

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

Prepared by WHLR
Latitude: 36.10031
Longitude: -78.46697

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	5,123	10,600	19,129
2010 Total Population	5,784	14,361	28,960
2021 Total Population	7,747	19,423	38,672
2021 Group Quarters	5	11	29
2026 Total Population	8,828	22,426	43,522
2021-2026 Annual Rate	2.65%	2.92%	2.39%
2021 Total Daytime Population	6,525	17,148	33,235
Workers	1,849	6,353	12,140
Residents	4,676	10,795	21,095
Household Summary			
2000 Households	1,989	4,071	7,226
2000 Average Household Size	2.58	2.60	2.65
2010 Households	2,328	5,632	10,910
2010 Average Household Size	2.48	2.55	2.65
2021 Households	3,085	7,623	14,556
2021 Average Household Size	2.51	2.55	2.65
2026 Households	3,505	8,786	16,386
2026 Average Household Size	2.52	2.55	2.65
2021-2026 Annual Rate	2.59%	2.88%	2.40%
2010 Families	1,576	3,977	8,069
2010 Average Family Size	3.03	3.03	3.08
2021 Families	2,046	5,283	10,607
2021 Average Family Size	3.09	3.06	3.11
2026 Families	2,315	6,070	11,889
2026 Average Family Size	3.11	3.07	3.11
2021-2026 Annual Rate	2.50%	2.82%	2.31%
Housing Unit Summary			
2000 Housing Units	2,230	4,495	7,922
Owner Occupied Housing Units	68.6%	72.4%	74.3%
Renter Occupied Housing Units	20.6%	18.2%	16.9%
Vacant Housing Units	10.8%	9.4%	8.8%
2010 Housing Units	2,647	6,239	11,942
Owner Occupied Housing Units	64.6%	68.7%	72.7%
Renter Occupied Housing Units	23.4%	21.6%	18.7%
Vacant Housing Units	12.1%	9.7%	8.6%
2021 Housing Units	3,500	8,432	15,931
Owner Occupied Housing Units	69.2%	73.4%	76.1%
Renter Occupied Housing Units	18.9%	17.1%	15.2%
Vacant Housing Units	11.9%	9.6%	8.6%
2026 Housing Units	3,944	9,649	17,862
Owner Occupied Housing Units	71.7%	75.9%	77.8%
Renter Occupied Housing Units	17.1%	15.2%	13.9%
Vacant Housing Units	11.1%	8.9%	8.3%
Median Household Income			
2021	\$49,273	\$59,204	\$67,179
2026	\$52,474	\$64,493	\$74,123
Median Home Value			
2021	\$166,304	\$199,637	\$238,950
2026	\$221,854	\$268,685	\$287,060
Per Capita Income			
2021	\$25,127	\$28,927	\$32,181
2026	\$28,059	\$32,259	\$35,633
Median Age			
2010	39.7	38.0	38.1
2021	42.1	40.8	40.5
2026	43.2	41.7	41.0

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	3,085	7,623	14,556
<\$15,000	13.3%	8.6%	7.6%
\$15,000 - \$24,999	10.6%	7.7%	6.5%
\$25,000 - \$34,999	7.2%	5.5%	5.6%
\$35,000 - \$49,999	19.5%	17.1%	14.7%
\$50,000 - \$74,999	22.7%	23.2%	20.6%
\$75,000 - \$99,999	11.4%	14.0%	14.0%
\$100,000 - \$149,999	9.4%	14.6%	17.1%
\$150,000 - \$199,999	4.1%	6.9%	9.7%
\$200,000+	1.7%	2.3%	4.3%
Average Household Income	\$61,484	\$74,064	\$85,075
2026 Households by Income			
Household Income Base	3,505	8,786	16,386
<\$15,000	11.5%	7.2%	6.4%
\$15,000 - \$24,999	9.4%	6.5%	5.7%
\$25,000 - \$34,999	7.6%	5.2%	5.2%
\$35,000 - \$49,999	18.1%	15.5%	13.4%
\$50,000 - \$74,999	22.9%	23.0%	19.8%
\$75,000 - \$99,999	12.1%	14.7%	14.2%
\$100,000 - \$149,999	11.1%	16.8%	18.8%
\$150,000 - \$199,999	5.4%	8.5%	11.7%
\$200,000+	1.9%	2.6%	4.8%
Average Household Income	\$68,707	\$82,711	\$94,185
2021 Owner Occupied Housing Units by Value			
Total	2,423	6,185	12,130
<\$50,000	8.4%	6.4%	4.9%
\$50,000 - \$99,999	15.2%	9.2%	7.2%
\$100,000 - \$149,999	19.9%	17.8%	14.2%
\$150,000 - \$199,999	19.9%	16.7%	15.2%
\$200,000 - \$249,999	8.0%	9.7%	10.9%
\$250,000 - \$299,999	8.1%	12.9%	13.4%
\$300,000 - \$399,999	8.1%	15.8%	22.4%
\$400,000 - \$499,999	3.6%	4.8%	5.5%
\$500,000 - \$749,999	5.2%	4.3%	4.1%
\$750,000 - \$999,999	0.1%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.7%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.7%	0.5%	0.2%
\$2,000,000 +	1.9%	0.8%	0.6%
Average Home Value	\$257,119	\$259,745	\$272,607
2026 Owner Occupied Housing Units by Value			
Total	2,829	7,322	13,899
<\$50,000	5.0%	3.5%	2.8%
\$50,000 - \$99,999	9.2%	5.1%	4.2%
\$100,000 - \$149,999	12.5%	10.3%	7.9%
\$150,000 - \$199,999	18.6%	13.7%	11.2%
\$200,000 - \$249,999	10.7%	11.0%	11.7%
\$250,000 - \$299,999	13.0%	17.1%	16.6%
\$300,000 - \$399,999	13.8%	23.4%	30.3%
\$400,000 - \$499,999	5.0%	6.8%	7.6%
\$500,000 - \$749,999	7.1%	6.0%	5.3%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.8%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.8%	0.5%	0.3%
\$2,000,000 +	3.3%	1.3%	0.8%
Average Home Value	\$330,958	\$315,967	\$317,301

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,786	14,361	28,962
0 - 4	6.4%	7.1%	7.0%
5 - 9	7.2%	7.6%	7.8%
10 - 14	6.4%	7.0%	7.5%
15 - 24	11.1%	10.7%	10.5%
25 - 34	11.9%	12.6%	12.0%
35 - 44	14.5%	15.7%	16.5%
45 - 54	15.8%	15.9%	16.3%
55 - 64	13.4%	12.5%	12.3%
65 - 74	7.7%	6.7%	6.3%
75 - 84	4.2%	3.2%	2.9%
85 +	1.3%	0.9%	0.8%
18 +	75.9%	74.4%	73.6%
2021 Population by Age			
Total	7,748	19,424	38,671
0 - 4	5.7%	6.0%	6.0%
5 - 9	6.2%	6.5%	6.6%
10 - 14	6.3%	6.7%	6.9%
15 - 24	10.7%	11.2%	11.6%
25 - 34	11.8%	11.7%	11.8%
35 - 44	12.8%	13.2%	12.9%
45 - 54	13.7%	14.1%	14.6%
55 - 64	14.7%	14.3%	14.3%
65 - 74	11.8%	10.8%	10.2%
75 - 84	4.9%	4.3%	4.0%
85 +	1.4%	1.1%	1.0%
18 +	78.0%	76.8%	76.5%
2026 Population by Age			
Total	8,827	22,427	43,522
0 - 4	5.6%	5.9%	6.0%
5 - 9	6.0%	6.3%	6.3%
10 - 14	6.5%	6.8%	6.9%
15 - 24	10.9%	11.3%	11.2%
25 - 34	10.4%	11.2%	12.2%
35 - 44	12.8%	12.9%	12.5%
45 - 54	12.9%	13.2%	13.3%
55 - 64	13.6%	13.3%	13.5%
65 - 74	12.7%	11.7%	11.2%
75 - 84	6.8%	6.0%	5.7%
85 +	1.6%	1.3%	1.2%
18 +	78.0%	76.9%	76.9%
2010 Population by Sex			
Males	2,791	7,026	14,233
Females	2,993	7,335	14,727
2021 Population by Sex			
Males	3,796	9,565	19,022
Females	3,952	9,858	19,651
2026 Population by Sex			
Males	4,350	11,071	21,415
Females	4,478	11,355	22,107

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2010 Population by Race/Ethnicity			
Total	5,784	14,361	28,960
White Alone	57.1%	67.4%	72.5%
Black Alone	37.6%	26.3%	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	6.3%	7.1%	6.9%
Diversity Index	58.8	54.6	50.3
2021 Population by Race/Ethnicity			
Total	7,748	19,423	38,673
White Alone	56.4%	66.6%	71.4%
Black Alone	36.4%	25.2%	20.3%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	0.5%	0.7%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	4.1%	4.1%
Two or More Races	2.9%	2.8%	2.8%
Hispanic Origin	7.5%	8.6%	8.4%
Diversity Index	61.1	57.3	53.4
2026 Population by Race/Ethnicity			
Total	8,828	22,427	43,522
White Alone	56.0%	66.1%	70.6%
Black Alone	36.0%	24.6%	20.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	0.5%	0.8%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	4.7%	4.6%
Two or More Races	3.2%	3.2%	3.1%
Hispanic Origin	8.2%	9.6%	9.5%
Diversity Index	62.3	58.9	55.4
2010 Population by Relationship and Household Type			
Total	5,784	14,361	28,960
In Households	99.9%	99.9%	99.9%
In Family Households	84.5%	86.0%	87.7%
Householder	27.5%	27.6%	28.0%
Spouse	18.8%	20.5%	21.9%
Child	31.7%	32.0%	32.5%
Other relative	4.5%	3.8%	3.4%
Nonrelative	2.0%	1.9%	1.9%
In Nonfamily Households	15.4%	13.9%	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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2021 Population 25+ by Educational Attainment			
Total	5,507	13,505	26,651
Less than 9th Grade	6.4%	4.3%	4.2%
9th - 12th Grade, No Diploma	10.3%	6.5%	5.4%
High School Graduate	31.7%	26.5%	21.9%
GED/Alternative Credential	4.9%	4.3%	3.9%
Some College, No Degree	18.2%	21.4%	23.1%
Associate Degree	10.5%	11.7%	11.4%
Bachelor's Degree	12.7%	18.0%	20.8%
Graduate/Professional Degree	5.2%	7.3%	9.3%
2021 Population 15+ by Marital Status			
Total	6,335	15,680	31,139
Never Married	29.0%	28.7%	28.2%
Married	51.7%	54.3%	55.0%
Widowed	7.6%	6.1%	5.5%
Divorced	11.7%	11.0%	11.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,390	9,313	18,704
Population 16+ Employed	91.1%	93.5%	94.7%
Population 16+ Unemployment rate	8.9%	6.5%	5.3%
Population 16-24 Employed	12.9%	12.0%	11.3%
Population 16-24 Unemployment rate	6.8%	9.0%	9.5%
Population 25-54 Employed	67.6%	66.4%	66.5%
Population 25-54 Unemployment rate	9.0%	6.8%	5.3%
Population 55-64 Employed	14.4%	16.3%	17.1%
Population 55-64 Unemployment rate	3.7%	1.7%	1.6%
Population 65+ Employed	5.1%	5.2%	5.0%
Population 65+ Unemployment rate	23.4%	11.8%	8.2%
2021 Employed Population 16+ by Industry			
Total	3,088	8,705	17,710
Agriculture/Mining	0.6%	1.2%	0.7%
Construction	9.9%	8.7%	8.9%
Manufacturing	15.1%	15.6%	14.1%
Wholesale Trade	3.2%	2.9%	2.7%
Retail Trade	10.7%	9.8%	11.7%
Transportation/Utilities	3.5%	4.4%	4.6%
Information	2.0%	1.4%	1.5%
Finance/Insurance/Real Estate	5.9%	6.1%	5.6%
Services	40.5%	43.6%	44.9%
Public Administration	8.6%	6.4%	5.3%
2021 Employed Population 16+ by Occupation			
Total	3,091	8,707	17,710
White Collar	49.8%	55.4%	61.8%
Management/Business/Financial	13.7%	16.0%	19.5%
Professional	17.4%	21.2%	24.1%
Sales	10.4%	8.4%	8.8%
Administrative Support	8.4%	9.8%	9.4%
Services	17.6%	15.3%	12.0%
Blue Collar	32.7%	29.3%	26.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	8.6%	6.7%	7.0%
Installation/Maintenance/Repair	5.3%	5.9%	5.8%
Production	9.1%	8.9%	6.9%
Transportation/Material Moving	9.7%	7.7%	6.4%

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2010 Households by Type			
Total	2,328	5,632	10,910
Households with 1 Person	27.6%	24.2%	21.0%
Households with 2+ People	72.4%	75.8%	79.0%
Family Households	67.7%	70.6%	74.0%
Husband-wife Families	46.1%	52.5%	57.7%
With Related Children	18.8%	23.5%	26.4%
Other Family (No Spouse Present)	21.6%	18.1%	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	16.5%	13.3%	11.6%
With Related Children	9.8%	8.5%	7.5%
Nonfamily Households	4.7%	5.2%	5.1%
All Households with Children	31.7%	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	2,329	5,632	10,909
1 Person Household	27.6%	24.2%	21.0%
2 Person Household	34.5%	35.0%	36.0%
3 Person Household	16.8%	17.6%	18.0%
4 Person Household	11.6%	13.3%	14.9%
5 Person Household	6.0%	6.4%	6.5%
6 Person Household	2.4%	2.5%	2.4%
7 + Person Household	1.1%	1.2%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,328	5,632	10,910
Owner Occupied	73.4%	76.1%	79.6%
Owned with a Mortgage/Loan	48.8%	55.5%	60.5%
Owned Free and Clear	24.7%	20.6%	19.1%
Renter Occupied	26.6%	23.9%	20.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	159	162	154
Percent of Income for Mortgage	14.2%	14.1%	14.9%
Wealth Index	53	67	86
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,647	6,239	11,942
Housing Units Inside Urbanized Area	5.8%	14.8%	19.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Housing Units	94.2%	85.2%	80.0%
2010 Population By Urban/ Rural Status			
Total Population	5,784	14,361	28,960
Population Inside Urbanized Area	6.7%	15.2%	20.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.4%
Rural Population	93.3%	84.8%	78.8%

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.	Southern Satellites (10A)	Middleburg (4C)	Southern Satellites (10A)
3.	Heartland Communities (6F)	Rural Bypasses (10E)	Workday Drive (4A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,282,404	\$12,840,293	\$28,157,576
Average Spent	\$1,388.14	\$1,684.41	\$1,934.43
Spending Potential Index	65	79	91
Education: Total \$	\$2,790,049	\$8,679,512	\$19,959,983
Average Spent	\$904.39	\$1,138.60	\$1,371.25
Spending Potential Index	52	66	79
Entertainment/Recreation: Total \$	\$7,343,064	\$21,109,530	\$45,055,870
Average Spent	\$2,380.25	\$2,769.19	\$3,095.35
Spending Potential Index	74	86	96
Food at Home: Total \$	\$12,455,033	\$35,399,164	\$74,810,076
Average Spent	\$4,037.29	\$4,643.73	\$5,139.47
Spending Potential Index	74	85	94
Food Away from Home: Total \$	\$7,921,789	\$23,450,619	\$50,992,731
Average Spent	\$2,567.84	\$3,076.30	\$3,503.21
Spending Potential Index	68	81	92
Health Care: Total \$	\$15,203,344	\$43,179,891	\$90,380,223
Average Spent	\$4,928.15	\$5,664.42	\$6,209.14
Spending Potential Index	79	91	100
HH Furnishings & Equipment: Total \$	\$4,818,741	\$14,314,936	\$31,310,826
Average Spent	\$1,561.99	\$1,877.86	\$2,151.06
Spending Potential Index	69	83	95
Personal Care Products & Services: Total \$	\$1,819,388	\$5,464,728	\$11,975,237
Average Spent	\$589.75	\$716.87	\$822.70
Spending Potential Index	66	80	92
Shelter: Total \$	\$36,612,301	\$112,007,433	\$250,816,855
Average Spent	\$11,867.84	\$14,693.35	\$17,231.17
Spending Potential Index	59	73	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,356,390	\$15,720,784	\$34,184,795
Average Spent	\$1,736.27	\$2,062.28	\$2,348.50
Spending Potential Index	73	86	98
Travel: Total \$	\$4,740,608	\$14,696,483	\$33,288,637
Average Spent	\$1,536.66	\$1,927.91	\$2,286.94
Spending Potential Index	61	76	90
Vehicle Maintenance & Repairs: Total \$	\$2,644,214	\$7,498,312	\$15,857,069
Average Spent	\$857.12	\$983.64	\$1,089.38
Spending Potential Index	77	89	98

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.