

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.8338/-75.5414

Market Square Wilmington, DE 19803		3 mi radius		5 mi radius		10 mi radius	
Population							
Estimated Population (2023)	43,703		119,835		518,695		
Projected Population (2028)	44,110		120,860		524,230		
Census Population (2020)	43,679		119,768		516,275		
Census Population (2010)	42,914		114,652		503,690		
Projected Annual Growth (2023 to 2028)	407	0.2%	1,024	0.2%	5,535	0.2%	
Historical Annual Growth (2020 to 2023)	24	-	67	-	2,420	0.2%	
Historical Annual Growth (2010 to 2020)	765	0.6%	5,116	1.5%	12,585	0.8%	
Estimated Population Density (2023)	1,546	psm	1,527	psm	1,652	psm	
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi	
Households							
Estimated Households (2023)	17,445		48,521		206,097		
Projected Households (2028)	17,907		49,775		211,787		
Census Households (2020)	17,225		47,888		202,675		
Census Households (2010)	17,047		45,578		193,095		
Estimated Households with Children (2023)	4,941	28.3%	13,553	27.9%	58,873	28.6%	
Estimated Average Household Size (2023)	2.47		2.42		2.43		
Average Household Income							
Estimated Average Household Income (2023)	\$190,485		\$164,254		\$135,997		
Projected Average Household Income (2028)	\$198,336		\$171,646		\$141,963		
Estimated Average Family Income (2023)	\$226,213		\$201,650		\$168,917		
Median Household Income							
Estimated Median Household Income (2023)	\$141,004		\$123,510		\$101,180		
Projected Median Household Income (2028)	\$143,938		\$126,402		\$103,710		
Estimated Median Family Income (2023)	\$169,786		\$157,302		\$133,758		
Per Capita Income							
Estimated Per Capita Income (2023)	\$76,134		\$66,803		\$54,385		
Projected Per Capita Income (2028)	\$80,615		\$70,986		\$57,697		
Estimated Per Capita Income 5 Year Growth	\$4,481	5.9%	\$4,183	6.3%	\$3,312	6.1%	
Estimated Average Household Net Worth (2023)	\$1,387,914		\$1,241,681		\$1,064,680		
Daytime Demos (2023)							
Total Businesses	1,997		5,631		24,645		
Total Employees	24,716		65,137		288,171		
Company Headquarter Businesses	96	4.8%	274	4.9%	1,176	4.8%	
Company Headquarter Employees	4,162	16.8%	13,211	20.3%	56,187	19.5%	
Employee Population per Business	12.4		11.6		11.7		
Residential Population per Business	21.9		21.3		21.0		

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Race & Ethnicity

White (2023)	34,205	78.3%	86,594	72.3%	326,266	62.9%
Black or African American (2023)	2,928	6.7%	16,671	13.9%	115,234	22.2%
American Indian or Alaska Native (2023)	73	0.2%	188	0.2%	1,277	0.2%
Asian (2023)	4,550	10.4%	10,266	8.6%	32,151	6.2%
Hawaiian or Pacific Islander (2023)	10	-	25	-	113	-
Other Race (2023)	284	0.6%	1,413	1.2%	17,440	3.4%
Two or More Races (2023)	1,653	3.8%	4,677	3.9%	26,215	5.1%
Not Hispanic or Latino Population (2023)	42,167	96.5%	114,621	95.6%	472,600	91.1%
Hispanic or Latino Population (2023)	1,536	3.5%	5,214	4.4%	46,095	8.9%
Not Hispanic or Latino Population (2028)	42,559	96.5%	115,643	95.7%	477,668	91.1%
Hispanic or Latino Population (2028)	1,551	3.5%	5,217	4.3%	46,563	8.9%
Not Hispanic or Latino Population (2020)	42,193	96.6%	114,558	95.7%	466,011	90.3%
Hispanic or Latino Population (2020)	1,487	3.4%	5,210	4.3%	50,264	9.7%
Not Hispanic or Latino Population (2010)	41,994	97.9%	111,395	97.2%	463,706	92.1%
Hispanic or Latino Population (2010)	920	2.1%	3,257	2.8%	39,984	7.9%
Projected Hispanic Annual Growth (2023 to 2028)	14	0.2%	3	-	467	0.2%
Historic Hispanic Annual Growth (2010 to 2023)	616	5.1%	1,957	4.6%	6,111	1.2%

Age Distribution (2023)

Age Under 5	1,975	4.5%	5,609	4.7%	27,138	5.2%
Age 5 to 9 Years	2,645	6.1%	6,723	5.6%	29,810	5.7%
Age 10 to 14 Years	2,563	5.9%	6,904	5.8%	31,151	6.0%
Age 15 to 19 Years	2,142	4.9%	6,083	5.1%	33,549	6.5%
Age 20 to 24 Years	1,468	3.4%	4,879	4.1%	32,329	6.2%
Age 25 to 29 Years	1,865	4.3%	5,948	5.0%	32,588	6.3%
Age 30 to 34 Years	2,394	5.5%	7,188	6.0%	34,023	6.6%
Age 35 to 39 Years	2,756	6.3%	7,631	6.4%	31,881	6.1%
Age 40 to 44 Years	2,815	6.4%	7,723	6.4%	30,659	5.9%
Age 45 to 49 Years	2,555	5.8%	6,991	5.8%	28,793	5.6%
Age 50 to 54 Years	2,986	6.8%	8,227	6.9%	33,839	6.5%
Age 55 to 59 Years	3,416	7.8%	9,231	7.7%	37,083	7.1%
Age 60 to 64 Years	3,461	7.9%	9,494	7.9%	36,801	7.1%
Age 65 to 74 Years	5,990	13.7%	15,555	13.0%	56,850	11.0%
Age 75 to 84 Years	3,254	7.4%	8,167	6.8%	29,077	5.6%
Age 85 Years or Over	1,418	3.2%	3,483	2.9%	13,122	2.5%
Median Age	46.7		45.4		40.7	

Gender Age Distribution (2023)

Female Population	22,453	51.4%	61,308	51.2%	267,530	51.6%
Age 0 to 19 Years	4,516	20.1%	12,279	20.0%	59,877	22.4%
Age 20 to 64 Years	12,069	53.8%	34,002	55.5%	151,552	56.6%
Age 65 Years or Over	5,868	26.1%	15,027	24.5%	56,101	21.0%
Female Median Age	48.1		46.8		42.3	
Male Population	21,250	48.6%	58,527	48.8%	251,165	48.4%
Age 0 to 19 Years	4,809	22.6%	13,039	22.3%	61,771	24.6%
Age 20 to 64 Years	11,648	54.8%	33,310	56.9%	146,447	58.3%
Age 65 Years or Over	4,794	22.6%	12,178	20.8%	42,947	17.1%
Male Median Age	45.3		44.0		39.2	

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Household Income Distribution (2023)

HH Income \$200,000 or More	5,088	29.2%	11,885	24.5%	36,822	17.9%
HH Income \$150,000 to \$199,999	2,305	13.2%	6,198	12.8%	21,625	10.5%
HH Income \$100,000 to \$149,999	3,100	17.8%	8,018	16.5%	33,363	16.2%
HH Income \$75,000 to \$99,999	2,012	11.5%	5,377	11.1%	23,974	11.6%
HH Income \$50,000 to \$74,999	1,883	10.8%	5,851	12.1%	28,943	14.0%
HH Income \$35,000 to \$49,999	964	5.5%	3,309	6.8%	17,659	8.6%
HH Income \$25,000 to \$34,999	815	4.7%	2,605	5.4%	13,108	6.4%
HH Income \$15,000 to \$24,999	608	3.5%	2,334	4.8%	12,272	6.0%
HH Income Under \$15,000	669	3.8%	2,944	6.1%	18,331	8.9%
HH Income \$35,000 or More	15,352	88.0%	40,638	83.8%	162,386	78.8%
HH Income \$75,000 or More	12,505	71.7%	31,478	64.9%	115,784	56.2%

Housing (2023)

Total Housing Units	18,024		51,227		222,613	
Housing Units Occupied	17,445	96.8%	48,521	94.7%	206,097	92.6%
Housing Units Owner-Occupied	14,665	84.1%	37,659	77.6%	138,918	67.4%
Housing Units, Renter-Occupied	2,779	15.9%	10,861	22.4%	67,180	32.6%
Housing Units, Vacant	580	3.3%	2,707	5.6%	16,515	8.0%

Marital Status (2023)

Never Married	9,922	27.2%	28,539	28.4%	163,075	37.9%
Currently Married	19,426	53.2%	51,852	51.5%	182,559	42.4%
Separated	1,239	3.4%	3,847	3.8%	16,575	3.8%
Widowed	2,932	8.0%	7,931	7.9%	27,747	6.4%
Divorced	3,001	8.2%	8,431	8.4%	40,641	9.4%

Household Type (2023)

Population Family	36,935	84.5%	98,168	81.9%	404,900	78.1%
Population Non-Family	6,143	14.1%	19,016	15.9%	95,794	18.5%
Population Group Quarters	625	1.4%	2,650	2.2%	18,001	3.5%
Family Households	12,259	70.3%	32,413	66.8%	129,543	62.9%
Non-Family Households	5,186	29.7%	16,107	33.2%	76,554	37.1%
Married Couple with Children	4,059	20.9%	10,226	19.7%	36,607	20.1%
Average Family Household Size	3.0		3.0		3.1	

Household Size (2023)

1 Person Households	4,434	25.4%	13,841	28.5%	63,289	30.7%
2 Person Households	6,637	38.0%	17,635	36.3%	69,956	33.9%
3 Person Households	2,564	14.7%	7,064	14.6%	30,682	14.9%
4 Person Households	2,400	13.8%	6,191	12.8%	24,777	12.0%
5 Person Households	1,006	5.8%	2,657	5.5%	11,244	5.5%
6 or More Person Households	403	2.3%	1,132	2.3%	6,149	3.0%

Household Vehicles (2023)

Households with 0 Vehicles Available	842	4.8%	2,941	6.1%	19,047	9.2%
Households with 1 Vehicles Available	4,911	28.2%	15,528	32.0%	74,815	36.3%
Households with 2 or More Vehicles Available	11,692	67.0%	30,051	61.9%	112,236	54.5%
Total Vehicles Available	33,603		88,508		346,675	
Average Vehicles Per Household	1.9		1.8		1.7	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	36,005		99,195		424,123	
Estimated Civilian Employed	21,637	60.1%	58,814	59.3%	259,767	61.2%
Estimated Civilian Unemployed	645	1.8%	1,648	1.7%	11,798	2.8%
Estimated in Armed Forces	97	0.3%	138	0.1%	524	0.1%
Estimated Not in Labor Force	13,625	37.8%	38,595	38.9%	152,033	35.8%
Unemployment Rate	1.8%		1.7%		2.8%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	21,637		58,814		259,760	
Management, Business, Financial Operations	4,686	21.7%	12,967	22.0%	51,118	19.7%
Professional, Related	7,859	36.3%	19,866	33.8%	74,497	28.7%
Service	2,221	10.3%	6,699	11.4%	39,446	15.2%
Sales, Office	3,796	17.5%	10,715	18.2%	50,744	19.5%
Farming, Fishing, Forestry	73	0.3%	106	0.2%	1,101	0.4%
Construct, Extraction, Maintenance	1,348	6.2%	3,426	5.8%	16,765	6.5%
Production, Transport Material Moving	1,654	7.6%	5,034	8.6%	26,090	10.0%
White Collar Workers	16,341	75.5%	43,549	74.0%	176,358	67.9%
Blue Collar Workers	5,296	24.5%	15,265	26.0%	83,402	32.1%

Consumer Expenditure (2023)

Total Household Expenditure	\$2 B		\$4.95 B		\$18.11 B	
Total Non-Retail Expenditure	\$1.07 B	53.4%	\$2.64 B	53.4%	\$9.64 B	53.2%
Total Retail Expenditure	\$931.13 M	46.6%	\$2.31 B	46.6%	\$8.47 B	46.8%
Apparel	\$72.44 M	3.6%	\$178.83 M	3.6%	\$650.64 M	3.6%
Contributions	\$74.51 M	3.7%	\$181.45 M	3.7%	\$641.35 M	3.5%
Education	\$73.84 M	3.7%	\$178.95 M	3.6%	\$625.11 M	3.5%
Entertainment	\$118.09 M	5.9%	\$290.61 M	5.9%	\$1.05 B	5.8%
Food and Beverages	\$284.51 M	14.2%	\$707.95 M	14.3%	\$2.62 B	14.4%
Furnishings and Equipment	\$72.72 M	3.6%	\$179.06 M	3.6%	\$649.29 M	3.6%
Gifts	\$57.74 M	2.9%	\$139.68 M	2.8%	\$492.39 M	2.7%
Health Care	\$160.44 M	8.0%	\$399.87 M	8.1%	\$1.48 B	8.2%
Household Operations	\$82.1 M	4.1%	\$202.23 M	4.1%	\$731.14 M	4.0%
Miscellaneous Expenses	\$38.42 M	1.9%	\$95 M	1.9%	\$346.39 M	1.9%
Personal Care	\$26.72 M	1.3%	\$66.2 M	1.3%	\$242.71 M	1.3%
Personal Insurance	\$15.87 M	0.8%	\$38.64 M	0.8%	\$136.89 M	0.8%
Reading	\$4.49 M	0.2%	\$11.1 M	0.2%	\$40.25 M	0.2%
Shelter	\$417.3 M	20.9%	\$1.04 B	21.0%	\$3.81 B	21.0%
Tobacco	\$9.28 M	0.5%	\$24.03 M	0.5%	\$94.75 M	0.5%
Transportation	\$355.57 M	17.8%	\$881.62 M	17.8%	\$3.24 B	17.9%
Utilities	\$133.55 M	6.7%	\$335.59 M	6.8%	\$1.26 B	7.0%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	32,910		89,638		364,718	
Elementary (Grade Level 0 to 8)	367	1.1%	1,171	1.3%	8,286	2.3%
Some High School (Grade Level 9 to 11)	754	2.3%	2,879	3.2%	15,608	4.3%
High School Graduate	6,079	18.5%	18,902	21.1%	98,143	26.9%
Some College	3,790	11.5%	12,182	13.6%	56,729	15.6%
Associate Degree Only	2,591	7.9%	7,131	8.0%	26,407	7.2%
Bachelor Degree Only	9,694	29.5%	24,724	27.6%	89,231	24.5%
Graduate Degree	9,633	29.3%	22,649	25.3%	70,314	19.3%

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Units In Structure (2023)

1 Detached Unit	12,304	72.2%	30,227	66.3%	102,649	53.2%
1 Attached Unit	2,710	15.9%	7,859	17.2%	50,938	26.4%
2 to 4 Units	320	1.9%	1,585	3.5%	12,162	6.3%
5 to 9 Units	388	2.3%	2,037	4.5%	9,647	5.0%
10 to 19 Units	494	2.9%	2,183	4.8%	9,517	4.9%
20 to 49 Units	338	2.0%	1,298	2.8%	6,128	3.2%
50 or More Units	649	3.8%	2,714	6.0%	12,740	6.6%
Mobile Home or Trailer	219	1.3%	541	1.2%	1,947	1.0%
Other Structure	23	0.1%	77	0.2%	370	0.2%

Homes Built By Year (2023)

Homes Built 2010 or later	926	5.4%	2,738	6.0%	11,538	6.0%
Homes Built 2000 to 2009	1,885	11.1%	5,336	11.7%	16,772	8.7%
Homes Built 1990 to 1999	2,500	14.7%	5,802	12.7%	20,070	10.4%
Homes Built 1980 to 1989	1,562	9.2%	5,259	11.5%	22,947	11.9%
Homes Built 1970 to 1979	2,515	14.8%	6,692	14.7%	27,327	14.2%
Homes Built 1960 to 1969	3,347	19.6%	7,897	17.3%	26,759	13.9%
Homes Built 1950 to 1959	3,165	18.6%	8,236	18.1%	32,321	16.7%
Homes Built Before 1949	1,545	9.1%	6,561	14.4%	48,363	25.0%

Home Values (2023)

Home Values \$1,000,000 or More	174	1.2%	720	1.9%	3,013	2.2%
Home Values \$500,000 to \$999,999	3,409	23.2%	8,696	23.1%	28,597	20.6%
Home Values \$400,000 to \$499,999	3,536	24.1%	6,926	18.4%	20,620	14.8%
Home Values \$300,000 to \$399,999	4,422	30.2%	9,429	25.0%	25,946	18.7%
Home Values \$200,000 to \$299,999	2,114	14.4%	7,424	19.7%	29,589	21.3%
Home Values \$150,000 to \$199,999	307	2.1%	1,831	4.9%	11,982	8.6%
Home Values \$100,000 to \$149,999	209	1.4%	1,146	3.0%	7,830	5.6%
Home Values \$70,000 to \$99,999	99	0.7%	446	1.2%	4,181	3.0%
Home Values \$50,000 to \$69,999	114	0.8%	236	0.6%	2,528	1.8%
Home Values \$25,000 to \$49,999	174	1.2%	315	0.8%	2,032	1.5%
Home Values Under \$25,000	109	0.7%	490	1.3%	2,601	1.9%
Owner-Occupied Median Home Value	\$421,633		\$401,375		\$347,665	
Renter-Occupied Median Rent	\$1,305		\$1,191		\$1,114	

Transportation To Work (2023)

Drive to Work Alone	12,860	59.4%	37,218	63.3%	164,845	63.5%
Drive to Work in Carpool	772	3.6%	2,524	4.3%	14,548	5.6%
Travel to Work by Public Transportation	367	1.7%	1,280	2.2%	7,492	2.9%
Drive to Work on Motorcycle	2	-	6	-	69	-
Walk or Bicycle to Work	175	0.8%	679	1.2%	6,469	2.5%
Other Means	252	1.2%	610	1.0%	3,022	1.2%
Work at Home	7,209	33.3%	16,496	28.0%	63,316	24.4%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	3,789	17.5%	10,443	17.8%	54,311	20.9%
Travel to Work in 15 to 29 Minutes	5,801	26.8%	16,636	28.3%	79,031	30.4%
Travel to Work in 30 to 59 Minutes	3,931	18.2%	12,592	21.4%	51,750	19.9%
Travel to Work in 60 Minutes or More	907	4.2%	2,647	4.5%	11,352	4.4%
Average Minutes Travel to Work	21.5		22.2		21.2	