



Market Profile

Bay Court Plaza
650 S Bay Rd, Dover, Delaware, 19901
Rings: 2, 5, 10 mile radii

Prepared by Capano Management

Latitude: 39.15216
Longitude: -75.50585

	2 miles	5 miles	10 miles
Population Summary			
2000 Total Population	19,133	57,355	87,517
2010 Total Population	21,673	66,273	110,833
2017 Total Population	22,739	70,923	121,531
2017 Group Quarters	1,025	4,097	4,220
2022 Total Population	23,528	74,478	131,490
2017-2022 Annual Rate	0.68%	0.98%	1.59%
2017 Total Daytime Population	35,203	89,770	120,853
Workers	23,048	52,283	57,352
Residents	12,155	37,487	63,501
Household Summary			
2000 Households	7,783	21,451	32,397
2000 Average Household Size	2.35	2.52	2.60
2010 Households	8,723	24,935	41,028
2010 Average Household Size	2.38	2.51	2.61
2017 Households	9,053	26,390	44,512
2017 Average Household Size	2.40	2.53	2.64
2022 Households	9,350	27,678	48,008
2022 Average Household Size	2.41	2.54	2.65
2017-2022 Annual Rate	0.65%	0.96%	1.52%
2010 Families	5,035	16,380	28,420
2010 Average Family Size	3.05	3.04	3.09
2017 Families	5,168	17,208	30,674
2017 Average Family Size	3.09	3.08	3.12
2022 Families	5,306	17,979	33,013
2022 Average Family Size	3.10	3.09	3.14
2017-2022 Annual Rate	0.53%	0.88%	1.48%
Housing Unit Summary			
2000 Housing Units	8,314	23,089	34,770
Owner Occupied Housing Units	47.4%	54.5%	62.5%
Renter Occupied Housing Units	46.2%	38.4%	30.7%
Vacant Housing Units	6.4%	7.1%	6.8%
2010 Housing Units	9,531	27,043	44,511
Owner Occupied Housing Units	45.7%	55.1%	63.8%
Renter Occupied Housing Units	45.9%	37.1%	28.3%
Vacant Housing Units	8.5%	7.8%	7.8%
2017 Housing Units	9,995	28,808	48,463
Owner Occupied Housing Units	42.0%	52.0%	61.5%
Renter Occupied Housing Units	48.6%	39.6%	30.3%
Vacant Housing Units	9.4%	8.4%	8.2%
2022 Housing Units	10,393	30,455	52,381
Owner Occupied Housing Units	41.1%	51.5%	61.6%
Renter Occupied Housing Units	48.8%	39.4%	30.0%
Vacant Housing Units	10.0%	9.1%	8.3%
Median Household Income			
2017	\$44,915	\$53,945	\$56,696
2022	\$51,417	\$59,586	\$62,923
Median Home Value			
2017	\$179,243	\$204,801	\$214,782
2022	\$179,516	\$211,967	\$225,636
Per Capita Income			
2017	\$24,062	\$26,632	\$26,864
2022	\$27,236	\$29,937	\$30,175
Median Age			
2010	33.5	33.3	35.5
2017	34.3	34.4	36.5
2022	35.0	35.5	37.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	9,053	26,390	44,512
<\$15,000	16.8%	10.8%	9.5%
\$15,000 - \$24,999	13.5%	10.5%	10.0%
\$25,000 - \$34,999	9.0%	8.8%	8.6%
\$35,000 - \$49,999	14.6%	15.4%	14.6%
\$50,000 - \$74,999	19.9%	20.4%	20.5%
\$75,000 - \$99,999	11.9%	15.8%	17.0%
\$100,000 - \$149,999	9.0%	11.4%	12.5%
\$150,000 - \$199,999	3.5%	4.0%	4.4%
\$200,000+	1.7%	3.0%	3.0%
Average Household Income	\$58,005	\$69,440	\$71,753
2022 Households by Income			
Household Income Base	9,350	27,678	48,008
<\$15,000	15.7%	10.0%	8.7%
\$15,000 - \$24,999	12.1%	9.1%	8.7%
\$25,000 - \$34,999	8.0%	7.7%	7.5%
\$35,000 - \$49,999	12.3%	12.9%	12.3%
\$50,000 - \$74,999	21.2%	21.1%	20.7%
\$75,000 - \$99,999	14.7%	18.9%	20.2%
\$100,000 - \$149,999	9.7%	11.8%	12.9%
\$150,000 - \$199,999	4.2%	4.7%	5.1%
\$200,000+	2.2%	3.7%	3.7%
Average Household Income	\$66,070	\$78,575	\$81,152
2017 Owner Occupied Housing Units by Value			
Total	4,196	14,986	29,797
<\$50,000	9.9%	6.1%	7.4%
\$50,000 - \$99,999	7.4%	5.5%	5.8%
\$100,000 - \$149,999	16.7%	13.6%	11.4%
\$150,000 - \$199,999	27.4%	23.2%	20.5%
\$200,000 - \$249,999	16.2%	16.6%	16.3%
\$250,000 - \$299,999	10.1%	14.5%	15.3%
\$300,000 - \$399,999	5.3%	11.5%	13.3%
\$400,000 - \$499,999	3.7%	5.8%	5.7%
\$500,000 - \$749,999	2.3%	1.9%	2.7%
\$750,000 - \$999,999	0.8%	0.7%	0.9%
\$1,000,000 +	0.3%	0.6%	0.6%
Average Home Value	\$200,894	\$232,114	\$239,467
2022 Owner Occupied Housing Units by Value			
Total	4,276	15,674	32,283
<\$50,000	8.9%	5.4%	6.5%
\$50,000 - \$99,999	8.2%	6.1%	6.5%
\$100,000 - \$149,999	18.2%	14.7%	12.1%
\$150,000 - \$199,999	24.9%	20.5%	17.8%
\$200,000 - \$249,999	14.3%	14.2%	13.8%
\$250,000 - \$299,999	9.5%	13.4%	14.2%
\$300,000 - \$399,999	5.9%	12.8%	14.8%
\$400,000 - \$499,999	5.0%	7.9%	7.6%
\$500,000 - \$749,999	3.3%	2.8%	4.1%
\$750,000 - \$999,999	1.4%	1.2%	1.5%
\$1,000,000 +	0.5%	1.1%	1.0%
Average Home Value	\$215,057	\$250,654	\$260,826

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	21,670	66,272	110,832
0 - 4	7.1%	7.1%	7.0%
5 - 9	6.7%	6.6%	6.9%
10 - 14	6.1%	6.2%	6.7%
15 - 24	18.5%	18.8%	16.4%
25 - 34	13.4%	13.2%	12.5%
35 - 44	11.0%	11.1%	12.2%
45 - 54	12.9%	12.7%	13.9%
55 - 64	10.1%	10.2%	10.9%
65 - 74	7.3%	7.5%	7.7%
75 - 84	4.9%	4.7%	4.3%
85 +	2.0%	1.9%	1.5%
18 +	76.4%	76.2%	75.4%
2017 Population by Age			
Total	22,739	70,922	121,529
0 - 4	6.6%	6.6%	6.5%
5 - 9	6.3%	6.2%	6.4%
10 - 14	6.0%	5.9%	6.4%
15 - 24	17.1%	17.4%	15.2%
25 - 34	15.0%	14.6%	13.7%
35 - 44	10.6%	10.8%	11.6%
45 - 54	11.1%	11.0%	12.3%
55 - 64	11.2%	11.0%	11.9%
65 - 74	8.7%	9.0%	9.4%
75 - 84	5.2%	5.1%	4.8%
85 +	2.2%	2.2%	1.8%
18 +	77.7%	77.8%	77.1%
2022 Population by Age			
Total	23,529	74,478	131,493
0 - 4	6.7%	6.6%	6.4%
5 - 9	6.0%	6.1%	6.3%
10 - 14	5.8%	6.0%	6.5%
15 - 24	16.4%	16.4%	14.3%
25 - 34	15.0%	14.3%	13.4%
35 - 44	11.8%	12.0%	12.6%
45 - 54	10.0%	9.9%	11.1%
55 - 64	10.9%	10.9%	11.9%
65 - 74	9.3%	9.6%	9.9%
75 - 84	5.7%	5.9%	5.6%
85 +	2.3%	2.4%	1.9%
18 +	77.9%	77.9%	77.1%
2010 Population by Sex			
Males	10,205	31,452	53,097
Females	11,468	34,821	57,736
2017 Population by Sex			
Males	10,755	33,731	58,389
Females	11,984	37,192	63,142
2022 Population by Sex			
Males	11,166	35,513	63,398
Females	12,363	38,964	68,092

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	21,673	66,273	110,833
White Alone	49.0%	56.9%	63.6%
Black Alone	40.6%	33.1%	27.2%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	2.7%	2.9%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	2.2%	2.0%
Two or More Races	4.1%	4.2%	3.9%
Hispanic Origin	8.1%	6.8%	6.0%
Diversity Index	65.4	62.1	57.5
2017 Population by Race/Ethnicity			
Total	22,738	70,924	121,530
White Alone	46.3%	54.1%	60.9%
Black Alone	41.5%	34.3%	28.4%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	3.0%	3.3%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.7%	2.8%	2.5%
Two or More Races	4.8%	4.9%	4.6%
Hispanic Origin	10.4%	8.8%	7.8%
Diversity Index	68.5	65.5	61.3
2022 Population by Race/Ethnicity			
Total	23,527	74,477	131,491
White Alone	44.2%	52.0%	58.7%
Black Alone	42.1%	35.1%	29.2%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	3.1%	3.5%	3.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.4%	3.3%	3.0%
Two or More Races	5.3%	5.4%	5.2%
Hispanic Origin	12.4%	10.5%	9.4%
Diversity Index	70.7	68.0	64.2
2010 Population by Relationship and Household Type			
Total	21,673	66,273	110,833
In Households	95.6%	94.3%	96.5%
In Family Households	74.0%	77.7%	81.9%
Householder	23.4%	24.6%	25.7%
Spouse	13.0%	16.7%	18.2%
Child	30.2%	30.2%	31.6%
Other relative	4.3%	3.6%	3.7%
Nonrelative	3.1%	2.6%	2.7%
In Nonfamily Households	21.6%	16.5%	14.6%
In Group Quarters	4.4%	5.7%	3.5%
Institutionalized Population	0.7%	0.9%	0.6%
Noninstitutionalized Population	3.6%	4.9%	2.9%

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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2017 Population 25+ by Educational Attainment			
Total	14,565	45,268	79,601
Less than 9th Grade	4.2%	3.3%	3.7%
9th - 12th Grade, No Diploma	9.2%	7.3%	8.2%
High School Graduate	21.9%	21.6%	24.7%
GED/Alternative Credential	6.5%	5.0%	4.6%
Some College, No Degree	25.1%	24.7%	23.7%
Associate Degree	7.4%	8.4%	9.1%
Bachelor's Degree	14.1%	16.8%	15.3%
Graduate/Professional Degree	11.5%	12.8%	10.7%
2017 Population 15+ by Marital Status			
Total	18,458	57,599	98,050
Never Married	42.2%	37.3%	34.0%
Married	37.5%	45.3%	49.2%
Widowed	7.0%	6.6%	6.3%
Divorced	13.3%	10.8%	10.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	94.5%	94.7%
Civilian Unemployed (Unemployment Rate)	6.1%	5.5%	5.3%
2017 Employed Population 16+ by Industry			
Total	10,372	31,956	56,672
Agriculture/Mining	0.7%	0.9%	1.3%
Construction	3.1%	4.2%	5.7%
Manufacturing	4.5%	5.8%	6.7%
Wholesale Trade	0.7%	0.8%	1.1%
Retail Trade	16.6%	14.6%	14.6%
Transportation/Utilities	4.8%	4.1%	4.3%
Information	0.9%	1.2%	1.0%
Finance/Insurance/Real Estate	4.8%	4.8%	5.5%
Services	57.3%	53.8%	49.8%
Public Administration	6.6%	9.8%	10.0%
2017 Employed Population 16+ by Occupation			
Total	10,371	31,957	56,673
White Collar	54.2%	59.1%	58.3%
Management/Business/Financial	9.7%	12.9%	13.8%
Professional	19.6%	21.8%	20.8%
Sales	13.5%	10.3%	10.2%
Administrative Support	11.5%	14.1%	13.5%
Services	27.0%	21.8%	20.5%
Blue Collar	18.8%	19.1%	21.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	1.5%	2.4%	3.3%
Installation/Maintenance/Repair	3.0%	3.7%	4.2%
Production	4.7%	4.9%	5.0%
Transportation/Material Moving	9.5%	7.8%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	21,673	66,273	110,833
Population Inside Urbanized Area	97.3%	94.8%	83.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.7%	5.2%	16.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	8,723	24,935	41,027
Households with 1 Person	34.2%	27.2%	24.3%
Households with 2+ People	65.8%	72.8%	75.7%
Family Households	57.7%	65.7%	69.3%
Husband-wife Families	32.2%	44.6%	49.2%
With Related Children	12.6%	18.8%	21.2%
Other Family (No Spouse Present)	25.5%	21.1%	20.1%
Other Family with Male Householder	5.0%	4.6%	4.9%
With Related Children	2.9%	2.8%	3.0%
Other Family with Female Householder	20.5%	16.5%	15.2%
With Related Children	14.7%	11.7%	10.5%
Nonfamily Households	8.0%	7.1%	6.4%
All Households with Children	30.8%	33.8%	35.2%
Multigenerational Households	4.4%	4.3%	4.8%
Unmarried Partner Households	8.0%	7.0%	7.3%
Male-female	7.3%	6.4%	6.6%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	8,725	24,935	41,029
1 Person Household	34.2%	27.2%	24.3%
2 Person Household	30.7%	33.5%	34.1%
3 Person Household	15.2%	16.7%	17.2%
4 Person Household	10.5%	12.6%	13.6%
5 Person Household	5.8%	6.2%	6.7%
6 Person Household	2.2%	2.4%	2.6%
7 + Person Household	1.4%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	8,723	24,935	41,028
Owner Occupied	49.9%	59.8%	69.3%
Owned with a Mortgage/Loan	33.5%	42.7%	49.6%
Owned Free and Clear	16.4%	17.0%	19.6%
Renter Occupied	50.1%	40.2%	30.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,531	27,043	44,511
Housing Units Inside Urbanized Area	97.3%	94.5%	83.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.7%	5.5%	17.0%

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	Parks and Rec (5C)	Middleburg (4C)
	2. Front Porches (8E)	Old and Newcomers (8F)	Southern Satellites (10A)
	3. Parks and Rec (5C)	Middleburg (4C)	Down the Road (10D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$14,254,293	\$49,261,116	\$85,770,089
Average Spent	\$1,574.54	\$1,866.66	\$1,926.90
Spending Potential Index	73	86	89
Education: Total \$	\$9,737,612	\$33,271,153	\$55,527,493
Average Spent	\$1,075.62	\$1,260.75	\$1,247.47
Spending Potential Index	74	87	86
Entertainment/Recreation: Total \$	\$20,257,075	\$70,884,497	\$124,204,013
Average Spent	\$2,237.61	\$2,686.04	\$2,790.35
Spending Potential Index	72	86	89
Food at Home: Total \$	\$33,594,709	\$115,327,647	\$200,953,142
Average Spent	\$3,710.89	\$4,370.13	\$4,514.58
Spending Potential Index	74	87	90
Food Away from Home: Total \$	\$22,153,674	\$76,722,695	\$133,734,374
Average Spent	\$2,447.11	\$2,907.26	\$3,004.46
Spending Potential Index	73	87	90
Health Care: Total \$	\$35,803,228	\$126,960,502	\$225,350,190
Average Spent	\$3,954.85	\$4,810.93	\$5,062.68
Spending Potential Index	71	86	91
HH Furnishings & Equipment: Total \$	\$12,612,553	\$44,315,051	\$77,855,732
Average Spent	\$1,393.19	\$1,679.24	\$1,749.10
Spending Potential Index	72	86	90
Personal Care Products & Services: Total \$	\$5,248,196	\$18,243,596	\$31,747,846
Average Spent	\$579.72	\$691.31	\$713.24
Spending Potential Index	73	87	90
Shelter: Total \$	\$110,431,727	\$374,543,163	\$637,610,961
Average Spent	\$12,198.36	\$14,192.62	\$14,324.47
Spending Potential Index	75	87	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,952,933	\$53,175,737	\$93,958,097
Average Spent	\$1,651.71	\$2,015.00	\$2,110.85
Spending Potential Index	71	86	90
Travel: Total \$	\$13,146,487	\$46,594,933	\$80,883,801
Average Spent	\$1,452.17	\$1,765.63	\$1,817.12
Spending Potential Index	70	85	88
Vehicle Maintenance & Repairs: Total \$	\$7,007,603	\$24,488,110	\$42,982,920
Average Spent	\$774.06	\$927.93	\$965.65
Spending Potential Index	72	87	90

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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