

141 E Main St, Newark, Delaware, 19711
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68330
Longitude: -75.74726

| | 1 mile | 3 miles | 5 miles |
|--------------------------------|-----------|-----------|-----------|
| Population Summary | | | |
| 2000 Total Population | 15,377 | 61,255 | 132,144 |
| 2010 Total Population | 17,074 | 62,154 | 138,470 |
| 2020 Total Population | 18,112 | 64,528 | 143,835 |
| 2020 Group Quarters | 6,724 | 7,538 | 7,937 |
| 2025 Total Population | 18,378 | 65,360 | 145,517 |
| 2020-2025 Annual Rate | 0.29% | 0.26% | 0.23% |
| 2020 Total Daytime Population | 19,546 | 65,669 | 144,689 |
| Workers | 7,353 | 27,968 | 65,958 |
| Residents | 12,193 | 37,701 | 78,731 |
| Household Summary | | | |
| 2000 Households | 3,304 | 20,817 | 48,322 |
| 2000 Average Household Size | 2.56 | 2.57 | 2.57 |
| 2010 Households | 3,852 | 21,331 | 51,058 |
| 2010 Average Household Size | 2.72 | 2.57 | 2.56 |
| 2020 Households | 4,163 | 22,283 | 53,131 |
| 2020 Average Household Size | 2.74 | 2.56 | 2.56 |
| 2025 Households | 4,264 | 22,657 | 53,845 |
| 2025 Average Household Size | 2.73 | 2.55 | 2.56 |
| 2020-2025 Annual Rate | 0.48% | 0.33% | 0.27% |
| 2010 Families | 1,179 | 12,432 | 32,188 |
| 2010 Average Family Size | 3.04 | 3.05 | 3.08 |
| 2020 Families | 1,227 | 12,615 | 32,728 |
| 2020 Average Family Size | 3.08 | 3.06 | 3.10 |
| 2025 Families | 1,236 | 12,676 | 32,843 |
| 2025 Average Family Size | 3.09 | 3.06 | 3.11 |
| 2020-2025 Annual Rate | 0.15% | 0.10% | 0.07% |
| Housing Unit Summary | | | |
| 2000 Housing Units | 3,424 | 21,607 | 50,231 |
| Owner Occupied Housing Units | 37.8% | 59.5% | 65.0% |
| Renter Occupied Housing Units | 58.7% | 36.8% | 31.2% |
| Vacant Housing Units | 3.5% | 3.7% | 3.8% |
| 2010 Housing Units | 4,144 | 22,643 | 53,939 |
| Owner Occupied Housing Units | 29.8% | 57.8% | 62.4% |
| Renter Occupied Housing Units | 63.2% | 36.4% | 32.2% |
| Vacant Housing Units | 7.0% | 5.8% | 5.3% |
| 2020 Housing Units | 4,362 | 23,345 | 55,704 |
| Owner Occupied Housing Units | 27.5% | 55.3% | 59.6% |
| Renter Occupied Housing Units | 67.9% | 40.1% | 35.7% |
| Vacant Housing Units | 4.6% | 4.5% | 4.6% |
| 2025 Housing Units | 4,451 | 23,740 | 56,554 |
| Owner Occupied Housing Units | 27.1% | 55.1% | 59.2% |
| Renter Occupied Housing Units | 68.7% | 40.3% | 36.0% |
| Vacant Housing Units | 4.2% | 4.6% | 4.8% |
| Median Household Income | | | |
| 2020 | \$28,574 | \$59,872 | \$68,415 |
| 2025 | \$29,235 | \$63,092 | \$73,463 |
| Median Home Value | | | |
| 2020 | \$325,871 | \$251,714 | \$257,566 |
| 2025 | \$337,643 | \$260,225 | \$267,220 |
| Per Capita Income | | | |
| 2020 | \$16,671 | \$29,354 | \$33,549 |
| 2025 | \$17,438 | \$31,481 | \$36,302 |
| Median Age | | | |
| 2010 | 21.9 | 27.8 | 32.9 |
| 2020 | 22.2 | 30.3 | 34.8 |
| 2025 | 22.3 | 31.7 | 36.1 |

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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|---------------------------------------------------|-----------|-----------|-----------|
| 2020 Households by Income | | | |
| Household Income Base | 4,163 | 22,283 | 53,131 |
| <\$15,000 | 36.5% | 14.5% | 10.3% |
| \$15,000 - \$24,999 | 10.2% | 8.5% | 6.8% |
| \$25,000 - \$34,999 | 7.9% | 8.7% | 8.1% |
| \$35,000 - \$49,999 | 8.4% | 10.5% | 10.5% |
| \$50,000 - \$74,999 | 9.7% | 16.0% | 17.7% |
| \$75,000 - \$99,999 | 7.8% | 13.8% | 14.8% |
| \$100,000 - \$149,999 | 11.1% | 15.4% | 17.0% |
| \$150,000 - \$199,999 | 3.5% | 6.2% | 7.7% |
| \$200,000+ | 4.9% | 6.3% | 6.9% |
| Average Household Income | \$60,352 | \$82,991 | \$90,042 |
| 2025 Households by Income | | | |
| Household Income Base | 4,264 | 22,657 | 53,845 |
| <\$15,000 | 34.9% | 13.8% | 9.7% |
| \$15,000 - \$24,999 | 11.1% | 8.3% | 6.5% |
| \$25,000 - \$34,999 | 8.3% | 8.4% | 7.7% |
| \$35,000 - \$49,999 | 8.5% | 10.0% | 9.8% |
| \$50,000 - \$74,999 | 9.8% | 15.6% | 17.1% |
| \$75,000 - \$99,999 | 8.1% | 14.4% | 15.4% |
| \$100,000 - \$149,999 | 11.0% | 16.5% | 18.2% |
| \$150,000 - \$199,999 | 3.4% | 6.4% | 8.1% |
| \$200,000+ | 5.0% | 6.6% | 7.5% |
| Average Household Income | \$63,117 | \$88,796 | \$97,315 |
| 2020 Owner Occupied Housing Units by Value | | | |
| Total | 1,201 | 12,916 | 33,224 |
| <\$50,000 | 1.0% | 2.4% | 4.0% |
| \$50,000 - \$99,999 | 0.2% | 1.2% | 1.5% |
| \$100,000 - \$149,999 | 4.0% | 4.7% | 5.3% |
| \$150,000 - \$199,999 | 6.8% | 17.0% | 14.5% |
| \$200,000 - \$249,999 | 14.0% | 24.1% | 22.0% |
| \$250,000 - \$299,999 | 15.3% | 17.6% | 18.0% |
| \$300,000 - \$399,999 | 33.5% | 20.5% | 21.8% |
| \$400,000 - \$499,999 | 19.6% | 8.7% | 8.8% |
| \$500,000 - \$749,999 | 3.2% | 2.8% | 3.1% |
| \$750,000 - \$999,999 | 0.7% | 0.3% | 0.3% |
| \$1,000,000 - \$1,499,999 | 1.8% | 0.5% | 0.4% |
| \$1,500,000 - \$1,999,999 | 0.0% | 0.0% | 0.1% |
| \$2,000,000 + | 0.0% | 0.1% | 0.2% |
| Average Home Value | \$344,405 | \$279,418 | \$282,127 |
| 2025 Owner Occupied Housing Units by Value | | | |
| Total | 1,204 | 13,082 | 33,507 |
| <\$50,000 | 0.8% | 2.1% | 3.7% |
| \$50,000 - \$99,999 | 0.2% | 1.1% | 1.3% |
| \$100,000 - \$149,999 | 3.5% | 4.3% | 4.8% |
| \$150,000 - \$199,999 | 5.9% | 16.1% | 13.5% |
| \$200,000 - \$249,999 | 12.5% | 23.0% | 20.7% |
| \$250,000 - \$299,999 | 13.5% | 16.8% | 17.3% |
| \$300,000 - \$399,999 | 36.3% | 22.5% | 24.0% |
| \$400,000 - \$499,999 | 20.7% | 9.4% | 9.6% |
| \$500,000 - \$749,999 | 3.7% | 3.5% | 3.8% |
| \$750,000 - \$999,999 | 0.7% | 0.4% | 0.4% |
| \$1,000,000 - \$1,499,999 | 2.2% | 0.7% | 0.6% |
| \$1,500,000 - \$1,999,999 | 0.0% | 0.0% | 0.1% |
| \$2,000,000 + | 0.0% | 0.1% | 0.2% |
| Average Home Value | \$358,008 | \$289,643 | \$293,807 |

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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|-------------------------------|--------|---------|---------|
| 2010 Population by Age | | | |
| Total | 17,076 | 62,154 | 138,469 |
| 0 - 4 | 1.4% | 4.7% | 5.7% |
| 5 - 9 | 1.4% | 4.6% | 5.5% |
| 10 - 14 | 1.5% | 4.7% | 5.8% |
| 15 - 24 | 72.9% | 32.4% | 22.0% |
| 25 - 34 | 5.3% | 11.8% | 13.7% |
| 35 - 44 | 3.4% | 9.9% | 12.4% |
| 45 - 54 | 4.1% | 11.4% | 13.8% |
| 55 - 64 | 4.0% | 9.7% | 10.7% |
| 65 - 74 | 2.7% | 5.7% | 5.9% |
| 75 - 84 | 2.1% | 3.6% | 3.4% |
| 85 + | 1.2% | 1.5% | 1.3% |
| 18 + | 94.6% | 83.0% | 79.3% |
| 2020 Population by Age | | | |
| Total | 18,111 | 64,528 | 143,834 |
| 0 - 4 | 1.3% | 4.3% | 5.1% |
| 5 - 9 | 1.2% | 4.2% | 5.1% |
| 10 - 14 | 1.3% | 4.4% | 5.3% |
| 15 - 24 | 70.5% | 30.0% | 19.9% |
| 25 - 34 | 6.7% | 13.2% | 14.8% |
| 35 - 44 | 3.2% | 9.8% | 12.0% |
| 45 - 54 | 3.4% | 9.4% | 11.2% |
| 55 - 64 | 4.5% | 10.4% | 11.9% |
| 65 - 74 | 4.1% | 8.1% | 8.6% |
| 75 - 84 | 2.4% | 4.2% | 4.2% |
| 85 + | 1.4% | 2.0% | 1.7% |
| 18 + | 95.2% | 84.6% | 81.4% |
| 2025 Population by Age | | | |
| Total | 18,379 | 65,360 | 145,515 |
| 0 - 4 | 1.3% | 4.3% | 5.1% |
| 5 - 9 | 1.2% | 4.2% | 5.0% |
| 10 - 14 | 1.2% | 4.2% | 5.1% |
| 15 - 24 | 69.3% | 29.2% | 19.2% |
| 25 - 34 | 6.4% | 12.2% | 14.0% |
| 35 - 44 | 4.1% | 11.3% | 13.3% |
| 45 - 54 | 3.0% | 8.8% | 10.4% |
| 55 - 64 | 4.3% | 9.6% | 11.1% |
| 65 - 74 | 4.5% | 8.7% | 9.5% |
| 75 - 84 | 3.2% | 5.4% | 5.4% |
| 85 + | 1.5% | 2.1% | 1.8% |
| 18 + | 95.3% | 84.9% | 81.8% |
| 2010 Population by Sex | | | |
| Males | 7,605 | 29,511 | 66,449 |
| Females | 9,469 | 32,643 | 72,021 |
| 2020 Population by Sex | | | |
| Males | 8,097 | 30,660 | 69,159 |
| Females | 10,015 | 33,868 | 74,676 |
| 2025 Population by Sex | | | |
| Males | 8,186 | 31,021 | 70,011 |
| Females | 10,192 | 34,339 | 75,506 |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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|-----------------------------------------------------------|--------|---------|---------|
| 2010 Population by Race/Ethnicity | | | |
| Total | 17,074 | 62,155 | 138,470 |
| White Alone | 86.7% | 77.3% | 73.5% |
| Black Alone | 4.9% | 11.2% | 14.4% |
| American Indian Alone | 0.1% | 0.2% | 0.3% |
| Asian Alone | 5.0% | 5.6% | 6.1% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 1.1% | 3.0% | 2.8% |
| Two or More Races | 2.2% | 2.7% | 2.8% |
| Hispanic Origin | 4.9% | 7.6% | 7.6% |
| Diversity Index | 31.3 | 47.3 | 51.4 |
| 2020 Population by Race/Ethnicity | | | |
| Total | 18,111 | 64,528 | 143,834 |
| White Alone | 81.7% | 71.4% | 67.3% |
| Black Alone | 6.2% | 12.9% | 16.6% |
| American Indian Alone | 0.1% | 0.3% | 0.3% |
| Asian Alone | 7.3% | 8.0% | 8.5% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 1.5% | 3.8% | 3.7% |
| Two or More Races | 3.1% | 3.6% | 3.7% |
| Hispanic Origin | 6.7% | 9.7% | 9.8% |
| Diversity Index | 40.9 | 56.1 | 59.9 |
| 2025 Population by Race/Ethnicity | | | |
| Total | 18,378 | 65,361 | 145,517 |
| White Alone | 78.4% | 67.7% | 63.5% |
| Black Alone | 6.9% | 14.0% | 17.8% |
| American Indian Alone | 0.2% | 0.3% | 0.3% |
| Asian Alone | 9.0% | 9.6% | 10.0% |
| Pacific Islander Alone | 0.0% | 0.0% | 0.0% |
| Some Other Race Alone | 1.8% | 4.3% | 4.2% |
| Two or More Races | 3.7% | 4.1% | 4.2% |
| Hispanic Origin | 8.1% | 11.3% | 11.3% |
| Diversity Index | 46.7 | 61.1 | 64.5 |
| 2010 Population by Relationship and Household Type | | | |
| Total | 17,074 | 62,154 | 138,470 |
| In Households | 61.4% | 88.1% | 94.4% |
| In Family Households | 21.8% | 63.1% | 73.9% |
| Householder | 7.3% | 20.1% | 23.3% |
| Spouse | 5.8% | 14.8% | 16.9% |
| Child | 7.0% | 23.2% | 27.8% |
| Other relative | 0.9% | 2.9% | 3.5% |
| Nonrelative | 0.8% | 2.2% | 2.4% |
| In Nonfamily Households | 39.6% | 25.0% | 20.5% |
| In Group Quarters | 38.6% | 11.9% | 5.6% |
| Institutionalized Population | 0.2% | 0.3% | 0.3% |
| Noninstitutionalized Population | 38.5% | 11.6% | 5.3% |

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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| | 1 mile | 3 miles | 5 miles |
|------------------------------------------------------|--------|---------|---------|
| 2020 Population 25+ by Educational Attainment | | | |
| Total | 4,643 | 36,836 | 92,858 |
| Less than 9th Grade | 1.2% | 2.1% | 2.4% |
| 9th - 12th Grade, No Diploma | 2.6% | 4.0% | 4.1% |
| High School Graduate | 17.2% | 27.8% | 27.1% |
| GED/Alternative Credential | 0.6% | 2.6% | 2.5% |
| Some College, No Degree | 15.7% | 16.6% | 16.7% |
| Associate Degree | 5.9% | 6.4% | 7.9% |
| Bachelor's Degree | 27.2% | 23.6% | 23.1% |
| Graduate/Professional Degree | 29.6% | 16.9% | 16.3% |
| 2020 Population 15+ by Marital Status | | | |
| Total | 17,421 | 56,209 | 121,479 |
| Never Married | 79.4% | 51.1% | 42.5% |
| Married | 14.8% | 36.0% | 42.9% |
| Widowed | 2.4% | 4.3% | 4.3% |
| Divorced | 3.4% | 8.6% | 10.4% |
| 2020 Civilian Population 16+ in Labor Force | | | |
| Civilian Population 16+ | 7,251 | 31,644 | 76,109 |
| Population 16+ Employed | 83.0% | 85.5% | 86.0% |
| Population 16+ Unemployment rate | 17.0% | 14.5% | 14.0% |
| Population 16-24 Employed | 62.1% | 24.2% | 16.3% |
| Population 16-24 Unemployment rate | 20.0% | 20.6% | 21.5% |
| Population 25-54 Employed | 27.1% | 55.1% | 61.7% |
| Population 25-54 Unemployment rate | 11.8% | 12.8% | 12.6% |
| Population 55-64 Employed | 8.1% | 14.9% | 15.9% |
| Population 55-64 Unemployment rate | 10.1% | 11.1% | 11.5% |
| Population 65+ Employed | 2.7% | 5.8% | 6.1% |
| Population 65+ Unemployment rate | 12.3% | 10.7% | 11.9% |
| 2020 Employed Population 16+ by Industry | | | |
| Total | 6,019 | 27,066 | 65,469 |
| Agriculture/Mining | 0.4% | 0.9% | 0.7% |
| Construction | 2.4% | 4.8% | 5.7% |
| Manufacturing | 3.5% | 9.1% | 9.3% |
| Wholesale Trade | 1.0% | 1.7% | 2.1% |
| Retail Trade | 11.5% | 10.8% | 10.0% |
| Transportation/Utilities | 1.7% | 4.1% | 4.5% |
| Information | 0.7% | 1.0% | 1.1% |
| Finance/Insurance/Real Estate | 9.0% | 11.5% | 12.2% |
| Services | 67.8% | 52.9% | 50.9% |
| Public Administration | 2.2% | 3.2% | 3.5% |
| 2020 Employed Population 16+ by Occupation | | | |
| Total | 6,021 | 27,065 | 65,468 |
| White Collar | 70.1% | 70.0% | 69.7% |
| Management/Business/Financial | 10.5% | 15.3% | 17.0% |
| Professional | 32.6% | 30.6% | 28.8% |
| Sales | 13.4% | 10.4% | 9.4% |
| Administrative Support | 13.7% | 13.7% | 14.4% |
| Services | 23.0% | 14.4% | 14.2% |
| Blue Collar | 6.9% | 15.7% | 16.1% |
| Farming/Forestry/Fishing | 0.0% | 0.9% | 0.7% |
| Construction/Extraction | 1.4% | 3.3% | 4.1% |
| Installation/Maintenance/Repair | 0.9% | 2.3% | 2.3% |
| Production | 1.5% | 3.5% | 3.2% |
| Transportation/Material Moving | 3.2% | 5.7% | 5.8% |

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|------------------------------------------------------|--------|---------|---------|
| 2010 Households by Type | | | |
| Total | 3,851 | 21,331 | 51,058 |
| Households with 1 Person | 24.0% | 25.3% | 25.5% |
| Households with 2+ People | 76.0% | 74.7% | 74.5% |
| Family Households | 30.6% | 58.3% | 63.0% |
| Husband-wife Families | 24.0% | 42.8% | 45.9% |
| With Related Children | 9.2% | 17.9% | 20.6% |
| Other Family (No Spouse Present) | 6.6% | 15.4% | 17.2% |
| Other Family with Male Householder | 2.6% | 4.6% | 4.8% |
| With Related Children | 1.1% | 2.5% | 2.7% |
| Other Family with Female Householder | 3.9% | 10.8% | 12.4% |
| With Related Children | 2.2% | 6.7% | 7.9% |
| Nonfamily Households | 45.3% | 16.4% | 11.5% |
| All Households with Children | 12.7% | 27.6% | 31.6% |
| Multigenerational Households | 1.2% | 3.6% | 4.0% |
| Unmarried Partner Households | 3.9% | 6.2% | 7.1% |
| Male-female | 3.5% | 5.4% | 6.4% |
| Same-sex | 0.5% | 0.7% | 0.7% |
| 2010 Households by Size | | | |
| Total | 3,852 | 21,330 | 51,058 |
| 1 Person Household | 24.0% | 25.3% | 25.5% |
| 2 Person Household | 28.4% | 32.3% | 32.5% |
| 3 Person Household | 16.6% | 17.7% | 18.0% |
| 4 Person Household | 24.3% | 15.8% | 15.0% |
| 5 Person Household | 4.5% | 5.7% | 5.8% |
| 6 Person Household | 1.5% | 2.1% | 2.1% |
| 7 + Person Household | 0.5% | 1.1% | 1.2% |
| 2010 Households by Tenure and Mortgage Status | | | |
| Total | 3,852 | 21,331 | 51,058 |
| Owner Occupied | 32.0% | 61.3% | 66.0% |
| Owned with a Mortgage/Loan | 22.4% | 45.7% | 50.9% |
| Owned Free and Clear | 9.7% | 15.6% | 15.1% |
| Renter Occupied | 68.0% | 38.7% | 34.0% |
| 2020 Affordability, Mortgage and Wealth | | | |
| Housing Affordability Index | 51 | 135 | 149 |
| Percent of Income for Mortgage | 47.6% | 17.6% | 15.7% |
| Wealth Index | 65 | 94 | 100 |
| 2010 Housing Units By Urban/ Rural Status | | | |
| Total Housing Units | 4,144 | 22,643 | 53,939 |
| Housing Units Inside Urbanized Area | 99.3% | 98.8% | 97.7% |
| Housing Units Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Housing Units | 0.7% | 1.2% | 2.3% |
| 2010 Population By Urban/ Rural Status | | | |
| Total Population | 17,074 | 62,154 | 138,470 |
| Population Inside Urbanized Area | 99.0% | 98.9% | 97.7% |
| Population Inside Urbanized Cluster | 0.0% | 0.0% | 0.0% |
| Rural Population | 1.0% | 1.1% | 2.3% |

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. | Dorms to Diplomas (14C) | In Style (5B) | Bright Young Professionals (8C) |
| 2. | Urban Chic (2A) | Dorms to Diplomas (14C) | In Style (5B) |
| 3. | College Towns (14B) | Parks and Rec (5C) | Parks and Rec (5C) |
| 2020 Consumer Spending | | | |
| Apparel & Services: Total \$ | \$6,398,068 | \$44,691,946 | \$115,143,348 |
| Average Spent | \$1,536.89 | \$2,005.65 | \$2,167.16 |
| Spending Potential Index | 72 | 93 | 101 |
| Education: Total \$ | \$7,079,406 | \$41,219,876 | \$100,611,229 |
| Average Spent | \$1,700.55 | \$1,849.84 | \$1,893.64 |
| Spending Potential Index | 95 | 103 | 106 |
| Entertainment/Recreation: Total \$ | \$8,833,529 | \$65,661,600 | \$169,963,394 |
| Average Spent | \$2,121.91 | \$2,946.71 | \$3,198.95 |
| Spending Potential Index | 65 | 91 | 98 |
| Food at Home: Total \$ | \$14,842,770 | \$108,005,110 | \$279,172,306 |
| Average Spent | \$3,565.40 | \$4,846.97 | \$5,254.41 |
| Spending Potential Index | 67 | 91 | 98 |
| Food Away from Home: Total \$ | \$11,502,853 | \$78,319,057 | \$201,352,123 |
| Average Spent | \$2,763.12 | \$3,514.74 | \$3,789.73 |
| Spending Potential Index | 73 | 93 | 101 |
| Health Care: Total \$ | \$14,485,311 | \$113,426,891 | \$296,152,990 |
| Average Spent | \$3,479.54 | \$5,090.29 | \$5,574.01 |
| Spending Potential Index | 61 | 89 | 97 |
| HH Furnishings & Equipment: Total \$ | \$5,943,492 | \$44,576,632 | \$116,206,507 |
| Average Spent | \$1,427.69 | \$2,000.48 | \$2,187.17 |
| Spending Potential Index | 65 | 92 | 100 |
| Personal Care Products & Services: Total \$ | \$2,711,979 | \$19,096,958 | \$49,391,371 |
| Average Spent | \$651.45 | \$857.02 | \$929.61 |
| Spending Potential Index | 71 | 93 | 101 |
| Shelter: Total \$ | \$58,996,744 | \$410,719,018 | \$1,046,323,011 |
| Average Spent | \$14,171.69 | \$18,431.94 | \$19,693.27 |
| Spending Potential Index | 73 | 95 | 102 |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$5,744,791 | \$46,327,483 | \$122,157,840 |
| Average Spent | \$1,379.96 | \$2,079.05 | \$2,299.18 |
| Spending Potential Index | 59 | 89 | 98 |
| Travel: Total \$ | \$6,283,248 | \$49,378,529 | \$128,832,564 |
| Average Spent | \$1,509.31 | \$2,215.97 | \$2,424.81 |
| Spending Potential Index | 63 | 92 | 101 |
| Vehicle Maintenance & Repairs: Total \$ | \$3,496,574 | \$24,383,604 | \$62,123,768 |
| Average Spent | \$839.92 | \$1,094.27 | \$1,169.26 |
| Spending Potential Index | 72 | 94 | 101 |

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

March 04, 2021

| Top Tapestry Segments | Percent | Demographic Summary | 2020 | 2025 |
|-----------------------------------------------|---------|--------------------------|----------------------|--------------|
| Dorms to Diplomas (14C) | 56.4% | Population | 18,112 | 18,378 |
| Urban Chic (2A) | 13.2% | Households | 4,163 | 4,264 |
| College Towns (14B) | 11.5% | Families | 1,227 | 1,236 |
| Golden Years (9B) | 6.6% | Median Age | 22.2 | 22.3 |
| Retirement Communities (9E) | 4.8% | Median Household Income | \$28,574 | \$29,235 |
| | | Spending Potential Index | Average Amount Spent | Total |
| Apparel and Services | | 72 | \$1,536.89 | \$6,398,068 |
| Men's | | 78 | \$325.48 | \$1,354,961 |
| Women's | | 71 | \$531.69 | \$2,213,421 |
| Children's | | 64 | \$203.94 | \$849,008 |
| Footwear | | 74 | \$353.48 | \$1,471,533 |
| Watches & Jewelry | | 73 | \$84.92 | \$353,531 |
| Apparel Products and Services (1) | | 65 | \$37.38 | \$155,614 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 81 | \$131.85 | \$548,893 |
| Portable Memory | | 77 | \$2.98 | \$12,415 |
| Computer Software | | 88 | \$8.59 | \$35,770 |
| Computer Accessories | | 71 | \$12.50 | \$52,058 |
| Entertainment & Recreation | | 65 | \$2,121.91 | \$8,833,529 |
| Fees and Admissions | | 66 | \$470.47 | \$1,958,575 |
| Membership Fees for Clubs (2) | | 69 | \$164.50 | \$684,818 |
| Fees for Participant Sports, excl. Trips | | 59 | \$58.25 | \$242,506 |
| Tickets to Theatre/Operas/Concerts | | 72 | \$58.56 | \$243,802 |
| Tickets to Movies | | 79 | \$45.17 | \$188,026 |
| Tickets to Parks or Museums | | 68 | \$22.41 | \$93,281 |
| Admission to Sporting Events, excl. Trips | | 62 | \$39.03 | \$162,492 |
| Fees for Recreational Lessons | | 56 | \$81.84 | \$340,705 |
| Dating Services | | 88 | \$0.71 | \$2,944 |
| TV/Video/Audio | | 68 | \$799.69 | \$3,329,118 |
| Cable and Satellite Television Services | | 63 | \$511.80 | \$2,130,629 |
| Televisions | | 76 | \$81.63 | \$339,806 |
| Satellite Dishes | | 56 | \$0.65 | \$2,699 |
| VCRs, Video Cameras, and DVD Players | | 80 | \$4.16 | \$17,328 |
| Miscellaneous Video Equipment | | 56 | \$13.96 | \$58,124 |
| Video Cassettes and DVDs | | 75 | \$7.52 | \$31,305 |
| Video Game Hardware/Accessories | | 107 | \$30.30 | \$126,136 |
| Video Game Software | | 105 | \$17.27 | \$71,895 |
| Rental/Streaming/Downloaded Video | | 88 | \$47.21 | \$196,522 |
| Installation of Televisions | | 51 | \$0.55 | \$2,274 |
| Audio (3) | | 77 | \$82.38 | \$342,957 |
| Rental and Repair of TV/Radio/Sound Equipment | | 93 | \$2.27 | \$9,444 |
| Pets | | 62 | \$427.69 | \$1,780,454 |
| Toys/Games/Crafts/Hobbies (4) | | 72 | \$87.29 | \$363,404 |
| Recreational Vehicles and Fees (5) | | 44 | \$68.01 | \$283,135 |
| Sports/Recreation/Exercise Equipment (6) | | 64 | \$130.64 | \$543,848 |
| Photo Equipment and Supplies (7) | | 86 | \$44.00 | \$183,181 |
| Reading (8) | | 67 | \$72.33 | \$301,097 |
| Catered Affairs (9) | | 73 | \$21.79 | \$90,716 |
| Food | | 69 | \$6,328.52 | \$26,345,623 |
| Food at Home | | 67 | \$3,565.40 | \$14,842,770 |
| Bakery and Cereal Products | | 66 | \$458.11 | \$1,907,118 |
| Meats, Poultry, Fish, and Eggs | | 66 | \$773.43 | \$3,219,808 |
| Dairy Products | | 66 | \$362.39 | \$1,508,612 |
| Fruits and Vegetables | | 66 | \$694.10 | \$2,889,520 |
| Snacks and Other Food at Home (10) | | 68 | \$1,277.38 | \$5,317,714 |
| Food Away from Home | | 73 | \$2,763.12 | \$11,502,853 |
| Alcoholic Beverages | | 69 | \$429.10 | \$1,786,347 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| | Spending Potential Index | Average Amount Spent | Total |
|--------------------------------------------|--------------------------|----------------------|---------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | 59 | \$14,475.45 | \$60,261,294 |
| Value of Retirement Plans | 51 | \$48,454.71 | \$201,716,963 |
| Value of Other Financial Assets | 54 | \$4,395.27 | \$18,297,500 |
| Vehicle Loan Amount excluding Interest | 72 | \$2,114.89 | \$8,804,279 |
| Value of Credit Card Debt | 62 | \$1,610.30 | \$6,703,690 |
| Health | | | |
| Nonprescription Drugs | 64 | \$94.77 | \$394,545 |
| Prescription Drugs | 57 | \$200.31 | \$833,908 |
| Eyeglasses and Contact Lenses | 63 | \$59.16 | \$246,301 |
| Home | | | |
| Mortgage Payment and Basics (11) | 45 | \$4,766.20 | \$19,841,679 |
| Maintenance and Remodeling Services | 46 | \$1,193.25 | \$4,967,516 |
| Maintenance and Remodeling Materials (12) | 44 | \$243.21 | \$1,012,484 |
| Utilities, Fuel, and Public Services | 68 | \$3,308.21 | \$13,772,089 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 72 | \$72.52 | \$301,894 |
| Furniture | 69 | \$443.93 | \$1,848,064 |
| Rugs | 61 | \$21.39 | \$89,045 |
| Major Appliances (14) | 57 | \$202.79 | \$844,234 |
| Housewares (15) | 66 | \$63.65 | \$264,984 |
| Small Appliances | 80 | \$39.32 | \$163,676 |
| Luggage | 76 | \$11.13 | \$46,343 |
| Telephones and Accessories | 64 | \$56.13 | \$233,656 |
| Household Operations | | | |
| Child Care | 63 | \$323.84 | \$1,348,129 |
| Lawn and Garden (16) | 50 | \$243.16 | \$1,012,259 |
| Moving/Storage/Freight Express | 89 | \$53.53 | \$222,849 |
| Housekeeping Supplies (17) | 64 | \$495.07 | \$2,060,976 |
| Insurance | | | |
| Owners and Renters Insurance | 50 | \$299.99 | \$1,248,839 |
| Vehicle Insurance | 73 | \$1,309.25 | \$5,450,410 |
| Life/Other Insurance | 52 | \$280.14 | \$1,166,207 |
| Health Insurance | 61 | \$2,256.56 | \$9,394,058 |
| Personal Care Products (18) | 74 | \$369.12 | \$1,536,626 |
| School Books and Supplies (19) | 99 | \$145.74 | \$606,713 |
| Smoking Products | 81 | \$325.13 | \$1,353,516 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | 64 | \$1,655.11 | \$6,890,208 |
| Gasoline and Motor Oil | 72 | \$1,701.32 | \$7,082,596 |
| Vehicle Maintenance and Repairs | 72 | \$839.92 | \$3,496,574 |
| Travel | | | |
| Airline Fares | 65 | \$391.09 | \$1,628,119 |
| Lodging on Trips | 59 | \$384.08 | \$1,598,933 |
| Auto/Truck Rental on Trips | 62 | \$17.90 | \$74,524 |
| Food and Drink on Trips | 64 | \$369.17 | \$1,536,842 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| Top Tapestry Segments | Percent | Demographic Summary | 2020 | 2025 |
|-----------------------------------------------|---------|--------------------------|----------------------|---------------|
| In Style (5B) | 13.7% | Population | 64,528 | 65,360 |
| Dorms to Diplomas (14C) | 10.6% | Households | 22,283 | 22,657 |
| Parks and Rec (5C) | 10.4% | Families | 12,615 | 12,676 |
| College Towns (14B) | 10.4% | Median Age | 30.3 | 31.7 |
| Bright Young Professionals (8C) | 9.6% | Median Household Income | \$59,872 | \$63,092 |
| | | Spending Potential Index | Average Amount Spent | Total |
| Apparel and Services | | 93 | \$2,005.65 | \$44,691,946 |
| Men's | | 96 | \$402.75 | \$8,974,538 |
| Women's | | 93 | \$703.13 | \$15,667,899 |
| Children's | | 89 | \$284.59 | \$6,341,477 |
| Footwear | | 95 | \$454.51 | \$10,127,741 |
| Watches & Jewelry | | 92 | \$107.09 | \$2,386,262 |
| Apparel Products and Services (1) | | 93 | \$53.58 | \$1,194,029 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 98 | \$159.64 | \$3,557,170 |
| Portable Memory | | 95 | \$3.67 | \$81,787 |
| Computer Software | | 101 | \$9.83 | \$219,096 |
| Computer Accessories | | 97 | \$17.06 | \$380,241 |
| Entertainment & Recreation | | 91 | \$2,946.71 | \$65,661,600 |
| Fees and Admissions | | 94 | \$677.78 | \$15,102,890 |
| Membership Fees for Clubs (2) | | 96 | \$230.06 | \$5,126,513 |
| Fees for Participant Sports, excl. Trips | | 92 | \$89.99 | \$2,005,287 |
| Tickets to Theatre/Operas/Concerts | | 99 | \$79.74 | \$1,776,805 |
| Tickets to Movies | | 97 | \$55.81 | \$1,243,686 |
| Tickets to Parks or Museums | | 92 | \$30.14 | \$671,565 |
| Admission to Sporting Events, excl. Trips | | 90 | \$56.72 | \$1,263,914 |
| Fees for Recreational Lessons | | 93 | \$134.46 | \$2,996,151 |
| Dating Services | | 105 | \$0.85 | \$18,969 |
| TV/Video/Audio | | 91 | \$1,061.16 | \$23,645,822 |
| Cable and Satellite Television Services | | 89 | \$717.05 | \$15,978,002 |
| Televisions | | 94 | \$101.26 | \$2,256,416 |
| Satellite Dishes | | 89 | \$1.04 | \$23,234 |
| VCRs, Video Cameras, and DVD Players | | 95 | \$4.96 | \$110,471 |
| Miscellaneous Video Equipment | | 86 | \$21.53 | \$479,762 |
| Video Cassettes and DVDs | | 94 | \$9.39 | \$209,287 |
| Video Game Hardware/Accessories | | 104 | \$29.51 | \$657,612 |
| Video Game Software | | 105 | \$17.30 | \$385,406 |
| Rental/Streaming/Downloaded Video | | 100 | \$53.93 | \$1,201,643 |
| Installation of Televisions | | 88 | \$0.95 | \$21,234 |
| Audio (3) | | 96 | \$101.84 | \$2,269,195 |
| Rental and Repair of TV/Radio/Sound Equipment | | 99 | \$2.40 | \$53,559 |
| Pets | | 86 | \$598.67 | \$13,340,083 |
| Toys/Games/Crafts/Hobbies (4) | | 93 | \$113.21 | \$2,522,650 |
| Recreational Vehicles and Fees (5) | | 84 | \$130.55 | \$2,909,046 |
| Sports/Recreation/Exercise Equipment (6) | | 91 | \$183.59 | \$4,090,834 |
| Photo Equipment and Supplies (7) | | 100 | \$51.38 | \$1,144,855 |
| Reading (8) | | 94 | \$101.23 | \$2,255,713 |
| Catered Affairs (9) | | 98 | \$29.16 | \$649,706 |
| Food | | 92 | \$8,361.72 | \$186,324,167 |
| Food at Home | | 91 | \$4,846.97 | \$108,005,110 |
| Bakery and Cereal Products | | 91 | \$628.82 | \$14,011,948 |
| Meats, Poultry, Fish, and Eggs | | 90 | \$1,055.11 | \$23,510,943 |
| Dairy Products | | 90 | \$498.01 | \$11,097,172 |
| Fruits and Vegetables | | 92 | \$957.69 | \$21,340,116 |
| Snacks and Other Food at Home (10) | | 91 | \$1,707.35 | \$38,044,931 |
| Food Away from Home | | 93 | \$3,514.74 | \$78,319,057 |
| Alcoholic Beverages | | 94 | \$584.03 | \$13,013,858 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| | Spending Potential Index | Average Amount Spent | Total |
|--------------------------------------------|--------------------------|----------------------|-----------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | 93 | \$22,799.91 | \$508,050,409 |
| Value of Retirement Plans | 89 | \$85,271.27 | \$1,900,099,604 |
| Value of Other Financial Assets | 88 | \$7,187.26 | \$160,153,627 |
| Vehicle Loan Amount excluding Interest | 92 | \$2,676.21 | \$59,633,917 |
| Value of Credit Card Debt | 90 | \$2,347.99 | \$52,320,269 |
| Health | | | |
| Nonprescription Drugs | 88 | \$130.63 | \$2,910,721 |
| Prescription Drugs | 86 | \$300.55 | \$6,697,169 |
| Eyeglasses and Contact Lenses | 89 | \$83.19 | \$1,853,625 |
| Home | | | |
| Mortgage Payment and Basics (11) | 85 | \$8,940.21 | \$199,214,771 |
| Maintenance and Remodeling Services | 87 | \$2,225.57 | \$49,592,443 |
| Maintenance and Remodeling Materials (12) | 80 | \$442.85 | \$9,868,020 |
| Utilities, Fuel, and Public Services | 90 | \$4,408.59 | \$98,236,709 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 94 | \$94.96 | \$2,115,923 |
| Furniture | 94 | \$600.07 | \$13,371,451 |
| Rugs | 93 | \$32.70 | \$728,619 |
| Major Appliances (14) | 88 | \$314.18 | \$7,000,763 |
| Housewares (15) | 90 | \$86.93 | \$1,936,956 |
| Small Appliances | 96 | \$47.32 | \$1,054,330 |
| Luggage | 98 | \$14.43 | \$321,606 |
| Telephones and Accessories | 93 | \$82.19 | \$1,831,500 |
| Household Operations | | | |
| Child Care | 91 | \$470.19 | \$10,477,225 |
| Lawn and Garden (16) | 85 | \$415.34 | \$9,254,925 |
| Moving/Storage/Freight Express | 102 | \$61.24 | \$1,364,549 |
| Housekeeping Supplies (17) | 89 | \$690.97 | \$15,396,943 |
| Insurance | | | |
| Owners and Renters Insurance | 83 | \$497.74 | \$11,091,114 |
| Vehicle Insurance | 92 | \$1,659.95 | \$36,988,560 |
| Life/Other Insurance | 86 | \$463.79 | \$10,334,630 |
| Health Insurance | 89 | \$3,291.14 | \$73,336,492 |
| Personal Care Products (18) | 93 | \$463.80 | \$10,334,749 |
| School Books and Supplies (19) | 102 | \$149.74 | \$3,336,558 |
| Smoking Products | 92 | \$368.49 | \$8,211,125 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | 87 | \$2,251.89 | \$50,178,886 |
| Gasoline and Motor Oil | 91 | \$2,147.36 | \$47,849,611 |
| Vehicle Maintenance and Repairs | 94 | \$1,094.27 | \$24,383,604 |
| Travel | | | |
| Airline Fares | 94 | \$563.95 | \$12,566,564 |
| Lodging on Trips | 91 | \$589.26 | \$13,130,378 |
| Auto/Truck Rental on Trips | 93 | \$26.89 | \$599,194 |
| Food and Drink on Trips | 92 | \$529.03 | \$11,788,484 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

| Top Tapestry Segments | Percent | Demographic Summary | 2020 | 2025 |
|-----------------------------------------------|---------|--------------------------|----------------------|---------------|
| Bright Young Professionals (8C) | 18.5% | Population | 143,835 | 145,517 |
| In Style (5B) | 9.9% | Households | 53,131 | 53,845 |
| Parks and Rec (5C) | 9.4% | Families | 32,728 | 32,843 |
| Savvy Suburbanites (1D) | 5.7% | Median Age | 34.8 | 36.1 |
| Home Improvement (4B) | 5.7% | Median Household Income | \$68,415 | \$73,463 |
| | | Spending Potential Index | Average Amount Spent | Total |
| Apparel and Services | | 101 | \$2,167.16 | \$115,143,348 |
| Men's | | 102 | \$428.59 | \$22,771,649 |
| Women's | | 101 | \$759.13 | \$40,333,489 |
| Children's | | 100 | \$317.94 | \$16,892,542 |
| Footwear | | 102 | \$488.86 | \$25,973,716 |
| Watches & Jewelry | | 99 | \$114.99 | \$6,109,529 |
| Apparel Products and Services (1) | | 100 | \$57.64 | \$3,062,424 |
| Computer | | | | |
| Computers and Hardware for Home Use | | 104 | \$169.55 | \$9,008,619 |
| Portable Memory | | 101 | \$3.90 | \$207,158 |
| Computer Software | | 105 | \$10.26 | \$544,966 |
| Computer Accessories | | 105 | \$18.48 | \$981,902 |
| Entertainment & Recreation | | 98 | \$3,198.95 | \$169,963,394 |
| Fees and Admissions | | 103 | \$741.35 | \$39,388,549 |
| Membership Fees for Clubs (2) | | 104 | \$248.87 | \$13,222,689 |
| Fees for Participant Sports, excl. Trips | | 104 | \$101.85 | \$5,411,149 |
| Tickets to Theatre/Operas/Concerts | | 105 | \$84.80 | \$4,505,311 |
| Tickets to Movies | | 105 | \$60.28 | \$3,202,888 |
| Tickets to Parks or Museums | | 100 | \$32.86 | \$1,745,753 |
| Admission to Sporting Events, excl. Trips | | 99 | \$62.09 | \$3,298,933 |
| Fees for Recreational Lessons | | 103 | \$149.73 | \$7,955,191 |
| Dating Services | | 109 | \$0.88 | \$46,634 |
| TV/Video/Audio | | 98 | \$1,143.37 | \$60,748,459 |
| Cable and Satellite Television Services | | 96 | \$773.99 | \$41,123,010 |
| Televisions | | 101 | \$109.44 | \$5,814,615 |
| Satellite Dishes | | 103 | \$1.20 | \$63,516 |
| VCRs, Video Cameras, and DVD Players | | 102 | \$5.32 | \$282,540 |
| Miscellaneous Video Equipment | | 98 | \$24.34 | \$1,293,137 |
| Video Cassettes and DVDs | | 102 | \$10.18 | \$540,639 |
| Video Game Hardware/Accessories | | 107 | \$30.37 | \$1,613,551 |
| Video Game Software | | 109 | \$17.89 | \$950,758 |
| Rental/Streaming/Downloaded Video | | 107 | \$57.63 | \$3,062,163 |
| Installation of Televisions | | 101 | \$1.09 | \$58,045 |
| Audio (3) | | 103 | \$109.46 | \$5,815,563 |
| Rental and Repair of TV/Radio/Sound Equipment | | 101 | \$2.46 | \$130,921 |
| Pets | | 93 | \$649.62 | \$34,515,062 |
| Toys/Games/Crafts/Hobbies (4) | | 101 | \$122.65 | \$6,516,286 |
| Recreational Vehicles and Fees (5) | | 93 | \$144.31 | \$7,667,299 |
| Sports/Recreation/Exercise Equipment (6) | | 101 | \$204.38 | \$10,859,121 |
| Photo Equipment and Supplies (7) | | 106 | \$54.10 | \$2,874,523 |
| Reading (8) | | 101 | \$108.51 | \$5,765,476 |
| Catered Affairs (9) | | 103 | \$30.65 | \$1,628,619 |
| Food | | 99 | \$9,044.14 | \$480,524,429 |
| Food at Home | | 98 | \$5,254.41 | \$279,172,306 |
| Bakery and Cereal Products | | 98 | \$681.46 | \$36,206,781 |
| Meats, Poultry, Fish, and Eggs | | 98 | \$1,144.05 | \$60,784,518 |
| Dairy Products | | 98 | \$539.63 | \$28,671,003 |
| Fruits and Vegetables | | 99 | \$1,038.51 | \$55,177,198 |
| Snacks and Other Food at Home (10) | | 98 | \$1,850.76 | \$98,332,808 |
| Food Away from Home | | 101 | \$3,789.73 | \$201,352,123 |
| Alcoholic Beverages | | 102 | \$633.66 | \$33,666,958 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

141 E Main St, Newark, Delaware, 19711
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.68330
Longitude: -75.74726

| | Spending Potential Index | Average Amount Spent | Total |
|--------------------------------------------|--------------------------|----------------------|-----------------|
| Financial | | | |
| Value of Stocks/Bonds/Mutual Funds | 102 | \$24,968.03 | \$1,326,576,379 |
| Value of Retirement Plans | 100 | \$94,957.92 | \$5,045,209,073 |
| Value of Other Financial Assets | 97 | \$7,907.71 | \$420,144,318 |
| Vehicle Loan Amount excluding Interest | 101 | \$2,940.92 | \$156,254,086 |
| Value of Credit Card Debt | 99 | \$2,582.73 | \$137,222,811 |
| Health | | | |
| Nonprescription Drugs | 95 | \$141.61 | \$7,523,920 |
| Prescription Drugs | 94 | \$328.02 | \$17,428,060 |
| Eyeglasses and Contact Lenses | 96 | \$90.08 | \$4,786,141 |
| Home | | | |
| Mortgage Payment and Basics (11) | 97 | \$10,163.93 | \$540,019,834 |
| Maintenance and Remodeling Services | 98 | \$2,506.79 | \$133,188,267 |
| Maintenance and Remodeling Materials (12) | 91 | \$502.85 | \$26,716,712 |
| Utilities, Fuel, and Public Services | 97 | \$4,757.59 | \$252,775,320 |
| Household Furnishings and Equipment | | | |
| Household Textiles (13) | 101 | \$102.21 | \$5,430,623 |
| Furniture | 102 | \$650.92 | \$34,584,151 |
| Rugs | 102 | \$35.94 | \$1,909,304 |
| Major Appliances (14) | 97 | \$348.92 | \$18,538,689 |
| Housewares (15) | 98 | \$95.16 | \$5,055,943 |
| Small Appliances | 101 | \$50.12 | \$2,662,979 |
| Luggage | 106 | \$15.58 | \$828,010 |
| Telephones and Accessories | 102 | \$89.92 | \$4,777,288 |
| Household Operations | | | |
| Child Care | 103 | \$530.62 | \$28,192,497 |
| Lawn and Garden (16) | 94 | \$461.73 | \$24,532,319 |
| Moving/Storage/Freight Express | 107 | \$64.62 | \$3,433,412 |
| Housekeeping Supplies (17) | 97 | \$756.47 | \$40,192,043 |
| Insurance | | | |
| Owners and Renters Insurance | 93 | \$558.16 | \$29,655,609 |
| Vehicle Insurance | 99 | \$1,788.02 | \$94,999,327 |
| Life/Other Insurance | 95 | \$515.63 | \$27,395,939 |
| Health Insurance | 97 | \$3,605.38 | \$191,557,572 |
| Personal Care Products (18) | 100 | \$499.99 | \$26,564,768 |
| School Books and Supplies (19) | 105 | \$155.30 | \$8,251,401 |
| Smoking Products | 95 | \$380.45 | \$20,213,712 |
| Transportation | | | |
| Payments on Vehicles excluding Leases | 97 | \$2,496.37 | \$132,634,704 |
| Gasoline and Motor Oil | 98 | \$2,318.93 | \$123,207,247 |
| Vehicle Maintenance and Repairs | 101 | \$1,169.26 | \$62,123,768 |
| Travel | | | |
| Airline Fares | 102 | \$614.30 | \$32,638,513 |
| Lodging on Trips | 100 | \$646.93 | \$34,371,827 |
| Auto/Truck Rental on Trips | 103 | \$29.61 | \$1,573,385 |
| Food and Drink on Trips | 101 | \$577.21 | \$30,667,678 |

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

141 E Main St, Newark, Delaware, 19711
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68330
Longitude: -75.74726

| Data for all businesses in area | | | | 1 mile | | 3 miles | | 5 miles | | | | |
|-----------------------------------------------------------|------------|---------|-----------|---------|------------|---------|-----------|---------|------------|---------|-----------|---------|
| Total Businesses: | | | | 734 | | 2,491 | | 4,503 | | | | |
| Total Employees: | | | | 9,609 | | 31,908 | | 71,772 | | | | |
| Total Residential Population: | | | | 18,112 | | 64,528 | | 143,835 | | | | |
| Employee/Residential Population Ratio (per 100 Residents) | | | | 53 | | 49 | | 50 | | | | |
| by SIC Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Agriculture & Mining | 5 | 0.7% | 30 | 0.3% | 45 | 1.8% | 464 | 1.5% | 87 | 1.9% | 654 | 0.9% |
| Construction | 20 | 2.7% | 122 | 1.3% | 209 | 8.4% | 2,037 | 6.4% | 352 | 7.8% | 3,318 | 4.6% |
| Manufacturing | 13 | 1.8% | 299 | 3.1% | 92 | 3.7% | 3,095 | 9.7% | 136 | 3.0% | 4,525 | 6.3% |
| Transportation | 7 | 1.0% | 88 | 0.9% | 62 | 2.5% | 841 | 2.6% | 100 | 2.2% | 1,749 | 2.4% |
| Communication | 9 | 1.2% | 77 | 0.8% | 16 | 0.6% | 117 | 0.4% | 24 | 0.5% | 159 | 0.2% |
| Utility | 0 | 0.0% | 0 | 0.0% | 4 | 0.2% | 156 | 0.5% | 11 | 0.2% | 748 | 1.0% |
| Wholesale Trade | 11 | 1.5% | 72 | 0.7% | 86 | 3.5% | 663 | 2.1% | 139 | 3.1% | 1,828 | 2.5% |
| | | | | | | | | | | | | |
| Retail Trade Summary | 206 | 28.1% | 3,238 | 33.7% | 549 | 22.0% | 7,579 | 23.8% | 921 | 20.5% | 13,098 | 18.2% |
| Home Improvement | 5 | 0.7% | 101 | 1.1% | 30 | 1.2% | 483 | 1.5% | 42 | 0.9% | 827 | 1.2% |
| General Merchandise Stores | 11 | 1.5% | 67 | 0.7% | 38 | 1.5% | 287 | 0.9% | 58 | 1.3% | 606 | 0.8% |
| Food Stores | 21 | 2.9% | 292 | 3.0% | 56 | 2.2% | 914 | 2.9% | 89 | 2.0% | 1,645 | 2.3% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 20 | 2.7% | 909 | 9.5% | 58 | 2.3% | 1,620 | 5.1% | 77 | 1.7% | 1,913 | 2.7% |
| Apparel & Accessory Stores | 7 | 1.0% | 20 | 0.2% | 15 | 0.6% | 55 | 0.2% | 30 | 0.7% | 249 | 0.3% |
| Furniture & Home Furnishings | 8 | 1.1% | 45 | 0.5% | 35 | 1.4% | 208 | 0.7% | 60 | 1.3% | 372 | 0.5% |
| Eating & Drinking Places | 88 | 12.0% | 1,574 | 16.4% | 179 | 7.2% | 3,080 | 9.7% | 321 | 7.1% | 5,754 | 8.0% |
| Miscellaneous Retail | 46 | 6.3% | 231 | 2.4% | 139 | 5.6% | 932 | 2.9% | 244 | 5.4% | 1,731 | 2.4% |
| | | | | | | | | | | | | |
| Finance, Insurance, Real Estate Summary | 75 | 10.2% | 759 | 7.9% | 237 | 9.5% | 2,106 | 6.6% | 451 | 10.0% | 5,711 | 8.0% |
| Banks, Savings & Lending Institutions | 15 | 2.0% | 416 | 4.3% | 46 | 1.8% | 1,121 | 3.5% | 81 | 1.8% | 3,126 | 4.4% |
| Securities Brokers | 9 | 1.2% | 29 | 0.3% | 27 | 1.1% | 111 | 0.3% | 53 | 1.2% | 217 | 0.3% |
| Insurance Carriers & Agents | 12 | 1.6% | 56 | 0.6% | 42 | 1.7% | 199 | 0.6% | 90 | 2.0% | 824 | 1.1% |
| Real Estate, Holding, Other Investment Offices | 39 | 5.3% | 259 | 2.7% | 123 | 4.9% | 676 | 2.1% | 228 | 5.1% | 1,544 | 2.2% |
| | | | | | | | | | | | | |
| Services Summary | 335 | 45.6% | 4,471 | 46.5% | 1,014 | 40.7% | 13,674 | 42.9% | 1,989 | 44.2% | 35,678 | 49.7% |
| Hotels & Lodging | 5 | 0.7% | 74 | 0.8% | 15 | 0.6% | 299 | 0.9% | 43 | 1.0% | 943 | 1.3% |
| Automotive Services | 17 | 2.3% | 70 | 0.7% | 90 | 3.6% | 357 | 1.1% | 118 | 2.6% | 506 | 0.7% |
| Motion Pictures & Amusements | 28 | 3.8% | 346 | 3.6% | 80 | 3.2% | 667 | 2.1% | 132 | 2.9% | 3,780 | 5.3% |
| Health Services | 39 | 5.3% | 350 | 3.6% | 112 | 4.5% | 1,324 | 4.1% | 377 | 8.4% | 12,377 | 17.2% |
| Legal Services | 11 | 1.5% | 68 | 0.7% | 21 | 0.8% | 126 | 0.4% | 45 | 1.0% | 305 | 0.4% |
| Education Institutions & Libraries | 44 | 6.0% | 1,153 | 12.0% | 77 | 3.1% | 3,706 | 11.6% | 124 | 2.8% | 5,951 | 8.3% |
| Other Services | 192 | 26.2% | 2,410 | 25.1% | 618 | 24.8% | 7,195 | 22.5% | 1,150 | 25.5% | 11,818 | 16.5% |
| | | | | | | | | | | | | |
| Government | 9 | 1.2% | 283 | 2.9% | 28 | 1.1% | 689 | 2.2% | 43 | 1.0% | 3,477 | 4.8% |
| | | | | | | | | | | | | |
| Unclassified Establishments | 45 | 6.1% | 169 | 1.8% | 149 | 6.0% | 486 | 1.5% | 248 | 5.5% | 827 | 1.2% |
| | | | | | | | | | | | | |
| Totals | 734 | 100.0% | 9,609 | 100.0% | 2,491 | 100.0% | 31,908 | 100.0% | 4,503 | 100.0% | 71,772 | 100.0% |

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 04, 2021

141 E Main St, Newark, Delaware, 19711
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.68330
Longitude: -75.74726

| by NAICS Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
|-----------------------------------------------------------|------------|---------|-----------|---------|------------|---------|-----------|---------|------------|---------|-----------|---------|
| | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 1 | 0.1% | 2 | 0.0% | 6 | 0.2% | 17 | 0.1% | 14 | 0.3% | 45 | 0.1% |
| Mining | 0 | 0.0% | 2 | 0.0% | 1 | 0.0% | 5 | 0.0% | 2 | 0.0% | 10 | 0.0% |
| Utilities | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 144 | 0.5% | 7 | 0.2% | 734 | 1.0% |
| Construction | 24 | 3.3% | 161 | 1.7% | 224 | 9.0% | 2,155 | 6.8% | 373 | 8.3% | 3,562 | 5.0% |
| Manufacturing | 12 | 1.6% | 309 | 3.2% | 90 | 3.6% | 3,109 | 9.7% | 142 | 3.2% | 4,607 | 6.4% |
| Wholesale Trade | 10 | 1.4% | 62 | 0.6% | 83 | 3.3% | 647 | 2.0% | 131 | 2.9% | 1,792 | 2.5% |
| Retail Trade | 111 | 15.1% | 1,618 | 16.8% | 356 | 14.3% | 4,395 | 13.8% | 576 | 12.8% | 7,153 | 10.0% |
| Motor Vehicle & Parts Dealers | 17 | 2.3% | 888 | 9.2% | 44 | 1.8% | 1,335 | 4.2% | 51 | 1.1% | 1,370 | 1.9% |
| Furniture & Home Furnishings Stores | 2 | 0.3% | 6 | 0.1% | 19 | 0.8% | 113 | 0.4% | 35 | 0.8% | 238 | 0.3% |
| Electronics & Appliance Stores | 6 | 0.8% | 42 | 0.4% | 14 | 0.6% | 91 | 0.3% | 19 | 0.4% | 111 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 5 | 0.7% | 101 | 1.1% | 30 | 1.2% | 483 | 1.5% | 42 | 0.9% | 827 | 1.2% |
| Food & Beverage Stores | 19 | 2.6% | 259 | 2.7% | 54 | 2.2% | 851 | 2.7% | 95 | 2.1% | 1,560 | 2.2% |
| Health & Personal Care Stores | 8 | 1.1% | 45 | 0.5% | 29 | 1.2% | 367 | 1.2% | 52 | 1.2% | 655 | 0.9% |
| Gasoline Stations | 2 | 0.3% | 21 | 0.2% | 14 | 0.6% | 285 | 0.9% | 26 | 0.6% | 543 | 0.8% |
| Clothing & Clothing Accessories Stores | 7 | 1.0% | 21 | 0.2% | 19 | 0.8% | 70 | 0.2% | 40 | 0.9% | 278 | 0.4% |
| Sport Goods, Hobby, Book, & Music Stores | 14 | 1.9% | 99 | 1.0% | 29 | 1.2% | 149 | 0.5% | 47 | 1.0% | 306 | 0.4% |
| General Merchandise Stores | 11 | 1.5% | 67 | 0.7% | 38 | 1.5% | 287 | 0.9% | 58 | 1.3% | 606 | 0.8% |
| Miscellaneous Store Retailers | 17 | 2.3% | 68 | 0.7% | 46 | 1.8% | 350 | 1.1% | 77 | 1.7% | 630 | 0.9% |
| Nonstore Retailers | 2 | 0.3% | 2 | 0.0% | 20 | 0.8% | 14 | 0.0% | 34 | 0.8% | 30 | 0.0% |
| Transportation & Warehousing | 6 | 0.8% | 94 | 1.0% | 50 | 2.0% | 674 | 2.1% | 84 | 1.9% | 1,544 | 2.2% |
| Information | 33 | 4.5% | 453 | 4.7% | 68 | 2.7% | 1,457 | 4.6% | 93 | 2.1% | 1,694 | 2.4% |
| Finance & Insurance | 37 | 5.0% | 510 | 5.3% | 118 | 4.7% | 1,460 | 4.6% | 230 | 5.1% | 4,216 | 5.9% |
| Central Bank/Credit Intermediation & Related Activities | 14 | 1.9% | 396 | 4.1% | 44 | 1.8% | 1,087 | 3.4% | 76 | 1.7% | 3,032 | 4.2% |
| Securities, Commodity Contracts & Other Financial | 11 | 1.5% | 58 | 0.6% | 33 | 1.3% | 175 | 0.5% | 64 | 1.4% | 359 | 0.5% |
| Insurance Carriers & Related Activities; Funds, Trusts & | 12 | 1.6% | 56 | 0.6% | 42 | 1.7% | 199 | 0.6% | 90 | 2.0% | 824 | 1.1% |
| Real Estate, Rental & Leasing | 35 | 4.8% | 255 | 2.7% | 136 | 5.5% | 785 | 2.5% | 245 | 5.4% | 1,610 | 2.2% |
| Professional, Scientific & Tech Services | 78 | 10.6% | 957 | 10.0% | 244 | 9.8% | 2,602 | 8.2% | 478 | 10.6% | 4,378 | 6.1% |
| Legal Services | 11 | 1.5% | 68 | 0.7% | 22 | 0.9% | 128 | 0.4% | 48 | 1.1% | 321 | 0.4% |
| Management of Companies & Enterprises | 6 | 0.8% | 12 | 0.1% | 11 | 0.4% | 22 | 0.1% | 16 | 0.4% | 33 | 0.0% |
| Administrative & Support & Waste Management & Remediation | 17 | 2.3% | 607 | 6.3% | 97 | 3.9% | 1,209 | 3.8% | 177 | 3.9% | 1,604 | 2.2% |
| Educational Services | 49 | 6.7% | 994 | 10.3% | 97 | 3.9% | 2,807 | 8.8% | 155 | 3.4% | 5,374 | 7.5% |
| Health Care & Social Assistance | 56 | 7.6% | 728 | 7.6% | 171 | 6.9% | 3,571 | 11.2% | 510 | 11.3% | 16,254 | 22.6% |
| Arts, Entertainment & Recreation | 22 | 3.0% | 346 | 3.6% | 54 | 2.2% | 622 | 1.9% | 91 | 2.0% | 3,406 | 4.7% |
| Accommodation & Food Services | 97 | 13.2% | 1,670 | 17.4% | 205 | 8.2% | 3,456 | 10.8% | 383 | 8.5% | 6,838 | 9.5% |
| Accommodation | 5 | 0.7% | 74 | 0.8% | 15 | 0.6% | 299 | 0.9% | 43 | 1.0% | 943 | 1.3% |
| Food Services & Drinking Places | 92 | 12.5% | 1,595 | 16.6% | 190 | 7.6% | 3,157 | 9.9% | 340 | 7.6% | 5,895 | 8.2% |
| Other Services (except Public Administration) | 85 | 11.6% | 399 | 4.2% | 303 | 12.2% | 1,615 | 5.1% | 508 | 11.3% | 2,658 | 3.7% |
| Automotive Repair & Maintenance | 13 | 1.8% | 46 | 0.5% | 72 | 2.9% | 288 | 0.9% | 94 | 2.1% | 413 | 0.6% |
| Public Administration | 9 | 1.2% | 283 | 2.9% | 28 | 1.1% | 689 | 2.2% | 43 | 1.0% | 3,455 | 4.8% |
| Unclassified Establishments | 44 | 6.0% | 151 | 1.6% | 148 | 5.9% | 466 | 1.5% | 247 | 5.5% | 807 | 1.1% |
| Total | 734 | 100.0% | 9,609 | 100.0% | 2,491 | 100.0% | 31,908 | 100.0% | 4,503 | 100.0% | 71,772 | 100.0% |

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Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 04, 2021