


Market Profile

2501 N Market St, Wilmington, Delaware, 19802



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	28,255	101,196	190,864
2020 Total Population	28,230	103,036	193,922
2020 Group Quarters	1,526	2,819	4,101
2025 Total Population	28,552	104,708	195,940
2025 Group Quarters	1,504	2,781	4,031
2030 Total Population	28,920	105,586	195,966
2025-2030 Annual Rate	0.26%	0.17%	0.00%
2025 Total Daytime Population	50,168	141,699	241,962
Workers	34,576	86,835	139,576
Residents	15,592	54,864	102,386
Household Summary			
2010 Total Households	10,494	41,414	75,889
2010 Average Household Size	2.51	2.36	2.45
2020 Total Households	11,049	43,975	79,195
2020 Average Household Size	2.42	2.28	2.40
2025 Total Households	11,623	46,078	82,133
2025 Average Household Size	2.33	2.21	2.34
2030 Total Households	12,026	47,277	83,531
2030 Average Household Size	2.28	2.17	2.30
2025-2030 Annual Rate	0.68%	0.52%	0.34%
2025 Families	6,206	24,207	47,567
2025 Average Family Size	3.28	3.10	3.11
2030 Families	6,331	24,613	47,987
2030 Average Family Size	3.23	3.06	3.07
2025-2030 Growth Rate	0.4%	0.3%	0.2%
Median Household Income			
2025	\$55,046	\$66,525	\$77,366
2030	\$63,276	\$77,721	\$89,071

 **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	\$32,811	\$45,157	\$48,188
2030	\$37,658	\$51,022	\$54,230

2025 Households by Income

Household Income Base	1 mile	3 miles	5 miles
<\$10,000	7.5%	7.1%	6.0%
\$10,000-14,999	6.3%	4.9%	4.0%
\$15,000-19,999	3.3%	3.2%	2.6%
\$20,000-24,999	4.7%	4.1%	3.2%
\$25,000-29,999	5.2%	3.7%	3.4%
\$30,000-34,999	5.6%	4.0%	3.6%
\$35,000-39,999	3.7%	3.4%	2.9%
\$40,000-44,999	4.9%	4.2%	3.7%
\$45,000-49,999	4.4%	4.4%	4.3%
\$50,000-59,999	8.2%	6.9%	6.8%
\$60,000-74,999	8.5%	8.3%	8.1%
\$75000-99999	11.1%	10.9%	11.9%
\$100,000-124,999	9.3%	8.2%	8.8%
\$125,000-149,999	5.5%	6.3%	7.0%
\$150000-199999	6.5%	9.1%	10.2%
\$200,000-249,999	2.3%	4.3%	5.2%
\$250,000-299,999	0.9%	1.9%	2.3%
\$300,000-399,999	0.5%	1.3%	1.8%
\$400,000-499,999	0.5%	1.3%	1.5%
\$500,000+	1.3%	2.3%	2.7%
Average Household Income	\$79,342	\$102,471	\$114,478

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	102	77	86
Percent of Income for Mortgage	23.3%	31.0%	27.6%
Wealth Index	53	83	102

Median Home Value

2025	\$204,899	\$329,236	\$341,184
2030	\$262,709	\$396,045	\$408,158



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	5,922	24,879	51,707
<\$50,000	6.0%	3.3%	3.1%
\$50,000 - \$99,999	14.2%	7.6%	4.6%
\$100,000 - \$149,999	11.8%	6.6%	5.0%
\$150,000 - \$199,999	16.8%	9.7%	9.2%
\$200,000 - \$249,999	13.4%	8.9%	10.2%
\$250,000 - \$299,999	6.6%	8.4%	9.7%
\$300,000 - \$399,999	15.6%	19.1%	20.2%
\$400,000 - \$499,999	9.1%	14.2%	15.8%
\$500,000 - \$749,999	3.8%	17.0%	16.7%
\$750,000 - \$999,999	0.4%	2.7%	2.7%
\$1,000,000 - \$1,499,999	2.1%	1.5%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.4%
\$2,000,000 +	0.2%	0.9%	1.0%
Average Home Value	\$258,903	\$376,726	\$394,226

Housing Unit Summary

2010 Total Housing Units	12,183	46,804	83,901
Owner Occupied Housing Units	51.8%	54.5%	63.1%
Renter Occupied Housing Units	48.2%	45.5%	36.9%
Vacant Housing Units	13.9%	11.5%	9.6%
2020 Housing Units	12,523	48,645	86,175
Owner Occupied Housing Units	44.2%	48.4%	58.2%
Renter Occupied Housing Units	55.8%	51.6%	41.8%
Vacant Housing Units	11.9%	9.6%	8.1%
2025 Housing Units	13,181	50,953	89,163
Owner Occupied Housing Units	51.0%	54.0%	63.0%
Renter Occupied Housing Units	49.0%	46.0%	37.0%
Vacant Housing Units	11.8%	9.6%	7.9%
2030 Total Housing Units	13,486	51,856	90,276
Owner Occupied Housing Units	51.7%	55.2%	64.2%
Renter Occupied Housing Units	48.3%	44.8%	35.8%
Vacant Housing Units	10.8%	8.8%	7.5%



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	13,945	50,304	94,979
Females	14,607	54,404	100,961
Median Age			
2010	34.6	36.2	38.2
2020	36.3	37.9	39.2
2025	36.9	38.8	40.1
2030	37.7	39.9	41.3

2025 Population by Age	1 mile	3 miles	5 miles
Total	28,552	104,707	195,940
0 - 4	5.7%	5.5%	5.3%
5 - 9	6.0%	5.7%	5.7%
10 - 14	6.2%	6.0%	6.0%
15 - 24	14.2%	12.8%	12.3%
25 - 34	15.3%	14.5%	13.5%
35 - 44	13.2%	13.7%	13.7%
45 - 54	11.1%	11.6%	11.7%
55 - 64	12.2%	12.2%	12.5%
65 - 74	9.8%	10.5%	11.0%
75 - 84	4.8%	5.6%	6.0%
85 +	1.4%	1.9%	2.3%
18 +	78.3%	79.0%	79.2%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	23,456	86,621	162,481
Never Married	53.6%	47.4%	41.4%
Married	28.1%	33.8%	40.9%
Widowed	5.5%	5.4%	5.7%
Divorced	12.8%	13.4%	11.9%

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	19,397	73,191	138,324
Less than 9th Grade	2.9%	2.3%	2.6%
9th - 12th Grade, No Diploma	8.7%	6.3%	6.2%
High School Graduate	30.4%	25.9%	25.4%
GED/Alternative Credential	6.6%	4.2%	3.7%
Some College, No Degree	18.9%	15.9%	16.3%
Associate Degree	5.7%	6.8%	7.3%
Bachelor's Degree	14.5%	21.5%	21.6%
Graduate/Professional Degree	12.2%	17.1%	17.1%

2020 Population by Race/Ethnicity

Total	28,230	103,036	193,922
White Alone	16.5%	39.3%	49.5%
Black Alone	74.7%	45.2%	32.5%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	0.7%	2.0%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	5.8%	6.8%
Two or More Races	2.5%	5.8%	6.8%
Hispanic Origin	6.5%	12.7%	14.4%
Diversity Index	48.3	71.4	72.7

2025 Population by Race/Ethnicity

Total	28,552	104,708	195,940
White Alone	15.7%	37.4%	47.1%
Black Alone	75.1%	46.0%	33.3%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	0.8%	2.2%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	6.3%	7.4%
Two or More Races	5.5%	7.8%	8.5%
Hispanic Origin	6.9%	13.6%	15.6%
Diversity Index	48.4	72.3	74.5

2025 Employed Pop 16+ by Occupation

	1 mile	3 miles	5 miles
Total	13,168	52,143	98,190
White Collar	58.7%	65.3%	64.7%
Management/Business/Financial	15.4%	19.6%	18.6%
Professional	25.9%	28.7%	28.1%
Sales	7.2%	7.6%	7.8%
Administrative Support	10.2%	9.4%	10.2%
Services	18.5%	18.0%	16.6%

2025 Employed Pop 16+ by Occupation

Total	13,168	52,143	98,190
Blue Collar	22.9%	16.7%	18.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.1%	2.8%	3.4%
Installation/Maintenance/Repair	2.6%	2.8%	3.0%
Production	4.8%	3.4%	4.3%
Transportation/Material Moving	12.4%	7.7%	7.8%
White Collar	58.7%	65.3%	64.7%
Management/Business/Financial	15.4%	19.6%	18.6%
Professional	25.9%	28.7%	28.1%
Sales	7.2%	7.6%	7.8%
Administrative Support	10.2%	9.4%	10.2%
Services	18.5%	18.0%	16.6%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	13,168	52,143	98,190
Population 16+ Employed	92.2%	95.0%	95.4%
Population 16+ Unemployment rate	7.8%	5.0%	4.6%
Population 16-24 Employed	10.8%	11.6%	11.6%
Population 16-24 Unemployment rate	13.6%	7.9%	8.1%
Population 25-54 Employed	58.9%	61.3%	60.3%
Population 25-54 Unemployment rate	6.8%	4.4%	4.1%
Population 55-64 Employed	14%	15%	16%
Population 55-64 Unemployment rate	6.8%	4.5%	3.8%
Population 65+ Employed	8%	7%	7%
Population 65+ Unemployment rate	8.3%	6.7%	4.9%

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	12,146	49,531	93,656
Agriculture/Mining	0.6%	0.4%	0.6%
Construction	3.3%	4.2%	5.1%
Manufacturing	6.1%	6.3%	7.3%
Wholesale Trade	1.7%	1.4%	1.6%
Retail Trade	9.0%	9.4%	9.7%
Transportation/Utilities	7.8%	5.5%	5.9%
Information	1%	1%	1%
Finance/Insurance/Real Estate	10.1%	11.7%	11.2%
Services	51.1%	53.5%	51.8%
Public Administration	9.7%	6.7%	5.6%

2025 Consumer Spending

Apparel & Services: Total \$	\$21,101,851	\$105,717,472	\$204,968,278
Average Spent	\$1,815.53	\$2,294.32	\$2,495.57
Spending Potential Index	74	94	102
Education: Total \$	\$14,771,522	\$76,528,660	\$150,554,121
Average Spent	\$1,270.89	\$1,660.85	\$1,833.05
Spending Potential Index	71	93	103
Entertainment/Recreation: Total \$	\$32,388,017	\$165,364,564	\$330,497,423
Average Spent	\$2,786.55	\$3,588.80	\$4,023.93
Spending Potential Index	68	87	98
Food at Home: Total \$	\$64,134,481	\$317,386,214	\$617,091,362
Average Spent	\$5,517.89	\$6,888.02	\$7,513.32
Spending Potential Index	74	93	101
Food Away from Home: Total \$	\$33,330,488	\$170,707,938	\$335,320,315
Average Spent	\$2,867.63	\$3,704.76	\$4,082.65
Spending Potential Index	69	90	99
Health Care: Total \$	\$63,012,775	\$310,665,817	\$624,106,196
Average Spent	\$5,421.39	\$6,742.17	\$7,598.73
Spending Potential Index	70	87	98
HH Furnishings & Equipment: Total \$	\$23,283,951	\$117,969,478	\$235,679,297
Average Spent	\$2,003.27	\$2,560.21	\$2,869.48
Spending Potential Index	69	88	99
Personal Care Products & Services: Total \$	\$8,693,129	\$44,025,863	\$86,631,591
Average Spent	\$747.92	\$955.46	\$1,054.77
Spending Potential Index	71	91	101

2025 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total \$	\$216,302,578	\$1,114,110,966	\$2,182,410,116
Average Spent	\$18,609.88	\$24,178.80	\$26,571.66
Spending Potential Index	70	91	100
Support Payments/Gifts in Kind: Total \$	\$24,176,341	\$124,935,523	\$258,220,887
Average Spent	\$2,080.04	\$2,711.39	\$3,143.94
Spending Potential Index	63	82	95
Travel: Total \$	\$26,553,144	\$140,618,191	\$285,163,348
Average Spent	\$2,284.53	\$3,051.74	\$3,471.97
Spending Potential Index	63	85	96
Vehicle Maintenance & Repairs: Total \$	\$11,117,496	\$55,811,279	\$110,306,401
Average Spent	\$956.51	\$1,211.23	\$1,343.02
Spending Potential Index	71	90	100

Top Tapestry Segment


1 mile	3 miles	5 miles
Kids and Kin (C2):	Kids and Kin (C2):	Kids and Kin (C2):
This segment is characterized by young, educated, metropolitan renter households.	This segment is characterized by young, educated, metropolitan renter households.	This segment is characterized by young, educated, metropolitan renter households.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.