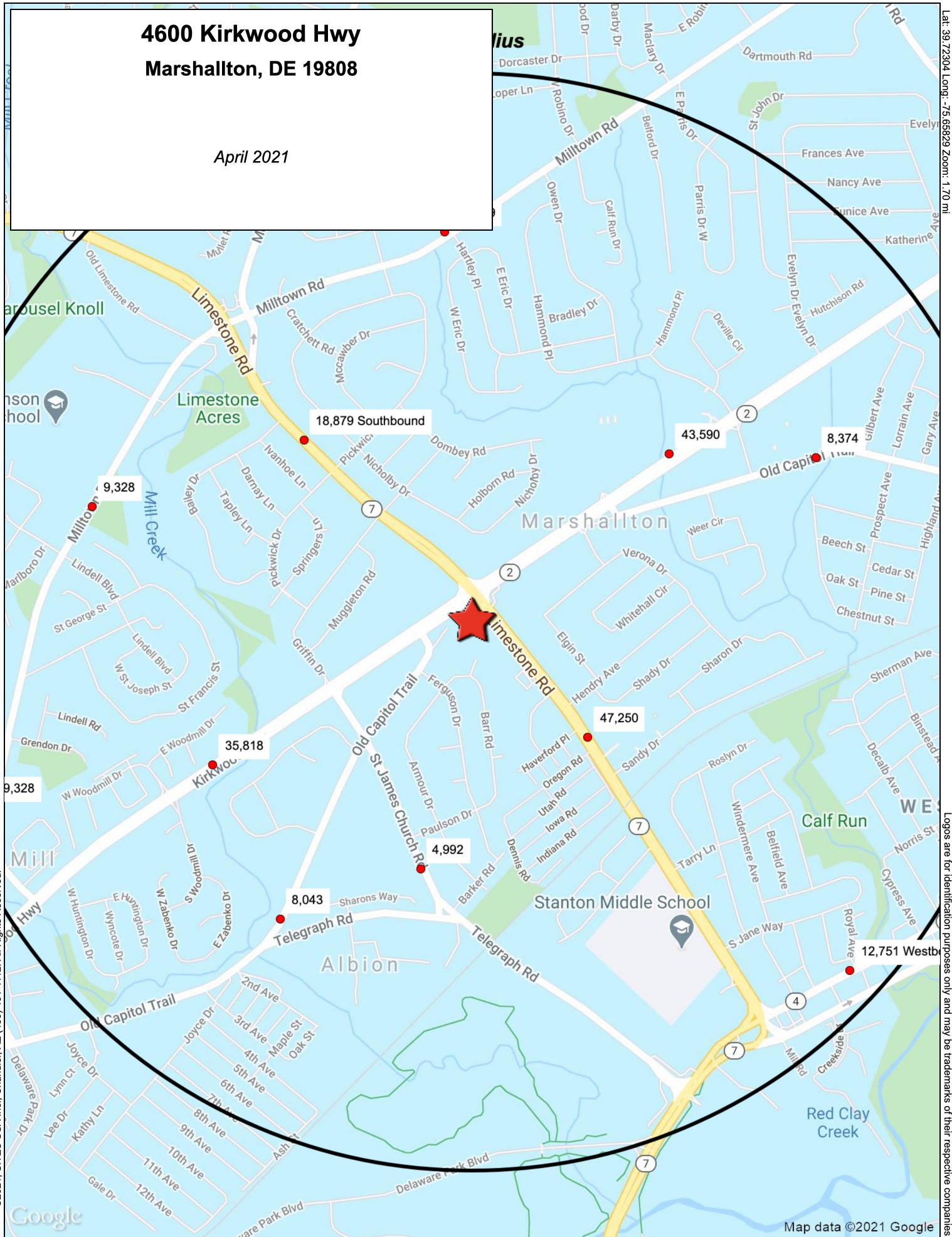


**4600 Kirkwood Hwy
Marshallton, DE 19808**

April 2021



Lat: 39.72304 Long: -75.65829 Zoom: 1.70 mi

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EXPANDED PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.7231/-75.6583

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4600 Kirkwood Hwy

Marshallton, DE 19808

1 mi radius

3 mi radius

5 mi radius

Population

Estimated Population (2020)	12,381	68,360	176,790
Projected Population (2025)	12,432	68,437	177,785
Census Population (2010)	12,700	69,248	178,003
Census Population (2000)	12,948	70,615	177,915
Projected Annual Growth (2020 to 2025)	51 -	77 -	995 0.1%
Historical Annual Growth (2010 to 2020)	-319 -0.3%	-888 -0.1%	-1,213 -
Historical Annual Growth (2000 to 2010)	-248 -0.2%	-1,367 -0.2%	88 -
Estimated Population Density (2020)	3,943 psm	2,419 psm	2,252 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi

Households

Estimated Households (2020)	5,160	28,538	70,457
Projected Households (2025)	5,299	29,226	72,471
Census Households (2010)	5,153	28,164	69,064
Census Households (2000)	5,296	28,780	69,229
Estimated Households with Children (2020)	1,493 28.9%	7,839 27.5%	21,422 30.4%
Estimated Average Household Size (2020)	2.40	2.36	2.47

Average Household Income

Estimated Average Household Income (2020)	\$94,992	\$97,311	\$101,458
Projected Average Household Income (2025)	\$113,105	\$115,368	\$119,827
Estimated Average Family Income (2020)	\$114,335	\$115,684	\$120,847

Median Household Income

Estimated Median Household Income (2020)	\$74,871	\$79,662	\$81,506
Projected Median Household Income (2025)	\$86,649	\$92,656	\$94,348
Estimated Median Family Income (2020)	\$92,504	\$97,548	\$101,869

Per Capita Income

Estimated Per Capita Income (2020)	\$39,599	\$40,732	\$40,552
Projected Per Capita Income (2025)	\$48,219	\$49,376	\$48,963
Estimated Per Capita Income 5 Year Growth	\$8,621 21.8%	\$8,644 21.2%	\$8,411 20.7%
Estimated Average Household Net Worth (2020)	\$614,098	\$679,161	\$726,648

Daytime Demos (2020)

Total Businesses	624	4,013	8,732
Total Employees	4,996	49,907	108,086
Company Headquarter Businesses	27 4.3%	173 4.3%	377 4.3%
Company Headquarter Employees	377 7.5%	8,737 17.5%	17,855 16.5%
Employee Population per Business	8.0	12.4	12.4
Residential Population per Business	19.9	17.0	20.2

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Race & Ethnicity

	1 mi radius		3 mi radius		5 mi radius	
White (2020)	9,242	74.6%	49,738	72.8%	115,976	65.6%
Black or African American (2020)	1,378	11.1%	8,472	12.4%	33,530	19.0%
American Indian or Alaska Native (2020)	54	0.4%	217	0.3%	548	0.3%
Asian (2020)	481	3.9%	4,648	6.8%	11,054	6.3%
Hawaiian or Pacific Islander (2020)	2	-	12	-	62	-
Other Race (2020)	837	6.8%	3,389	5.0%	10,310	5.8%
Two or More Races (2020)	387	3.1%	1,884	2.8%	5,308	3.0%
Not Hispanic or Latino Population (2020)	10,326	83.4%	59,784	87.5%	152,355	86.2%
Hispanic or Latino Population (2020)	2,055	16.6%	8,576	12.5%	24,435	13.8%
Not Hispanic or Latino Population (2025)	10,280	82.7%	59,484	86.9%	152,147	85.6%
Hispanic or Latino Population (2025)	2,151	17.3%	8,953	13.1%	25,638	14.4%
Not Hispanic or Latino Population (2010)	10,863	85.5%	61,837	89.3%	156,085	87.7%
Hispanic or Latino Population (2010)	1,837	14.5%	7,411	10.7%	21,918	12.3%
Not Hispanic or Latino Population (2000)	12,175	94.0%	67,256	95.2%	165,551	93.1%
Hispanic or Latino Population (2000)	772	6.0%	3,360	4.8%	12,364	6.9%
Projected Hispanic Annual Growth (2020 to 2025)	96	0.9%	377	0.9%	1,203	1.0%
Historic Hispanic Annual Growth (2000 to 2020)	1,283	8.3%	5,217	7.8%	12,071	4.9%

Age Distribution (2020)

Age Under 5	690	5.6%	3,616	5.3%	9,853	5.6%
Age 5 to 9 Years	714	5.8%	3,640	5.3%	10,289	5.8%
Age 10 to 14 Years	718	5.8%	3,764	5.5%	10,686	6.0%
Age 15 to 19 Years	695	5.6%	3,756	5.5%	10,299	5.8%
Age 20 to 24 Years	595	4.8%	3,455	5.1%	9,450	5.3%
Age 25 to 29 Years	815	6.6%	4,679	6.8%	12,593	7.1%
Age 30 to 34 Years	888	7.2%	4,972	7.3%	12,824	7.3%
Age 35 to 39 Years	755	6.1%	4,324	6.3%	11,492	6.5%
Age 40 to 44 Years	708	5.7%	3,944	5.8%	10,523	6.0%
Age 45 to 49 Years	714	5.8%	4,025	5.9%	10,728	6.1%
Age 50 to 54 Years	793	6.4%	4,680	6.8%	12,011	6.8%
Age 55 to 59 Years	896	7.2%	4,950	7.2%	12,641	7.2%
Age 60 to 64 Years	819	6.6%	4,710	6.9%	11,998	6.8%
Age 65 to 74 Years	1,400	11.3%	7,878	11.5%	18,065	10.2%
Age 75 to 84 Years	903	7.3%	4,376	6.4%	9,453	5.3%
Age 85 Years or Over	278	2.2%	1,590	2.3%	3,885	2.2%
Median Age	41.7		42.0		40.0	

Gender Age Distribution (2020)

Female Population	6,380	51.5%	35,125	51.4%	91,280	51.6%
Age 0 to 19 Years	1,374	21.5%	7,134	20.3%	19,985	21.9%
Age 20 to 64 Years	3,545	55.6%	20,040	57.1%	53,457	58.6%
Age 65 Years or Over	1,461	22.9%	7,951	22.6%	17,838	19.5%
Female Median Age	43.6		43.9		41.6	
Male Population	6,001	48.5%	33,235	48.6%	85,510	48.4%
Age 0 to 19 Years	1,443	24.0%	7,643	23.0%	21,143	24.7%
Age 20 to 64 Years	3,438	57.3%	19,699	59.3%	50,803	59.4%
Age 65 Years or Over	1,120	18.7%	5,893	17.7%	13,564	15.9%
Male Median Age	39.7		39.9		38.3	

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1 mi radius

3 mi radius

5 mi radius

Household Income Distribution (2020)

HH Income \$200,000 or More	317	6.1%	2,225	7.8%	6,776	9.6%
HH Income \$150,000 to \$199,999	427	8.3%	2,424	8.5%	5,385	7.6%
HH Income \$100,000 to \$149,999	881	17.1%	5,258	18.4%	12,173	17.3%
HH Income \$75,000 to \$99,999	936	18.1%	4,780	16.8%	11,093	15.7%
HH Income \$50,000 to \$74,999	1,033	20.0%	5,201	18.2%	12,736	18.1%
HH Income \$35,000 to \$49,999	495	9.6%	3,029	10.6%	6,950	9.9%
HH Income \$25,000 to \$34,999	365	7.1%	1,850	6.5%	5,232	7.4%
HH Income \$15,000 to \$24,999	368	7.1%	1,679	5.9%	4,171	5.9%
HH Income Under \$15,000	339	6.6%	2,092	7.3%	5,940	8.4%
HH Income \$35,000 or More	4,088	79.2%	22,917	80.3%	55,113	78.2%
HH Income \$75,000 or More	2,560	49.6%	14,687	51.5%	35,427	50.3%

Housing (2020)

Total Housing Units	5,415		29,672		73,586	
Housing Units Occupied	5,160	95.3%	28,538	96.2%	70,457	95.7%
Housing Units Owner-Occupied	3,861	74.8%	20,821	73.0%	49,257	69.9%
Housing Units, Renter-Occupied	1,299	25.2%	7,717	27.0%	21,199	30.1%
Housing Units, Vacant	255	4.9%	1,135	4.0%	3,129	4.4%

Marital Status (2020)

Never Married	3,486	34.0%	19,033	33.2%	51,376	35.2%
Currently Married	4,519	44.0%	25,266	44.1%	63,206	43.3%
Separated	451	4.4%	2,426	4.2%	6,271	4.3%
Widowed	629	6.1%	3,290	5.7%	8,541	5.9%
Divorced	1,175	11.4%	7,325	12.8%	16,568	11.4%

Household Type (2020)

Population Family	10,105	81.6%	54,535	79.8%	143,883	81.4%
Population Non-Family	2,269	18.3%	12,879	18.8%	30,309	17.1%
Population Group Quarters	7	-	947	1.4%	2,599	1.5%
Family Households	3,306	64.1%	18,029	63.2%	46,221	65.6%
Non-Family Households	1,854	35.9%	10,509	36.8%	24,236	34.4%
Married Couple with Children	866	19.2%	4,995	19.8%	13,005	20.6%
Average Family Household Size	3.1		3.0		3.1	

Household Size (2020)

1 Person Households	1,545	29.9%	8,602	30.1%	19,529	27.7%
2 Person Households	1,728	33.5%	9,781	34.3%	23,520	33.4%
3 Person Households	816	15.8%	4,559	16.0%	11,769	16.7%
4 Person Households	633	12.3%	3,364	11.8%	9,084	12.9%
5 Person Households	270	5.2%	1,413	5.0%	4,034	5.7%
6 or More Person Households	168	3.3%	819	2.9%	2,521	3.6%

Household Vehicles (2020)

Households with 0 Vehicles Available	161	3.1%	1,167	4.1%	3,835	5.4%
Households with 1 Vehicles Available	1,939	37.6%	10,999	38.5%	26,330	37.4%
Households with 2 or More Vehicles Available	3,060	59.3%	16,372	57.4%	40,292	57.2%
Total Vehicles Available	9,484		50,635		124,877	
Average Vehicles Per Household	1.8		1.8		1.8	

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Labor Force (2020)

Estimated Labor Population Age 16 Years or Over	10,128		56,658		144,075	
Estimated Civilian Employed	6,457	63.8%	33,864	59.8%	87,255	60.6%
Estimated Civilian Unemployed	563	5.6%	3,143	5.5%	7,995	5.5%
Estimated in Armed Forces	-	-	78	0.1%	197	0.1%
Estimated Not in Labor Force	3,108	30.7%	19,573	34.5%	48,627	33.8%
Unemployment Rate	5.6%		5.5%		5.5%	

Occupation (2020)

Occupation: Population Age 16 Years or Over	6,457		33,864		87,255	
Management, Business, Financial Operations	937	14.5%	5,731	16.9%	14,796	17.0%
Professional, Related	1,457	22.6%	8,849	26.1%	21,978	25.2%
Service	1,087	16.8%	5,066	15.0%	15,065	17.3%
Sales, Office	1,521	23.6%	7,457	22.0%	19,020	21.8%
Farming, Fishing, Forestry	64	1.0%	177	0.5%	512	0.6%
Construct, Extraction, Maintenance	624	9.7%	3,146	9.3%	7,273	8.3%
Production, Transport Material Moving	767	11.9%	3,439	10.2%	8,612	9.9%
White Collar Workers	3,914	60.6%	22,036	65.1%	55,794	63.9%
Blue Collar Workers	2,543	39.4%	11,827	34.9%	31,461	36.1%

Consumer Expenditure (2020)

Total Household Expenditure	\$349.99 M		\$1.96 B		\$4.98 B	
Total Non-Retail Expenditure	\$184.4 M	52.7%	\$1.03 B	52.8%	\$2.63 B	52.8%
Total Retail Expenditure	\$165.58 M	47.3%	\$925.88 M	47.2%	\$2.35 B	47.2%
Apparel	\$12.29 M	3.5%	\$69.11 M	3.5%	\$176.4 M	3.5%
Contributions	\$11.49 M	3.3%	\$65.08 M	3.3%	\$166.76 M	3.4%
Education	\$10.31 M	2.9%	\$59.43 M	3.0%	\$155.25 M	3.1%
Entertainment	\$19.88 M	5.7%	\$111.81 M	5.7%	\$284.37 M	5.7%
Food and Beverages	\$51.52 M	14.7%	\$287.66 M	14.7%	\$729.21 M	14.7%
Furnishings and Equipment	\$12.37 M	3.5%	\$69.51 M	3.5%	\$176.48 M	3.5%
Gifts	\$8.58 M	2.5%	\$48.72 M	2.5%	\$126.13 M	2.5%
Health Care	\$29.9 M	8.5%	\$166.11 M	8.5%	\$417.98 M	8.4%
Household Operations	\$13.79 M	3.9%	\$77.5 M	4.0%	\$197.26 M	4.0%
Miscellaneous Expenses	\$6.64 M	1.9%	\$37.26 M	1.9%	\$94.49 M	1.9%
Personal Care	\$4.71 M	1.3%	\$26.38 M	1.3%	\$66.88 M	1.3%
Personal Insurance	\$2.49 M	0.7%	\$14.11 M	0.7%	\$36.02 M	0.7%
Reading	\$768.96 K	0.2%	\$4.31 M	0.2%	\$10.92 M	0.2%
Shelter	\$73.26 M	20.9%	\$410.39 M	20.9%	\$1.04 B	21.0%
Tobacco	\$2.09 M	0.6%	\$11.44 M	0.6%	\$28.71 M	0.6%
Transportation	\$64.06 M	18.3%	\$357.83 M	18.3%	\$905.18 M	18.2%
Utilities	\$25.84 M	7.4%	\$143.18 M	7.3%	\$360.95 M	7.3%

Educational Attainment (2020)

Adult Population Age 25 Years or Over	8,969		50,128		126,212	
Elementary (Grade Level 0 to 8)	452	5.0%	1,666	3.3%	4,939	3.9%
Some High School (Grade Level 9 to 11)	516	5.8%	2,528	5.0%	7,097	5.6%
High School Graduate	3,412	38.0%	15,532	31.0%	38,760	30.7%
Some College	1,553	17.3%	8,914	17.8%	21,583	17.1%
Associate Degree Only	635	7.1%	3,954	7.9%	9,522	7.5%
Bachelor Degree Only	1,628	18.1%	10,424	20.8%	25,751	20.4%
Graduate Degree	773	8.6%	7,110	14.2%	18,561	14.7%

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Units In Structure (2020)

	1 mi radius		3 mi radius		5 mi radius	
1 Detached Unit	3,691	71.6%	17,435	61.9%	41,408	60.0%
1 Attached Unit	415	8.0%	4,909	17.4%	13,756	19.9%
2 to 4 Units	79	1.5%	715	2.5%	3,109	4.5%
5 to 9 Units	228	4.4%	1,511	5.4%	2,707	3.9%
10 to 19 Units	402	7.8%	2,252	8.0%	5,851	8.5%
20 to 49 Units	15	0.3%	426	1.5%	1,041	1.5%
50 or More Units	47	0.9%	590	2.1%	1,663	2.4%
Mobile Home or Trailer	283	5.5%	700	2.5%	922	1.3%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2020)

Homes Built 2010 or later	102	2.0%	858	3.0%	1,890	2.7%
Homes Built 2000 to 2009	129	2.5%	1,024	3.6%	3,176	4.6%
Homes Built 1990 to 1999	249	4.8%	2,871	10.2%	7,927	11.5%
Homes Built 1980 to 1989	731	14.2%	4,219	15.0%	10,152	14.7%
Homes Built 1970 to 1979	421	8.2%	3,623	12.9%	9,189	13.3%
Homes Built 1960 to 1969	1,172	22.8%	6,474	23.0%	14,386	20.8%
Homes Built 1950 to 1959	1,880	36.5%	6,219	22.1%	13,142	19.0%
Homes Built Before 1949	476	9.2%	3,250	11.5%	10,594	15.3%

Home Values (2020)

Home Values \$1,000,000 or More	38	1.0%	182	0.9%	722	1.5%
Home Values \$500,000 to \$999,999	78	2.0%	844	4.1%	3,678	7.5%
Home Values \$400,000 to \$499,999	98	2.5%	1,368	6.6%	5,026	10.2%
Home Values \$300,000 to \$399,999	401	10.4%	3,981	19.1%	7,959	16.2%
Home Values \$200,000 to \$299,999	2,057	53.3%	8,989	43.2%	17,054	34.6%
Home Values \$150,000 to \$199,999	735	19.0%	3,245	15.6%	8,974	18.2%
Home Values \$100,000 to \$149,999	144	3.7%	1,202	5.8%	3,482	7.1%
Home Values \$70,000 to \$99,999	69	1.8%	340	1.6%	1,124	2.3%
Home Values \$50,000 to \$69,999	20	0.5%	66	0.3%	185	0.4%
Home Values \$25,000 to \$49,999	109	2.8%	296	1.4%	502	1.0%
Home Values Under \$25,000	112	2.9%	309	1.5%	551	1.1%
Owner-Occupied Median Home Value	\$223,429		\$252,149		\$273,301	
Renter-Occupied Median Rent	\$973		\$1,034		\$1,025	

Transportation To Work (2020)

Drive to Work Alone	4,999	84.6%	27,029	82.1%	68,161	79.8%
Drive to Work in Carpool	545	9.2%	3,079	9.3%	9,116	10.7%
Travel to Work by Public Transportation	52	0.9%	756	2.3%	2,219	2.6%
Drive to Work on Motorcycle	6	0.1%	81	0.2%	193	0.2%
Walk or Bicycle to Work	142	2.4%	576	1.7%	1,609	1.9%
Other Means	16	0.3%	131	0.4%	448	0.5%
Work at Home	150	2.5%	1,290	3.9%	3,686	4.3%

Travel Time (2020)

Travel to Work in 14 Minutes or Less	1,533	25.9%	8,016	24.3%	19,899	23.3%
Travel to Work in 15 to 29 Minutes	2,755	46.6%	14,480	44.0%	38,296	44.8%
Travel to Work in 30 to 59 Minutes	1,630	27.6%	7,722	23.4%	19,876	23.3%
Travel to Work in 60 Minutes or More	380	6.4%	2,297	7.0%	5,436	6.4%
Average Minutes Travel to Work	21.4		21.4		21.4	

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