

# Industry and Employment - Franklin, NH

Industry Name	Franklin, NH	Counties Merrimack County	States New Hampshire	Entire Country United States
Retail Trade	20%	11%	11%	10%
Health Care & Social Assistance	20%	18%	16%	15%
Manufacturing	14%	10%	14%	11%
Construction	9%	8%	8%	7%
Public Administration	8%	6%	4%	5%
Educational Services	5%	11%	10%	10%
Accommodation & Food Services	4%	4%	4%	6%
Other Services (excl Public Administration)	4%	5%	4%	5%
Transportation & Warehousing	3%	2%	3%	5%
Finance & Insurance	3%	6%	5%	5%
Professional/Scientific/Tech Services	3%	7%	8%	8%
Wholesale Trade	2%	3%	2%	3%
Real Estate	2%	2%	2%	2%
Utilities	1%	0%	1%	1%
Admin, Support, Waste Management Services	1%	3%	4%	4%
Arts, Entertainment & Recreation	1%	1%	1%	2%
Agriculture, Forestry, Fishing, Hunting	0%	1%	1%	1%
Mining, Quarrying, Oil & Gas Extraction	0%	0%	0%	1%
Information	0%	2%	2%	2%
Management of Companies/Enterprises	0%	0%	0%	0%

## Employment



57%

White Collar



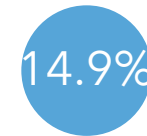
32%

Blue Collar



11%

Services



Unemployment  
Rate

## Businesses



341

Total Businesses



3,810

Total Employees



No High School  
Diploma



42%

High School  
Graduate



32%

Some College



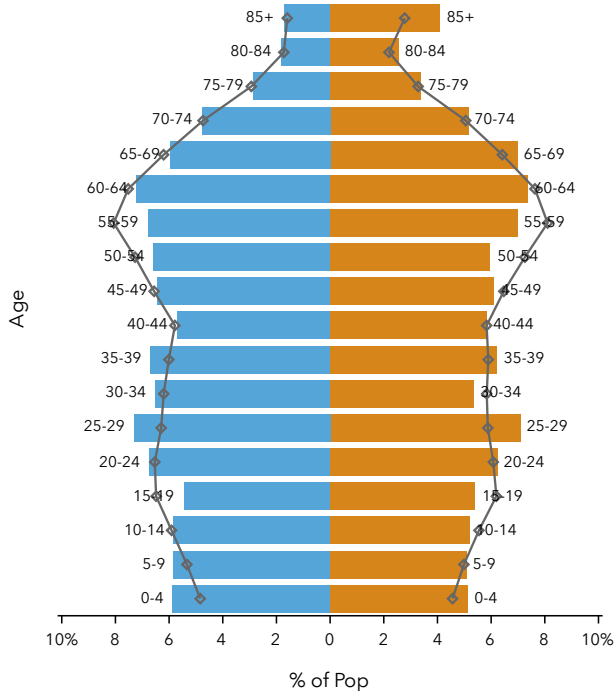
18%

Bachelor's/Grad/Prof Degree

## Educational Attainment

# Population and Age - Franklin, NH

## Age Pyramid



## Median Age



41.9

## Area Population

9,040

## 2020 Generational Makeup



4%

Generation Alpha Population (Born 2017 or later)



20%

Generation Z Population (Born 1999 to 2016)



24%

Millennial Population (Born 1981 to 1998)



20%

Generation X Population (Born 1965 to 1980)



24%

Baby Boomer (Born 1946 to 1964)



8%

Silent & Greatest Generations (Born 1945/Earlier)

## Tapestry Segments



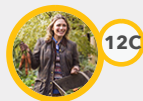
8E

### Front Porches

1,425 households

**39.2%**

of Households



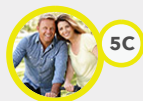
12C

### Small Town Simplicity

1,068 households

**29.4%**

of Households



5C

### Parks and Rec

834 households

**22.9%**

of Households

## Population Group

## Growth Rate

2000-2010 Population: Annual Growth Rate (U.S. Census) 0.09%

2010-2020 Population: Annual Growth Rate (Esri) 0.63%

2020-2025 Population: Annual Growth Rate (Esri) 0.60%

# Housing - Franklin, NH

## Housing Statistics



\$170,079

Median Home Value



\$6,913

Average Spent on Mortgage & Basics



\$727

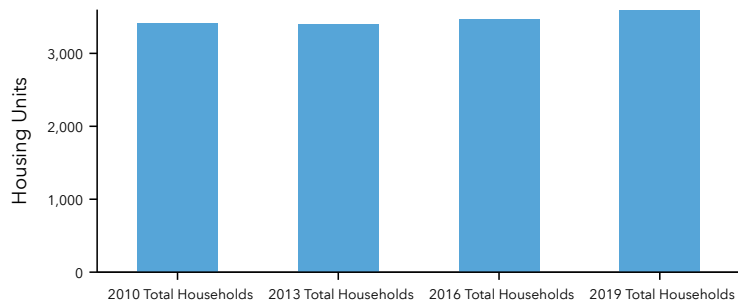
Median Contract Rent



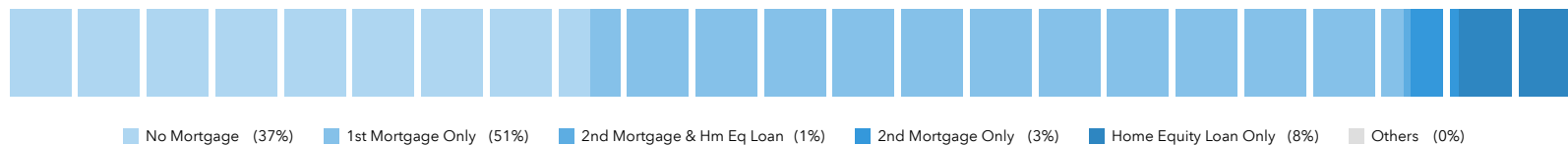
2.43

2020 Average Household Size (Esri)

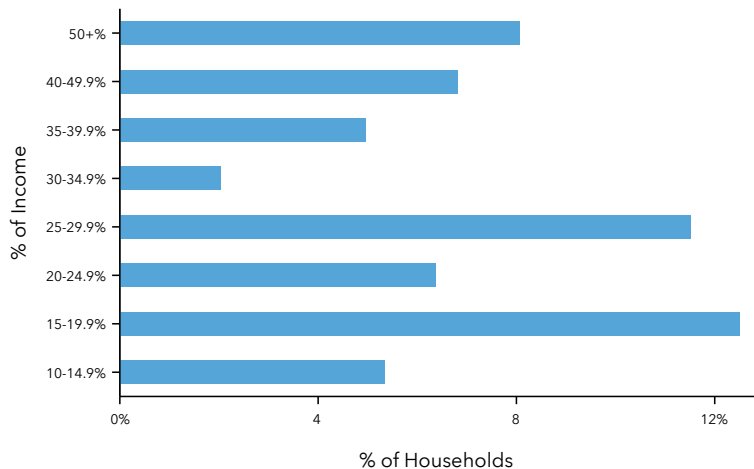
## Total Households 2010 -2019



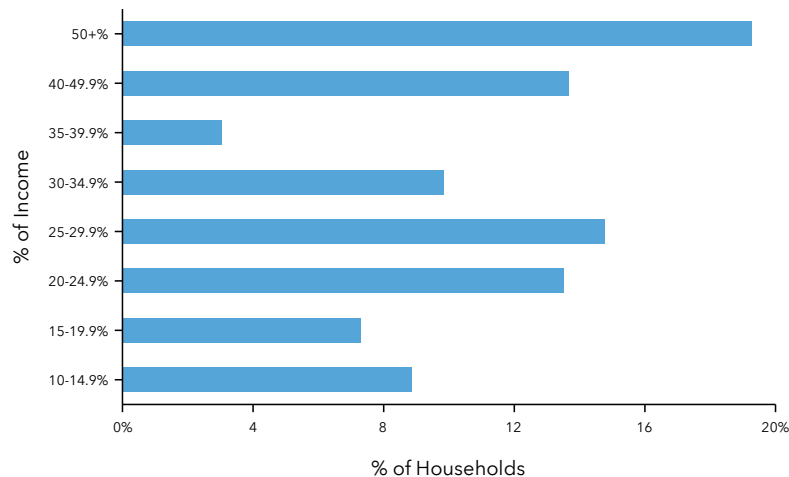
## Mortgage Spectrum



## Mortgage Payments as a % of Income



## Rent as a % of Income



# Income - Franklin, NH

## 2020 HH Net Worth



\$60,466

Median Net Worth



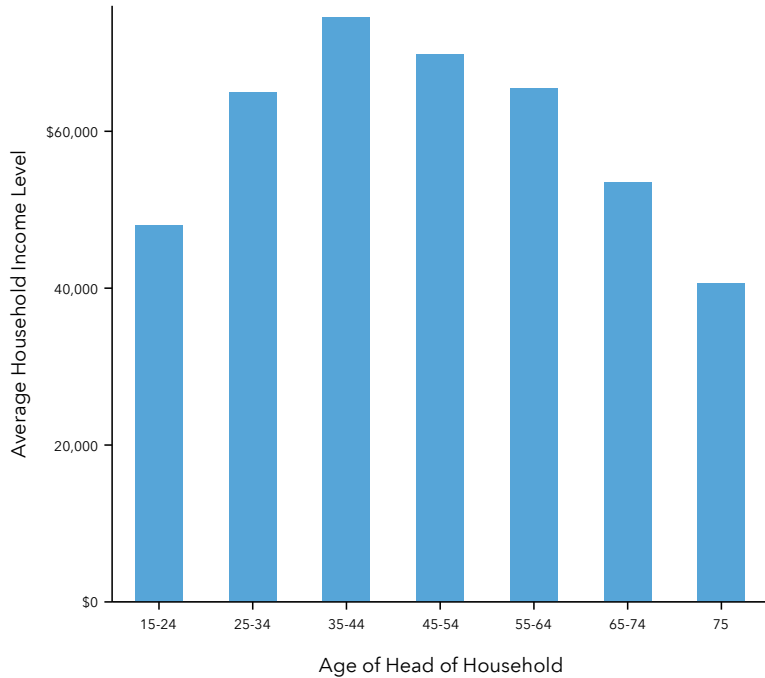
\$247,733

Average Net Worth

## Income Statistics

	Franklin, NH	Counties Merrimack Cour New Hampshire	States New Hampshire	Entire Country United States
2020 Per Capita Income	\$24,835	\$37,047	\$39,400	\$34,136
2020 Median Household Income	\$48,877	\$75,999	\$75,181	\$62,203
2020 Average Household Income	\$61,666	\$94,777	\$98,779	\$90,054

## 2020 Income by Age



## 2020 Household Income

