

## EASI Demographics on Demand Updated Site Selection Reports & Analysis

### Franklin Shopping Center, 100 Route 23, Franklin, NJ 07416 - January 2018

Description	3 Miles	5 Miles	7 Miles
<b>POPULATION</b>			
Population (4/1/2000)	15,370	20,526	44,463
Population (4/1/2010)	16,546	23,520	47,122
Population (1/1/2018)	15,717	22,429	45,179
Population (1/1/2023)	15,759	22,492	45,431
Percent Growth (2018/2010)	-5.01	-4.64	-4.12
Percent Forecast (2023/2018)	0.27	0.28	0.56
<b>HOUSEHOLDS</b>			
Households (4/1/2000)	5,579	7,302	15,964
Households (4/1/2010)	6,260	8,839	17,625
Households (1/1/2018)	6,011	8,522	17,058
Households (1/1/2023)	6,112	8,667	17,379
Percent Growth (2018/2010)	-3.98	-3.59	-3.22
Percent Forecast (2023/2018)	1.68	1.7	1.88
<b>GENERAL POPULATION CHARACTERISTICS</b>			
Median Age	41.2	41.9	41.8
Male	7,757	11,035	22,361
Female	7,960	11,394	22,818
Density	387.3	390.8	316
<b>GENERAL HOUSEHOLD CHARACTERISTICS</b>			
Households (1/1/2018)	6,011	8,522	17,058
Families	4,185	6,083	12,189
Non-Family Households	1,826	2,439	4,869
Average Size of Household	2.61	2.63	2.64
Median Age of Householder	53.3	53.6	53.5
Median Value Owner Occupied (\$)	\$ 257,600	\$ 273,733	\$ 282,900
Median Rent (\$)	\$ 1,079	\$ 1,107	\$ 1,019
Median Vehicles Per Household	2.3	2.4	2.5
<b>GENERAL HOUSING CHARACTERISTICS</b>			
Housing, Units	6,938	9,772	19,784
Housing, Owner Occupied	4,566	6,758	13,773
Housing, Renter Occupied	1,445	1,764	3,285
Housing, Vacant	927	1,250	2,726
<b>POPULATION BY RACE</b>			
White Alone	14,283	20,248	41,457
Black Alone	385	575	904
Asian Alone	364	662	1,048
American Indian and Alaska Native Alone	46	57	100
Other Race Alone	223	327	609
Two or More Races	416	560	1,061
<b>POPULATION BY ETHNICITY</b>			
Hispanic	1,171	1,652	3,290
White Non-Hispanic	13,447	19,059	39,036
<b>GENERAL INCOME CHARACTERISTICS</b>			
Median Household Income (\$)	\$ 104,945	\$ 109,321	\$ 114,730
Average Household Income (\$)	\$ 120,270	\$ 131,383	\$ 137,541
Per Capita Income (\$)	\$ 46,049	\$ 49,964	\$ 52,069
<b>RETAIL SALES</b>			