

Community Profile

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

Prepared by Esri
Latitude: 40.14313
Longitude: -75.11650

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	16,265	84,512	228,090
2020 Total Population	17,268	90,633	240,967
2020 Group Quarters	269	1,515	4,275
2022 Total Population	17,332	91,439	241,785
2022 Group Quarters	269	1,515	4,275
2027 Total Population	17,412	92,192	242,739
2022-2027 Annual Rate	0.09%	0.16%	0.08%
2022 Total Daytime Population	16,903	97,596	262,467
Workers	8,425	53,949	145,328
Residents	8,478	43,647	117,139
Household Summary			
2010 Households	6,380	33,255	89,220
2010 Average Household Size	2.51	2.51	2.51
2020 Total Households	6,566	35,219	93,336
2020 Average Household Size	2.59	2.53	2.54
2022 Households	6,600	35,615	93,977
2022 Average Household Size	2.59	2.52	2.53
2027 Households	6,644	35,921	94,455
2027 Average Household Size	2.58	2.52	2.52
2022-2027 Annual Rate	0.13%	0.17%	0.10%
2010 Families	4,263	22,620	61,124
2010 Average Family Size	3.10	3.08	3.06
2022 Families	4,253	23,461	62,150
2022 Average Family Size	3.26	3.15	3.15
2027 Families	4,267	23,630	62,375
2027 Average Family Size	3.25	3.14	3.14
2022-2027 Annual Rate	0.07%	0.14%	0.07%
Housing Unit Summary			
2000 Housing Units	6,517	34,489	89,797
Owner Occupied Housing Units	71.8%	71.3%	72.2%
Renter Occupied Housing Units	25.5%	26.0%	25.1%
Vacant Housing Units	2.7%	2.7%	2.7%
2010 Housing Units	6,630	35,162	93,106
Owner Occupied Housing Units	69.2%	68.4%	70.0%
Renter Occupied Housing Units	27.0%	26.1%	25.9%
Vacant Housing Units	3.8%	5.4%	4.2%
2020 Housing Units	6,828	36,687	97,787
Vacant Housing Units	3.8%	4.0%	4.6%
2022 Housing Units	6,872	37,303	98,708
Owner Occupied Housing Units	72.8%	68.3%	68.1%
Renter Occupied Housing Units	23.3%	27.2%	27.1%
Vacant Housing Units	4.0%	4.5%	4.8%
2027 Housing Units	6,955	37,728	99,652
Owner Occupied Housing Units	72.9%	68.4%	68.2%
Renter Occupied Housing Units	22.6%	26.8%	26.6%
Vacant Housing Units	4.5%	4.8%	5.2%
Median Household Income			
2022	\$85,904	\$95,167	\$96,679
2027	\$103,264	\$110,289	\$110,395
Median Home Value			
2022	\$272,399	\$314,965	\$338,900
2027	\$289,301	\$342,526	\$363,368
Per Capita Income			
2022	\$41,905	\$49,586	\$50,864
2027	\$48,565	\$57,344	\$58,903
Median Age			
2010	40.9	41.6	42.7
2022	42.2	43.1	44.4
2027	42.5	43.6	44.7

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, Esri-Data Axle, Esri-U.S. BLS, U.S. Census

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2022 Households by Income			
Household Income Base	6,600	35,597	93,947
<\$15,000	4.1%	3.9%	4.0%
\$15,000 - \$24,999	6.4%	4.7%	5.4%
\$25,000 - \$34,999	5.7%	5.6%	5.3%
\$35,000 - \$49,999	7.5%	7.7%	8.5%
\$50,000 - \$74,999	17.9%	15.9%	14.1%
\$75,000 - \$99,999	16.4%	14.5%	14.2%
\$100,000 - \$149,999	20.9%	21.6%	20.8%
\$150,000 - \$199,999	12.9%	12.6%	13.6%
\$200,000+	8.2%	13.6%	14.1%
Average Household Income	\$109,325	\$127,529	\$130,463
2027 Households by Income			
Household Income Base	6,644	35,903	94,426
<\$15,000	3.0%	2.8%	2.8%
\$15,000 - \$24,999	5.3%	3.6%	3.8%
\$25,000 - \$34,999	5.7%	4.5%	4.1%
\$35,000 - \$49,999	8.1%	6.6%	7.3%
\$50,000 - \$74,999	12.2%	13.0%	12.7%
\$75,000 - \$99,999	13.2%	12.4%	12.8%
\$100,000 - \$149,999	24.5%	24.1%	22.1%
\$150,000 - \$199,999	18.2%	17.0%	17.4%
\$200,000+	9.9%	16.0%	16.9%
Average Household Income	\$126,474	\$147,423	\$150,968
2022 Owner Occupied Housing Units by Value			
Total	5,001	25,473	67,238
<\$50,000	0.9%	0.7%	0.7%
\$50,000 - \$99,999	0.4%	0.4%	0.4%
\$100,000 - \$149,999	1.6%	0.8%	0.6%
\$150,000 - \$199,999	7.5%	4.7%	3.8%
\$200,000 - \$249,999	27.0%	19.3%	15.1%
\$250,000 - \$299,999	28.3%	19.9%	17.1%
\$300,000 - \$399,999	21.2%	27.5%	31.6%
\$400,000 - \$499,999	6.6%	14.0%	17.0%
\$500,000 - \$749,999	4.5%	9.5%	10.9%
\$750,000 - \$999,999	1.7%	2.3%	1.9%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$307,820	\$360,009	\$374,668
2027 Owner Occupied Housing Units by Value			
Total	5,068	25,783	67,925
<\$50,000	0.4%	0.3%	0.3%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.6%	0.3%	0.2%
\$150,000 - \$199,999	4.3%	2.6%	2.0%
\$200,000 - \$249,999	22.3%	15.2%	11.4%
\$250,000 - \$299,999	28.4%	19.0%	15.4%
\$300,000 - \$399,999	24.9%	29.6%	32.7%
\$400,000 - \$499,999	9.8%	17.4%	21.2%
\$500,000 - \$749,999	6.4%	12.1%	13.8%
\$750,000 - \$999,999	2.2%	2.6%	2.2%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$336,180	\$385,446	\$400,522

Source: Esri, Esri-Data Axle, Esri-U.S. BLS, U.S. Census



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1 mile

3 miles

5 miles

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.

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2010 Population by Age			
Total	16,265	84,514	228,091
0 - 4	6.0%	5.7%	5.4%
5 - 9	5.9%	6.0%	5.8%
10 - 14	6.3%	6.4%	6.3%
15 - 24	11.7%	11.8%	12.3%
25 - 34	12.5%	11.9%	10.9%
35 - 44	13.3%	12.9%	12.4%
45 - 54	15.9%	16.6%	16.2%
55 - 64	12.3%	12.4%	13.2%
65 - 74	7.2%	7.3%	8.1%
75 - 84	5.8%	5.9%	6.4%
85 +	3.1%	3.1%	3.2%
18 +	77.6%	77.5%	78.4%
2022 Population by Age			
Total	17,332	91,437	241,785
0 - 4	5.3%	4.9%	4.7%
5 - 9	5.7%	5.5%	5.2%
10 - 14	6.1%	6.1%	5.9%
15 - 24	10.8%	11.2%	11.1%
25 - 34	12.6%	11.8%	11.7%
35 - 44	13.2%	12.8%	12.0%
45 - 54	12.6%	12.5%	12.3%
55 - 64	14.1%	14.7%	14.6%
65 - 74	10.5%	10.6%	11.6%
75 - 84	5.8%	6.3%	7.1%
85 +	3.4%	3.6%	3.8%
18 +	79.3%	79.7%	80.5%
2027 Population by Age			
Total	17,413	92,192	242,740
0 - 4	5.3%	5.0%	4.8%
5 - 9	5.4%	5.2%	5.1%
10 - 14	5.7%	5.6%	5.4%
15 - 24	10.5%	10.8%	10.5%
25 - 34	12.9%	11.7%	11.2%
35 - 44	13.6%	13.6%	13.3%
45 - 54	12.4%	12.3%	11.7%
55 - 64	12.7%	13.0%	13.0%
65 - 74	11.5%	12.1%	12.6%
75 - 84	6.6%	7.1%	8.2%
85 +	3.4%	3.6%	4.0%
18 +	79.9%	80.4%	81.2%
2010 Population by Sex			
Males	7,761	40,717	108,988
Females	8,503	43,795	119,102
2022 Population by Sex			
Males	8,350	44,403	116,214
Females	8,982	47,036	125,571
2027 Population by Sex			
Males	8,420	44,965	116,892
Females	8,993	47,228	125,847

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2010 Population by Race/Ethnicity			
Total	16,265	84,512	228,089
White Alone	77.2%	82.8%	83.4%
Black Alone	16.0%	9.4%	7.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	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	2.5%	2.0%	1.8%
Hispanic Origin	3.4%	3.4%	3.7%
Diversity Index	41.7	34.8	34.6
2020 Population by Race/Ethnicity			
Total	17,268	90,633	240,967
White Alone	68.8%	75.5%	75.7%
Black Alone	16.9%	10.7%	9.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	5.1%	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	55.1	47.6	47.3
2022 Population by Race/Ethnicity			
Total	17,332	91,438	241,786
White Alone	68.4%	74.9%	75.1%
Black Alone	16.9%	10.8%	9.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	5.2%	5.4%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.4%	2.5%
Two or More Races	7.0%	6.3%	5.9%
Hispanic Origin	6.4%	5.8%	5.7%
Diversity Index	55.6	48.3	48.0
2027 Population by Race/Ethnicity			
Total	17,412	92,192	242,739
White Alone	67.0%	73.5%	73.6%
Black Alone	17.2%	11.1%	9.8%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	5.4%	5.7%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	2.6%	2.7%
Two or More Races	7.6%	6.9%	6.5%
Hispanic Origin	6.7%	6.1%	6.0%
Diversity Index	57.4	50.3	50.1
2010 Population by Relationship and Household Type			
Total	16,265	84,512	228,090
In Households	98.6%	98.9%	98.2%
In Family Households	82.7%	83.8%	83.5%
Householder	26.4%	26.7%	26.7%
Spouse	20.0%	21.1%	21.5%
Child	31.6%	31.5%	30.8%
Other relative	3.3%	3.0%	3.1%
Nonrelative	1.4%	1.4%	1.3%
In Nonfamily Households	15.9%	15.1%	14.7%
In Group Quarters	1.4%	1.1%	1.8%
Institutionalized Population	1.1%	0.8%	1.0%
Noninstitutionalized Population	0.3%	0.3%	0.8%

Source: Esri, Esri-Data Axle, Esri-U.S. BLS, U.S. Census

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1 mile

3 miles

5 miles

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.

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	12,491	66,112	176,675
Less than 9th Grade	1.3%	1.0%	1.3%
9th - 12th Grade, No Diploma	3.8%	3.0%	2.8%
High School Graduate	22.0%	20.7%	21.5%
GED/Alternative Credential	1.6%	2.0%	1.9%
Some College, No Degree	18.8%	15.0%	14.4%
Associate Degree	8.5%	8.2%	8.2%
Bachelor's Degree	27.6%	30.1%	29.2%
Graduate/Professional Degree	16.4%	20.0%	20.7%
2022 Population 15+ by Marital Status			
Total	14,364	76,378	203,539
Never Married	32.8%	30.5%	29.7%
Married	51.8%	55.2%	55.6%
Widowed	6.5%	6.6%	7.0%
Divorced	8.8%	7.7%	7.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,445	50,573	131,464
Population 16+ Employed	95.6%	96.1%	96.2%
Population 16+ Unemployment rate	4.4%	3.9%	3.8%
Population 16-24 Employed	10.8%	10.7%	11.0%
Population 16-24 Unemployment rate	11.1%	10.8%	9.4%
Population 25-54 Employed	61.3%	59.5%	58.7%
Population 25-54 Unemployment rate	3.1%	2.8%	2.6%
Population 55-64 Employed	19.7%	20.6%	20.5%
Population 55-64 Unemployment rate	3.7%	3.4%	3.4%
Population 65+ Employed	8.2%	9.3%	9.8%
Population 65+ Unemployment rate	6.1%	3.8%	4.9%
2022 Employed Population 16+ by Industry			
Total	9,032	48,583	126,496
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	7.6%	6.7%	6.4%
Manufacturing	9.2%	8.5%	8.4%
Wholesale Trade	1.9%	2.4%	2.4%
Retail Trade	11.3%	9.4%	9.1%
Transportation/Utilities	4.6%	4.2%	4.8%
Information	1.6%	2.3%	2.1%
Finance/Insurance/Real Estate	8.9%	9.3%	8.8%
Services	51.6%	54.1%	54.2%
Public Administration	2.8%	3.0%	3.6%
2022 Employed Population 16+ by Occupation			
Total	9,030	48,582	126,496
White Collar	68.9%	73.0%	73.1%
Management/Business/Financial	16.8%	20.7%	21.0%
Professional	29.5%	31.6%	32.0%
Sales	10.6%	9.0%	8.9%
Administrative Support	12.1%	11.7%	11.2%
Services	12.2%	11.3%	11.5%
Blue Collar	18.9%	15.7%	15.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.1%	4.5%	4.2%
Installation/Maintenance/Repair	2.9%	2.7%	2.7%
Production	5.5%	3.9%	3.7%
Transportation/Material Moving	5.5%	4.5%	4.7%

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2010 Households by Type			
Total	6,380	33,254	89,218
Households with 1 Person	27.4%	26.7%	26.4%
Households with 2+ People	72.6%	73.3%	73.6%
Family Households	66.8%	68.0%	68.5%
Husband-wife Families	50.6%	53.8%	55.1%
With Related Children	22.7%	24.2%	23.6%
Other Family (No Spouse Present)	16.2%	14.2%	13.4%
Other Family with Male Householder	4.0%	3.8%	3.6%
With Related Children	1.9%	1.9%	1.7%
Other Family with Female Householder	12.1%	10.4%	9.9%
With Related Children	6.8%	5.7%	5.2%
Nonfamily Households	5.8%	5.3%	5.1%
All Households with Children	31.8%	32.1%	30.8%
Multigenerational Households	3.9%	3.5%	3.6%
Unmarried Partner Households	5.3%	5.1%	4.7%
Male-female	4.6%	4.4%	4.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,380	33,252	89,219
1 Person Household	27.4%	26.7%	26.4%
2 Person Household	32.7%	32.3%	32.9%
3 Person Household	16.3%	17.0%	16.8%
4 Person Household	14.6%	14.7%	14.6%
5 Person Household	6.0%	6.4%	6.2%
6 Person Household	1.7%	1.8%	2.0%
7 + Person Household	1.3%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	6,379	33,256	89,227
Owner Occupied	71.9%	72.4%	73.0%
Owned with a Mortgage/Loan	53.4%	52.6%	51.2%
Owned Free and Clear	18.5%	19.8%	21.8%
Renter Occupied	28.1%	27.6%	27.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	126	121	114
Percent of Income for Mortgage	16.7%	17.4%	18.5%
Wealth Index	102	134	144
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,630	35,162	93,106
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	16,265	84,512	228,090
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$16,194,582	\$101,408,172	\$274,791,740
Average Spent	\$2,453.72	\$2,847.34	\$2,924.03
Spending Potential Index	102	118	121
Education: Total \$	\$15,837,601	\$97,452,601	\$260,120,801
Average Spent	\$2,399.64	\$2,736.28	\$2,767.92
Spending Potential Index	122	140	141
Entertainment/Recreation: Total \$	\$24,275,313	\$153,879,495	\$416,084,797
Average Spent	\$3,678.08	\$4,320.64	\$4,427.52
Spending Potential Index	100	118	121
Food at Home: Total \$	\$40,921,670	\$256,541,804	\$694,941,219
Average Spent	\$6,200.25	\$7,203.20	\$7,394.80
Spending Potential Index	100	116	119
Food Away from Home: Total \$	\$28,548,977	\$178,909,557	\$485,045,935
Average Spent	\$4,325.60	\$5,023.43	\$5,161.33
Spending Potential Index	100	116	120
Health Care: Total \$	\$44,764,497	\$287,858,442	\$782,148,356
Average Spent	\$6,782.50	\$8,082.51	\$8,322.76
Spending Potential Index	96	114	117
HH Furnishings & Equipment: Total \$	\$17,144,998	\$108,772,504	\$293,611,728
Average Spent	\$2,597.73	\$3,054.12	\$3,124.29
Spending Potential Index	101	119	122
Personal Care Products & Services: Total \$	\$6,875,812	\$43,391,214	\$117,631,046
Average Spent	\$1,041.79	\$1,218.34	\$1,251.70
Spending Potential Index	102	119	123
Shelter: Total \$	\$162,993,653	\$1,012,467,257	\$2,732,295,523
Average Spent	\$24,696.01	\$28,428.11	\$29,074.09
Spending Potential Index	108	124	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,599,338	\$108,848,475	\$297,141,907
Average Spent	\$2,515.05	\$3,056.25	\$3,161.86
Spending Potential Index	93	113	116
Travel: Total \$	\$20,164,035	\$127,612,574	\$344,163,244
Average Spent	\$3,055.16	\$3,583.11	\$3,662.21
Spending Potential Index	106	125	127
Vehicle Maintenance & Repairs: Total \$	\$7,749,777	\$49,793,701	\$134,856,291
Average Spent	\$1,174.21	\$1,398.11	\$1,434.99
Spending Potential Index	93	111	114

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.