



# Market Profile

Main Street Commons  
 59 E Main St, Newark, Delaware, 19711  
 Rings: 1, 3, 5 mile radii

Prepared by Campano Management

Latitude: 39.68325  
 Longitude: -75.75006

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	15,536	61,033	129,057
2010 Total Population	17,094	62,420	135,563
2014 Total Population	17,715	63,379	136,959
2014 Group Quarters	7,001	7,683	8,039
2019 Total Population	18,118	64,483	139,120
2014-2019 Annual Rate	0.45%	0.35%	0.31%
<b>Household Summary</b>			
2000 Households	3,341	20,714	47,183
2000 Average Household Size	2.54	2.58	2.57
2010 Households	3,807	21,489	50,003
2010 Average Household Size	2.72	2.56	2.56
2014 Households	3,921	21,775	50,452
2014 Average Household Size	2.73	2.56	2.56
2019 Households	4,061	22,213	51,281
2019 Average Household Size	2.74	2.56	2.56
2014-2019 Annual Rate	0.70%	0.40%	0.33%
2010 Families	1,081	12,566	31,477
2010 Average Family Size	3.00	3.04	3.07
2014 Families	1,100	12,578	31,419
2014 Average Family Size	3.01	3.04	3.08
2019 Families	1,127	12,694	31,654
2019 Average Family Size	3.02	3.04	3.09
2014-2019 Annual Rate	0.49%	0.18%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,480	21,510	49,094
Owner Occupied Housing Units	33.7%	60.4%	64.8%
Renter Occupied Housing Units	62.3%	35.9%	31.3%
Vacant Housing Units	4.0%	3.7%	3.9%
2010 Housing Units	4,089	22,822	52,853
Owner Occupied Housing Units	26.4%	58.0%	62.1%
Renter Occupied Housing Units	66.7%	36.1%	32.5%
Vacant Housing Units	6.9%	5.8%	5.4%
2014 Housing Units	4,201	23,197	53,564
Owner Occupied Housing Units	25.1%	56.1%	60.1%
Renter Occupied Housing Units	68.2%	37.8%	34.1%
Vacant Housing Units	6.7%	6.1%	5.8%
2019 Housing Units	4,291	23,581	54,379
Owner Occupied Housing Units	25.4%	56.3%	60.4%
Renter Occupied Housing Units	69.2%	37.9%	33.9%
Vacant Housing Units	5.4%	5.8%	5.7%
<b>Median Household Income</b>			
2014	\$28,721	\$57,837	\$64,357
2019	\$36,131	\$69,965	\$76,984
<b>Median Home Value</b>			
2014	\$344,127	\$247,535	\$258,009
2019	\$409,848	\$292,199	\$309,374
<b>Per Capita Income</b>			
2014	\$16,225	\$26,839	\$30,200
2019	\$18,687	\$31,350	\$34,988
<b>Median Age</b>			
2010	21.8	27.8	32.8
2014	21.9	28.4	33.4
2019	22.0	29.6	34.4

**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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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<b>2014 Households by Income</b>			
Household Income Base	3,921	21,775	50,452
<\$15,000	31.6%	12.2%	8.7%
\$15,000 - \$24,999	14.6%	8.7%	6.8%
\$25,000 - \$34,999	8.7%	9.4%	8.6%
\$35,000 - \$49,999	9.7%	13.0%	14.2%
\$50,000 - \$74,999	7.8%	16.7%	17.8%
\$75,000 - \$99,999	8.0%	13.8%	15.1%
\$100,000 - \$149,999	10.7%	16.5%	18.5%
\$150,000 - \$199,999	5.6%	5.6%	5.9%
\$200,000+	3.3%	4.1%	4.5%
Average Household Income	\$55,441	\$75,029	\$80,541
<b>2019 Households by Income</b>			
Household Income Base	4,061	22,213	51,281
<\$15,000	30.3%	11.4%	8.0%
\$15,000 - \$24,999	11.2%	6.4%	4.9%
\$25,000 - \$34,999	7.6%	7.9%	7.1%
\$35,000 - \$49,999	9.3%	12.2%	13.1%
\$50,000 - \$74,999	6.7%	14.3%	15.1%
\$75,000 - \$99,999	9.6%	15.1%	16.3%
\$100,000 - \$149,999	12.9%	18.7%	20.8%
\$150,000 - \$199,999	7.9%	8.2%	8.5%
\$200,000+	4.5%	5.8%	6.1%
Average Household Income	\$66,904	\$88,244	\$93,627
<b>2014 Owner Occupied Housing Units by Value</b>			
Total	1,056	13,006	32,202
<\$50,000	0.9%	0.9%	2.7%
\$50,000 - \$99,999	2.9%	2.1%	2.1%
\$100,000 - \$149,999	4.3%	5.2%	5.1%
\$150,000 - \$199,999	5.3%	16.5%	14.7%
\$200,000 - \$249,999	8.7%	26.6%	22.4%
\$250,000 - \$299,999	14.8%	16.2%	18.8%
\$300,000 - \$399,999	29.8%	16.9%	18.7%
\$400,000 - \$499,999	17.7%	8.5%	8.6%
\$500,000 - \$749,999	11.3%	6.0%	5.8%
\$750,000 - \$999,999	2.1%	0.4%	0.5%
\$1,000,000 +	2.3%	0.6%	0.6%
Average Home Value	\$378,409	\$287,701	\$288,993
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,090	13,287	32,827
<\$50,000	0.6%	0.4%	2.2%
\$50,000 - \$99,999	1.6%	1.5%	1.5%
\$100,000 - \$149,999	1.7%	2.5%	2.4%
\$150,000 - \$199,999	2.5%	11.5%	9.2%
\$200,000 - \$249,999	6.4%	23.0%	17.6%
\$250,000 - \$299,999	9.2%	13.2%	14.8%
\$300,000 - \$399,999	25.2%	20.2%	24.6%
\$400,000 - \$499,999	30.3%	16.1%	16.0%
\$500,000 - \$749,999	16.0%	9.7%	9.2%
\$750,000 - \$999,999	3.9%	1.4%	1.7%
\$1,000,000 +	2.9%	0.6%	0.8%
Average Home Value	\$441,705	\$335,333	\$341,315

**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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<b>2010 Population by Age</b>			
Total	17,093	62,420	135,566
0 - 4	1.3%	4.7%	5.7%
5 - 9	1.3%	4.6%	5.5%
10 - 14	1.4%	4.8%	5.8%
15 - 24	74.8%	32.3%	22.2%
25 - 34	5.6%	11.8%	13.6%
35 - 44	3.1%	10.0%	12.3%
45 - 54	3.6%	11.3%	13.7%
55 - 64	3.7%	9.7%	10.6%
65 - 74	2.5%	5.7%	5.9%
75 - 84	1.8%	3.6%	3.4%
85 +	0.9%	1.5%	1.3%
18 +	95.2%	82.8%	79.4%
<b>2014 Population by Age</b>			
Total	17,714	63,380	136,959
0 - 4	1.2%	4.5%	5.4%
5 - 9	1.2%	4.5%	5.4%
10 - 14	1.3%	4.5%	5.4%
15 - 24	74.8%	32.0%	21.8%
25 - 34	5.7%	12.2%	14.2%
35 - 44	2.8%	9.4%	11.5%
45 - 54	3.4%	10.5%	12.7%
55 - 64	3.9%	10.2%	11.5%
65 - 74	2.9%	6.8%	7.2%
75 - 84	1.8%	3.7%	3.5%
85 +	1.0%	1.7%	1.5%
18 +	95.3%	83.7%	80.6%
<b>2019 Population by Age</b>			
Total	18,118	64,484	139,119
0 - 4	1.3%	4.5%	5.4%
5 - 9	1.2%	4.4%	5.3%
10 - 14	1.3%	4.4%	5.4%
15 - 24	72.9%	30.6%	20.3%
25 - 34	6.1%	12.4%	14.4%
35 - 44	2.9%	9.5%	11.9%
45 - 54	3.2%	9.8%	11.5%
55 - 64	4.2%	10.5%	12.0%
65 - 74	3.5%	7.7%	8.2%
75 - 84	2.1%	4.1%	4.1%
85 +	1.1%	1.9%	1.6%
18 +	95.3%	84.0%	80.8%
<b>2010 Population by Sex</b>			
Males	7,650	29,652	65,064
Females	9,444	32,768	70,499
<b>2014 Population by Sex</b>			
Males	7,945	30,120	65,790
Females	9,770	33,259	71,169
<b>2019 Population by Sex</b>			
Males	8,141	30,678	66,909
Females	9,977	33,805	72,211

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	17,094	62,420	135,563
White Alone	85.9%	77.5%	73.8%
Black Alone	5.2%	11.1%	14.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	5.4%	5.5%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	2.9%	2.8%
Two or More Races	2.3%	2.7%	2.8%
Hispanic Origin	4.9%	7.4%	7.5%
Diversity Index	32.6	46.9	51.1
<b>2014 Population by Race/Ethnicity</b>			
Total	17,715	63,379	136,959
White Alone	84.2%	75.7%	71.8%
Black Alone	5.5%	11.4%	14.5%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	6.3%	6.4%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	3.2%	3.2%
Two or More Races	2.6%	3.1%	3.1%
Hispanic Origin	5.7%	8.4%	8.6%
Diversity Index	36.1	50.0	54.3
<b>2019 Population by Race/Ethnicity</b>			
Total	18,118	64,483	139,121
White Alone	81.7%	72.9%	68.8%
Black Alone	6.0%	11.9%	15.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	7.6%	7.7%	8.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	3.7%	3.7%
Two or More Races	3.1%	3.6%	3.6%
Hispanic Origin	7.0%	9.9%	10.1%
Diversity Index	41.1	54.7	58.8
<b>2010 Population by Relationship and Household Type</b>			
Total	17,094	62,420	135,563
In Households	60.6%	88.1%	94.3%
In Family Households	19.7%	63.3%	73.7%
Householder	6.7%	20.1%	23.2%
Spouse	5.1%	14.8%	16.9%
Child	6.2%	23.3%	27.7%
Other relative	0.9%	2.9%	3.5%
Nonrelative	0.8%	2.2%	2.3%
In Nonfamily Households	40.9%	24.9%	20.6%
In Group Quarters	39.4%	11.9%	5.7%
Institutionalized Population	0.1%	0.3%	0.3%
Noninstitutionalized Population	39.3%	11.5%	5.4%

**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>2014 Population 25+ by Educational Attainment</b>			
Total	3,798	34,521	85,016
Less than 9th Grade	3.1%	3.0%	2.6%
9th - 12th Grade, No Diploma	3.9%	5.3%	5.4%
High School Graduate	17.2%	23.2%	24.1%
GED/Alternative Credential	0.8%	2.3%	2.4%
Some College, No Degree	14.6%	19.1%	19.6%
Associate Degree	6.2%	7.0%	7.8%
Bachelor's Degree	25.1%	21.8%	21.7%
Graduate/Professional Degree	29.0%	18.4%	16.3%
<b>2014 Population 15+ by Marital Status</b>			
Total	17,054	54,822	114,842
Never Married	81.6%	48.2%	39.7%
Married	14.5%	40.2%	46.5%
Widowed	1.5%	4.3%	4.6%
Divorced	2.4%	7.3%	9.2%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.8%	93.7%	92.9%
Civilian Unemployed	4.2%	6.3%	7.1%
<b>2014 Employed Population 16+ by Industry</b>			
Total	6,665	29,892	68,823
Agriculture/Mining	0.1%	1.0%	0.7%
Construction	1.5%	3.7%	4.5%
Manufacturing	2.6%	7.2%	8.4%
Wholesale Trade	1.3%	1.8%	1.9%
Retail Trade	13.5%	11.9%	11.0%
Transportation/Utilities	1.3%	3.4%	4.4%
Information	1.8%	1.3%	1.7%
Finance/Insurance/Real Estate	6.6%	10.3%	12.1%
Services	69.6%	56.3%	51.3%
Public Administration	1.7%	3.2%	4.0%
<b>2014 Employed Population 16+ by Occupation</b>			
Total	6,665	29,893	68,823
White Collar	71.5%	70.0%	68.5%
Management/Business/Financial	9.3%	13.7%	15.3%
Professional	31.7%	29.6%	27.6%
Sales	13.8%	10.4%	9.8%
Administrative Support	16.6%	16.2%	15.8%
Services	22.6%	17.1%	16.3%
Blue Collar	5.9%	12.9%	15.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	1.3%	2.9%	3.5%
Installation/Maintenance/Repair	1.6%	3.0%	3.4%
Production	0.8%	2.7%	3.4%
Transportation/Material Moving	2.1%	4.0%	4.6%

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<b>2010 Households by Type</b>			
Total	3,808	21,489	50,003
Households with 1 Person	23.9%	25.1%	25.5%
Households with 2+ People	76.1%	74.9%	74.5%
Family Households	28.4%	58.5%	63.0%
Husband-wife Families	21.8%	43.1%	45.9%
With Related Children	8.1%	18.1%	20.6%
Other Family (No Spouse Present)	6.6%	15.4%	17.1%
Other Family with Male Householder	2.7%	4.6%	4.8%
With Related Children	1.1%	2.5%	2.6%
Other Family with Female Householder	3.9%	10.8%	12.3%
With Related Children	2.3%	6.7%	7.8%
Nonfamily Households	47.7%	16.4%	11.6%
All Households with Children	11.7%	27.8%	31.6%
Multigenerational Households	1.0%	3.6%	4.0%
Unmarried Partner Households	3.8%	6.2%	7.1%
Male-female	3.4%	5.5%	6.4%
Same-sex	0.4%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,807	21,490	50,003
1 Person Household	23.9%	25.1%	25.5%
2 Person Household	28.8%	32.4%	32.5%
3 Person Household	16.7%	17.7%	18.0%
4 Person Household	24.4%	15.8%	15.0%
5 Person Household	4.3%	5.7%	5.8%
6 Person Household	1.4%	2.1%	2.1%
7 + Person Household	0.5%	1.2%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,807	21,489	50,003
Owner Occupied	28.3%	61.6%	65.6%
Owned with a Mortgage/Loan	19.2%	46.0%	50.6%
Owned Free and Clear	9.2%	15.6%	15.1%
Renter Occupied	71.7%	38.4%	34.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.