



Market Profile

Concord Square
 4229 Concord Pike, Talleyville, Delaware, 19803
 Rings: 1, 3, 5 mile radii

Prepared by Capano Management
 Latitude: 39.81304
 Longitude: -75.54969

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,017	39,335	162,436
2010 Total Population	5,025	41,312	166,090
2016 Total Population	5,060	41,911	170,359
2016 Group Quarters	56	695	2,812
2021 Total Population	5,158	42,752	174,881
2016-2021 Annual Rate	0.38%	0.40%	0.53%
Household Summary			
2000 Households	1,895	15,291	65,519
2000 Average Household Size	2.61	2.52	2.42
2010 Households	1,988	16,433	68,569
2010 Average Household Size	2.50	2.47	2.38
2016 Households	1,999	16,636	70,097
2016 Average Household Size	2.50	2.48	2.39
2021 Households	2,036	16,951	71,849
2021 Average Household Size	2.51	2.48	2.39
2016-2021 Annual Rate	0.37%	0.38%	0.49%
2010 Families	1,440	11,759	42,368
2010 Average Family Size	2.96	2.96	3.03
2016 Families	1,436	11,818	42,926
2016 Average Family Size	2.97	2.97	3.04
2021 Families	1,455	11,993	43,776
2021 Average Family Size	2.98	2.98	3.05
2016-2021 Annual Rate	0.26%	0.29%	0.39%
Housing Unit Summary			
2000 Housing Units	1,956	15,709	70,616
Owner Occupied Housing Units	85.1%	85.5%	61.3%
Renter Occupied Housing Units	11.7%	11.8%	31.5%
Vacant Housing Units	3.2%	2.7%	7.2%
2010 Housing Units	2,096	17,179	75,455
Owner Occupied Housing Units	82.5%	81.6%	59.1%
Renter Occupied Housing Units	12.3%	14.1%	31.8%
Vacant Housing Units	5.2%	4.3%	9.1%
2016 Housing Units	2,133	17,472	77,422
Owner Occupied Housing Units	79.9%	79.6%	56.7%
Renter Occupied Housing Units	13.8%	15.6%	33.8%
Vacant Housing Units	6.3%	4.8%	9.5%
2021 Housing Units	2,181	17,822	79,367
Owner Occupied Housing Units	79.6%	79.6%	56.7%
Renter Occupied Housing Units	13.8%	15.5%	33.8%
Vacant Housing Units	6.6%	4.9%	9.5%
Median Household Income			
2016	\$101,105	\$99,194	\$65,102
2021	\$108,075	\$107,681	\$74,606
Median Home Value			
2016	\$356,444	\$364,713	\$297,854
2021	\$363,807	\$371,391	\$327,958
Per Capita Income			
2016	\$54,798	\$51,709	\$40,522
2021	\$59,205	\$56,507	\$43,853
Median Age			
2010	46.5	45.6	40.9
2016	47.8	46.9	41.9
2021	48.6	48.0	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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2016 Households by Income			
Household Income Base	1,999	16,636	70,097
<\$15,000	2.5%	3.7%	10.9%
\$15,000 - \$24,999	1.8%	4.1%	8.0%
\$25,000 - \$34,999	6.1%	5.3%	8.6%
\$35,000 - \$49,999	9.4%	8.3%	11.8%
\$50,000 - \$74,999	15.9%	14.5%	15.7%
\$75,000 - \$99,999	13.6%	14.4%	12.0%
\$100,000 - \$149,999	23.6%	21.8%	15.2%
\$150,000 - \$199,999	9.4%	12.8%	8.2%
\$200,000+	17.9%	15.1%	9.7%
Average Household Income	\$136,404	\$130,256	\$97,667
2021 Households by Income			
Household Income Base	2,036	16,951	71,849
<\$15,000	2.4%	3.3%	10.6%
\$15,000 - \$24,999	1.5%	3.5%	7.2%
\$25,000 - \$34,999	6.9%	6.1%	10.9%
\$35,000 - \$49,999	5.4%	4.4%	7.4%
\$50,000 - \$74,999	13.4%	12.4%	14.0%
\$75,000 - \$99,999	13.9%	14.7%	12.5%
\$100,000 - \$149,999	26.9%	24.5%	17.3%
\$150,000 - \$199,999	10.5%	14.6%	9.6%
\$200,000+	19.2%	16.5%	10.4%
Average Household Income	\$147,534	\$142,520	\$105,942
2016 Owner Occupied Housing Units by Value			
Total	1,704	13,912	43,901
<\$50,000	1.5%	2.2%	2.5%
\$50,000 - \$99,999	0.4%	0.6%	5.0%
\$100,000 - \$149,999	1.7%	1.5%	7.5%
\$150,000 - \$199,999	3.8%	2.9%	10.4%
\$200,000 - \$249,999	10.3%	7.1%	12.4%
\$250,000 - \$299,999	17.4%	15.3%	12.8%
\$300,000 - \$399,999	26.4%	31.4%	20.6%
\$400,000 - \$499,999	18.5%	20.2%	12.6%
\$500,000 - \$749,999	14.1%	13.5%	9.6%
\$750,000 - \$999,999	5.8%	4.1%	4.3%
\$1,000,000 +	0.1%	1.0%	2.3%
Average Home Value	\$396,464	\$400,712	\$350,577
2021 Owner Occupied Housing Units by Value			
Total	1,735	14,193	44,983
<\$50,000	0.8%	1.1%	1.8%
\$50,000 - \$99,999	0.2%	0.4%	5.2%
\$100,000 - \$149,999	1.1%	0.7%	6.0%
\$150,000 - \$199,999	2.0%	1.2%	6.9%
\$200,000 - \$249,999	6.3%	4.1%	9.7%
\$250,000 - \$299,999	17.1%	12.8%	12.6%
\$300,000 - \$399,999	35.3%	41.4%	28.4%
\$400,000 - \$499,999	17.3%	19.7%	13.0%
\$500,000 - \$749,999	11.6%	11.7%	8.7%
\$750,000 - \$999,999	8.2%	5.6%	5.3%
\$1,000,000 +	0.1%	1.1%	2.5%
Average Home Value	\$413,458	\$418,104	\$370,437

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	5,025	41,310	166,088
0 - 4	5.0%	5.2%	6.0%
5 - 9	5.9%	6.2%	6.3%
10 - 14	5.8%	6.3%	6.3%
15 - 24	9.5%	9.7%	11.5%
25 - 34	9.6%	8.6%	12.5%
35 - 44	12.1%	13.0%	13.1%
45 - 54	15.5%	16.5%	15.5%
55 - 64	15.2%	14.6%	12.7%
65 - 74	10.1%	9.1%	7.9%
75 - 84	8.1%	7.0%	5.6%
85 +	3.2%	3.7%	2.7%
18 +	79.6%	78.1%	77.4%
2016 Population by Age			
Total	5,059	41,912	170,359
0 - 4	4.5%	4.8%	5.6%
5 - 9	5.6%	5.8%	6.0%
10 - 14	6.3%	6.7%	6.4%
15 - 24	9.8%	10.3%	11.5%
25 - 34	8.9%	8.5%	12.2%
35 - 44	11.1%	11.2%	12.0%
45 - 54	14.1%	14.8%	13.9%
55 - 64	16.3%	15.9%	13.9%
65 - 74	11.6%	11.2%	9.7%
75 - 84	8.0%	6.7%	5.7%
85 +	3.7%	4.1%	2.9%
18 +	79.9%	78.9%	78.3%
2021 Population by Age			
Total	5,159	42,750	174,883
0 - 4	4.3%	4.6%	5.4%
5 - 9	5.3%	5.5%	5.7%
10 - 14	6.1%	6.4%	6.2%
15 - 24	9.6%	9.8%	11.0%
25 - 34	8.8%	8.8%	12.3%
35 - 44	11.5%	11.2%	12.2%
45 - 54	13.1%	13.6%	12.7%
55 - 64	15.8%	15.6%	13.8%
65 - 74	13.2%	13.2%	11.2%
75 - 84	8.1%	7.3%	6.5%
85 +	4.1%	4.1%	3.0%
18 +	80.4%	79.7%	79.0%
2010 Population by Sex			
Males	2,453	19,812	78,739
Females	2,572	21,500	87,351
2016 Population by Sex			
Males	2,486	20,196	81,004
Females	2,574	21,715	89,356
2021 Population by Sex			
Males	2,552	20,696	83,434
Females	2,606	22,056	91,447

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	5,024	41,311	166,089
White Alone	88.0%	87.6%	64.7%
Black Alone	3.6%	4.4%	26.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	6.1%	5.9%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.4%	2.3%
Two or More Races	1.5%	1.5%	2.0%
Hispanic Origin	2.4%	2.2%	6.2%
Diversity Index	25.7	26.0	56.5
2016 Population by Race/Ethnicity			
Total	5,061	41,911	170,359
White Alone	85.3%	84.9%	62.2%
Black Alone	4.0%	4.9%	27.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	8.0%	7.7%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.5%	2.6%
Two or More Races	1.9%	1.9%	2.4%
Hispanic Origin	2.9%	2.7%	7.0%
Diversity Index	30.6	31.0	59.5
2021 Population by Race/Ethnicity			
Total	5,160	42,752	174,881
White Alone	82.5%	82.1%	59.7%
Black Alone	4.4%	5.4%	28.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	9.8%	9.5%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.6%	2.9%
Two or More Races	2.3%	2.3%	2.7%
Hispanic Origin	3.4%	3.3%	7.9%
Diversity Index	35.3	35.8	62.3
2010 Population by Relationship and Household Type			
Total	5,025	41,312	166,090
In Households	99.0%	98.4%	98.4%
In Family Households	85.7%	85.2%	79.4%
Householder	29.2%	28.2%	25.5%
Spouse	24.9%	24.2%	17.7%
Child	28.6%	29.4%	30.3%
Other relative	2.3%	2.5%	3.8%
Nonrelative	0.8%	0.9%	2.2%
In Nonfamily Households	13.3%	13.2%	19.0%
In Group Quarters	1.0%	1.6%	1.6%
Institutionalized Population	0.5%	1.1%	1.1%
Noninstitutionalized Population	0.6%	0.5%	0.5%

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	3,733	30,344	120,014
Less than 9th Grade	0.9%	1.1%	2.5%
9th - 12th Grade, No Diploma	0.9%	1.8%	6.0%
High School Graduate	16.4%	16.7%	23.2%
GED/Alternative Credential	0.6%	0.9%	2.4%
Some College, No Degree	15.1%	14.4%	16.5%
Associate Degree	6.5%	7.2%	6.5%
Bachelor's Degree	30.7%	29.7%	23.7%
Graduate/Professional Degree	28.9%	28.2%	19.2%
2016 Population 15+ by Marital Status			
Total	4,228	34,658	139,665
Never Married	21.6%	23.4%	34.7%
Married	63.5%	61.2%	46.7%
Widowed	6.7%	7.1%	7.1%
Divorced	8.2%	8.3%	11.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.9%	96.8%	94.8%
Civilian Unemployed	3.1%	3.2%	5.2%
2016 Employed Population 16+ by Industry			
Total	2,755	22,116	86,970
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	4.3%	3.7%	4.3%
Manufacturing	10.9%	11.9%	9.5%
Wholesale Trade	3.0%	2.8%	2.5%
Retail Trade	10.2%	9.9%	10.7%
Transportation/Utilities	2.9%	3.4%	4.0%
Information	1.7%	1.1%	1.7%
Finance/Insurance/Real Estate	10.0%	12.6%	12.4%
Services	51.5%	50.0%	49.3%
Public Administration	4.9%	3.9%	5.1%
2016 Employed Population 16+ by Occupation			
Total	2,755	22,117	86,970
White Collar	79.0%	80.0%	70.3%
Management/Business/Financial	21.9%	23.8%	19.5%
Professional	39.0%	34.1%	27.7%
Sales	8.5%	10.3%	10.3%
Administrative Support	9.5%	11.8%	12.9%
Services	12.6%	10.0%	15.9%
Blue Collar	8.4%	10.0%	13.8%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	1.6%	2.2%	3.3%
Installation/Maintenance/Repair	0.8%	1.8%	2.1%
Production	3.0%	3.1%	3.3%
Transportation/Material Moving	2.6%	2.6%	4.8%
2010 Population By Urban/ Rural Status			
Total Population	5,025	41,312	166,090
Population Inside Urbanized Area	95.1%	97.8%	97.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.9%	2.2%	3.0%

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	1,987	16,433	68,569
Households with 1 Person	23.7%	24.2%	31.8%
Households with 2+ People	76.3%	75.8%	68.2%
Family Households	72.5%	71.6%	61.8%
Husband-wife Families	61.9%	61.3%	42.9%
With Related Children	22.7%	25.2%	17.5%
Other Family (No Spouse Present)	10.6%	10.2%	18.9%
Other Family with Male Householder	3.0%	2.8%	4.2%
With Related Children	1.5%	1.4%	2.2%
Other Family with Female Householder	7.5%	7.4%	14.7%
With Related Children	3.6%	3.9%	9.4%
Nonfamily Households	3.8%	4.2%	6.5%
All Households with Children	27.9%	30.7%	29.4%
Multigenerational Households	2.4%	2.8%	4.0%
Unmarried Partner Households	3.1%	3.8%	6.6%
Male-female	2.5%	3.0%	5.7%
Same-sex	0.6%	0.8%	0.9%
2010 Households by Size			
Total	1,988	16,432	68,570
1 Person Household	23.7%	24.2%	31.8%
2 Person Household	39.2%	36.8%	32.6%
3 Person Household	16.2%	16.0%	15.1%
4 Person Household	13.4%	14.8%	11.9%
5 Person Household	5.0%	5.7%	5.4%
6 Person Household	1.8%	1.8%	1.9%
7 + Person Household	0.7%	0.7%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	1,988	16,433	68,569
Owner Occupied	87.0%	85.3%	65.0%
Owned with a Mortgage/Loan	57.9%	59.0%	46.9%
Owned Free and Clear	29.0%	26.2%	18.1%
Renter Occupied	13.0%	14.7%	35.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,096	17,179	75,455
Housing Units Inside Urbanized Area	93.5%	97.5%	97.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.5%	2.5%	2.9%

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.	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
2.	In Style (5B)	Savvy Suburbanites (1D)	Golden Years (9B)
3.	Savvy Suburbanites (1D)	Comfortable Empty Nesters	Top Tier (1A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$6,802,080	\$53,966,858	\$178,575,174
Average Spent	\$3,402.74	\$3,243.98	\$2,547.54
Spending Potential Index	169	161	127
Education: Total \$	\$5,452,162	\$43,155,475	\$137,531,185
Average Spent	\$2,727.44	\$2,594.10	\$1,962.01
Spending Potential Index	193	183	139
Entertainment/Recreation: Total \$	\$10,122,549	\$80,476,116	\$254,823,355
Average Spent	\$5,063.81	\$4,837.47	\$3,635.30
Spending Potential Index	174	166	125
Food at Home: Total \$	\$15,867,343	\$126,292,880	\$429,963,560
Average Spent	\$7,937.64	\$7,591.54	\$6,133.84
Spending Potential Index	159	152	123
Food Away from Home: Total \$	\$10,278,687	\$81,694,659	\$270,453,975
Average Spent	\$5,141.91	\$4,910.72	\$3,858.28
Spending Potential Index	166	159	125
Health Care: Total \$	\$18,254,830	\$145,402,469	\$454,301,819
Average Spent	\$9,131.98	\$8,740.23	\$6,481.05
Spending Potential Index	172	165	122
HH Furnishings & Equipment: Total \$	\$6,212,705	\$49,287,331	\$155,324,808
Average Spent	\$3,107.91	\$2,962.69	\$2,215.86
Spending Potential Index	176	168	125
Personal Care Products & Services: Total \$	\$2,577,820	\$20,471,073	\$64,873,093
Average Spent	\$1,289.55	\$1,230.53	\$925.48
Spending Potential Index	176	168	126
Shelter: Total \$	\$53,975,926	\$428,565,646	\$1,422,259,452
Average Spent	\$27,001.46	\$25,761.34	\$20,289.88
Spending Potential Index	173	165	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,522,081	\$67,624,391	\$203,745,214
Average Spent	\$4,263.17	\$4,064.94	\$2,906.62
Spending Potential Index	184	175	125
Travel: Total \$	\$7,324,430	\$58,022,535	\$169,648,684
Average Spent	\$3,664.05	\$3,487.77	\$2,420.20
Spending Potential Index	197	187	130
Vehicle Maintenance & Repairs: Total \$	\$3,511,330	\$27,923,978	\$89,297,921
Average Spent	\$1,756.54	\$1,678.53	\$1,273.92
Spending Potential Index	170	162	123

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.