

DEMOGRAPHIC PROFILE

INTRODUCTION

The demographic composition of a community's population is affected by the geographic, physical and economic character of the community. At the same time, the demographic composition is largely responsible for the manner in which a community develops and grows (or declines). Thus, the understanding of demographics is important to planning for the growth and development of a community in terms of the impacts of a changing population on community character and the demand for land, housing, community facilities and services, and infrastructure.

The demographic profile contains data from the U.S. Census Bureau on population, income, and employment. Population projections through the year 2020 are also included. To gain a broader perspective and a measure of comparison, data for adjoining municipalities, Luzerne County, and the Commonwealth of Pennsylvania are included where appropriate.

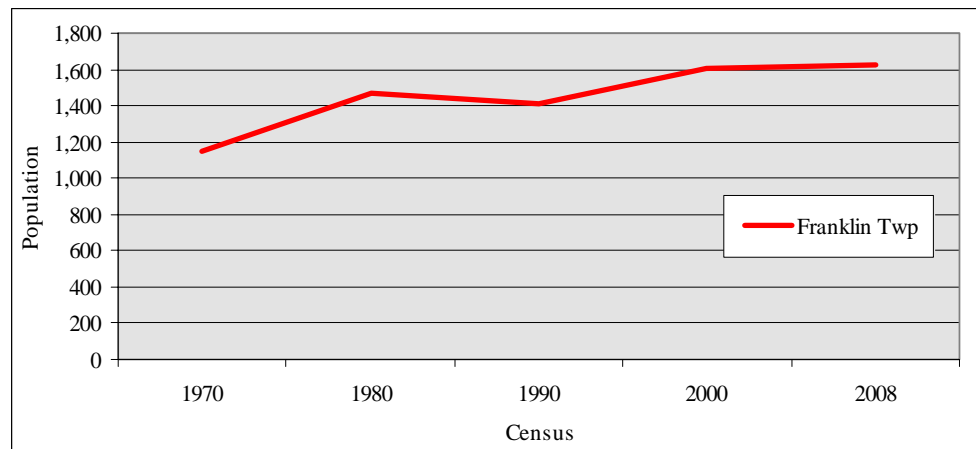
POPULATION TRENDS

Population 1970-2008

To assess population trends, U.S. Census data from 1970 to 2000 are examined along with 2008 estimates. Although the 2010 Census was conducted in the spring of 2010, the data will not be available until early 2012. Specific findings are as follows:

- The data show a trend of rising and falling population in Franklin Township (Figure 2.1 and Table 2.1). The Township experienced significant population growth in the 1970s (28.65%), followed by a decline (-4.01%) in the 1980s. Population growth picked up again in the 1990s, increasing by 13.22%, but has recently plateaued, growing by only 1.25% since 2000. This recent stagnation of the population is possibly due to the nation's current economic downturn.

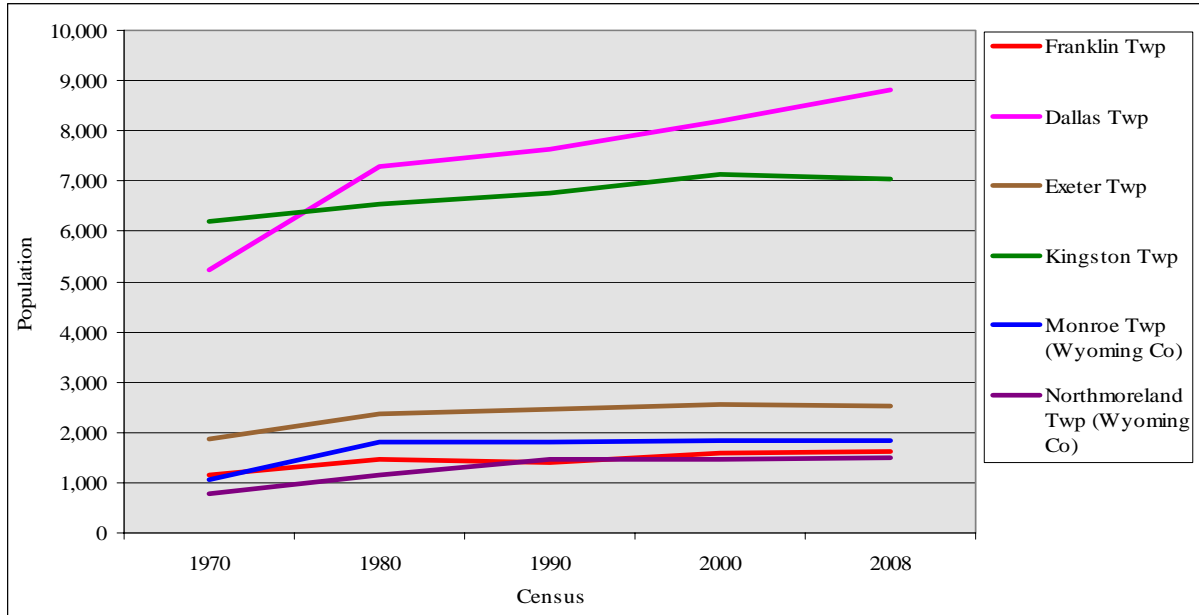
Figure 2.1 – Franklin Township Population Trend 1970-2008



Source: U.S. Census Bureau, 2000

- Among neighboring municipalities, Franklin Township has the second smallest 2008 population figure (1,621) next to Northmoreland Township (1,483). Dallas and Kingston Townships have the highest population counts at 8,831 and 7,048, respectively (Figure 2.2 and Table 2.1).

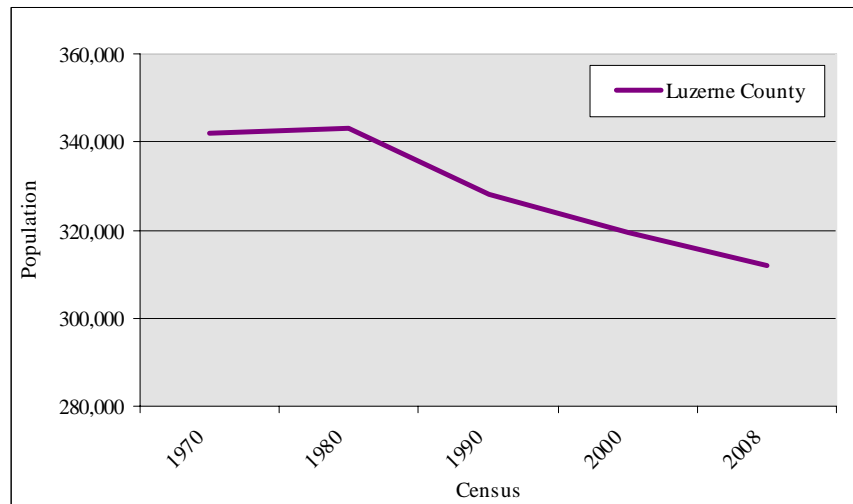
Figure 2.2 – Population Trends of Neighboring Municipalities 1970-2008



Source: U.S. Census Bureau, 2000

- With the exception of Dallas Township, the population of each of the neighboring municipalities remained essentially unchanged between 2000 and 2008. However, Dallas Township continued its steady growth trend, increasing by 7.97% during this time (Table 2.1). Luzerne County has experienced a steady population decline since 1980 (Figure 2.3 and Table 2.1).

Figure 2.3: Population Trend Luzerne County 1970-2008



Source: U.S. Census Bureau, 2000

Table 2.1. Population: 1970 - 2008

Municipality	1970	1980	% Change	1990	% Change	2000	# Change	% Change	2008	# Change	% Change
	Census	Census	1970-1980	Census	1980-1990	Census	1990-2000	1990-2000	Estimate	2000-2008	2000-2008
Franklin Twp	1,145	1,473	28.65%	1,414	-4.01%	1,601	187	13.22%	1,621	20	1.25%
Dallas Twp	5,232	7,287	39.28%	7,625	4.64%	8,179	554	7.27%	8,831	652	7.97%
Exeter Twp	1,869	2,355	26.00%	2,457	4.33%	2,557	100	4.07%	2,523	-34	-1.33%
Kingston Twp	6,196	6,535	5.47%	6,763	3.49%	7,145	382	5.65%	7,048	-97	-1.36%
Monroe Twp (Wyoming Co)	1,045	1,803	72.54%	1,802	-0.06%	1,836	34	1.89%	1,834	-2	-0.11%
Northmoreland Twp (Wyoming Co)	767	1,162	51.50%	1,462	25.82%	1,463	1	0.07%	1,483	20	1.37%
Luzerne County	341,956	343,079	0.33%	328,149	-4.35%	319,250	-8,899	-2.71%	311,983	-7,267	-2.28%
Pennsylvania	11,800,766	11,864,751	0.54%	11,881,643	0.14%	12,281,054	399,411	3.36%	12,448,279	167,225	1.36%

Source: U.S. Census Bureau

Population Trends by Age

The age of a community's population is important in terms of the types of community facilities and services which must be provided. Many of the services which are age dependant are provided by public entities other than the Township. For example, the number of children determines the size and type of educational facilities and services provided by the school district, while an aging population will require more social services from county and state agencies. However, facilities such as parks, playgrounds, passive recreation areas, and senior centers, and programs and activities for youth, families and seniors are commonly provided by local municipalities. Therefore, the Township must continue to assess the range of facilities and services required to meet the needs of its changing population.

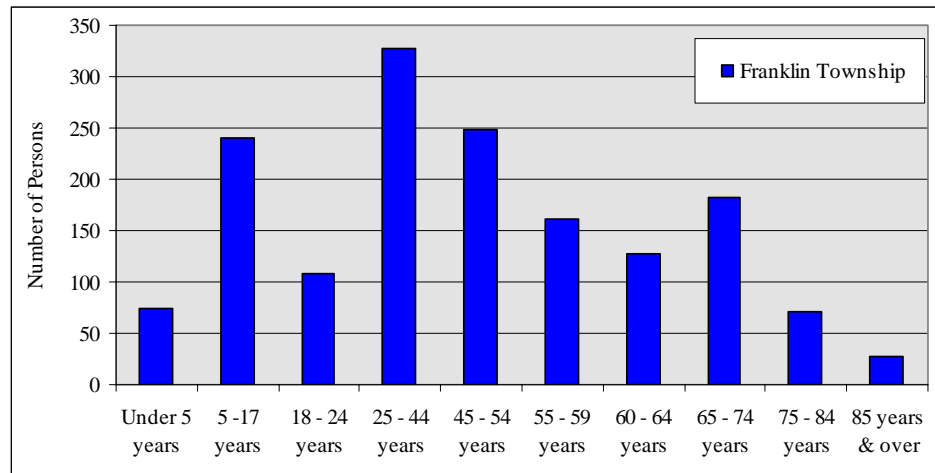
Table 2.2 and Figure 2.4, Population Composition by Age, show the current distribution of age groups in the Township, while Table 2.3 and Figure 2.5, Population Trends by Age, examine changes within age groups between 1990 and 2014. These analyses provide insight into which populations in the Township, with respect to age, account for recent population change and which groups are growing or declining. Based on trends of growth and decline among age groups, the Township can begin to consider planning for future services and activities for specific population segments such as children and seniors.

Table 2.2 – Population Composition by Age

	2014 Projection	% of Total
Under 5 years	74	4.72%
5 -17 years	241	15.37%
18 - 24 years	108	6.89%
25 - 44 years	327	20.85%
45 - 54 years	249	15.88%
55 - 59 years	161	10.27%
60 - 64 years	128	8.16%
65 - 74 years	182	11.61%
75 - 84 years	71	4.53%
85 years & over	27	1.72%

Source: US Census Bureau

Figure 2-4: Population Composition by Age



Source: U.S. Census Bureau, 2000

Findings are as follows

- The largest age groups in Franklin Township are those aged 25-44, 45-54, and 5-17 years of age. This suggests that the Township is largely made up families with children. However, this appears to be changing. The data suggest that Franklin Township is an aging community, experiencing significant gains in the population aged 55 years and over and significant declines in population below 44 years of age. This might be due to a process of aging in place, where residents remain in the Township and age out of the younger cohort groups while the young population is not replaced. It might also be a result of the younger population moving out of the Township.
- The 5-17 year age segment (school-aged children) is among the largest in the Township, but has been in decline and is expected to steadily decline through 2014.

Table 2.3 - Population Trends by Age – 1990 to 2014

Age Range	1990 Census	2000 Census	# Change 1990-2000	% Change 1990-2000	2009 Estimate	# Change 2000-2009	% Change 2000-2009	2014 Projection	# Change 2009-2014	% Change 2009-2014
Under 5 years	89	88	-1	-1.12%	79	-9	-10.23%	74	-5	-6.33%
5 -17 years	281	284	3	1.07%	252	-32	-11.27%	241	-11	-4.37%
18 - 24 years	119	91	-28	-23.53%	103	12	13.19%	108	5	4.85%
25 - 44 years	450	480	30	6.67%	357	-123	-25.63%	327	-30	-8.40%
45 - 54 years	160	276	116	72.50%	302	26	9.42%	249	-53	-17.55%
55 - 59 years	71	102	31	43.66%	135	33	32.35%	161	26	19.26%
60 - 64 years	70	75	5	7.14%	120	45	60.00%	128	8	6.67%
65 - 74 years	113	111	-2	-1.77%	137	26	23.42%	182	45	32.85%
75 - 84 years	52	76	24	46.15%	68	-8	-10.53%	71	3	4.41%
85 years & over	9	18	9	100.00%	27	9	50.00%	27	0	0.00%

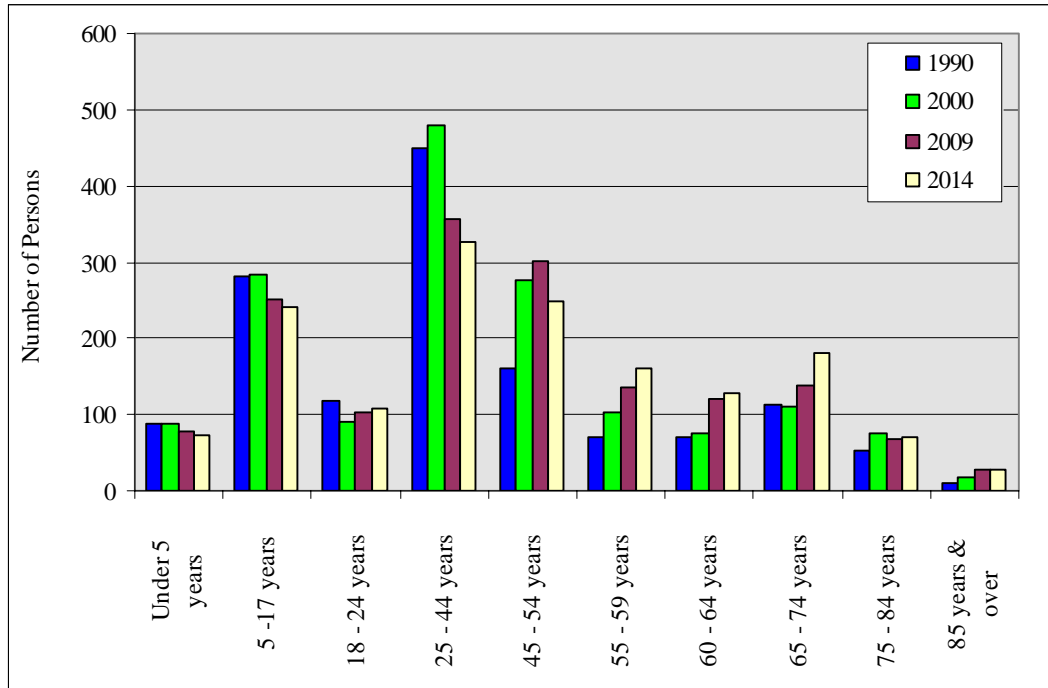
Source: US Census Bureau

- The number of young adults aged 18-24 (just entering college and the work force) declined by approximately 24% between 1990 and 2000, but is estimated to have increased from 2000 to 2009, and is expected to increase again from 2009 to 2014. By 2014, this age group will total 6.89% of the Township's population. Increases in the 18-24 year age group are likely the result of the younger cohort group aging into this cohort. It might also suggest that college students are moving back home after graduating.
- After an increase between 1990 and 2000, the number of persons aged 25-44 years is estimated to have sharply declined between 2000 and 2009 and is expected to continue declining through 2014. This suggests that young workers and perhaps young families are moving out of the Township, perhaps due to a lack of economic opportunity. Aging into the upper cohort groups likely accounts for some this decline as well. Despite this trend, this age group is the largest in the Township and will account for 20.85% of the Township's population by 2014.
- The combined age group representing the population age 55 and over is expected to continue its growth trend into 2014. By 2014, this group will

represent 36% of the Township’s population, and will likely represent an even larger portion of the population if the younger cohorts remain in the Township.

- By 2014, the Township’s median age is expected to be 46.5 years, up from 40.8 years as of the 2000 census. This is a dramatic increase in the median age and, if the projections are accurate, confirms the assertion that the Township’s population is aging.

Figure 2.5 - Population Trends by Age – 1990 to 2014



Source: U.S. Census Bureau, 2000

Population Projections

Population projections represent anticipated future growth or decline for which the Township must be prepared to plan. Estimating a municipality’s future population is a good way to anticipate changing demand for community facilities and services and to assess the demand for land and the effect on such community characteristics such as open space and housing affordability. However, the reliability of population projections at the small scale of a municipality is suspect since projections may change drastically as the result of economic conditions, a large development project, and other unforeseen factors. Furthermore, different projection methods may yield very different results at this scale. Population projections at the municipal level are therefore intended to serve as a general measure of expected growth or decline.

Two sets of population projections for Franklin Township are presented for comparison in Table 2.4. The first is calculated based on the average annual rate of growth of US Census data from 2000 to 2008. This projection is carried out to the year 2020 and assumes that the current slow down in housing due to

economic conditions will continue for some time. The second is based on a linear regression using historical Census data from 1970.

Table 2.4 Population Projections

	2000 Census	2010 Estimate	2015 Projection	2020 Projection	Abs. Change 2010-2020	% Change 2010-2020
By Avg Annual Growth	1,601	1,626	1,639	1,652	26	1.60%
By Linear Regression	1,601	1,735	1,802	1,866	131	7.55%

Source: Consultant’s Analysis

Projections based on an annual average growth rate of 0.16% show a slight increase of population reaching 1,639 persons by 2015 and 1,652 by 2020. Again, this method assumes that the current recession will continue for some time. The regression model results in a population increase that is slightly higher, reaching 1,802 persons by 2015 and 1,866 persons by 2020. In either case, the projections indicate a moderate rate of population growth in the near future and it appears that Franklin Township will remain a rural community well into the future. Nevertheless, the Township must monitor population change on a regular basis to ensure that it is planning for facilities and services accordingly.

Countywide population projections through 2020 prepared by the Pennsylvania State Data Center show declining population in Luzerne County, and neighboring Lackawanna, Wyoming, and Schuylkill Counties. Population increases are projected for neighboring Carbon and Columbia Counties. The population of Pennsylvania as a whole is also projected to increase.

SOCIOECONOMIC CHARACTERISTICS

Educational Attainment

Educational attainment is surveyed from among the population aged 25 years and over. It represents the highest level of education reached by individuals of that age group and has implications related to employment and income levels within the Township. Data from the 2000 Census are presented for Franklin Township, Luzerne County, and Pennsylvania (Table 2.5 and Figure 2.6).

Table 2.5 - Educational Attainment

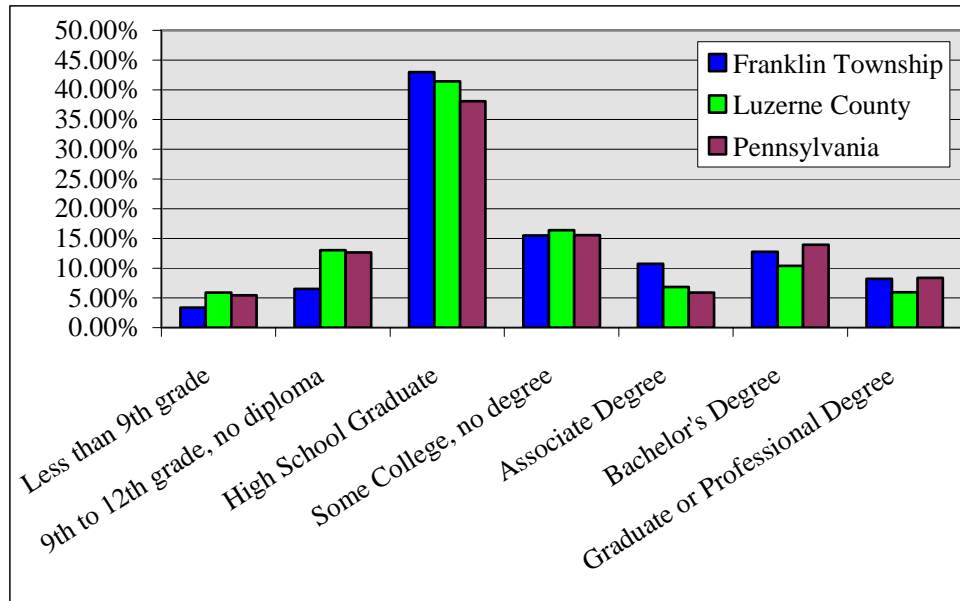
Educational Attainment	Franklin Township		Luzerne County		Pennsylvania	
	2000 Census	% of Total	2000 Census	% of Total	2000 Census	% of Total
Population 25 years and over	1,136	100%	226,374	100%	8,266,284	100%
Less than 9th grade	38	3.35%	13,336	5.89%	452,069	5.47%
9th to 12th grade, no diploma	74	6.51%	29,554	13.06%	1,044,036	12.63%
High School Graduate	488	42.96%	93,749	41.41%	3,150,013	38.11%
Some College, no degree	176	15.49%	37,158	16.41%	1,284,731	15.54%
Associate Degree	122	10.74%	15,541	6.87%	487,804	5.90%
Bachelor's Degree	145	12.76%	23,520	10.39%	1,153,383	13.95%
Graduate or Professional Degree	93	8.19%	13,516	5.97%	694,248	8.40%
% High School or Less		52.82%		60.36%		56.21%
% Bachelor's Degree or Higher		20.95%		16.36%		22.35%

Source: U.S. Census Bureau, 2000

Specific findings are as follows:

- The majority (53%) of Franklin Township residents have a high school education or less than a high school education; 21% have a Bachelor’s Degree or higher.
- The educational level of Franklin Township residents is higher than Luzerne County and the Commonwealth.

Figure 2.6 - Educational Attainment



Source: U.S. Census Bureau, 2000

Income

Table 2.6 and Figure 2.7 contain a detailed break down of household income showing the number of households within each income bracket. Household income is used because it is a more inclusive measure than family income since it includes single persons living alone and unrelated persons living together. This provides a more accurate description of the community’s economic well-being. Standard measures of income are also presented, including median household income, median family income, and per capita income. Data on poverty are also included. Specific findings are as follows:

- Using a measure of \$25,000 to \$42,000 to define “lower-middle income” and \$42,000 to \$65,000 to define “middle income” one can conclude that Franklin Township is a lower-middle to middle income community with a high percentage of households’ earnings falling within these ranges.
- Income levels in Franklin Township exceed the County and the Commonwealth as evidenced by its higher median household income, median family income, and per capita income, and its lower percentage of families and individuals in poverty.

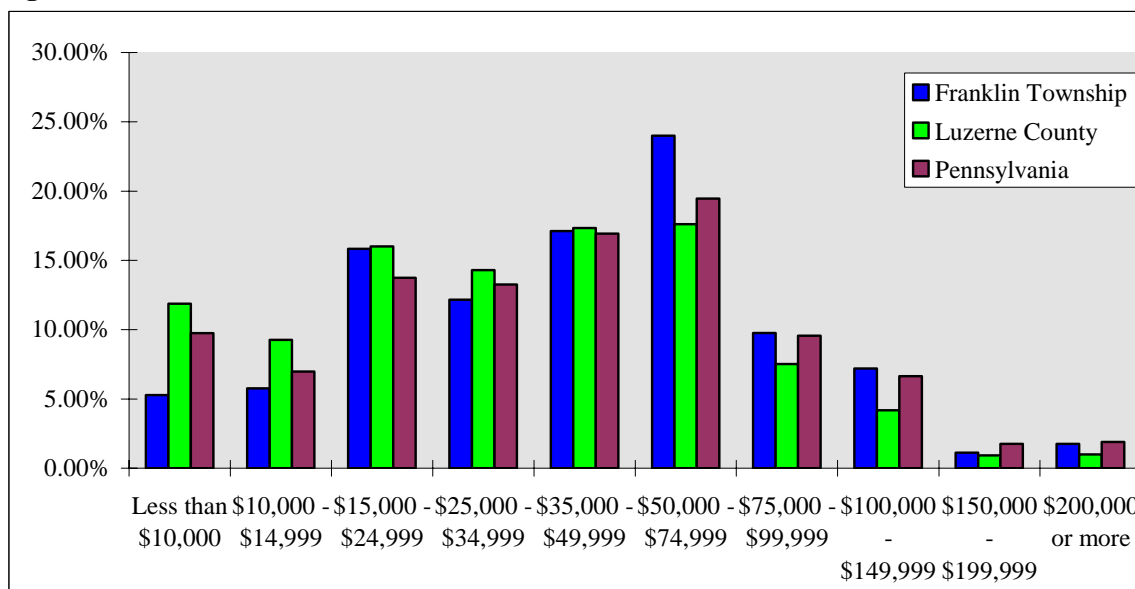
- An increasing percentage of Franklin Township families and individuals are in poverty compared to 1990. The percentage of families in poverty has increased from 5.1% in 1990 to 5.6% in 2000, and the percentage of individuals in poverty has increased from 6.6% in 1990 to 7.1% in 2000. These percentages might be even higher at this time as result of the recent economic downturn.

Table 2.6 – Household Income

Median Household Income	Franklin Township		Luzerne County		Pennsylvania	
	2000 Census	% of Total	2000 Census	% of Total	2000 Census	% of Total
# of Households	625	100%	130,703	100.00%	4,779,186	100.00%
Less than \$10,000	33	5.28%	15,516	11.87%	465,860	9.75%
\$10,000 - \$14,999	36	5.76%	12,112	9.27%	333,381	6.98%
\$15,000 - \$24,999	99	15.84%	20,934	16.02%	657,266	13.75%
\$25,000 - \$34,999	76	12.16%	18,678	14.29%	633,953	13.26%
\$35,000 - \$49,999	107	17.12%	22,649	17.33%	809,165	16.93%
\$50,000 - \$74,999	150	24.00%	23,024	17.62%	929,863	19.46%
\$75,000 - \$99,999	61	9.76%	9,828	7.52%	457,480	9.57%
\$100,000 - \$149,999	45	7.20%	5,457	4.18%	317,171	6.64%
\$150,000 - \$199,999	7	1.12%	1,220	0.93%	84,173	1.76%
\$200,000 or more	11	1.76%	1,285	0.98%	90,874	1.90%
Median Household Income	\$45,150		\$33,771		\$40,106	
Median Family Income	\$51,310		\$43,335		\$49,184	
Per Capita Income	\$21,014		\$18,228		\$20,880	
Families Below Poverty Level	27	5.60%	6,827	8.1%	250,296	7.8%
Individual Below Poverty Level	113	7.10%	34,136	11.1%	1,304,117	11.0%

Source: U.S. Census Bureau, 2000

Figure 2.7 - Income



Source: U.S. Census Bureau, 2000

Employment Status

Data on employment status are taken from the 2000 US Census and updated with current unemployment statistics. The Census data are derived from the population aged 16 years and over (Table 2.7). Individuals of this age are legally eligible to work. Those that are in the labor force are classified as either being in the armed forces or in the civilian labor force. Those not in the labor force include students, retired workers, seasonal workers that were surveyed during the off-season, institutionalized people, stay-at-home-parents, and people working less than 15 hours doing incidental, unpaid family work.

- As of the 2000 Census, 68% of Franklin Township residents were in the labor force and all were in the civilian labor force. This percentage is higher than both the County and the Commonwealth. At 3.08%, the Township’s unemployment rate was nearly the same as the County and slightly lower than the Commonwealth. The Township’s employment status was therefore healthier, with a higher percentage of residents in the labor force and a lower unemployment rate.
- According to the Bureau of Labor Statistics, recent unemployment figures as of April 2010 were at 10.2% for Luzerne County, 9.8% for the Scranton--Wilkes-Barre Metropolitan Area, and 9.0% for Pennsylvania. As of June 2010, the national unemployment rate was 9.7%. Unemployment statistics are not available at the municipal level. One can only surmise that Franklin Township’s current unemployment rate has climbed along with the regional unemployment figures, though the exact percentage might be different.

Table 2.7 - Employment Status

Employment Status	Franklin Township		Luzerne County		Pennsylvania	
	2000 Census	% of Total	2000 Census	% of Total	2000 Census	% of Total
Population 16 years and over	1,266	100%	260,412	100.00%	9,693,040	100.00%
Not in labor force	411	32.46%	108,543	41.68%	3,692,528	38.09%
In labor force	855	67.54%	151,869	58.32%	6,000,512	61.91%
Armed forces	0	0.00%	121	0.05%	7,626	0.08%
Civilian labor force	855	67.54%	151,748	58.27%	5,992,886	61.83%
Employed	816	64.45%	143,492	55.10%	5,653,500	58.33%
Unemployed	39	3.08%	8,256	3.17%	339,386	3.50%

Source: U.S. Census Bureau, 2000

Occupation & Industry

Occupation and industry of employment are surveyed from among the population 16 years and over in the civilian labor force. Occupation describes the kind of work the person does on the job. Industry refers to the kind of business conducted by a person's employing organization. These data inform the Township of the skill level and training of its labor force and are related to educational attainment and income levels.

- Franklin Township’s two leading occupations are “management, professional and related” occupations, and “sales and office,” each employing an equal number of workers (Table 2.8 and Figure 2.8). The next most common occupation is “production, transportation, and material moving,” followed by “construction, extraction and maintenance,” and “service.” The occupation employing the smallest number of residents is ‘farming, fishing, and

forestry” with less than 2% of the local labor force. In comparison to the County, the Townships’ higher education level likely contributes to its higher percentage of workers management, professional, sales and office occupations, and its lower percentage of workers in service occupations. This in turn accounts for the Township’s comparatively higher incomes. The Commonwealth, however, has a higher percentage of workers in management and professional occupations, which is likely due to its higher number of bachelor’s and professional degrees.

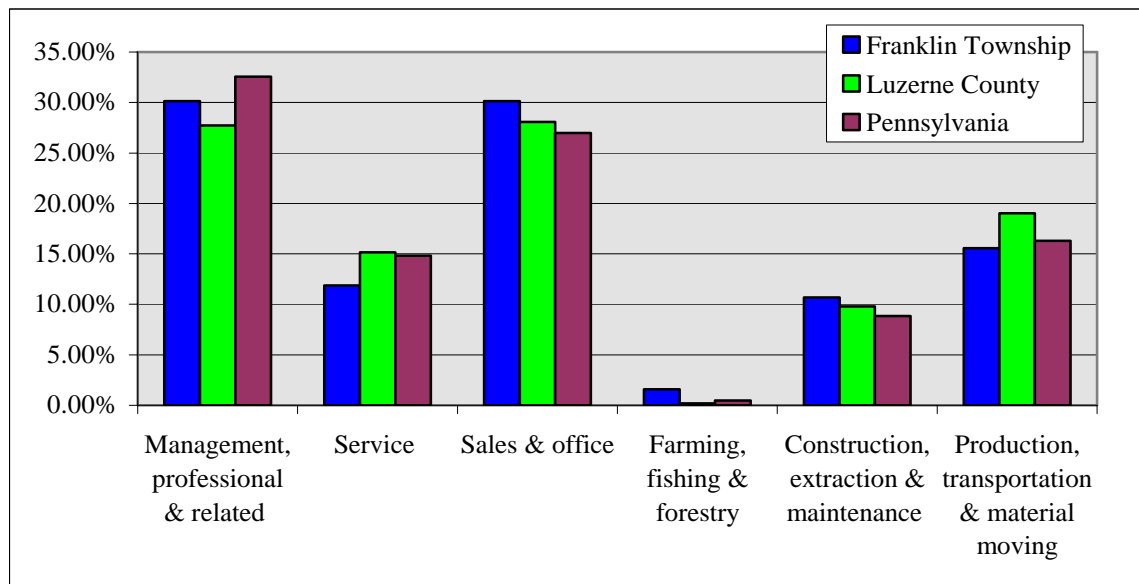
- The leading industries are “education, health, and social services” (17.65%); “manufacturing” (15.20%) and “retail trade” (11.52%) (Table 2.9 and Figure 2.9). With the exception of retail trade, these industries, along with construction, information, professional/scientific/management, and finance/insurance/real estate tend to be higher wage industries.

Table 2.8 - Occupation

Occupation	Franklin Township		Luzerne County		Pennsylvania	
	2000 Census	% of Total	2000 Census	% of Total	2000 Census	% of Total
Employed civilian population 16 years and over	816	100%	143,492	100.00%	5,653,500	100.00%
Management, professional & related	246	30.15%	39,817	27.75%	1,841,175	32.57%
Service	97	11.89%	21,777	15.18%	838,137	14.83%
Sales & office	246	30.15%	40,282	28.07%	1,525,131	26.98%
Farming, fishing & forestry	13	1.59%	283	0.20%	26,722	0.47%
Construction, extraction & maintenance	87	10.66%	14,052	9.79%	500,898	8.86%
Production, transportation & material moving	127	15.56%	27,281	19.01%	921,437	16.30%

Source: U.S. Census Bureau, 2000

Figure 2.7 - Occupation



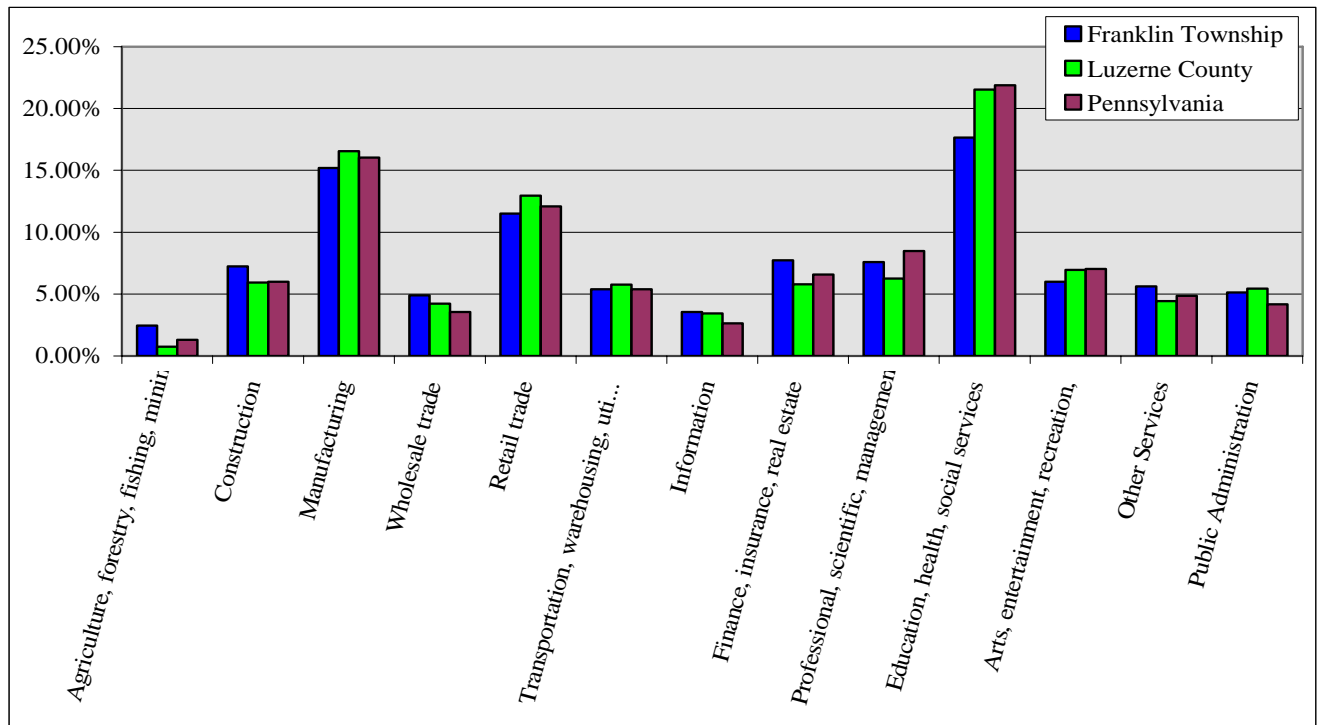
Source: U.S. Census Bureau, 2000

Table 2.9 – Employment by Industry

Industry	Franklin Township		Luzerne County		Pennsylvania	
	2000 Census	% of Total	2000 Census	% of Total	2000 Census	% of Total
Employed civilian population 16 years and over	816	100%	143,492	100.00%	5,653,500	100.00%
Agriculture, forestry, fishing, mining	20	2.45%	1,057	0.74%	73,459	1.30%
Construction	59	7.23%	8,515	5.93%	339,363	6.00%
Manufacturing	124	15.20%	23,754	16.55%	906,398	16.03%
Wholesale trade	40	4.90%	6,075	4.23%	201,084	3.56%
Retail trade	94	11.52%	18,595	12.96%	684,179	12.10%
Transportation, warehousing, utilities	44	5.39%	8,260	5.76%	304,335	5.38%
Information	29	3.55%	4,916	3.43%	148,841	2.63%
Finance, insurance, real estate	63	7.72%	8,322	5.80%	372,148	6.58%
Professional, scientific, management, administrative, waste management	62	7.60%	8,963	6.25%	478,937	8.47%
Education, health, social services	144	17.65%	30,882	21.52%	1,237,090	21.88%
Arts, entertainment, recreation, accommodation, food services	49	6.00%	9,988	6.96%	397,871	7.04%
Other Services	46	5.64%	6,369	4.44%	274,028	4.85%
Public Administration	42	5.15%	7,796	5.43%	235,767	4.17%

Source: U.S. Census Bureau, 2000

Figure 2.9 – Employment by Industry



Source: U.S. Census Bureau, 2000

Commute to Work

US Census 2000 Commute to Work data indicate that most jobs held by Franklin Township workers are located outside of the Township. The largest percentage of workers (17.24%) commute to the City of Wilkes-Barre. The next largest percentage (10.92%) work in Dallas Township, followed by Dallas Borough

(10.39%), then Plains Township (6.32%). The fifth largest percentage (5.53%) live and work in Franklin Township. The City of Scranton ranks seventh, with 3.68% of Franklin Township residents commuting there for work.

In total, 92% of Franklin Township workers work within Luzerne County, 7.5% work in Lackawanna County, 0.26% work in Columbia County (in Berwick Borough), and 0.26% work in Lehigh County (in Hanover Township).

PLANNING IMPLICATIONS

According to the demographic analysis, Franklin Township is an aging lower-middle to middle income community with education levels that are slightly above average. Although the data suggest that the population of Luzerne and neighboring counties has been declining and will continue to decline, Franklin Township's population is expected to increase slightly. In terms of age, young and middle aged persons, presumably families with children under 18, represent the largest portion of the Township's population. However, younger age groups have been declining and are expected to continue declining in number while the population over age 55 has been, and is expected to continue increasing in the future.

The demographic data support the notion that Franklin Township is a bedroom community, providing residence for individuals that commute to work in surrounding communities. As of the 2000 Census, the Township's labor force and employment status were stable; however, in the current economic climate the labor and employment situation is uncertain.

Planning for changing demographics involves all aspects of the Comprehensive Plan, including land use, housing, natural and historic resources protection, community facilities and utilities, transportation, and recreation. Although population growth is expected to be modest, the Township must identify areas that are most suitable for new development in order to provide housing and related uses, and areas that are most suitable for conservation in order to ensure that water supply, wildlife habitat, and natural resources remain productive and sustainable.

The Township must also plan for providing necessary utilities and transportation infrastructure. Planning for community facilities and services, such as recreational facilities, social centers, and emergency services must be appropriate for the Township's current large number of middle-aged and young persons, but must also consider the trend toward an aging population. Nationwide, the senior population is expected to increase drastically as the Baby Boomers age. This will put enormous strain on services and resources for seniors and the elderly. The Township must closely monitor this trend over the next decade and beyond.