

# Market Profile

5350 Summit Bridge Rd, Middletown, Delaware, 19709



Rings: 1, 3, 5 mile radii


Population Summary	1 mile	3 miles	5 miles
2010 Total Population	2,726	23,012	34,876
2020 Total Population	3,030	28,365	44,605
2020 Group Quarters	52	580	666
2025 Total Population	3,081	31,128	49,970
2025 Group Quarters	32	565	656
2030 Total Population	3,417	32,916	53,159
2025-2030 Annual Rate	2.09%	1.12%	1.24%
2025 Total Daytime Population	5,503	29,988	41,756
Workers	3,922	14,003	16,882
Residents	1,581	15,985	24,874

Household Summary	1 mile	3 miles	5 miles
2010 Total Households	891	7,651	11,482
2010 Average Household Size	2.98	2.95	3.00
2020 Total Households	1,019	9,512	14,824
2020 Average Household Size	2.92	2.92	2.96
2025 Total Households	1,070	10,652	16,907
2025 Average Household Size	2.85	2.87	2.92
2030 Total Households	1,208	11,435	18,252
2030 Average Household Size	2.80	2.83	2.88
2025-2030 Annual Rate	2.46%	1.43%	1.54%
2025 Families	846	8,117	13,378
2025 Average Family Size	3.11	3.33	3.30
2030 Families	953	8,717	14,445
2030 Average Family Size	3.07	3.28	3.26
2025-2030 Growth Rate	2.4%	1.4%	1.6%

Median Household Income	1 mile	3 miles	5 miles
2025	\$137,882	\$115,157	\$130,201
2030	\$155,086	\$133,707	\$150,230

 **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.

Per Capita Income	1 mile	3 miles	5 miles
2025	\$55,483	\$46,865	\$50,139
2030	\$62,916	\$53,173	\$56,718

### 2025 Households by Income

Household Income Base	1 mile	3 miles	5 miles
<\$10,000	0.5%	2.8%	2.2%
\$10,000-14,999	0.2%	0.4%	0.6%
\$15,000-19,999	0.8%	2.3%	1.7%
\$20,000-24,999	2.1%	2.8%	2.7%
\$25,000-29,999	0.5%	1.3%	1.2%
\$30,000-34,999	0.7%	1.9%	1.7%
\$35,000-39,999	0.8%	1.4%	1.4%
\$40,000-44,999	0.7%	2.4%	2.1%
\$45,000-49,999	2.1%	3.8%	3.3%
\$50,000-59,999	5.2%	3.5%	3.4%
\$60,000-74,999	9.8%	7.0%	5.8%
\$75000-99999	7.3%	12.8%	10.9%
\$100,000-124,999	12.0%	11.6%	10.4%
\$125,000-149,999	12.8%	10.9%	11.1%
\$150000-199999	20.6%	15.6%	19.0%
\$200,000-249,999	11.7%	10.4%	12.2%
\$250,000-299,999	5.1%	4.3%	4.9%
\$300,000-399,999	2.6%	2.1%	2.4%
\$400,000-499,999	1.7%	1.2%	1.4%
\$500,000+	2.6%	1.5%	1.8%
Average Household Income	\$157,577	\$135,664	\$146,959

### 2025 Affordability, Mortgage and Wealth

Housing Affordability Index	135	106	113
Percent of Income for Mortgage	17.9%	22.9%	21.4%
Wealth Index	148	121	138

### Median Home Value

2025	\$394,832	\$420,828	\$445,577
2030	\$453,399	\$467,650	\$482,380




**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	890	8,690	14,656
<\$50,000	0.5%	1.1%	0.9%
\$50,000 - \$99,999	0.0%	0.3%	0.2%
\$100,000 - \$149,999	0.1%	0.5%	0.3%
\$150,000 - \$199,999	0.5%	1.9%	1.3%
\$200,000 - \$249,999	0.9%	4.3%	2.8%
\$250,000 - \$299,999	3.8%	4.6%	3.3%
\$300,000 - \$399,999	46.7%	31.5%	25.8%
\$400,000 - \$499,999	32.5%	28.2%	33.5%
\$500,000 - \$749,999	15.2%	26.9%	30.9%
\$750,000 - \$999,999	0.0%	0.5%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$417,601	\$442,558	\$465,411

### Housing Unit Summary

2010 Total Housing Units	916	8,093	12,147
Owner Occupied Housing Units	87.3%	79.2%	83.5%
Renter Occupied Housing Units	12.7%	20.8%	16.5%
Vacant Housing Units	2.7%	5.5%	5.5%
2020 Housing Units	1,039	9,950	15,461
Owner Occupied Housing Units	85.2%	78.0%	83.6%
Renter Occupied Housing Units	14.8%	22.0%	16.4%
Vacant Housing Units	3.4%	4.2%	4.1%
2025 Housing Units	1,091	11,099	17,536
Owner Occupied Housing Units	83.2%	81.6%	86.7%
Renter Occupied Housing Units	16.8%	18.4%	13.3%
Vacant Housing Units	1.9%	4.0%	3.6%
2030 Total Housing Units	1,201	11,756	18,690
Owner Occupied Housing Units	82.9%	82.8%	87.7%
Renter Occupied Housing Units	17.1%	17.2%	12.3%
Vacant Housing Units	0.0%	2.7%	2.3%

 **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	1,517	15,267	24,672
Females	1,564	15,861	25,298

Median Age	1 mile	3 miles	5 miles
2010	37.3	33.4	35.0
2020	39.6	36.8	38.3
2025	39.9	37.4	38.9
2030	40.0	38.2	39.2

2025 Population by Age	1 mile	3 miles	5 miles
Total	3,079	31,128	49,969
0 - 4	4.7%	5.3%	5.2%
5 - 9	5.2%	5.9%	6.0%
10 - 14	6.9%	7.3%	7.3%
15 - 24	13.9%	15.6%	14.5%
25 - 34	13.5%	12.9%	12.3%
35 - 44	12.6%	13.0%	12.8%
45 - 54	12.7%	14.0%	13.8%
55 - 64	13.7%	11.7%	12.3%
65 - 74	8.8%	7.5%	8.5%
75 - 84	5.3%	5.2%	5.5%
85 +	1.5%	1.4%	1.4%
18 +	79.4%	77.1%	77.2%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	2,564	25,375	40,736
Never Married	24.9%	28.4%	27.0%
Married	54.2%	52.7%	56.8%
Widowed	2.7%	7.2%	6.1%
Divorced	18.2%	11.8%	10.2%



**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	2,136	20,535	33,478
Less than 9th Grade	0.6%	1.4%	1.1%
9th - 12th Grade, No Diploma	2.7%	2.9%	2.6%
High School Graduate	15.1%	20.5%	20.5%
GED/Alternative Credential	3.8%	3.1%	2.8%
Some College, No Degree	17.8%	15.1%	16.5%
Associate Degree	16.7%	11.4%	11.1%
Bachelor's Degree	32.0%	26.9%	26.6%
Graduate/Professional Degree	11.4%	18.7%	18.8%

### 2020 Population by Race/Ethnicity

Total	3,030	28,365	44,605
White Alone	67.7%	54.7%	59.8%
Black Alone	19.1%	28.9%	25.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.2%	5.0%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	3.6%	2.9%
Two or More Races	2.4%	3.6%	2.9%
Hispanic Origin	6.8%	8.4%	7.3%
Diversity Index	56.3	66.8	62.8

### 2025 Population by Race/Ethnicity

Total	3,080	31,128	49,971
White Alone	63.5%	52.0%	57.1%
Black Alone	21.6%	30.4%	26.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.9%	5.4%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.9%	3.1%
Two or More Races	7.1%	8.1%	8.0%
Hispanic Origin	7.6%	9.1%	7.9%
Diversity Index	60.5	68.8	65.2



**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**

	<b>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
Total	1,536	15,941	26,312
White Collar	84.1%	71.1%	71.2%
Management/Business/Financial	42.8%	25.9%	26.5%
Professional	24.9%	28.7%	27.1%
Sales	4.4%	7.5%	7.6%
Administrative Support	12.0%	9.0%	10.0%
Services	6.9%	12.1%	11.8%

**2025 Employed Pop 16+ by Occupation**

Total	1,536	15,941	26,312
Blue Collar	9.1%	16.8%	17.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.5%	3.0%	4.5%
Installation/Maintenance/Repair	1.6%	2.4%	2.4%
Production	2.0%	2.4%	2.6%
Transportation/Material Moving	2.0%	9.1%	7.4%
White Collar	84.1%	71.1%	71.2%
Management/Business/Financial	42.8%	25.9%	26.5%
Professional	24.9%	28.7%	27.1%
Sales	4.4%	7.5%	7.6%
Administrative Support	12.0%	9.0%	10.0%
Services	6.9%	12.1%	11.8%

**2025 Civilian Population 16+ in Labor Force**

Civilian Population 16+	1,536	15,941	26,312
Population 16+ Employed	98.8%	96.3%	96.7%
Population 16+ Unemployment rate	1.2%	3.7%	3.3%
Population 16-24 Employed	8.7%	10.8%	10.8%
Population 16-24 Unemployment rate	2.9%	14.4%	14.0%
Population 25-54 Employed	69.5%	67.1%	63.9%
Population 25-54 Unemployment rate	1.1%	2.1%	1.8%
Population 55-64 Employed	18%	14%	16%
Population 55-64 Unemployment rate	1.4%	3.0%	2.3%
Population 65+ Employed	3%	4%	6%
Population 65+ Unemployment rate	0.0%	0.6%	0.3%

**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	1,517	15,345	25,437
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	4.5%	5.0%	7.5%
Manufacturing	9.4%	6.8%	7.2%
Wholesale Trade	0.5%	1.4%	1.2%
Retail Trade	4.8%	7.7%	8.1%
Transportation/Utilities	3.7%	8.2%	6.6%
Information	1%	1%	1%
Finance/Insurance/Real Estate	18.7%	14.2%	13.4%
Services	54.5%	49.7%	48.5%
Public Administration	3.0%	5.6%	6.2%

### 2025 Consumer Spending

Apparel & Services: Total \$	\$3,550,614	\$30,380,046	\$51,760,822
Average Spent	\$3,318.33	\$2,852.05	\$3,061.50
Spending Potential Index	136	116	125
Education: Total \$	\$2,488,734	\$21,166,675	\$37,591,786
Average Spent	\$2,325.92	\$1,987.11	\$2,223.45
Spending Potential Index	130	111	125
Entertainment/Recreation: Total \$	\$5,987,969	\$50,621,321	\$87,211,465
Average Spent	\$5,596.23	\$4,752.28	\$5,158.31
Spending Potential Index	136	116	126
Food at Home: Total \$	\$10,304,746	\$87,377,220	\$149,242,118
Average Spent	\$9,630.60	\$8,202.89	\$8,827.24
Spending Potential Index	129	110	119
Food Away from Home: Total \$	\$5,910,376	\$51,007,491	\$86,818,016
Average Spent	\$5,523.72	\$4,788.54	\$5,135.03
Spending Potential Index	134	116	124
Health Care: Total \$	\$11,119,336	\$92,838,573	\$159,887,175
Average Spent	\$10,391.90	\$8,715.60	\$9,456.86
Spending Potential Index	134	113	122
HH Furnishings & Equipment: Total \$	\$4,320,008	\$36,358,430	\$62,417,801
Average Spent	\$4,037.39	\$3,413.30	\$3,691.83
Spending Potential Index	139	117	127
Personal Care Products & Services: Total \$	\$1,522,518	\$12,940,134	\$22,106,373
Average Spent	\$1,422.91	\$1,214.81	\$1,307.53
Spending Potential Index	136	116	125

**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 \$	\$37,240,119	\$325,284,834	\$554,052,383
Average Spent	\$34,803.85	\$30,537.44	\$32,770.59
Spending Potential Index	131	115	123
Support Payments/Gifts in Kind: Total \$	\$5,243,621	\$44,998,369	\$76,732,783
Average Spent	\$4,900.58	\$4,224.41	\$4,538.52
Spending Potential Index	148	128	137
Travel: Total \$	\$5,331,166	\$45,757,012	\$79,375,362
Average Spent	\$4,982.40	\$4,295.63	\$4,694.82
Spending Potential Index	138	119	130
Vehicle Maintenance & Repairs: Total \$	\$1,947,182	\$16,505,655	\$28,090,378
Average Spent	\$1,819.80	\$1,549.54	\$1,661.46
Spending Potential Index	135	115	123

**Top Tapestry Segment**


1 mile	3 miles	5 miles
<b>Flourishing Families (H1):</b>	<b>Boomburbs (H2):</b>	<b>Boomburbs (H2):</b>
This segment is characterized by large Southern and Midwestern suburban families in growing developments.	This segment is characterized by high-earning suburban families in the South and West.	This segment is characterized by high-earning suburban families in the South and West.
<a href="#">Learn more about this segment...</a>	<a href="#">Learn more about this segment...</a>	<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.

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