

# Community Profile

222 Philadelphia Pike, Wilmington, Delaware, 19809



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	12,433	84,582	184,669
2020 Total Population	13,323	86,376	189,935
2020 Group Quarters	91	2,618	3,647
2025 Total Population	13,102	86,592	192,232
2025 Group Quarters	91	2,585	3,588
2030 Total Population	13,028	86,558	192,351
2025-2030 Annual Rate	-0.11%	-0.01%	0.01%
2025 Total Daytime Population	11,364	124,176	223,548
Workers	4,619	79,051	123,371
Residents	6,745	45,125	100,177
Household Summary			
2010 Total Households	5,338	35,541	74,810
2010 Average Household Size	2.31	2.29	2.41
2020 Total Households	5,844	37,114	78,911
2020 Average Household Size	2.26	2.26	2.36
2025 Total Households	5,945	38,424	81,957
2025 Average Household Size	2.19	2.19	2.30
2030 Total Households	6,002	39,090	83,376
2030 Average Household Size	2.16	2.15	2.26
2025-2030 Annual Rate	0.19%	0.34%	0.34%
2025 Families	3,362	20,579	47,130
2025 Average Family Size	2.98	3.02	3.08
2030 Families	3,371	20,714	47,559
2030 Average Family Size	2.94	2.98	3.04
2025-2030 Growth Rate	0.1%	0.1%	0.2%
Median Household Income			
2025	\$82,467	\$76,673	\$79,259
2030	\$95,089	\$88,622	\$91,433



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

© 2025 Esri

Per Capita Income	1 mile	3 miles	5 miles
2025	\$47,372	\$50,447	\$49,648
2030	\$53,369	\$56,718	\$55,829

**2025 Households by Income**

Household Income Base	5,945	38,424	81,957
<\$10,000	4.6%	6.5%	5.9%
\$10,000-14,999	2.4%	4.5%	4.2%
\$15,000-19,999	1.3%	2.8%	2.5%
\$20,000-24,999	3.7%	3.5%	3.3%
\$25,000-29,999	3.8%	3.5%	3.3%
\$30,000-34,999	4.6%	3.7%	3.5%
\$35,000-39,999	2.6%	3.1%	2.9%
\$40,000-44,999	2.4%	3.9%	3.6%
\$45,000-49,999	5.5%	3.6%	3.9%
\$50,000-59,999	7.1%	6.3%	6.5%
\$60,000-74,999	6.7%	7.6%	7.9%
\$75000-99999	14.4%	11.1%	11.9%
\$100,000-124,999	11.9%	8.7%	9.3%
\$125,000-149,999	8.9%	6.5%	6.8%
\$150000-199999	12.7%	10.9%	10.3%
\$200,000-249,999	2.8%	5.1%	5.3%
\$250,000-299,999	1.3%	2.3%	2.4%
\$300,000-399,999	0.9%	1.8%	1.9%
\$400,000-499,999	0.9%	1.6%	1.6%
\$500,000+	1.5%	2.9%	2.8%
Average Household Income	\$104,216	\$113,575	\$116,347

**2025 Affordability, Mortgage and Wealth**

Housing Affordability Index	89	80	83
Percent of Income for Mortgage	27.2%	30.0%	28.4%
Wealth Index	83	102	104

**Median Home Value**

2025	\$358,904	\$367,616	\$359,585
2030	\$403,349	\$428,198	\$418,491

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	4,068	22,951	50,200
<\$50,000	3.1%	2.6%	2.8%
\$50,000 - \$99,999	3.0%	5.5%	4.7%
\$100,000 - \$149,999	4.7%	5.0%	4.8%
\$150,000 - \$199,999	7.7%	6.3%	7.5%
\$200,000 - \$249,999	6.0%	6.2%	8.1%
\$250,000 - \$299,999	7.8%	7.5%	8.4%
\$300,000 - \$399,999	29.8%	25.0%	23.1%
\$400,000 - \$499,999	18.8%	19.3%	18.6%
\$500,000 - \$749,999	11.1%	18.7%	17.4%
\$750,000 - \$999,999	1.6%	2.1%	2.5%
\$1,000,000 - \$1,499,999	2.9%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.3%
\$2,000,000 +	3.3%	0.7%	0.7%
Average Home Value	\$440,587	\$395,555	\$395,084

### Housing Unit Summary

2010 Total Housing Units	5,914	39,628	82,693
Owner Occupied Housing Units	68.9%	59.1%	61.3%
Renter Occupied Housing Units	31.1%	40.9%	38.8%
Vacant Housing Units	9.7%	10.3%	9.5%
2020 Housing Units	6,203	40,584	85,772
Owner Occupied Housing Units	61.4%	54.7%	56.5%
Renter Occupied Housing Units	38.6%	45.3%	43.5%
Vacant Housing Units	5.9%	8.6%	8.0%
2025 Housing Units	6,286	42,010	88,878
Owner Occupied Housing Units	68.4%	59.8%	61.3%
Renter Occupied Housing Units	31.6%	40.2%	38.7%
Vacant Housing Units	5.4%	8.5%	7.8%
2030 Total Housing Units	6,320	42,575	90,070
Owner Occupied Housing Units	70.8%	60.9%	62.5%
Renter Occupied Housing Units	29.2%	39.1%	37.5%
Vacant Housing Units	5.0%	8.2%	7.4%



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	1 mile	3 miles	5 miles
Males	6,185	41,761	92,916
Females	6,917	44,831	99,316

**Median Age**

2010	40.5	39.3	38.5
2020	42.0	40.3	39.4
2025	42.8	40.9	40.2
2030	43.8	41.9	41.4

**2025 Population by Age**

Total	13,102	86,595	192,232
0 - 4	4.8%	5.2%	5.4%
5 - 9	5.4%	5.5%	5.7%
10 - 14	5.7%	5.7%	6.0%
15 - 24	11.2%	11.7%	12.2%
25 - 34	12.4%	13.9%	13.3%
35 - 44	13.4%	13.4%	13.7%
45 - 54	13.3%	11.3%	11.7%
55 - 64	14.0%	12.8%	12.5%
65 - 74	12.5%	11.6%	11.1%
75 - 84	6.5%	6.5%	6.2%
85 +	1.8%	2.4%	2.3%
18 +	80.7%	80.2%	79.3%

**2025 Population 15+ by Marital Status**

Total	11,014	72,414	159,540
Never Married	39.9%	42.2%	41.2%
Married	39.4%	39.0%	41.4%
Widowed	6.3%	6.2%	5.8%
Divorced	14.4%	12.6%	11.6%



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	9,545	62,313	136,009
Less than 9th Grade	0.5%	1.8%	2.1%
9th - 12th Grade, No Diploma	2.3%	5.4%	5.4%
High School Graduate	25.1%	22.6%	24.4%
GED/Alternative Credential	4.7%	3.7%	3.4%
Some College, No Degree	17.1%	16.3%	15.9%
Associate Degree	7.0%	7.0%	7.7%
Bachelor's Degree	23.4%	24.2%	22.9%
Graduate/Professional Degree	19.9%	19.1%	18.3%

**2020 Population by Race/Ethnicity**

Total	13,323	86,376	189,935
White Alone	47.3%	47.5%	49.5%
Black Alone	41.2%	41.0%	33.4%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	2.5%	2.8%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.4%	5.5%
Two or More Races	2.2%	2.4%	5.5%
Hispanic Origin	5.7%	6.4%	11.9%
Diversity Index	64.4	64.9	71.0

**2025 Population by Race/Ethnicity**

Total	13,102	86,592	192,233
White Alone	44.4%	45.3%	47.2%
Black Alone	43.3%	42.2%	34.3%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	2.8%	3.1%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.6%	6.0%
Two or More Races	7.0%	6.5%	7.6%
Hispanic Origin	6.2%	7.0%	12.9%
Diversity Index	65.5	66.2	72.8



**Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	6,739	43,107	96,629
White Collar	68.9%	70.3%	66.2%
Management/Business/Financial	16.6%	21.0%	19.5%
Professional	29.7%	32.0%	29.3%
Sales	11.8%	7.7%	7.6%
Administrative Support	10.8%	9.6%	9.8%
Services	16.2%	13.9%	16.3%

## 2025 Employed Pop 16+ by Occupation

Total	6,739	43,107	96,629
Blue Collar	15.0%	15.8%	17.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	5.9%	2.7%	2.9%
Installation/Maintenance/Repair	2.1%	2.5%	2.8%
Production	2.6%	3.4%	4.2%
Transportation/Material Moving	4.4%	7.2%	7.4%
White Collar	68.9%	70.3%	66.2%
Management/Business/Financial	16.6%	21.0%	19.5%
Professional	29.7%	32.0%	29.3%
Sales	11.8%	7.7%	7.6%
Administrative Support	10.8%	9.6%	9.8%
Services	16.2%	13.9%	16.3%

## 2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	6,739	43,107	96,629
Population 16+ Employed	95.7%	95.0%	95.5%
Population 16+ Unemployment rate	4.2%	5.0%	4.5%
Population 16-24 Employed	6.5%	9.9%	11.3%
Population 16-24 Unemployment rate	10.5%	8.7%	8.1%
Population 25-54 Employed	63.9%	60.7%	60.8%
Population 25-54 Unemployment rate	3.5%	4.4%	3.9%
Population 55-64 Employed	17%	16%	16%
Population 55-64 Unemployment rate	1.5%	4.7%	3.7%
Population 65+ Employed	8%	8%	7%
Population 65+ Unemployment rate	10.3%	5.4%	5.0%

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	6,452	40,958	92,302
Agriculture/Mining	0.8%	0.4%	0.5%
Construction	8.8%	4.1%	4.5%
Manufacturing	6.0%	7.1%	7.3%
Wholesale Trade	1.0%	1.5%	1.7%
Retail Trade	11.1%	9.1%	9.2%
Transportation/Utilities	5.3%	5.4%	5.7%
Information	1%	1%	1%
Finance/Insurance/Real Estate	12.9%	12.5%	11.3%
Services	47.2%	52.5%	52.6%
Public Administration	5.8%	6.2%	5.8%

### 2025 Consumer Spending

Apparel & Services: Total \$	\$13,246,193	\$95,800,133	\$208,294,639
Average Spent	\$2,228.12	\$2,493.24	\$2,541.51
Spending Potential Index	91	102	104
Education: Total \$	\$10,009,754	\$70,791,015	\$154,159,025
Average Spent	\$1,683.73	\$1,842.36	\$1,880.97
Spending Potential Index	94	103	105
Entertainment/Recreation: Total \$	\$21,822,998	\$153,436,686	\$334,998,617
Average Spent	\$3,670.82	\$3,993.25	\$4,087.49
Spending Potential Index	89	97	99
Food at Home: Total \$	\$40,398,892	\$288,606,169	\$625,845,347
Average Spent	\$6,795.44	\$7,511.09	\$7,636.26
Spending Potential Index	91	101	103
Food Away from Home: Total \$	\$21,532,118	\$155,757,849	\$340,233,175
Average Spent	\$3,621.89	\$4,053.66	\$4,151.36
Spending Potential Index	88	98	101
Health Care: Total \$	\$41,800,869	\$289,658,948	\$629,799,604
Average Spent	\$7,031.26	\$7,538.49	\$7,684.51
Spending Potential Index	91	97	99
HH Furnishings & Equipment: Total \$	\$15,567,432	\$109,304,997	\$238,744,728
Average Spent	\$2,618.58	\$2,844.71	\$2,913.05
Spending Potential Index	90	98	100
Personal Care Products & Services: Total \$	\$5,625,972	\$40,414,590	\$87,971,306
Average Spent	\$946.34	\$1,051.81	\$1,073.38
Spending Potential Index	90	100	102

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total \$	\$142,834,273	\$1,018,296,358	\$2,216,754,669
Average Spent	\$24,025.95	\$26,501.57	\$27,047.78
Spending Potential Index	90	100	102
Support Payments/Gifts in Kind: Total \$	\$17,403,405	\$118,629,818	\$259,907,469
Average Spent	\$2,927.40	\$3,087.39	\$3,171.27
Spending Potential Index	89	93	96
Travel: Total \$	\$19,145,939	\$131,704,497	\$289,244,719
Average Spent	\$3,220.51	\$3,427.66	\$3,529.23
Spending Potential Index	89	95	98
Vehicle Maintenance & Repairs: Total \$	\$7,144,278	\$51,289,901	\$111,834,928
Average Spent	\$1,201.73	\$1,334.84	\$1,364.56
Spending Potential Index	89	99	101

### Top Tapestry Segment

1 mile	3 miles	5 miles
<b>City Greens (K6):</b> This segment is characterized by educated professionals in metro areas with high home ownership. <a href="#">Learn more about this segment...</a>	<b>Burbs and Beyond (K8):</b> This segment is characterized by affluent, aging population in the scenic West. <a href="#">Learn more about this segment...</a>	<b>Savvy Suburbanites (L1):</b> This segment is characterized by affluent New England and Mid-Atlantic suburbanites in major metropolises. <a href="#">Learn more about this segment...</a>

**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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.