44	12.1%	12.1%	12.2%
45 - 54	16.1%	16.5%	16.7%
55 - 64	13.9%	14.1%	14.2%
65 - 74	8.9%	9.0%	9.2%
75 - 84	7.0%	7.0%	6.7%
85 +	3.5%	3.4%	3.3%
18 +	80.1%	80.3%	80.2%
2018 Population by Age			
Total	13,251	22,161	27,109
0 - 4	5.0%	4.8%	4.8%
5 - 9	5.2%	5.1%	5.1%
10 - 14	5.2%	5.2%	5.2%
15 - 24	10.0%	9.9%	9.8%
25 - 34	11.9%	11.7%	11.6%
35 - 44	11.5%	11.4%	11.4%
45 - 54	13.0%	13.2%	13.4%
55 - 64	15.9%	16.3%	16.4%
65 - 74	12.0%	12.2%	12.3%
75 - 84	6.5%	6.5%	6.5%
85 +	3.8%	3.6%	3.5%
18 +	81.5%	81.9%	81.9%
2023 Population by Age			
Total	12,901	21,533	26,344
0 - 4	4.9%	4.7%	4.6%
5 - 9	5.1%	5.0%	4.9%
10 - 14	5.4%	5.4%	5.5%
15 - 24	9.5%	9.4%	9.4%
25 - 34	11.0%	10.9%	10.7%
35 - 44	12.1%	12.0%	11.9%
45 - 54	12.0%	12.1%	12.2%
55 - 64	14.7%	15.1%	15.3%
65 - 74	13.9%	14.2%	14.3%
75 - 84	7.9%	7.8%	7.8%
85 +	3.5%	3.4%	3.3%
18 +	81.4%	81.7%	81.8%
2010 Population by Sex			
Males	6,511	11,145	13,746
Females	7,171	11,901	14,441
2018 Population by Sex			
Males	6,349	10,761	13,268
Females	6,901	11,399	13,841
2023 Population by Sex			
Males	6,204	10,492	12,938
Females	6,697	11,041	13,405

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 Race/Ethnicity			
Total	13,683	23,047	28,187
White Alone	98.2%	98.0%	98.1%
Black Alone	0.6%	0.8%	0.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	0.8%	0.8%	0.7%
Hispanic Origin	0.6%	0.6%	0.6%
Diversity Index	4.8	5.2	4.9
2018 Population by Race/Ethnicity			
Total	13,250	22,160	27,109
White Alone	97.5%	97.3%	97.5%
Black Alone	0.7%	1.0%	0.9%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.1%	1.0%	0.9%
Hispanic Origin	0.9%	1.0%	0.9%
Diversity Index	6.6	7.1	6.7
2023 Population by Race/Ethnicity			
Total	12,901	21,533	26,344
White Alone	97.0%	96.8%	97.0%
Black Alone	0.8%	1.1%	1.0%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	1.3%	1.2%	1.2%
Hispanic Origin	1.2%	1.3%	1.2%
Diversity Index	8.2	8.6	8.2
2010 Population by Relationship and Household Type			
Total	13,682	23,046	28,187
In Households	99.0%	98.9%	98.7%
In Family Households	78.6%	80.0%	80.8%
Householder	26.7%	27.3%	27.5%
Spouse	19.9%	20.8%	21.3%
Child	27.6%	27.6%	27.7%
Other relative	2.1%	2.2%	2.2%
Nonrelative	2.3%	2.2%	2.1%
In Nonfamily Households	20.5%	18.9%	17.9%
In Group Quarters	1.0%	1.1%	1.3%
Institutionalized Population	0.7%	0.8%	1.1%
Noninstitutionalized Population	0.3%	0.2%	0.2%

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	9,887	16,632	20,363
Less than 9th Grade	3.4%	3.1%	2.9%
9th - 12th Grade, No Diploma	6.9%	6.5%	6.6%
High School Graduate	34.5%	37.3%	38.7%
GED/Alternative Credential	6.1%	6.0%	5.6%
Some College, No Degree	17.5%	16.6%	16.3%
Associate Degree	9.4%	10.5%	10.5%
Bachelor's Degree	14.7%	13.5%	13.3%
Graduate/Professional Degree	7.4%	6.5%	6.1%
2018 Population 15+ by Marital Status			
Total	11,205	18,814	23,028
Never Married	24.2%	26.2%	25.9%
Married	52.4%	51.8%	53.0%
Widowed	9.6%	9.9%	9.7%
Divorced	13.8%	12.1%	11.3%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	94.0%	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%	6.0%	5.9%
2018 Employed Population 16+ by Industry			
Total	5,942	10,085	12,367
Agriculture/Mining	3.1%	3.0%	3.1%
Construction	6.7%	6.9%	7.0%
Manufacturing	11.4%	12.7%	13.1%
Wholesale Trade	2.3%	2.3%	2.3%
Retail Trade	11.3%	10.8%	10.7%
Transportation/Utilities	6.7%	6.7%	7.0%
Information	0.7%	0.6%	0.6%
Finance/Insurance/Real Estate	4.8%	4.7%	4.5%
Services	49.9%	49.2%	48.5%
Public Administration	3.1%	3.2%	3.2%
2018 Employed Population 16+ by Occupation			
Total	5,944	10,084	12,367
White Collar	55.3%	54.0%	53.3%
Management/Business/Financial	7.7%	8.9%	9.1%
Professional	25.0%	23.0%	22.2%
Sales	10.6%	9.3%	8.9%
Administrative Support	12.0%	12.8%	13.1%
Services	18.2%	18.8%	18.6%
Blue Collar	26.5%	27.1%	28.1%
Farming/Forestry/Fishing	0.7%	0.5%	0.5%
Construction/Extraction	7.8%	7.5%	7.6%
Installation/Maintenance/Repair	2.1%	2.3%	2.7%
Production	7.4%	7.7%	7.9%
Transportation/Material Moving	8.5%	9.0%	9.4%
2010 Population By Urban/ Rural Status			
Total Population	13,682	23,046	28,187
Population Inside Urbanized Area	0.0%	0.0%	0.1%
Population Inside Urbanized Cluster	72.5%	60.4%	49.9%
Rural Population	27.5%	39.6%	50.0%

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	6,053	9,989	12,041
Households with 1 Person	34.1%	32.0%	30.4%
Households with 2+ People	65.9%	68.0%	69.6%
Family Households	60.4%	62.9%	64.5%
Husband-wife Families	45.2%	47.9%	50.0%
With Related Children	16.0%	16.6%	17.3%
Other Family (No Spouse Present)	15.3%	15.0%	14.5%
Other Family with Male Householder	4.6%	4.6%	4.5%
With Related Children	2.7%	2.6%	2.5%
Other Family with Female Householder	10.6%	10.4%	10.0%
With Related Children	6.4%	6.1%	5.8%
Nonfamily Households	5.5%	5.2%	5.0%
All Households with Children	25.6%	25.8%	26.2%
Multigenerational Households	2.5%	2.5%	2.5%
Unmarried Partner Households	6.3%	6.2%	6.1%
Male-female	6.0%	5.8%	5.7%
Same-sex	0.3%	0.4%	0.3%
2010 Households by Size			
Total	6,053	9,988	12,040
1 Person Household	34.1%	32.0%	30.4%
2 Person Household	33.7%	34.9%	35.6%
3 Person Household	15.0%	15.6%	15.8%
4 Person Household	11.1%	11.5%	11.9%
5 Person Household	3.9%	3.9%	4.2%
6 Person Household	1.5%	1.4%	1.4%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	6,052	9,989	12,041
Owner Occupied	64.1%	69.3%	71.6%
Owned with a Mortgage/Loan	34.1%	36.1%	37.3%
Owned Free and Clear	30.0%	33.2%	34.3%
Renter Occupied	35.9%	30.7%	28.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,650	11,064	13,372
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	75.4%	63.8%	53.4%
Rural Housing Units	24.6%	36.2%	46.5%

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.	Midlife Constants (5E)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Salt of the Earth (6B)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Small Town Simplicity	Small Town Simplicity	Small Town Simplicity
2018 Consumer Spending			
Apparel & Services: Total \$	\$9,260,885	\$15,180,129	\$18,645,935
Average Spent	\$1,572.57	\$1,571.93	\$1,601.20
Spending Potential Index	72	72	74
Education: Total \$	\$5,943,429	\$9,689,135	\$11,847,437
Average Spent	\$1,009.24	\$1,003.33	\$1,017.38
Spending Potential Index	70	69	70
Entertainment/Recreation: Total \$	\$14,485,873	\$23,999,169	\$29,672,810
Average Spent	\$2,459.82	\$2,485.16	\$2,548.12
Spending Potential Index	76	77	79
Food at Home: Total \$	\$22,911,955	\$37,802,740	\$46,682,066
Average Spent	\$3,890.64	\$3,914.54	\$4,008.76
Spending Potential Index	78	78	80
Food Away from Home: Total \$	\$15,131,447	\$24,859,664	\$30,600,707
Average Spent	\$2,569.44	\$2,574.26	\$2,627.80
Spending Potential Index	73	73	75
Health Care: Total \$	\$27,149,585	\$45,213,092	\$56,112,668
Average Spent	\$4,610.22	\$4,681.90	\$4,818.61
Spending Potential Index	81	82	84
HH Furnishings & Equipment: Total \$	\$9,126,399	\$15,067,153	\$18,592,668
Average Spent	\$1,549.74	\$1,560.23	\$1,596.62
Spending Potential Index	74	75	76
Personal Care Products & Services: Total \$	\$3,567,608	\$5,868,830	\$7,227,043
Average Spent	\$605.81	\$607.73	\$620.61
Spending Potential Index	73	73	75
Shelter: Total \$	\$71,254,134	\$116,148,468	\$141,925,589
Average Spent	\$12,099.53	\$12,027.39	\$12,187.68
Spending Potential Index	72	72	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,986,753	\$18,154,462	\$22,391,595
Average Spent	\$1,865.64	\$1,879.93	\$1,922.85
Spending Potential Index	75	76	77
Travel: Total \$	\$8,839,990	\$14,570,019	\$17,941,720
Average Spent	\$1,501.10	\$1,508.75	\$1,540.72
Spending Potential Index	70	70	72
Vehicle Maintenance & Repairs: Total \$	\$4,849,505	\$8,018,580	\$9,906,404
Average Spent	\$823.49	\$830.34	\$850.70
Spending Potential Index	77	77	79

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.