

Willow Grove Shopping Center
122 Park Ave, Willow Grove, Pennsylvania, 19090
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.14411
Longitude: -75.11751

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	17,391	85,881	226,536
2010 Total Population	16,738	83,826	228,010
2019 Total Population	16,872	86,140	234,541
2019 Group Quarters	216	937	4,311
2024 Total Population	17,613	87,753	238,679
2017-2022 Annual Rate	0.86%	0.37%	0.35%
2019 Total Daytime Population	16,968	102,670	251,448
Workers	8,985	62,904	140,794
Residents	7,983	39,766	110,654
Household Summary			
2000 Households	6,563	33,088	87,093
2000 Average Household Size	2.58	2.55	2.55
2010 Households	6,549	32,692	88,996
2010 Average Household Size	2.52	2.54	2.51
2019 Households	6,560	33,362	91,146
2019 Average Household Size	2.54	2.55	2.53
2024 Households	6,814	33,868	92,620
2024 Average Household Size	2.55	2.56	2.53
2017-2022 Annual Rate	0.76%	0.30%	0.32%
2010 Families	4,392	22,448	60,936
2010 Average Family Size	3.10	3.09	3.07
2019 Families	4,350	22,633	61,665
2019 Average Family Size	3.13	3.12	3.09
2024 Families	4,519	22,897	62,417
2024 Average Family Size	3.14	3.13	3.10
2017-2022 Annual Rate	0.77%	0.23%	0.24%
Housing Unit Summary			
2000 Housing Units	6,743	33,995	89,461
Owner Occupied Housing Units	70.8%	72.0%	72.4%
Renter Occupied Housing Units	26.5%	25.3%	25.0%
Vacant Housing Units	2.7%	2.7%	2.6%
2010 Housing Units	6,806	34,487	93,297
Owner Occupied Housing Units	68.9%	69.8%	69.7%
Renter Occupied Housing Units	27.3%	25.0%	25.7%
Vacant Housing Units	3.8%	5.2%	4.6%
2019 Housing Units	6,854	35,228	95,472
Owner Occupied Housing Units	66.8%	68.1%	67.7%
Renter Occupied Housing Units	28.9%	26.6%	27.8%
Vacant Housing Units	4.3%	5.3%	4.5%
2024 Housing Units	7,129	35,816	97,196
Owner Occupied Housing Units	64.2%	67.4%	67.0%
Renter Occupied Housing Units	31.4%	27.2%	28.3%
Vacant Housing Units	4.4%	5.4%	4.7%
Median Household Income			
2019	\$72,021	\$82,458	\$84,330
2024	\$82,945	\$95,573	\$97,243
Median Home Value			
2019	\$258,138	\$287,500	\$316,449
2024	\$267,258	\$298,928	\$333,255
Per Capita Income			
2019	\$34,968	\$43,132	\$44,474
2024	\$40,789	\$48,734	\$50,090
Median Age			
2010	40.2	41.5	42.7
2019	41.4	42.9	44.2
2024	41.8	43.4	44.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	6,560	33,362	91,146
<\$15,000	5.1%	4.8%	5.9%
\$15,000 - \$24,999	8.4%	6.0%	6.4%
\$25,000 - \$34,999	8.1%	7.1%	6.7%
\$35,000 - \$49,999	9.3%	8.9%	9.3%
\$50,000 - \$74,999	20.8%	18.5%	16.1%
\$75,000 - \$99,999	13.5%	13.0%	12.7%
\$100,000 - \$149,999	20.6%	20.5%	19.3%
\$150,000 - \$199,999	9.2%	9.9%	11.3%
\$200,000+	4.9%	11.2%	12.3%
Average Household Income	\$89,491	\$111,406	\$114,491
2024 Households by Income			
Household Income Base	6,814	33,868	92,620
<\$15,000	4.1%	3.9%	4.9%
\$15,000 - \$24,999	6.4%	4.8%	5.2%
\$25,000 - \$34,999	6.6%	5.8%	5.6%
\$35,000 - \$49,999	8.1%	7.6%	8.0%
\$50,000 - \$74,999	19.7%	17.1%	14.9%
\$75,000 - \$99,999	13.3%	12.6%	12.4%
\$100,000 - \$149,999	22.5%	22.5%	20.9%
\$150,000 - \$199,999	12.3%	12.7%	14.0%
\$200,000+	6.9%	13.0%	14.0%
Average Household Income	\$104,963	\$126,266	\$129,159
2019 Owner Occupied Housing Units by Value			
Total	4,578	23,986	64,633
<\$50,000	1.6%	1.2%	1.0%
\$50,000 - \$99,999	0.8%	0.7%	0.6%
\$100,000 - \$149,999	2.9%	1.7%	1.5%
\$150,000 - \$199,999	11.1%	8.2%	6.6%
\$200,000 - \$249,999	28.8%	22.6%	17.3%
\$250,000 - \$299,999	29.9%	20.8%	18.3%
\$300,000 - \$399,999	17.8%	22.6%	28.1%
\$400,000 - \$499,999	4.2%	10.6%	13.9%
\$500,000 - \$749,999	2.5%	8.5%	9.9%
\$750,000 - \$999,999	0.2%	2.3%	1.9%
\$1,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$276,791	\$338,638	\$357,605
2024 Owner Occupied Housing Units by Value			
Total	4,576	24,126	65,107
<\$50,000	0.7%	0.5%	0.4%
\$50,000 - \$99,999	0.4%	0.3%	0.3%
\$100,000 - \$149,999	2.0%	1.1%	1.0%
\$150,000 - \$199,999	9.2%	6.6%	5.1%
\$200,000 - \$249,999	27.0%	20.8%	15.5%
\$250,000 - \$299,999	31.1%	21.2%	18.0%
\$300,000 - \$399,999	20.1%	24.2%	29.2%
\$400,000 - \$499,999	5.5%	11.9%	15.6%
\$500,000 - \$749,999	3.3%	10.2%	11.8%
\$750,000 - \$999,999	0.3%	2.5%	2.1%
\$1,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$292,850	\$356,221	\$376,429

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	16,739	83,825	228,009
0 - 4	6.1%	5.7%	5.4%
5 - 9	5.9%	6.0%	5.8%
10 - 14	6.3%	6.5%	6.3%
15 - 24	11.8%	11.8%	12.3%
25 - 34	12.8%	11.8%	10.8%
35 - 44	13.9%	13.0%	12.4%
45 - 54	15.9%	16.8%	16.2%
55 - 64	12.1%	12.4%	13.1%
65 - 74	7.1%	7.2%	8.0%
75 - 84	5.5%	5.7%	6.5%
85 +	2.5%	3.0%	3.2%
18 +	77.3%	77.4%	78.4%
2019 Population by Age			
Total	16,874	86,141	234,542
0 - 4	5.5%	5.1%	4.8%
5 - 9	5.9%	5.6%	5.3%
10 - 14	6.1%	6.2%	6.0%
15 - 24	11.0%	10.9%	11.4%
25 - 34	13.0%	12.0%	11.6%
35 - 44	13.1%	12.6%	11.6%
45 - 54	13.3%	13.2%	12.9%
55 - 64	14.3%	14.9%	14.7%
65 - 74	9.6%	10.1%	10.9%
75 - 84	5.2%	5.8%	6.7%
85 +	3.0%	3.6%	3.9%
18 +	79.0%	79.3%	80.2%
2024 Population by Age			
Total	17,615	87,753	238,679
0 - 4	5.5%	5.2%	4.9%
5 - 9	5.5%	5.4%	5.1%
10 - 14	5.8%	5.8%	5.6%
15 - 24	10.6%	10.4%	10.8%
25 - 34	13.6%	12.0%	11.5%
35 - 44	13.3%	13.3%	12.8%
45 - 54	12.6%	12.4%	11.9%
55 - 64	13.4%	13.6%	13.5%
65 - 74	10.8%	11.7%	12.2%
75 - 84	5.9%	6.6%	7.7%
85 +	2.9%	3.6%	4.0%
18 +	79.6%	80.0%	80.9%
2010 Population by Sex			
Males	8,041	40,462	108,861
Females	8,697	43,364	119,149
2019 Population by Sex			
Males	8,121	41,686	112,065
Females	8,751	44,454	122,476
2024 Population by Sex			
Males	8,507	42,618	114,267
Females	9,106	45,135	124,413

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2010 Population by Race/Ethnicity			
Total	16,738	83,826	228,011
White Alone	76.2%	83.1%	83.6%
Black Alone	16.8%	9.1%	7.8%
American Indian Alone	0.3%	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	0.9%	1.0%	1.3%
Two or More Races	2.6%	2.0%	1.8%
Hispanic Origin	3.5%	3.4%	3.7%
Diversity Index	43.1	34.5	34.3
2019 Population by Race/Ethnicity			
Total	16,873	86,141	234,541
White Alone	72.3%	79.5%	79.8%
Black Alone	18.7%	10.5%	9.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.1%	5.8%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.4%	1.8%
Two or More Races	3.3%	2.6%	2.4%
Hispanic Origin	4.6%	4.6%	5.1%
Diversity Index	49.0	41.0	41.3
2024 Population by Race/Ethnicity			
Total	17,614	87,752	238,679
White Alone	70.4%	77.1%	77.3%
Black Alone	19.2%	11.3%	9.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.6%	6.6%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	1.7%	2.2%
Two or More Races	3.8%	3.1%	2.8%
Hispanic Origin	5.7%	5.6%	6.2%
Diversity Index	52.2	45.4	45.9
2010 Population by Relationship and Household Type			
Total	16,738	83,826	228,010
In Households	98.8%	98.9%	98.2%
In Family Households	82.9%	84.2%	83.4%
Householder	26.3%	26.7%	26.7%
Spouse	19.7%	21.2%	21.5%
Child	32.0%	31.8%	30.8%
Other relative	3.4%	3.0%	3.1%
Nonrelative	1.4%	1.4%	1.3%
In Nonfamily Households	15.9%	14.7%	14.8%
In Group Quarters	1.2%	1.1%	1.8%
Institutionalized Population	0.9%	0.8%	1.0%
Noninstitutionalized Population	0.4%	0.3%	0.9%

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.

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2019 Population 25+ by Educational Attainment			
Total	12,062	62,084	169,806
Less than 9th Grade	1.7%	1.1%	1.6%
9th - 12th Grade, No Diploma	3.9%	3.4%	3.4%
High School Graduate	24.8%	21.9%	22.1%
GED/Alternative Credential	2.8%	2.2%	2.0%
Some College, No Degree	21.0%	16.7%	15.9%
Associate Degree	6.8%	7.5%	7.6%
Bachelor's Degree	24.6%	27.9%	27.1%
Graduate/Professional Degree	14.5%	19.3%	20.2%
2019 Population 15+ by Marital Status			
Total	13,926	71,497	196,619
Never Married	33.3%	30.9%	30.2%
Married	52.7%	55.3%	54.8%
Widowed	5.8%	6.1%	7.2%
Divorced	8.3%	7.7%	7.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.4%	96.6%
Civilian Unemployed (Unemployment Rate)	4.1%	3.6%	3.4%
2019 Employed Population 16+ by Industry			
Total	9,097	47,346	126,249
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	7.5%	6.6%	6.4%
Manufacturing	9.4%	8.8%	8.7%
Wholesale Trade	2.3%	2.7%	2.8%
Retail Trade	11.5%	9.5%	9.1%
Transportation/Utilities	5.1%	4.0%	4.6%
Information	1.5%	2.3%	2.1%
Finance/Insurance/Real Estate	8.5%	8.7%	8.3%
Services	51.2%	54.1%	54.2%
Public Administration	2.7%	3.0%	3.6%
2019 Employed Population 16+ by Occupation			
Total	9,097	47,346	126,249
White Collar	66.6%	71.7%	71.7%
Management/Business/Financial	13.4%	17.4%	17.7%
Professional	27.0%	29.3%	29.7%
Sales	12.3%	10.6%	10.6%
Administrative Support	13.9%	14.4%	13.7%
Services	13.9%	13.0%	13.4%
Blue Collar	19.5%	15.3%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	4.3%	4.0%
Installation/Maintenance/Repair	3.4%	3.1%	3.0%
Production	6.6%	4.4%	4.2%
Transportation/Material Moving	4.8%	3.5%	3.6%
2010 Population By Urban/ Rural Status			
Total Population	16,738	83,826	228,010
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%

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2010 Households by Type			
Total	6,550	32,692	88,996
Households with 1 Person	26.9%	26.1%	26.5%
Households with 2+ People	73.1%	73.9%	73.5%
Family Households	67.1%	68.7%	68.5%
Husband-wife Families	50.3%	54.4%	55.1%
With Related Children	23.0%	24.6%	23.7%
Other Family (No Spouse Present)	16.8%	14.3%	13.4%
Other Family with Male Householder	4.1%	3.8%	3.5%
With Related Children	2.0%	1.9%	1.7%
Other Family with Female Householder	12.7%	10.5%	9.8%
With Related Children	7.1%	5.7%	5.2%
Nonfamily Households	6.0%	5.3%	5.0%
All Households with Children	32.3%	32.5%	30.8%
Multigenerational Households	4.0%	3.5%	3.5%
Unmarried Partner Households	5.5%	5.1%	4.6%
Male-female	4.8%	4.4%	4.0%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,550	32,691	88,996
1 Person Household	26.9%	26.1%	26.5%
2 Person Household	32.6%	32.3%	32.8%
3 Person Household	16.5%	17.3%	16.8%
4 Person Household	14.7%	15.0%	14.7%
5 Person Household	6.2%	6.5%	6.2%
6 Person Household	1.8%	1.8%	2.0%
7 + Person Household	1.2%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	6,549	32,692	88,996
Owner Occupied	71.6%	73.6%	73.1%
Owned with a Mortgage/Loan	53.7%	53.6%	51.3%
Owned Free and Clear	17.9%	20.0%	21.8%
Renter Occupied	28.4%	26.4%	26.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,806	34,487	93,297
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%

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.	Parks and Rec (5C)	Savvy Suburbanites (1D)	City Lights (8A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$13,970,103	\$87,520,113	\$246,518,401
Average Spent	\$2,129.59	\$2,623.35	\$2,704.65
Spending Potential Index	99	122	126
Education: Total \$	\$11,937,048	\$75,615,710	\$210,035,937
Average Spent	\$1,819.67	\$2,266.52	\$2,304.39
Spending Potential Index	114	142	145
Entertainment/Recreation: Total \$	\$21,544,513	\$136,579,321	\$383,283,566
Average Spent	\$3,284.22	\$4,093.86	\$4,205.16
Spending Potential Index	100	125	129
Food at Home: Total \$	\$33,170,834	\$207,555,085	\$585,234,836
Average Spent	\$5,056.53	\$6,221.30	\$6,420.85
Spending Potential Index	98	120	124
Food Away from Home: Total \$	\$23,517,582	\$148,006,834	\$417,623,080
Average Spent	\$3,585.00	\$4,436.39	\$4,581.91
Spending Potential Index	98	121	125
Health Care: Total \$	\$37,690,987	\$240,949,757	\$679,085,806
Average Spent	\$5,745.58	\$7,222.28	\$7,450.53
Spending Potential Index	97	122	126
HH Furnishings & Equipment: Total \$	\$13,751,135	\$87,653,281	\$246,261,109
Average Spent	\$2,096.21	\$2,627.34	\$2,701.83
Spending Potential Index	98	123	127
Personal Care Products & Services: Total \$	\$5,645,962	\$36,056,977	\$101,903,481
Average Spent	\$860.66	\$1,080.78	\$1,118.02
Spending Potential Index	97	122	126
Shelter: Total \$	\$128,621,661	\$801,456,619	\$2,249,670,469
Average Spent	\$19,606.96	\$24,023.04	\$24,682.05
Spending Potential Index	106	130	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,043,029	\$104,108,455	\$295,047,637
Average Spent	\$2,445.58	\$3,120.57	\$3,237.09
Spending Potential Index	99	126	131
Travel: Total \$	\$15,579,091	\$99,458,729	\$278,538,641
Average Spent	\$2,374.86	\$2,981.20	\$3,055.96
Spending Potential Index	106	133	136
Vehicle Maintenance & Repairs: Total \$	\$7,150,077	\$46,168,139	\$130,782,134
Average Spent	\$1,089.95	\$1,383.85	\$1,434.86
Spending Potential Index	95	121	125

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.