

23458 Sussex Hwy, Seaford, Delaware, 19973  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.65412  
 Longitude: -75.59516

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,081	17,051	26,615
2020 Total Population	3,503	18,557	29,276
2020 Group Quarters	218	258	277
2022 Total Population	3,588	18,783	29,660
2022 Group Quarters	218	258	277
2027 Total Population	3,967	19,807	31,332
2022-2027 Annual Rate	2.03%	1.07%	1.10%
2022 Total Daytime Population	6,925	21,450	29,107
Workers	4,813	11,294	13,020
Residents	2,112	10,156	16,087
<b>Household Summary</b>			
2010 Households	1,174	6,448	9,961
2010 Average Household Size	2.41	2.60	2.64
2020 Total Households	1,358	7,036	11,043
2020 Average Household Size	2.42	2.60	2.63
2022 Total Households	1,399	7,152	11,265
2022 Average Household Size	2.41	2.59	2.61
2027 Total Households	1,568	7,601	12,051
2027 Average Household Size	2.39	2.57	2.58
2022-2027 Annual Rate	2.31%	1.23%	1.36%
2010 Families	718	4,454	7,071
2010 Average Family Size	3.08	3.06	3.07
2022 Total Families	846	4,860	7,889
2022 Average Family Size	3.07	3.07	3.04
2027 Total Families	944	5,138	8,409
2027 Average Family Size	3.05	3.05	3.00
2022-2027 Annual Rate	2.22%	1.12%	1.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,158	6,372	9,442
Owner Occupied Housing Units	48.9%	65.9%	68.1%
Renter Occupied Housing Units	44.8%	26.9%	24.6%
Vacant Housing Units	6.3%	7.1%	7.3%
2010 Housing Units	1,307	7,152	10,993
Owner Occupied Housing Units	41.1%	61.9%	65.1%
Renter Occupied Housing Units	48.7%	28.3%	25.5%
Vacant Housing Units	10.2%	9.8%	9.4%
2020 Housing Units	1,482	7,660	11,978
Vacant Housing Units	8.4%	8.1%	7.8%
2022 Housing Units	1,531	7,809	12,256
Owner Occupied Housing Units	50.0%	67.8%	69.4%
Renter Occupied Housing Units	41.3%	23.8%	22.5%
Vacant Housing Units	8.6%	8.4%	8.1%
2027 Housing Units	1,715	8,360	13,214
Owner Occupied Housing Units	47.8%	66.7%	69.0%
Renter Occupied Housing Units	43.6%	24.2%	22.2%
Vacant Housing Units	8.6%	9.1%	8.8%
<b>Median Household Income</b>			
2022	\$52,162	\$65,532	\$62,488
2027	\$59,580	\$76,637	\$74,936
<b>Median Home Value</b>			
2022	\$218,814	\$219,187	\$224,045
2027	\$273,986	\$254,354	\$266,537
<b>Per Capita Income</b>			
2022	\$30,437	\$32,840	\$32,423
2027	\$34,682	\$37,705	\$37,775
<b>Median Age</b>			
2010	41.4	39.5	39.9
2022	39.4	40.8	40.2
2027	40.2	41.5	40.8

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	1,399	7,152	11,265
<\$15,000	20.0%	11.3%	11.1%
\$15,000 - \$24,999	9.9%	8.5%	8.5%
\$25,000 - \$34,999	7.1%	6.4%	7.6%
\$35,000 - \$49,999	10.9%	13.4%	13.9%
\$50,000 - \$74,999	16.3%	14.9%	15.2%
\$75,000 - \$99,999	7.6%	12.3%	12.0%
\$100,000 - \$149,999	15.2%	18.7%	18.0%
\$150,000 - \$199,999	8.7%	10.8%	10.2%
\$200,000+	4.1%	3.7%	3.5%
Average Household Income	\$77,654	\$86,812	\$84,850
<b>2027 Households by Income</b>			
Household Income Base	1,568	7,601	12,051
<\$15,000	18.7%	10.2%	9.9%
\$15,000 - \$24,999	8.7%	6.9%	6.8%
\$25,000 - \$34,999	6.4%	4.2%	5.5%
\$35,000 - \$49,999	9.0%	10.2%	11.9%
\$50,000 - \$74,999	15.4%	17.2%	16.0%
\$75,000 - \$99,999	10.1%	14.1%	12.6%
\$100,000 - \$149,999	18.7%	19.7%	20.0%
\$150,000 - \$199,999	8.2%	13.1%	13.0%
\$200,000+	4.9%	4.4%	4.3%
Average Household Income	\$87,359	\$98,872	\$97,627
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	766	5,297	8,507
<\$50,000	1.0%	6.6%	9.1%
\$50,000 - \$99,999	6.7%	5.5%	5.8%
\$100,000 - \$149,999	11.6%	9.5%	8.9%
\$150,000 - \$199,999	25.7%	21.5%	18.2%
\$200,000 - \$249,999	12.7%	18.1%	16.6%
\$250,000 - \$299,999	16.8%	15.6%	14.8%
\$300,000 - \$399,999	14.0%	10.6%	14.0%
\$400,000 - \$499,999	5.1%	6.9%	7.3%
\$500,000 - \$749,999	3.8%	3.8%	3.4%
\$750,000 - \$999,999	2.2%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$255,472	\$254,820	\$256,375
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	820	5,574	9,122
<\$50,000	0.7%	5.8%	7.9%
\$50,000 - \$99,999	4.0%	3.2%	3.3%
\$100,000 - \$149,999	6.3%	5.1%	4.6%
\$150,000 - \$199,999	18.8%	16.0%	12.8%
\$200,000 - \$249,999	11.5%	18.4%	16.2%
\$250,000 - \$299,999	18.0%	16.8%	15.5%
\$300,000 - \$399,999	17.9%	12.7%	17.2%
\$400,000 - \$499,999	8.2%	10.4%	11.8%
\$500,000 - \$749,999	8.0%	6.9%	6.2%
\$750,000 - \$999,999	6.0%	3.2%	2.6%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.1%	0.8%	0.9%
Average Home Value	\$328,841	\$316,270	\$320,371

**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.

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<b>2010 Population by Age</b>			
Total	3,083	17,048	26,614
0 - 4	8.2%	7.3%	7.3%
5 - 9	7.1%	7.1%	7.0%
10 - 14	6.3%	6.5%	6.4%
15 - 24	11.6%	12.4%	12.4%
25 - 34	10.9%	11.9%	11.5%
35 - 44	9.5%	11.8%	11.9%
45 - 54	11.4%	13.6%	13.9%
55 - 64	11.3%	12.9%	13.3%
65 - 74	7.9%	8.3%	9.1%
75 - 84	7.7%	5.3%	4.9%
85 +	7.9%	3.0%	2.3%
18 +	74.9%	75.1%	75.1%
<b>2022 Population by Age</b>			
Total	3,588	18,784	29,659
0 - 4	7.0%	6.3%	6.5%
5 - 9	7.0%	6.6%	6.8%
10 - 14	6.6%	6.6%	6.6%
15 - 24	11.2%	10.5%	10.7%
25 - 34	12.9%	12.7%	12.9%
35 - 44	11.4%	12.2%	11.9%
45 - 54	10.3%	11.3%	11.5%
55 - 64	12.1%	13.1%	13.1%
65 - 74	10.0%	11.6%	11.6%
75 - 84	6.8%	6.3%	6.1%
85 +	4.7%	2.7%	2.3%
18 +	75.9%	77.2%	76.7%
<b>2027 Population by Age</b>			
Total	3,967	19,808	31,332
0 - 4	7.0%	6.2%	6.4%
5 - 9	6.8%	6.5%	6.7%
10 - 14	6.8%	6.8%	7.0%
15 - 24	11.6%	10.8%	10.8%
25 - 34	11.4%	11.0%	11.4%
35 - 44	12.2%	13.1%	12.8%
45 - 54	10.7%	11.3%	11.2%
55 - 64	10.9%	12.1%	12.1%
65 - 74	10.9%	11.8%	11.7%
75 - 84	7.4%	7.5%	7.4%
85 +	4.3%	2.7%	2.4%
18 +	75.6%	76.7%	76.0%
<b>2010 Population by Sex</b>			
Males	1,356	8,096	12,722
Females	1,725	8,954	13,892
<b>2022 Population by Sex</b>			
Males	1,689	9,026	14,297
Females	1,900	9,757	15,363
<b>2027 Population by Sex</b>			
Males	1,877	9,564	15,163
Females	2,089	10,243	16,169

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,079	17,050	26,614
White Alone	51.0%	64.7%	66.5%
Black Alone	40.2%	25.6%	24.4%
American Indian Alone	0.2%	0.6%	0.6%
Asian Alone	1.9%	1.7%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	4.6%	4.4%
Two or More Races	3.3%	2.7%	2.8%
Hispanic Origin	6.9%	9.0%	8.9%
Diversity Index	63.2	59.2	57.7
<b>2020 Population by Race/Ethnicity</b>			
Total	3,503	18,557	29,276
White Alone	47.4%	56.1%	58.5%
Black Alone	36.0%	25.5%	23.0%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	2.1%	1.7%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	7.5%	8.0%
Two or More Races	7.6%	8.2%	8.0%
Hispanic Origin	11.1%	13.7%	14.3%
Diversity Index	70.7	70.0	69.2
<b>2022 Population by Race/Ethnicity</b>			
Total	3,588	18,783	29,660
White Alone	46.3%	55.0%	57.6%
Black Alone	36.7%	26.0%	23.4%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	2.0%	1.7%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.3%	7.8%	8.3%
Two or More Races	7.9%	8.5%	8.4%
Hispanic Origin	11.3%	14.1%	14.7%
Diversity Index	71.3	70.9	70.0
<b>2027 Population by Race/Ethnicity</b>			
Total	3,967	19,806	31,333
White Alone	45.1%	53.9%	57.0%
Black Alone	37.1%	26.1%	23.1%
American Indian Alone	0.8%	1.0%	1.0%
Asian Alone	2.0%	1.6%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	8.3%	8.7%
Two or More Races	8.6%	9.1%	8.9%
Hispanic Origin	11.3%	14.4%	15.0%
Diversity Index	71.8	71.8	70.7
<b>2010 Population by Relationship and Household Type</b>			
Total	3,081	17,050	26,615
In Households	92.0%	98.1%	98.8%
In Family Households	75.2%	83.9%	85.3%
Householder	23.6%	25.9%	26.7%
Spouse	13.0%	17.5%	18.1%
Child	30.8%	31.6%	31.8%
Other relative	4.5%	5.0%	4.8%
Nonrelative	3.3%	3.8%	3.8%
In Nonfamily Households	16.8%	14.3%	13.5%
In Group Quarters	8.0%	1.9%	1.2%
Institutionalized Population	7.4%	1.7%	1.1%
Noninstitutionalized Population	0.6%	0.2%	0.2%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,449	13,155	20,582
Less than 9th Grade	2.5%	3.7%	4.6%
9th - 12th Grade, No Diploma	10.7%	9.9%	10.6%
High School Graduate	36.1%	30.4%	31.0%
GED/Alternative Credential	2.8%	3.0%	3.4%
Some College, No Degree	18.9%	20.4%	19.0%
Associate Degree	11.6%	12.0%	11.9%
Bachelor's Degree	10.9%	12.5%	12.2%
Graduate/Professional Degree	6.5%	8.0%	7.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	2,850	15,134	23,752
Never Married	30.9%	29.7%	30.9%
Married	43.3%	50.2%	50.3%
Widowed	8.5%	6.6%	5.9%
Divorced	17.2%	13.5%	13.0%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,528	8,963	14,163
Population 16+ Employed	97.4%	97.2%	96.9%
Population 16+ Unemployment rate	2.6%	2.8%	3.1%
Population 16-24 Employed	13.8%	13.0%	13.3%
Population 16-24 Unemployment rate	4.2%	6.0%	6.3%
Population 25-54 Employed	64.7%	63.4%	62.8%
Population 25-54 Unemployment rate	2.9%	2.8%	3.0%
Population 55-64 Employed	13.2%	15.8%	16.6%
Population 55-64 Unemployment rate	0.0%	0.1%	0.3%
Population 65+ Employed	8.3%	7.8%	7.4%
Population 65+ Unemployment rate	0.0%	2.9%	3.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,489	8,709	13,731
Agriculture/Mining	1.3%	2.9%	2.9%
Construction	5.8%	7.7%	9.4%
Manufacturing	12.6%	12.6%	13.2%
Wholesale Trade	0.5%	2.2%	2.7%
Retail Trade	12.6%	12.2%	11.9%
Transportation/Utilities	6.4%	6.9%	6.4%
Information	0.5%	0.5%	0.7%
Finance/Insurance/Real Estate	5.2%	5.5%	4.8%
Services	48.8%	45.5%	43.5%
Public Administration	6.2%	4.0%	4.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,488	8,707	13,729
White Collar	53.9%	48.1%	47.4%
Management/Business/Financial	12.8%	11.6%	11.0%
Professional	17.3%	17.4%	16.8%
Sales	9.6%	8.0%	8.0%
Administrative Support	14.1%	11.1%	11.6%
Services	19.8%	17.8%	18.3%
Blue Collar	26.3%	34.1%	34.3%
Farming/Forestry/Fishing	0.1%	0.7%	0.6%
Construction/Extraction	3.8%	5.3%	6.6%
Installation/Maintenance/Repair	2.8%	4.8%	4.7%
Production	14.0%	12.9%	12.6%
Transportation/Material Moving	5.4%	10.4%	9.7%

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<b>2010 Households by Type</b>			
Total	1,174	6,448	9,960
Households with 1 Person	35.3%	25.7%	23.8%
Households with 2+ People	64.7%	74.3%	76.2%
Family Households	61.2%	69.1%	71.0%
Husband-wife Families	33.8%	46.7%	48.2%
With Related Children	12.3%	18.5%	18.1%
Other Family (No Spouse Present)	27.3%	22.3%	22.8%
Other Family with Male Householder	4.7%	5.6%	5.7%
With Related Children	2.8%	3.5%	3.6%
Other Family with Female Householder	22.7%	16.7%	17.0%
With Related Children	17.9%	11.9%	12.1%
Nonfamily Households	3.6%	5.3%	5.2%
All Households with Children	33.7%	34.7%	34.7%
Multigenerational Households	5.4%	5.5%	5.6%
Unmarried Partner Households	7.5%	7.4%	7.9%
Male-female	6.8%	6.7%	7.2%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,173	6,448	9,961
1 Person Household	35.3%	25.7%	23.8%
2 Person Household	28.0%	33.3%	35.1%
3 Person Household	16.0%	16.5%	16.7%
4 Person Household	10.7%	12.5%	12.5%
5 Person Household	6.2%	7.0%	6.8%
6 Person Household	2.2%	2.6%	2.7%
7 + Person Household	1.6%	2.4%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,173	6,448	9,961
Owner Occupied	45.8%	68.7%	71.9%
Owned with a Mortgage/Loan	30.0%	44.4%	45.6%
Owned Free and Clear	15.8%	24.2%	26.3%
Renter Occupied	54.2%	31.3%	28.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	118	147	137
Percent of Income for Mortgage	22.1%	17.6%	18.9%
Wealth Index	63	78	75
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,307	7,152	10,993
Housing Units Inside Urbanized Area	95.8%	83.0%	63.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	4.3%
Rural Housing Units	4.2%	17.0%	32.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,081	17,051	26,615
Population Inside Urbanized Area	96.0%	83.2%	63.2%
Population Inside Urbanized Cluster	0.0%	0.0%	4.2%
Rural Population	4.0%	16.7%	32.5%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Hometown Heritage (8G)	Salt of the Earth (6B)	Salt of the Earth (6B)
2.	Small Town Sincerity (12C)	Southern Satellites (10A)	Down the Road (10D)
3.	Salt of the Earth (6B)	Hometown Heritage (8G)	Southern Satellites (10A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,565,107	\$14,291,704	\$21,988,861
Average Spent	\$1,833.53	\$1,998.28	\$1,951.96
Spending Potential Index	76	83	81
Education: Total \$	\$1,784,090	\$10,559,204	\$15,787,265
Average Spent	\$1,275.26	\$1,476.40	\$1,401.44
Spending Potential Index	65	75	71
Entertainment/Recreation: Total \$	\$4,037,888	\$22,638,259	\$35,048,869
Average Spent	\$2,886.27	\$3,165.30	\$3,111.31
Spending Potential Index	79	86	85
Food at Home: Total \$	\$6,859,658	\$37,955,665	\$58,816,229
Average Spent	\$4,903.26	\$5,307.00	\$5,221.15
Spending Potential Index	79	86	84
Food Away from Home: Total \$	\$4,508,930	\$25,374,748	\$39,274,448
Average Spent	\$3,222.97	\$3,547.92	\$3,486.41
Spending Potential Index	75	82	81
Health Care: Total \$	\$8,149,979	\$45,803,059	\$71,087,161
Average Spent	\$5,825.57	\$6,404.23	\$6,310.44
Spending Potential Index	82	90	89
HH Furnishings & Equipment: Total \$	\$2,689,598	\$15,492,862	\$23,930,523
Average Spent	\$1,922.51	\$2,166.23	\$2,124.33
Spending Potential Index	75	85	83
Personal Care Products & Services: Total \$	\$1,078,759	\$6,106,490	\$9,419,948
Average Spent	\$771.09	\$853.82	\$836.21
Spending Potential Index	76	84	82
Shelter: Total \$	\$22,797,841	\$129,078,550	\$197,930,465
Average Spent	\$16,295.81	\$18,047.90	\$17,570.39
Spending Potential Index	71	79	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,756,231	\$16,069,918	\$25,080,113
Average Spent	\$1,970.14	\$2,246.91	\$2,226.37
Spending Potential Index	73	83	82
Travel: Total \$	\$2,778,453	\$16,489,806	\$25,358,680
Average Spent	\$1,986.03	\$2,305.62	\$2,251.10
Spending Potential Index	69	80	78
Vehicle Maintenance & Repairs: Total \$	\$1,426,047	\$7,875,721	\$12,255,050
Average Spent	\$1,019.33	\$1,101.19	\$1,087.89
Spending Potential Index	81	87	86

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Demographic Summary	2022	2027
Population	3,588	3,967
Population 18+	2,723	3,001
Households	1,399	1,568
Median Household Income	\$52,162	\$59,580

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	1,793	65.8%	98
Went to family restaurant/steak house 4+ times/month last 30 days	615	22.6%	109
Spent at family restaurant/steak house last 30 days: \$1-30	223	8.2%	119
Spent at family restaurant/steak house 30 days: \$31-50	270	9.9%	117
Spent at family restaurant/steak house last 30 days: \$51-100	346	12.7%	90
Spent at family restaurant/steak house last 30 days: \$101-200	198	7.3%	85
Spent at family restaurant/steak house last 30 days: \$201+	66	2.4%	62
Spent at fine dining last 30 days: \$1-100	55	2.0%	67
Spent at fine dining last 30 days: \$101+	48	1.8%	47
Went to family restaurant last 6 months: for breakfast	283	10.4%	103
Went to family restaurant last 6 months: for lunch	400	14.7%	92
Went to family restaurant last 6 months: for dinner	1,139	41.8%	99
Went to family restaurant last 6 months: for snack	30	1.1%	71
Went to family restaurant last 6 months: on weekday	730	26.8%	95
Went to family restaurant last 6 months: on weekend	969	35.6%	98
Went to family restaurant last 6 months: Applebee`s	507	18.6%	128
Went to family restaurant last 6 months: Bob Evans	117	4.3%	172
Went to family restaurant last 6 months: Buffalo Wild Wings	253	9.3%	107
Went to family restaurant last 6 months: California Pizza Kitchen	26	1.0%	54
Went to family restaurant last 6 months: Carrabba`s	37	1.4%	68
Went to family restaurant last 6 months: The Cheesecake Factory	99	3.6%	59
Went to family restaurant last 6 months: Chili`s Grill & Bar	227	8.3%	88
Went to family restaurant last 6 months: Cracker Barrel	344	12.6%	126
Went to family restaurant last 6 months: Denny`s	221	8.1%	124
Went to family restaurant last 6 months: Golden Corral	165	6.1%	145
Went to family restaurant last 6 months: IHOP	202	7.4%	100
Went to family restaurant last 6 months: Logan`s Roadhouse	88	3.2%	143
Went to family restaurant last 6 months: LongHorn Steakhouse	200	7.3%	139
Went to family restaurant last 6 months: Olive Garden	379	13.9%	98
Went to family restaurant last 6 months: Outback Steakhouse	217	8.0%	111
Went to family restaurant last 6 months: Red Lobster	257	9.4%	131
Went to family restaurant last 6 months: Red Robin	137	5.0%	83
Went to family restaurant last 6 months: Ruby Tuesday	111	4.1%	145
Went to family restaurant last 6 months: Texas Roadhouse	346	12.7%	121
Went to family restaurant last 6 months: T.G.I. Friday`s	90	3.3%	111
Went to family restaurant last 6 months: Waffle House	182	6.7%	140
Went to family restaurant last 6 months: fast food/drive-in	2,504	92.0%	102
Went to fast food/drive-in restaurant 9+ times/month	1,128	41.4%	109
Spent at fast food restaurant last 30 days: <\$1-10	134	4.9%	121
Spent at fast food restaurant last 30 days: \$11-\$20	241	8.9%	104
Spent at fast food restaurant last 30 days: \$21-\$40	518	19.0%	116
Spent at fast food restaurant last 30 days: \$41-\$50	264	9.7%	110
Spent at fast food restaurant last 30 days: \$51-\$100	495	18.2%	93
Spent at fast food restaurant last 30 days: \$101-\$200	279	10.2%	91
Spent at fast food restaurant last 30 days: \$201+	116	4.3%	96
Ordered eat-in fast food in the last 6 months	559	20.5%	90

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



23458 Sussex Hwy, Seaford, Delaware, 19973  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.65412  
 Longitude: -75.59516

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	559	20.5%	90
Went to fast food restaurant in the last 6 months: home delivery	319	11.7%	101
Went to fast food restaurant in the last 6 months: take-out/drive-thru	1,636	60.1%	107
Went to fast food restaurant in the last 6 months: take-out/walk-in	455	16.7%	78
Went to fast food restaurant in the last 6 months: breakfast	917	33.7%	99
Went to fast food restaurant in the last 6 months: lunch	1,423	52.3%	101
Went to fast food restaurant in the last 6 months: dinner	1,425	52.3%	103
Went to fast food restaurant in the last 6 months: snack	304	11.2%	90
Went to fast food restaurant in the last 6 months: weekday	1,756	64.5%	105
Went to fast food restaurant in the last 6 months: weekend	1,307	48.0%	96
Went to fast food restaurant in the last 6 months: A & W	62	2.3%	116
Went to fast food restaurant in the last 6 months: Arby`s	694	25.5%	149
Went to fast food restaurant in the last 6 months: Baskin-Robbins	60	2.2%	67
Went to fast food restaurant in the last 6 months: Boston Market	45	1.7%	80
Went to fast food restaurant in the last 6 months: Burger King	1,004	36.9%	130
Went to fast food restaurant in the last 6 months: Captain D`s	112	4.1%	138
Went to fast food restaurant in the last 6 months: Carl`s Jr.	94	3.5%	66
Went to fast food restaurant in the last 6 months: Checkers	103	3.8%	142
Went to fast food restaurant in the last 6 months: Chick-fil-A	700	25.7%	85
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	267	9.8%	68
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	66	2.4%	170
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	130	4.8%	149
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	53	1.9%	74
Went to fast food restaurant in the last 6 months: Dairy Queen	518	19.0%	130
Went to fast food restaurant in the last 6 months: Del Taco	60	2.2%	66
Went to fast food restaurant in the last 6 months: Domino`s Pizza	426	15.6%	105
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	337	12.4%	87
Went to fast food restaurant in the last 6 months: Five Guys	204	7.5%	80
Went to fast food restaurant in the last 6 months: Hardee`s	244	9.0%	170
Went to fast food restaurant in the last 6 months: Jack in the Box	99	3.6%	47
Went to fast food restaurant in the last 6 months: Jersey Mike's	99	3.6%	66
Went to fast food restaurant in the last 6 months: Jimmy John`s	181	6.6%	121
Went to fast food restaurant in the last 6 months: KFC	707	26.0%	143
Went to fast food restaurant in the last 6 months: Krispy Kreme	159	5.8%	90
Went to fast food restaurant in the last 6 months: Little Caesars	434	15.9%	134
Went to fast food restaurant in the last 6 months: Long John Silver`s	133	4.9%	191
Went to fast food restaurant in the last 6 months: McDonald`s	1,572	57.7%	111
Went to fast food restaurant in the last 6 months: Panda Express	214	7.9%	69
Went to fast food restaurant in the last 6 months: Panera Bread	270	9.9%	80
Went to fast food restaurant in the last 6 months: Papa John`s	228	8.4%	105
Went to fast food restaurant in the last 6 months: Papa Murphy`s	84	3.1%	80
Went to fast food restaurant in the last 6 months: Pizza Hut	512	18.8%	147
Went to fast food restaurant in the last 6 months: Popeyes Chicken	323	11.9%	96
Went to fast food restaurant in the last 6 months: Sonic Drive-In	412	15.1%	128
Went to fast food restaurant in the last 6 months: Starbucks	308	11.3%	59
Went to fast food restaurant in the last 6 months: Steak `n Shake	163	6.0%	156
Went to fast food restaurant in the last 6 months: Subway	619	22.7%	108
Went to fast food restaurant in the last 6 months: Taco Bell	890	32.7%	116
Went to fast food restaurant in the last 6 months: Wendy`s	802	29.5%	113
Went to fast food restaurant in the last 6 months: Whataburger	138	5.1%	92
Went to fast food restaurant in the last 6 months: White Castle	105	3.9%	149
Went to fast food restaurant in the last 6 months: Wing-Stop	57	2.1%	67
Went to fine dining restaurant last month	130	4.8%	59
Went to fine dining restaurant 2+ times last month	64	2.4%	62

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

Demographic Summary	2022	2027
Population	18,783	19,807
Population 18+	14,494	15,192
Households	7,152	7,601
Median Household Income	\$65,532	\$76,637

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	9,793	67.6%	101
Went to family restaurant/steak house 4+ times/month last 30 days	3,218	22.2%	107
Spent at family restaurant/steak house last 30 days: \$1-30	1,117	7.7%	112
Spent at family restaurant/steak house 30 days: \$31-50	1,384	9.5%	112
Spent at family restaurant/steak house last 30 days: \$51-100	2,095	14.5%	102
Spent at family restaurant/steak house last 30 days: \$101-200	1,185	8.2%	95
Spent at family restaurant/steak house last 30 days: \$201+	463	3.2%	81
Spent at fine dining last 30 days: \$1-100	329	2.3%	75
Spent at fine dining last 30 days: \$101+	302	2.1%	56
Went to family restaurant last 6 months: for breakfast	1,457	10.1%	99
Went to family restaurant last 6 months: for lunch	2,233	15.4%	96
Went to family restaurant last 6 months: for dinner	6,367	43.9%	104
Went to family restaurant last 6 months: for snack	146	1.0%	65
Went to family restaurant last 6 months: on weekday	4,256	29.4%	104
Went to family restaurant last 6 months: on weekend	5,275	36.4%	100
Went to family restaurant last 6 months: Applebee`s	2,518	17.4%	119
Went to family restaurant last 6 months: Bob Evans	554	3.8%	153
Went to family restaurant last 6 months: Buffalo Wild Wings	1,279	8.8%	101
Went to family restaurant last 6 months: California Pizza Kitchen	121	0.8%	47
Went to family restaurant last 6 months: Carrabba`s	240	1.7%	83
Went to family restaurant last 6 months: The Cheesecake Factory	597	4.1%	67
Went to family restaurant last 6 months: Chili`s Grill & Bar	1,287	8.9%	93
Went to family restaurant last 6 months: Cracker Barrel	1,923	13.3%	132
Went to family restaurant last 6 months: Denny`s	996	6.9%	105
Went to family restaurant last 6 months: Golden Corral	799	5.5%	132
Went to family restaurant last 6 months: IHOP	1,054	7.3%	98
Went to family restaurant last 6 months: Logan`s Roadhouse	465	3.2%	142
Went to family restaurant last 6 months: LongHorn Steakhouse	980	6.8%	128
Went to family restaurant last 6 months: Olive Garden	2,205	15.2%	107
Went to family restaurant last 6 months: Outback Steakhouse	1,160	8.0%	111
Went to family restaurant last 6 months: Red Lobster	1,259	8.7%	121
Went to family restaurant last 6 months: Red Robin	784	5.4%	90
Went to family restaurant last 6 months: Ruby Tuesday	569	3.9%	140
Went to family restaurant last 6 months: Texas Roadhouse	1,829	12.6%	120
Went to family restaurant last 6 months: T.G.I. Friday`s	465	3.2%	108
Went to family restaurant last 6 months: Waffle House	904	6.2%	130
Went to family restaurant last 6 months: fast food/drive-in	13,301	91.8%	101
Went to fast food/drive-in restaurant 9+ times/month	5,643	38.9%	103
Spent at fast food restaurant last 30 days: <\$1-10	669	4.6%	113
Spent at fast food restaurant last 30 days: \$11-\$20	1,316	9.1%	106
Spent at fast food restaurant last 30 days: \$21-\$40	2,539	17.5%	107
Spent at fast food restaurant last 30 days: \$41-\$50	1,383	9.5%	108
Spent at fast food restaurant last 30 days: \$51-\$100	2,760	19.0%	98
Spent at fast food restaurant last 30 days: \$101-\$200	1,644	11.3%	101
Spent at fast food restaurant last 30 days: \$201+	603	4.2%	94
Ordered eat-in fast food in the last 6 months	3,237	22.3%	98

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

23458 Sussex Hwy, Seaford, Delaware, 19973  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.65412  
 Longitude: -75.59516

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	3,237	22.3%	98
Went to fast food restaurant in the last 6 months: home delivery	1,364	9.4%	81
Went to fast food restaurant in the last 6 months: take-out/drive-thru	8,767	60.5%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,573	17.8%	83
Went to fast food restaurant in the last 6 months: breakfast	4,994	34.5%	101
Went to fast food restaurant in the last 6 months: lunch	7,509	51.8%	100
Went to fast food restaurant in the last 6 months: dinner	7,537	52.0%	102
Went to fast food restaurant in the last 6 months: snack	1,623	11.2%	90
Went to fast food restaurant in the last 6 months: weekday	9,286	64.1%	104
Went to fast food restaurant in the last 6 months: weekend	6,987	48.2%	96
Went to fast food restaurant in the last 6 months: A & W	311	2.1%	110
Went to fast food restaurant in the last 6 months: Arby`s	3,447	23.8%	139
Went to fast food restaurant in the last 6 months: Baskin-Robbins	303	2.1%	64
Went to fast food restaurant in the last 6 months: Boston Market	212	1.5%	71
Went to fast food restaurant in the last 6 months: Burger King	4,824	33.3%	118
Went to fast food restaurant in the last 6 months: Captain D`s	643	4.4%	149
Went to fast food restaurant in the last 6 months: Carl`s Jr.	483	3.3%	64
Went to fast food restaurant in the last 6 months: Checkers	418	2.9%	109
Went to fast food restaurant in the last 6 months: Chick-fil-A	4,041	27.9%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,440	9.9%	69
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	189	1.3%	91
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	416	2.9%	90
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	278	1.9%	73
Went to fast food restaurant in the last 6 months: Dairy Queen	2,678	18.5%	126
Went to fast food restaurant in the last 6 months: Del Taco	276	1.9%	57
Went to fast food restaurant in the last 6 months: Domino`s Pizza	2,116	14.6%	98
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	1,887	13.0%	91
Went to fast food restaurant in the last 6 months: Five Guys	1,164	8.0%	86
Went to fast food restaurant in the last 6 months: Hardee`s	1,237	8.5%	162
Went to fast food restaurant in the last 6 months: Jack in the Box	588	4.1%	53
Went to fast food restaurant in the last 6 months: Jersey Mike's	601	4.1%	76
Went to fast food restaurant in the last 6 months: Jimmy John`s	785	5.4%	98
Went to fast food restaurant in the last 6 months: KFC	3,184	22.0%	121
Went to fast food restaurant in the last 6 months: Krispy Kreme	844	5.8%	90
Went to fast food restaurant in the last 6 months: Little Caesars	1,900	13.1%	110
Went to fast food restaurant in the last 6 months: Long John Silver`s	541	3.7%	146
Went to fast food restaurant in the last 6 months: McDonald`s	8,087	55.8%	108
Went to fast food restaurant in the last 6 months: Panda Express	1,271	8.8%	77
Went to fast food restaurant in the last 6 months: Panera Bread	1,565	10.8%	87
Went to fast food restaurant in the last 6 months: Papa John`s	1,175	8.1%	102
Went to fast food restaurant in the last 6 months: Papa Murphy`s	563	3.9%	101
Went to fast food restaurant in the last 6 months: Pizza Hut	2,224	15.3%	120
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,577	10.9%	88
Went to fast food restaurant in the last 6 months: Sonic Drive-In	2,017	13.9%	117
Went to fast food restaurant in the last 6 months: Starbucks	1,918	13.2%	69
Went to fast food restaurant in the last 6 months: Steak `n Shake	694	4.8%	124
Went to fast food restaurant in the last 6 months: Subway	3,284	22.7%	108
Went to fast food restaurant in the last 6 months: Taco Bell	4,566	31.5%	112
Went to fast food restaurant in the last 6 months: Wendy`s	4,057	28.0%	108
Went to fast food restaurant in the last 6 months: Whataburger	716	4.9%	90
Went to fast food restaurant in the last 6 months: White Castle	443	3.1%	118
Went to fast food restaurant in the last 6 months: Wing-Stop	269	1.9%	60
Went to fine dining restaurant last month	821	5.7%	71
Went to fine dining restaurant 2+ times last month	333	2.3%	60

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

23458 Sussex Hwy, Seaford, Delaware, 19973  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.65412  
 Longitude: -75.59516

Demographic Summary	2022	2027
Population	29,660	31,332
Population 18+	22,739	23,826
Households	11,265	12,051
Median Household Income	\$62,488	\$74,936

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	15,375	67.6%	101
Went to family restaurant/steak house 4+ times/month last 30 days	5,064	22.3%	107
Spent at family restaurant/steak house last 30 days: \$1-30	1,737	7.6%	111
Spent at family restaurant/steak house 30 days: \$31-50	2,064	9.1%	107
Spent at family restaurant/steak house last 30 days: \$51-100	3,381	14.9%	105
Spent at family restaurant/steak house last 30 days: \$101-200	1,880	8.3%	97
Spent at family restaurant/steak house last 30 days: \$201+	795	3.5%	89
Spent at fine dining last 30 days: \$1-100	486	2.1%	71
Spent at fine dining last 30 days: \$101+	446	2.0%	53
Went to family restaurant last 6 months: for breakfast	2,274	10.0%	99
Went to family restaurant last 6 months: for lunch	3,565	15.7%	98
Went to family restaurant last 6 months: for dinner	9,902	43.5%	103
Went to family restaurant last 6 months: for snack	240	1.1%	68
Went to family restaurant last 6 months: on weekday	6,634	29.2%	104
Went to family restaurant last 6 months: on weekend	8,276	36.4%	100
Went to family restaurant last 6 months: Applebee`s	3,858	17.0%	116
Went to family restaurant last 6 months: Bob Evans	829	3.6%	146
Went to family restaurant last 6 months: Buffalo Wild Wings	2,024	8.9%	102
Went to family restaurant last 6 months: California Pizza Kitchen	181	0.8%	45
Went to family restaurant last 6 months: Carrabba`s	374	1.6%	83
Went to family restaurant last 6 months: The Cheesecake Factory	960	4.2%	69
Went to family restaurant last 6 months: Chili`s Grill & Bar	2,064	9.1%	95
Went to family restaurant last 6 months: Cracker Barrel	2,997	13.2%	132
Went to family restaurant last 6 months: Denny`s	1,580	6.9%	106
Went to family restaurant last 6 months: Golden Corral	1,274	5.6%	135
Went to family restaurant last 6 months: IHOP	1,727	7.6%	103
Went to family restaurant last 6 months: Logan`s Roadhouse	780	3.4%	151
Went to family restaurant last 6 months: LongHorn Steakhouse	1,473	6.5%	122
Went to family restaurant last 6 months: Olive Garden	3,476	15.3%	107
Went to family restaurant last 6 months: Outback Steakhouse	1,789	7.9%	109
Went to family restaurant last 6 months: Red Lobster	1,932	8.5%	118
Went to family restaurant last 6 months: Red Robin	1,172	5.2%	85
Went to family restaurant last 6 months: Ruby Tuesday	885	3.9%	139
Went to family restaurant last 6 months: Texas Roadhouse	2,851	12.5%	119
Went to family restaurant last 6 months: T.G.I. Friday`s	673	3.0%	99
Went to family restaurant last 6 months: Waffle House	1,499	6.6%	138
Went to family restaurant last 6 months: fast food/drive-in	20,900	91.9%	102
Went to fast food/drive-in restaurant 9+ times/month	8,854	38.9%	103
Spent at fast food restaurant last 30 days: <\$1-10	1,030	4.5%	111
Spent at fast food restaurant last 30 days: \$11-\$20	2,006	8.8%	103
Spent at fast food restaurant last 30 days: \$21-\$40	3,923	17.3%	106
Spent at fast food restaurant last 30 days: \$41-\$50	2,167	9.5%	108
Spent at fast food restaurant last 30 days: \$51-\$100	4,338	19.1%	98
Spent at fast food restaurant last 30 days: \$101-\$200	2,660	11.7%	104
Spent at fast food restaurant last 30 days: \$201+	978	4.3%	97
Ordered eat-in fast food in the last 6 months	5,193	22.8%	100

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

23458 Sussex Hwy, Seaford, Delaware, 19973  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.65412  
 Longitude: -75.59516

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	5,193	22.8%	100
Went to fast food restaurant in the last 6 months: home delivery	2,088	9.2%	79
Went to fast food restaurant in the last 6 months: take-out/drive-thru	13,720	60.3%	108
Went to fast food restaurant in the last 6 months: take-out/walk-in	3,963	17.4%	82
Went to fast food restaurant in the last 6 months: breakfast	7,834	34.5%	101
Went to fast food restaurant in the last 6 months: lunch	11,716	51.5%	100
Went to fast food restaurant in the last 6 months: dinner	11,721	51.5%	101
Went to fast food restaurant in the last 6 months: snack	2,541	11.2%	90
Went to fast food restaurant in the last 6 months: weekday	14,363	63.2%	103
Went to fast food restaurant in the last 6 months: weekend	10,928	48.1%	96
Went to fast food restaurant in the last 6 months: A & W	539	2.4%	121
Went to fast food restaurant in the last 6 months: Arby`s	5,330	23.4%	137
Went to fast food restaurant in the last 6 months: Baskin-Robbins	478	2.1%	64
Went to fast food restaurant in the last 6 months: Boston Market	297	1.3%	63
Went to fast food restaurant in the last 6 months: Burger King	7,498	33.0%	117
Went to fast food restaurant in the last 6 months: Captain D`s	1,126	5.0%	166
Went to fast food restaurant in the last 6 months: Carl`s Jr.	814	3.6%	69
Went to fast food restaurant in the last 6 months: Checkers	656	2.9%	109
Went to fast food restaurant in the last 6 months: Chick-fil-A	6,330	27.8%	92
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	2,227	9.8%	68
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	259	1.1%	80
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	654	2.9%	90
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	441	1.9%	74
Went to fast food restaurant in the last 6 months: Dairy Queen	4,170	18.3%	125
Went to fast food restaurant in the last 6 months: Del Taco	417	1.8%	55
Went to fast food restaurant in the last 6 months: Domino`s Pizza	3,436	15.1%	102
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,697	11.9%	83
Went to fast food restaurant in the last 6 months: Five Guys	1,735	7.6%	81
Went to fast food restaurant in the last 6 months: Hardee`s	2,012	8.8%	168
Went to fast food restaurant in the last 6 months: Jack in the Box	1,025	4.5%	59
Went to fast food restaurant in the last 6 months: Jersey Mike's	943	4.1%	76
Went to fast food restaurant in the last 6 months: Jimmy John`s	1,172	5.2%	94
Went to fast food restaurant in the last 6 months: KFC	4,923	21.7%	119
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,350	5.9%	92
Went to fast food restaurant in the last 6 months: Little Caesars	2,992	13.2%	110
Went to fast food restaurant in the last 6 months: Long John Silver`s	811	3.6%	140
Went to fast food restaurant in the last 6 months: McDonald`s	12,589	55.4%	107
Went to fast food restaurant in the last 6 months: Panda Express	2,034	8.9%	78
Went to fast food restaurant in the last 6 months: Panera Bread	2,320	10.2%	82
Went to fast food restaurant in the last 6 months: Papa John`s	1,895	8.3%	105
Went to fast food restaurant in the last 6 months: Papa Murphy`s	923	4.1%	106
Went to fast food restaurant in the last 6 months: Pizza Hut	3,525	15.5%	121
Went to fast food restaurant in the last 6 months: Popeyes Chicken	2,462	10.8%	87
Went to fast food restaurant in the last 6 months: Sonic Drive-In	3,230	14.2%	120
Went to fast food restaurant in the last 6 months: Starbucks	2,977	13.1%	68
Went to fast food restaurant in the last 6 months: Steak `n Shake	1,042	4.6%	119
Went to fast food restaurant in the last 6 months: Subway	5,210	22.9%	109
Went to fast food restaurant in the last 6 months: Taco Bell	7,255	31.9%	113
Went to fast food restaurant in the last 6 months: Wendy`s	6,337	27.9%	107
Went to fast food restaurant in the last 6 months: Whataburger	1,190	5.2%	95
Went to fast food restaurant in the last 6 months: White Castle	653	2.9%	111
Went to fast food restaurant in the last 6 months: Wing-Stop	484	2.1%	68
Went to fine dining restaurant last month	1,193	5.2%	65
Went to fine dining restaurant 2+ times last month	460	2.0%	53

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

23458 Sussex Hwy, Seaford, Delaware, 19973  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.65412  
Longitude: -75.59516

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	367				948				1,142			
Total Employees:	5,451				10,776				13,205			
Total Residential Population:	3,588				18,783				29,660			
Employee/Residential Population Ratio (per 100 Residents)	152				57				45			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.8%	34	0.6%	16	1.7%	154	1.4%	26	2.3%	199	1.5%
Construction	18	4.9%	96	1.8%	71	7.5%	411	3.8%	92	8.1%	525	4.0%
Manufacturing	7	1.9%	94	1.7%	28	3.0%	949	8.8%	36	3.2%	1,719	13.0%
Transportation	9	2.5%	302	5.5%	27	2.8%	516	4.8%	34	3.0%	585	4.4%
Communication	3	0.8%	35	0.6%	7	0.7%	55	0.5%	8	0.7%	58	0.4%
Utility	0	0.0%	2	0.0%	1	0.1%	11	0.1%	2	0.2%	25	0.2%
Wholesale Trade	10	2.7%	40	0.7%	39	4.1%	391	3.6%	48	4.2%	545	4.1%
<b>Retail Trade Summary</b>	<b>81</b>	<b>22.1%</b>	<b>1,372</b>	<b>25.2%</b>	<b>224</b>	<b>23.6%</b>	<b>2,891</b>	<b>26.8%</b>	<b>272</b>	<b>23.8%</b>	<b>3,429</b>	<b>26.0%</b>
Home Improvement	2	0.5%	74	1.4%	9	0.9%	211	2.0%	11	1.0%	217	1.6%
General Merchandise Stores	7	1.9%	311	5.7%	20	2.1%	509	4.7%	23	2.0%	610	4.6%
Food Stores	8	2.2%	128	2.3%	23	2.4%	259	2.4%	28	2.5%	326	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	8	2.2%	77	1.4%	35	3.7%	385	3.6%	47	4.1%	494	3.7%
Apparel & Accessory Stores	2	0.5%	9	0.2%	4	0.4%	18	0.2%	5	0.4%	21	0.2%
Furniture & Home Furnishings	3	0.8%	15	0.3%	12	1.3%	43	0.4%	16	1.4%	61	0.5%
Eating & Drinking Places	27	7.4%	610	11.2%	56	5.9%	1,112	10.3%	67	5.9%	1,286	9.7%
Miscellaneous Retail	24	6.5%	147	2.7%	64	6.8%	354	3.3%	75	6.6%	413	3.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>40</b>	<b>10.9%</b>	<b>295</b>	<b>5.4%</b>	<b>95</b>	<b>10.0%</b>	<b>585</b>	<b>5.4%</b>	<b>112</b>	<b>9.8%</b>	<b>669</b>	<b>5.1%</b>
Banks, Savings & Lending Institutions	17	4.6%	167	3.1%	31	3.3%	280	2.6%	37	3.2%	319	2.4%
Securities Brokers	0	0.0%	0	0.0%	4	0.4%	11	0.1%	4	0.4%	11	0.1%
Insurance Carriers & Agents	5	1.4%	18	0.3%	16	1.7%	64	0.6%	17	1.5%	70	0.5%
Real Estate, Holding, Other Investment Offices	18	4.9%	109	2.0%	44	4.6%	230	2.1%	53	4.6%	269	2.0%
<b>Services Summary</b>	<b>176</b>	<b>48.0%</b>	<b>3,070</b>	<b>56.3%</b>	<b>392</b>	<b>41.4%</b>	<b>4,564</b>	<b>42.4%</b>	<b>457</b>	<b>40.0%</b>	<b>5,160</b>	<b>39.1%</b>
Hotels & Lodging	4	1.1%	40	0.7%	5	0.5%	56	0.5%	6	0.5%	66	0.5%
Automotive Services	12	3.3%	60	1.1%	29	3.1%	188	1.7%	38	3.3%	244	1.8%
Motion Pictures & Amusements	6	1.6%	56	1.0%	18	1.9%	112	1.0%	25	2.2%	183	1.4%
Health Services	67	18.3%	1,845	33.8%	97	10.2%	2,132	19.8%	102	8.9%	2,185	16.5%
Legal Services	4	1.1%	28	0.5%	8	0.8%	50	0.5%	8	0.7%	50	0.4%
Education Institutions & Libraries	4	1.1%	206	3.8%	11	1.2%	399	3.7%	14	1.2%	587	4.4%
Other Services	80	21.8%	834	15.3%	223	23.5%	1,626	15.1%	264	23.1%	1,845	14.0%
<b>Government</b>	<b>8</b>	<b>2.2%</b>	<b>108</b>	<b>2.0%</b>	<b>20</b>	<b>2.1%</b>	<b>240</b>	<b>2.2%</b>	<b>22</b>	<b>1.9%</b>	<b>272</b>	<b>2.1%</b>
<b>Unclassified Establishments</b>	<b>11</b>	<b>3.0%</b>	<b>5</b>	<b>0.1%</b>	<b>26</b>	<b>2.7%</b>	<b>10</b>	<b>0.1%</b>	<b>33</b>	<b>2.9%</b>	<b>17</b>	<b>0.1%</b>
<b>Totals</b>	<b>367</b>	<b>100.0%</b>	<b>5,451</b>	<b>100.0%</b>	<b>948</b>	<b>100.0%</b>	<b>10,776</b>	<b>100.0%</b>	<b>1,142</b>	<b>100.0%</b>	<b>13,205</b>	<b>100.0%</b>

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

23458 Sussex Hwy, Seaford, Delaware, 19973  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.65412  
Longitude: -75.59516

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	0.3%	2	0.0%	6	0.6%	32	0.3%	11	1.0%	50	0.4%
Mining	0	0.0%	1	0.0%	2	0.2%	50	0.5%	2	0.2%	54	0.4%
Utilities	0	0.0%	2	0.0%	1	0.1%	11	0.1%	2	0.2%	24	0.2%
Construction	19	5.2%	100	1.8%	75	7.9%	425	3.9%	97	8.5%	544	4.1%
Manufacturing	8	2.2%	97	1.8%	31	3.3%	982	9.1%	41	3.6%	1,820	13.8%
Wholesale Trade	10	2.7%	40	0.7%	39	4.1%	340	3.2%	47	4.1%	429	3.2%
Retail Trade	52	14.2%	744	13.6%	164	17.3%	1,743	16.2%	199	17.4%	2,102	15.9%
Motor Vehicle & Parts Dealers	6	1.6%	67	1.2%	29	3.1%	355	3.3%	40	3.5%	458	3.5%
Furniture & Home Furnishings Stores	1	0.3%	2	0.0%	6	0.6%	10	0.1%	8	0.7%	23	0.2%
Electronics & Appliance Stores	2	0.5%	12	0.2%	4	0.4%	18	0.2%	5	0.4%	23	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.5%	74	1.4%	9	0.9%	210	1.9%	10	0.9%	215	1.6%
Food & Beverage Stores	7	1.9%	115	2.1%	24	2.5%	240	2.2%	29	2.5%	305	2.3%
Health & Personal Care Stores	7	1.9%	41	0.8%	15	1.6%	105	1.0%	16	1.4%	131	1.0%
Gasoline Stations	2	0.5%	10	0.2%	6	0.6%	30	0.3%	7	0.6%	36	0.3%
Clothing & Clothing Accessories Stores	2	0.5%	9	0.2%	6	0.6%	25	0.2%	8	0.7%	30	0.2%
Sport Goods, Hobby, Book, & Music Stores	3	0.8%	11	0.2%	9	0.9%	34	0.3%	11	1.0%	45	0.3%
General Merchandise Stores	7	1.9%	311	5.7%	20	2.1%	509	4.7%	23	2.0%	610	4.6%
Miscellaneous Store Retailers	10	2.7%	92	1.7%	21	2.2%	140	1.3%	26	2.3%	154	1.2%
Nonstore Retailers	3	0.8%	1	0.0%	14	1.5%	67	0.6%	16	1.4%	72	0.5%
Transportation & Warehousing	6	1.6%	262	4.8%	22	2.3%	472	4.4%	27	2.4%	535	4.1%
Information	6	1.6%	48	0.9%	13	1.4%	111	1.0%	14	1.2%	117	0.9%
Finance & Insurance	22	6.0%	186	3.4%	52	5.5%	357	3.3%	60	5.3%	402	3.0%
Central Bank/Credit Intermediation & Related Activities	17	4.6%	168	3.1%	32	3.4%	282	2.6%	38	3.3%	321	2.4%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	0.4%	11	0.1%	4	0.4%	11	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	5	1.4%	18	0.3%	16	1.7%	64	0.6%	17	1.5%	70	0.5%
Real Estate, Rental & Leasing	21	5.7%	123	2.3%	55	5.8%	263	2.4%	68	6.0%	308	2.3%
Professional, Scientific & Tech Services	22	6.0%	117	2.1%	63	6.6%	303	2.8%	70	6.1%	332	2.5%
Legal Services	5	1.4%	30	0.6%	9	0.9%	52	0.5%	9	0.8%	52	0.4%
Management of Companies & Enterprises	1	0.3%	3	0.1%	1	0.1%	3	0.0%	1	0.1%	3	0.0%
Administrative & Support & Waste Management & Remediation	8	2.2%	73	1.3%	27	2.8%	176	1.6%	38	3.3%	248	1.9%
Educational Services	4	1.1%	207	3.8%	15	1.6%	410	3.8%	19	1.7%	600	4.5%
Health Care & Social Assistance	77	21.0%	2,272	41.7%	129	13.6%	2,781	25.8%	138	12.1%	2,864	21.7%
Arts, Entertainment & Recreation	5	1.4%	57	1.0%	16	1.7%	109	1.0%	20	1.8%	179	1.4%
Accommodation & Food Services	32	8.7%	662	12.1%	63	6.6%	1,185	11.0%	74	6.5%	1,369	10.4%
Accommodation	4	1.1%	40	0.7%	5	0.5%	56	0.5%	6	0.5%	66	0.5%
Food Services & Drinking Places	28	7.6%	623	11.4%	57	6.0%	1,129	10.5%	68	6.0%	1,303	9.9%
Other Services (except Public Administration)	53	14.4%	331	6.1%	127	13.4%	758	7.0%	158	13.8%	921	7.0%
Automotive Repair & Maintenance	10	2.7%	47	0.9%	23	2.4%	148	1.4%	30	2.6%	200	1.5%
Public Administration	9	2.5%	119	2.2%	21	2.2%	255	2.4%	23	2.0%	287	2.2%
Unclassified Establishments	11	3.0%	5	0.1%	26	2.7%	10	0.1%	33	2.9%	17	0.1%
<b>Total</b>	<b>367</b>	<b>100.0%</b>	<b>5,451</b>	<b>100.0%</b>	<b>948</b>	<b>100.0%</b>	<b>10,776</b>	<b>100.0%</b>	<b>1,142</b>	<b>100.0%</b>	<b>13,205</b>	<b>100.0%</b>

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