



Market Profile

Glendale Plaza
1174 Pulaski Hwy, Bear, Delaware, 19701
Rings: 1, 3, 5 mile radii

Prepared by Capano Management
Latitude: 39.62998
Longitude: -75.66515

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,442	63,332	123,928
2010 Total Population	10,854	71,662	135,181
2016 Total Population	10,977	74,519	139,738
2016 Group Quarters	20	268	656
2021 Total Population	11,192	77,215	144,335
2016-2021 Annual Rate	0.39%	0.71%	0.65%
2016 Total Daytime Population	7,810	58,504	157,763
Workers	2,960	24,813	93,681
Residents	4,850	33,691	64,082
Household Summary			
2000 Households	3,619	23,721	46,150
2000 Average Household Size	2.60	2.66	2.67
2010 Households	4,161	26,609	50,364
2010 Average Household Size	2.60	2.68	2.67
2016 Households	4,184	27,525	51,844
2016 Average Household Size	2.62	2.70	2.68
2021 Households	4,252	28,462	53,450
2021 Average Household Size	2.63	2.70	2.69
2016-2021 Annual Rate	0.32%	0.67%	0.61%
2010 Families	2,877	18,433	34,866
2010 Average Family Size	3.09	3.18	3.16
2016 Families	2,871	18,901	35,586
2016 Average Family Size	3.11	3.20	3.18
2021 Families	2,906	19,454	36,522
2021 Average Family Size	3.12	3.21	3.19
2016-2021 Annual Rate	0.24%	0.58%	0.52%
Housing Unit Summary			
2000 Housing Units	3,900	24,951	48,161
Owner Occupied Housing Units	67.0%	64.1%	64.7%
Renter Occupied Housing Units	25.8%	31.0%	31.2%
Vacant Housing Units	7.2%	4.9%	4.2%
2010 Housing Units	4,462	28,425	53,413
Owner Occupied Housing Units	63.2%	62.5%	63.0%
Renter Occupied Housing Units	30.1%	31.1%	31.3%
Vacant Housing Units	6.7%	6.4%	5.7%
2016 Housing Units	4,509	29,312	54,973
Owner Occupied Housing Units	59.9%	60.3%	60.8%
Renter Occupied Housing Units	32.9%	33.6%	33.5%
Vacant Housing Units	7.2%	6.1%	5.7%
2021 Housing Units	4,583	30,185	56,508
Owner Occupied Housing Units	59.9%	60.6%	61.1%
Renter Occupied Housing Units	32.8%	33.7%	33.5%
Vacant Housing Units	7.2%	5.7%	5.4%
Median Household Income			
2016	\$63,475	\$64,158	\$62,852
2021	\$75,068	\$72,694	\$71,262
Median Home Value			
2016	\$222,582	\$220,787	\$226,456
2021	\$266,168	\$259,197	\$258,925
Per Capita Income			
2016	\$27,327	\$28,841	\$28,821
2021	\$29,898	\$31,262	\$31,334
Median Age			
2010	33.6	33.8	34.9
2016	34.9	34.9	35.8
2021	35.5	35.4	36.5

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	4,184	27,525	51,844
<\$15,000	8.9%	7.6%	7.2%
\$15,000 - \$24,999	6.3%	6.1%	6.3%
\$25,000 - \$34,999	7.7%	9.7%	10.0%
\$35,000 - \$49,999	15.5%	13.3%	14.1%
\$50,000 - \$74,999	18.5%	20.2%	20.1%
\$75,000 - \$99,999	16.0%	15.6%	14.8%
\$100,000 - \$149,999	20.6%	18.2%	18.3%
\$150,000 - \$199,999	4.8%	6.5%	6.3%
\$200,000+	1.8%	2.9%	2.8%
Average Household Income	\$74,492	\$78,167	\$77,527
2021 Households by Income			
Household Income Base	4,252	28,462	53,450
<\$15,000	8.7%	7.5%	7.1%
\$15,000 - \$24,999	5.8%	5.6%	5.8%
\$25,000 - \$34,999	9.6%	12.2%	12.5%
\$35,000 - \$49,999	8.8%	7.7%	8.1%
\$50,000 - \$74,999	17.0%	18.2%	18.5%
\$75,000 - \$99,999	18.1%	16.8%	16.0%
\$100,000 - \$149,999	24.0%	21.0%	21.4%
\$150,000 - \$199,999	5.9%	7.8%	7.5%
\$200,000+	2.1%	3.2%	3.1%
Average Household Income	\$81,741	\$84,929	\$84,487
2016 Owner Occupied Housing Units by Value			
Total	2,703	17,666	33,429
<\$50,000	5.8%	10.0%	6.6%
\$50,000 - \$99,999	2.2%	2.9%	2.5%
\$100,000 - \$149,999	11.9%	8.8%	8.4%
\$150,000 - \$199,999	20.9%	20.0%	20.2%
\$200,000 - \$249,999	20.3%	20.2%	23.2%
\$250,000 - \$299,999	16.0%	15.4%	15.2%
\$300,000 - \$399,999	16.7%	16.5%	16.0%
\$400,000 - \$499,999	3.9%	4.6%	5.3%
\$500,000 - \$749,999	1.3%	1.3%	2.1%
\$750,000 - \$999,999	0.8%	0.2%	0.3%
\$1,000,000 +	0.2%	0.3%	0.2%
Average Home Value	\$237,542	\$230,027	\$241,585
2021 Owner Occupied Housing Units by Value			
Total	2,747	18,288	34,523
<\$50,000	4.7%	8.3%	5.5%
\$50,000 - \$99,999	2.3%	3.2%	2.6%
\$100,000 - \$149,999	9.0%	7.1%	6.7%
\$150,000 - \$199,999	11.8%	12.3%	12.8%
\$200,000 - \$249,999	16.3%	15.8%	19.2%
\$250,000 - \$299,999	18.2%	17.5%	17.4%
\$300,000 - \$399,999	29.4%	28.0%	26.5%
\$400,000 - \$499,999	4.9%	5.5%	6.1%
\$500,000 - \$749,999	1.9%	1.5%	2.3%
\$750,000 - \$999,999	1.2%	0.3%	0.4%
\$1,000,000 +	0.3%	0.4%	0.3%
Average Home Value	\$271,998	\$258,367	\$267,791

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	10,853	71,663	135,183
0 - 4	7.6%	7.4%	7.0%
5 - 9	6.9%	6.9%	6.6%
10 - 14	7.4%	7.2%	6.9%
15 - 24	14.2%	14.1%	14.1%
25 - 34	16.3%	16.3%	15.6%
35 - 44	16.0%	15.2%	14.7%
45 - 54	15.5%	15.2%	15.3%
55 - 64	9.9%	10.4%	10.9%
65 - 74	3.9%	4.7%	5.4%
75 - 84	1.8%	2.0%	2.6%
85 +	0.5%	0.7%	0.9%
18 +	73.5%	74.1%	75.1%
2016 Population by Age			
Total	10,978	74,518	139,737
0 - 4	7.0%	6.9%	6.5%
5 - 9	7.0%	6.7%	6.5%
10 - 14	6.6%	6.6%	6.4%
15 - 24	13.6%	13.5%	13.2%
25 - 34	16.0%	16.5%	16.2%
35 - 44	14.9%	14.4%	13.8%
45 - 54	14.0%	13.7%	13.8%
55 - 64	12.2%	11.8%	12.2%
65 - 74	6.0%	6.6%	7.3%
75 - 84	2.0%	2.4%	3.0%
85 +	0.7%	0.8%	1.1%
18 +	75.6%	76.0%	76.9%
2021 Population by Age			
Total	11,194	77,216	144,335
0 - 4	6.9%	6.8%	6.5%
5 - 9	6.5%	6.4%	6.1%
10 - 14	6.8%	6.4%	6.2%
15 - 24	12.5%	12.2%	11.9%
25 - 34	16.6%	17.5%	17.1%
35 - 44	14.5%	14.6%	14.3%
45 - 54	13.0%	12.3%	12.3%
55 - 64	12.2%	11.9%	12.3%
65 - 74	7.7%	7.9%	8.4%
75 - 84	2.7%	3.2%	3.8%
85 +	0.7%	0.8%	1.2%
18 +	76.2%	76.8%	77.7%
2010 Population by Sex			
Males	5,223	34,263	65,107
Females	5,631	37,399	70,074
2016 Population by Sex			
Males	5,313	35,760	67,455
Females	5,664	38,760	72,282
2021 Population by Sex			
Males	5,445	37,195	69,853
Females	5,747	40,020	74,482

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	10,854	71,661	135,180
White Alone	44.5%	49.3%	56.9%
Black Alone	40.0%	36.5%	29.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.8%	6.1%	5.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	4.6%	4.1%	4.0%
Two or More Races	3.7%	3.6%	3.4%
Hispanic Origin	10.2%	10.2%	9.7%
Diversity Index	70.4	69.0	65.8
2016 Population by Race/Ethnicity			
Total	10,977	74,519	139,738
White Alone	40.9%	45.9%	53.3%
Black Alone	41.0%	37.5%	30.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	8.2%	7.5%	7.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.2%	4.6%	4.4%
Two or More Races	4.3%	4.2%	4.0%
Hispanic Origin	11.4%	11.4%	10.9%
Diversity Index	72.7	71.5	69.0
2021 Population by Race/Ethnicity			
Total	11,192	77,214	144,336
White Alone	37.9%	42.8%	50.1%
Black Alone	41.7%	38.4%	31.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.5%	8.7%	8.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.8%	5.1%	5.0%
Two or More Races	4.8%	4.7%	4.5%
Hispanic Origin	12.6%	12.5%	12.1%
Diversity Index	74.6	73.6	71.8
2010 Population by Relationship and Household Type			
Total	10,854	71,662	135,181
In Households	99.8%	99.6%	99.5%
In Family Households	84.8%	84.9%	84.7%
Householder	25.4%	25.6%	25.8%
Spouse	16.8%	16.7%	17.3%
Child	34.8%	34.3%	33.6%
Other relative	4.9%	5.2%	4.8%
Nonrelative	3.0%	3.2%	3.1%
In Nonfamily Households	15.0%	14.7%	14.9%
In Group Quarters	0.2%	0.4%	0.5%
Institutionalized Population	0.2%	0.3%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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

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2016 Population 25+ by Educational Attainment			
Total	7,224	49,383	94,214
Less than 9th Grade	1.7%	2.5%	2.8%
9th - 12th Grade, No Diploma	6.0%	5.8%	5.9%
High School Graduate	25.9%	25.7%	27.9%
GED/Alternative Credential	2.6%	3.3%	3.6%
Some College, No Degree	23.0%	22.7%	21.6%
Associate Degree	8.5%	8.7%	8.7%
Bachelor's Degree	20.0%	19.5%	18.0%
Graduate/Professional Degree	12.3%	11.7%	11.6%
2016 Population 15+ by Marital Status			
Total	8,713	59,441	112,692
Never Married	34.3%	35.7%	35.5%
Married	51.2%	47.7%	47.4%
Widowed	3.8%	3.6%	4.1%
Divorced	10.7%	13.0%	13.1%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	95.0%	94.9%
Civilian Unemployed	4.2%	5.0%	5.1%
2016 Employed Population 16+ by Industry			
Total	6,236	41,681	77,182
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	4.1%	4.6%	5.1%
Manufacturing	8.0%	8.9%	9.0%
Wholesale Trade	2.7%	2.2%	2.2%
Retail Trade	13.6%	12.3%	12.8%
Transportation/Utilities	6.9%	7.1%	6.3%
Information	0.7%	1.4%	1.5%
Finance/Insurance/Real Estate	17.2%	16.3%	14.7%
Services	42.3%	42.5%	43.5%
Public Administration	4.4%	4.7%	4.6%
2016 Employed Population 16+ by Occupation			
Total	6,235	41,678	77,182
White Collar	60.7%	62.7%	63.0%
Management/Business/Financial	17.7%	15.8%	15.3%
Professional	18.4%	21.7%	22.3%
Sales	9.5%	9.0%	8.9%
Administrative Support	15.1%	16.2%	16.5%
Services	18.0%	17.5%	16.9%
Blue Collar	21.3%	19.9%	20.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.2%	3.9%	4.2%
Installation/Maintenance/Repair	4.8%	3.5%	3.5%
Production	4.1%	4.6%	4.7%
Transportation/Material Moving	9.2%	7.9%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	10,854	71,662	135,181
Population Inside Urbanized Area	99.9%	99.5%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	0.5%	1.0%

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	4,161	26,609	50,365
Households with 1 Person	23.1%	23.4%	23.5%
Households with 2+ People	76.9%	76.6%	76.5%
Family Households	69.1%	69.3%	69.2%
Husband-wife Families	45.5%	45.2%	46.6%
With Related Children	23.9%	22.9%	22.5%
Other Family (No Spouse Present)	23.6%	24.1%	22.6%
Other Family with Male Householder	6.1%	5.9%	5.8%
With Related Children	3.8%	3.6%	3.4%
Other Family with Female Householder	17.5%	18.2%	16.8%
With Related Children	12.1%	12.4%	11.2%
Nonfamily Households	7.8%	7.3%	7.3%
All Households with Children	40.5%	39.5%	37.7%
Multigenerational Households	5.7%	6.0%	5.9%
Unmarried Partner Households	8.7%	8.6%	8.2%
Male-female	8.0%	7.9%	7.4%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	4,159	26,609	50,363
1 Person Household	23.1%	23.4%	23.5%
2 Person Household	29.5%	30.5%	31.0%
3 Person Household	19.8%	19.2%	19.2%
4 Person Household	15.4%	15.1%	14.9%
5 Person Household	7.4%	7.0%	6.8%
6 Person Household	2.9%	2.9%	2.9%
7 + Person Household	1.9%	1.8%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	4,161	26,609	50,364
Owner Occupied	67.7%	66.8%	66.8%
Owned with a Mortgage/Loan	60.5%	56.8%	55.4%
Owned Free and Clear	7.2%	10.0%	11.4%
Renter Occupied	32.3%	33.2%	33.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,462	28,425	53,413
Housing Units Inside Urbanized Area	99.9%	99.6%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.4%	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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Top 3 Tapestry Segments			
	1. Bright Young Professionals	Bright Young Professionals	Bright Young Professionals
	2. Home Improvement (4B)	Enterprising Professionals	Enterprising Professionals
	3. Soccer Moms (4A)	Home Improvement (4B)	Home Improvement (4B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$8,243,518	\$57,315,625	\$106,512,884
Average Spent	\$1,970.25	\$2,082.31	\$2,054.49
Spending Potential Index	98	103	102
Education: Total \$	\$5,510,350	\$39,029,226	\$75,395,304
Average Spent	\$1,317.01	\$1,417.96	\$1,454.27
Spending Potential Index	93	100	103
Entertainment/Recreation: Total \$	\$11,770,066	\$81,040,588	\$150,752,635
Average Spent	\$2,813.11	\$2,944.25	\$2,907.81
Spending Potential Index	96	101	100
Food at Home: Total \$	\$19,962,173	\$138,055,798	\$255,745,237
Average Spent	\$4,771.07	\$5,015.65	\$4,932.98
Spending Potential Index	96	101	99
Food Away from Home: Total \$	\$12,805,909	\$88,516,724	\$163,471,779
Average Spent	\$3,060.69	\$3,215.87	\$3,153.15
Spending Potential Index	99	104	102
Health Care: Total \$	\$20,584,010	\$140,777,574	\$263,014,285
Average Spent	\$4,919.70	\$5,114.53	\$5,073.19
Spending Potential Index	93	97	96
HH Furnishings & Equipment: Total \$	\$7,248,221	\$49,798,933	\$92,531,253
Average Spent	\$1,732.37	\$1,809.23	\$1,784.80
Spending Potential Index	98	102	101
Personal Care Products & Services: Total \$	\$2,988,862	\$20,630,345	\$38,260,088
Average Spent	\$714.36	\$749.51	\$737.98
Spending Potential Index	97	102	101
Shelter: Total \$	\$64,414,278	\$446,462,101	\$835,431,009
Average Spent	\$15,395.38	\$16,220.24	\$16,114.32
Spending Potential Index	99	104	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,155,020	\$62,427,042	\$116,350,185
Average Spent	\$2,188.10	\$2,268.01	\$2,244.24
Spending Potential Index	94	98	97
Travel: Total \$	\$7,558,069	\$52,016,593	\$97,853,843
Average Spent	\$1,806.42	\$1,889.79	\$1,887.47
Spending Potential Index	97	102	101
Vehicle Maintenance & Repairs: Total \$	\$4,161,259	\$28,552,795	\$53,014,019
Average Spent	\$994.56	\$1,037.34	\$1,022.57
Spending Potential Index	96	100	99

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.

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