

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
2021 Total Population	12,882	21,790	26,701
2021 Group Quarters	134	242	367
2026 Total Population	12,476	21,120	25,890
2021-2026 Annual Rate	-0.64%	-0.62%	-0.61%
2021 Total Daytime Population	14,465	22,486	27,083
Workers	7,218	10,427	12,251
Residents	7,247	12,059	14,832
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
2021 Households	5,786	9,601	11,598
2021 Average Household Size	2.20	2.24	2.27
2026 Households	5,625	9,348	11,297
2026 Average Household Size	2.19	2.23	2.26
2021-2026 Annual Rate	-0.56%	-0.53%	-0.52%
2010 Families	3,657	6,282	7,771
2010 Average Family Size	2.85	2.86	2.86
2021 Families	3,417	5,906	7,332
2021 Average Family Size	2.82	2.82	2.82
2026 Families	3,302	5,716	7,101
2026 Average Family Size	2.81	2.81	2.81
2021-2026 Annual Rate	-0.68%	-0.65%	-0.64%
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%
2021 Housing Units	6,502	10,887	13,187
Owner Occupied Housing Units	56.1%	60.1%	62.1%
Renter Occupied Housing Units	32.9%	28.1%	25.9%
Vacant Housing Units	11.0%	11.8%	12.0%
2026 Housing Units	6,498	10,882	13,184
Owner Occupied Housing Units	55.2%	59.1%	61.0%
Renter Occupied Housing Units	31.4%	26.8%	24.7%
Vacant Housing Units	13.4%	14.1%	14.3%
Median Household Income			
2021	\$51,132	\$51,807	\$52,877
2026	\$53,428	\$54,447	\$55,885
Median Home Value			
2021	\$122,163	\$116,771	\$126,160
2026	\$158,091	\$149,635	\$160,301
Per Capita Income			
2021	\$30,455	\$29,894	\$30,020
2026	\$33,428	\$33,067	\$33,347
Median Age			
2010	44.4	45.0	45.0
2021	46.6	47.2	47.4
2026	47.3	47.9	48.2

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	5,786	9,601	11,598
<\$15,000	11.4%	10.6%	9.9%
\$15,000 - \$24,999	14.5%	13.7%	13.1%
\$25,000 - \$34,999	8.2%	8.5%	8.5%
\$35,000 - \$49,999	14.6%	15.0%	15.0%
\$50,000 - \$74,999	19.9%	20.6%	20.5%
\$75,000 - \$99,999	12.1%	12.6%	13.3%
\$100,000 - \$149,999	11.8%	11.7%	11.9%
\$150,000 - \$199,999	4.4%	4.5%	4.7%
\$200,000+	3.1%	2.9%	3.0%
Average Household Income	\$67,553	\$67,461	\$69,052
2026 Households by Income			
Household Income Base	5,625	9,348	11,297
<\$15,000	10.4%	9.6%	9.0%
\$15,000 - \$24,999	13.5%	12.7%	12.0%
\$25,000 - \$34,999	7.8%	8.4%	8.3%
\$35,000 - \$49,999	14.4%	14.3%	14.3%
\$50,000 - \$74,999	19.9%	20.1%	20.0%
\$75,000 - \$99,999	12.6%	13.2%	13.9%
\$100,000 - \$149,999	12.7%	13.0%	13.2%
\$150,000 - \$199,999	5.3%	5.5%	5.7%
\$200,000+	3.5%	3.3%	3.5%
Average Household Income	\$73,894	\$74,302	\$76,381
2021 Owner Occupied Housing Units by Value			
Total	3,648	6,545	8,187
<\$50,000	14.8%	14.5%	13.4%
\$50,000 - \$99,999	29.5%	30.6%	28.6%
\$100,000 - \$149,999	12.8%	14.6%	15.3%
\$150,000 - \$199,999	15.2%	14.0%	14.2%
\$200,000 - \$249,999	9.3%	10.1%	10.4%
\$250,000 - \$299,999	6.2%	5.7%	6.9%
\$300,000 - \$399,999	7.6%	6.4%	6.4%
\$400,000 - \$499,999	3.6%	2.8%	2.9%
\$500,000 - \$749,999	0.6%	1.0%	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	\$155,654	\$153,037	\$162,897
2026 Owner Occupied Housing Units by Value			
Total	3,584	6,428	8,039
<\$50,000	11.5%	11.4%	10.4%
\$50,000 - \$99,999	24.8%	25.9%	23.6%
\$100,000 - \$149,999	11.2%	12.8%	13.1%
\$150,000 - \$199,999	15.3%	14.3%	14.3%
\$200,000 - \$249,999	11.0%	12.4%	12.7%
\$250,000 - \$299,999	7.6%	7.1%	8.7%
\$300,000 - \$399,999	11.0%	9.3%	9.4%
\$400,000 - \$499,999	6.2%	4.6%	4.9%
\$500,000 - \$749,999	0.9%	1.5%	2.0%
\$750,000 - \$999,999	0.4%	0.4%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$183,650	\$180,379	\$193,643

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%
2021 Population by Age			
Total	12,882	21,788	26,700
0 - 4	4.8%	4.7%	4.6%
5 - 9	5.0%	4.9%	4.9%
10 - 14	5.2%	5.2%	5.2%
15 - 24	9.4%	9.3%	9.3%
25 - 34	11.7%	11.6%	11.4%
35 - 44	12.0%	11.9%	11.8%
45 - 54	12.0%	12.2%	12.4%
55 - 64	15.9%	16.2%	16.5%
65 - 74	13.1%	13.3%	13.3%
75 - 84	7.2%	7.2%	7.2%
85 +	3.7%	3.6%	3.5%
18 +	81.9%	82.4%	82.4%
2026 Population by Age			
Total	12,474	21,119	25,891
0 - 4	4.8%	4.6%	4.5%
5 - 9	5.0%	4.8%	4.8%
10 - 14	5.3%	5.3%	5.3%
15 - 24	9.4%	9.3%	9.2%
25 - 34	10.4%	10.2%	10.1%
35 - 44	12.4%	12.3%	12.2%
45 - 54	11.7%	11.9%	12.1%
55 - 64	13.7%	14.1%	14.3%
65 - 74	14.8%	14.9%	15.0%
75 - 84	8.9%	9.0%	9.0%
85 +	3.6%	3.6%	3.5%
18 +	81.7%	82.1%	82.1%
2010 Population by Sex			
Males	6,511	11,145	13,746
Females	7,171	11,901	14,441
2021 Population by Sex			
Males	6,158	10,566	13,056
Females	6,724	11,224	13,645
2026 Population by Sex			
Males	5,973	10,245	12,666
Females	6,503	10,875	13,224

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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
2021 Population by Race/Ethnicity			
Total	12,882	21,790	26,700
White Alone	97.3%	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%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.3%	1.2%	1.1%
Hispanic Origin	1.0%	1.0%	1.0%
Diversity Index	7.1	7.5	7.2
2026 Population by Race/Ethnicity			
Total	12,476	21,121	25,890
White Alone	96.9%	96.7%	96.9%
Black Alone	0.8%	1.1%	1.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.3%	0.2%
Two or More Races	1.5%	1.4%	1.3%
Hispanic Origin	1.3%	1.3%	1.2%
Diversity Index	8.5	8.8	8.4
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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2021 Population 25+ by Educational Attainment			
Total	9,733	16,557	20,310
Less than 9th Grade	2.5%	2.3%	2.3%
9th - 12th Grade, No Diploma	6.3%	5.8%	5.9%
High School Graduate	38.9%	41.2%	41.9%
GED/Alternative Credential	6.1%	5.8%	5.4%
Some College, No Degree	14.6%	14.9%	14.9%
Associate Degree	9.3%	10.2%	10.1%
Bachelor's Degree	14.2%	12.5%	12.3%
Graduate/Professional Degree	8.1%	7.4%	7.2%
2021 Population 15+ by Marital Status			
Total	10,938	18,581	22,785
Never Married	26.5%	27.3%	26.5%
Married	52.4%	52.9%	54.2%
Widowed	8.6%	8.5%	8.7%
Divorced	12.5%	11.3%	10.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,131	10,406	12,668
Population 16+ Employed	92.4%	93.1%	93.3%
Population 16+ Unemployment rate	7.6%	6.9%	6.7%
Population 16-24 Employed	10.5%	9.8%	9.9%
Population 16-24 Unemployment rate	13.1%	13.2%	12.4%
Population 25-54 Employed	64.5%	64.4%	64.4%
Population 25-54 Unemployment rate	8.2%	7.2%	6.9%
Population 55-64 Employed	17.9%	18.7%	19.1%
Population 55-64 Unemployment rate	4.6%	4.5%	4.7%
Population 65+ Employed	7.1%	7.1%	6.7%
Population 65+ Unemployment rate	0.7%	0.7%	1.0%
2021 Employed Population 16+ by Industry			
Total	5,662	9,689	11,818
Agriculture/Mining	2.2%	2.3%	2.5%
Construction	6.5%	7.3%	7.6%
Manufacturing	11.5%	12.6%	13.3%
Wholesale Trade	1.7%	1.7%	1.7%
Retail Trade	11.9%	11.9%	11.7%
Transportation/Utilities	5.3%	5.4%	5.7%
Information	1.3%	1.0%	1.0%
Finance/Insurance/Real Estate	4.9%	5.0%	4.8%
Services	50.3%	48.5%	47.6%
Public Administration	4.2%	4.2%	4.1%
2021 Employed Population 16+ by Occupation			
Total	5,664	9,689	11,818
White Collar	60.1%	58.7%	57.7%
Management/Business/Financial	12.5%	13.7%	13.6%
Professional	28.9%	25.5%	24.6%
Sales	8.8%	8.3%	8.2%
Administrative Support	9.9%	11.2%	11.2%
Services	17.3%	17.5%	17.0%
Blue Collar	22.6%	23.7%	25.3%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	6.5%	6.9%	7.2%
Installation/Maintenance/Repair	2.4%	2.5%	2.9%
Production	6.8%	7.2%	7.5%
Transportation/Material Moving	6.5%	6.7%	7.4%

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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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	183	198	189
Percent of Income for Mortgage	10.0%	9.5%	10.0%
Wealth Index	66	66	68
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$9,053,690	\$14,891,223	\$18,344,189
Average Spent	\$1,564.76	\$1,551.01	\$1,581.67
Spending Potential Index	74	73	75
Education: Total \$	\$6,412,591	\$10,485,424	\$12,855,319
Average Spent	\$1,108.29	\$1,092.12	\$1,108.41
Spending Potential Index	64	63	64
Entertainment/Recreation: Total \$	\$14,518,467	\$24,270,629	\$30,140,933
Average Spent	\$2,509.24	\$2,527.93	\$2,598.80
Spending Potential Index	78	78	80
Food at Home: Total \$	\$24,296,119	\$40,353,544	\$50,016,905
Average Spent	\$4,199.12	\$4,203.06	\$4,312.55
Spending Potential Index	77	77	79
Food Away from Home: Total \$	\$15,979,580	\$26,361,334	\$32,570,446
Average Spent	\$2,761.77	\$2,745.69	\$2,808.28
Spending Potential Index	73	72	74
Health Care: Total \$	\$29,499,916	\$49,399,691	\$61,497,008
Average Spent	\$5,098.50	\$5,145.27	\$5,302.38
Spending Potential Index	82	82	85
HH Furnishings & Equipment: Total \$	\$9,684,435	\$16,076,539	\$19,921,921
Average Spent	\$1,673.77	\$1,674.47	\$1,717.70
Spending Potential Index	74	74	76
Personal Care Products & Services: Total \$	\$3,880,490	\$6,402,581	\$7,886,160
Average Spent	\$670.67	\$666.87	\$679.96
Spending Potential Index	75	74	76
Shelter: Total \$	\$81,957,818	\$134,451,426	\$164,829,366
Average Spent	\$14,164.85	\$14,003.90	\$14,211.88
Spending Potential Index	70	69	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,147,817	\$16,949,716	\$21,026,723
Average Spent	\$1,753.86	\$1,765.41	\$1,812.96
Spending Potential Index	73	74	76
Travel: Total \$	\$10,247,722	\$16,992,360	\$20,981,223
Average Spent	\$1,771.12	\$1,769.85	\$1,809.04
Spending Potential Index	70	70	72
Vehicle Maintenance & Repairs: Total \$	\$5,035,061	\$8,384,562	\$10,414,724
Average Spent	\$870.21	\$873.30	\$897.98
Spending Potential Index	79	79	81

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.