



Community Profile

44747-Old Grove Marketplace
 101 Old Grove Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 33.22996
 Longitude: -117.30667

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,603	104,094	244,149
2010 Total Population	18,612	112,165	256,038
2019 Total Population	19,835	120,976	277,577
2019 Group Quarters	29	396	8,091
2024 Total Population	20,493	125,738	289,186
2019-2024 Annual Rate	0.65%	0.78%	0.82%
2019 Total Daytime Population	13,666	87,275	231,740
Workers	2,953	23,302	89,709
Residents	10,713	63,973	142,031
Household Summary			
2000 Households	5,370	34,815	80,655
2000 Average Household Size	2.71	2.97	2.93
2010 Households	6,563	37,327	84,947
2010 Average Household Size	2.83	2.99	2.92
2019 Households	6,891	40,021	91,660
2019 Average Household Size	2.87	3.01	2.94
2024 Households	7,085	41,457	95,362
2024 Average Household Size	2.89	3.02	2.95
2019-2024 Annual Rate	0.56%	0.71%	0.80%
2010 Families	4,628	27,158	60,058
2010 Average Family Size	3.33	3.42	3.37
2019 Families	4,850	29,158	64,899
2019 Average Family Size	3.39	3.44	3.39
2024 Families	4,995	30,266	67,663
2024 Average Family Size	3.41	3.45	3.40
2019-2024 Annual Rate	0.59%	0.75%	0.84%
Housing Unit Summary			
2000 Housing Units	5,582	35,741	83,402
Owner Occupied Housing Units	65.8%	67.2%	56.5%
Renter Occupied Housing Units	30.4%	30.2%	40.2%
Vacant Housing Units	3.8%	2.6%	3.3%
2010 Housing Units	6,996	39,336	90,262
Owner Occupied Housing Units	55.7%	61.7%	52.6%
Renter Occupied Housing Units	38.1%	33.2%	41.6%
Vacant Housing Units	6.2%	5.1%	5.9%
2019 Housing Units	7,200	41,439	95,963
Owner Occupied Housing Units	56.8%	61.9%	52.6%
Renter Occupied Housing Units	38.9%	34.7%	42.9%
Vacant Housing Units	4.3%	3.4%	4.5%
2024 Housing Units	7,390	42,847	99,597
Owner Occupied Housing Units	57.9%	62.6%	53.1%
Renter Occupied Housing Units	37.9%	34.1%	42.6%
Vacant Housing Units	4.1%	3.2%	4.3%
Median Household Income			
2019	\$74,332	\$75,046	\$67,309
2024	\$88,895	\$87,019	\$79,267
Median Home Value			
2019	\$481,694	\$474,548	\$505,705
2024	\$552,701	\$530,340	\$570,711
Per Capita Income			
2019	\$33,556	\$31,728	\$30,049
2024	\$39,978	\$37,417	\$35,338
Median Age			
2010	33.4	34.3	32.5
2019	34.8	35.8	33.9
2024	35.5	37.2	35.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	6,891	40,021	91,660
<\$15,000	8.7%	7.2%	7.5%
\$15,000 - \$24,999	6.1%	5.5%	6.4%
\$25,000 - \$34,999	6.2%	7.6%	9.3%
\$35,000 - \$49,999	11.2%	11.0%	12.2%
\$50,000 - \$74,999	18.1%	18.7%	19.1%
\$75,000 - \$99,999	13.8%	14.3%	14.0%
\$100,000 - \$149,999	18.6%	18.8%	16.5%
\$150,000 - \$199,999	9.9%	9.2%	8.0%
\$200,000+	7.4%	7.7%	7.1%
Average Household Income	\$94,749	\$95,874	\$90,591
2024 Households by Income			
Household Income Base	7,085	41,457	95,362
<\$15,000	6.9%	5.7%	5.9%
\$15,000 - \$24,999	4.6%	4.2%	5.0%
\$25,000 - \$34,999	4.9%	6.1%	7.6%
\$35,000 - \$49,999	9.3%	9.2%	10.5%
\$50,000 - \$74,999	15.9%	17.0%	17.8%
\$75,000 - \$99,999	13.4%	14.2%	14.4%
\$100,000 - \$149,999	21.2%	21.1%	18.8%
\$150,000 - \$199,999	13.8%	12.2%	10.6%
\$200,000+	10.0%	10.3%	9.4%
Average Household Income	\$113,402	\$113,473	\$106,914
2019 Owner Occupied Housing Units by Value			
Total	4,087	25,639	50,472
<\$50,000	1.1%	1.0%	1.2%
\$50,000 - \$99,999	0.9%	1.3%	1.6%
\$100,000 - \$149,999	0.7%	0.7%	1.0%
\$150,000 - \$199,999	3.6%	2.9%	1.9%
\$200,000 - \$249,999	2.5%	3.0%	2.4%
\$250,000 - \$299,999	3.8%	4.1%	3.5%
\$300,000 - \$399,999	15.4%	17.7%	15.2%
\$400,000 - \$499,999	26.9%	25.9%	22.3%
\$500,000 - \$749,999	35.5%	35.1%	36.1%
\$750,000 - \$999,999	8.7%	5.5%	10.1%
\$1,000,000 - \$1,499,999	0.3%	2.2%	3.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.7%	0.5%	0.8%
Average Home Value	\$515,808	\$512,255	\$556,285
2024 Owner Occupied Housing Units by Value			
Total	4,282	26,836	52,916
<\$50,000	0.4%	0.5%	0.6%
\$50,000 - \$99,999	0.3%	0.4%	0.6%
\$100,000 - \$149,999	0.2%	0.2%	0.3%
\$150,000 - \$199,999	0.9%	1.2%	1.0%
\$200,000 - \$249,999	2.1%	2.2%	2.0%
\$250,000 - \$299,999	5.9%	3.9%	2.9%
\$300,000 - \$399,999	8.9%	12.6%	10.4%
\$400,000 - \$499,999	21.9%	23.7%	20.3%
\$500,000 - \$749,999	44.5%	43.0%	41.9%
\$750,000 - \$999,999	13.5%	8.7%	14.3%
\$1,000,000 - \$1,499,999	0.4%	2.6%	4.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.6%
\$2,000,000 +	0.9%	0.7%	1.0%
Average Home Value	\$574,953	\$565,914	\$613,376

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	18,610	112,164	256,038
0 - 4	7.4%	7.2%	7.5%
5 - 9	7.3%	6.7%	6.7%
10 - 14	7.3%	6.8%	6.5%
15 - 24	15.9%	16.1%	17.6%
25 - 34	14.3%	14.2%	15.1%
35 - 44	14.6%	13.1%	12.8%
45 - 54	13.2%	14.3%	13.3%
55 - 64	8.7%	10.3%	9.7%
65 - 74	5.1%	5.7%	5.2%
75 - 84	4.1%	4.1%	3.8%
85 +	2.2%	1.7%	1.8%
18 +	73.6%	75.0%	75.1%
2019 Population by Age			
Total	19,837	120,977	277,577
0 - 4	6.7%	6.6%	7.0%
5 - 9	6.8%	6.6%	6.6%
10 - 14	6.7%	6.6%	6.4%
15 - 24	13.6%	12.5%	14.7%
25 - 34	16.6%	16.5%	17.0%
35 - 44	13.2%	13.0%	12.6%
45 - 54	11.6%	11.6%	11.0%
55 - 64	10.5%	12.0%	11.1%
65 - 74	7.3%	8.3%	7.5%
75 - 84	4.5%	4.2%	3.8%
85 +	2.6%	2.0%	2.1%
18 +	76.1%	76.6%	76.5%
2024 Population by Age			
Total	20,495	125,738	289,187
0 - 4	6.8%	6.6%	7.1%
5 - 9	6.5%	6.3%	6.4%
10 - 14	6.6%	6.5%	6.3%
15 - 24	12.8%	12.0%	14.0%
25 - 34	16.5%	14.9%	16.0%
35 - 44	14.1%	15.1%	14.3%
45 - 54	10.8%	11.0%	10.5%
55 - 64	10.0%	11.0%	10.4%
65 - 74	8.1%	9.3%	8.4%
75 - 84	5.2%	5.1%	4.6%
85 +	2.6%	2.1%	2.1%
18 +	76.6%	76.9%	76.9%
2010 Population by Sex			
Males	9,043	55,310	129,500
Females	9,569	56,855	126,539
2019 Population by Sex			
Males	9,620	59,489	140,352
Females	10,215	61,487	137,225
2024 Population by Sex			
Males	9,937	61,817	146,073
Females	10,557	63,921	143,112

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	18,613	112,166	256,039
White Alone	62.1%	62.7%	65.4%
Black Alone	6.3%	5.2%	4.3%
American Indian Alone	0.8%	0.8%	1.0%
Asian Alone	9.8%	7.7%	5.6%
Pacific Islander Alone	1.3%	1.5%	1.1%
Some Other Race Alone	13.1%	15.8%	17.0%
Two or More Races	6.5%	6.2%	5.6%
Hispanic Origin	32.9%	37.3%	39.4%
Diversity Index	77.7	78.6	77.4
2019 Population by Race/Ethnicity			
Total	19,836	120,977	277,576
White Alone	58.8%	59.6%	62.4%
Black Alone	6.4%	5.3%	4.4%
American Indian Alone	0.8%	0.8%	1.0%
Asian Alone	11.2%	8.6%	6.4%
Pacific Islander Alone	1.3%	1.5%	1.1%
Some Other Race Alone	14.2%	17.4%	18.5%
Two or More Races	7.3%	6.9%	6.2%
Hispanic Origin	35.6%	40.8%	42.7%
Diversity Index	80.3	81.1	79.8
2024 Population by Race/Ethnicity			
Total	20,492	125,738	289,186
White Alone	57.1%	58.0%	61.0%
Black Alone	6.3%	5.2%	4.3%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	12.0%	9.2%	6.9%
Pacific Islander Alone	1.3%	1.5%	1.1%
Some Other Race Alone	14.7%	18.1%	19.2%
Two or More Races	7.7%	7.2%	6.5%
Hispanic Origin	37.3%	42.9%	44.8%
Diversity Index	81.6	82.2	80.8
2010 Population by Relationship and Household Type			
Total	18,612	112,165	256,038
In Households	99.8%	99.7%	97.0%
In Family Households	86.0%	87.1%	83.5%
Householder	25.2%	24.3%	23.1%
Spouse	19.2%	18.4%	17.2%
Child	32.8%	32.9%	31.8%
Other relative	5.6%	7.3%	7.0%
Nonrelative	3.2%	4.1%	4.3%
In Nonfamily Households	13.8%	12.6%	13.5%
In Group Quarters	0.2%	0.3%	3.0%
Institutionalized Population	0.0%	0.1%	0.7%
Noninstitutionalized Population	0.1%	0.3%	2.3%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	13,130	81,795	181,182
Less than 9th Grade	5.1%	6.9%	8.8%
9th - 12th Grade, No Diploma	5.4%	6.0%	6.3%
High School Graduate	18.0%	20.6%	20.5%
GED/Alternative Credential	1.3%	1.9%	1.8%
Some College, No Degree	25.2%	23.5%	22.7%
Associate Degree	12.0%	11.2%	10.6%
Bachelor's Degree	22.6%	19.9%	19.2%
Graduate/Professional Degree	10.4%	10.0%	10.2%
2019 Population 15+ by Marital Status			
Total	15,826	96,936	221,999
Never Married	30.4%	30.4%	34.3%
Married	53.3%	53.1%	49.7%
Widowed	5.9%	4.9%	4.8%
Divorced	10.4%	11.6%	11.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	94.9%	95.3%
Civilian Unemployed (Unemployment Rate)	5.1%	5.1%	4.7%
2019 Employed Population 16+ by Industry			
Total	8,987	56,272	128,039
Agriculture/Mining	0.7%	1.0%	1.6%
Construction	3.8%	5.6%	7.5%
Manufacturing	11.1%	12.2%	11.4%
Wholesale Trade	2.5%	2.4%	2.5%
Retail Trade	14.2%	11.8%	11.4%
Transportation/Utilities	4.6%	5.2%	4.3%
Information	3.0%	1.8%	1.9%
Finance/Insurance/Real Estate	5.6%	4.2%	4.4%
Services	47.7%	50.6%	50.3%
Public Administration	6.8%	5.2%	4.7%
2019 Employed Population 16+ by Occupation			
Total	8,988	56,273	128,040
White Collar	66.2%	59.6%	55.9%
Management/Business/Financial	16.1%	13.6%	12.4%
Professional	22.8%	20.5%	19.5%
Sales	12.5%	11.6%	11.1%
Administrative Support	14.8%	13.9%	12.9%
Services	17.4%	20.4%	21.7%
Blue Collar	16.4%	20.0%	22.4%
Farming/Forestry/Fishing	0.7%	0.8%	1.6%
Construction/Extraction	1.8%	3.6%	5.3%
Installation/Maintenance/Repair	3.2%	3.6%	3.5%
Production	7.4%	7.6%	7.3%
Transportation/Material Moving	3.2%	4.4%	4.7%
2010 Population By Urban/ Rural Status			
Total Population	18,612	112,165	256,038
Population Inside Urbanized Area	100.0%	100.0%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	6,563	37,327	84,947
Households with 1 Person	22.7%	20.0%	21.3%
Households with 2+ People	77.3%	80.0%	78.7%
Family Households	70.5%	72.8%	70.7%
Husband-wife Families	53.7%	55.3%	52.6%
With Related Children	27.7%	27.1%	26.8%
Other Family (No Spouse Present)	16.8%	17.5%	18.1%
Other Family with Male Householder	4.6%	5.4%	5.8%
With Related Children	2.8%	3.2%	3.5%
Other Family with Female Householder	12.2%	12.1%	12.3%
With Related Children	8.2%	7.4%	7.7%
Nonfamily Households	6.7%	7.2%	8.0%
All Households with Children	39.4%	38.2%	38.6%
Multigenerational Households	5.3%	6.9%	6.3%
Unmarried Partner Households	5.5%	6.2%	6.8%
Male-female	4.9%	5.4%	6.1%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	6,562	37,328	84,947
1 Person Household	22.8%	20.0%	21.3%
2 Person Household	31.2%	31.1%	30.7%
3 Person Household	17.6%	16.8%	16.6%
4 Person Household	14.4%	15.1%	14.6%
5 Person Household	7.5%	8.1%	7.9%
6 Person Household	3.3%	4.1%	4.0%
7 + Person Household	3.2%	4.8%	4.9%
2010 Households by Tenure and Mortgage Status			
Total	6,563	37,327	84,947
Owner Occupied	59.4%	65.0%	55.8%
Owned with a Mortgage/Loan	48.7%	52.4%	43.7%
Owned Free and Clear	10.7%	12.6%	12.1%
Renter Occupied	40.6%	35.0%	44.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,996	39,336	90,262
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

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.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	Bright Young Professionals (8C)	Urban Villages (7B)	Urban Villages (7B)
3.	Soccer Moms (4A)	Bright Young Professionals	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$16,369,977	\$94,514,388	\$208,291,882
Average Spent	\$2,375.56	\$2,361.62	\$2,272.44
Spending Potential Index	111	110	106
Education: Total \$	\$11,614,461	\$71,319,500	\$155,521,237
Average Spent	\$1,685.45	\$1,782.05	\$1,696.72
Spending Potential Index	106	112	106
Entertainment/Recreation: Total \$	\$23,828,542	\$140,419,117	\$302,779,491
Average Spent	\$3,457.92	\$3,508.64	\$3,303.29
Spending Potential Index	106	107	101
Food at Home: Total \$	\$38,355,771	\$224,297,088	\$492,400,188
Average Spent	\$5,566.07	\$5,604.48	\$5,372.03
Spending Potential Index	108	108	104
Food Away from Home: Total \$	\$28,225,762	\$161,899,384	\$355,764,717
Average Spent	\$4,096.03	\$4,045.36	\$3,881.35
Spending Potential Index	111	110	106
Health Care: Total \$	\$41,741,077	\$248,720,941	\$529,388,138
Average Spent	\$6,057.33	\$6,214.76	\$5,775.56
Spending Potential Index	102	105	97
HH Furnishings & Equipment: Total \$	\$15,979,682	\$93,371,510	\$200,732,998
Average Spent	\$2,318.92	\$2,333.06	\$2,189.97
Spending Potential Index	109	109	103
Personal Care Products & Services: Total \$	\$6,772,852	\$39,025,527	\$84,244,229
Average Spent	\$982.85	\$975.13	\$919.09
Spending Potential Index	111	110	104
Shelter: Total \$	\$141,642,791	\$837,189,616	\$1,836,996,021
Average Spent	\$20,554.75	\$20,918.76	\$20,041.41
Spending Potential Index	111	113	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,236,949	\$103,707,058	\$221,271,382
Average Spent	\$2,501.37	\$2,591.32	\$2,414.05
Spending Potential Index	101	104	97
Travel: Total \$	\$17,069,142	\$100,899,437	\$214,880,461
Average Spent	\$2,477.02	\$2,521.16	\$2,344.32
Spending Potential Index	110	112	104
Vehicle Maintenance & Repairs: Total \$	\$8,297,906	\$49,198,150	\$106,980,527
Average Spent	\$1,204.17	\$1,229.31	\$1,167.15
Spending Potential Index	105	107	102

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.