



Market Profile

Plaza III
 1855 Marsh Rd, Wilmington, Delaware, 19810
 Rings: 1, 3, 5 mile radii

Prepared by Campano Management
 Latitude: 39.80558
 Longitude: -75.50191

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	10,308	78,589	157,156
2010 Total Population	10,058	79,418	160,572
2014 Total Population	10,085	80,085	161,970
2014 Group Quarters	99	812	3,424
2019 Total Population	10,219	81,341	164,327
2014-2019 Annual Rate	0.26%	0.31%	0.29%
Household Summary			
2000 Households	3,960	31,816	62,659
2000 Average Household Size	2.53	2.44	2.44
2010 Households	3,990	32,459	65,551
2010 Average Household Size	2.50	2.42	2.40
2014 Households	4,008	32,757	66,230
2014 Average Household Size	2.49	2.42	2.39
2019 Households	4,065	33,282	67,289
2019 Average Household Size	2.49	2.42	2.39
2014-2019 Annual Rate	0.28%	0.32%	0.32%
2010 Families	2,787	21,832	41,061
2010 Average Family Size	3.02	2.96	3.03
2014 Families	2,770	21,830	41,074
2014 Average Family Size	3.03	2.97	3.04
2019 Families	2,785	22,019	41,400
2019 Average Family Size	3.04	2.98	3.04
2014-2019 Annual Rate	0.11%	0.17%	0.16%
Housing Unit Summary			
2000 Housing Units	4,035	33,146	66,814
Owner Occupied Housing Units	87.7%	71.6%	64.1%
Renter Occupied Housing Units	10.5%	24.3%	29.7%
Vacant Housing Units	1.8%	4.0%	6.2%
2010 Housing Units	4,148	34,340	71,029
Owner Occupied Housing Units	84.6%	71.5%	62.6%
Renter Occupied Housing Units	11.6%	23.0%	29.7%
Vacant Housing Units	3.8%	5.5%	7.7%
2014 Housing Units	4,190	34,730	72,131
Owner Occupied Housing Units	82.9%	69.9%	60.3%
Renter Occupied Housing Units	12.7%	24.4%	31.5%
Vacant Housing Units	4.3%	5.7%	8.2%
2019 Housing Units	4,227	35,172	73,217
Owner Occupied Housing Units	83.0%	70.2%	60.2%
Renter Occupied Housing Units	13.2%	24.4%	31.7%
Vacant Housing Units	3.8%	5.4%	8.1%
Median Household Income			
2014	\$98,891	\$78,868	\$66,753
2019	\$108,875	\$92,783	\$80,390
Median Home Value			
2014	\$335,434	\$316,383	\$290,271
2019	\$386,487	\$373,943	\$347,524
Per Capita Income			
2014	\$46,420	\$40,394	\$36,760
2019	\$53,699	\$47,506	\$43,317
Median Age			
2010	47.4	43.3	41.1
2014	48.4	44.2	41.9
2019	49.1	45.0	42.7

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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2014 Households by Income			
Household Income Base	4,008	32,757	66,230
<\$15,000	2.2%	5.6%	9.8%
\$15,000 - \$24,999	4.7%	5.7%	7.5%
\$25,000 - \$34,999	5.6%	7.1%	8.3%
\$35,000 - \$49,999	9.0%	11.3%	11.9%
\$50,000 - \$74,999	12.8%	17.4%	16.8%
\$75,000 - \$99,999	16.3%	14.3%	12.9%
\$100,000 - \$149,999	27.5%	21.6%	18.2%
\$150,000 - \$199,999	12.8%	9.5%	7.5%
\$200,000+	9.2%	7.5%	7.1%
Average Household Income	\$114,221	\$98,800	\$89,166
2019 Households by Income			
Household Income Base	4,065	33,282	67,289
<\$15,000	1.7%	4.9%	8.9%
\$15,000 - \$24,999	2.9%	3.9%	5.3%
\$25,000 - \$34,999	4.2%	5.7%	6.9%
\$35,000 - \$49,999	7.4%	10.1%	11.1%
\$50,000 - \$74,999	10.0%	14.1%	14.2%
\$75,000 - \$99,999	16.4%	14.7%	13.8%
\$100,000 - \$149,999	27.9%	22.4%	19.6%
\$150,000 - \$199,999	17.2%	13.7%	10.9%
\$200,000+	12.3%	10.5%	9.5%
Average Household Income	\$132,220	\$116,260	\$105,135
2014 Owner Occupied Housing Units by Value			
Total	3,475	24,290	43,502
<\$50,000	0.0%	0.8%	1.2%
\$50,000 - \$99,999	0.2%	1.0%	4.3%
\$100,000 - \$149,999	1.6%	2.4%	7.9%
\$150,000 - \$199,999	2.8%	6.0%	10.3%
\$200,000 - \$249,999	7.7%	14.3%	13.2%
\$250,000 - \$299,999	23.1%	20.7%	16.2%
\$300,000 - \$399,999	41.1%	28.7%	22.0%
\$400,000 - \$499,999	12.9%	13.4%	11.1%
\$500,000 - \$749,999	9.2%	10.1%	9.8%
\$750,000 - \$999,999	1.0%	1.6%	2.5%
\$1,000,000 +	0.3%	0.9%	1.5%
Average Home Value	\$360,406	\$352,478	\$334,206
2019 Owner Occupied Housing Units by Value			
Total	3,509	24,696	44,106
<\$50,000	0.0%	0.4%	0.9%
\$50,000 - \$99,999	0.1%	0.7%	3.4%
\$100,000 - \$149,999	0.4%	1.2%	5.3%
\$150,000 - \$199,999	0.9%	3.4%	7.4%
\$200,000 - \$249,999	3.0%	9.5%	10.3%
\$250,000 - \$299,999	10.3%	13.8%	12.1%
\$300,000 - \$399,999	40.8%	28.5%	22.3%
\$400,000 - \$499,999	27.4%	22.8%	17.6%
\$500,000 - \$749,999	15.2%	14.5%	13.0%
\$750,000 - \$999,999	1.5%	3.9%	5.5%
\$1,000,000 +	0.4%	1.4%	2.2%
Average Home Value	\$416,087	\$411,887	\$392,810

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



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2010 Population by Age			
Total	10,055	79,420	160,570
0 - 4	5.1%	5.7%	5.8%
5 - 9	5.6%	5.9%	6.1%
10 - 14	6.2%	5.9%	6.1%
15 - 24	9.1%	10.6%	11.8%
25 - 34	7.7%	11.0%	12.4%
35 - 44	12.5%	13.3%	13.2%
45 - 54	17.0%	16.3%	15.7%
55 - 64	15.3%	14.0%	12.9%
65 - 74	9.3%	8.5%	7.9%
75 - 84	7.7%	5.9%	5.6%
85 +	4.8%	2.7%	2.5%
18 +	79.5%	78.6%	77.9%
2014 Population by Age			
Total	10,084	80,087	161,971
0 - 4	4.7%	5.3%	5.5%
5 - 9	5.7%	5.9%	5.9%
10 - 14	6.2%	6.2%	6.2%
15 - 24	9.5%	10.6%	11.7%
25 - 34	7.7%	10.8%	12.3%
35 - 44	11.4%	12.3%	12.3%
45 - 54	15.4%	15.1%	14.6%
55 - 64	16.7%	15.1%	13.9%
65 - 74	10.7%	10.0%	9.3%
75 - 84	6.9%	5.7%	5.4%
85 +	5.1%	3.1%	2.8%
18 +	79.8%	79.1%	78.8%
2019 Population by Age			
Total	10,222	81,343	164,328
0 - 4	4.7%	5.2%	5.5%
5 - 9	5.6%	5.8%	5.8%
10 - 14	6.7%	6.4%	6.2%
15 - 24	9.0%	10.0%	11.0%
25 - 34	7.5%	10.5%	12.3%
35 - 44	10.5%	11.9%	12.1%
45 - 54	14.6%	14.1%	13.3%
55 - 64	17.1%	15.4%	14.5%
65 - 74	12.7%	11.5%	10.7%
75 - 84	6.9%	6.1%	5.8%
85 +	4.5%	3.0%	2.9%
18 +	79.4%	78.9%	79.0%
2010 Population by Sex			
Males	4,803	38,204	76,861
Females	5,255	41,214	83,711
2014 Population by Sex			
Males	4,841	38,637	77,690
Females	5,244	41,448	84,280
2019 Population by Sex			
Males	4,951	39,438	79,068
Females	5,268	41,903	85,259

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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2010 Population by Race/Ethnicity			
Total	10,058	79,419	160,572
White Alone	88.4%	80.0%	69.4%
Black Alone	6.0%	11.7%	23.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.0%	5.4%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	1.0%	1.1%
Two or More Races	1.2%	1.7%	1.8%
Hispanic Origin	1.7%	3.4%	3.5%
Diversity Index	24.0	38.7	49.8
2014 Population by Race/Ethnicity			
Total	10,083	80,086	161,970
White Alone	87.0%	78.2%	67.7%
Black Alone	6.4%	12.2%	24.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.8%	6.3%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.1%	1.2%
Two or More Races	1.3%	1.9%	2.1%
Hispanic Origin	2.0%	4.0%	4.1%
Diversity Index	26.7	41.8	52.1
2019 Population by Race/Ethnicity			
Total	10,219	81,342	164,328
White Alone	84.8%	75.5%	65.2%
Black Alone	7.1%	13.0%	25.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.0%	7.6%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	1.4%	1.4%
Two or More Races	1.6%	2.3%	2.5%
Hispanic Origin	2.5%	4.8%	5.0%
Diversity Index	30.8	46.2	55.4
2010 Population by Relationship and Household Type			
Total	10,058	79,418	160,572
In Households	99.0%	99.0%	97.9%
In Family Households	84.7%	83.0%	79.6%
Householder	28.3%	27.4%	25.6%
Spouse	24.2%	21.7%	18.2%
Child	28.3%	29.4%	30.2%
Other relative	2.8%	3.0%	3.5%
Nonrelative	1.0%	1.5%	2.1%
In Nonfamily Households	14.4%	16.0%	18.3%
In Group Quarters	1.0%	1.0%	2.1%
Institutionalized Population	0.8%	0.6%	1.7%
Noninstitutionalized Population	0.2%	0.3%	0.4%

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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2014 Population 25+ by Educational Attainment			
Total	7,455	57,675	114,466
Less than 9th Grade	1.3%	1.5%	2.3%
9th - 12th Grade, No Diploma	2.8%	4.2%	6.6%
High School Graduate	17.9%	23.6%	25.8%
GED/Alternative Credential	1.5%	1.7%	2.5%
Some College, No Degree	14.8%	17.4%	17.5%
Associate Degree	5.9%	7.6%	6.9%
Bachelor's Degree	30.4%	25.5%	22.2%
Graduate/Professional Degree	25.4%	18.6%	16.2%
2014 Population 15+ by Marital Status			
Total	8,408	66,181	133,496
Never Married	20.2%	26.6%	32.8%
Married	62.8%	57.0%	49.8%
Widowed	9.2%	7.1%	7.1%
Divorced	7.7%	9.3%	10.3%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	93.9%	92.3%
Civilian Unemployed	3.2%	6.1%	7.7%
2014 Employed Population 16+ by Industry			
Total	5,172	40,141	78,038
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	5.6%	4.7%	4.4%
Manufacturing	10.8%	10.9%	10.1%
Wholesale Trade	1.7%	3.1%	2.4%
Retail Trade	9.0%	10.1%	10.3%
Transportation/Utilities	3.0%	4.6%	4.5%
Information	2.0%	1.8%	1.8%
Finance/Insurance/Real Estate	11.7%	11.3%	11.7%
Services	52.6%	49.8%	50.3%
Public Administration	3.5%	3.6%	4.1%
2014 Employed Population 16+ by Occupation			
Total	5,173	40,140	78,039
White Collar	80.3%	73.6%	70.5%
Management/Business/Financial	21.9%	18.2%	17.5%
Professional	33.6%	28.7%	27.2%
Sales	12.2%	11.9%	10.9%
Administrative Support	12.6%	14.7%	15.0%
Services	9.6%	12.6%	14.9%
Blue Collar	10.1%	13.8%	14.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	3.2%	3.2%
Installation/Maintenance/Repair	2.3%	3.3%	3.2%
Production	2.7%	3.2%	3.3%
Transportation/Material Moving	2.1%	4.0%	4.8%

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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2010 Households by Type			
Total	3,991	32,458	65,551
Households with 1 Person	25.9%	27.2%	31.1%
Households with 2+ People	74.1%	72.8%	68.9%
Family Households	69.8%	67.3%	62.6%
Husband-wife Families	59.8%	53.1%	44.5%
With Related Children	23.6%	21.6%	18.2%
Other Family (No Spouse Present)	10.1%	14.1%	18.2%
Other Family with Male Householder	2.8%	3.7%	4.2%
With Related Children	1.3%	1.9%	2.2%
Other Family with Female Householder	7.2%	10.4%	14.0%
With Related Children	3.4%	6.1%	8.8%
Nonfamily Households	4.3%	5.5%	6.3%
All Households with Children	28.6%	29.8%	29.5%
Multigenerational Households	3.1%	3.3%	4.1%
Unmarried Partner Households	4.1%	5.5%	6.4%
Male-female	3.1%	4.7%	5.6%
Same-sex	1.0%	0.8%	0.8%
2010 Households by Size			
Total	3,990	32,459	65,550
1 Person Household	25.9%	27.2%	31.1%
2 Person Household	36.2%	35.2%	32.5%
3 Person Household	16.5%	16.5%	15.5%
4 Person Household	14.0%	13.4%	12.4%
5 Person Household	5.1%	5.3%	5.5%
6 Person Household	1.7%	1.7%	1.9%
7 + Person Household	0.7%	0.8%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,990	32,459	65,551
Owner Occupied	88.0%	75.7%	67.8%
Owned with a Mortgage/Loan	61.3%	54.0%	49.3%
Owned Free and Clear	26.6%	21.7%	18.5%
Renter Occupied	12.0%	24.3%	32.2%

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.	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
2.	Savvy Suburbanites (1D)	Comfortable Empty Nesters	Parks and Rec (5C)
3.	Golden Years (9B)	Parks and Rec (5C)	Golden Years (9B)
2014 Consumer Spending			
Apparel & Services: Total \$	\$9,306,331	\$67,150,626	\$124,464,918
Average Spent	\$2,321.94	\$2,049.96	\$1,879.28
Spending Potential Index	103	91	83
Computers & Accessories: Total \$	\$1,605,227	\$11,482,304	\$20,923,864
Average Spent	\$400.51	\$350.53	\$315.93
Spending Potential Index	157	138	124
Education: Total \$	\$10,343,975	\$72,949,190	\$131,305,837
Average Spent	\$2,580.83	\$2,226.98	\$1,982.57
Spending Potential Index	174	150	133
Entertainment/Recreation: Total \$	\$20,937,072	\$147,300,431	\$267,441,038
Average Spent	\$5,223.82	\$4,496.76	\$4,038.06
Spending Potential Index	162	139	125
Food at Home: Total \$	\$30,048,220	\$217,742,532	\$406,529,552
Average Spent	\$7,497.06	\$6,647.21	\$6,138.15
Spending Potential Index	147	131	121
Food Away from Home: Total \$	\$19,683,538	\$141,287,540	\$259,753,872
Average Spent	\$4,911.06	\$4,313.20	\$3,922.00
Spending Potential Index	153	135	122
Health Care: Total \$	\$29,660,967	\$205,116,527	\$373,829,541
Average Spent	\$7,400.44	\$6,261.76	\$5,644.41
Spending Potential Index	160	135	122
HH Furnishings & Equipment: Total \$	\$10,083,798	\$71,276,740	\$129,954,527
Average Spent	\$2,515.92	\$2,175.92	\$1,962.17
Spending Potential Index	140	121	109
Investments: Total \$	\$20,929,360	\$132,798,001	\$217,141,389
Average Spent	\$5,221.90	\$4,054.03	\$3,278.60
Spending Potential Index	194	151	122
Retail Goods: Total \$	\$146,497,674	\$1,039,866,125	\$1,906,216,192
Average Spent	\$36,551.32	\$31,744.85	\$28,781.76
Spending Potential Index	147	128	116
Shelter: Total \$	\$102,947,786	\$737,262,667	\$1,355,068,925
Average Spent	\$25,685.58	\$22,507.03	\$20,460.05
Spending Potential Index	160	140	128
TV/Video/Audio: Total \$	\$7,557,345	\$54,565,956	\$102,570,181
Average Spent	\$1,885.57	\$1,665.78	\$1,548.70
Spending Potential Index	148	131	121
Travel: Total \$	\$13,422,024	\$91,607,965	\$161,131,804
Average Spent	\$3,348.81	\$2,796.59	\$2,432.91
Spending Potential Index	176	147	128
Vehicle Maintenance & Repairs: Total \$	\$6,832,329	\$48,444,794	\$88,306,087
Average Spent	\$1,704.67	\$1,478.91	\$1,333.32
Spending Potential Index	157	136	123

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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