

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			
2010 Total Population	13,905	23,176	28,268
2020 Total Population	13,424	22,183	26,951
2020 Group Quarters	132	236	355
2022 Total Population	13,341	21,930	26,595
2022 Group Quarters	132	236	355
2027 Total Population	13,094	21,518	26,088
2022-2027 Annual Rate	-0.37%	-0.38%	-0.38%
2022 Total Daytime Population	14,803	22,235	26,527
Workers	7,554	10,554	12,341
Residents	7,249	11,681	14,186
Household Summary			
2010 Households	6,149	10,075	12,066
2010 Average Household Size	2.24	2.28	2.31
2020 Total Households	5,996	9,833	11,773
2020 Average Household Size	2.22	2.23	2.26
2022 Total Households	5,928	9,723	11,640
2022 Average Household Size	2.23	2.23	2.25
2027 Total Households	5,859	9,611	11,505
2027 Average Household Size	2.21	2.21	2.24
2022-2027 Annual Rate	-0.23%	-0.23%	-0.23%
2010 Families	3,726	6,344	7,792
2010 Average Family Size	2.85	2.85	2.86
2022 Total Families	3,447	5,882	7,236
2022 Average Family Size	2.90	2.85	2.84
2027 Total Families	3,395	5,798	7,132
2027 Average Family Size	2.87	2.82	2.82
2022-2027 Annual Rate	-0.30%	-0.29%	-0.29%
Housing Unit Summary			
2000 Housing Units	6,600	10,970	13,230
Owner Occupied Housing Units	62.6%	66.5%	67.9%
Renter Occupied Housing Units	30.7%	26.3%	24.2%
Vacant Housing Units	6.7%	7.2%	7.9%
2010 Housing Units	6,748	11,157	13,400
Owner Occupied Housing Units	58.7%	62.7%	64.6%
Renter Occupied Housing Units	32.4%	27.6%	25.5%
Vacant Housing Units	8.9%	9.7%	10.0%
2020 Housing Units	6,675	11,007	13,222
Vacant Housing Units	10.2%	10.7%	11.0%
2022 Housing Units	6,649	10,957	13,159
Owner Occupied Housing Units	59.1%	62.4%	64.1%
Renter Occupied Housing Units	30.0%	26.3%	24.3%
Vacant Housing Units	10.8%	11.3%	11.5%
2027 Housing Units	6,514	10,793	12,995
Owner Occupied Housing Units	60.2%	63.2%	64.7%
Renter Occupied Housing Units	29.8%	25.9%	23.8%
Vacant Housing Units	10.1%	11.0%	11.5%
Median Household Income			
2022	\$54,770	\$55,532	\$56,985
2027	\$61,043	\$61,930	\$63,828
Median Home Value			
2022	\$139,710	\$134,506	\$142,222
2027	\$189,712	\$180,525	\$195,927
Per Capita Income			
2022	\$34,604	\$34,251	\$34,670
2027	\$39,262	\$39,326	\$40,050
Median Age			
2010	44.5	45.0	45.0
2022	46.8	47.3	47.5
2027	47.5	48.0	48.3

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	5,928	9,723	11,640
<\$15,000	10.3%	9.5%	8.9%
\$15,000 - \$24,999	13.1%	12.2%	11.6%
\$25,000 - \$34,999	7.3%	7.5%	7.4%
\$35,000 - \$49,999	14.2%	14.6%	14.5%
\$50,000 - \$74,999	19.5%	20.3%	20.3%
\$75,000 - \$99,999	13.0%	13.5%	14.1%
\$100,000 - \$149,999	13.4%	13.3%	13.5%
\$150,000 - \$199,999	5.4%	5.6%	5.8%
\$200,000+	3.9%	3.5%	3.8%
Average Household Income	\$77,141	\$76,919	\$78,854
2027 Households by Income			
Household Income Base	5,859	9,611	11,505
<\$15,000	8.9%	8.1%	7.5%
\$15,000 - \$24,999	11.1%	10.7%	10.1%
\$25,000 - \$34,999	5.6%	6.3%	6.4%
\$35,000 - \$49,999	12.7%	12.5%	12.4%
\$50,000 - \$74,999	21.4%	21.3%	20.9%
\$75,000 - \$99,999	15.6%	15.4%	15.8%
\$100,000 - \$149,999	13.4%	14.0%	14.5%
\$150,000 - \$199,999	6.6%	7.3%	7.7%
\$200,000+	4.6%	4.4%	4.8%
Average Household Income	\$87,063	\$87,793	\$90,484
2022 Owner Occupied Housing Units by Value			
Total	3,923	6,827	8,429
<\$50,000	12.0%	11.4%	10.6%
\$50,000 - \$99,999	25.1%	26.1%	23.9%
\$100,000 - \$149,999	16.3%	18.1%	18.3%
\$150,000 - \$199,999	12.9%	12.3%	12.1%
\$200,000 - \$249,999	9.4%	10.2%	10.2%
\$250,000 - \$299,999	10.6%	9.7%	11.5%
\$300,000 - \$399,999	7.1%	5.9%	5.9%
\$400,000 - \$499,999	4.4%	3.4%	3.6%
\$500,000 - \$749,999	2.1%	2.8%	3.5%
\$750,000 - \$999,999	0.2%	0.2%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$174,197	\$171,645	\$182,445
2027 Owner Occupied Housing Units by Value			
Total	3,909	6,806	8,401
<\$50,000	9.6%	9.3%	8.3%
\$50,000 - \$99,999	17.9%	19.0%	17.0%
\$100,000 - \$149,999	12.6%	14.3%	14.0%
\$150,000 - \$199,999	12.4%	12.2%	11.6%
\$200,000 - \$249,999	11.0%	12.7%	12.4%
\$250,000 - \$299,999	13.6%	12.6%	15.0%
\$300,000 - \$399,999	10.1%	8.3%	8.2%
\$400,000 - \$499,999	8.6%	6.4%	6.6%
\$500,000 - \$749,999	3.8%	5.0%	6.3%
\$750,000 - \$999,999	0.3%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$215,967	\$211,201	\$225,452

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	13,903	23,178	28,267
0 - 4	5.5%	5.3%	5.2%
5 - 9	5.3%	5.1%	5.1%
10 - 14	5.4%	5.5%	5.7%
15 - 24	11.0%	10.9%	10.9%
25 - 34	11.4%	11.0%	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	9.0%	9.1%	9.2%
75 - 84	7.0%	6.9%	6.7%
85 +	3.4%	3.4%	3.3%
18 +	80.2%	80.3%	80.2%
2022 Population by Age			
Total	13,340	21,930	26,595
0 - 4	4.8%	4.6%	4.5%
5 - 9	5.0%	4.9%	4.9%
10 - 14	5.2%	5.2%	5.2%
15 - 24	9.4%	9.2%	9.2%
25 - 34	11.7%	11.7%	11.6%
35 - 44	11.9%	11.8%	11.7%
45 - 54	11.8%	12.0%	12.2%
55 - 64	15.8%	16.1%	16.4%
65 - 74	13.2%	13.5%	13.4%
75 - 84	7.5%	7.3%	7.3%
85 +	3.8%	3.7%	3.6%
18 +	82.0%	82.4%	82.5%
2027 Population by Age			
Total	13,094	21,518	26,088
0 - 4	4.8%	4.6%	4.5%
5 - 9	5.0%	4.9%	4.8%
10 - 14	5.3%	5.3%	5.3%
15 - 24	9.4%	9.2%	9.1%
25 - 34	10.3%	10.3%	10.2%
35 - 44	12.4%	12.3%	12.2%
45 - 54	11.5%	11.7%	11.9%
55 - 64	13.5%	13.9%	14.1%
65 - 74	14.8%	15.1%	15.3%
75 - 84	9.1%	9.1%	9.0%
85 +	3.8%	3.7%	3.6%
18 +	81.7%	82.1%	82.2%
2010 Population by Sex			
Males	6,625	11,212	13,785
Females	7,280	11,964	14,483
2022 Population by Sex			
Males	6,390	10,633	12,990
Females	6,951	11,298	13,605
2027 Population by Sex			
Males	6,285	10,446	12,759
Females	6,808	11,072	13,329

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	13,906	23,177	28,267
White Alone	98.2%	98.0%	98.1%
Black Alone	0.5%	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	4.7	5.2	4.9
2020 Population by Race/Ethnicity			
Total	13,424	22,183	26,951
White Alone	95.1%	95.1%	95.4%
Black Alone	0.6%	0.7%	0.7%
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	0.4%	0.4%	0.3%
Two or More Races	3.4%	3.3%	3.2%
Hispanic Origin	0.9%	0.9%	0.8%
Diversity Index	11.1	11.0	10.5
2022 Population by Race/Ethnicity			
Total	13,341	21,930	26,595
White Alone	94.8%	94.9%	95.1%
Black Alone	0.6%	0.7%	0.7%
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	0.4%	0.4%	0.4%
Two or More Races	3.6%	3.6%	3.4%
Hispanic Origin	0.9%	0.9%	0.8%
Diversity Index	11.6	11.5	11.0
2027 Population by Race/Ethnicity			
Total	13,094	21,518	26,089
White Alone	94.2%	94.2%	94.5%
Black Alone	0.6%	0.7%	0.7%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	0.4%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.4%
Two or More Races	4.2%	4.2%	4.0%
Hispanic Origin	1.0%	0.9%	0.9%
Diversity Index	12.9	12.7	12.1
2010 Population by Relationship and Household Type			
Total	13,905	23,176	28,269
In Households	99.0%	99.0%	98.7%
In Family Households	78.7%	80.1%	80.9%
Householder	26.7%	27.3%	27.5%
Spouse	20.0%	20.8%	21.4%
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	20.3%	18.9%	17.8%
In Group Quarters	1.0%	1.0%	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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2022 Population 25+ by Educational Attainment			
Total	10,086	16,682	20,262
Less than 9th Grade	2.3%	2.0%	2.0%
9th - 12th Grade, No Diploma	6.0%	5.4%	5.5%
High School Graduate	38.8%	41.1%	41.8%
GED/Alternative Credential	6.1%	5.8%	5.4%
Some College, No Degree	13.4%	13.7%	13.7%
Associate Degree	10.1%	11.1%	11.0%
Bachelor's Degree	15.0%	13.2%	13.0%
Graduate/Professional Degree	8.5%	7.6%	7.4%
2022 Population 15+ by Marital Status			
Total	11,338	18,705	22,706
Never Married	26.2%	26.9%	26.1%
Married	53.1%	53.7%	55.0%
Widowed	8.8%	8.7%	8.7%
Divorced	11.9%	10.7%	10.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,449	10,713	12,953
Population 16+ Employed	95.5%	96.0%	96.1%
Population 16+ Unemployment rate	4.5%	4.0%	3.9%
Population 16-24 Employed	11.3%	10.7%	10.7%
Population 16-24 Unemployment rate	9.6%	9.3%	8.7%
Population 25-54 Employed	63.9%	63.5%	63.4%
Population 25-54 Unemployment rate	4.5%	3.8%	3.7%
Population 55-64 Employed	17.5%	18.6%	19.0%
Population 55-64 Unemployment rate	2.6%	2.4%	2.4%
Population 65+ Employed	7.2%	7.3%	6.9%
Population 65+ Unemployment rate	0.4%	0.7%	0.8%
2022 Employed Population 16+ by Industry			
Total	6,160	10,287	12,454
Agriculture/Mining	1.9%	2.0%	2.1%
Construction	6.8%	7.4%	7.8%
Manufacturing	11.4%	12.5%	13.2%
Wholesale Trade	1.7%	1.7%	1.7%
Retail Trade	11.9%	11.9%	11.7%
Transportation/Utilities	5.4%	5.6%	5.9%
Information	1.3%	1.1%	1.0%
Finance/Insurance/Real Estate	4.6%	4.7%	4.5%
Services	51.0%	49.1%	48.2%
Public Administration	3.9%	3.9%	3.8%
2022 Employed Population 16+ by Occupation			
Total	6,159	10,285	12,454
White Collar	58.8%	57.3%	56.4%
Management/Business/Financial	12.4%	13.4%	13.3%
Professional	28.3%	24.7%	23.9%
Sales	8.5%	8.1%	8.0%
Administrative Support	9.7%	11.0%	11.1%
Services	17.9%	18.1%	17.5%
Blue Collar	23.3%	24.6%	26.1%
Farming/Forestry/Fishing	0.4%	0.4%	0.4%
Construction/Extraction	6.8%	7.1%	7.4%
Installation/Maintenance/Repair	2.5%	2.7%	3.0%
Production	7.0%	7.5%	7.8%
Transportation/Material Moving	6.6%	6.9%	7.5%

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2010 Households by Type			
Total	6,148	10,075	12,067
Households with 1 Person	33.9%	31.9%	30.4%
Households with 2+ People	66.1%	68.1%	69.6%
Family Households	60.6%	63.0%	64.6%
Husband-wife Families	45.4%	48.0%	50.1%
With Related Children	16.1%	16.6%	17.4%
Other Family (No Spouse Present)	15.2%	15.0%	14.5%
Other Family with Male Householder	4.6%	4.6%	4.5%
With Related Children	2.7%	2.6%	2.6%
Other Family with Female Householder	10.6%	10.4%	10.0%
With Related Children	6.3%	6.1%	5.8%
Nonfamily Households	5.5%	5.1%	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%	0.3%	0.3%
2010 Households by Size			
Total	6,149	10,075	12,067
1 Person Household	33.9%	31.9%	30.4%
2 Person Household	33.8%	35.0%	35.6%
3 Person Household	15.1%	15.6%	15.8%
4 Person Household	11.1%	11.5%	11.9%
5 Person Household	3.9%	4.0%	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	6,149	10,076	12,067
Owner Occupied	64.4%	69.4%	71.7%
Owned with a Mortgage/Loan	34.2%	36.1%	37.3%
Owned Free and Clear	30.2%	33.3%	34.4%
Renter Occupied	35.6%	30.6%	28.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	150	160	156
Percent of Income for Mortgage	13.4%	12.8%	13.2%
Wealth Index	68	67	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,748	11,157	13,400
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	74.8%	63.4%	53.3%
Rural Housing Units	25.2%	36.6%	46.6%
2010 Population By Urban/ Rural Status			
Total Population	13,905	23,176	28,268
Population Inside Urbanized Area	0.0%	0.0%	0.1%
Population Inside Urbanized Cluster	71.5%	60.1%	49.8%
Rural Population	28.5%	39.9%	50.2%

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 Sincerity (12C)	Small Town Sincerity (12C)	Small Town Sincerity (12C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$10,590,780	\$17,189,915	\$21,024,474
Average Spent	\$1,786.57	\$1,767.96	\$1,806.23
Spending Potential Index	74	73	75
Education: Total \$	\$7,500,854	\$12,095,840	\$14,727,900
Average Spent	\$1,265.33	\$1,244.04	\$1,265.28
Spending Potential Index	65	63	65
Entertainment/Recreation: Total \$	\$16,987,232	\$28,041,827	\$34,561,379
Average Spent	\$2,865.59	\$2,884.07	\$2,969.19
Spending Potential Index	78	79	81
Food at Home: Total \$	\$28,413,984	\$46,595,685	\$57,320,611
Average Spent	\$4,793.18	\$4,792.32	\$4,924.45
Spending Potential Index	77	77	80
Food Away from Home: Total \$	\$18,692,330	\$30,426,252	\$37,316,230
Average Spent	\$3,153.23	\$3,129.31	\$3,205.86
Spending Potential Index	73	73	74
Health Care: Total \$	\$34,518,738	\$57,064,016	\$70,490,761
Average Spent	\$5,823.00	\$5,868.97	\$6,055.91
Spending Potential Index	82	83	85
HH Furnishings & Equipment: Total \$	\$11,335,772	\$18,559,953	\$22,826,876
Average Spent	\$1,912.24	\$1,908.87	\$1,961.07
Spending Potential Index	75	75	77
Personal Care Products & Services: Total \$	\$4,539,322	\$7,392,992	\$9,041,577
Average Spent	\$765.74	\$760.36	\$776.77
Spending Potential Index	75	75	76
Shelter: Total \$	\$95,848,957	\$155,203,042	\$188,968,066
Average Spent	\$16,168.85	\$15,962.46	\$16,234.37
Spending Potential Index	71	70	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,879,663	\$19,562,536	\$24,078,996
Average Spent	\$2,003.99	\$2,011.99	\$2,068.64
Spending Potential Index	74	74	76
Travel: Total \$	\$11,998,805	\$19,618,908	\$24,048,829
Average Spent	\$2,024.09	\$2,017.78	\$2,066.05
Spending Potential Index	70	70	72
Vehicle Maintenance & Repairs: Total \$	\$5,890,762	\$9,683,365	\$11,935,726
Average Spent	\$993.72	\$995.92	\$1,025.41
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.