

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

Prepared by WHLR
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
2019 Total Population	13,089	21,962	26,881
2019 Group Quarters	134	242	367
2024 Total Population	12,720	21,329	26,105
2019-2024 Annual Rate	-0.57%	-0.58%	-0.58%
2019 Total Daytime Population	15,374	22,805	27,333
Workers	8,244	11,040	12,872
Residents	7,130	11,765	14,461
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
2019 Households	5,827	9,590	11,569
2019 Average Household Size	2.22	2.26	2.29
2024 Households	5,673	9,332	11,259
2024 Average Household Size	2.22	2.26	2.29
2019-2024 Annual Rate	-0.53%	-0.54%	-0.54%
2010 Families	3,657	6,282	7,771
2010 Average Family Size	2.85	2.86	2.86
2019 Families	3,457	5,923	7,340
2019 Average Family Size	2.84	2.84	2.84
2024 Families	3,344	5,727	7,100
2024 Average Family Size	2.84	2.84	2.84
2019-2024 Annual Rate	-0.66%	-0.67%	-0.66%
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%
2019 Housing Units	6,575	10,911	13,203
Owner Occupied Housing Units	53.3%	57.4%	59.4%
Renter Occupied Housing Units	35.3%	30.5%	28.2%
Vacant Housing Units	11.4%	12.1%	12.4%
2024 Housing Units	6,568	10,901	13,194
Owner Occupied Housing Units	51.4%	55.3%	57.2%
Renter Occupied Housing Units	34.9%	30.3%	28.1%
Vacant Housing Units	13.6%	14.4%	14.7%
Median Household Income			
2019	\$39,255	\$40,873	\$42,478
2024	\$43,938	\$46,259	\$48,470
Median Home Value			
2019	\$116,165	\$116,109	\$122,094
2024	\$138,835	\$140,040	\$147,047
Per Capita Income			
2019	\$26,461	\$26,373	\$26,479
2024	\$30,055	\$30,087	\$30,284
Median Age			
2010	44.4	45.0	45.0
2019	46.3	46.8	47.0
2024	47.0	47.5	47.9

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	5,827	9,590	11,569
<\$15,000	17.8%	16.5%	15.6%
\$15,000 - \$24,999	14.6%	13.8%	13.2%
\$25,000 - \$34,999	13.1%	13.4%	13.4%
\$35,000 - \$49,999	12.9%	13.5%	13.6%
\$50,000 - \$74,999	15.0%	15.7%	15.8%
\$75,000 - \$99,999	10.0%	10.5%	11.1%
\$100,000 - \$149,999	11.4%	11.4%	12.0%
\$150,000 - \$199,999	2.5%	2.7%	2.7%
\$200,000+	2.7%	2.6%	2.6%
Average Household Income	\$59,128	\$60,008	\$61,436
2024 Households by Income			
Household Income Base	5,673	9,332	11,259
<\$15,000	16.5%	15.2%	14.3%
\$15,000 - \$24,999	13.1%	12.2%	11.6%
\$25,000 - \$34,999	12.2%	12.4%	12.3%
\$35,000 - \$49,999	12.3%	12.7%	12.8%
\$50,000 - \$74,999	15.1%	15.9%	15.9%
\$75,000 - \$99,999	10.6%	11.2%	11.8%
\$100,000 - \$149,999	13.4%	13.7%	14.4%
\$150,000 - \$199,999	3.4%	3.6%	3.7%
\$200,000+	3.2%	3.1%	3.3%
Average Household Income	\$67,084	\$68,350	\$70,149
2019 Owner Occupied Housing Units by Value			
Total	3,503	6,261	7,844
<\$50,000	13.1%	13.4%	12.6%
\$50,000 - \$99,999	31.1%	30.7%	29.1%
\$100,000 - \$149,999	18.0%	18.4%	18.8%
\$150,000 - \$199,999	15.5%	15.3%	15.7%
\$200,000 - \$249,999	7.7%	9.1%	9.4%
\$250,000 - \$299,999	3.1%	2.9%	3.7%
\$300,000 - \$399,999	7.6%	6.3%	6.3%
\$400,000 - \$499,999	2.2%	2.1%	2.0%
\$500,000 - \$749,999	1.4%	1.5%	1.7%
\$750,000 - \$999,999	0.3%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$149,736	\$149,461	\$157,576
2024 Owner Occupied Housing Units by Value			
Total	3,378	6,026	7,553
<\$50,000	9.1%	9.3%	8.6%
\$50,000 - \$99,999	26.6%	25.9%	24.0%
\$100,000 - \$149,999	18.3%	18.5%	18.5%
\$150,000 - \$199,999	16.5%	16.6%	16.9%
\$200,000 - \$249,999	8.6%	10.7%	11.1%
\$250,000 - \$299,999	3.6%	3.6%	4.6%
\$300,000 - \$399,999	11.0%	9.1%	9.2%
\$400,000 - \$499,999	3.4%	3.2%	3.2%
\$500,000 - \$749,999	2.3%	2.5%	2.8%
\$750,000 - \$999,999	0.5%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$175,725	\$176,705	\$188,362

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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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%
2019 Population by Age			
Total	13,089	21,962	26,881
0 - 4	5.0%	4.8%	4.7%
5 - 9	5.1%	5.0%	5.0%
10 - 14	5.2%	5.2%	5.2%
15 - 24	9.5%	9.4%	9.5%
25 - 34	12.1%	11.9%	11.8%
35 - 44	11.7%	11.6%	11.5%
45 - 54	12.6%	12.8%	12.9%
55 - 64	15.9%	16.3%	16.6%
65 - 74	12.5%	12.8%	12.8%
75 - 84	6.7%	6.6%	6.6%
85 +	3.8%	3.6%	3.5%
18 +	81.8%	82.1%	82.2%
2024 Population by Age			
Total	12,720	21,328	26,105
0 - 4	4.9%	4.7%	4.6%
5 - 9	5.0%	4.9%	4.8%
10 - 14	5.4%	5.3%	5.3%
15 - 24	9.3%	9.2%	9.2%
25 - 34	10.9%	10.8%	10.6%
35 - 44	12.3%	12.1%	12.0%
45 - 54	11.8%	12.0%	12.1%
55 - 64	14.3%	14.7%	15.0%
65 - 74	14.4%	14.7%	14.8%
75 - 84	8.2%	8.2%	8.2%
85 +	3.6%	3.5%	3.4%
18 +	81.5%	81.9%	81.9%
2010 Population by Sex			
Males	6,511	11,145	13,746
Females	7,171	11,901	14,441
2019 Population by Sex			
Males	6,261	10,654	13,141
Females	6,828	11,308	13,740
2024 Population by Sex			
Males	6,096	10,356	12,772
Females	6,625	10,973	13,333

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 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
2019 Population by Race/Ethnicity			
Total	13,089	21,962	26,879
White Alone	97.4%	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%	0.3%
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%	1.0%
Hispanic Origin	1.0%	1.0%	0.9%
Diversity Index	6.9	7.1	6.8
2024 Population by Race/Ethnicity			
Total	12,720	21,330	26,106
White Alone	96.9%	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%	0.4%	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	1.4%	1.2%	1.2%
Hispanic Origin	1.2%	1.2%	1.2%
Diversity Index	8.3	8.4	8.0
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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2019 Population 25+ by Educational Attainment			
Total	9,852	16,608	20,341
Less than 9th Grade	2.4%	2.2%	2.2%
9th - 12th Grade, No Diploma	7.0%	6.6%	6.5%
High School Graduate	35.7%	38.1%	39.6%
GED/Alternative Credential	6.6%	6.0%	5.6%
Some College, No Degree	17.0%	16.6%	16.2%
Associate Degree	10.0%	11.2%	11.2%
Bachelor's Degree	14.0%	12.6%	12.3%
Graduate/Professional Degree	7.3%	6.6%	6.3%
2019 Population 15+ by Marital Status			
Total	11,090	18,681	22,882
Never Married	25.2%	26.9%	26.5%
Married	52.9%	53.1%	54.3%
Widowed	9.3%	9.1%	8.9%
Divorced	12.5%	10.9%	10.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.2%	96.3%
Civilian Unemployed (Unemployment Rate)	4.2%	3.8%	3.7%
2019 Employed Population 16+ by Industry			
Total	6,020	10,216	12,451
Agriculture/Mining	2.2%	2.3%	2.5%
Construction	6.7%	7.4%	7.8%
Manufacturing	11.8%	12.8%	13.5%
Wholesale Trade	1.9%	1.9%	1.9%
Retail Trade	12.2%	12.1%	11.9%
Transportation/Utilities	5.3%	5.5%	5.7%
Information	1.4%	1.1%	1.0%
Finance/Insurance/Real Estate	4.4%	4.5%	4.3%
Services	49.9%	48.4%	47.5%
Public Administration	4.0%	4.0%	3.8%
2019 Employed Population 16+ by Occupation			
Total	6,019	10,218	12,450
White Collar	58.2%	56.9%	55.9%
Management/Business/Financial	10.2%	11.1%	11.0%
Professional	25.9%	22.9%	22.1%
Sales	10.1%	9.6%	9.4%
Administrative Support	11.9%	13.3%	13.4%
Services	19.0%	19.5%	18.9%
Blue Collar	22.7%	23.7%	25.2%
Farming/Forestry/Fishing	0.6%	0.5%	0.5%
Construction/Extraction	6.3%	6.6%	6.9%
Installation/Maintenance/Repair	2.7%	2.9%	3.3%
Production	8.0%	8.4%	8.8%
Transportation/Material Moving	5.1%	5.3%	5.8%
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 2019 and 2024 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 (12C)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,311,431	\$13,778,466	\$16,959,535
Average Spent	\$1,426.37	\$1,436.75	\$1,465.95
Spending Potential Index	67	67	68
Education: Total \$	\$5,965,515	\$9,914,561	\$12,228,047
Average Spent	\$1,023.77	\$1,033.84	\$1,056.97
Spending Potential Index	64	65	66
Entertainment/Recreation: Total \$	\$13,361,201	\$22,456,808	\$27,842,353
Average Spent	\$2,292.98	\$2,341.69	\$2,406.63
Spending Potential Index	70	72	74
Food at Home: Total \$	\$21,340,729	\$35,665,612	\$44,141,766
Average Spent	\$3,662.39	\$3,719.04	\$3,815.52
Spending Potential Index	71	72	74
Food Away from Home: Total \$	\$14,414,564	\$23,985,635	\$29,596,352
Average Spent	\$2,473.75	\$2,501.11	\$2,558.25
Spending Potential Index	67	68	70
Health Care: Total \$	\$25,829,989	\$43,553,700	\$54,086,922
Average Spent	\$4,432.81	\$4,541.57	\$4,675.16
Spending Potential Index	75	77	79
HH Furnishings & Equipment: Total \$	\$8,416,407	\$14,045,733	\$17,338,352
Average Spent	\$1,444.38	\$1,464.62	\$1,498.69
Spending Potential Index	68	69	70
Personal Care Products & Services: Total \$	\$3,497,110	\$5,810,882	\$7,156,191
Average Spent	\$600.16	\$605.93	\$618.57
Spending Potential Index	68	68	70
Shelter: Total \$	\$70,919,775	\$117,321,015	\$143,567,101
Average Spent	\$12,170.89	\$12,233.68	\$12,409.64
Spending Potential Index	66	66	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,142,089	\$16,989,799	\$21,042,704
Average Spent	\$1,740.53	\$1,771.62	\$1,818.89
Spending Potential Index	70	71	73
Travel: Total \$	\$8,433,379	\$14,104,646	\$17,414,661
Average Spent	\$1,447.29	\$1,470.77	\$1,505.29
Spending Potential Index	64	66	67
Vehicle Maintenance & Repairs: Total \$	\$4,712,720	\$7,855,670	\$9,684,776
Average Spent	\$808.77	\$819.15	\$837.13
Spending Potential Index	71	72	73

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.