

280 Cowgill St, Dover, Delaware, 19901 2
 280 Cowgill St, Dover, Delaware, 19901
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.15694
 Longitude: -75.51339

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,343	39,877	58,230
2010 Total Population	8,457	43,998	67,198
2020 Total Population	9,930	47,618	74,116
2020 Group Quarters	565	2,961	4,076
2025 Total Population	10,537	49,423	77,515
2020-2025 Annual Rate	1.19%	0.75%	0.90%
2020 Total Daytime Population	14,425	54,145	86,581
Workers	8,395	25,232	41,853
Residents	6,030	28,913	44,728
Household Summary			
2000 Households	2,975	15,371	21,787
2000 Average Household Size	2.30	2.46	2.52
2010 Households	3,413	16,949	25,298
2010 Average Household Size	2.33	2.43	2.51
2020 Households	4,060	18,599	28,241
2020 Average Household Size	2.31	2.40	2.48
2025 Households	4,341	19,463	29,738
2025 Average Household Size	2.30	2.39	2.47
2020-2025 Annual Rate	1.35%	0.91%	1.04%
2010 Families	1,785	10,448	16,650
2010 Average Family Size	3.10	3.04	3.04
2020 Families	2,093	11,190	18,241
2020 Average Family Size	3.09	3.03	3.03
2025 Families	2,226	11,607	19,085
2025 Average Family Size	3.08	3.02	3.02
2020-2025 Annual Rate	1.24%	0.73%	0.91%
Housing Unit Summary			
2000 Housing Units	3,196	16,457	23,435
Owner Occupied Housing Units	39.4%	51.9%	55.2%
Renter Occupied Housing Units	53.7%	41.5%	37.8%
Vacant Housing Units	6.9%	6.6%	7.0%
2010 Housing Units	3,765	18,407	27,418
Owner Occupied Housing Units	38.4%	49.8%	55.8%
Renter Occupied Housing Units	52.3%	42.3%	36.5%
Vacant Housing Units	9.3%	7.9%	7.7%
2020 Housing Units	4,462	20,276	30,687
Owner Occupied Housing Units	32.7%	41.5%	49.1%
Renter Occupied Housing Units	58.3%	50.3%	42.9%
Vacant Housing Units	9.0%	8.3%	8.0%
2025 Housing Units	4,780	21,289	32,415
Owner Occupied Housing Units	32.4%	40.9%	48.9%
Renter Occupied Housing Units	58.5%	50.5%	42.8%
Vacant Housing Units	9.2%	8.6%	8.3%
Median Household Income			
2020	\$34,137	\$45,753	\$51,329
2025	\$34,622	\$47,032	\$52,689
Median Home Value			
2020	\$143,353	\$186,289	\$209,130
2025	\$145,317	\$189,161	\$213,556
Per Capita Income			
2020	\$21,767	\$25,022	\$26,139
2025	\$22,775	\$26,474	\$27,973
Median Age			
2010	31.8	32.8	33.5
2020	33.1	34.3	34.9
2025	33.9	35.4	36.2

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	4,060	18,599	28,241
<\$15,000	24.4%	15.6%	13.1%
\$15,000 - \$24,999	12.7%	11.3%	10.9%
\$25,000 - \$34,999	13.8%	12.4%	11.3%
\$35,000 - \$49,999	12.3%	13.8%	13.2%
\$50,000 - \$74,999	15.5%	17.4%	18.5%
\$75,000 - \$99,999	9.7%	11.3%	12.1%
\$100,000 - \$149,999	7.8%	12.3%	13.8%
\$150,000 - \$199,999	2.4%	2.9%	3.8%
\$200,000+	1.4%	2.9%	3.3%
Average Household Income	\$50,466	\$63,490	\$68,490
2025 Households by Income			
Household Income Base	4,341	19,463	29,738
<\$15,000	23.9%	15.5%	12.9%
\$15,000 - \$24,999	12.3%	11.1%	10.6%
\$25,000 - \$34,999	14.1%	12.2%	11.0%
\$35,000 - \$49,999	12.1%	13.3%	12.7%
\$50,000 - \$74,999	15.7%	17.5%	18.4%
\$75,000 - \$99,999	10.2%	11.9%	12.7%
\$100,000 - \$149,999	8.0%	12.7%	14.4%
\$150,000 - \$199,999	2.3%	2.8%	3.9%
\$200,000+	1.2%	3.0%	3.5%
Average Household Income	\$52,498	\$66,729	\$72,885
2020 Owner Occupied Housing Units by Value			
Total	1,460	8,404	15,075
<\$50,000	17.3%	8.4%	8.2%
\$50,000 - \$99,999	12.2%	8.9%	6.8%
\$100,000 - \$149,999	23.7%	16.8%	13.1%
\$150,000 - \$199,999	19.6%	21.9%	18.0%
\$200,000 - \$249,999	11.7%	19.1%	20.9%
\$250,000 - \$299,999	4.1%	8.3%	11.0%
\$300,000 - \$399,999	8.5%	9.5%	14.3%
\$400,000 - \$499,999	1.3%	3.0%	3.5%
\$500,000 - \$749,999	1.0%	2.8%	2.4%
\$750,000 - \$999,999	0.1%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.5%
\$2,000,000 +	0.2%	0.4%	0.7%
Average Home Value	\$167,295	\$218,110	\$243,539
2025 Owner Occupied Housing Units by Value			
Total	1,547	8,704	15,857
<\$50,000	16.9%	8.0%	7.8%
\$50,000 - \$99,999	11.9%	8.4%	6.4%
\$100,000 - \$149,999	23.5%	16.5%	12.7%
\$150,000 - \$199,999	19.4%	21.8%	17.7%
\$200,000 - \$249,999	11.5%	18.7%	20.1%
\$250,000 - \$299,999	3.8%	7.8%	10.4%
\$300,000 - \$399,999	9.7%	10.6%	16.0%
\$400,000 - \$499,999	1.4%	3.3%	3.9%
\$500,000 - \$749,999	1.2%	3.5%	2.9%
\$750,000 - \$999,999	0.1%	0.5%	0.3%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.7%
\$2,000,000 +	0.3%	0.5%	0.8%
Average Home Value	\$174,129	\$227,591	\$256,455

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	8,456	44,000	67,201
0 - 4	7.9%	7.1%	7.1%
5 - 9	6.3%	6.6%	6.6%
10 - 14	5.4%	5.9%	6.2%
15 - 24	20.3%	19.3%	18.7%
25 - 34	13.8%	13.6%	13.1%
35 - 44	10.7%	10.6%	11.1%
45 - 54	11.8%	12.3%	12.8%
55 - 64	9.5%	9.9%	10.3%
65 - 74	6.8%	7.3%	7.5%
75 - 84	5.0%	5.1%	4.7%
85 +	2.5%	2.4%	1.9%
18 +	77.1%	76.7%	76.3%
2020 Population by Age			
Total	9,930	47,618	74,116
0 - 4	7.2%	6.5%	6.5%
5 - 9	6.6%	6.2%	6.2%
10 - 14	6.4%	5.9%	6.0%
15 - 24	17.2%	17.2%	16.5%
25 - 34	15.8%	15.2%	14.9%
35 - 44	11.2%	10.9%	11.3%
45 - 54	9.4%	9.8%	10.3%
55 - 64	10.5%	10.6%	11.2%
65 - 74	8.2%	9.1%	9.1%
75 - 84	5.0%	5.7%	5.5%
85 +	2.6%	2.8%	2.4%
18 +	76.5%	78.1%	77.9%
2025 Population by Age			
Total	10,538	49,424	77,517
0 - 4	7.3%	6.6%	6.5%
5 - 9	6.5%	6.1%	6.2%
10 - 14	6.2%	5.7%	6.0%
15 - 24	17.7%	17.0%	16.1%
25 - 34	13.7%	14.0%	13.4%
35 - 44	13.1%	12.4%	13.1%
45 - 54	8.9%	9.3%	9.7%
55 - 64	9.6%	9.9%	10.5%
65 - 74	8.8%	9.4%	9.5%
75 - 84	5.7%	6.6%	6.4%
85 +	2.5%	2.9%	2.5%
18 +	76.5%	78.2%	77.9%
2010 Population by Sex			
Males	3,960	20,586	31,906
Females	4,497	23,412	35,292
2020 Population by Sex			
Males	4,730	22,386	35,307
Females	5,200	25,232	38,809
2025 Population by Sex			
Males	5,033	23,277	37,009
Females	5,505	26,147	40,506

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2010 Population by Race/Ethnicity			
Total	8,457	43,997	67,198
White Alone	50.3%	52.7%	57.2%
Black Alone	39.7%	37.2%	32.8%
American Indian Alone	0.6%	0.5%	0.6%
Asian Alone	2.0%	2.9%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	2.4%	2.2%
Two or More Races	4.1%	4.1%	4.1%
Hispanic Origin	8.8%	7.2%	6.8%
Diversity Index	65.5	63.8	61.9
2020 Population by Race/Ethnicity			
Total	9,930	47,618	74,115
White Alone	45.3%	47.5%	52.1%
Black Alone	42.0%	40.3%	35.7%
American Indian Alone	0.6%	0.5%	0.6%
Asian Alone	2.4%	3.3%	3.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.5%	3.3%	3.0%
Two or More Races	5.1%	5.0%	5.1%
Hispanic Origin	12.2%	9.7%	9.1%
Diversity Index	69.9	67.9	66.6
2025 Population by Race/Ethnicity			
Total	10,538	49,423	77,514
White Alone	42.7%	45.0%	49.5%
Black Alone	43.1%	41.6%	37.0%
American Indian Alone	0.6%	0.5%	0.6%
Asian Alone	2.5%	3.5%	3.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.2%	3.8%	3.4%
Two or More Races	5.7%	5.6%	5.8%
Hispanic Origin	14.2%	11.3%	10.7%
Diversity Index	72.1	69.9	69.0
2010 Population by Relationship and Household Type			
Total	8,457	43,998	67,198
In Households	93.9%	93.8%	94.4%
In Family Households	68.5%	74.8%	77.9%
Householder	21.9%	23.8%	24.7%
Spouse	11.0%	15.1%	16.8%
Child	28.5%	29.6%	30.2%
Other relative	4.0%	3.7%	3.6%
Nonrelative	3.1%	2.6%	2.6%
In Nonfamily Households	25.4%	18.9%	16.5%
In Group Quarters	6.1%	6.2%	5.6%
Institutionalized Population	1.1%	1.3%	0.8%
Noninstitutionalized Population	5.0%	5.0%	4.8%

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.

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2020 Population 25+ by Educational Attainment			
Total	6,224	30,581	47,997
Less than 9th Grade	5.2%	3.8%	3.8%
9th - 12th Grade, No Diploma	9.1%	7.8%	7.3%
High School Graduate	25.9%	26.5%	26.3%
GED/Alternative Credential	5.0%	3.8%	3.6%
Some College, No Degree	23.9%	23.5%	22.6%
Associate Degree	6.7%	7.7%	7.6%
Bachelor's Degree	14.1%	15.6%	16.6%
Graduate/Professional Degree	10.1%	11.4%	12.2%
2020 Population 15+ by Marital Status			
Total	7,929	38,788	60,218
Never Married	45.1%	41.9%	38.1%
Married	33.4%	39.5%	44.4%
Widowed	6.8%	5.9%	5.6%
Divorced	14.7%	12.7%	11.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,549	21,111	32,465
Population 16+ Employed	82.8%	83.8%	84.6%
Population 16+ Unemployment rate	17.2%	16.2%	15.4%
Population 16-24 Employed	18.5%	16.2%	15.1%
Population 16-24 Unemployment rate	25.4%	25.0%	23.6%
Population 25-54 Employed	62.1%	63.2%	64.3%
Population 25-54 Unemployment rate	14.6%	14.0%	13.5%
Population 55-64 Employed	14.7%	14.2%	14.6%
Population 55-64 Unemployment rate	15.5%	12.6%	11.7%
Population 65+ Employed	4.7%	6.4%	6.1%
Population 65+ Unemployment rate	19.5%	20.3%	20.6%
2020 Employed Population 16+ by Industry			
Total	3,766	17,683	27,467
Agriculture/Mining	0.1%	0.9%	1.0%
Construction	4.1%	4.6%	5.1%
Manufacturing	8.9%	7.7%	7.9%
Wholesale Trade	0.7%	1.1%	1.3%
Retail Trade	15.2%	13.6%	13.7%
Transportation/Utilities	8.1%	5.6%	5.3%
Information	0.8%	0.8%	0.8%
Finance/Insurance/Real Estate	3.2%	5.0%	4.7%
Services	51.1%	50.0%	48.8%
Public Administration	7.7%	10.6%	11.4%
2020 Employed Population 16+ by Occupation			
Total	3,766	17,680	27,466
White Collar	58.4%	58.7%	60.8%
Management/Business/Financial	11.2%	11.2%	13.0%
Professional	20.7%	24.0%	24.1%
Sales	13.7%	10.9%	10.1%
Administrative Support	12.8%	12.7%	13.5%
Services	19.1%	18.9%	17.6%
Blue Collar	22.5%	22.4%	21.6%
Farming/Forestry/Fishing	0.0%	0.7%	0.6%
Construction/Extraction	3.2%	3.2%	3.6%
Installation/Maintenance/Repair	1.1%	2.5%	2.7%
Production	5.7%	6.4%	5.9%
Transportation/Material Moving	12.4%	9.6%	8.8%

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2010 Households by Type			
Total	3,414	16,949	25,297
Households with 1 Person	38.8%	30.8%	27.1%
Households with 2+ People	61.2%	69.2%	72.9%
Family Households	52.3%	61.6%	65.8%
Husband-wife Families	25.9%	39.0%	44.8%
With Related Children	10.4%	16.0%	18.8%
Other Family (No Spouse Present)	26.4%	22.6%	21.0%
Other Family with Male Householder	5.1%	4.6%	4.6%
With Related Children	2.9%	2.7%	2.8%
Other Family with Female Householder	21.3%	18.1%	16.4%
With Related Children	15.5%	12.9%	11.6%
Nonfamily Households	8.9%	7.6%	7.0%
All Households with Children	29.4%	32.2%	33.7%
Multigenerational Households	3.8%	4.3%	4.4%
Unmarried Partner Households	7.8%	7.2%	7.0%
Male-female	7.1%	6.6%	6.4%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	3,414	16,949	25,298
1 Person Household	38.8%	30.8%	27.1%
2 Person Household	29.1%	32.4%	33.5%
3 Person Household	14.5%	16.0%	16.7%
4 Person Household	9.5%	11.6%	12.6%
5 Person Household	5.2%	5.7%	6.2%
6 Person Household	1.9%	2.3%	2.4%
7 + Person Household	1.1%	1.3%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,413	16,949	25,298
Owner Occupied	42.3%	54.1%	60.4%
Owned with a Mortgage/Loan	27.3%	38.1%	43.1%
Owned Free and Clear	15.0%	16.0%	17.3%
Renter Occupied	57.7%	45.9%	39.6%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	142	143
Percent of Income for Mortgage	17.5%	17.0%	17.0%
Wealth Index	34	54	63
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,765	18,407	27,418
Housing Units Inside Urbanized Area	96.3%	95.6%	93.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.7%	4.4%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	8,457	43,998	67,198
Population Inside Urbanized Area	96.2%	95.8%	94.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.8%	4.2%	5.8%

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.	Front Porches (8E)	Old and Newcomers (8F)	Parks and Rec (5C)
2.	Old and Newcomers (8F)	Front Porches (8E)	Old and Newcomers (8F)
3.	Retirement Communities (9E)	Parks and Rec (5C)	Middleburg (4C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$5,021,881	\$28,670,492	\$46,491,621
Average Spent	\$1,236.92	\$1,541.51	\$1,646.25
Spending Potential Index	58	72	77
Education: Total \$	\$4,020,683	\$23,139,059	\$37,800,051
Average Spent	\$990.32	\$1,244.10	\$1,338.48
Spending Potential Index	55	70	75
Entertainment/Recreation: Total \$	\$7,345,488	\$42,422,205	\$69,721,929
Average Spent	\$1,809.23	\$2,280.89	\$2,468.82
Spending Potential Index	56	70	76
Food at Home: Total \$	\$12,562,422	\$71,386,829	\$115,833,346
Average Spent	\$3,094.19	\$3,838.21	\$4,101.60
Spending Potential Index	58	72	77
Food Away from Home: Total \$	\$8,800,782	\$50,249,656	\$81,644,577
Average Spent	\$2,167.68	\$2,701.74	\$2,890.99
Spending Potential Index	58	72	77
Health Care: Total \$	\$13,023,937	\$75,599,138	\$124,805,148
Average Spent	\$3,207.87	\$4,064.69	\$4,419.29
Spending Potential Index	56	71	77
HH Furnishings & Equipment: Total \$	\$4,966,311	\$28,851,751	\$47,378,837
Average Spent	\$1,223.23	\$1,551.25	\$1,677.66
Spending Potential Index	56	71	77
Personal Care Products & Services: Total \$	\$2,145,492	\$12,321,235	\$20,060,322
Average Spent	\$528.45	\$662.47	\$710.33
Spending Potential Index	58	72	77
Shelter: Total \$	\$45,959,473	\$259,424,147	\$418,604,473
Average Spent	\$11,320.07	\$13,948.28	\$14,822.58
Spending Potential Index	58	72	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,257,924	\$30,880,706	\$51,319,214
Average Spent	\$1,295.06	\$1,660.34	\$1,817.19
Spending Potential Index	55	71	78
Travel: Total \$	\$5,358,851	\$31,348,862	\$51,757,631
Average Spent	\$1,319.91	\$1,685.51	\$1,832.71
Spending Potential Index	55	70	76
Vehicle Maintenance & Repairs: Total \$	\$2,825,462	\$16,013,852	\$25,925,707
Average Spent	\$695.93	\$861.01	\$918.02
Spending Potential Index	60	74	79

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.

280 Cowgill St, Dover, Delaware, 19901 2
 280 Cowgill St, Dover, Delaware, 19901
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.15694
 Longitude: -75.51339

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Front Porches (8E)	37.0%	Population	9,930	10,537
Old and Newcomers (8F)	27.1%	Households	4,060	4,341
Retirement Communities (9E)	15.2%	Families	2,093	2,226
Bright Young Professionals (8C)	13.9%	Median Age	33.1	33.9
City Commons (11E)	5.6%	Median Household Income	\$34,137	\$34,622
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		58	\$1,236.92	\$5,021,881
Men's		58	\$243.02	\$986,641
Women's		57	\$430.59	\$1,748,179
Children's		56	\$179.63	\$729,294
Footwear		60	\$287.32	\$1,166,511
Watches & Jewelry		55	\$63.96	\$259,688
Apparel Products and Services (1)		56	\$32.41	\$131,568
Computer				
Computers and Hardware for Home Use		58	\$95.19	\$386,456
Portable Memory		59	\$2.27	\$9,206
Computer Software		60	\$5.84	\$23,718
Computer Accessories		58	\$10.32	\$41,905
Entertainment & Recreation		56	\$1,809.23	\$7,345,488
Fees and Admissions		56	\$399.52	\$1,622,034
Membership Fees for Clubs (2)		56	\$133.68	\$542,726
Fees for Participant Sports, excl. Trips		55	\$54.51	\$221,312
Tickets to Theatre/Operas/Concerts		57	\$46.34	\$188,150
Tickets to Movies		59	\$34.09	\$138,391
Tickets to Parks or Museums		56	\$18.47	\$74,997
Admission to Sporting Events, excl. Trips		52	\$32.81	\$133,226
Fees for Recreational Lessons		55	\$79.07	\$321,007
Dating Services		68	\$0.55	\$2,224
TV/Video/Audio		58	\$672.56	\$2,730,593
Cable and Satellite Television Services		57	\$461.10	\$1,872,058
Televisions		58	\$62.71	\$254,591
Satellite Dishes		56	\$0.65	\$2,655
VCRs, Video Cameras, and DVD Players		59	\$3.06	\$12,428
Miscellaneous Video Equipment		55	\$13.69	\$55,569
Video Cassettes and DVDs		60	\$5.98	\$24,288
Video Game Hardware/Accessories		63	\$17.80	\$72,270
Video Game Software		64	\$10.51	\$42,671
Rental/Streaming/Downloaded Video		63	\$33.80	\$137,245
Installation of Televisions		51	\$0.55	\$2,230
Audio (3)		58	\$61.17	\$248,368
Rental and Repair of TV/Radio/Sound Equipment		63	\$1.53	\$6,220
Pets		54	\$372.21	\$1,511,176
Toys/Games/Crafts/Hobbies (4)		58	\$70.97	\$288,124
Recreational Vehicles and Fees (5)		45	\$70.22	\$285,100
Sports/Recreation/Exercise Equipment (6)		56	\$113.13	\$459,325
Photo Equipment and Supplies (7)		59	\$30.37	\$123,314
Reading (8)		58	\$62.63	\$254,294
Catered Affairs (9)		59	\$17.62	\$71,530
Food		58	\$5,261.87	\$21,363,204
Food at Home		58	\$3,094.19	\$12,562,422
Bakery and Cereal Products		58	\$400.30	\$1,625,233
Meats, Poultry, Fish, and Eggs		58	\$674.44	\$2,738,208
Dairy Products		58	\$317.59	\$1,289,426
Fruits and Vegetables		58	\$607.91	\$2,468,102
Snacks and Other Food at Home (10)		58	\$1,093.95	\$4,441,453
Food Away from Home		58	\$2,167.68	\$8,800,782
Alcoholic Beverages		56	\$351.13	\$1,425,600

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280 Cowgill St, Dover, Delaware, 19901 2
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Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	55	\$13,492.79	\$54,780,718
Value of Retirement Plans	52	\$49,655.05	\$201,599,499
Value of Other Financial Assets	54	\$4,382.72	\$17,793,853
Vehicle Loan Amount excluding Interest	57	\$1,660.15	\$6,740,217
Value of Credit Card Debt	57	\$1,477.56	\$5,998,895
Health			
Nonprescription Drugs	57	\$84.58	\$343,378
Prescription Drugs	56	\$194.80	\$790,901
Eyeglasses and Contact Lenses	55	\$51.09	\$207,445
Home			
Mortgage Payment and Basics (11)	50	\$5,190.19	\$21,072,190
Maintenance and Remodeling Services	51	\$1,297.43	\$5,267,548
Maintenance and Remodeling Materials (12)	48	\$262.33	\$1,065,074
Utilities, Fuel, and Public Services	57	\$2,787.08	\$11,315,554
Household Furnishings and Equipment			
Household Textiles (13)	59	\$59.26	\$240,606
Furniture	57	\$364.98	\$1,481,818
Rugs	54	\$18.88	\$76,669
Major Appliances (14)	53	\$191.32	\$776,767
Housewares (15)	55	\$53.57	\$217,493
Small Appliances	60	\$29.55	\$119,954
Luggage	60	\$8.83	\$35,854
Telephones and Accessories	56	\$49.70	\$201,778
Household Operations			
Child Care	55	\$281.85	\$1,144,303
Lawn and Garden (16)	51	\$249.85	\$1,014,371
Moving/Storage/Freight Express	66	\$39.98	\$162,309
Housekeeping Supplies (17)	57	\$444.16	\$1,803,278
Insurance			
Owners and Renters Insurance	51	\$304.67	\$1,236,969
Vehicle Insurance	58	\$1,050.13	\$4,263,548
Life/Other Insurance	52	\$282.13	\$1,145,461
Health Insurance	56	\$2,065.36	\$8,385,369
Personal Care Products (18)	58	\$290.24	\$1,178,358
School Books and Supplies (19)	58	\$85.96	\$349,009
Smoking Products	61	\$244.95	\$994,517
Transportation			
Payments on Vehicles excluding Leases	54	\$1,405.67	\$5,707,037
Gasoline and Motor Oil	57	\$1,345.19	\$5,461,465
Vehicle Maintenance and Repairs	60	\$695.93	\$2,825,462
Travel			
Airline Fares	56	\$335.30	\$1,361,336
Lodging on Trips	53	\$347.39	\$1,410,421
Auto/Truck Rental on Trips	57	\$16.46	\$66,811
Food and Drink on Trips	55	\$316.82	\$1,286,304

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280 Cowgill St, Dover, Delaware, 19901 2
 280 Cowgill St, Dover, Delaware, 19901
 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Old and Newcomers (8F)	15.6%	Population	47,618	49,423
Front Porches (8E)	13.9%	Households	18,599	19,463
Parks and Rec (5C)	12.8%	Families	11,190	11,607
Bright Young Professionals (8C)	11.9%	Median Age	34.3	35.4
Retirement Communities (9E)	9.5%	Median Household Income	\$45,753	\$47,032
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,541.51	\$28,670,492
Men's		72	\$300.75	\$5,593,601
Women's		72	\$539.44	\$10,033,068
Children's		71	\$226.54	\$4,213,360
Footwear		74	\$353.97	\$6,583,539
Watches & Jewelry		69	\$80.54	\$1,497,899
Apparel Products and Services (1)		70	\$40.27	\$749,026
Computer				
Computers and Hardware for Home Use		73	\$118.15	\$2,197,465
Portable Memory		72	\$2.78	\$51,771
Computer Software		73	\$7.15	\$132,919
Computer Accessories		74	\$13.11	\$243,818
Entertainment & Recreation		70	\$2,280.89	\$42,422,205
Fees and Admissions		71	\$507.08	\$9,431,088
Membership Fees for Clubs (2)		71	\$169.79	\$3,157,935
Fees for Participant Sports, excl. Trips		72	\$70.49	\$1,311,106
Tickets to Theatre/Operas/Concerts		72	\$58.14	\$1,081,381
Tickets to Movies		74	\$42.20	\$784,847
Tickets to Parks or Museums		70	\$23.14	\$430,462
Admission to Sporting Events, excl. Trips		67	\$42.13	\$783,552
Fees for Recreational Lessons		69	\$100.53	\$1,869,828
Dating Services		79	\$0.64	\$11,977
TV/Video/Audio		72	\$837.99	\$15,585,840
Cable and Satellite Television Services		71	\$574.62	\$10,687,328
Televisions		73	\$78.65	\$1,462,759
Satellite Dishes		73	\$0.85	\$15,857
VCRs, Video Cameras, and DVD Players		73	\$3.81	\$70,771
Miscellaneous Video Equipment		70	\$17.46	\$324,732
Video Cassettes and DVDs		74	\$7.41	\$137,818
Video Game Hardware/Accessories		76	\$21.55	\$400,754
Video Game Software		78	\$12.81	\$238,223
Rental/Streaming/Downloaded Video		77	\$41.39	\$769,757
Installation of Televisions		69	\$0.74	\$13,849
Audio (3)		72	\$76.92	\$1,430,560
Rental and Repair of TV/Radio/Sound Equipment		74	\$1.80	\$33,433
Pets		68	\$470.68	\$8,754,128
Toys/Games/Crafts/Hobbies (4)		73	\$88.46	\$1,645,282
Recreational Vehicles and Fees (5)		61	\$94.84	\$1,763,940
Sports/Recreation/Exercise Equipment (6)		71	\$144.58	\$2,689,004
Photo Equipment and Supplies (7)		73	\$37.45	\$696,473
Reading (8)		73	\$78.17	\$1,453,798
Catered Affairs (9)		72	\$21.65	\$402,651
Food		72	\$6,539.95	\$121,636,485
Food at Home		72	\$3,838.21	\$71,386,829
Bakery and Cereal Products		72	\$497.69	\$9,256,493
Meats, Poultry, Fish, and Eggs		72	\$835.29	\$15,535,566
Dairy Products		72	\$394.25	\$7,332,651
Fruits and Vegetables		72	\$754.31	\$14,029,438
Snacks and Other Food at Home (10)		72	\$1,356.67	\$25,232,680
Food Away from Home		72	\$2,701.74	\$50,249,656
Alcoholic Beverages		71	\$440.32	\$8,189,552

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280 Cowgill St, Dover, Delaware, 19901 2
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	71	\$17,268.81	\$321,182,642
Value of Retirement Plans	68	\$64,995.57	\$1,208,852,550
Value of Other Financial Assets	69	\$5,607.41	\$104,292,173
Vehicle Loan Amount excluding Interest	72	\$2,110.09	\$39,245,509
Value of Credit Card Debt	71	\$1,853.74	\$34,477,799
Health			
Nonprescription Drugs	71	\$105.75	\$1,966,895
Prescription Drugs	71	\$246.74	\$4,589,186
Eyeglasses and Contact Lenses	69	\$64.60	\$1,201,554
Home			
Mortgage Payment and Basics (11)	66	\$6,896.25	\$128,263,285
Maintenance and Remodeling Services	67	\$1,716.01	\$31,916,040
Maintenance and Remodeling Materials (12)	64	\$350.51	\$6,519,142
Utilities, Fuel, and Public Services	71	\$3,481.64	\$64,754,944
Household Furnishings and Equipment			
Household Textiles (13)	73	\$73.56	\$1,368,224
Furniture	72	\$460.69	\$8,568,441
Rugs	70	\$24.47	\$455,064
Major Appliances (14)	69	\$248.35	\$4,619,067
Housewares (15)	70	\$68.33	\$1,270,875
Small Appliances	73	\$36.30	\$675,062
Luggage	75	\$10.97	\$204,101
Telephones and Accessories	71	\$62.95	\$1,170,765
Household Operations			
Child Care	70	\$360.79	\$6,710,246
Lawn and Garden (16)	67	\$326.62	\$6,074,747
Moving/Storage/Freight Express	78	\$47.18	\$877,554
Housekeeping Supplies (17)	72	\$555.87	\$10,338,686
Insurance			
Owners and Renters Insurance	67	\$400.19	\$7,443,076
Vehicle Insurance	72	\$1,305.42	\$24,279,490
Life/Other Insurance	67	\$365.38	\$6,795,671
Health Insurance	71	\$2,619.00	\$48,710,723
Personal Care Products (18)	72	\$360.30	\$6,701,169
School Books and Supplies (19)	73	\$107.05	\$1,991,078
Smoking Products	73	\$294.37	\$5,474,938
Transportation			
Payments on Vehicles excluding Leases	70	\$1,801.67	\$33,509,204
Gasoline and Motor Oil	71	\$1,684.04	\$31,321,448
Vehicle Maintenance and Repairs	74	\$861.01	\$16,013,852
Travel			
Airline Fares	71	\$423.79	\$7,882,147
Lodging on Trips	69	\$448.16	\$8,335,370
Auto/Truck Rental on Trips	72	\$20.69	\$384,876
Food and Drink on Trips	70	\$403.17	\$7,498,635

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 Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	10.9%	Population	74,116	77,515
Old and Newcomers (8F)	10.2%	Households	28,241	29,738
Middleburg (4C)	9.8%	Families	18,241	19,085
Front Porches (8E)	9.4%	Median Age	34.9	36.2
Bright Young Professionals (8C)	7.8%	Median Household Income	\$51,329	\$52,689
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,646.25	\$46,491,621
Men's		76	\$319.97	\$9,036,144
Women's		77	\$579.19	\$16,356,818
Children's		76	\$242.50	\$6,848,353
Footwear		78	\$374.28	\$10,569,951
Watches & Jewelry		75	\$87.23	\$2,463,474
Apparel Products and Services (1)		74	\$43.09	\$1,216,880
Computer				
Computers and Hardware for Home Use		77	\$125.48	\$3,543,804
Portable Memory		76	\$2.96	\$83,711
Computer Software		78	\$7.55	\$213,321
Computer Accessories		80	\$14.08	\$397,739
Entertainment & Recreation		76	\$2,468.82	\$69,721,929
Fees and Admissions		76	\$547.77	\$15,469,712
Membership Fees for Clubs (2)		77	\$183.64	\$5,186,191
Fees for Participant Sports, excl. Trips		78	\$76.68	\$2,165,421
Tickets to Theatre/Operas/Concerts		77	\$62.28	\$1,758,822
Tickets to Movies		78	\$44.59	\$1,259,195
Tickets to Parks or Museums		76	\$24.85	\$701,667
Admission to Sporting Events, excl. Trips		74	\$46.49	\$1,312,952
Fees for Recreational Lessons		75	\$108.58	\$3,066,531
Dating Services		83	\$0.67	\$18,933
TV/Video/Audio		77	\$899.66	\$25,407,399
Cable and Satellite Television Services		76	\$618.96	\$17,480,041
Televisions		78	\$83.89	\$2,369,088
Satellite Dishes		79	\$0.93	\$26,354
VCRs, Video Cameras, and DVD Players		78	\$4.07	\$114,993
Miscellaneous Video Equipment		77	\$19.14	\$540,435
Video Cassettes and DVDs		79	\$7.90	\$222,979
Video Game Hardware/Accessories		79	\$22.54	\$636,411
Video Game Software		81	\$13.39	\$378,140
Rental/Streaming/Downloaded Video		81	\$43.57	\$1,230,356
Installation of Televisions		77	\$0.83	\$23,430
Audio (3)		78	\$82.59	\$2,332,338
Rental and Repair of TV/Radio/Sound Equipment		77	\$1.87	\$52,835
Pets		74	\$515.26	\$14,551,583
Toys/Games/Crafts/Hobbies (4)		78	\$94.82	\$2,677,783
Recreational Vehicles and Fees (5)		69	\$107.55	\$3,037,440
Sports/Recreation/Exercise Equipment (6)		77	\$156.94	\$4,432,112
Photo Equipment and Supplies (7)		78	\$39.80	\$1,124,061
Reading (8)		78	\$84.03	\$2,373,021
Catered Affairs (9)		77	\$22.97	\$648,818
Food		77	\$6,992.60	\$197,477,923
Food at Home		77	\$4,101.60	\$115,833,346
Bakery and Cereal Products		77	\$532.86	\$15,048,448
Meats, Poultry, Fish, and Eggs		76	\$891.31	\$25,171,578
Dairy Products		77	\$422.36	\$11,927,838
Fruits and Vegetables		77	\$804.32	\$22,714,809
Snacks and Other Food at Home (10)		77	\$1,450.75	\$40,970,672
Food Away from Home		77	\$2,890.99	\$81,644,577
Alcoholic Beverages		76	\$474.57	\$13,402,246

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	78	\$19,059.79	\$538,267,439
Value of Retirement Plans	76	\$72,601.26	\$2,050,332,087
Value of Other Financial Assets	76	\$6,178.77	\$174,494,560
Vehicle Loan Amount excluding Interest	78	\$2,282.07	\$64,447,995
Value of Credit Card Debt	77	\$1,999.11	\$56,456,974
Health			
Nonprescription Drugs	77	\$114.22	\$3,225,813
Prescription Drugs	77	\$269.69	\$7,616,288
Eyeglasses and Contact Lenses	75	\$70.50	\$1,991,008
Home			
Mortgage Payment and Basics (11)	74	\$7,736.63	\$218,490,247
Maintenance and Remodeling Services	75	\$1,913.53	\$54,039,888
Maintenance and Remodeling Materials (12)	72	\$397.34	\$11,221,262
Utilities, Fuel, and Public Services	77	\$3,745.39	\$105,773,647
Household Furnishings and Equipment			
Household Textiles (13)	78	\$78.58	\$2,219,231
Furniture	77	\$495.01	\$13,979,485
Rugs	77	\$27.09	\$765,066
Major Appliances (14)	76	\$273.12	\$7,713,289
Housewares (15)	76	\$74.05	\$2,091,185
Small Appliances	78	\$38.54	\$1,088,426
Luggage	79	\$11.64	\$328,718
Telephones and Accessories	77	\$67.87	\$1,916,621
Household Operations			
Child Care	76	\$389.97	\$11,013,067
Lawn and Garden (16)	74	\$363.82	\$10,274,654
Moving/Storage/Freight Express	81	\$48.68	\$1,374,873
Housekeeping Supplies (17)	77	\$596.98	\$16,859,393
Insurance			
Owners and Renters Insurance	75	\$447.86	\$12,647,877
Vehicle Insurance	77	\$1,392.42	\$39,323,431
Life/Other Insurance	75	\$405.58	\$11,453,918
Health Insurance	77	\$2,847.95	\$80,428,951
Personal Care Products (18)	77	\$384.68	\$10,863,693
School Books and Supplies (19)	77	\$114.03	\$3,220,191
Smoking Products	77	\$310.70	\$8,774,351
Transportation			
Payments on Vehicles excluding Leases	76	\$1,966.68	\$55,540,934
Gasoline and Motor Oil	77	\$1,809.76	\$51,109,405
Vehicle Maintenance and Repairs	79	\$918.02	\$25,925,707
Travel			
Airline Fares	76	\$456.12	\$12,881,324
Lodging on Trips	76	\$491.09	\$13,868,998
Auto/Truck Rental on Trips	77	\$22.20	\$626,994
Food and Drink on Trips	76	\$437.79	\$12,363,717

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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.

280 Cowgill St, Dover, Delaware, 19901 2
 280 Cowgill St, Dover, Delaware, 19901
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.15694
 Longitude: -75.51339

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,057		3,000		3,795							
Total Employees:	14,956		38,413		60,198							
Total Residential Population:	9,930		47,618		74,116							
Employee/Residential Population Ratio (per 100 Residents)	151		81		81							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	0.8%	27	0.2%	27	0.9%	190	0.5%	43	1.1%	295	0.5%
Construction	25	2.4%	313	2.1%	109	3.6%	1,054	2.7%	186	4.9%	1,458	2.4%
Manufacturing	22	2.1%	939	6.3%	48	1.6%	2,251	5.9%	66	1.7%	2,572	4.3%
Transportation	23	2.2%	108	0.7%	66	2.2%	362	0.9%	82	2.2%	509	0.8%
Communication	4	0.4%	21	0.1%	24	0.8%	181	0.5%	34	0.9%	254	0.4%
Utility	5	0.5%	205	1.4%	15	0.5%	391	1.0%	19	0.5%	448	0.7%
Wholesale Trade	19	1.8%	237	1.6%	69	2.3%	727	1.9%	91	2.4%	920	1.5%
Retail Trade Summary	155	14.7%	1,452	9.7%	548	18.3%	6,821	17.8%	759	20.0%	10,795	17.9%
Home Improvement	5	0.5%	19	0.1%	20	0.7%	319	0.8%	33	0.9%	640	1.1%
General Merchandise Stores	13	1.2%	84	0.6%	39	1.3%	936	2.4%	48	1.3%	1,842	3.1%
Food Stores	16	1.5%	189	1.3%	45	1.5%	684	1.8%	69	1.8%	1,126	1.9%
Auto Dealers, Gas Stations, Auto Aftermarket	14	1.3%	191	1.3%	48	1.6%	784	2.0%	67	1.8%	1,134	1.9%
Apparel & Accessory Stores	15	1.4%	44	0.3%	44	1.5%	281	0.7%	57	1.5%	412	0.7%
Furniture & Home Furnishings	7	0.7%	36	0.2%	35	1.2%	305	0.8%	48	1.3%	442	0.7%
Eating & Drinking Places	46	4.4%	665	4.4%	160	5.3%	2,538	6.6%	214	5.6%	3,799	6.3%
Miscellaneous Retail	40	3.8%	223	1.5%	157	5.2%	974	2.5%	224	5.9%	1,399	2.3%
Finance, Insurance, Real Estate Summary	98	9.3%	672	4.5%	295	9.8%	1,932	5.0%	349	9.2%	2,160	3.6%
Banks, Savings & Lending Institutions	23	2.2%	137	0.9%	64	2.1%	345	0.9%	75	2.0%	388	0.6%
Securities Brokers	19	1.8%	97	0.6%	57	1.9%	284	0.7%	66	1.7%	334	0.6%
Insurance Carriers & Agents	17	1.6%	93	0.6%	56	1.9%	325	0.8%	64	1.7%	360	0.6%
Real Estate, Holding, Other Investment Offices	39	3.7%	345	2.3%	117	3.9%	977	2.5%	145	3.8%	1,078	1.8%
Services Summary	429	40.6%	6,525	43.6%	1,142	38.1%	16,660	43.4%	1,410	37.2%	20,607	34.2%
Hotels & Lodging	7	0.7%	88	0.6%	25	0.8%	1,235	3.2%	30	0.8%	1,830	3.0%
Automotive Services	21	2.0%	132	0.9%	55	1.8%	352	0.9%	77	2.0%	484	0.8%
Motion Pictures & Amusements	22	2.1%	128	0.9%	71	2.4%	574	1.5%	97	2.6%	845	1.4%
Health Services	86	8.1%	1,158	7.7%	238	7.9%	3,294	8.6%	258	6.8%	3,694	6.1%
Legal Services	30	2.8%	323	2.2%	49	1.6%	451	1.2%	55	1.4%	506	0.8%
Education Institutions & Libraries	22	2.1%	468	3.1%	67	2.2%	2,132	5.6%	89	2.3%	3,565	5.9%
Other Services	242	22.9%	4,229	28.3%	637	21.2%	8,622	22.4%	805	21.2%	9,685	16.1%
Government	143	13.5%	4,402	29.4%	276	9.2%	7,749	20.2%	304	8.0%	20,073	33.3%
Unclassified Establishments	125	11.8%	55	0.4%	381	12.7%	94	0.2%	451	11.9%	107	0.2%
Totals	1,057	100.0%	14,956	100.0%	3,000	100.0%	38,413	100.0%	3,795	100.0%	60,198	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.

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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%	3	0.0%	4	0.1%	24	0.1%	9	0.2%	86	0.1%
Mining	0	0.0%	2	0.0%	2	0.1%	10	0.0%	2	0.1%	10	0.0%
Utilities	4	0.4%	166	1.1%	10	0.3%	285	0.7%	13	0.3%	340	0.6%
Construction	32	3.0%	364	2.4%	127	4.2%	1,184	3.1%	208	5.5%	1,615	2.7%
Manufacturing	17	1.6%	451	3.0%	45	1.5%	1,497	3.9%	67	1.8%	1,823	3.0%
Wholesale Trade	17	1.6%	231	1.5%	64	2.1%	710	1.8%	86	2.3%	903	1.5%
Retail Trade	107	10.1%	767	5.1%	376	12.5%	4,182	10.9%	524	13.8%	6,784	11.3%
Motor Vehicle & Parts Dealers	12	1.1%	183	1.2%	43	1.4%	759	2.0%	59	1.6%	1,101	1.8%
Furniture & Home Furnishings Stores	4	0.4%	19	0.1%	17	0.6%	153	0.4%	25	0.7%	208	0.3%
Electronics & Appliance Stores	3	0.3%	16	0.1%	13	0.4%	122	0.3%	16	0.4%	177	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.4%	18	0.1%	18	0.6%	316	0.8%	31	0.8%	637	1.1%
Food & Beverage Stores	13	1.2%	152	1.0%	42	1.4%	591	1.5%	61	1.6%	931	1.5%
Health & Personal Care Stores	16	1.5%	138	0.9%	51	1.7%	401	1.0%	68	1.8%	551	0.9%
Gasoline Stations	2	0.2%	8	0.1%	6	0.2%	25	0.1%	8	0.2%	33	0.1%
Clothing & Clothing Accessories Stores	15	1.4%	45	0.3%	52	1.7%	327	0.9%	71	1.9%	487	0.8%
Sport Goods, Hobby, Book, & Music Stores	3	0.3%	29	0.2%	19	0.6%	209	0.5%	29	0.8%	313	0.5%
General Merchandise Stores	13	1.2%	84	0.6%	39	1.3%	936	2.4%	48	1.3%	1,842	3.1%
Miscellaneous Store Retailers	16	1.5%	58	0.4%	55	1.8%	310	0.8%	75	2.0%	431	0.7%
Nonstore Retailers	6	0.6%	17	0.1%	22	0.7%	35	0.1%	34	0.9%	72	0.1%
Transportation & Warehousing	12	1.1%	64	0.4%	43	1.4%	280	0.7%	56	1.5%	411	0.7%
Information	22	2.1%	614	4.1%	57	1.9%	1,229	3.2%	69	1.8%	1,364	2.3%
Finance & Insurance	60	5.7%	329	2.2%	182	6.1%	962	2.5%	211	5.6%	1,095	1.8%
Central Bank/Credit Intermediation & Related Activities	23	2.2%	131	0.9%	66	2.2%	335	0.9%	77	2.0%	379	0.6%
Securities, Commodity Contracts & Other Financial	20	1.9%	105	0.7%	60	2.0%	302	0.8%	71	1.9%	356	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	17	1.6%	93	0.6%	56	1.9%	325	0.8%	64	1.7%	360	0.6%
Real Estate, Rental & Leasing	44	4.2%	355	2.4%	136	4.5%	1,045	2.7%	169	4.5%	1,146	1.9%
Professional, Scientific & Tech Services	88	8.3%	2,866	19.2%	205	6.8%	3,888	10.1%	253	6.7%	4,117	6.8%
Legal Services	31	2.9%	328	2.2%	51	1.7%	460	1.2%	57	1.5%	517	0.9%
Management of Companies & Enterprises	4	0.4%	11	0.1%	14	0.5%	43	0.1%	19	0.5%	59	0.1%
Administrative & Support & Waste Management & Remediation	29	2.7%	398	2.7%	83	2.8%	941	2.4%	112	3.0%	1,142	1.9%
Educational Services	26	2.5%	450	3.0%	82	2.7%	2,159	5.6%	108	2.8%	3,608	6.0%
Health Care & Social Assistance	128	12.1%	1,875	12.5%	343	11.4%	5,999	15.6%	378	10.0%	6,738	11.2%
Arts, Entertainment & Recreation	18	1.7%	153	1.0%	58	1.9%	526	1.4%	80	2.1%	786	1.3%
Accommodation & Food Services	55	5.2%	775	5.2%	192	6.4%	3,844	10.0%	256	6.7%	5,789	9.6%
Accommodation	7	0.7%	88	0.6%	25	0.8%	1,235	3.2%	30	0.8%	1,830	3.0%
Food Services & Drinking Places	48	4.5%	687	4.6%	167	5.6%	2,610	6.8%	226	6.0%	3,959	6.6%
Other Services (except Public Administration)	124	11.7%	645	4.3%	324	10.8%	1,803	4.7%	426	11.2%	2,257	3.7%
Automotive Repair & Maintenance	18	1.7%	120	0.8%	40	1.3%	273	0.7%	56	1.5%	387	0.6%
Public Administration	142	13.4%	4,384	29.3%	272	9.1%	7,707	20.1%	299	7.9%	20,019	33.3%
Unclassified Establishments	125	11.8%	55	0.4%	381	12.7%	94	0.2%	451	11.9%	106	0.2%
Total	1,057	100.0%	14,956	100.0%	3,000	100.0%	38,413	100.0%	3,795	100.0%	60,198	100.0%

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