

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
2020 Total Population	12,916	21,745	26,657
2020 Group Quarters	134	242	367
2025 Total Population	12,512	21,077	25,858
2020-2025 Annual Rate	-0.63%	-0.62%	-0.61%
2020 Total Daytime Population	14,323	22,430	26,747
Workers	6,527	9,446	10,792
Residents	7,796	12,984	15,955
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
2020 Households	5,795	9,569	11,564
2020 Average Household Size	2.21	2.25	2.27
2025 Households	5,636	9,315	11,266
2025 Average Household Size	2.20	2.24	2.26
2020-2025 Annual Rate	-0.55%	-0.54%	-0.52%
2010 Families	3,657	6,282	7,771
2010 Average Family Size	2.85	2.86	2.86
2020 Families	3,440	5,912	7,340
2020 Average Family Size	2.82	2.82	2.82
2025 Families	3,326	5,720	7,110
2025 Average Family Size	2.81	2.82	2.81
2020-2025 Annual Rate	-0.67%	-0.66%	-0.63%
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%
2020 Housing Units	6,524	10,870	13,170
Owner Occupied Housing Units	56.4%	60.3%	62.3%
Renter Occupied Housing Units	32.5%	27.7%	25.5%
Vacant Housing Units	11.2%	12.0%	12.2%
2025 Housing Units	6,515	10,858	13,161
Owner Occupied Housing Units	54.7%	58.5%	60.5%
Renter Occupied Housing Units	31.8%	27.3%	25.1%
Vacant Housing Units	13.5%	14.2%	14.4%
Median Household Income			
2020	\$46,409	\$47,743	\$49,229
2025	\$48,953	\$50,801	\$52,345
Median Home Value			
2020	\$113,525	\$112,465	\$119,971
2025	\$128,935	\$127,329	\$135,470
Per Capita Income			
2020	\$30,420	\$30,346	\$30,462
2025	\$33,377	\$33,560	\$33,829
Median Age			
2010	44.4	45.0	45.0
2020	46.2	46.7	47.0
2025	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	5,795	9,569	11,564
<\$15,000	15.2%	14.0%	13.1%
\$15,000 - \$24,999	11.6%	11.0%	10.5%
\$25,000 - \$34,999	11.1%	11.4%	11.4%
\$35,000 - \$49,999	14.9%	15.4%	15.5%
\$50,000 - \$74,999	15.6%	15.9%	15.8%
\$75,000 - \$99,999	13.9%	14.6%	15.4%
\$100,000 - \$149,999	9.5%	9.3%	9.6%
\$150,000 - \$199,999	4.4%	4.5%	4.6%
\$200,000+	3.8%	3.9%	4.1%
Average Household Income	\$67,410	\$68,505	\$70,103
2025 Households by Income			
Household Income Base	5,636	9,315	11,266
<\$15,000	14.3%	13.1%	12.3%
\$15,000 - \$24,999	11.2%	10.4%	9.8%
\$25,000 - \$34,999	10.9%	11.0%	11.0%
\$35,000 - \$49,999	14.4%	14.8%	14.8%
\$50,000 - \$74,999	15.5%	15.8%	15.6%
\$75,000 - \$99,999	14.2%	15.0%	15.8%
\$100,000 - \$149,999	10.1%	10.1%	10.4%
\$150,000 - \$199,999	5.1%	5.4%	5.5%
\$200,000+	4.4%	4.5%	4.8%
Average Household Income	\$73,708	\$75,455	\$77,546
2020 Owner Occupied Housing Units by Value			
Total	3,677	6,557	8,204
<\$50,000	15.9%	15.6%	14.6%
\$50,000 - \$99,999	30.0%	30.4%	28.7%
\$100,000 - \$149,999	14.9%	16.3%	17.0%
\$150,000 - \$199,999	15.5%	14.8%	15.2%
\$200,000 - \$249,999	9.7%	10.4%	10.6%
\$250,000 - \$299,999	3.7%	3.5%	4.3%
\$300,000 - \$399,999	6.4%	5.4%	5.4%
\$400,000 - \$499,999	2.6%	2.2%	2.3%
\$500,000 - \$749,999	1.0%	1.2%	1.3%
\$750,000 - \$999,999	0.2%	0.2%	0.4%
\$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	\$146,546	\$146,317	\$155,255
2025 Owner Occupied Housing Units by Value			
Total	3,562	6,356	7,966
<\$50,000	14.0%	13.7%	12.7%
\$50,000 - \$99,999	27.5%	27.6%	25.8%
\$100,000 - \$149,999	14.6%	15.9%	16.3%
\$150,000 - \$199,999	16.2%	15.5%	15.8%
\$200,000 - \$249,999	10.4%	11.5%	11.9%
\$250,000 - \$299,999	4.3%	4.1%	5.1%
\$300,000 - \$399,999	8.0%	6.8%	6.9%
\$400,000 - \$499,999	3.4%	2.8%	3.0%
\$500,000 - \$749,999	1.2%	1.5%	1.8%
\$750,000 - \$999,999	0.3%	0.3%	0.5%
\$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	\$159,716	\$160,465	\$171,824

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 2020 and 2025 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%
2020 Population by Age			
Total	12,915	21,747	26,658
0 - 4	4.9%	4.7%	4.7%
5 - 9	5.1%	5.0%	5.0%
10 - 14	5.3%	5.3%	5.3%
15 - 24	9.6%	9.4%	9.4%
25 - 34	11.8%	11.8%	11.7%
35 - 44	11.9%	11.7%	11.6%
45 - 54	12.4%	12.6%	12.7%
55 - 64	16.0%	16.4%	16.7%
65 - 74	12.5%	12.9%	12.9%
75 - 84	6.8%	6.7%	6.7%
85 +	3.7%	3.6%	3.4%
18 +	81.7%	82.1%	82.2%
2025 Population by Age			
Total	12,513	21,077	25,856
0 - 4	4.9%	4.7%	4.6%
5 - 9	5.0%	4.9%	4.9%
10 - 14	5.4%	5.3%	5.3%
15 - 24	9.5%	9.3%	9.3%
25 - 34	10.6%	10.6%	10.5%
35 - 44	12.3%	12.2%	12.0%
45 - 54	11.8%	12.0%	12.0%
55 - 64	14.0%	14.3%	14.6%
65 - 74	14.5%	14.8%	15.0%
75 - 84	8.4%	8.4%	8.4%
85 +	3.6%	3.4%	3.4%
18 +	81.4%	81.8%	81.9%
2010 Population by Sex			
Males	6,511	11,145	13,746
Females	7,171	11,901	14,441
2020 Population by Sex			
Males	6,174	10,548	13,034
Females	6,741	11,197	13,623
2025 Population by Sex			
Males	5,993	10,238	12,660
Females	6,519	10,840	13,199

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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
2020 Population by Race/Ethnicity			
Total	12,916	21,745	26,656
White Alone	97.4%	97.2%	97.3%
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	1.2%	1.1%	1.0%
Hispanic Origin	1.0%	1.0%	1.0%
Diversity Index	7.1	7.5	7.1
2025 Population by Race/Ethnicity			
Total	12,513	21,078	25,857
White Alone	96.8%	96.7%	96.9%
Black Alone	0.8%	1.1%	1.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.5%	0.5%	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%	1.3%	1.3%
Hispanic Origin	1.3%	1.3%	1.3%
Diversity Index	8.6	8.9	8.5
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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2020 Population 25+ by Educational Attainment			
Total	9,702	16,433	20,173
Less than 9th Grade	2.5%	2.3%	2.3%
9th - 12th Grade, No Diploma	6.5%	6.2%	6.2%
High School Graduate	36.7%	39.0%	40.1%
GED/Alternative Credential	6.5%	6.0%	5.5%
Some College, No Degree	15.6%	15.8%	15.6%
Associate Degree	10.3%	10.7%	10.6%
Bachelor's Degree	14.4%	12.9%	12.7%
Graduate/Professional Degree	7.5%	7.0%	6.9%
2020 Population 15+ by Marital Status			
Total	10,936	18,485	22,681
Never Married	24.8%	25.9%	25.4%
Married	55.0%	55.5%	56.5%
Widowed	8.6%	8.1%	8.1%
Divorced	11.6%	10.5%	9.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,388	10,810	13,176
Population 16+ Employed	80.5%	80.6%	80.8%
Population 16+ Unemployment rate	19.5%	19.4%	19.2%
Population 16-24 Employed	9.1%	8.8%	8.7%
Population 16-24 Unemployment rate	35.3%	36.0%	35.3%
Population 25-54 Employed	62.1%	61.9%	61.8%
Population 25-54 Unemployment rate	18.6%	18.2%	18.1%
Population 55-64 Employed	22.3%	22.8%	23.2%
Population 55-64 Unemployment rate	15.0%	15.4%	15.3%
Population 65+ Employed	6.5%	6.5%	6.2%
Population 65+ Unemployment rate	14.8%	14.6%	14.5%
2020 Employed Population 16+ by Industry			
Total	5,143	8,718	10,652
Agriculture/Mining	2.6%	2.8%	3.0%
Construction	6.9%	7.8%	8.1%
Manufacturing	13.1%	14.3%	15.1%
Wholesale Trade	1.9%	1.9%	1.9%
Retail Trade	10.4%	10.3%	10.1%
Transportation/Utilities	4.1%	4.2%	4.5%
Information	1.4%	1.1%	1.0%
Finance/Insurance/Real Estate	4.9%	5.0%	4.7%
Services	50.6%	48.6%	47.5%
Public Administration	4.2%	4.2%	4.0%
2020 Employed Population 16+ by Occupation			
Total	5,143	8,717	10,651
White Collar	60.2%	58.8%	57.8%
Management/Business/Financial	11.1%	12.1%	12.0%
Professional	28.4%	25.1%	24.2%
Sales	8.9%	8.5%	8.4%
Administrative Support	11.7%	13.2%	13.2%
Services	16.6%	16.9%	16.4%
Blue Collar	23.2%	24.2%	25.8%
Farming/Forestry/Fishing	0.6%	0.5%	0.5%
Construction/Extraction	7.1%	7.5%	7.8%
Installation/Maintenance/Repair	2.4%	2.6%	2.9%
Production	8.4%	8.9%	9.3%
Transportation/Material Moving	4.7%	4.9%	5.3%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	181	190	185
Percent of Income for Mortgage	10.2%	9.8%	10.2%
Wealth Index	71	74	77
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%
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%

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)
2020 Consumer Spending			
Apparel & Services: Total \$	\$9,251,134	\$15,406,087	\$18,963,916
Average Spent	\$1,596.40	\$1,610.00	\$1,639.91
Spending Potential Index	74	75	76
Education: Total \$	\$7,165,461	\$11,925,627	\$14,671,550
Average Spent	\$1,236.49	\$1,246.28	\$1,268.73
Spending Potential Index	69	70	71
Entertainment/Recreation: Total \$	\$14,863,014	\$25,144,660	\$31,241,898
Average Spent	\$2,564.80	\$2,627.72	\$2,701.65
Spending Potential Index	79	81	83
Food at Home: Total \$	\$24,221,772	\$40,699,390	\$50,435,063
Average Spent	\$4,179.77	\$4,253.25	\$4,361.39
Spending Potential Index	78	80	82
Food Away from Home: Total \$	\$16,301,899	\$27,227,956	\$33,637,598
Average Spent	\$2,813.10	\$2,845.43	\$2,908.82
Spending Potential Index	75	75	77
Health Care: Total \$	\$27,540,607	\$46,660,352	\$58,062,933
Average Spent	\$4,752.48	\$4,876.20	\$5,021.01
Spending Potential Index	83	85	87
HH Furnishings & Equipment: Total \$	\$9,654,485	\$16,201,889	\$20,066,032
Average Spent	\$1,666.00	\$1,693.16	\$1,735.22
Spending Potential Index	76	77	79
Personal Care Products & Services: Total \$	\$4,066,071	\$6,789,743	\$8,363,597
Average Spent	\$701.65	\$709.56	\$723.24
Spending Potential Index	76	77	79
Shelter: Total \$	\$80,706,279	\$134,148,765	\$164,436,772
Average Spent	\$13,926.88	\$14,019.10	\$14,219.71
Spending Potential Index	72	72	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,534,340	\$17,779,642	\$22,082,320
Average Spent	\$1,817.83	\$1,858.05	\$1,909.57
Spending Potential Index	78	79	82
Travel: Total \$	\$10,104,316	\$16,990,694	\$20,994,048
Average Spent	\$1,743.63	\$1,775.60	\$1,815.47
Spending Potential Index	72	74	75
Vehicle Maintenance & Repairs: Total \$	\$5,380,398	\$9,033,835	\$11,178,858
Average Spent	\$928.46	\$944.07	\$966.69
Spending Potential Index	80	81	83

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.