



# Market Profile

Branmar Plaza  
 1812 Marsh Rd, Wilmington, Delaware, 19810  
 Rings: 1, 3, 5 mile radii

Prepared by Capano Management  
 Latitude: 39.80362  
 Longitude: -75.50381

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	10,625	78,942	161,008
2010 Total Population	10,373	79,497	164,009
2016 Total Population	10,398	80,854	167,800
2016 Group Quarters	125	816	3,619
2021 Total Population	10,550	82,626	171,763
2016-2021 Annual Rate	0.29%	0.43%	0.47%
<b>Household Summary</b>			
2000 Households	4,126	31,998	64,386
2000 Average Household Size	2.51	2.43	2.43
2010 Households	4,132	32,540	67,130
2010 Average Household Size	2.48	2.42	2.39
2016 Households	4,137	33,008	68,463
2016 Average Household Size	2.48	2.42	2.40
2021 Households	4,195	33,678	69,996
2021 Average Household Size	2.49	2.43	2.40
2016-2021 Annual Rate	0.28%	0.40%	0.44%
2010 Families	2,914	21,823	41,627
2010 Average Family Size	2.99	2.96	3.04
2016 Families	2,894	21,966	42,064
2016 Average Family Size	3.00	2.98	3.05
2021 Families	2,921	22,317	42,777
2021 Average Family Size	3.01	2.98	3.06
2016-2021 Annual Rate	0.19%	0.32%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,202	33,331	68,868
Owner Occupied Housing Units	87.8%	71.7%	62.3%
Renter Occupied Housing Units	10.4%	24.3%	31.2%
Vacant Housing Units	1.8%	4.0%	6.5%
2010 Housing Units	4,287	34,416	72,990
Owner Occupied Housing Units	85.5%	71.3%	60.9%
Renter Occupied Housing Units	10.9%	23.2%	31.1%
Vacant Housing Units	3.6%	5.5%	8.0%
2016 Housing Units	4,314	34,996	74,684
Owner Occupied Housing Units	83.6%	69.5%	58.5%
Renter Occupied Housing Units	12.3%	24.8%	33.2%
Vacant Housing Units	4.1%	5.7%	8.3%
2021 Housing Units	4,376	35,689	76,371
Owner Occupied Housing Units	83.6%	69.6%	58.4%
Renter Occupied Housing Units	12.3%	24.7%	33.3%
Vacant Housing Units	4.1%	5.6%	8.3%
<b>Median Household Income</b>			
2016	\$98,579	\$78,674	\$64,451
2021	\$107,112	\$88,605	\$73,649
<b>Median Home Value</b>			
2016	\$342,503	\$312,026	\$284,170
2021	\$354,367	\$335,938	\$313,859
<b>Per Capita Income</b>			
2016	\$48,066	\$42,510	\$38,181
2021	\$52,652	\$46,554	\$41,476
<b>Median Age</b>			
2010	47.4	43.3	40.8
2016	48.7	44.6	41.9
2021	50.1	45.4	42.7

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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<b>2016 Households by Income</b>			
Household Income Base	4,137	33,008	68,463
<\$15,000	2.3%	5.5%	10.4%
\$15,000 - \$24,999	5.0%	6.1%	7.8%
\$25,000 - \$34,999	6.5%	7.0%	8.8%
\$35,000 - \$49,999	8.0%	11.6%	12.0%
\$50,000 - \$74,999	13.6%	17.3%	16.5%
\$75,000 - \$99,999	15.2%	13.7%	12.5%
\$100,000 - \$149,999	23.7%	19.5%	15.8%
\$150,000 - \$199,999	15.1%	10.3%	8.1%
\$200,000+	10.5%	9.1%	8.1%
Average Household Income	\$118,908	\$103,619	\$92,384
<b>2021 Households by Income</b>			
Household Income Base	4,195	33,678	69,996
<\$15,000	2.0%	5.3%	10.2%
\$15,000 - \$24,999	4.3%	5.5%	7.1%
\$25,000 - \$34,999	7.2%	8.5%	11.1%
\$35,000 - \$49,999	4.1%	6.4%	7.3%
\$50,000 - \$74,999	11.4%	15.6%	15.0%
\$75,000 - \$99,999	15.2%	14.3%	13.1%
\$100,000 - \$149,999	26.9%	22.3%	18.0%
\$150,000 - \$199,999	17.5%	12.1%	9.5%
\$200,000+	11.5%	10.1%	8.8%
Average Household Income	\$130,434	\$113,725	\$100,583
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	3,606	24,315	43,657
<\$50,000	1.4%	2.4%	2.8%
\$50,000 - \$99,999	0.4%	1.6%	5.5%
\$100,000 - \$149,999	1.1%	3.9%	8.1%
\$150,000 - \$199,999	2.6%	7.9%	10.9%
\$200,000 - \$249,999	9.5%	13.6%	13.1%
\$250,000 - \$299,999	18.1%	17.3%	14.1%
\$300,000 - \$399,999	39.8%	28.0%	21.5%
\$400,000 - \$499,999	17.0%	15.6%	12.6%
\$500,000 - \$749,999	9.8%	7.6%	8.0%
\$750,000 - \$999,999	0.3%	1.9%	2.6%
\$1,000,000 +	0.1%	0.3%	0.9%
Average Home Value	\$358,172	\$334,401	\$317,976
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	3,657	24,848	44,572
<\$50,000	0.7%	1.4%	1.9%
\$50,000 - \$99,999	0.3%	1.4%	5.3%
\$100,000 - \$149,999	0.5%	2.8%	6.6%
\$150,000 - \$199,999	1.0%	4.6%	7.3%
\$200,000 - \$249,999	5.1%	9.8%	10.8%
\$250,000 - \$299,999	14.0%	16.2%	14.1%
\$300,000 - \$399,999	52.3%	38.4%	29.4%
\$400,000 - \$499,999	17.2%	15.7%	13.1%
\$500,000 - \$749,999	8.4%	6.8%	7.3%
\$750,000 - \$999,999	0.4%	2.6%	3.2%
\$1,000,000 +	0.1%	0.4%	1.0%
Average Home Value	\$370,639	\$354,090	\$337,281

**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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<b>2010 Population by Age</b>			
Total	10,371	79,498	164,010
0 - 4	5.2%	5.6%	5.9%
5 - 9	5.5%	5.9%	6.1%
10 - 14	6.2%	5.9%	6.1%
15 - 24	9.1%	10.7%	11.9%
25 - 34	7.7%	11.0%	12.6%
35 - 44	12.5%	13.3%	13.2%
45 - 54	16.9%	16.4%	15.7%
55 - 64	15.2%	14.1%	12.7%
65 - 74	9.0%	8.5%	7.8%
75 - 84	7.7%	5.9%	5.5%
85 +	5.1%	2.8%	2.5%
18 +	79.3%	78.6%	77.8%
<b>2016 Population by Age</b>			
Total	10,397	80,854	167,800
0 - 4	4.8%	5.2%	5.4%
5 - 9	5.6%	5.8%	5.9%
10 - 14	6.2%	6.2%	6.3%
15 - 24	9.5%	10.3%	11.6%
25 - 34	7.6%	10.8%	12.5%
35 - 44	11.2%	12.1%	12.2%
45 - 54	14.6%	14.5%	14.0%
55 - 64	16.9%	15.3%	14.0%
65 - 74	11.5%	10.6%	9.7%
75 - 84	6.8%	5.9%	5.6%
85 +	5.3%	3.2%	2.8%
18 +	79.8%	79.3%	78.8%
<b>2021 Population by Age</b>			
Total	10,551	82,626	171,763
0 - 4	4.6%	5.0%	5.3%
5 - 9	5.5%	5.4%	5.6%
10 - 14	6.1%	6.2%	6.1%
15 - 24	8.8%	9.8%	11.0%
25 - 34	7.8%	10.8%	12.6%
35 - 44	10.7%	12.3%	12.4%
45 - 54	13.4%	13.3%	12.8%
55 - 64	16.2%	15.0%	14.0%
65 - 74	14.3%	12.4%	11.2%
75 - 84	7.6%	6.6%	6.3%
85 +	5.1%	3.2%	2.9%
18 +	80.4%	79.8%	79.5%
<b>2010 Population by Sex</b>			
Males	4,963	38,194	78,392
Females	5,410	41,303	85,617
<b>2016 Population by Sex</b>			
Males	5,023	38,978	80,435
Females	5,375	41,876	87,365
<b>2021 Population by Sex</b>			
Males	5,115	39,986	82,567
Females	5,436	42,640	89,196

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<b>2010 Population by Race/Ethnicity</b>			
Total	10,373	79,496	164,010
White Alone	88.4%	79.3%	67.6%
Black Alone	6.2%	12.4%	25.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.9%	5.3%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.0%	1.2%
Two or More Races	1.2%	1.7%	1.9%
Hispanic Origin	1.7%	3.4%	3.8%
Diversity Index	24.1	39.6	51.6
<b>2016 Population by Race/Ethnicity</b>			
Total	10,398	80,855	167,799
White Alone	86.1%	76.3%	64.7%
Black Alone	6.8%	13.3%	26.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.2%	6.8%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.2%	1.4%
Two or More Races	1.4%	2.1%	2.3%
Hispanic Origin	2.0%	4.0%	4.6%
Diversity Index	28.0	44.2	55.1
<b>2021 Population by Race/Ethnicity</b>			
Total	10,550	82,626	171,763
White Alone	83.8%	73.4%	61.9%
Black Alone	7.5%	14.2%	27.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.5%	8.3%	5.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.3%	1.4%	1.6%
Two or More Races	1.7%	2.5%	2.7%
Hispanic Origin	2.4%	4.7%	5.4%
Diversity Index	32.1	48.5	58.3
<b>2010 Population by Relationship and Household Type</b>			
Total	10,373	79,497	164,009
In Households	98.9%	99.0%	97.9%
In Family Households	85.0%	82.9%	79.2%
Householder	28.4%	27.4%	25.4%
Spouse	24.4%	21.6%	17.8%
Child	28.4%	29.3%	30.3%
Other relative	2.9%	3.0%	3.6%
Nonrelative	0.9%	1.6%	2.1%
In Nonfamily Households	13.9%	16.1%	18.7%
In Group Quarters	1.1%	1.0%	2.1%
Institutionalized Population	0.9%	0.6%	1.7%
Noninstitutionalized Population	0.2%	0.3%	0.4%

**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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<b>2016 Population 25+ by Educational Attainment</b>			
Total	7,682	58,594	118,817
Less than 9th Grade	1.0%	1.3%	2.0%
9th - 12th Grade, No Diploma	1.8%	4.0%	6.3%
High School Graduate	19.5%	22.4%	25.5%
GED/Alternative Credential	1.3%	1.9%	2.6%
Some College, No Degree	13.7%	16.2%	17.0%
Associate Degree	6.6%	7.3%	7.0%
Bachelor's Degree	30.6%	26.3%	22.2%
Graduate/Professional Degree	25.5%	20.5%	17.5%
<b>2016 Population 15+ by Marital Status</b>			
Total	8,670	66,926	138,234
Never Married	24.0%	27.8%	34.7%
Married	59.0%	54.9%	46.7%
Widowed	7.7%	6.8%	6.9%
Divorced	9.3%	10.5%	11.6%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.3%	96.0%	94.2%
Civilian Unemployed	2.7%	4.0%	5.8%
<b>2016 Employed Population 16+ by Industry</b>			
Total	5,743	43,862	85,170
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	3.9%	4.4%	4.6%
Manufacturing	10.7%	10.6%	9.4%
Wholesale Trade	1.9%	2.7%	2.6%
Retail Trade	10.9%	11.1%	11.4%
Transportation/Utilities	2.1%	4.6%	4.3%
Information	1.3%	1.7%	1.7%
Finance/Insurance/Real Estate	12.7%	11.7%	11.8%
Services	52.0%	47.8%	48.9%
Public Administration	4.4%	5.1%	5.0%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	5,741	43,862	85,170
White Collar	78.5%	72.8%	70.0%
Management/Business/Financial	22.1%	20.1%	18.9%
Professional	33.9%	29.6%	26.9%
Sales	11.1%	10.4%	10.3%
Administrative Support	11.5%	12.8%	13.9%
Services	10.8%	12.9%	15.4%
Blue Collar	10.6%	14.3%	14.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.6%	3.4%	3.3%
Installation/Maintenance/Repair	2.6%	2.7%	2.6%
Production	3.0%	3.8%	3.4%
Transportation/Material Moving	2.4%	4.4%	5.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	10,373	79,497	164,009
Population Inside Urbanized Area	100.0%	99.8%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.8%

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<b>2010 Households by Type</b>			
Total	4,132	32,540	67,130
Households with 1 Person	25.4%	27.4%	31.6%
Households with 2+ People	74.6%	72.6%	68.4%
Family Households	70.5%	67.1%	62.0%
Husband-wife Families	60.6%	52.7%	43.3%
With Related Children	24.2%	21.3%	17.8%
Other Family (No Spouse Present)	9.9%	14.4%	18.7%
Other Family with Male Householder	2.8%	3.7%	4.3%
With Related Children	1.3%	1.9%	2.3%
Other Family with Female Householder	7.1%	10.7%	14.4%
With Related Children	3.4%	6.2%	9.2%
Nonfamily Households	4.1%	5.6%	6.4%
All Households with Children	29.3%	29.7%	29.5%
Multigenerational Households	3.2%	3.3%	4.1%
Unmarried Partner Households	3.8%	5.5%	6.6%
Male-female	2.9%	4.7%	5.7%
Same-sex	1.0%	0.8%	0.9%
<b>2010 Households by Size</b>			
Total	4,133	32,540	67,130
1 Person Household	25.4%	27.4%	31.6%
2 Person Household	36.1%	35.3%	32.3%
3 Person Household	16.7%	16.4%	15.4%
4 Person Household	14.2%	13.3%	12.2%
5 Person Household	5.2%	5.2%	5.5%
6 Person Household	1.6%	1.6%	1.9%
7 + Person Household	0.7%	0.8%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,132	32,540	67,130
Owner Occupied	88.7%	75.5%	66.2%
Owned with a Mortgage/Loan	61.8%	53.8%	48.2%
Owned Free and Clear	26.9%	21.7%	18.0%
Renter Occupied	11.3%	24.5%	33.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,287	34,416	72,990
Housing Units Inside Urbanized Area	100.0%	99.7%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.8%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
<b>2.</b>	Savvy Suburbanites (1D)	Comfortable Empty Nesters	Parks and Rec (5C)
<b>3.</b>	Golden Years (9B)	Parks and Rec (5C)	Golden Years (9B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,245,996	\$87,217,260	\$164,142,724
Average Spent	\$2,960.12	\$2,642.31	\$2,397.54
Spending Potential Index	147	131	119
Education: Total \$	\$9,791,954	\$68,043,502	\$125,379,994
Average Spent	\$2,366.92	\$2,061.42	\$1,831.35
Spending Potential Index	167	146	129
Entertainment/Recreation: Total \$	\$18,242,370	\$127,263,061	\$235,821,509
Average Spent	\$4,409.56	\$3,855.52	\$3,444.51
Spending Potential Index	151	132	118
Food at Home: Total \$	\$28,705,818	\$207,294,688	\$398,053,232
Average Spent	\$6,938.80	\$6,280.13	\$5,814.14
Spending Potential Index	139	126	117
Food Away from Home: Total \$	\$18,494,560	\$132,056,107	\$249,505,325
Average Spent	\$4,470.52	\$4,000.73	\$3,644.38
Spending Potential Index	145	129	118
Health Care: Total \$	\$33,225,376	\$228,938,917	\$423,646,495
Average Spent	\$8,031.27	\$6,935.86	\$6,187.96
Spending Potential Index	152	131	117
HH Furnishings & Equipment: Total \$	\$11,187,789	\$77,850,468	\$143,788,083
Average Spent	\$2,704.32	\$2,358.53	\$2,100.23
Spending Potential Index	153	134	119
Personal Care Products & Services: Total \$	\$4,666,620	\$32,295,903	\$59,892,764
Average Spent	\$1,128.02	\$978.43	\$874.82
Spending Potential Index	154	134	119
Shelter: Total \$	\$97,858,495	\$694,030,884	\$1,308,000,218
Average Spent	\$23,654.46	\$21,026.14	\$19,105.21
Spending Potential Index	152	135	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,454,392	\$103,691,813	\$189,578,585
Average Spent	\$3,735.65	\$3,141.41	\$2,769.07
Spending Potential Index	161	135	119
Travel: Total \$	\$13,208,650	\$88,140,990	\$156,487,361
Average Spent	\$3,192.81	\$2,670.29	\$2,285.72
Spending Potential Index	172	143	123
Vehicle Maintenance & Repairs: Total \$	\$6,326,790	\$44,454,342	\$82,817,783
Average Spent	\$1,529.32	\$1,346.77	\$1,209.67
Spending Potential Index	148	130	117

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.