



Market Profile

Darley Green
 3530 Philadelphia Pike, Claymont, Delaware, 19703
 Rings: 1, 3, 5 mile radii

Prepared by Capano Management
 Latitude: 39.80286
 Longitude: -75.45721

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,075	58,461	142,417
2010 Total Population	10,257	58,066	143,189
2016 Total Population	10,829	59,015	145,544
2016 Group Quarters	5	136	1,769
2021 Total Population	11,300	60,149	148,165
2016-2021 Annual Rate	0.86%	0.38%	0.36%
2016 Total Daytime Population	7,501	46,420	131,927
Workers	2,271	18,065	59,369
Residents	5,230	28,355	72,558
Household Summary			
2000 Households	4,475	23,565	55,685
2000 Average Household Size	2.47	2.46	2.53
2010 Households	4,078	23,648	56,541
2010 Average Household Size	2.51	2.45	2.50
2016 Households	4,284	23,946	57,336
2016 Average Household Size	2.53	2.46	2.51
2021 Households	4,457	24,348	58,308
2021 Average Household Size	2.53	2.46	2.51
2016-2021 Annual Rate	0.79%	0.33%	0.34%
2010 Families	2,606	15,455	37,854
2010 Average Family Size	3.11	3.02	3.06
2016 Families	2,721	15,517	38,049
2016 Average Family Size	3.13	3.03	3.07
2021 Families	2,822	15,707	38,506
2021 Average Family Size	3.14	3.04	3.08
2016-2021 Annual Rate	0.73%	0.24%	0.24%
Housing Unit Summary			
2000 Housing Units	5,006	24,783	59,088
Owner Occupied Housing Units	50.0%	63.9%	67.2%
Renter Occupied Housing Units	39.4%	31.2%	27.0%
Vacant Housing Units	10.6%	4.9%	5.8%
2010 Housing Units	4,453	25,274	60,820
Owner Occupied Housing Units	54.3%	64.3%	66.3%
Renter Occupied Housing Units	37.2%	29.3%	26.6%
Vacant Housing Units	8.4%	6.4%	7.0%
2016 Housing Units	4,687	25,596	61,787
Owner Occupied Housing Units	53.1%	62.2%	64.2%
Renter Occupied Housing Units	38.3%	31.3%	28.6%
Vacant Housing Units	8.6%	6.4%	7.2%
2021 Housing Units	4,870	26,006	62,788
Owner Occupied Housing Units	54.0%	62.2%	64.2%
Renter Occupied Housing Units	37.5%	31.4%	28.7%
Vacant Housing Units	8.5%	6.4%	7.1%
Median Household Income			
2016	\$53,472	\$64,560	\$65,855
2021	\$59,333	\$74,193	\$75,857
Median Home Value			
2016	\$213,135	\$264,038	\$270,010
2021	\$233,219	\$290,308	\$296,163
Per Capita Income			
2016	\$25,674	\$34,488	\$35,222
2021	\$28,425	\$37,780	\$38,463
Median Age			
2010	36.5	41.0	40.7
2016	37.8	42.1	41.8
2021	38.6	42.7	42.6

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	4,284	23,946	57,336
<\$15,000	10.6%	7.4%	8.9%
\$15,000 - \$24,999	10.0%	8.2%	7.6%
\$25,000 - \$34,999	8.4%	8.3%	8.6%
\$35,000 - \$49,999	16.4%	13.2%	12.5%
\$50,000 - \$74,999	22.5%	19.0%	17.4%
\$75,000 - \$99,999	12.9%	13.4%	13.4%
\$100,000 - \$149,999	13.4%	17.4%	17.1%
\$150,000 - \$199,999	4.5%	7.8%	8.2%
\$200,000+	1.3%	5.1%	6.4%
Average Household Income	\$65,224	\$84,919	\$88,504
2021 Households by Income			
Household Income Base	4,457	24,348	58,308
<\$15,000	10.5%	7.2%	8.8%
\$15,000 - \$24,999	9.2%	7.5%	6.9%
\$25,000 - \$34,999	10.4%	9.9%	10.4%
\$35,000 - \$49,999	9.4%	7.4%	7.5%
\$50,000 - \$74,999	22.0%	18.4%	15.8%
\$75,000 - \$99,999	14.3%	14.5%	14.3%
\$100,000 - \$149,999	16.8%	20.0%	19.5%
\$150,000 - \$199,999	5.9%	9.4%	9.7%
\$200,000+	1.5%	5.7%	7.1%
Average Household Income	\$72,431	\$93,265	\$96,851
2016 Owner Occupied Housing Units by Value			
Total	2,491	15,932	39,647
<\$50,000	2.3%	2.6%	4.1%
\$50,000 - \$99,999	2.6%	5.2%	6.3%
\$100,000 - \$149,999	12.4%	7.5%	7.5%
\$150,000 - \$199,999	24.0%	12.0%	11.3%
\$200,000 - \$249,999	32.4%	17.6%	14.5%
\$250,000 - \$299,999	17.7%	18.1%	15.7%
\$300,000 - \$399,999	6.0%	23.8%	22.3%
\$400,000 - \$499,999	0.7%	9.2%	11.5%
\$500,000 - \$749,999	0.4%	3.2%	5.2%
\$750,000 - \$999,999	1.0%	0.5%	1.2%
\$1,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$221,406	\$276,795	\$287,743
2021 Owner Occupied Housing Units by Value			
Total	2,629	16,178	40,300
<\$50,000	1.9%	1.6%	2.9%
\$50,000 - \$99,999	3.0%	3.9%	5.4%
\$100,000 - \$149,999	10.5%	6.2%	6.3%
\$150,000 - \$199,999	16.1%	8.0%	7.8%
\$200,000 - \$249,999	27.8%	15.3%	12.7%
\$250,000 - \$299,999	22.9%	18.6%	16.1%
\$300,000 - \$399,999	13.3%	32.6%	30.0%
\$400,000 - \$499,999	1.8%	9.8%	11.8%
\$500,000 - \$749,999	0.9%	3.1%	5.0%
\$750,000 - \$999,999	1.1%	0.6%	1.6%
\$1,000,000 +	0.6%	0.3%	0.3%
Average Home Value	\$247,462	\$297,433	\$306,970

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	10,257	58,062	143,190
0 - 4	6.9%	6.1%	6.1%
5 - 9	6.7%	6.0%	6.3%
10 - 14	6.8%	6.0%	6.4%
15 - 24	13.5%	11.9%	12.2%
25 - 34	14.1%	12.3%	11.8%
35 - 44	14.0%	13.3%	13.0%
45 - 54	16.0%	16.1%	16.0%
55 - 64	10.7%	13.1%	13.1%
65 - 74	5.9%	7.9%	7.7%
75 - 84	4.2%	5.3%	5.2%
85 +	1.2%	2.1%	2.2%
18 +	75.1%	77.9%	77.0%
2016 Population by Age			
Total	10,827	59,014	145,543
0 - 4	6.4%	5.6%	5.7%
5 - 9	6.7%	5.9%	6.1%
10 - 14	6.6%	6.1%	6.4%
15 - 24	12.2%	11.1%	11.5%
25 - 34	14.4%	12.6%	12.1%
35 - 44	13.1%	12.4%	12.2%
45 - 54	14.3%	14.3%	14.1%
55 - 64	13.4%	14.5%	14.5%
65 - 74	7.4%	9.7%	9.8%
75 - 84	3.9%	5.3%	5.2%
85 +	1.7%	2.4%	2.5%
18 +	76.6%	78.9%	78.1%
2021 Population by Age			
Total	11,299	60,147	148,164
0 - 4	6.2%	5.5%	5.5%
5 - 9	6.3%	5.6%	5.8%
10 - 14	6.7%	6.0%	6.3%
15 - 24	11.0%	10.3%	10.8%
25 - 34	14.5%	12.7%	12.1%
35 - 44	13.8%	12.8%	12.6%
45 - 54	12.8%	12.8%	12.7%
55 - 64	13.8%	14.5%	14.4%
65 - 74	9.0%	11.3%	11.4%
75 - 84	4.2%	6.0%	5.9%
85 +	1.7%	2.5%	2.6%
18 +	77.1%	79.5%	78.7%
2010 Population by Sex			
Males	4,943	27,888	68,353
Females	5,314	30,178	74,836
2016 Population by Sex			
Males	5,229	28,444	69,673
Females	5,600	30,572	75,871
2021 Population by Sex			
Males	5,484	29,098	71,220
Females	5,816	31,050	76,945

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	10,258	58,066	143,189
White Alone	60.3%	78.0%	71.5%
Black Alone	30.9%	14.6%	21.3%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	3.3%	4.0%	3.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.8%	1.2%	1.4%
Two or More Races	2.3%	1.9%	1.9%
Hispanic Origin	7.8%	3.9%	4.1%
Diversity Index	60.6	41.6	48.6
2016 Population by Race/Ethnicity			
Total	10,828	59,016	145,544
White Alone	57.7%	74.7%	68.6%
Black Alone	31.9%	16.1%	22.5%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	4.1%	5.0%	4.7%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	3.1%	1.4%	1.7%
Two or More Races	2.7%	2.4%	2.4%
Hispanic Origin	8.8%	4.7%	5.1%
Diversity Index	63.4	46.6	52.7
2021 Population by Race/Ethnicity			
Total	11,299	60,148	148,165
White Alone	54.9%	71.4%	65.8%
Black Alone	33.0%	17.6%	23.6%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	4.8%	6.1%	5.7%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	3.6%	1.7%	1.9%
Two or More Races	3.0%	2.8%	2.8%
Hispanic Origin	9.9%	5.6%	6.0%
Diversity Index	66.1	51.3	56.4
2010 Population by Relationship and Household Type			
Total	10,257	58,066	143,189
In Households	100.0%	99.8%	98.8%
In Family Households	82.4%	82.7%	83.0%
Householder	25.3%	26.6%	26.4%
Spouse	15.2%	19.2%	18.7%
Child	34.0%	30.9%	32.0%
Other relative	4.7%	3.7%	3.7%
Nonrelative	3.3%	2.4%	2.2%
In Nonfamily Households	17.6%	17.1%	15.8%
In Group Quarters	0.0%	0.2%	1.2%
Institutionalized Population	0.0%	0.1%	0.7%
Noninstitutionalized Population	0.0%	0.1%	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	7,367	42,099	102,236
Less than 9th Grade	2.0%	1.8%	1.9%
9th - 12th Grade, No Diploma	9.6%	5.4%	5.7%
High School Graduate	29.7%	29.8%	29.1%
GED/Alternative Credential	4.7%	3.0%	2.7%
Some College, No Degree	20.0%	17.4%	17.5%
Associate Degree	9.5%	7.6%	7.8%
Bachelor's Degree	17.3%	21.0%	20.7%
Graduate/Professional Degree	7.1%	14.0%	14.7%
2016 Population 15+ by Marital Status			
Total	8,689	48,643	119,001
Never Married	33.6%	32.0%	33.3%
Married	46.4%	49.9%	49.4%
Widowed	6.7%	6.7%	6.8%
Divorced	13.2%	11.5%	10.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	94.2%	93.9%
Civilian Unemployed	5.8%	5.8%	6.1%
2016 Employed Population 16+ by Industry			
Total	5,705	31,274	74,301
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	5.3%	5.2%	5.5%
Manufacturing	9.0%	10.0%	10.1%
Wholesale Trade	3.6%	2.6%	3.1%
Retail Trade	15.6%	13.7%	11.5%
Transportation/Utilities	5.2%	5.1%	4.9%
Information	2.3%	1.8%	1.5%
Finance/Insurance/Real Estate	9.9%	9.3%	10.3%
Services	43.1%	47.1%	48.1%
Public Administration	5.7%	4.9%	4.6%
2016 Employed Population 16+ by Occupation			
Total	5,706	31,273	74,302
White Collar	59.9%	66.4%	66.5%
Management/Business/Financial	13.3%	16.4%	17.1%
Professional	20.1%	23.9%	24.4%
Sales	11.9%	11.1%	10.0%
Administrative Support	14.6%	15.0%	15.0%
Services	18.3%	15.2%	16.1%
Blue Collar	21.8%	18.4%	17.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.9%	4.2%	4.1%
Installation/Maintenance/Repair	4.1%	3.9%	3.3%
Production	5.0%	4.6%	4.4%
Transportation/Material Moving	8.7%	5.6%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	10,257	58,066	143,189
Population Inside Urbanized Area	100.0%	100.0%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.9%

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	4,078	23,648	56,541
Households with 1 Person	29.1%	28.6%	27.4%
Households with 2+ People	70.9%	71.4%	72.6%
Family Households	63.9%	65.4%	66.9%
Husband-wife Families	38.3%	47.1%	47.4%
With Related Children	17.2%	19.4%	19.9%
Other Family (No Spouse Present)	25.6%	18.3%	19.5%
Other Family with Male Householder	6.2%	4.8%	4.7%
With Related Children	3.2%	2.5%	2.5%
Other Family with Female Householder	19.5%	13.5%	14.8%
With Related Children	14.1%	8.3%	9.2%
Nonfamily Households	7.0%	6.1%	5.7%
All Households with Children	34.9%	30.6%	31.9%
Multigenerational Households	5.2%	4.4%	4.6%
Unmarried Partner Households	9.2%	6.9%	6.6%
Male-female	8.5%	6.2%	5.8%
Same-sex	0.8%	0.7%	0.8%
2010 Households by Size			
Total	4,080	23,649	56,543
1 Person Household	29.1%	28.6%	27.4%
2 Person Household	29.8%	32.8%	32.8%
3 Person Household	17.7%	17.0%	16.9%
4 Person Household	13.4%	12.9%	13.6%
5 Person Household	6.2%	5.6%	6.0%
6 Person Household	2.2%	1.9%	2.1%
7 + Person Household	1.7%	1.1%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	4,078	23,648	56,541
Owner Occupied	59.3%	68.7%	71.4%
Owned with a Mortgage/Loan	45.2%	49.8%	51.5%
Owned Free and Clear	14.1%	18.9%	19.9%
Renter Occupied	40.7%	31.3%	28.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,453	25,274	60,820
Housing Units Inside Urbanized Area	100.0%	100.0%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.9%

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.	Front Porches (8E)	Parks and Rec (5C)	Exurbanites (1E)
2.	Parks and Rec (5C)	Comfortable Empty Nesters	Parks and Rec (5C)
3.	Pleasantville (2B)	Pleasantville (2B)	Comfortable Empty Nesters
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,408,156	\$52,404,648	\$130,448,330
Average Spent	\$1,729.26	\$2,188.45	\$2,275.16
Spending Potential Index	86	109	113
Education: Total \$	\$5,677,167	\$40,548,980	\$98,887,909
Average Spent	\$1,325.20	\$1,693.35	\$1,724.71
Spending Potential Index	94	120	122
Entertainment/Recreation: Total \$	\$10,414,092	\$75,727,619	\$189,558,607
Average Spent	\$2,430.93	\$3,162.43	\$3,306.10
Spending Potential Index	83	108	113
Food at Home: Total \$	\$17,753,835	\$126,820,402	\$317,313,556
Average Spent	\$4,144.22	\$5,296.10	\$5,534.28
Spending Potential Index	83	106	111
Food Away from Home: Total \$	\$11,101,270	\$79,370,695	\$198,564,836
Average Spent	\$2,591.33	\$3,314.57	\$3,463.18
Spending Potential Index	84	107	112
Health Care: Total \$	\$18,391,201	\$137,086,354	\$343,930,444
Average Spent	\$4,293.00	\$5,724.81	\$5,998.51
Spending Potential Index	81	108	113
HH Furnishings & Equipment: Total \$	\$6,342,564	\$46,243,926	\$115,685,540
Average Spent	\$1,480.52	\$1,931.18	\$2,017.68
Spending Potential Index	84	109	114
Personal Care Products & Services: Total \$	\$2,631,622	\$19,108,738	\$47,826,005
Average Spent	\$614.29	\$797.99	\$834.14
Spending Potential Index	84	109	114
Shelter: Total \$	\$59,092,863	\$418,628,993	\$1,035,121,830
Average Spent	\$13,793.85	\$17,482.21	\$18,053.61
Spending Potential Index	89	112	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,975,068	\$60,792,875	\$153,637,070
Average Spent	\$1,861.59	\$2,538.75	\$2,679.59
Spending Potential Index	80	109	116
Travel: Total \$	\$6,851,502	\$50,834,119	\$126,558,511
Average Spent	\$1,599.32	\$2,122.86	\$2,207.31
Spending Potential Index	86	114	119
Vehicle Maintenance & Repairs: Total \$	\$3,659,499	\$26,575,214	\$66,724,080
Average Spent	\$854.22	\$1,109.80	\$1,163.74
Spending Potential Index	83	107	112

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.