

Willow Grove Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.14314
Longitude: -75.11650

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	16,819	84,893	229,208
2020 Total Population	17,865	91,014	241,353
2020 Group Quarters	278	1,516	4,260
2024 Total Population	18,190	93,541	243,488
2024 Group Quarters	296	1,619	4,548
2029 Total Population	18,448	93,945	244,579
2024-2029 Annual Rate	0.28%	0.09%	0.09%
2024 Total Daytime Population	17,629	101,515	268,519
Workers	9,187	59,440	156,889
Residents	8,442	42,075	111,630
Household Summary			
2010 Households	6,647	33,444	89,604
2010 Average Household Size	2.50	2.51	2.51
2020 Total Households	6,847	35,403	93,543
2020 Average Household Size	2.57	2.53	2.53
2024 Households	7,020	36,685	95,021
2024 Average Household Size	2.55	2.51	2.51
2029 Households	7,183	37,191	96,439
2029 Average Household Size	2.53	2.48	2.49
2024-2029 Annual Rate	0.46%	0.27%	0.30%
2010 Families	4,426	22,727	61,272
2010 Average Family Size	3.08	3.08	3.07
2024 Families	4,663	24,559	63,849
2024 Average Family Size	3.20	3.12	3.12
2029 Families	4,755	24,837	64,665
2029 Average Family Size	3.17	3.08	3.09
2024-2029 Annual Rate	0.39%	0.23%	0.25%
Housing Unit Summary			
2000 Housing Units	6,815	34,627	90,038
Owner Occupied Housing Units	70.7%	71.1%	72.1%
Renter Occupied Housing Units	26.5%	26.1%	25.2%
Vacant Housing Units	2.7%	2.7%	2.7%
2010 Housing Units	6,913	35,360	93,909
Owner Occupied Housing Units	68.6%	68.4%	69.4%
Renter Occupied Housing Units	27.6%	26.2%	26.0%
Vacant Housing Units	3.8%	5.4%	4.6%
2020 Housing Units	7,121	36,890	97,992
Owner Occupied Housing Units	67.7%	67.5%	68.1%
Renter Occupied Housing Units	28.5%	28.5%	27.4%
Vacant Housing Units	4.0%	4.0%	4.5%
2024 Housing Units	7,272	37,981	99,231
Owner Occupied Housing Units	68.4%	67.4%	68.6%
Renter Occupied Housing Units	28.1%	29.2%	27.1%
Vacant Housing Units	3.5%	3.4%	4.2%
2029 Housing Units	7,433	38,463	100,740
Owner Occupied Housing Units	68.5%	67.7%	68.6%
Renter Occupied Housing Units	28.2%	29.0%	27.1%
Vacant Housing Units	3.4%	3.3%	4.3%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	7,020	36,676	94,998
<\$15,000	6.0%	6.5%	5.9%
\$15,000 - \$24,999	3.7%	3.4%	3.7%
\$25,000 - \$34,999	5.6%	4.4%	4.6%
\$35,000 - \$49,999	7.5%	7.8%	8.4%
\$50,000 - \$74,999	14.2%	13.2%	12.9%
\$75,000 - \$99,999	12.8%	11.1%	11.0%
\$100,000 - \$149,999	22.6%	22.0%	21.0%
\$150,000 - \$199,999	14.6%	13.8%	13.2%
\$200,000+	13.0%	17.9%	19.3%
Average Household Income	\$123,387	\$139,109	\$142,489
2029 Households by Income			
Household Income Base	7,183	37,182	96,417
<\$15,000	4.5%	5.0%	4.5%
\$15,000 - \$24,999	2.8%	2.5%	2.8%
\$25,000 - \$34,999	4.4%	3.5%	3.7%
\$35,000 - \$49,999	6.2%	6.5%	7.0%
\$50,000 - \$74,999	12.6%	11.8%	11.5%
\$75,000 - \$99,999	11.6%	10.2%	10.1%
\$100,000 - \$149,999	23.6%	22.8%	21.6%
\$150,000 - \$199,999	18.6%	17.0%	16.3%
\$200,000+	15.8%	20.7%	22.6%
Average Household Income	\$142,697	\$158,624	\$163,485
2024 Owner Occupied Housing Units by Value			
Total	4,975	25,581	68,085
<\$50,000	1.3%	1.1%	1.0%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.3%	0.2%	0.2%
\$150,000 - \$199,999	2.0%	1.3%	1.0%
\$200,000 - \$249,999	8.2%	5.1%	4.0%
\$250,000 - \$299,999	18.2%	11.1%	8.6%
\$300,000 - \$399,999	35.5%	30.3%	28.7%
\$400,000 - \$499,999	12.8%	16.5%	20.5%
\$500,000 - \$749,999	13.6%	22.4%	25.8%
\$750,000 - \$999,999	4.9%	8.7%	7.3%
\$1,000,000 - \$1,499,999	2.1%	2.2%	1.9%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	1.1%	0.7%	0.7%
Average Home Value	\$433,762	\$490,238	\$496,350
2029 Owner Occupied Housing Units by Value			
Total	5,089	26,046	69,126
<\$50,000	0.5%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.0%	0.0%
\$150,000 - \$199,999	0.7%	0.4%	0.3%
\$200,000 - \$249,999	4.5%	2.8%	2.0%
\$250,000 - \$299,999	13.3%	8.0%	6.0%
\$300,000 - \$399,999	34.5%	28.0%	25.2%
\$400,000 - \$499,999	15.2%	17.7%	21.6%
\$500,000 - \$749,999	20.4%	27.8%	32.0%
\$750,000 - \$999,999	7.4%	11.4%	9.3%
\$1,000,000 - \$1,499,999	2.4%	2.5%	2.2%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	1.0%	0.6%	0.7%
Average Home Value	\$484,363	\$529,907	\$534,515

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$100,386	\$105,462	\$105,600
2029	\$112,166	\$117,753	\$119,160
Median Home Value			
2024	\$356,261	\$405,028	\$431,272
2029	\$389,727	\$458,012	\$474,017
Per Capita Income			
2024	\$47,646	\$54,377	\$55,636
2029	\$55,589	\$62,585	\$64,491
Median Age			
2010	40.9	41.6	42.8
2020	39.9	41.3	42.7
2024	40.4	41.5	42.8
2029	41.7	42.7	43.9
2020 Population by Age			
Total	17,865	91,014	241,353
0 - 4	5.9%	5.4%	5.0%
5 - 9	6.0%	5.9%	5.7%
10 - 14	6.2%	6.4%	6.2%
15 - 24	11.1%	11.5%	11.8%
25 - 34	13.6%	12.4%	11.6%
35 - 44	13.4%	12.9%	12.3%
45 - 54	11.8%	12.0%	12.1%
55 - 64	14.7%	14.7%	14.6%
65 - 74	9.6%	10.4%	11.2%
75 - 84	4.9%	5.4%	6.2%
85 +	2.8%	3.0%	3.3%
18 +	78.3%	78.6%	79.3%
2024 Population by Age			
Total	18,191	93,542	243,487
0 - 4	5.8%	5.3%	5.0%
5 - 9	6.4%	6.0%	5.7%
10 - 14	5.8%	5.8%	5.7%
15 - 24	10.9%	11.5%	11.6%
25 - 34	12.7%	12.0%	11.5%
35 - 44	15.1%	14.2%	13.3%
45 - 54	11.5%	11.6%	11.7%
55 - 64	12.8%	12.9%	13.1%
65 - 74	11.0%	11.4%	11.9%
75 - 84	5.3%	6.1%	7.0%
85 +	2.6%	3.1%	3.4%
18 +	78.5%	79.2%	80.1%
2029 Population by Age			
Total	18,447	93,943	244,580
0 - 4	5.6%	5.1%	4.8%
5 - 9	5.8%	5.6%	5.2%
10 - 14	6.4%	6.1%	5.8%
15 - 24	10.4%	10.8%	11.0%
25 - 34	12.1%	11.7%	11.4%
35 - 44	14.8%	13.9%	13.2%
45 - 54	12.6%	12.5%	12.3%
55 - 64	11.0%	11.4%	11.8%
65 - 74	11.8%	11.9%	12.2%
75 - 84	6.7%	7.4%	8.4%
85 +	2.8%	3.5%	3.9%
18 +	78.8%	79.8%	80.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	8,598	43,901	115,891
Females	9,267	47,113	125,462
2024 Population by Sex			
Males	8,911	45,841	118,689
Females	9,279	47,700	124,799
2029 Population by Sex			
Males	9,002	45,780	118,610
Females	9,446	48,165	125,970
2010 Population by Race/Ethnicity			
Total	16,819	84,893	229,208
White Alone	77.4%	82.9%	83.4%
Black Alone	15.6%	9.3%	7.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.5%	4.6%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.0%	1.3%
Two or More Races	2.4%	2.0%	1.8%
Hispanic Origin	3.4%	3.4%	3.7%
Diversity Index	41.6	34.8	34.6
2020 Population by Race/Ethnicity			
Total	17,865	91,014	241,353
White Alone	68.9%	75.5%	75.6%
Black Alone	16.6%	10.7%	9.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	5.2%	5.2%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.3%	2.4%
Two or More Races	6.7%	6.1%	5.7%
Hispanic Origin	6.4%	5.8%	5.6%
Diversity Index	55.0	47.5	47.4
2024 Population by Race/Ethnicity			
Total	18,190	93,542	243,488
White Alone	67.5%	74.0%	74.1%
Black Alone	16.9%	11.0%	9.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	5.6%	5.9%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.5%	2.6%
Two or More Races	7.2%	6.5%	6.1%
Hispanic Origin	7.0%	6.3%	6.1%
Diversity Index	57.1	49.9	49.7
2029 Population by Race/Ethnicity			
Total	18,448	93,945	244,580
White Alone	65.9%	72.3%	72.3%
Black Alone	17.2%	11.4%	10.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.2%	6.5%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.7%	2.8%
Two or More Races	7.8%	7.0%	6.6%
Hispanic Origin	7.6%	6.8%	6.6%
Diversity Index	59.2	52.4	52.3

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	17,865	91,014	241,353
In Households	98.4%	98.3%	98.2%
Householder	38.2%	38.7%	38.7%
Opposite-Sex Spouse	18.6%	20.0%	20.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.1%	2.0%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.5%	28.8%	28.5%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	1.0%	0.9%	0.8%
Grandchild	2.4%	1.8%	1.7%
Brother or Sister	1.1%	0.8%	0.8%
Parent	1.1%	1.1%	1.2%
Parent-in-law	0.4%	0.3%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.0%	0.8%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.8%	1.9%	1.8%
In Group Quarters	1.6%	1.7%	1.8%
Institutionalized	0.9%	0.7%	0.8%
Noninstitutionalized	0.6%	0.9%	0.9%
2024 Population 25+ by Educational Attainment			
Total	12,941	66,699	175,276
Less than 9th Grade	1.4%	1.5%	1.6%
9th - 12th Grade, No Diploma	3.1%	2.6%	2.4%
High School Graduate	21.3%	20.7%	21.9%
GED/Alternative Credential	2.5%	2.3%	2.0%
Some College, No Degree	16.6%	13.5%	12.7%
Associate Degree	10.1%	9.3%	8.2%
Bachelor's Degree	28.0%	28.5%	28.8%
Graduate/Professional Degree	17.0%	21.6%	22.4%
2024 Population 15+ by Marital Status			
Total	14,918	77,454	203,602
Never Married	31.6%	30.1%	29.1%
Married	52.3%	55.4%	56.8%
Widowed	6.2%	6.3%	6.5%
Divorced	9.9%	8.2%	7.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,133	53,827	137,796
Population 16+ Employed	97.5%	97.1%	97.1%
Population 16+ Unemployment rate	2.5%	2.9%	2.9%
Population 16-24 Employed	11.7%	11.4%	11.4%
Population 16-24 Unemployment rate	10.3%	9.1%	9.1%
Population 25-54 Employed	63.3%	60.6%	59.3%
Population 25-54 Unemployment rate	1.0%	2.0%	1.9%
Population 55-64 Employed	17.2%	18.0%	18.5%
Population 55-64 Unemployment rate	2.0%	2.4%	2.0%
Population 65+ Employed	7.8%	10.1%	10.8%
Population 65+ Unemployment rate	3.1%	2.0%	2.2%

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2024 Employed Population 16+ by Industry			
Total	9,880	52,241	133,853
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	6.0%	5.7%	6.1%
Manufacturing	7.8%	8.2%	8.3%
Wholesale Trade	1.8%	1.7%	1.7%
Retail Trade	11.0%	10.1%	9.6%
Transportation/Utilities	3.9%	3.6%	4.2%
Information	1.9%	1.9%	1.9%
Finance/Insurance/Real Estate	13.7%	10.0%	9.1%
Services	50.5%	55.3%	55.2%
Public Administration	3.2%	3.2%	3.7%
2024 Employed Population 16+ by Occupation			
Total	9,881	52,244	133,855
White Collar	72.0%	73.0%	72.4%
Management/Business/Financial	21.5%	22.0%	21.7%
Professional	32.1%	34.5%	33.9%
Sales	9.8%	7.9%	7.8%
Administrative Support	8.5%	8.6%	9.0%
Services	11.8%	12.9%	13.1%
Blue Collar	16.2%	14.1%	14.5%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.1%	3.9%	3.8%
Installation/Maintenance/Repair	2.5%	2.5%	2.3%
Production	3.5%	2.8%	3.2%
Transportation/Material Moving	6.0%	4.8%	5.1%
2020 Households by Type			
Total	6,847	35,403	93,543
Married Couple Households	49.2%	52.1%	53.1%
With Own Children <18	20.4%	21.1%	20.5%
Without Own Children <18	28.7%	31.1%	32.6%
Cohabiting Couple Households	5.7%	5.6%	5.0%
With Own Children <18	1.8%	1.6%	1.4%
Without Own Children <18	3.9%	4.0%	3.6%
Male Householder, No Spouse/Partner	17.0%	15.7%	15.2%
Living Alone	11.4%	10.9%	10.6%
65 Years and over	4.0%	3.9%	3.9%
With Own Children <18	1.3%	1.3%	1.2%
Without Own Children <18, With Relatives	3.1%	2.4%	2.5%
No Relatives Present	1.3%	1.1%	1.0%
Female Householder, No Spouse/Partner	28.1%	26.6%	26.6%
Living Alone	15.1%	15.8%	16.2%
65 Years and over	9.0%	9.6%	10.2%
With Own Children <18	4.4%	3.9%	3.7%
Without Own Children <18, With Relatives	7.4%	6.1%	5.9%
No Relatives Present	1.1%	0.7%	0.8%
2020 Households by Size			
Total	6,847	35,403	93,543
1 Person Household	26.5%	26.7%	26.8%
2 Person Household	31.3%	31.7%	32.2%
3 Person Household	16.9%	16.6%	16.3%
4 Person Household	15.6%	15.3%	14.9%
5 Person Household	6.3%	6.5%	6.4%
6 Person Household	2.4%	2.1%	2.2%
7 + Person Household	1.1%	1.1%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	6,847	35,403	93,543
Owner Occupied	70.4%	70.3%	71.3%
Owned with a Mortgage/Loan	52.9%	50.6%	49.4%
Owned Free and Clear	17.4%	19.7%	21.9%
Renter Occupied	29.6%	29.7%	28.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	95	90
Percent of Income for Mortgage	22.2%	24.0%	25.6%
Wealth Index	114	134	142
2020 Housing Units By Urban/ Rural Status			
Total	7,121	36,890	97,992
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	17,865	91,014	241,353
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	City Lights (8A)	City Lights (8A)	Savvy Suburbanites (1D)
3.	Golden Years (9B)	Savvy Suburbanites (1D)	City Lights (8A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$17,862,154	\$104,788,370	\$275,240,870
Average Spent	\$2,544.47	\$2,856.44	\$2,896.63
Spending Potential Index	107	120	122
Education: Total \$	\$13,838,016	\$82,902,281	\$222,675,707
Average Spent	\$1,971.23	\$2,259.84	\$2,343.44
Spending Potential Index	114	131	136
Entertainment/Recreation: Total \$	\$31,401,692	\$183,758,506	\$486,927,304
Average Spent	\$4,473.18	\$5,009.09	\$5,124.42
Spending Potential Index	109	122	125
Food at Home: Total \$	\$54,554,663	\$319,167,796	\$842,796,879
Average Spent	\$7,771.32	\$8,700.23	\$8,869.59
Spending Potential Index	106	119	121
Food Away from Home: Total \$	\$29,715,971	\$175,191,431	\$460,788,878
Average Spent	\$4,233.04	\$4,775.56	\$4,849.34
Spending Potential Index	109	123	125
Health Care: Total \$	\$58,802,279	\$337,228,357	\$893,123,769
Average Spent	\$8,376.39	\$9,192.54	\$9,399.23
Spending Potential Index	109	120	122
HH Furnishings & Equipment: Total \$	\$24,151,919	\$140,878,346	\$370,945,469
Average Spent	\$3,440.44	\$3,840.22	\$3,903.83
Spending Potential Index	109	121	123
Personal Care Products & Services: Total \$	\$7,596,290	\$44,888,890	\$118,700,816
Average Spent	\$1,082.09	\$1,223.63	\$1,249.21
Spending Potential Index	109	123	125
Shelter: Total \$	\$201,481,107	\$1,195,868,497	\$3,170,342,238
Average Spent	\$28,701.01	\$32,598.30	\$33,364.65
Spending Potential Index	108	122	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,249,106	\$157,375,426	\$419,709,954
Average Spent	\$3,881.64	\$4,289.91	\$4,417.02
Spending Potential Index	111	122	126
Travel: Total \$	\$23,388,824	\$138,271,938	\$368,438,478
Average Spent	\$3,331.74	\$3,769.17	\$3,877.44
Spending Potential Index	110	124	128
Vehicle Maintenance & Repairs: Total \$	\$11,156,592	\$64,844,968	\$169,650,429
Average Spent	\$1,589.26	\$1,767.62	\$1,785.40
Spending Potential Index	107	119	121

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.