

2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.49729
 Longitude: -75.65078

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,357	5,433	18,149
2010 Total Population	1,546	6,899	33,274
2020 Total Population	1,509	13,349	42,878
2020 Group Quarters	1	9	319
2025 Total Population	1,982	18,618	51,539
2020-2025 Annual Rate	5.60%	6.88%	3.75%
2020 Total Daytime Population	1,265	10,908	37,063
Workers	439	3,695	13,414
Residents	826	7,213	23,649
Household Summary			
2000 Households	420	1,701	6,030
2000 Average Household Size	3.23	3.19	2.98
2010 Households	494	2,233	10,954
2010 Average Household Size	3.13	3.09	3.01
2020 Households	481	4,315	13,973
2020 Average Household Size	3.14	3.09	3.05
2025 Households	628	5,998	16,781
2025 Average Household Size	3.15	3.10	3.05
2020-2025 Annual Rate	5.48%	6.81%	3.73%
2010 Families	418	1,902	8,927
2010 Average Family Size	3.40	3.34	3.32
2020 Families	404	3,655	11,366
2020 Average Family Size	3.43	3.36	3.36
2025 Families	529	5,083	13,692
2025 Average Family Size	3.44	3.37	3.36
2020-2025 Annual Rate	5.54%	6.82%	3.79%
Housing Unit Summary			
2000 Housing Units	416	1,766	6,321
Owner Occupied Housing Units	97.8%	93.0%	83.8%
Renter Occupied Housing Units	3.1%	3.3%	11.6%
Vacant Housing Units	-1.0%	3.7%	4.6%
2010 Housing Units	505	2,391	11,548
Owner Occupied Housing Units	94.7%	89.6%	82.2%
Renter Occupied Housing Units	3.2%	3.8%	12.6%
Vacant Housing Units	2.2%	6.6%	5.1%
2020 Housing Units	497	4,498	14,415
Owner Occupied Housing Units	94.8%	93.4%	84.5%
Renter Occupied Housing Units	2.0%	2.5%	12.5%
Vacant Housing Units	3.2%	4.1%	3.1%
2025 Housing Units	638	6,123	17,105
Owner Occupied Housing Units	96.9%	96.1%	87.0%
Renter Occupied Housing Units	1.6%	1.9%	11.1%
Vacant Housing Units	1.6%	2.0%	1.9%
Median Household Income			
2020	\$109,545	\$110,220	\$101,387
2025	\$113,135	\$113,159	\$105,913
Median Home Value			
2020	\$359,184	\$358,509	\$339,963
2025	\$363,498	\$361,409	\$347,967
Per Capita Income			
2020	\$44,303	\$43,888	\$40,357
2025	\$47,976	\$47,333	\$44,588
Median Age			
2010	41.4	40.4	36.1
2020	42.5	41.2	37.4
2025	42.2	40.7	37.6

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	481	4,315	13,973
<\$15,000	2.1%	2.2%	3.6%
\$15,000 - \$24,999	2.7%	2.9%	3.6%
\$25,000 - \$34,999	3.5%	3.5%	4.3%
\$35,000 - \$49,999	7.5%	7.3%	7.9%
\$50,000 - \$74,999	11.9%	11.6%	13.3%
\$75,000 - \$99,999	15.2%	15.2%	16.2%
\$100,000 - \$149,999	25.4%	25.1%	23.1%
\$150,000 - \$199,999	16.0%	16.7%	15.0%
\$200,000+	15.6%	15.6%	13.0%
Average Household Income	\$134,333	\$134,571	\$123,254
2025 Households by Income			
Household Income Base	628	5,998	16,781
<\$15,000	2.5%	2.8%	3.7%
\$15,000 - \$24,999	2.7%	2.9%	3.4%
\$25,000 - \$34,999	3.3%	3.4%	4.0%
\$35,000 - \$49,999	6.4%	6.3%	6.9%
\$50,000 - \$74,999	11.3%	11.2%	12.4%
\$75,000 - \$99,999	14.8%	14.9%	15.6%
\$100,000 - \$149,999	24.4%	23.7%	22.6%
\$150,000 - \$199,999	16.4%	16.9%	15.6%
\$200,000+	18.0%	18.0%	15.8%
Average Household Income	\$145,925	\$145,356	\$136,258
2020 Owner Occupied Housing Units by Value			
Total	471	4,202	12,178
<\$50,000	2.8%	2.4%	2.6%
\$50,000 - \$99,999	0.2%	0.2%	0.5%
\$100,000 - \$149,999	0.8%	0.8%	1.4%
\$150,000 - \$199,999	3.2%	3.1%	7.0%
\$200,000 - \$249,999	8.1%	8.4%	9.8%
\$250,000 - \$299,999	10.4%	10.6%	11.6%
\$300,000 - \$399,999	41.6%	41.8%	42.7%
\$400,000 - \$499,999	20.4%	21.1%	16.9%
\$500,000 - \$749,999	10.8%	9.8%	6.3%
\$750,000 - \$999,999	1.3%	1.3%	0.8%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$380,773	\$377,600	\$347,257
2025 Owner Occupied Housing Units by Value			
Total	618	5,883	14,881
<\$50,000	2.4%	2.2%	2.2%
\$50,000 - \$99,999	0.2%	0.1%	0.3%
\$100,000 - \$149,999	0.5%	0.6%	1.1%
\$150,000 - \$199,999	2.6%	2.6%	5.6%
\$200,000 - \$249,999	7.6%	8.1%	9.0%
\$250,000 - \$299,999	9.7%	10.1%	10.6%
\$300,000 - \$399,999	42.6%	42.8%	44.3%
\$400,000 - \$499,999	20.6%	20.8%	17.9%
\$500,000 - \$749,999	12.0%	10.6%	7.6%
\$750,000 - \$999,999	1.5%	1.6%	1.1%
\$1,000,000 - \$1,499,999	0.2%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$387,176	\$384,340	\$360,583

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	1,547	6,898	33,272
0 - 4	4.7%	5.4%	7.0%
5 - 9	6.7%	7.3%	8.4%
10 - 14	9.2%	9.0%	8.6%
15 - 24	13.5%	13.3%	13.3%
25 - 34	7.1%	7.5%	10.8%
35 - 44	15.5%	16.5%	17.0%
45 - 54	20.4%	19.4%	15.7%
55 - 64	13.4%	13.1%	10.1%
65 - 74	6.0%	5.7%	5.7%
75 - 84	2.6%	2.4%	2.5%
85 +	0.6%	0.6%	0.9%
18 +	73.2%	72.5%	70.3%
2020 Population by Age			
Total	1,509	13,352	42,879
0 - 4	4.8%	5.1%	6.2%
5 - 9	6.1%	6.5%	7.3%
10 - 14	7.5%	7.7%	7.8%
15 - 24	12.3%	12.3%	12.8%
25 - 34	10.3%	10.5%	12.7%
35 - 44	12.3%	12.9%	13.7%
45 - 54	17.2%	16.8%	15.4%
55 - 64	15.2%	14.6%	12.3%
65 - 74	9.8%	9.2%	7.5%
75 - 84	3.6%	3.3%	3.3%
85 +	1.0%	0.9%	1.1%
18 +	76.9%	75.9%	73.9%
2025 Population by Age			
Total	1,983	18,616	51,539
0 - 4	5.0%	5.4%	6.4%
5 - 9	6.0%	6.4%	7.1%
10 - 14	6.8%	7.1%	7.3%
15 - 24	10.8%	11.0%	11.3%
25 - 34	11.1%	11.7%	13.8%
35 - 44	14.0%	14.5%	15.0%
45 - 54	14.0%	13.8%	13.2%
55 - 64	15.1%	14.3%	12.5%
65 - 74	11.1%	10.4%	8.4%
75 - 84	4.8%	4.4%	4.0%
85 +	1.2%	1.1%	1.2%
18 +	77.9%	76.8%	74.8%
2010 Population by Sex			
Males	787	3,480	16,242
Females	759	3,419	17,032
2020 Population by Sex			
Males	759	6,687	20,995
Females	751	6,662	21,883
2025 Population by Sex			
Males	992	9,289	25,295
Females	990	9,330	26,244

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2010 Population by Race/Ethnicity			
Total	1,545	6,899	33,274
White Alone	87.7%	85.1%	72.7%
Black Alone	8.5%	10.4%	20.2%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.5%	1.8%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	1.5%
Two or More Races	1.6%	1.7%	2.6%
Hispanic Origin	2.5%	2.6%	5.2%
Diversity Index	26.2	30.1	48.6
2020 Population by Race/Ethnicity			
Total	1,510	13,351	42,878
White Alone	83.0%	80.9%	68.7%
Black Alone	11.3%	12.9%	22.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	2.7%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.9%	1.8%
Two or More Races	2.3%	2.3%	3.2%
Hispanic Origin	3.5%	3.7%	6.3%
Diversity Index	34.5	37.6	53.9
2025 Population by Race/Ethnicity			
Total	1,982	18,616	51,539
White Alone	79.6%	77.7%	66.6%
Black Alone	13.3%	14.8%	23.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.0%	3.4%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	2.0%
Two or More Races	2.7%	2.7%	3.6%
Hispanic Origin	4.4%	4.7%	7.0%
Diversity Index	40.3	43.0	56.7
2010 Population by Relationship and Household Type			
Total	1,546	6,899	33,274
In Households	99.9%	99.9%	99.0%
In Family Households	93.5%	93.6%	91.2%
Householder	27.7%	27.7%	26.9%
Spouse	24.3%	24.1%	21.1%
Child	36.4%	36.8%	37.1%
Other relative	3.7%	3.6%	3.9%
Nonrelative	1.5%	1.5%	2.2%
In Nonfamily Households	6.5%	6.2%	7.9%
In Group Quarters	0.1%	0.1%	1.0%
Institutionalized Population	0.0%	0.0%	0.5%
Noninstitutionalized Population	0.1%	0.1%	0.5%

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	1,046	9,119	28,247
Less than 9th Grade	2.6%	2.4%	2.3%
9th - 12th Grade, No Diploma	2.7%	2.5%	2.9%
High School Graduate	31.1%	30.8%	31.3%
GED/Alternative Credential	1.9%	1.9%	1.9%
Some College, No Degree	16.8%	16.8%	17.6%
Associate Degree	8.4%	8.4%	8.5%
Bachelor's Degree	22.0%	22.1%	19.9%
Graduate/Professional Degree	14.5%	15.2%	15.7%
2020 Population 15+ by Marital Status			
Total	1,233	10,764	33,744
Never Married	26.6%	25.9%	27.2%
Married	61.9%	63.4%	62.0%
Widowed	3.5%	3.3%	4.3%
Divorced	8.0%	7.4%	6.5%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	778	7,029	22,007
Population 16+ Employed	87.7%	87.9%	87.7%
Population 16+ Unemployment rate	12.3%	12.1%	12.3%
Population 16-24 Employed	11.3%	11.9%	10.7%
Population 16-24 Unemployment rate	22.2%	22.2%	24.7%
Population 25-54 Employed	65.1%	64.8%	70.2%
Population 25-54 Unemployment rate	11.2%	10.9%	10.7%
Population 55-64 Employed	19.4%	19.4%	15.4%
Population 55-64 Unemployment rate	9.6%	9.5%	9.6%
Population 65+ Employed	4.3%	4.0%	3.7%
Population 65+ Unemployment rate	9.4%	8.9%	9.4%
2020 Employed Population 16+ by Industry			
Total	682	6,177	19,309
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	5.6%	5.1%	5.0%
Manufacturing	10.0%	9.9%	9.4%
Wholesale Trade	2.1%	2.2%	1.5%
Retail Trade	10.7%	11.0%	10.0%
Transportation/Utilities	7.2%	6.8%	6.8%
Information	0.3%	0.4%	1.1%
Finance/Insurance/Real Estate	10.9%	11.6%	10.9%
Services	46.6%	46.3%	49.6%
Public Administration	6.6%	6.4%	5.5%
2020 Employed Population 16+ by Occupation			
Total	683	6,177	19,310
White Collar	68.0%	68.1%	69.5%
Management/Business/Financial	19.6%	20.1%	20.0%
Professional	30.4%	30.9%	30.9%
Sales	7.5%	7.3%	7.1%
Administrative Support	10.6%	9.7%	11.4%
Services	13.6%	12.7%	12.5%
Blue Collar	18.5%	19.2%	18.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.8%	4.5%	4.7%
Installation/Maintenance/Repair	4.8%	4.9%	3.7%
Production	4.8%	5.1%	5.0%
Transportation/Material Moving	4.0%	4.7%	4.5%

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2010 Households by Type			
Total	494	2,234	10,955
Households with 1 Person	11.9%	11.4%	14.3%
Households with 2+ People	88.1%	88.6%	85.7%
Family Households	84.6%	85.1%	81.5%
Husband-wife Families	74.3%	74.0%	64.0%
With Related Children	37.4%	38.3%	35.2%
Other Family (No Spouse Present)	10.3%	11.1%	17.5%
Other Family with Male Householder	3.4%	3.8%	4.6%
With Related Children	1.8%	2.1%	3.0%
Other Family with Female Householder	6.9%	7.3%	12.9%
With Related Children	3.8%	4.3%	8.9%
Nonfamily Households	3.4%	3.4%	4.3%
All Households with Children	43.3%	45.0%	47.5%
Multigenerational Households	6.1%	6.0%	5.6%
Unmarried Partner Households	4.7%	4.7%	6.4%
Male-female	4.3%	4.3%	5.7%
Same-sex	0.4%	0.4%	0.7%
2010 Households by Size			
Total	492	2,233	10,954
1 Person Household	12.0%	11.4%	14.3%
2 Person Household	32.1%	31.2%	30.0%
3 Person Household	18.7%	19.4%	19.7%
4 Person Household	21.7%	22.2%	21.3%
5 Person Household	10.8%	10.9%	9.6%
6 Person Household	3.0%	3.1%	3.3%
7 + Person Household	1.6%	1.8%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	494	2,233	10,954
Owner Occupied	96.8%	95.9%	86.7%
Owned with a Mortgage/Loan	79.4%	80.2%	72.9%
Owned Free and Clear	17.4%	15.7%	13.8%
Renter Occupied	3.2%	4.1%	13.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	175	176	172
Percent of Income for Mortgage	13.7%	13.6%	14.0%
Wealth Index	200	195	156
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	505	2,391	11,548
Housing Units Inside Urbanized Area	11.3%	11.2%	11.0%
Housing Units Inside Urbanized Cluster	42.2%	40.7%	66.5%
Rural Housing Units	46.5%	48.1%	22.5%
2010 Population By Urban/ Rural Status			
Total Population	1,546	6,899	33,274
Population Inside Urbanized Area	12.1%	11.1%	11.8%
Population Inside Urbanized Cluster	46.4%	43.7%	66.0%
Rural Population	41.5%	45.3%	22.2%

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.	Savvy Suburbanites (1D)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Soccer Moms (4A)	Savvy Suburbanites (1D)	Boomburbs (1C)
3.		Boomburbs (1C)	Savvy Suburbanites (1D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$1,485,714	\$13,474,714	\$40,727,143
Average Spent	\$3,088.80	\$3,122.76	\$2,914.70
Spending Potential Index	144	146	136
Education: Total \$	\$1,390,341	\$12,094,219	\$35,082,656
Average Spent	\$2,890.52	\$2,802.83	\$2,510.75
Spending Potential Index	162	157	140
Entertainment/Recreation: Total \$	\$2,298,728	\$20,637,366	\$61,123,215
Average Spent	\$4,779.06	\$4,782.70	\$4,374.38
Spending Potential Index	147	147	135
Food at Home: Total \$	\$3,578,041	\$32,311,126	\$97,288,949
Average Spent	\$7,438.75	\$7,488.09	\$6,962.64
Spending Potential Index	139	140	130
Food Away from Home: Total \$	\$2,569,416	\$23,354,781	\$70,548,580
Average Spent	\$5,341.82	\$5,412.46	\$5,048.92
Spending Potential Index	142	144	134
Health Care: Total \$	\$4,034,134	\$36,235,415	\$106,403,466
Average Spent	\$8,386.97	\$8,397.55	\$7,614.93
Spending Potential Index	146	146	132
HH Furnishings & Equipment: Total \$	\$1,590,889	\$14,348,785	\$42,561,879
Average Spent	\$3,307.46	\$3,325.33	\$3,046.01
Spending Potential Index	151	152	139
Personal Care Products & Services: Total \$	\$649,278	\$5,892,238	\$17,655,033
Average Spent	\$1,349.85	\$1,365.52	\$1,263.51
Spending Potential Index	147	149	138
Shelter: Total \$	\$13,443,456	\$120,361,204	\$362,681,796
Average Spent	\$27,948.97	\$27,893.67	\$25,955.90
Spending Potential Index	144	144	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,696,002	\$15,380,994	\$45,412,112
Average Spent	\$3,525.99	\$3,564.54	\$3,249.99
Spending Potential Index	151	152	139
Travel: Total \$	\$1,827,305	\$16,267,277	\$47,513,361
Average Spent	\$3,798.97	\$3,769.94	\$3,400.37
Spending Potential Index	158	156	141
Vehicle Maintenance & Repairs: Total \$	\$791,067	\$7,138,170	\$21,226,426
Average Spent	\$1,644.63	\$1,654.27	\$1,519.10
Spending Potential Index	142	143	131

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.

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	58.4%	Population	1,509	1,982
Soccer Moms (4A)	41.6%	Households	481	628
	0.0%	Families	404	529
	0.0%	Median Age	42.5	42.2
	0.0%	Median Household Income	\$109,545	\$113,135
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		144	\$3,088.80	\$1,485,714
Men's		143	\$601.79	\$289,462
Women's		146	\$1,103.00	\$530,541
Children's		145	\$459.94	\$221,231
Footwear		141	\$674.11	\$324,245
Watches & Jewelry		141	\$163.86	\$78,815
Apparel Products and Services (1)		149	\$86.11	\$41,421
Computer				
Computers and Hardware for Home Use		146	\$237.62	\$114,297
Portable Memory		139	\$5.36	\$2,579
Computer Software		140	\$13.63	\$6,556
Computer Accessories		157	\$27.67	\$13,311
Entertainment & Recreation		147	\$4,779.06	\$2,298,728
Fees and Admissions		164	\$1,173.71	\$564,554
Membership Fees for Clubs (2)		163	\$389.60	\$187,399
Fees for Participant Sports, excl. Trips		167	\$164.69	\$79,215
Tickets to Theatre/Operas/Concerts		163	\$131.40	\$63,202
Tickets to Movies		146	\$83.63	\$40,226
Tickets to Parks or Museums		146	\$47.87	\$23,027
Admission to Sporting Events, excl. Trips		163	\$102.19	\$49,155
Fees for Recreational Lessons		175	\$253.25	\$121,812
Dating Services		133	\$1.08	\$518
TV/Video/Audio		139	\$1,619.45	\$778,954
Cable and Satellite Television Services		137	\$1,112.18	\$534,960
Televisions		140	\$151.57	\$72,905
Satellite Dishes		159	\$1.86	\$896
VCRs, Video Cameras, and DVD Players		141	\$7.37	\$3,544
Miscellaneous Video Equipment		151	\$37.63	\$18,101
Video Cassettes and DVDs		141	\$14.06	\$6,765
Video Game Hardware/Accessories		130	\$36.89	\$17,743
Video Game Software		133	\$21.99	\$10,579
Rental/Streaming/Downloaded Video		138	\$74.19	\$35,686
Installation of Televisions		181	\$1.96	\$944
Audio (3)		147	\$156.77	\$75,406
Rental and Repair of TV/Radio/Sound Equipment		122	\$2.96	\$1,425
Pets		138	\$962.38	\$462,905
Toys/Games/Crafts/Hobbies (4)		143	\$174.12	\$83,750
Recreational Vehicles and Fees (5)		169	\$263.21	\$126,603
Sports/Recreation/Exercise Equipment (6)		151	\$306.60	\$147,473
Photo Equipment and Supplies (7)		147	\$75.00	\$36,073
Reading (8)		149	\$160.70	\$77,297
Catered Affairs (9)		147	\$43.91	\$21,120
Food		140	\$12,780.57	\$6,147,456
Food at Home		139	\$7,438.75	\$3,578,041
Bakery and Cereal Products		140	\$975.01	\$468,981
Meats, Poultry, Fish, and Eggs		138	\$1,613.43	\$776,060
Dairy Products		140	\$771.46	\$371,073
Fruits and Vegetables		142	\$1,480.52	\$712,128
Snacks and Other Food at Home (10)		138	\$2,598.33	\$1,249,798
Food Away from Home		142	\$5,341.82	\$2,569,416
Alcoholic Beverages		151	\$942.35	\$453,268

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.

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2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.49729
 Longitude: -75.65078

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	171	\$41,600.30	\$20,009,744
Value of Retirement Plans	176	\$168,131.43	\$80,871,220
Value of Other Financial Assets	163	\$13,328.88	\$6,411,190
Vehicle Loan Amount excluding Interest	142	\$4,155.70	\$1,998,893
Value of Credit Card Debt	149	\$3,865.52	\$1,859,314
Health			
Nonprescription Drugs	136	\$201.62	\$96,980
Prescription Drugs	141	\$494.17	\$237,696
Eyeglasses and Contact Lenses	148	\$138.05	\$66,401
Home			
Mortgage Payment and Basics (11)	172	\$17,988.95	\$8,652,687
Maintenance and Remodeling Services	171	\$4,383.60	\$2,108,512
Maintenance and Remodeling Materials (12)	157	\$866.38	\$416,729
Utilities, Fuel, and Public Services	138	\$6,744.75	\$3,244,227
Household Furnishings and Equipment			
Household Textiles (13)	144	\$145.71	\$70,088
Furniture	151	\$966.20	\$464,744
Rugs	173	\$60.74	\$29,216
Major Appliances (14)	156	\$560.37	\$269,537
Housewares (15)	144	\$140.04	\$67,358
Small Appliances	137	\$67.91	\$32,664
Luggage	153	\$22.39	\$10,769
Telephones and Accessories	158	\$139.76	\$67,223
Household Operations			
Child Care	160	\$824.21	\$396,446
Lawn and Garden (16)	157	\$768.22	\$369,516
Moving/Storage/Freight Express	129	\$77.65	\$37,350
Housekeeping Supplies (17)	140	\$1,087.98	\$523,316
Insurance			
Owners and Renters Insurance	153	\$914.23	\$439,747
Vehicle Insurance	135	\$2,435.93	\$1,171,683
Life/Other Insurance	158	\$855.97	\$411,720
Health Insurance	147	\$5,434.09	\$2,613,795
Personal Care Products (18)	140	\$697.62	\$335,553
School Books and Supplies (19)	143	\$210.87	\$101,428
Smoking Products	115	\$460.77	\$221,628
Transportation			
Payments on Vehicles excluding Leases	142	\$3,655.32	\$1,758,208
Gasoline and Motor Oil	135	\$3,201.48	\$1,539,913
Vehicle Maintenance and Repairs	142	\$1,644.63	\$791,067
Travel			
Airline Fares	158	\$945.91	\$454,983
Lodging on Trips	161	\$1,046.98	\$503,596
Auto/Truck Rental on Trips	158	\$45.41	\$21,842
Food and Drink on Trips	155	\$890.59	\$428,376

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2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.49729
 Longitude: -75.65078

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	57.0%	Population	13,349	18,618
Savvy Suburbanites (1D)	39.8%	Households	4,315	5,998
Boomburbs (1C)	3.2%	Families	3,655	5,083
	0.0%	Median Age	41.2	40.7
	0.0%	Median Household Income	\$110,220	\$113,159
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		146	\$3,122.76	\$13,474,714
Men's		145	\$606.34	\$2,616,354
Women's		147	\$1,107.54	\$4,779,045
Children's		150	\$476.10	\$2,054,353
Footwear		142	\$681.43	\$2,940,353
Watches & Jewelry		143	\$166.66	\$719,145
Apparel Products and Services (1)		146	\$84.70	\$365,465
Computer				
Computers and Hardware for Home Use		146	\$238.29	\$1,028,213
Portable Memory		140	\$5.41	\$23,364
Computer Software		141	\$13.75	\$59,342
Computer Accessories		156	\$27.61	\$119,156
Entertainment & Recreation		147	\$4,782.70	\$20,637,366
Fees and Admissions		163	\$1,168.45	\$5,041,846
Membership Fees for Clubs (2)		160	\$384.57	\$1,659,424
Fees for Participant Sports, excl. Trips		170	\$167.44	\$722,510
Tickets to Theatre/Operas/Concerts		158	\$127.85	\$551,678
Tickets to Movies		150	\$86.00	\$371,082
Tickets to Parks or Museums		148	\$48.68	\$210,050
Admission to Sporting Events, excl. Trips		163	\$102.40	\$441,838
Fees for Recreational Lessons		173	\$250.44	\$1,080,638
Dating Services		132	\$1.07	\$4,627
TV/Video/Audio		140	\$1,629.04	\$7,029,309
Cable and Satellite Television Services		137	\$1,108.81	\$4,784,531
Televisions		144	\$155.04	\$669,014
Satellite Dishes		163	\$1.91	\$8,248
VCRs, Video Cameras, and DVD Players		146	\$7.61	\$32,836
Miscellaneous Video Equipment		154	\$38.34	\$165,418
Video Cassettes and DVDs		145	\$14.51	\$62,600
Video Game Hardware/Accessories		136	\$38.62	\$166,641
Video Game Software		139	\$22.94	\$98,970
Rental/Streaming/Downloaded Video		143	\$77.33	\$333,679
Installation of Televisions		179	\$1.93	\$8,342
Audio (3)		150	\$159.05	\$686,294
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.95	\$12,737
Pets		139	\$963.49	\$4,157,458
Toys/Games/Crafts/Hobbies (4)		146	\$177.78	\$767,131
Recreational Vehicles and Fees (5)		160	\$249.16	\$1,075,134
Sports/Recreation/Exercise Equipment (6)		156	\$316.38	\$1,365,188
Photo Equipment and Supplies (7)		149	\$76.19	\$328,767
Reading (8)		148	\$159.07	\$686,370
Catered Affairs (9)		144	\$43.14	\$186,164
Food		142	\$12,900.56	\$55,665,908
Food at Home		140	\$7,488.09	\$32,311,126
Bakery and Cereal Products		141	\$979.36	\$4,225,955
Meats, Poultry, Fish, and Eggs		139	\$1,623.25	\$7,004,317
Dairy Products		141	\$773.89	\$3,339,344
Fruits and Vegetables		142	\$1,484.62	\$6,406,119
Snacks and Other Food at Home (10)		140	\$2,626.97	\$11,335,393
Food Away from Home		144	\$5,412.46	\$23,354,781
Alcoholic Beverages		152	\$943.62	\$4,071,720

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2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Ring: 3 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	169	\$41,271.08	\$178,084,712
Value of Retirement Plans	173	\$164,916.92	\$711,616,510
Value of Other Financial Assets	159	\$12,980.20	\$56,009,558
Vehicle Loan Amount excluding Interest	147	\$4,296.73	\$18,540,386
Value of Credit Card Debt	150	\$3,897.02	\$16,815,630
Health			
Nonprescription Drugs	136	\$202.21	\$872,536
Prescription Drugs	141	\$493.15	\$2,127,959
Eyeglasses and Contact Lenses	147	\$137.12	\$591,678
Home			
Mortgage Payment and Basics (11)	170	\$17,851.23	\$77,028,056
Maintenance and Remodeling Services	168	\$4,316.37	\$18,625,130
Maintenance and Remodeling Materials (12)	156	\$860.15	\$3,711,542
Utilities, Fuel, and Public Services	139	\$6,783.39	\$29,270,346
Household Furnishings and Equipment			
Household Textiles (13)	145	\$146.55	\$632,367
Furniture	151	\$969.17	\$4,181,972
Rugs	175	\$61.30	\$264,503
Major Appliances (14)	156	\$560.27	\$2,417,580
Housewares (15)	146	\$141.14	\$609,020
Small Appliances	139	\$68.59	\$295,973
Luggage	154	\$22.59	\$97,484
Telephones and Accessories	156	\$138.00	\$595,475
Household Operations			
Child Care	165	\$847.73	\$3,657,961
Lawn and Garden (16)	155	\$757.50	\$3,268,624
Moving/Storage/Freight Express	133	\$79.72	\$343,996
Housekeeping Supplies (17)	142	\$1,099.92	\$4,746,156
Insurance			
Owners and Renters Insurance	153	\$917.90	\$3,960,742
Vehicle Insurance	137	\$2,471.39	\$10,664,030
Life/Other Insurance	157	\$849.61	\$3,666,071
Health Insurance	147	\$5,437.87	\$23,464,393
Personal Care Products (18)	143	\$710.83	\$3,067,211
School Books and Supplies (19)	145	\$214.11	\$923,899
Smoking Products	115	\$463.75	\$2,001,071
Transportation			
Payments on Vehicles excluding Leases	145	\$3,751.39	\$16,187,246
Gasoline and Motor Oil	138	\$3,257.35	\$14,055,460
Vehicle Maintenance and Repairs	143	\$1,654.27	\$7,138,170
Travel			
Airline Fares	156	\$937.52	\$4,045,384
Lodging on Trips	159	\$1,030.51	\$4,446,641
Auto/Truck Rental on Trips	157	\$45.31	\$195,506
Food and Drink on Trips	155	\$886.52	\$3,825,316

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2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Ring: 5 mile radius

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 Latitude: 39.49729
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	32.5%	Population	42,878	51,539
Boomburbs (1C)	22.4%	Households	13,973	16,781
Savvy Suburbanites (1D)	16.3%	Families	11,366	13,692
Parks and Rec (5C)	11.3%	Median Age	37.4	37.6
Front Porches (8E)	7.6%	Median Household Income	\$101,387	\$105,913
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		136	\$2,914.70	\$40,727,143
Men's		136	\$568.56	\$7,944,529
Women's		135	\$1,015.73	\$14,192,779
Children's		144	\$457.47	\$6,392,202
Footwear		134	\$642.18	\$8,973,191
Watches & Jewelry		132	\$154.07	\$2,152,850
Apparel Products and Services (1)		132	\$76.69	\$1,071,592
Computer				
Computers and Hardware for Home Use		137	\$223.39	\$3,121,489
Portable Memory		131	\$5.08	\$70,961
Computer Software		136	\$13.21	\$184,616
Computer Accessories		143	\$25.22	\$352,394
Entertainment & Recreation		135	\$4,374.38	\$61,123,215
Fees and Admissions		149	\$1,067.63	\$14,918,021
Membership Fees for Clubs (2)		144	\$344.69	\$4,816,398
Fees for Participant Sports, excl. Trips		156	\$152.96	\$2,137,298
Tickets to Theatre/Operas/Concerts		141	\$114.11	\$1,594,394
Tickets to Movies		145	\$83.32	\$1,164,298
Tickets to Parks or Museums		140	\$45.99	\$642,643
Admission to Sporting Events, excl. Trips		148	\$92.92	\$1,298,396
Fees for Recreational Lessons		160	\$232.64	\$3,250,707
Dating Services		122	\$0.99	\$13,888
TV/Video/Audio		129	\$1,501.47	\$20,979,979
Cable and Satellite Television Services		125	\$1,012.02	\$14,140,950
Televisions		135	\$145.60	\$2,034,495
Satellite Dishes		150	\$1.75	\$24,489
VCRs, Video Cameras, and DVD Players		139	\$7.28	\$101,731
Miscellaneous Video Equipment		136	\$34.01	\$475,266
Video Cassettes and DVDs		137	\$13.68	\$191,113
Video Game Hardware/Accessories		134	\$37.99	\$530,901
Video Game Software		136	\$22.34	\$312,174
Rental/Streaming/Downloaded Video		138	\$74.46	\$1,040,390
Installation of Televisions		151	\$1.63	\$22,840
Audio (3)		139	\$148.02	\$2,068,225
Rental and Repair of TV/Radio/Sound Equipment		110	\$2.68	\$37,403
Pets		126	\$874.55	\$12,220,047
Toys/Games/Crafts/Hobbies (4)		138	\$167.43	\$2,339,465
Recreational Vehicles and Fees (5)		134	\$209.16	\$2,922,541
Sports/Recreation/Exercise Equipment (6)		148	\$299.28	\$4,181,874
Photo Equipment and Supplies (7)		139	\$71.09	\$993,330
Reading (8)		134	\$144.10	\$2,013,442
Catered Affairs (9)		133	\$39.68	\$554,516
Food		132	\$12,011.56	\$167,837,530
Food at Home		130	\$6,962.64	\$97,288,949
Bakery and Cereal Products		131	\$910.55	\$12,723,109
Meats, Poultry, Fish, and Eggs		129	\$1,510.14	\$21,101,192
Dairy Products		130	\$716.54	\$10,012,145
Fruits and Vegetables		132	\$1,380.50	\$19,289,666
Snacks and Other Food at Home (10)		130	\$2,444.92	\$34,162,838
Food Away from Home		134	\$5,048.92	\$70,548,580
Alcoholic Beverages		139	\$864.56	\$12,080,514

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 2431 Dupont Pky, Middletown, Delaware, 19709
 Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	146	\$35,503.91	\$496,096,167
Value of Retirement Plans	148	\$141,152.09	\$1,972,318,203
Value of Other Financial Assets	133	\$10,887.28	\$152,127,906
Vehicle Loan Amount excluding Interest	138	\$4,019.04	\$56,158,051
Value of Credit Card Debt	137	\$3,563.59	\$49,793,978
Health			
Nonprescription Drugs	124	\$183.49	\$2,563,965
Prescription Drugs	126	\$441.33	\$6,166,661
Eyeglasses and Contact Lenses	131	\$122.27	\$1,708,546
Home			
Mortgage Payment and Basics (11)	152	\$15,923.21	\$222,495,069
Maintenance and Remodeling Services	148	\$3,803.12	\$53,141,011
Maintenance and Remodeling Materials (12)	137	\$756.18	\$10,566,089
Utilities, Fuel, and Public Services	128	\$6,278.90	\$87,735,088
Household Furnishings and Equipment			
Household Textiles (13)	134	\$135.24	\$1,889,740
Furniture	140	\$894.70	\$12,501,611
Rugs	153	\$53.82	\$752,032
Major Appliances (14)	141	\$506.99	\$7,084,116
Housewares (15)	133	\$129.15	\$1,804,641
Small Appliances	130	\$64.25	\$897,735
Luggage	143	\$20.96	\$292,885
Telephones and Accessories	136	\$120.50	\$1,683,807
Household Operations			
Child Care	156	\$804.79	\$11,245,307
Lawn and Garden (16)	137	\$669.93	\$9,360,890
Moving/Storage/Freight Express	128	\$76.74	\$1,072,289
Housekeeping Supplies (17)	132	\$1,022.48	\$14,287,124
Insurance			
Owners and Renters Insurance	137	\$821.85	\$11,483,737
Vehicle Insurance	129	\$2,327.11	\$32,516,774
Life/Other Insurance	138	\$746.20	\$10,426,615
Health Insurance	133	\$4,930.36	\$68,891,939
Personal Care Products (18)	133	\$665.05	\$9,292,720
School Books and Supplies (19)	136	\$200.86	\$2,806,607
Smoking Products	109	\$436.59	\$6,100,532
Transportation			
Payments on Vehicles excluding Leases	135	\$3,491.97	\$48,793,260
Gasoline and Motor Oil	129	\$3,053.68	\$42,669,122
Vehicle Maintenance and Repairs	131	\$1,519.10	\$21,226,426
Travel			
Airline Fares	142	\$852.98	\$11,918,705
Lodging on Trips	141	\$916.90	\$12,811,881
Auto/Truck Rental on Trips	143	\$41.25	\$576,444
Food and Drink on Trips	140	\$803.29	\$11,224,332

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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.

2431 Dupont Pky
 2431 Dupont Pky, Middletown, Delaware, 19709
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.49729
 Longitude: -75.65078

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	49		188		950							
Total Employees:	364		1,663		11,403							
Total Residential Population:	1,509		13,349		42,878							
Employee/Residential Population Ratio (per 100 Residents)	24		12		27							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	10.2%	17	4.7%	14	7.4%	53	3.2%	36	3.8%	145	1.3%
Construction	11	22.4%	45	12.4%	36	19.1%	155	9.3%	113	11.9%	786	6.9%
Manufacturing	1	2.0%	1	0.3%	2	1.1%	5	0.3%	16	1.7%	657	5.8%
Transportation	1	2.0%	11	3.0%	4	2.1%	83	5.0%	17	1.8%	289	2.5%
Communication	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.5%	13	0.1%
Utility	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.2%	41	0.4%
Wholesale Trade	1	2.0%	7	1.9%	5	2.7%	28	1.7%	23	2.4%	336	2.9%
Retail Trade Summary	9	18.4%	51	14.0%	34	18.1%	196	11.8%	214	22.5%	3,285	28.8%
Home Improvement	1	2.0%	5	1.4%	2	1.1%	14	0.8%	12	1.3%	176	1.5%
General Merchandise Stores	1	2.0%	4	1.1%	3	1.6%	11	0.7%	17	1.8%	160	1.4%
Food Stores	1	2.0%	13	3.6%	4	2.1%	43	2.6%	26	2.7%	250	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.0%	1	0.3%	3	1.6%	8	0.5%	13	1.4%	79	0.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.5%	14	0.1%
Furniture & Home Furnishings	0	0.0%	0	0.0%	2	1.1%	5	0.3%	15	1.6%	46	0.4%
Eating & Drinking Places	3	6.1%	21	5.8%	9	4.8%	73	4.4%	68	7.2%	1,049	9.2%
Miscellaneous Retail	3	6.1%	8	2.2%	11	5.9%	43	2.6%	58	6.1%	1,512	13.3%
Finance, Insurance, Real Estate Summary	2	4.1%	18	4.9%	11	5.9%	99	6.0%	71	7.5%	512	4.5%
Banks, Savings & Lending Institutions	1	2.0%	7	1.9%	3	1.6%	40	2.4%	18	1.9%	147	1.3%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	1	0.1%	9	0.9%	28	0.2%
Insurance Carriers & Agents	0	0.0%	0	0.0%	2	1.1%	5	0.3%	12	1.3%	59	0.5%
Real Estate, Holding, Other Investment Offices	1	2.0%	10	2.7%	6	3.2%	52	3.1%	32	3.4%	277	2.4%
Services Summary	18	36.7%	200	54.9%	72	38.3%	985	59.2%	393	41.4%	4,721	41.4%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.3%	23	0.2%
Automotive Services	2	4.1%	4	1.1%	5	2.7%	18	1.1%	21	2.2%	88	0.8%
Motion Pictures & Amusements	2	4.1%	73	20.1%	7	3.7%	194	11.7%	33	3.5%	378	3.3%
Health Services	1	2.0%	11	3.0%	5	2.7%	79	4.8%	52	5.5%	620	5.4%
Legal Services	0	0.0%	1	0.3%	1	0.5%	16	1.0%	12	1.3%	81	0.7%
Education Institutions & Libraries	0	0.0%	31	8.5%	5	2.7%	381	22.9%	33	3.5%	2,004	17.6%
Other Services	13	26.5%	80	22.0%	48	25.5%	296	17.8%	239	25.2%	1,528	13.4%
Government	1	2.0%	13	3.6%	4	2.1%	44	2.6%	18	1.9%	415	3.6%
Unclassified Establishments	1	2.0%	1	0.3%	7	3.7%	15	0.9%	43	4.5%	204	1.8%
Totals	49	100.0%	364	100.0%	188	100.0%	1,663	100.0%	950	100.0%	11,403	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	0	0.0%	0	0.0%	1	0.5%	1	0.1%	3	0.3%	7	0.1%
Mining	1	2.0%	2	0.5%	2	1.1%	8	0.5%	3	0.3%	15	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	39	0.3%
Construction	12	24.5%	47	12.9%	39	20.7%	162	9.7%	118	12.4%	802	7.0%
Manufacturing	1	2.0%	1	0.3%	3	1.6%	8	0.5%	19	2.0%	659	5.8%
Wholesale Trade	1	2.0%	7	1.9%	5	2.7%	28	1.7%	22	2.3%	334	2.9%
Retail Trade	5	10.2%	27	7.4%	22	11.7%	109	6.6%	138	14.5%	2,191	19.2%
Motor Vehicle & Parts Dealers	1	2.0%	1	0.3%	3	1.6%	5	0.3%	11	1.2%	60	0.5%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.5%	2	0.1%	9	0.9%	32	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.5%	2	0.1%	4	0.4%	11	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.0%	5	1.4%	2	1.1%	14	0.8%	11	1.2%	174	1.5%
Food & Beverage Stores	1	2.0%	11	3.0%	3	1.6%	36	2.2%	27	2.8%	246	2.2%
Health & Personal Care Stores	1	2.0%	5	1.4%	2	1.1%	27	1.6%	14	1.5%	117	1.0%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	3	0.2%	2	0.2%	18	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.6%	17	0.1%
Sport Goods, Hobby, Book, & Music Stores	1	2.0%	1	0.3%	2	1.1%	3	0.2%	11	1.2%	45	0.4%
General Merchandise Stores	1	2.0%	4	1.1%	3	1.6%	11	0.7%	17	1.8%	160	1.4%
Miscellaneous Store Retailers	1	2.0%	1	0.3%	3	1.6%	6	0.4%	18	1.9%	78	0.7%
Nonstore Retailers	1	2.0%	0	0.0%	2	1.1%	0	0.0%	8	0.8%	1,233	10.8%
Transportation & Warehousing	1	2.0%	11	3.0%	4	2.1%	83	5.0%	15	1.6%	276	2.4%
Information	0	0.0%	5	1.4%	2	1.1%	18	1.1%	15	1.6%	124	1.1%
Finance & Insurance	1	2.0%	8	2.2%	5	2.7%	47	2.8%	39	4.1%	235	2.1%
Central Bank/Credit Intermediation & Related Activities	1	2.0%	7	1.9%	3	1.6%	40	2.4%	18	1.9%	147	1.3%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	0	0.0%	1	0.1%	9	0.9%	28	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%	2	1.1%	5	0.3%	12	1.3%	59	0.5%
Real Estate, Rental & Leasing	1	2.0%	5	1.4%	6	3.2%	39	2.3%	35	3.7%	221	1.9%
Professional, Scientific & Tech Services	4	8.2%	28	7.7%	17	9.0%	112	6.7%	90	9.5%	520	4.6%
Legal Services	0	0.0%	1	0.3%	1	0.5%	16	1.0%	12	1.3%	81	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.2%	31	0.3%
Administrative & Support & Waste Management & Remediation	4	8.2%	15	4.1%	17	9.0%	59	3.5%	55	5.8%	199	1.7%
Educational Services	1	2.0%	33	9.1%	7	3.7%	391	23.5%	39	4.1%	2,025	17.8%
Health Care & Social Assistance	2	4.1%	36	9.9%	9	4.8%	169	10.2%	75	7.9%	1,077	9.4%
Arts, Entertainment & Recreation	2	4.1%	75	20.6%	6	3.2%	193	11.6%	26	2.7%	353	3.1%
Accommodation & Food Services	3	6.1%	23	6.3%	11	5.9%	85	5.1%	75	7.9%	1,101	9.7%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.3%	23	0.2%
Food Services & Drinking Places	3	6.1%	23	6.3%	11	5.9%	84	5.1%	72	7.6%	1,078	9.5%
Other Services (except Public Administration)	7	14.3%	24	6.6%	23	12.2%	94	5.7%	120	12.6%	579	5.1%
Automotive Repair & Maintenance	1	2.0%	3	0.8%	4	2.1%	15	0.9%	18	1.9%	79	0.7%
Public Administration	1	2.0%	13	3.6%	4	2.1%	44	2.6%	18	1.9%	411	3.6%
Unclassified Establishments	1	2.0%	1	0.3%	7	3.7%	15	0.9%	43	4.5%	204	1.8%
Total	49	100.0%	364	100.0%	188	100.0%	1,663	100.0%	950	100.0%	11,403	100.0%

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