

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			
2010 Total Population	5,419	14,480	28,614
2020 Total Population	6,887	19,064	36,731
2020 Group Quarters	0	1	15
2022 Total Population	8,102	21,043	39,736
2022 Group Quarters	0	1	15
2027 Total Population	9,362	24,025	43,898
2022-2027 Annual Rate	2.93%	2.69%	2.01%
2022 Total Daytime Population	6,302	16,930	30,612
Workers	1,642	5,892	10,102
Residents	4,660	11,038	20,510
Household Summary			
2010 Households	2,148	5,658	10,848
2010 Average Household Size	2.52	2.56	2.63
2020 Total Households	2,628	7,335	13,887
2020 Average Household Size	2.62	2.60	2.64
2022 Total Households	3,068	8,109	15,029
2022 Average Household Size	2.64	2.59	2.64
2027 Total Households	3,542	9,278	16,643
2027 Average Household Size	2.64	2.59	2.64
2022-2027 Annual Rate	2.91%	2.73%	2.06%
2010 Families	1,439	4,004	8,041
2010 Average Family Size	3.10	3.04	3.06
2022 Total Families	1,986	5,534	10,805
2022 Average Family Size	3.33	3.16	3.13
2027 Total Families	2,288	6,306	11,900
2027 Average Family Size	3.33	3.16	3.13
2022-2027 Annual Rate	2.87%	2.65%	1.95%
Housing Unit Summary			
2000 Housing Units	2,103	4,458	7,784
Owner Occupied Housing Units	67.5%	73.0%	74.4%
Renter Occupied Housing Units	21.4%	18.1%	17.0%
Vacant Housing Units	11.1%	8.8%	8.5%
2010 Housing Units	2,443	6,218	11,850
Owner Occupied Housing Units	63.9%	69.5%	73.0%
Renter Occupied Housing Units	24.1%	21.5%	18.5%
Vacant Housing Units	12.1%	9.0%	8.5%
2020 Housing Units	2,879	7,785	14,617
Vacant Housing Units	8.7%	5.8%	5.0%
2022 Housing Units	3,380	8,692	15,963
Owner Occupied Housing Units	65.9%	70.8%	74.6%
Renter Occupied Housing Units	24.8%	22.5%	19.5%
Vacant Housing Units	9.2%	6.7%	5.9%
2027 Housing Units	3,883	9,907	17,656
Owner Occupied Housing Units	69.1%	73.4%	76.4%
Renter Occupied Housing Units	22.1%	20.2%	17.9%
Vacant Housing Units	8.8%	6.3%	5.7%
Median Household Income			
2022	\$53,096	\$63,160	\$72,266
2027	\$57,666	\$72,363	\$83,223
Median Home Value			
2022	\$170,543	\$232,990	\$264,277
2027	\$247,274	\$283,798	\$299,188
Per Capita Income			
2022	\$28,114	\$31,892	\$35,524
2027	\$32,410	\$36,665	\$40,820
Median Age			
2010	39.9	38.1	38.2
2022	41.9	40.7	40.4
2027	43.0	41.6	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	3,068	8,109	15,029
<\$15,000	10.1%	6.8%	6.4%
\$15,000 - \$24,999	8.0%	6.2%	5.5%
\$25,000 - \$34,999	5.9%	4.6%	4.9%
\$35,000 - \$49,999	21.4%	17.5%	14.4%
\$50,000 - \$74,999	24.7%	23.6%	20.4%
\$75,000 - \$99,999	12.0%	14.5%	14.2%
\$100,000 - \$149,999	10.7%	16.2%	18.5%
\$150,000 - \$199,999	5.2%	7.9%	11.0%
\$200,000+	2.1%	2.6%	4.7%
Average Household Income	\$70,866	\$82,842	\$94,054
2027 Households by Income			
Household Income Base	3,542	9,278	16,643
<\$15,000	7.2%	4.7%	4.5%
\$15,000 - \$24,999	7.9%	5.0%	4.4%
\$25,000 - \$34,999	7.7%	4.8%	4.5%
\$35,000 - \$49,999	17.8%	14.0%	12.2%
\$50,000 - \$74,999	23.2%	23.2%	18.7%
\$75,000 - \$99,999	12.3%	15.4%	14.4%
\$100,000 - \$149,999	13.7%	19.2%	21.4%
\$150,000 - \$199,999	7.7%	10.6%	14.4%
\$200,000+	2.6%	3.1%	5.5%
Average Household Income	\$81,669	\$95,055	\$107,799
2022 Owner Occupied Housing Units by Value			
Total	2,229	6,150	11,916
<\$50,000	8.2%	5.6%	4.3%
\$50,000 - \$99,999	16.1%	9.1%	7.2%
\$100,000 - \$149,999	16.7%	13.9%	10.3%
\$150,000 - \$199,999	21.9%	16.2%	13.8%
\$200,000 - \$249,999	7.3%	7.9%	8.7%
\$250,000 - \$299,999	12.4%	20.0%	19.6%
\$300,000 - \$399,999	11.8%	21.1%	27.5%
\$400,000 - \$499,999	1.8%	2.9%	4.2%
\$500,000 - \$749,999	3.4%	3.1%	4.0%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$200,841	\$237,045	\$261,260
2027 Owner Occupied Housing Units by Value			
Total	2,684	7,272	13,485
<\$50,000	5.3%	3.1%	2.4%
\$50,000 - \$99,999	7.6%	3.9%	3.3%
\$100,000 - \$149,999	8.5%	5.9%	4.1%
\$150,000 - \$199,999	19.2%	11.5%	8.9%
\$200,000 - \$249,999	9.9%	7.9%	7.6%
\$250,000 - \$299,999	20.3%	26.1%	24.0%
\$300,000 - \$399,999	18.4%	30.6%	37.2%
\$400,000 - \$499,999	3.2%	4.5%	5.9%
\$500,000 - \$749,999	7.4%	6.3%	6.2%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$257,728	\$290,034	\$305,918

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	5,419	14,479	28,612
0 - 4	6.4%	7.1%	7.0%
5 - 9	7.2%	7.7%	7.8%
10 - 14	6.4%	7.0%	7.5%
15 - 24	11.3%	10.7%	10.4%
25 - 34	11.4%	12.6%	11.9%
35 - 44	14.5%	15.7%	16.6%
45 - 54	15.8%	16.0%	16.4%
55 - 64	13.5%	12.5%	12.3%
65 - 74	7.8%	6.7%	6.3%
75 - 84	4.4%	3.2%	2.9%
85 +	1.3%	0.9%	0.8%
18 +	75.9%	74.3%	73.6%
2022 Population by Age			
Total	8,101	21,044	39,735
0 - 4	5.8%	6.0%	6.0%
5 - 9	6.2%	6.5%	6.6%
10 - 14	6.3%	6.7%	6.9%
15 - 24	10.9%	11.2%	11.6%
25 - 34	11.9%	11.8%	11.9%
35 - 44	12.7%	13.2%	13.0%
45 - 54	13.6%	13.9%	14.5%
55 - 64	14.4%	14.1%	14.1%
65 - 74	11.7%	10.8%	10.2%
75 - 84	5.1%	4.5%	4.2%
85 +	1.5%	1.2%	1.0%
18 +	78.1%	76.9%	76.6%
2027 Population by Age			
Total	9,363	24,024	43,896
0 - 4	5.7%	5.9%	6.0%
5 - 9	6.1%	6.3%	6.3%
10 - 14	6.5%	6.9%	6.9%
15 - 24	10.9%	11.2%	11.2%
25 - 34	10.6%	11.2%	12.1%
35 - 44	12.9%	13.0%	12.7%
45 - 54	12.8%	13.1%	13.2%
55 - 64	13.4%	13.0%	13.2%
65 - 74	12.6%	11.7%	11.3%
75 - 84	6.9%	6.2%	5.8%
85 +	1.6%	1.3%	1.3%
18 +	78.0%	77.0%	76.9%
2010 Population by Sex			
Males	2,603	7,083	14,060
Females	2,816	7,398	14,554
2022 Population by Sex			
Males	3,970	10,368	19,557
Females	4,132	10,675	20,180
2027 Population by Sex			
Males	4,613	11,864	21,617
Females	4,749	12,161	22,281

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	5,419	14,481	28,614
White Alone	56.9%	68.2%	72.7%
Black Alone	37.7%	25.5%	20.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.3%	0.5%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	3.3%	3.3%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	6.1%	7.1%	6.9%
Diversity Index	58.7	53.8	50.0
2020 Population by Race/Ethnicity			
Total	6,887	19,064	36,731
White Alone	53.2%	63.0%	67.4%
Black Alone	33.9%	24.0%	19.8%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.9%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.0%	5.1%	4.7%
Two or More Races	6.4%	6.5%	6.7%
Hispanic Origin	9.1%	9.5%	8.9%
Diversity Index	66.2	61.7	58.1
2022 Population by Race/Ethnicity			
Total	8,103	21,043	39,737
White Alone	52.9%	62.4%	66.7%
Black Alone	34.0%	24.4%	20.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.9%	0.8%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.1%	5.2%	4.8%
Two or More Races	6.6%	6.7%	6.9%
Hispanic Origin	9.1%	9.5%	9.0%
Diversity Index	66.4	62.2	58.8
2027 Population by Race/Ethnicity			
Total	9,361	24,025	43,898
White Alone	52.5%	61.8%	65.8%
Black Alone	33.7%	24.2%	20.2%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	0.9%	0.8%	1.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.4%	5.6%	5.1%
Two or More Races	7.0%	7.1%	7.3%
Hispanic Origin	9.3%	9.6%	9.2%
Diversity Index	67.0	63.0	59.9
2010 Population by Relationship and Household Type			
Total	5,419	14,481	28,614
In Households	99.9%	99.9%	99.9%
In Family Households	84.2%	86.0%	87.8%
Householder	27.4%	27.7%	28.1%
Spouse	18.4%	20.7%	22.0%
Child	32.0%	32.0%	32.5%
Other relative	4.5%	3.8%	3.5%
Nonrelative	2.0%	1.9%	1.9%
In Nonfamily Households	15.7%	13.9%	12.1%
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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2022 Population 25+ by Educational Attainment			
Total	5,741	14,624	27,374
Less than 9th Grade	5.6%	3.8%	3.7%
9th - 12th Grade, No Diploma	9.6%	6.1%	5.0%
High School Graduate	32.2%	27.0%	22.5%
GED/Alternative Credential	4.7%	4.4%	3.9%
Some College, No Degree	16.8%	19.6%	21.1%
Associate Degree	11.8%	13.0%	12.6%
Bachelor's Degree	13.8%	18.7%	21.6%
Graduate/Professional Degree	5.5%	7.3%	9.5%
2022 Population 15+ by Marital Status			
Total	6,619	16,984	31,977
Never Married	27.7%	28.2%	27.6%
Married	53.7%	55.3%	56.1%
Widowed	7.8%	6.1%	5.7%
Divorced	10.8%	10.4%	10.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,718	10,610	20,216
Population 16+ Employed	93.8%	95.7%	96.4%
Population 16+ Unemployment rate	6.2%	4.3%	3.6%
Population 16-24 Employed	13.7%	12.9%	12.2%
Population 16-24 Unemployment rate	6.8%	8.1%	8.0%
Population 25-54 Employed	66.6%	65.3%	65.7%
Population 25-54 Unemployment rate	5.9%	4.1%	3.2%
Population 55-64 Employed	14.5%	16.2%	16.9%
Population 55-64 Unemployment rate	2.3%	1.1%	1.0%
Population 65+ Employed	5.2%	5.6%	5.2%
Population 65+ Unemployment rate	17.7%	7.5%	5.4%
2022 Employed Population 16+ by Industry			
Total	3,486	10,150	19,488
Agriculture/Mining	0.7%	1.2%	0.7%
Construction	10.1%	8.7%	9.1%
Manufacturing	14.7%	15.3%	13.9%
Wholesale Trade	3.3%	2.9%	2.7%
Retail Trade	11.4%	10.0%	11.6%
Transportation/Utilities	4.0%	4.8%	5.0%
Information	2.2%	1.4%	1.5%
Finance/Insurance/Real Estate	5.9%	5.9%	5.5%
Services	39.5%	43.8%	44.9%
Public Administration	8.1%	6.1%	5.1%
2022 Employed Population 16+ by Occupation			
Total	3,484	10,150	19,489
White Collar	49.3%	54.1%	60.0%
Management/Business/Financial	13.3%	15.7%	18.9%
Professional	16.4%	20.0%	22.9%
Sales	10.7%	8.4%	8.9%
Administrative Support	8.9%	10.0%	9.4%
Services	17.2%	15.9%	12.7%
Blue Collar	33.4%	30.0%	27.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.5%	6.6%	7.1%
Installation/Maintenance/Repair	5.0%	6.1%	6.0%
Production	9.6%	9.2%	7.3%
Transportation/Material Moving	10.4%	8.1%	6.8%

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2010 Households by Type			
Total	2,147	5,657	10,848
Households with 1 Person	28.5%	24.1%	20.9%
Households with 2+ People	71.5%	75.9%	79.1%
Family Households	67.0%	70.8%	74.1%
Husband-wife Families	44.9%	52.9%	58.0%
With Related Children	18.3%	23.6%	26.5%
Other Family (No Spouse Present)	22.2%	17.9%	16.2%
Other Family with Male Householder	5.1%	4.7%	4.6%
With Related Children	2.6%	2.7%	2.8%
Other Family with Female Householder	17.1%	13.2%	11.5%
With Related Children	10.2%	8.4%	7.4%
Nonfamily Households	4.5%	5.2%	5.0%
All Households with Children	31.5%	35.2%	37.2%
Multigenerational Households	4.8%	4.0%	3.7%
Unmarried Partner Households	6.1%	6.4%	6.2%
Male-female	5.4%	5.6%	5.4%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	2,146	5,658	10,847
1 Person Household	28.5%	24.1%	20.9%
2 Person Household	34.1%	35.1%	36.0%
3 Person Household	16.6%	17.6%	18.0%
4 Person Household	11.6%	13.3%	15.0%
5 Person Household	5.8%	6.3%	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	2,148	5,658	10,848
Owner Occupied	72.6%	76.4%	79.7%
Owned with a Mortgage/Loan	47.3%	56.0%	60.8%
Owned Free and Clear	25.3%	20.4%	18.9%
Renter Occupied	27.4%	23.6%	20.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	137	122	124
Percent of Income for Mortgage	16.9%	19.4%	19.3%
Wealth Index	53	65	80
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,443	6,218	11,850
Housing Units Inside Urbanized Area	7.1%	14.7%	20.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Housing Units	92.9%	85.3%	79.5%
2010 Population By Urban/ Rural Status			
Total Population	5,419	14,480	28,614
Population Inside Urbanized Area	8.4%	14.9%	21.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.5%
Rural Population	91.6%	85.1%	78.4%

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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,908,210	\$15,280,615	\$32,138,106
Average Spent	\$1,599.81	\$1,884.40	\$2,138.41
Spending Potential Index	66	78	89
Education: Total \$	\$3,194,764	\$10,332,971	\$22,785,696
Average Spent	\$1,041.32	\$1,274.26	\$1,516.12
Spending Potential Index	53	65	77
Entertainment/Recreation: Total \$	\$8,421,025	\$25,084,161	\$51,437,235
Average Spent	\$2,744.79	\$3,093.37	\$3,422.53
Spending Potential Index	75	84	93
Food at Home: Total \$	\$14,323,727	\$42,070,505	\$85,420,371
Average Spent	\$4,668.75	\$5,188.12	\$5,683.70
Spending Potential Index	75	84	92
Food Away from Home: Total \$	\$9,096,589	\$27,904,911	\$58,214,459
Average Spent	\$2,964.99	\$3,441.23	\$3,873.48
Spending Potential Index	69	80	90
Health Care: Total \$	\$17,435,146	\$51,314,135	\$103,190,805
Average Spent	\$5,682.90	\$6,328.05	\$6,866.11
Spending Potential Index	80	89	97
HH Furnishings & Equipment: Total \$	\$5,531,477	\$17,033,008	\$35,745,954
Average Spent	\$1,802.96	\$2,100.51	\$2,378.47
Spending Potential Index	70	82	93
Personal Care Products & Services: Total \$	\$2,081,275	\$6,502,197	\$13,666,919
Average Spent	\$678.38	\$801.85	\$909.37
Spending Potential Index	67	79	89
Shelter: Total \$	\$41,903,591	\$133,295,106	\$286,204,733
Average Spent	\$13,658.28	\$16,437.92	\$19,043.50
Spending Potential Index	60	72	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,160,950	\$18,701,976	\$39,033,904
Average Spent	\$2,008.13	\$2,306.32	\$2,597.24
Spending Potential Index	74	85	96
Travel: Total \$	\$5,423,109	\$17,496,091	\$37,990,279
Average Spent	\$1,767.64	\$2,157.61	\$2,527.80
Spending Potential Index	62	75	88
Vehicle Maintenance & Repairs: Total \$	\$3,045,132	\$8,910,986	\$18,105,548
Average Spent	\$992.55	\$1,098.90	\$1,204.71
Spending Potential Index	79	87	96

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.