



# Market Profile

Dove Run Shopping Center  
 201 Dove Run Dr, Middletown, Delaware, 19709  
 Rings: 1, 3, 5 mile radii

Prepared by Capano Management  
 Latitude: 39.45295  
 Longitude: -75.68909

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,159	9,591	17,778
2010 Total Population	5,614	23,461	37,241
2016 Total Population	5,961	25,171	41,765
2016 Group Quarters	0	341	480
2021 Total Population	6,233	26,690	44,887
2016-2021 Annual Rate	0.90%	1.18%	1.45%
2016 Total Daytime Population	3,705	20,737	30,835
Workers	1,037	8,784	11,583
Residents	2,668	11,953	19,252
<b>Household Summary</b>			
2000 Households	777	3,413	6,090
2000 Average Household Size	2.77	2.81	2.92
2010 Households	1,810	7,862	12,230
2010 Average Household Size	3.10	2.94	3.01
2016 Households	1,887	8,362	13,563
2016 Average Household Size	3.16	2.97	3.04
2021 Households	1,959	8,853	14,545
2021 Average Household Size	3.18	2.98	3.05
2016-2021 Annual Rate	0.75%	1.15%	1.41%
2010 Families	1,438	6,184	9,942
2010 Average Family Size	3.47	3.29	3.32
2016 Families	1,490	6,543	10,992
2016 Average Family Size	3.54	3.33	3.36
2021 Families	1,543	6,909	11,767
2021 Average Family Size	3.57	3.34	3.37
2016-2021 Annual Rate	0.70%	1.09%	1.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	839	3,654	6,400
Owner Occupied Housing Units	75.0%	73.8%	81.1%
Renter Occupied Housing Units	17.6%	19.6%	14.0%
Vacant Housing Units	7.4%	6.6%	4.8%
2010 Housing Units	1,904	8,278	12,886
Owner Occupied Housing Units	81.6%	76.0%	80.4%
Renter Occupied Housing Units	13.5%	19.0%	14.5%
Vacant Housing Units	4.9%	5.0%	5.1%
2016 Housing Units	1,950	8,569	13,887
Owner Occupied Housing Units	81.2%	75.7%	81.2%
Renter Occupied Housing Units	15.5%	21.9%	16.4%
Vacant Housing Units	3.2%	2.4%	2.3%
2021 Housing Units	2,008	8,982	14,762
Owner Occupied Housing Units	82.0%	77.1%	82.5%
Renter Occupied Housing Units	15.6%	21.4%	16.0%
Vacant Housing Units	2.4%	1.4%	1.5%
<b>Median Household Income</b>			
2016	\$99,023	\$82,049	\$91,229
2021	\$107,802	\$91,948	\$102,089
<b>Median Home Value</b>			
2016	\$311,588	\$298,751	\$326,019
2021	\$344,965	\$335,520	\$347,101
<b>Per Capita Income</b>			
2016	\$37,854	\$33,709	\$35,347
2021	\$41,005	\$36,841	\$38,678
<b>Median Age</b>			
2010	33.5	33.9	35.4
2016	33.8	34.5	36.1
2021	33.6	34.5	35.9

**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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<b>2016 Households by Income</b>			
Household Income Base	1,887	8,362	13,563
<\$15,000	3.8%	5.2%	3.9%
\$15,000 - \$24,999	5.1%	6.1%	4.9%
\$25,000 - \$34,999	8.6%	8.4%	6.5%
\$35,000 - \$49,999	5.5%	8.4%	7.8%
\$50,000 - \$74,999	12.5%	16.7%	15.2%
\$75,000 - \$99,999	15.1%	15.3%	16.3%
\$100,000 - \$149,999	23.4%	21.7%	24.4%
\$150,000 - \$199,999	15.3%	10.8%	12.7%
\$200,000+	10.9%	7.5%	8.2%
Average Household Income	\$115,703	\$99,594	\$107,163
<b>2021 Households by Income</b>			
Household Income Base	1,959	8,853	14,545
<\$15,000	3.4%	4.8%	3.6%
\$15,000 - \$24,999	4.3%	5.4%	4.3%
\$25,000 - \$34,999	9.6%	9.3%	7.2%
\$35,000 - \$49,999	2.8%	3.8%	3.6%
\$50,000 - \$74,999	9.5%	14.7%	12.8%
\$75,000 - \$99,999	14.1%	16.2%	16.5%
\$100,000 - \$149,999	26.4%	25.0%	28.0%
\$150,000 - \$199,999	18.1%	12.6%	15.0%
\$200,000+	11.8%	8.2%	8.9%
Average Household Income	\$126,251	\$109,152	\$117,606
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	1,584	6,489	11,282
<\$50,000	8.4%	5.1%	3.8%
\$50,000 - \$99,999	4.0%	2.0%	1.5%
\$100,000 - \$149,999	2.1%	5.1%	3.5%
\$150,000 - \$199,999	8.3%	12.1%	8.8%
\$200,000 - \$249,999	10.1%	10.7%	8.9%
\$250,000 - \$299,999	13.7%	15.4%	14.8%
\$300,000 - \$399,999	29.4%	26.6%	33.5%
\$400,000 - \$499,999	12.9%	13.9%	15.5%
\$500,000 - \$749,999	8.1%	7.0%	7.5%
\$750,000 - \$999,999	2.8%	1.6%	1.9%
\$1,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$320,828	\$315,983	\$337,520
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,646	6,929	12,182
<\$50,000	5.3%	3.5%	2.4%
\$50,000 - \$99,999	2.9%	1.5%	1.1%
\$100,000 - \$149,999	1.6%	3.6%	2.3%
\$150,000 - \$199,999	3.7%	6.1%	4.2%
\$200,000 - \$249,999	5.7%	6.6%	5.2%
\$250,000 - \$299,999	11.4%	14.6%	12.9%
\$300,000 - \$399,999	42.8%	39.7%	46.4%
\$400,000 - \$499,999	13.9%	14.8%	15.5%
\$500,000 - \$749,999	7.9%	6.7%	6.8%
\$750,000 - \$999,999	4.4%	2.5%	2.7%
\$1,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$358,942	\$346,821	\$362,459

**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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<b>2010 Population by Age</b>			
Total	5,612	23,462	37,242
0 - 4	8.7%	7.9%	7.2%
5 - 9	9.5%	8.8%	8.5%
10 - 14	8.6%	8.4%	8.7%
15 - 24	12.0%	13.5%	13.6%
25 - 34	13.8%	13.0%	11.4%
35 - 44	18.1%	16.8%	16.9%
45 - 54	13.8%	13.2%	14.9%
55 - 64	8.5%	8.5%	9.3%
65 - 74	4.4%	6.1%	6.0%
75 - 84	1.8%	2.7%	2.6%
85 +	0.8%	1.0%	0.9%
18 +	68.5%	69.3%	69.7%
<b>2016 Population by Age</b>			
Total	5,962	25,170	41,766
0 - 4	8.2%	7.5%	6.8%
5 - 9	8.5%	7.7%	7.4%
10 - 14	8.8%	8.3%	8.5%
15 - 24	13.1%	14.2%	14.2%
25 - 34	12.9%	12.9%	11.7%
35 - 44	16.4%	14.9%	14.5%
45 - 54	14.5%	14.4%	15.8%
55 - 64	9.2%	9.2%	10.3%
65 - 74	5.6%	6.6%	6.8%
75 - 84	1.9%	3.2%	3.1%
85 +	0.8%	1.1%	1.0%
18 +	70.0%	71.4%	72.0%
<b>2021 Population by Age</b>			
Total	6,233	26,690	44,887
0 - 4	8.3%	7.4%	6.8%
5 - 9	8.5%	7.6%	7.2%
10 - 14	8.4%	7.6%	7.5%
15 - 24	11.9%	12.8%	12.6%
25 - 34	15.2%	15.5%	14.8%
35 - 44	16.0%	14.2%	13.6%
45 - 54	13.4%	13.3%	14.3%
55 - 64	9.4%	10.3%	11.5%
65 - 74	5.9%	6.4%	7.1%
75 - 84	2.3%	3.7%	3.7%
85 +	0.7%	1.2%	1.1%
18 +	70.5%	72.4%	73.5%
<b>2010 Population by Sex</b>			
Males	2,695	11,197	18,092
Females	2,919	12,264	19,149
<b>2016 Population by Sex</b>			
Males	2,879	12,050	20,272
Females	3,082	13,121	21,493
<b>2021 Population by Sex</b>			
Males	3,019	12,824	21,751
Females	3,214	13,866	23,136

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,614	23,460	37,240
White Alone	66.1%	66.6%	71.5%
Black Alone	23.7%	24.8%	21.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.6%	3.3%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.1%	1.6%
Two or More Races	3.0%	2.9%	2.6%
Hispanic Origin	6.6%	6.5%	5.3%
Diversity Index	56.5	55.5	49.8
<b>2016 Population by Race/Ethnicity</b>			
Total	5,961	25,171	41,765
White Alone	62.6%	63.2%	68.7%
Black Alone	25.1%	26.4%	22.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.7%	4.2%	3.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.6%	2.4%	1.8%
Two or More Races	3.6%	3.5%	3.1%
Hispanic Origin	7.6%	7.5%	6.1%
Diversity Index	60.6	59.4	53.5
<b>2021 Population by Race/Ethnicity</b>			
Total	6,232	26,690	44,886
White Alone	59.2%	60.0%	65.8%
Black Alone	26.4%	27.9%	24.1%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	6.9%	5.1%	4.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.0%	2.7%	2.1%
Two or More Races	4.2%	4.0%	3.6%
Hispanic Origin	8.6%	8.5%	7.0%
Diversity Index	64.2	62.8	57.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,614	23,461	37,241
In Households	100.0%	98.6%	98.8%
In Family Households	91.3%	89.3%	90.8%
Householder	26.5%	26.6%	26.8%
Spouse	19.7%	19.4%	20.9%
Child	38.4%	36.8%	37.0%
Other relative	4.2%	4.0%	3.9%
Nonrelative	2.4%	2.5%	2.2%
In Nonfamily Households	8.7%	9.3%	8.0%
In Group Quarters	0.0%	1.4%	1.2%
Institutionalized Population	0.0%	0.5%	0.3%
Noninstitutionalized Population	0.0%	0.9%	0.9%

**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	3,657	15,686	26,357
Less than 9th Grade	0.8%	1.4%	1.5%
9th - 12th Grade, No Diploma	6.2%	6.1%	5.7%
High School Graduate	23.2%	26.3%	26.3%
GED/Alternative Credential	2.3%	1.6%	1.8%
Some College, No Degree	18.6%	19.7%	20.1%
Associate Degree	9.1%	9.0%	9.0%
Bachelor's Degree	22.7%	22.9%	23.4%
Graduate/Professional Degree	17.1%	13.0%	12.2%
<b>2016 Population 15+ by Marital Status</b>			
Total	4,436	19,266	32,280
Never Married	32.2%	29.9%	28.2%
Married	53.8%	52.4%	56.1%
Widowed	4.6%	5.6%	4.9%
Divorced	9.4%	12.1%	10.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.9%	96.1%	96.5%
Civilian Unemployed	4.1%	3.8%	3.5%
<b>2016 Employed Population 16+ by Industry</b>			
Total	3,366	13,473	22,939
Agriculture/Mining	1.5%	0.9%	0.8%
Construction	4.0%	5.1%	6.0%
Manufacturing	13.2%	10.5%	10.1%
Wholesale Trade	1.0%	1.2%	1.4%
Retail Trade	9.7%	10.3%	11.2%
Transportation/Utilities	4.6%	6.6%	6.8%
Information	0.3%	0.9%	1.1%
Finance/Insurance/Real Estate	17.7%	14.2%	13.6%
Services	41.3%	43.2%	42.8%
Public Administration	6.7%	7.1%	6.2%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	3,367	13,475	22,942
White Collar	69.8%	66.6%	66.8%
Management/Business/Financial	21.9%	21.1%	19.6%
Professional	26.2%	24.4%	25.0%
Sales	10.6%	8.7%	9.5%
Administrative Support	11.1%	12.5%	12.6%
Services	12.3%	14.3%	13.8%
Blue Collar	17.9%	19.1%	19.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	3.4%	3.8%	5.0%
Installation/Maintenance/Repair	2.3%	3.5%	3.6%
Production	7.4%	5.5%	5.1%
Transportation/Material Moving	4.5%	6.2%	5.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,614	23,461	37,241
Population Inside Urbanized Area	0.0%	0.0%	3.5%
Population Inside Urbanized Cluster	96.3%	89.4%	76.1%
Rural Population	3.7%	10.6%	20.3%

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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<b>2010 Households by Type</b>			
Total	1,811	7,862	12,230
Households with 1 Person	16.3%	16.6%	14.5%
Households with 2+ People	83.7%	83.4%	85.5%
Family Households	79.4%	78.7%	81.3%
Husband-wife Families	59.1%	57.5%	63.2%
With Related Children	35.9%	32.1%	34.8%
Other Family (No Spouse Present)	20.3%	21.2%	18.1%
Other Family with Male Householder	4.7%	5.2%	4.8%
With Related Children	3.3%	3.5%	3.1%
Other Family with Female Householder	15.5%	16.0%	13.3%
With Related Children	11.2%	11.6%	9.4%
Nonfamily Households	4.3%	4.7%	4.2%
All Households with Children	50.8%	47.7%	47.8%
Multigenerational Households	5.9%	5.2%	5.5%
Unmarried Partner Households	6.9%	7.3%	6.4%
Male-female	6.1%	6.4%	5.7%
Same-sex	0.7%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	1,810	7,863	12,229
1 Person Household	16.3%	16.6%	14.5%
2 Person Household	27.4%	30.0%	30.1%
3 Person Household	20.2%	19.8%	19.7%
4 Person Household	21.1%	19.7%	20.9%
5 Person Household	9.7%	8.9%	9.6%
6 Person Household	3.4%	3.2%	3.3%
7 + Person Household	1.9%	1.8%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,810	7,862	12,230
Owner Occupied	85.8%	80.0%	84.8%
Owned with a Mortgage/Loan	71.3%	66.7%	71.1%
Owned Free and Clear	14.5%	13.3%	13.6%
Renter Occupied	14.2%	20.0%	15.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,904	8,278	12,886
Housing Units Inside Urbanized Area	0.0%	0.0%	3.2%
Housing Units Inside Urbanized Cluster	96.0%	89.5%	75.5%
Rural Housing Units	4.0%	10.5%	21.4%

**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>	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
<b>2.</b>	Up and Coming Families	Parks and Rec (5C)	Parks and Rec (5C)
<b>3.</b>	Front Porches (8E)	Soccer Moms (4A)	Savvy Suburbanites (1D)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,668,847	\$21,519,444	\$37,246,789
Average Spent	\$3,004.16	\$2,573.48	\$2,746.21
Spending Potential Index	149	128	136
Education: Total \$	\$3,766,421	\$15,612,183	\$27,503,330
Average Spent	\$1,995.98	\$1,867.04	\$2,027.82
Spending Potential Index	141	132	143
Entertainment/Recreation: Total \$	\$8,246,799	\$31,244,441	\$54,337,573
Average Spent	\$4,370.32	\$3,736.48	\$4,006.31
Spending Potential Index	150	128	137
Food at Home: Total \$	\$13,226,115	\$50,758,939	\$86,970,383
Average Spent	\$7,009.07	\$6,070.19	\$6,412.33
Spending Potential Index	141	122	129
Food Away from Home: Total \$	\$8,785,102	\$32,877,303	\$56,862,433
Average Spent	\$4,655.59	\$3,931.75	\$4,192.47
Spending Potential Index	151	127	136
Health Care: Total \$	\$13,955,724	\$54,335,811	\$94,375,250
Average Spent	\$7,395.72	\$6,497.94	\$6,958.29
Spending Potential Index	140	123	131
HH Furnishings & Equipment: Total \$	\$5,065,998	\$19,138,400	\$33,349,554
Average Spent	\$2,684.68	\$2,288.73	\$2,458.86
Spending Potential Index	152	130	139
Personal Care Products & Services: Total \$	\$2,050,590	\$7,772,897	\$13,528,269
Average Spent	\$1,086.69	\$929.55	\$997.44
Spending Potential Index	148	127	136
Shelter: Total \$	\$43,912,037	\$169,542,898	\$291,710,925
Average Spent	\$23,270.82	\$20,275.40	\$21,507.85
Spending Potential Index	149	130	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,308,328	\$24,178,247	\$42,553,518
Average Spent	\$3,343.05	\$2,891.44	\$3,137.47
Spending Potential Index	144	125	135
Travel: Total \$	\$5,514,740	\$21,039,553	\$37,291,395
Average Spent	\$2,922.49	\$2,516.09	\$2,749.49
Spending Potential Index	157	135	148
Vehicle Maintenance & Repairs: Total \$	\$2,822,242	\$10,777,687	\$18,674,208
Average Spent	\$1,495.62	\$1,288.89	\$1,376.85
Spending Potential Index	144	124	133

**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.