



Market Profile

Center Pointe Plaza I & II
 1289 Churchmans Rd, Newark, Delaware, 19713
 Rings: 1, 3, 5 mile radii

Prepared by Capano Management

Latitude: 39.69026
 Longitude: -75.66337

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,432	71,753	199,046
2010 Total Population	1,316	70,777	203,389
2016 Total Population	1,338	72,506	208,355
2016 Group Quarters	112	358	5,075
2021 Total Population	1,361	74,535	213,948
2016-2021 Annual Rate	0.34%	0.55%	0.53%
Household Summary			
2000 Households	544	28,884	75,099
2000 Average Household Size	2.53	2.47	2.56
2010 Households	487	28,290	76,771
2010 Average Household Size	2.49	2.49	2.59
2016 Households	488	28,827	78,172
2016 Average Household Size	2.51	2.50	2.60
2021 Households	496	29,561	80,123
2021 Average Household Size	2.52	2.51	2.61
2016-2021 Annual Rate	0.33%	0.50%	0.49%
2010 Families	299	18,319	50,160
2010 Average Family Size	3.21	3.04	3.11
2016 Families	299	18,505	50,612
2016 Average Family Size	3.23	3.06	3.13
2021 Families	304	18,890	51,626
2021 Average Family Size	3.23	3.07	3.14
2016-2021 Annual Rate	0.33%	0.41%	0.40%
Housing Unit Summary			
2000 Housing Units	564	29,970	77,998
Owner Occupied Housing Units	63.3%	63.3%	66.2%
Renter Occupied Housing Units	33.3%	33.1%	30.1%
Vacant Housing Units	3.4%	3.6%	3.7%
2010 Housing Units	517	30,084	81,445
Owner Occupied Housing Units	70.4%	61.6%	63.9%
Renter Occupied Housing Units	23.8%	32.5%	30.3%
Vacant Housing Units	5.8%	6.0%	5.7%
2016 Housing Units	526	30,935	83,376
Owner Occupied Housing Units	66.7%	58.8%	61.2%
Renter Occupied Housing Units	26.0%	34.4%	32.5%
Vacant Housing Units	7.2%	6.8%	6.2%
2021 Housing Units	533	31,691	85,433
Owner Occupied Housing Units	66.6%	58.9%	61.3%
Renter Occupied Housing Units	26.6%	34.4%	32.5%
Vacant Housing Units	6.9%	6.7%	6.2%
Median Household Income			
2016	\$54,234	\$56,507	\$58,979
2021	\$59,149	\$62,175	\$65,858
Median Home Value			
2016	\$217,045	\$220,342	\$227,003
2021	\$230,372	\$241,064	\$253,317
Per Capita Income			
2016	\$29,306	\$28,694	\$29,103
2021	\$32,348	\$31,284	\$31,681
Median Age			
2010	43.7	36.7	35.3
2016	45.1	37.6	36.2
2021	45.2	38.0	36.9

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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2016 Households by Income			
Household Income Base	488	28,827	78,172
<\$15,000	7.8%	8.2%	9.2%
\$15,000 - \$24,999	8.2%	7.3%	7.6%
\$25,000 - \$34,999	12.1%	12.0%	10.3%
\$35,000 - \$49,999	15.8%	15.0%	14.0%
\$50,000 - \$74,999	25.0%	21.2%	19.7%
\$75,000 - \$99,999	11.7%	13.9%	13.8%
\$100,000 - \$149,999	12.9%	14.7%	15.9%
\$150,000 - \$199,999	4.1%	4.9%	6.1%
\$200,000+	2.7%	2.7%	3.5%
Average Household Income	\$69,568	\$72,085	\$76,290
2021 Households by Income			
Household Income Base	496	29,561	80,123
<\$15,000	8.1%	8.1%	8.9%
\$15,000 - \$24,999	7.1%	6.7%	6.9%
\$25,000 - \$34,999	14.7%	15.0%	12.9%
\$35,000 - \$49,999	8.9%	9.0%	8.2%
\$50,000 - \$74,999	23.8%	19.2%	18.1%
\$75,000 - \$99,999	13.1%	15.1%	14.7%
\$100,000 - \$149,999	15.9%	17.7%	18.8%
\$150,000 - \$199,999	5.2%	6.1%	7.5%
\$200,000+	3.2%	3.1%	3.9%
Average Household Income	\$77,237	\$78,812	\$83,336
2016 Owner Occupied Housing Units by Value			
Total	351	18,176	51,066
<\$50,000	10.5%	5.3%	4.9%
\$50,000 - \$99,999	5.1%	2.3%	2.2%
\$100,000 - \$149,999	6.0%	7.9%	8.9%
\$150,000 - \$199,999	15.7%	22.0%	20.5%
\$200,000 - \$249,999	37.6%	30.6%	24.9%
\$250,000 - \$299,999	13.7%	18.1%	17.2%
\$300,000 - \$399,999	6.6%	8.5%	13.6%
\$400,000 - \$499,999	4.0%	3.3%	4.8%
\$500,000 - \$749,999	1.1%	1.4%	2.1%
\$750,000 - \$999,999	0.0%	0.3%	0.5%
\$1,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$211,009	\$228,502	\$244,523
2021 Owner Occupied Housing Units by Value			
Total	355	18,665	52,388
<\$50,000	9.3%	4.5%	4.1%
\$50,000 - \$99,999	5.4%	2.5%	2.5%
\$100,000 - \$149,999	5.1%	6.7%	7.5%
\$150,000 - \$199,999	9.6%	14.7%	13.7%
\$200,000 - \$249,999	34.1%	26.4%	21.0%
\$250,000 - \$299,999	17.7%	22.8%	19.7%
\$300,000 - \$399,999	11.8%	15.7%	22.5%
\$400,000 - \$499,999	5.4%	4.4%	5.6%
\$500,000 - \$749,999	1.7%	1.7%	2.3%
\$750,000 - \$999,999	0.0%	0.5%	0.7%
\$1,000,000 +	0.0%	0.2%	0.5%
Average Home Value	\$230,986	\$251,325	\$268,420

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



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2010 Population by Age			
Total	1,314	70,776	203,391
0 - 4	5.0%	6.6%	6.3%
5 - 9	4.9%	5.9%	6.0%
10 - 14	4.9%	6.0%	6.2%
15 - 24	11.0%	13.4%	16.8%
25 - 34	13.4%	15.9%	14.3%
35 - 44	12.6%	13.6%	13.1%
45 - 54	16.4%	14.6%	14.7%
55 - 64	11.6%	11.3%	11.0%
65 - 74	9.2%	6.9%	6.2%
75 - 84	6.2%	4.4%	3.9%
85 +	4.9%	1.5%	1.5%
18 +	81.8%	77.5%	77.5%
2016 Population by Age			
Total	1,338	72,506	208,356
0 - 4	4.6%	6.2%	5.9%
5 - 9	4.9%	6.0%	5.9%
10 - 14	4.9%	5.8%	5.8%
15 - 24	10.0%	12.5%	16.0%
25 - 34	13.2%	15.8%	14.7%
35 - 44	12.1%	13.5%	12.8%
45 - 54	14.5%	13.2%	13.0%
55 - 64	13.5%	12.3%	12.3%
65 - 74	10.1%	8.3%	7.7%
75 - 84	7.0%	4.6%	4.0%
85 +	5.0%	1.8%	1.8%
18 +	82.8%	78.6%	78.8%
2021 Population by Age			
Total	1,363	74,535	213,947
0 - 4	4.5%	6.2%	5.9%
5 - 9	4.7%	5.9%	5.7%
10 - 14	5.1%	5.9%	5.8%
15 - 24	8.7%	11.3%	14.7%
25 - 34	12.5%	16.3%	15.2%
35 - 44	14.2%	14.1%	13.4%
45 - 54	12.8%	12.0%	11.8%
55 - 64	14.4%	12.3%	12.4%
65 - 74	10.9%	9.3%	8.9%
75 - 84	7.3%	4.9%	4.4%
85 +	4.8%	1.9%	1.8%
18 +	82.8%	78.9%	79.4%
2010 Population by Sex			
Males	650	34,081	97,509
Females	666	36,696	105,880
2016 Population by Sex			
Males	667	35,001	100,161
Females	671	37,504	108,194
2021 Population by Sex			
Males	689	36,088	103,255
Females	672	38,448	110,693

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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2010 Population by Race/Ethnicity			
Total	1,317	70,777	203,388
White Alone	77.6%	66.7%	67.0%
Black Alone	13.0%	19.8%	20.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.2%	5.6%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	4.6%	4.8%
Two or More Races	1.9%	3.0%	2.9%
Hispanic Origin	7.6%	11.3%	11.2%
Diversity Index	46.5	61.0	60.6
2016 Population by Race/Ethnicity			
Total	1,338	72,506	208,355
White Alone	74.1%	63.3%	63.7%
Black Alone	14.2%	20.7%	20.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	6.7%	6.9%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	5.2%	5.5%
Two or More Races	2.4%	3.5%	3.4%
Hispanic Origin	8.9%	12.8%	12.7%
Diversity Index	51.9	65.2	64.7
2021 Population by Race/Ethnicity			
Total	1,361	74,535	213,947
White Alone	70.9%	60.0%	60.6%
Black Alone	15.3%	21.5%	21.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	8.0%	8.2%	7.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.7%	5.8%	6.2%
Two or More Races	2.8%	4.0%	3.9%
Hispanic Origin	10.3%	14.4%	14.4%
Diversity Index	56.6	68.8	68.4
2010 Population by Relationship and Household Type			
Total	1,316	70,777	203,389
In Households	92.1%	99.5%	97.6%
In Family Households	75.4%	81.7%	79.5%
Householder	24.2%	25.8%	24.7%
Spouse	17.6%	17.3%	16.8%
Child	27.1%	30.9%	30.8%
Other relative	4.1%	4.6%	4.4%
Nonrelative	2.5%	3.1%	2.9%
In Nonfamily Households	16.6%	17.8%	18.1%
In Group Quarters	7.9%	0.5%	2.4%
Institutionalized Population	7.7%	0.4%	0.8%
Noninstitutionalized Population	0.3%	0.1%	1.6%

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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2016 Population 25+ by Educational Attainment			
Total	1,012	50,388	138,086
Less than 9th Grade	1.4%	3.0%	3.0%
9th - 12th Grade, No Diploma	8.7%	6.0%	6.3%
High School Graduate	42.5%	28.8%	28.1%
GED/Alternative Credential	1.4%	2.9%	3.0%
Some College, No Degree	16.4%	21.9%	21.0%
Associate Degree	8.1%	7.5%	7.9%
Bachelor's Degree	17.1%	18.5%	18.8%
Graduate/Professional Degree	4.4%	11.4%	12.0%
2016 Population 15+ by Marital Status			
Total	1,144	59,418	171,464
Never Married	25.2%	34.5%	37.3%
Married	44.5%	46.1%	45.2%
Widowed	8.8%	5.3%	5.2%
Divorced	21.5%	14.1%	12.3%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	94.5%	94.9%
Civilian Unemployed	7.3%	5.5%	5.1%
2016 Employed Population 16+ by Industry			
Total	662	40,396	112,483
Agriculture/Mining	1.2%	0.8%	0.6%
Construction	7.9%	6.2%	5.5%
Manufacturing	6.9%	8.9%	9.0%
Wholesale Trade	3.8%	2.5%	2.2%
Retail Trade	10.1%	11.9%	12.2%
Transportation/Utilities	7.3%	4.9%	5.2%
Information	2.7%	1.2%	1.3%
Finance/Insurance/Real Estate	13.0%	13.8%	13.3%
Services	43.8%	45.8%	46.2%
Public Administration	3.0%	4.1%	4.3%
2016 Employed Population 16+ by Occupation			
Total	661	40,395	112,485
White Collar	57.4%	62.5%	63.3%
Management/Business/Financial	14.4%	13.8%	15.0%
Professional	17.5%	23.7%	22.6%
Sales	8.6%	8.8%	9.3%
Administrative Support	16.9%	16.2%	16.4%
Services	13.6%	16.5%	17.4%
Blue Collar	28.9%	21.0%	19.3%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	7.7%	5.2%	4.6%
Installation/Maintenance/Repair	2.6%	3.4%	3.4%
Production	8.0%	4.9%	4.2%
Transportation/Material Moving	10.6%	7.3%	6.8%
2010 Population By Urban/ Rural Status			
Total Population	1,316	70,777	203,389
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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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2010 Households by Type			
Total	486	28,290	76,771
Households with 1 Person	32.5%	27.8%	26.0%
Households with 2+ People	67.5%	72.2%	74.0%
Family Households	61.5%	64.8%	65.3%
Husband-wife Families	44.7%	43.4%	44.5%
With Related Children	17.9%	18.9%	20.2%
Other Family (No Spouse Present)	16.9%	21.3%	20.8%
Other Family with Male Householder	5.6%	5.7%	5.6%
With Related Children	2.5%	3.2%	3.2%
Other Family with Female Householder	11.3%	15.7%	15.2%
With Related Children	6.0%	9.9%	9.7%
Nonfamily Households	6.0%	7.4%	8.7%
All Households with Children	26.7%	32.6%	33.6%
Multigenerational Households	4.5%	4.8%	5.0%
Unmarried Partner Households	5.3%	8.1%	7.7%
Male-female	4.7%	7.3%	7.0%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	488	28,290	76,770
1 Person Household	32.4%	27.8%	26.0%
2 Person Household	31.6%	32.2%	31.5%
3 Person Household	16.2%	17.8%	18.1%
4 Person Household	11.9%	12.9%	14.2%
5 Person Household	4.7%	5.7%	6.2%
6 Person Household	2.0%	2.2%	2.5%
7 + Person Household	1.2%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	487	28,290	76,771
Owner Occupied	74.7%	65.5%	67.8%
Owned with a Mortgage/Loan	48.3%	49.1%	52.2%
Owned Free and Clear	26.7%	16.3%	15.6%
Renter Occupied	25.3%	34.5%	32.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	517	30,084	81,445
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Comfortable Empty Nesters	Bright Young Professionals	Bright Young Professionals
3.	Senior Escapes (9D)	Enterprising Professionals	Enterprising Professionals
2016 Consumer Spending			
Apparel & Services: Total \$	\$864,587	\$54,956,613	\$157,555,670
Average Spent	\$1,771.69	\$1,906.43	\$2,015.50
Spending Potential Index	88	95	100
Education: Total \$	\$631,080	\$39,806,048	\$118,114,919
Average Spent	\$1,293.20	\$1,380.86	\$1,510.96
Spending Potential Index	91	98	107
Entertainment/Recreation: Total \$	\$1,279,806	\$77,874,997	\$223,291,607
Average Spent	\$2,622.55	\$2,701.46	\$2,856.41
Spending Potential Index	90	93	98
Food at Home: Total \$	\$2,132,074	\$133,094,688	\$378,927,111
Average Spent	\$4,369.00	\$4,617.01	\$4,847.35
Spending Potential Index	88	93	97
Food Away from Home: Total \$	\$1,323,296	\$83,917,912	\$240,303,158
Average Spent	\$2,711.67	\$2,911.09	\$3,074.03
Spending Potential Index	88	94	99
Health Care: Total \$	\$2,383,451	\$137,959,804	\$393,746,547
Average Spent	\$4,884.12	\$4,785.78	\$5,036.93
Spending Potential Index	92	90	95
HH Furnishings & Equipment: Total \$	\$778,030	\$47,617,933	\$136,664,616
Average Spent	\$1,594.32	\$1,651.85	\$1,748.26
Spending Potential Index	90	94	99
Personal Care Products & Services: Total \$	\$324,173	\$19,720,656	\$56,364,733
Average Spent	\$664.29	\$684.10	\$721.03
Spending Potential Index	91	93	98
Shelter: Total \$	\$6,872,042	\$433,876,205	\$1,242,255,241
Average Spent	\$14,082.05	\$15,051.04	\$15,891.31
Spending Potential Index	90	97	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,042,078	\$60,520,050	\$173,564,774
Average Spent	\$2,135.41	\$2,099.42	\$2,220.29
Spending Potential Index	92	91	96
Travel: Total \$	\$849,433	\$50,375,597	\$145,644,221
Average Spent	\$1,740.64	\$1,747.51	\$1,863.13
Spending Potential Index	94	94	100
Vehicle Maintenance & Repairs: Total \$	\$453,285	\$27,515,261	\$78,698,363
Average Spent	\$928.86	\$954.50	\$1,006.73
Spending Potential Index	90	92	97

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.