



# Market Profile

Midway Plaza  
 4603 Kirkwood Hwy, Wilmington, Delaware, 19808  
 Rings: 1, 3, 5 mile radii

Prepared by Campano Management

Latitude: 39.72341  
 Longitude: -75.65918

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	12,506	70,093	176,467
2010 Total Population	12,260	68,702	176,500
2014 Total Population	12,272	68,824	177,582
2014 Group Quarters	7	1,004	2,661
2019 Total Population	12,377	69,702	180,295
2014-2019 Annual Rate	0.17%	0.25%	0.30%
<b>Household Summary</b>			
2000 Households	5,080	28,640	68,612
2000 Average Household Size	2.46	2.42	2.53
2010 Households	4,890	27,964	68,524
2010 Average Household Size	2.51	2.42	2.54
2014 Households	4,889	28,000	68,896
2014 Average Household Size	2.51	2.42	2.54
2019 Households	4,934	28,354	69,956
2019 Average Household Size	2.51	2.42	2.54
2014-2019 Annual Rate	0.18%	0.25%	0.31%
2010 Families	3,195	18,033	45,888
2010 Average Family Size	3.06	2.99	3.07
2014 Families	3,159	17,866	45,683
2014 Average Family Size	3.08	3.00	3.08
2019 Families	3,161	17,950	46,032
2019 Average Family Size	3.08	3.01	3.09
2014-2019 Annual Rate	0.01%	0.09%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,231	29,534	71,511
Owner Occupied Housing Units	74.7%	73.4%	68.7%
Renter Occupied Housing Units	22.4%	23.6%	27.3%
Vacant Housing Units	2.9%	3.0%	4.1%
2010 Housing Units	5,184	29,502	73,096
Owner Occupied Housing Units	71.3%	70.2%	66.9%
Renter Occupied Housing Units	23.0%	24.6%	26.9%
Vacant Housing Units	5.7%	5.2%	6.3%
2014 Housing Units	5,233	29,859	74,072
Owner Occupied Housing Units	68.7%	67.7%	64.5%
Renter Occupied Housing Units	24.7%	26.0%	28.5%
Vacant Housing Units	6.6%	6.2%	7.0%
2019 Housing Units	5,300	30,293	75,258
Owner Occupied Housing Units	68.5%	67.9%	64.6%
Renter Occupied Housing Units	24.6%	25.7%	28.3%
Vacant Housing Units	6.9%	6.4%	7.0%
<b>Median Household Income</b>			
2014	\$55,714	\$62,681	\$62,148
2019	\$62,079	\$74,571	\$73,590
<b>Median Home Value</b>			
2014	\$234,900	\$252,133	\$244,214
2019	\$257,157	\$287,884	\$281,090
<b>Per Capita Income</b>			
2014	\$27,254	\$32,000	\$32,369
2019	\$31,377	\$37,116	\$37,861
<b>Median Age</b>			
2010	40.3	40.4	38.6
2014	40.6	41.1	39.3
2019	41.0	41.6	39.7

**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	4,889	28,000	68,896
<\$15,000	7.8%	7.0%	8.1%
\$15,000 - \$24,999	6.7%	6.2%	7.2%
\$25,000 - \$34,999	11.7%	9.6%	9.1%
\$35,000 - \$49,999	15.9%	14.7%	14.2%
\$50,000 - \$74,999	24.3%	20.6%	19.7%
\$75,000 - \$99,999	14.1%	14.9%	13.8%
\$100,000 - \$149,999	14.5%	18.6%	16.2%
\$150,000 - \$199,999	3.0%	4.6%	5.6%
\$200,000+	1.9%	3.8%	6.1%
Average Household Income	\$67,410	\$78,482	\$83,105
<b>2019 Households by Income</b>			
Household Income Base	4,934	28,354	69,956
<\$15,000	7.2%	6.4%	7.4%
\$15,000 - \$24,999	4.9%	4.4%	5.2%
\$25,000 - \$34,999	10.2%	8.1%	7.7%
\$35,000 - \$49,999	15.2%	13.7%	13.3%
\$50,000 - \$74,999	21.4%	17.6%	17.0%
\$75,000 - \$99,999	15.8%	16.1%	15.0%
\$100,000 - \$149,999	17.7%	21.1%	17.8%
\$150,000 - \$199,999	5.0%	7.1%	8.1%
\$200,000+	2.7%	5.5%	8.4%
Average Household Income	\$77,599	\$91,221	\$97,368
<b>2014 Owner Occupied Housing Units by Value</b>			
Total	3,597	20,228	47,783
<\$50,000	5.6%	2.4%	1.2%
\$50,000 - \$99,999	2.1%	1.5%	2.0%
\$100,000 - \$149,999	3.3%	5.1%	7.7%
\$150,000 - \$199,999	18.6%	16.1%	19.7%
\$200,000 - \$249,999	29.3%	23.9%	21.9%
\$250,000 - \$299,999	28.5%	22.0%	15.5%
\$300,000 - \$399,999	10.9%	17.7%	12.8%
\$400,000 - \$499,999	1.1%	7.3%	8.3%
\$500,000 - \$749,999	0.4%	3.2%	7.5%
\$750,000 - \$999,999	0.0%	0.3%	1.8%
\$1,000,000 +	0.3%	0.5%	1.5%
Average Home Value	\$232,731	\$273,645	\$302,278
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,631	20,554	48,641
<\$50,000	5.7%	2.4%	1.2%
\$50,000 - \$99,999	1.7%	1.3%	1.8%
\$100,000 - \$149,999	1.8%	2.8%	4.8%
\$150,000 - \$199,999	11.8%	10.4%	14.4%
\$200,000 - \$249,999	25.0%	19.4%	19.5%
\$250,000 - \$299,999	27.5%	18.2%	13.4%
\$300,000 - \$399,999	20.2%	23.0%	15.9%
\$400,000 - \$499,999	4.1%	13.8%	13.1%
\$500,000 - \$749,999	1.5%	6.5%	9.9%
\$750,000 - \$999,999	0.4%	1.8%	3.9%
\$1,000,000 +	0.2%	0.5%	2.0%
Average Home Value	\$262,252	\$321,936	\$350,213

**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	12,258	68,703	176,500
0 - 4	6.1%	5.8%	6.2%
5 - 9	6.0%	5.6%	6.2%
10 - 14	6.1%	5.8%	6.4%
15 - 24	12.5%	12.5%	13.0%
25 - 34	13.2%	13.6%	13.6%
35 - 44	12.4%	12.8%	13.2%
45 - 54	15.1%	15.8%	15.6%
55 - 64	12.1%	12.4%	12.1%
65 - 74	7.7%	8.0%	7.0%
75 - 84	6.7%	5.7%	4.7%
85 +	2.2%	2.1%	2.0%
18 +	77.9%	78.9%	77.0%
<b>2014 Population by Age</b>			
Total	12,272	68,824	177,582
0 - 4	5.9%	5.5%	5.9%
5 - 9	5.9%	5.7%	6.1%
10 - 14	6.0%	5.6%	6.2%
15 - 24	12.0%	11.9%	12.7%
25 - 34	13.4%	13.7%	13.8%
35 - 44	12.1%	12.5%	12.6%
45 - 54	13.8%	14.3%	14.4%
55 - 64	13.5%	13.8%	13.2%
65 - 74	8.8%	9.0%	8.2%
75 - 84	6.0%	5.6%	4.7%
85 +	2.6%	2.4%	2.2%
18 +	78.9%	79.8%	78.0%
<b>2019 Population by Age</b>			
Total	12,378	69,705	180,294
0 - 4	5.9%	5.5%	5.9%
5 - 9	5.8%	5.5%	6.0%
10 - 14	5.9%	5.7%	6.2%
15 - 24	10.9%	10.7%	11.6%
25 - 34	14.0%	13.8%	14.0%
35 - 44	12.3%	12.9%	12.8%
45 - 54	12.2%	12.7%	13.0%
55 - 64	14.0%	14.3%	13.7%
65 - 74	10.4%	10.2%	9.4%
75 - 84	5.9%	6.0%	5.1%
85 +	2.7%	2.6%	2.3%
18 +	79.1%	79.9%	78.3%
<b>2010 Population by Sex</b>			
Males	5,924	33,294	85,233
Females	6,336	35,408	91,267
<b>2014 Population by Sex</b>			
Males	5,909	33,437	85,907
Females	6,363	35,387	91,675
<b>2019 Population by Sex</b>			
Males	5,951	33,987	87,478
Females	6,426	35,715	92,817

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	12,260	68,702	176,501
White Alone	81.7%	79.9%	72.1%
Black Alone	6.8%	8.1%	14.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.4%	5.1%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.0%	4.3%	5.4%
Two or More Races	2.7%	2.3%	2.6%
Hispanic Origin	14.7%	10.6%	12.2%
Diversity Index	49.6	47.4	57.2
<b>2014 Population by Race/Ethnicity</b>			
Total	12,273	68,824	177,582
White Alone	79.8%	78.0%	70.1%
Black Alone	7.0%	8.3%	15.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.8%	5.9%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.9%	4.9%	6.1%
Two or More Races	3.0%	2.6%	2.9%
Hispanic Origin	16.8%	12.0%	13.7%
Diversity Index	53.7	51.2	60.6
<b>2019 Population by Race/Ethnicity</b>			
Total	12,377	69,703	180,295
White Alone	76.9%	75.1%	67.2%
Black Alone	7.4%	8.7%	15.4%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	3.4%	7.0%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.2%	5.9%	7.1%
Two or More Races	3.5%	3.0%	3.3%
Hispanic Origin	19.8%	14.2%	16.0%
Diversity Index	59.1	56.4	64.9
<b>2010 Population by Relationship and Household Type</b>			
Total	12,260	68,702	176,500
In Households	99.9%	98.6%	98.5%
In Family Households	82.4%	80.7%	82.4%
Householder	26.4%	26.2%	26.0%
Spouse	18.3%	19.0%	18.3%
Child	30.8%	29.4%	31.3%
Other relative	4.2%	3.7%	4.1%
Nonrelative	2.7%	2.3%	2.7%
In Nonfamily Households	17.5%	17.9%	16.1%
In Group Quarters	0.1%	1.4%	1.5%
Institutionalized Population	0.0%	1.1%	1.3%
Noninstitutionalized Population	0.1%	0.3%	0.2%

**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	8,608	49,082	122,692
Less than 9th Grade	3.9%	3.2%	4.3%
9th - 12th Grade, No Diploma	6.6%	6.9%	7.3%
High School Graduate	34.9%	29.5%	27.3%
GED/Alternative Credential	2.6%	2.6%	2.9%
Some College, No Degree	19.6%	18.8%	19.7%
Associate Degree	7.1%	7.5%	6.8%
Bachelor's Degree	17.8%	19.8%	19.0%
Graduate/Professional Degree	7.3%	11.7%	12.8%
<b>2014 Population 15+ by Marital Status</b>			
Total	10,082	57,269	145,198
Never Married	29.5%	28.3%	30.8%
Married	52.8%	52.4%	51.8%
Widowed	6.6%	7.4%	6.5%
Divorced	11.1%	12.0%	10.9%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.8%	92.5%	92.0%
Civilian Unemployed	7.2%	7.5%	8.0%
<b>2014 Employed Population 16+ by Industry</b>			
Total	5,969	34,723	87,826
Agriculture/Mining	2.9%	1.1%	1.1%
Construction	8.3%	6.4%	5.5%
Manufacturing	8.9%	9.8%	9.8%
Wholesale Trade	1.3%	2.1%	2.0%
Retail Trade	13.8%	11.2%	11.3%
Transportation/Utilities	2.7%	4.1%	4.4%
Information	1.8%	1.7%	1.6%
Finance/Insurance/Real Estate	12.5%	13.6%	13.4%
Services	45.2%	45.4%	46.5%
Public Administration	2.7%	4.7%	4.5%
<b>2014 Employed Population 16+ by Occupation</b>			
Total	5,969	34,723	87,828
White Collar	59.0%	66.4%	65.9%
Management/Business/Financial	13.5%	15.9%	16.1%
Professional	17.7%	23.4%	23.4%
Sales	12.0%	10.0%	10.1%
Administrative Support	15.8%	17.2%	16.2%
Services	16.9%	15.0%	15.9%
Blue Collar	24.1%	18.5%	18.2%
Farming/Forestry/Fishing	0.5%	0.3%	0.4%
Construction/Extraction	7.0%	5.2%	4.4%
Installation/Maintenance/Repair	4.5%	4.5%	3.7%
Production	3.3%	3.0%	3.5%
Transportation/Material Moving	8.9%	5.5%	6.2%

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 Households by Type</b>			
Total	4,890	27,964	68,524
Households with 1 Person	28.7%	28.8%	26.4%
Households with 2+ People	71.3%	71.2%	73.6%
Family Households	65.3%	64.5%	67.0%
Husband-wife Families	45.3%	46.8%	47.2%
With Related Children	18.2%	19.4%	20.6%
Other Family (No Spouse Present)	20.0%	17.7%	19.8%
Other Family with Male Householder	5.5%	5.1%	5.4%
With Related Children	3.3%	2.7%	3.0%
Other Family with Female Householder	14.6%	12.6%	14.4%
With Related Children	9.1%	7.3%	9.0%
Nonfamily Households	6.0%	6.7%	6.6%
All Households with Children	31.2%	29.8%	33.1%
Multigenerational Households	4.4%	3.9%	4.5%
Unmarried Partner Households	7.5%	7.1%	7.4%
Male-female	6.8%	6.4%	6.7%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	4,890	27,964	68,523
1 Person Household	28.7%	28.8%	26.4%
2 Person Household	32.9%	33.8%	32.7%
3 Person Household	16.7%	16.8%	17.5%
4 Person Household	12.9%	12.4%	13.6%
5 Person Household	5.5%	5.2%	6.0%
6 Person Household	2.0%	1.8%	2.3%
7 + Person Household	1.4%	1.1%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,890	27,964	68,524
Owner Occupied	75.6%	74.0%	71.3%
Owned with a Mortgage/Loan	49.9%	52.0%	53.0%
Owned Free and Clear	25.7%	22.0%	18.4%
Renter Occupied	24.4%	26.0%	28.7%

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