

Expanded Profile

2010-2020 Census, 2025 Estimates with 2030 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 (2025)	44,004	121,162	537,108
Projected Population (2030)	43,928	120,501	537,750
Census Population (2020)	43,679	119,768	516,275
Census Population (2010)	42,914	114,652	503,690
Projected Annual Growth (2025 to 2030)	-76 -	-661 -0.1%	642 -
Historical Annual Growth (2020 to 2025)	325 0.1%	1,394 0.2%	20,833 0.8%
Historical Annual Growth (2010 to 2020)	765 0.4%	5,116 0.9%	12,585 0.5%
Estimated Population Density (2025)	1,557 psm	1,543 psm	1,710 psm
Trade Area Size	28.3 sq mi	78.5 sq mi	314.0 sq mi
Households			
Estimated Households (2025)	17,365	49,034	213,171
Projected Households (2030)	17,591	49,503	217,042
Census Households (2020)	17,225	47,888	202,675
Census Households (2010)	17,047	45,578	193,095
Estimated Households with Children (2025)	4,861 28.0%	12,982 26.5%	61,005 28.6%
Estimated Average Household Size (2025)	2.50	2.41	2.42
Average Household Income			
Estimated Average Household Income (2025)	\$202,577	\$173,923	\$139,900
Projected Average Household Income (2030)	\$199,255	\$171,005	\$137,491
Estimated Average Family Income (2025)	\$254,423	\$224,653	\$174,922
Median Household Income			
Estimated Median Household Income (2025)	\$151,884	\$129,558	\$103,923
Projected Median Household Income (2030)	\$150,838	\$128,684	\$102,943
Estimated Median Family Income (2025)	\$186,708	\$168,533	\$134,917
Per Capita Income			
Estimated Per Capita Income (2025)	\$80,034	\$70,474	\$55,775
Projected Per Capita Income (2030)	\$79,883	\$70,339	\$55,743
Estimated Per Capita Income 5 Year Growth	-\$151 -0.2%	-\$135 -0.2%	-\$32 -
Estimated Average Household Net Worth (2025)	\$2,562,307	\$2,099,957	\$1,506,724
Daytime Demos (2025)			
Total Businesses	2,070	5,716	25,453
Total Employees	24,990	64,371	293,150
Company Headquarter Businesses	94 4.5%	265 4.6%	1,180 4.6%
Company Headquarter Employees	4,114 16.5%	13,099 20.3%	56,766 19.4%
Employee Population per Business	12.1	11.3	11.5
Residential Population per Business	21.3	21.2	21.1

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Race & Ethnicity

White (2025)	34,182	77.7%	87,034	71.8%	336,656	62.7%
Black or African American (2025)	3,162	7.2%	17,016	14.0%	124,121	23.1%
American Indian or Alaska Native (2025)	72	0.2%	188	0.2%	1,369	0.3%
Asian (2025)	4,553	10.3%	10,563	8.7%	26,853	5.0%
Hawaiian or Pacific Islander (2025)	10	-	26	-	121	-
Other Race (2025)	475	1.1%	1,840	1.5%	19,001	3.5%
Two or More Races (2025)	1,549	3.5%	4,493	3.7%	28,987	5.4%
Not Hispanic or Latino Population (2025)	42,178	95.9%	115,277	95.1%	486,600	90.6%
Hispanic or Latino Population (2025)	1,826	4.1%	5,885	4.9%	50,508	9.4%
Not Hispanic or Latino Population (2030)	41,687	94.9%	113,643	94.3%	485,490	90.3%
Hispanic or Latino Population (2030)	2,241	5.1%	6,859	5.7%	52,260	9.7%
Not Hispanic or Latino Population (2020)	42,172	96.5%	114,717	95.8%	464,654	90.0%
Hispanic or Latino Population (2020)	1,508	3.5%	5,051	4.2%	51,622	10.0%
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 (2025 to 2030)	416	4.6%	974	3.3%	1,752	0.7%
Historic Hispanic Annual Growth (2010 to 2025)	905	6.6%	2,628	5.4%	10,524	1.8%

Age Distribution (2025)

Age Under 5	2,085	4.7%	5,740	4.7%	28,083	5.2%
Age 5 to 9 Years	2,402	5.5%	6,386	5.3%	30,991	5.8%
Age 10 to 14 Years	2,755	6.3%	7,139	5.9%	32,580	6.1%
Age 15 to 19 Years	2,739	6.2%	7,125	5.9%	37,709	7.0%
Age 20 to 24 Years	1,724	3.9%	5,000	4.1%	32,126	6.0%
Age 25 to 29 Years	1,685	3.8%	5,786	4.8%	32,816	6.1%
Age 30 to 34 Years	2,207	5.0%	7,293	6.0%	36,339	6.8%
Age 35 to 39 Years	2,545	5.8%	7,546	6.2%	35,303	6.6%
Age 40 to 44 Years	2,796	6.4%	7,426	6.1%	33,389	6.2%
Age 45 to 49 Years	2,563	5.8%	6,832	5.6%	29,644	5.5%
Age 50 to 54 Years	2,868	6.5%	7,851	6.5%	32,284	6.0%
Age 55 to 59 Years	3,082	7.0%	8,388	6.9%	34,597	6.4%
Age 60 to 64 Years	3,280	7.5%	8,993	7.4%	36,560	6.8%
Age 65 to 74 Years	5,952	13.5%	15,791	13.0%	59,130	11.0%
Age 75 to 84 Years	3,792	8.6%	9,868	8.1%	32,463	6.0%
Age 85 Years or Over	1,529	3.5%	3,999	3.3%	13,092	2.4%
Median Age	46.7		45.8		40.6	

Gender Age Distribution (2025)

Female Population	22,453	51.0%	61,584	50.8%	268,257	49.9%
Age 0 to 19 Years	4,868	21.7%	12,892	20.9%	60,751	22.6%
Age 20 to 64 Years	11,537	51.4%	32,603	52.9%	151,472	56.5%
Age 65 Years or Over	6,047	26.9%	16,089	26.1%	56,035	20.9%
Female Median Age	47.6		47.0		42.1	
Male Population	21,551	49.0%	59,578	49.2%	268,851	50.1%
Age 0 to 19 Years	5,113	23.7%	13,497	22.7%	68,613	25.5%
Age 20 to 64 Years	11,213	52.0%	32,512	54.6%	151,587	56.4%
Age 65 Years or Over	5,225	24.2%	13,569	22.8%	48,650	18.1%
Male Median Age	45.7		44.5		39.1	

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Household Income Distribution (2025)

HH Income \$200,000 or More	5,800	33.4%	13,166	26.9%	39,078	18.3%
HH Income \$150,000 to \$199,999	2,315	13.3%	5,574	11.4%	21,926	10.3%
HH Income \$100,000 to \$149,999	3,407	19.6%	9,112	18.6%	37,556	17.6%
HH Income \$75,000 to \$99,999	1,675	9.6%	5,006	10.2%	25,059	11.8%
HH Income \$50,000 to \$74,999	1,816	10.5%	5,943	12.1%	30,630	14.4%
HH Income \$35,000 to \$49,999	641	3.7%	3,194	6.5%	17,943	8.4%
HH Income \$25,000 to \$34,999	758	4.4%	2,635	5.4%	13,372	6.3%
HH Income \$15,000 to \$24,999	399	2.3%	1,862	3.8%	10,745	5.0%
HH Income Under \$15,000	553	3.2%	2,542	5.2%	16,861	7.9%
HH Income \$35,000 or More	15,654	90.2%	41,995	85.6%	172,192	80.8%
HH Income \$75,000 or More	13,197	76.0%	32,858	67.0%	123,619	58.0%

Housing (2025)

Total Housing Units	17,915		50,628		221,415	
Housing Units Occupied	17,365	96.9%	49,034	96.9%	213,171	96.3%
Housing Units Owner-Occupied	14,605	84.1%	36,539	74.5%	135,061	63.4%
Housing Units, Renter-Occupied	2,760	15.9%	12,495	25.5%	78,110	36.6%
Housing Units, Vacant	550	3.2%	1,594	3.3%	8,244	3.9%

Marital Status (2025)

Never Married	10,069	27.4%	28,982	28.4%	170,880	38.4%
Currently Married	19,500	53.0%	52,258	51.3%	186,115	41.8%
Separated	1,253	3.4%	3,994	3.9%	17,506	3.9%
Widowed	2,935	8.0%	8,119	8.0%	28,823	6.5%
Divorced	3,004	8.2%	8,544	8.4%	42,130	9.5%

Household Type (2025)

Population Family	35,634	81.0%	93,502	77.2%	405,042	75.4%
Population Non-Family	7,745	17.6%	24,820	20.5%	111,217	20.7%
Population Group Quarters	624	1.4%	2,840	2.3%	20,849	3.9%
Family Households	11,310	65.1%	29,702	60.6%	129,008	60.5%
Non-Family Households	6,055	34.9%	19,332	39.4%	84,163	39.5%
Married Couple with Children	4,151	21.3%	10,223	19.6%	38,461	20.7%
Average Family Household Size	3.2		3.1		3.1	

Household Size (2025)

1 Person Households	5,119	29.5%	16,279	33.2%	68,895	32.3%
2 Person Households	5,262	30.3%	14,503	29.6%	66,038	31.0%
3 Person Households	2,636	15.2%	7,246	14.8%	31,976	15.0%
4 Person Households	2,788	16.1%	6,810	13.9%	26,998	12.7%
5 Person Households	1,088	6.3%	2,849	5.8%	12,080	5.7%
6 or More Person Households	472	2.7%	1,348	2.7%	7,183	3.4%

Household Vehicles (2025)

Households with 0 Vehicles Available	789	4.5%	3,270	6.7%	23,157	10.9%
Households with 1 Vehicles Available	4,731	27.2%	15,925	32.5%	80,021	37.5%
Households with 2 or More Vehicles Available	11,845	68.2%	29,839	60.9%	109,993	51.6%
Total Vehicles Available	33,417		88,748		347,123	
Average Vehicles Per Household	1.9		1.8		1.6	

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Labor Force (2025)

Estimated Labor Population Age 16 Years or Over	36,165		100,354		438,533	
Estimated Civilian Employed	21,717	60.0%	58,883	58.7%	261,488	59.6%
Estimated Civilian Unemployed	745	2.1%	1,711	1.7%	11,011	2.5%
Estimated in Armed Forces	78	0.2%	91	-	317	-
Estimated Not in Labor Force	13,625	37.7%	39,669	39.5%	165,717	37.8%
Unemployment Rate	2.1%		1.7%		2.5%	

Occupation (2025)

Occupation: Population Age 16 Years or Over	21,716		58,881		261,479	
Management, Business, Financial Operations	5,280	24.3%	14,074	23.9%	54,707	20.9%
Professional, Related Service	7,612	35.1%	19,228	32.7%	74,815	28.6%
Sales, Office	2,368	10.9%	7,278	12.4%	40,623	15.5%
Farming, Fishing, Forestry	3,595	16.6%	10,061	17.1%	46,511	17.8%
Construct, Extraction, Maintenance	25	0.1%	48	-	708	0.3%
Production, Transport Material Moving	1,267	5.8%	3,116	5.3%	16,616	6.4%
White Collar Workers	1,569	7.2%	5,076	8.6%	27,499	10.5%
Blue Collar Workers	16,486	75.9%	43,363	73.6%	176,033	67.3%
	5,230	24.1%	15,518	26.4%	85,446	32.7%

Consumer Expenditure (2025)

Total Household Expenditure	\$2.49 B		\$6.32 B		\$24.13 B	
Total Non-Retail Expenditure	\$1.32 B	53.1%	\$3.31 B	52.4%	\$12.42 B	51.5%
Total Retail Expenditure	\$1.17 B	46.9%	\$3.01 B	47.6%	\$11.71 B	48.5%
Alcoholic Beverages	\$15.28 M	0.6%	\$38.71 M	0.6%	\$148.4 M	0.6%
Apparel	\$44.51 M	1.8%	\$113.62 M	1.8%	\$442.02 M	1.8%
Contributions	\$85.69 M	3.4%	\$213.82 M	3.4%	\$796.06 M	3.3%
Education	\$59.33 M	2.4%	\$148.93 M	2.4%	\$560.89 M	2.3%
Entertainment	\$136.78 M	5.5%	\$349.85 M	5.5%	\$1.37 B	5.7%
Food Away From Home	\$106.83 M	4.3%	\$272.22 M	4.3%	\$1.06 B	4.4%
Grocery	\$130.73 M	5.2%	\$348.77 M	5.5%	\$1.46 B	6.1%
Health Care	\$124.72 M	5.0%	\$345.45 M	5.5%	\$1.44 B	6.0%
Household Furnishings and Equipment	\$65.4 M	2.6%	\$166.2 M	2.6%	\$640.86 M	2.7%
Household Operations	\$44.37 M	1.8%	\$113.56 M	1.8%	\$444.66 M	1.8%
Miscellaneous Expenses	\$41.49 M	1.7%	\$105.81 M	1.7%	\$410.15 M	1.7%
Personal Care	\$27.04 M	1.1%	\$71.2 M	1.1%	\$292.69 M	1.2%
Shelter	\$349.97 M	14.1%	\$920.9 M	14.6%	\$3.76 B	15.6%
Tax and Retirement	\$790.77 M	31.8%	\$1.9 B	30.1%	\$6.64 B	27.5%
Tobacco and Related	\$6.74 M	0.3%	\$20.08 M	0.3%	\$99.13 M	0.4%
Transportation	\$369.16 M	14.8%	\$939.43 M	14.9%	\$3.53 B	14.6%
Utilities	\$91.37 M	3.7%	\$245 M	3.9%	\$1.04 B	4.3%

Educational Attainment (2025)

Adult Population Age 25 Years or Over	32,299		89,773		375,618	
Elementary (Grade Level 0 to 8)	376	1.2%	1,161	1.3%	9,111	2.4%
Some High School (Grade Level 9 to 11)	814	2.5%	2,594	2.9%	16,131	4.3%
High School Graduate	5,746	17.8%	19,252	21.4%	100,106	26.7%
Some College	3,610	11.2%	12,315	13.7%	56,867	15.1%
Associate Degree Only	2,441	7.6%	6,765	7.5%	26,685	7.1%
Bachelor Degree Only	9,076	28.1%	24,183	26.9%	92,515	24.6%
Graduate Degree	10,236	31.7%	23,503	26.2%	74,202	19.8%

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Units In Structure (2025)

1 Detached Unit	11,743	68.9%	29,509	64.7%	102,498	53.1%
1 Attached Unit	2,778	16.3%	7,445	16.3%	49,185	25.5%
2 to 4 Units	392	2.3%	1,717	3.8%	13,417	6.9%
5 to 9 Units	375	2.2%	2,145	4.7%	10,662	5.5%
10 to 19 Units	486	2.9%	2,639	5.8%	12,898	6.7%
20 to 49 Units	413	2.4%	1,412	3.1%	7,184	3.7%
50 or More Units	844	5.0%	3,402	7.5%	15,001	7.8%
Mobile Home or Trailer	334	2.0%	766	1.7%	2,326	1.2%
Other Structure	-	-	-	-	-	-

Homes Built By Year (2025)

Homes Built 2010 or later	1,149	6.7%	3,657	8.0%	14,628	7.6%
Homes Built 2000 to 2009	1,821	10.7%	5,251	11.5%	16,730	8.7%
Homes Built 1990 to 1999	2,095	12.3%	4,684	10.3%	17,628	9.1%
Homes Built 1980 to 1989	1,611	9.4%	4,854	10.7%	23,451	12.1%
Homes Built 1970 to 1979	2,392	14.0%	7,149	15.7%	29,887	15.5%
Homes Built 1960 to 1969	4,138	24.3%	8,691	19.1%	28,004	14.5%
Homes Built 1950 to 1959	3,187	18.7%	8,799	19.3%	33,691	17.4%
Homes Built Before 1949	973	5.7%	5,949	13.1%	49,152	25.5%

Home Values (2025)

Home Values \$1,000,000 or More	600	4.1%	1,728	4.7%	5,429	4.0%
Home Values \$500,000 to \$999,999	4,804	32.9%	10,996	30.1%	36,342	26.9%
Home Values \$400,000 to \$499,999	3,793	26.0%	7,737	21.2%	21,010	15.6%
Home Values \$300,000 to \$399,999	3,731	25.5%	8,907	24.4%	25,465	18.9%
Home Values \$200,000 to \$299,999	847	5.8%	4,543	12.4%	24,320	18.0%
Home Values \$150,000 to \$199,999	269	1.8%	1,072	2.9%	9,173	6.8%
Home Values \$100,000 to \$149,999	114	0.8%	524	1.4%	4,844	3.6%
Home Values \$70,000 to \$99,999	138	0.9%	228	0.6%	2,893	2.1%
Home Values \$50,000 to \$69,999	53	0.4%	95	0.3%	1,498	1.1%
Home Values \$25,000 to \$49,999	125	0.9%	291	0.8%	1,695	1.3%
Home Values Under \$25,000	131	0.9%	420	1.1%	2,394	1.8%
Owner-Occupied Median Home Value	\$478,843		\$471,242		\$410,554	
Renter-Occupied Median Rent	\$1,480		\$1,339		\$1,248	

Transportation To Work (2025)

Drive to Work Alone	14,351	66.1%	40,438	68.7%	177,563	67.9%
Drive to Work in Carpool	1,484	6.8%	3,780	6.4%	20,316	7.8%
Travel to Work by Public Transportation	388	1.8%	1,590	2.7%	10,787	4.1%
Drive to Work on Motorcycle	36	0.2%	78	0.1%	407	0.2%
Walk or Bicycle to Work	269	1.2%	1,064	1.8%	8,340	3.2%
Other Means	201	0.9%	475	0.8%	2,500	1.0%
Work at Home	4,986	23.0%	11,457	19.5%	41,566	15.9%

Travel Time (2025)

Travel to Work in 14 Minutes or Less	3,544	16.3%	9,736	16.5%	53,492	20.5%
Travel to Work in 15 to 29 Minutes	7,223	33.3%	20,088	34.1%	88,273	33.8%
Travel to Work in 30 to 59 Minutes	4,535	20.9%	13,619	23.1%	61,543	23.5%
Travel to Work in 60 Minutes or More	1,428	6.6%	3,982	6.8%	16,604	6.4%
Average Minutes Travel to Work	22.7		23.2		22.6	