

Georgetown, Delaware Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

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	1 mile	3 miles	5 miles
Population Summary	2.662	6 007	11.100
2000 Total Population	2,660	6,837	11,483
2010 Total Population	3,381	8,807	14,579
2017 Total Population	3,865	9,684	15,935
2017 Group Quarters	132	691	1,638
2022 Total Population	3,995	10,079	16,890
2017-2022 Annual Rate	0.66%	0.80%	1.17%
2017 Total Daytime Population	5,212	14,399	19,230
Workers	3,243	8,995	11,254
Residents	1,969	5,404	7,976
Household Summary			- · · · ·
2000 Households	795	2,128	3,401
2000 Average Household Size	3.17	2.86	2.85
2010 Households	888	2,600	4,212
2010 Average Household Size	3.65	3.12	3.06
2017 Households	1,008	2,838	4,621
2017 Average Household Size	3.70	3.17	3.09
2022 Households	1,037	2,959	4,932
2022 Average Household Size	3.73	3.17	3.09
2017-2022 Annual Rate	0.57%	0.84%	1.31%
2010 Families	574	1,782	2,964
2010 Average Family Size	4.14	3.43	3.38
2017 Families	660	1,945	3,245
2017 Average Family Size	4.17	3.48	3.42
2022 Families	680	2,025	3,460
2022 Average Family Size	4.18	3.48	3.42
2017-2022 Annual Rate	0.60%	0.81%	1.29%
Housing Unit Summary			
2000 Housing Units	877	2,343	3,703
Owner Occupied Housing Units	56.1%	55.8%	64.1%
Renter Occupied Housing Units	34.5%	35.0%	27.8%
Vacant Housing Units	9.4%	9.2%	8.1%
2010 Housing Units	981	2,888	4,670
Owner Occupied Housing Units	46.1%	53.0%	61.0%
Renter Occupied Housing Units	44.4%	37.0%	29.2%
Vacant Housing Units	9.5%	10.0%	9.8%
2017 Housing Units	1,098	3,120	5,095
Owner Occupied Housing Units	47.2%	52.3%	60.0%
Renter Occupied Housing Units	44.7%	38.7%	30.7%
Vacant Housing Units	8.2%	9.0%	9.3%
2022 Housing Units	1,130	3,257	5,477
Owner Occupied Housing Units	47.9%	53.0%	60.2%
Renter Occupied Housing Units	43.9%	37.9%	29.8%
Vacant Housing Units	8.2%	9.1%	10.0%
Median Household Income			
2017	\$41,367	\$43,565	\$48,256
2022	\$49,223	\$51,430	\$54,888
Median Home Value	+ , = = .	402/100	40 1/000
2017	\$179,098	\$194,572	\$215,353
2022	\$181,651	\$202,016	\$235,205
Per Capita Income	\$101,051	<i>4202,010</i>	<i>4255,205</i>
2017	\$15,568	\$16,412	\$19,909
2022	\$17,706	\$18,659	\$22,681
Median Age	<i>417,700</i>	φ±0,000	ΨΖΖ,001
2010	29.7	29.8	33.0
2010	31.8	31.5	34.2
2022	32.8	32.5	35.8
2022	32.0	32.3	22.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	1,008	2,838	4,621
<\$15,000	13.9%	12.5%	10.0%
\$15,000 - \$24,999	16.0%	15.0%	14.2%
\$25,000 - \$34,999	11.8%	12.6%	11.9%
\$35,000 - \$49,999	16.2%	15.3%	15.1%
\$50,000 - \$74,999	17.8%	19.0%	20.1%
\$75,000 - \$99,999	15.0%	12.8%	14.1%
\$100,000 - \$149,999	8.0%	9.2%	10.1%
\$150,000 - \$199,999	0.7%	2.0%	2.7%
\$200,000+	0.5%	1.6%	1.8%
Average Household Income	\$51,870	\$57,363	\$61,319
2022 Households by Income			
Household Income Base	1,037	2,959	4,932
<\$15,000	12.8%	11.5%	9.1%
\$15,000 - \$24,999	14.0%	13.1%	12.3%
\$25,000 - \$34,999	10.1%	10.9%	10.3%
\$35,000 - \$49,999	13.6%	12.8%	12.5%
\$50,000 - \$74,999	19.0%	20.1%	20.8%
\$75,000 - \$99,999	19.7%	16.7%	18.1%
\$100,000 - \$149,999	9.2%	10.4%	11.3%
\$150,000 - \$199,999	0.9%	2.4%	3.2%
\$200,000+	0.8%	2.1%	2.3%
Average Household Income	\$59,791	\$66,293	\$70,756
2017 Owner Occupied Housing Units by Value			
Total	518	1,632	3,057
<\$50,000	6.6%	6.5%	6.6%
\$50,000 - \$99,999	10.8%	10.0%	8.2%
\$100,000 - \$149,999	18.9%	15.7%	12.8%
\$150,000 - \$199,999	23.6%	20.0%	18.1%
\$200,000 - \$249,999	16.0%	13.2%	13.9%
\$250,000 - \$299,999	7.9%	12.4%	12.6%
\$300,000 - \$399,999	6.6%	10.4%	12.8%
\$400,000 - \$499,999	5.0%	6.4%	7.0%
\$500,000 - \$749,999	4.6%	4.7%	5.7%
\$750,000 - \$999,999	0.0%	0.5%	1.5%
\$1,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$206,950	\$229,287	\$256,215
2022 Owner Occupied Housing Units by Value	1	, .	1 , -
Total	541	1,725	3,299
<\$50,000	5.9%	5.6%	5.6%
\$50,000 - \$99,999	11.6%	10.7%	8.6%
\$100,000 - \$149,999	19.8%	16.3%	13.1%
\$150,000 - \$199,999	20.1%	16.9%	14.9%
\$200,000 - \$249,999	13.7%	10.8%	11.1%
\$250,000 - \$299,999	7.0%	11.1%	11.0%
\$300,000 - \$399,999	7.4%	11.2%	13.6%
\$400,000 - \$499,999	6.8%	8.6%	9.2%
\$500,000 - \$749,999	7.6%	7.4%	8.9%
\$750,000 - \$999,999	0.0%	0.8%	2.6%
\$1,000,000 +	0.2%	0.5%	1.3%
Average Home Value	\$226,199	\$251,638	\$289,992
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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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	2	0 111100	0 111100
Total	3,382	8,808	14,578
0 - 4	11.3%	10.5%	8.4%
5 - 9	8.2%	7.8%	6.7%
10 - 14	5.2%	5.5%	5.4%
15 - 24	15.7%	16.2%	15.5%
25 - 34	18.1%	18.4%	17.1%
35 - 44	11.4%	12.5%	13.0%
45 - 54	9.7%	10.4%	12.4%
55 - 64	8.5%	8.3%	9.7%
65 - 74	4.5%	5.0%	6.4%
75 - 84	3.6%	3.2%	3.6%
85 +	3.6%	2.1%	1.7%
18 +	71.6%	72.4%	75.8%
2017 Population by Age			
Total	3,864	9,685	15,937
0 - 4	9.9%	9.5%	7.7%
5 - 9	9.7%	9.3%	7.7%
10 - 14	8.0%	7.6%	6.7%
15 - 24	10.8%	12.1%	12.2%
25 - 34	17.4%	17.9%	16.9%
35 - 44	13.4%	13.7%	13.5%
45 - 54	9.7%	10.4%	11.6%
55 - 64	8.4%	8.2%	10.1%
65 - 74	6.4%	6.2%	7.8%
75 - 84	3.2%	3.1%	3.8%
85 +	3.1%	1.9%	1.8%
18 +	69.3%	70.3%	74.8%
2022 Population by Age			
Total	3,995	10,080	16,892
0 - 4	9.5%	9.1%	7.4%
5 - 9	9.3%	8.9%	7.4%
10 - 14	9.2%	8.8%	7.5%
15 - 24	12.2%	13.1%	12.5%
25 - 34	13.0%	14.0%	13.9%
35 - 44	15.5%	15.5%	15.0%
45 - 54	10.0%	10.6%	11.5%
55 - 64	8.2%	8.2%	10.2%
65 - 74	6.7%	6.4%	8.3%
75 - 84	3.4%	3.5%	4.5%
85 +	2.8%	1.8%	1.8%
18 +	67.7%	69.0%	74.0%
2010 Population by Sex			
Males	1,706	4,713	8,019
Females	1,675	4,094	6,560
2017 Population by Sex			
Males	1,943	5,139	8,670
Females	1,922	4,545	7,264
2022 Population by Sex			
Males	2,001	5,329	9,154
Females	1,994	4,750	7,735



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2010 Population by Race/Ethnicity			
Total	3,382	8,807	14,579
White Alone	49.1%	51.4%	59.5%
Black Alone	14.2%	15.8%	16.6%
American Indian Alone	4.8%	3.6%	2.6%
Asian Alone	0.7%	0.7%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	27.5%	24.8%	17.4%
Two or More Races	3.6%	3.6%	3.0%
Hispanic Origin	47.3%	42.6%	30.2%
Diversity Index	86.8	85.2	77.9
2017 Population by Race/Ethnicity			
Total	3,866	9,683	15,934
White Alone	49.5%	50.6%	58.6%
Black Alone	13.1%	14.7%	15.8%
American Indian Alone	4.0%	3.0%	2.2%
Asian Alone	0.8%	0.8%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	28.8%	26.9%	19.2%
Two or More Races	3.8%	3.8%	3.3%
Hispanic Origin	48.7%	45.5%	32.7%
Diversity Index	86.8	86.0	79.4
2022 Population by Race/Ethnicity			
Total	3,995	10,079	16,890
White Alone	47.7%	49.0%	57.4%
Black Alone	12.1%	13.7%	15.0%
American Indian Alone	3.5%	2.7%	1.9%
Asian Alone	0.8%	0.9%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	31.7%	29.5%	21.1%
Two or More Races	4.0%	4.1%	3.5%
Hispanic Origin	52.5%	49.0%	35.3%
Diversity Index	87.8	87.0	80.9
2010 Population by Relationship and Household Type			
Total	3,381	8,807	14,579
In Households	95.9%	92.0%	88.3%
In Family Households	80.9%	78.8%	75.7%
Householder	18.8%	19.0%	20.3%
Spouse	12.1%	12.4%	14.2%
Child	28.3%	28.3%	26.8%
Other relative	11.0%	9.6%	7.4%
Nonrelative	10.6%	9.5%	7.0%
In Nonfamily Households	15.1%	13.2%	12.5%
In Group Quarters	4.1%	8.0%	11.7%
Institutionalized Population	3.2%	7.3%	11.2%
Noninstitutionalized Population	0.9%	0.7%	0.5%
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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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment	2	0 111100	0 111100
Total	2,381	5,950	10,455
Less than 9th Grade	22.8%	23.3%	16.6%
9th - 12th Grade, No Diploma	10.5%	10.8%	10.6%
High School Graduate	31.4%	29.7%	30.1%
GED/Alternative Credential	4.0%	4.0%	5.2%
Some College, No Degree	15.5%	14.4%	15.9%
Associate Degree	8.1%	7.5%	7.8%
Bachelor's Degree	4.9%	6.6%	7.4%
Graduate/Professional Degree	2.9%	3.6%	6.4%
2017 Population 15+ by Marital Status			
Total	2,797	7,123	12,408
Never Married	43.5%	43.9%	40.7%
Married	39.6%	40.4%	42.2%
Widowed	8.1%	6.5%	6.7%
Divorced	8.8%	9.2%	10.3%
2017 Civilian Population 16+ in Labor Force		51270	1010 /0
Civilian Employed	95.8%	95.9%	96.3%
Civilian Unemployed (Unemployment Rate)	4.2%	4.1%	3.7%
2017 Employed Population 16+ by Industry			
Total	1,938	4,429	6,949
Agriculture/Mining	2.5%	2.6%	2.6%
Construction	8.6%	11.7%	11.5%
Manufacturing	20.4%	21.0%	17.1%
Wholesale Trade	4.6%	2.8%	2.3%
Retail Trade	15.6%	12.8%	12.7%
Transportation/Utilities	2.7%	2.5%	2.8%
Information	1.0%	0.9%	0.8%
Finance/Insurance/Real Estate	2.6%	3.7%	3.8%
Services	37.3%	36.2%	39.9%
Public Administration	4.7%	5.8%	6.5%
2017 Employed Population 16+ by Occupation			
Total	1,937	4,431	6,947
White Collar	41.1%	38.5%	43.5%
Management/Business/Financial	4.9%	6.3%	7.6%
Professional	7.6%	11.2%	14.3%
Sales	12.5%	9.4%	9.8%
Administrative Support	16.2%	11.6%	11.7%
Services	15.1%	19.6%	20.4%
Blue Collar	43.8%	42.0%	36.1%
Farming/Forestry/Fishing	0.9%	1.0%	1.0%
Construction/Extraction	5.1%	6.4%	6.4%
Installation/Maintenance/Repair	6.6%	5.6%	5.3%
Production	22.0%	19.1%	15.1%
Transportation/Material Moving	9.1%	9.9%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	3,381	8,807	14,579
Population Inside Urbanized Area	0.0%	0.0%	0.1%
Population Inside Urbanized Cluster	89.4%	79.7%	62.6%
Rural Population	10.6%	20.3%	37.3%



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2010 Households by Type			
Total	888	2,600	4,212
Households with 1 Person	28.2%	24.3%	22.7%
Households with 2+ People	71.8%	75.7%	77.3%
Family Households	64.6%	68.5%	70.4%
Husband-wife Families	41.7%	45.6%	49.4%
With Related Children	21.1%	22.4%	21.8%
Other Family (No Spouse Present)	23.0%	23.0%	20.9%
Other Family with Male Householder	7.8%	7.6%	6.8%
With Related Children	4.4%	4.5%	4.1%
Other Family with Female Householder	15.2%	15.4%	14.1%
With Related Children	11.8%	11.5%	9.9%
Nonfamily Households	7.2%	7.1%	6.9%
All Households with Children	39.0%	40.3%	37.3%
Multigenerational Households	5.9%	5.7%	5.4%
Unmarried Partner Households	8.3%	8.1%	7.9%
Male-female	7.2%	7.1%	6.8%
Same-sex	1.1%	1.0%	1.1%
2010 Households by Size			
Total	887	2,601	4,213
1 Person Household	28.2%	24.3%	22.7%
2 Person Household	23.8%	26.9%	31.0%
3 Person Household	13.5%	13.5%	15.0%
4 Person Household	10.6%	11.8%	11.9%
5 Person Household	7.3%	8.2%	7.8%
6 Person Household	5.5%	5.3%	4.4%
7 + Person Household	11.0%	10.0%	7.2%
2010 Households by Tenure and Mortgage Status			
Total	888	2,600	4,212
Owner Occupied	50.9%	58.9%	67.6%
Owned with a Mortgage/Loan	30.9%	36.3%	42.7%
Owned Free and Clear	20.0%	22.6%	24.9%
Renter Occupied	49.1%	41.1%	32.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	981	2,888	4,670
Housing Units Inside Urbanized Area	0.0%	0.0%	0.1%
Housing Units Inside Urbanized Cluster	86.3%	72.5%	51.5%
Rural Housing Units	13.7%	27.5%	48.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	The Great Outdoors (6C)
2.	Barrios Urbanos (7D)	Barrios Urbanos (7D)	Front Porches (8E)
3.	The Great Outdoors (6C)	The Great Outdoors (6C)	Barrios Urbanos (7D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,435,126	\$4,411,136	\$7,535,413
Average Spent	\$1,423.74	\$1,554.31	\$1,630.69
Spending Potential Index	66	72	76
Education: Total \$	\$912,545	\$2,757,839	\$4,683,699
Average Spent	\$905.30	\$971.75	\$1,013.57
Spending Potential Index	62	67	70
Entertainment/Recreation: Total \$	\$2,028,714	\$6,333,501	\$11,127,499
Average Spent	\$2,012.61	\$2,231.68	\$2,408.03
Spending Potential Index	65	72	77
Food at Home: Total \$	\$3,369,602	\$10,461,374	\$18,032,096
Average Spent	\$3,342.86	\$3,686.18	\$3,902.21
Spending Potential Index	66	73	77
Food Away from Home: Total \$	\$2,197,921	\$6,792,935	\$11,682,604
Average Spent	\$2,180.48	\$2,393.56	\$2,528.15
Spending Potential Index	65	72	76
Health Care: Total \$	\$3,594,340	\$11,430,570	\$20,402,789
Average Spent	\$3,565.81	\$4,027.68	\$4,415.23
Spending Potential Index	64	72	79
HH Furnishings & Equipment: Total \$	\$1,265,359	\$3,953,310	\$6,903,278
Average Spent	\$1,255.32	\$1,392.99	\$1,493.89
Spending Potential Index	65	72	77
Personal Care Products & Services: Total \$	\$517,518	\$1,605,966	\$2,793,058
Average Spent	\$513.41	\$565.88	\$604.43
Spending Potential Index	64	71	76
Shelter: Total \$	\$10,990,901	\$33,526,423	\$56,980,239
Average Spent	\$10,903.67	\$11,813.40	\$12,330.72
Spending Potential Index	67	73	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,482,509	\$4,698,621	\$8,359,549
Average Spent	\$1,470.74	\$1,655.61	\$1,809.03
Spending Potential Index	63	71	77
Travel: Total \$	\$1,320,984	\$4,103,724	\$7,243,264
Average Spent	\$1,310.50	\$1,445.99	\$1,567.47
Spending Potential Index	63	70	76
Vehicle Maintenance & Repairs: Total \$	\$705,774	\$2,210,277	\$3,876,471
Average Spent	\$700.17	\$778.82	\$838.88
Spending Potential Index	65	73	78

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Front Porches (8E)	52.5%	Population	3,865	3,995
Barrios Urbanos (7D)	31.9%	Households	1,008	1,037
The Great Outdoors (6C)	15.6%	Families	660	680
Top Tier (1A)	0.0%	Median Age	31.8	32.8
Professional Pride (1B)	0.0%	Median Household Income	\$41,367	\$49,223
		Spending Potential	Average Amount	1 - 7 -
		Index	Spent	Total
Apparel and Services		66	\$1,423.74	\$1,435,126
Men's		65	\$274.95	\$277,146
Women's		65	\$482.20	\$486,055
Children's		69	\$230.64	\$232,489
Footwear		66	\$307.37	\$309,827
Watches & Jewelry		65	\$76.76	\$77,370
Apparel Products and Services (1)		63	\$51.82	\$52,238
		03	\$51.02	<i>452,25</i> 0
Computer Computers and Hardware for Home		67	¢116.16	¢117.095
	USE	67	\$116.16 \$3.55	\$117,085
Portable Memory Computer Software				\$3,577
•		68	\$7.89	\$7,952
Computer Accessories		67	\$12.06	\$12,158
Entertainment & Recreation		65	\$2,012.61	\$2,028,714
Fees and Admissions		64	\$408.05	\$411,317
Membership Fees for Clubs (2)	- •	62	\$131.35	\$132,404
Fees for Participant Sports, excl. 1	•	64	\$63.34	\$63,847
Tickets to Theatre/Operas/Concer		63	\$37.56	\$37,860
Tickets to Movies/Museums/Parks		70	\$53.66	\$54,090
Admission to Sporting Events, exc	cl. Irips	60	\$33.34	\$33,610
Fees for Recreational Lessons		66	\$88.21	\$88,916
Dating Services		73	\$0.59	\$590
TV/Video/Audio		66	\$849.27	\$856,063
Cable and Satellite Television Serv	vices	66	\$625.68	\$630,689
Televisions		67	\$80.28	\$80,921
Satellite Dishes		70	\$1.02	\$1,027
VCRs, Video Cameras, and DVD P	layers	68	\$4.47	\$4,509
Miscellaneous Video Equipment		62	\$5.96	\$6,010
Video Cassettes and DVDs		69	\$10.56	\$10,646
Video Game Hardware/Accessorie	S	68	\$19.88	\$20,037
Video Game Software		68	\$10.54	\$10,626
Streaming/Downloaded Video		69	\$17.60	\$17,737
Rental of Video Cassettes and DVI	Ds	71	\$10.83	\$10,920
Installation of Televisions		62	\$0.55	\$557
Audio (3)		66	\$58.98	\$59,450
Rental and Repair of TV/Radio/Sou	und Equipment	72	\$2.91	\$2,935
Pets		62	\$372.38	\$375,364
Toys/Games/Crafts/Hobbies (4)		66	\$80.18	\$80,819
Recreational Vehicles and Fees (5)		59	\$60.48	\$60,965
Sports/Recreation/Exercise Equipme	ent (6)	63	\$108.41	\$109,280
Photo Equipment and Supplies (7)		65	\$35.84	\$36,122
Reading (8)		64	\$79.58	\$80,213
Catered Affairs (9)		61	\$18.42	\$18,571
Food		66	\$5,523.34	\$5,567,523
Food at Home		66	\$3,342.86	\$3,369,602
Bakery and Cereal Products		66	\$436.43	\$439,921
Meats, Poultry, Fish, and Eggs		67	\$767.55	\$773,694
Dairy Products		66	\$349.96	\$352,758
Fruits and Vegetables		67	\$654.92	\$660,161
Snacks and Other Food at Home (10)	66	\$1,134.00	\$1,143,067
Food Away from Home		65	\$2,180.48	\$2,197,921

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.



Georgetown, Delaware Ring: 1 mile radius

Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

Inance Total Financial 57 \$3,501.37 \$3,529,382 Value of Stocks/Ronds/Mutual Funds 58 \$14,001.18 \$14,122,277 Value of Other Financial Assets 56 \$727.182 \$1,771.26 \$1,785,429 Value of Credit Card Debt 53 \$381.29 \$384,336 Health 53 \$243.14 \$425,087 Nonprescription Drugs 64 \$81.25 \$81,902 Prescription Drugs 63 \$54.40,087 \$86,869 Home 5 \$54.20,090 \$54,642,700 Mortgage Payment and Basics (11) 63 \$54.20,090 \$54,642,700 Muintenance and Remodeling Materials (12) 60 \$54.240,900 \$54,642,700 Muintenance and Remodeling Materials (12) 60 \$54.445,520 \$14,84,952 Utilities, Fuel, and Public Services 61 \$127.33 \$24,525 Utilities, Tue, and Public Services 63 \$14,645 \$14,645 Household Textiliag (13) 66 \$62.70 \$63,200,023 \$60,023 <td< th=""><th></th><th>Spending Potential</th><th>Average Amount</th><th></th></td<>		Spending Potential	Average Amount	
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vilue of Retirement Plans 58 \$14,010.18 \$14,22,27; Value of Other Financial Asets 56 \$727.126 \$1272,592 Value of Credit Card Debt 65 \$311.29 \$284,336 Health 65 \$247.593 \$384,336 Health 63 \$243.14 \$245,687 Prescription Drugs 63 \$243.14 \$245,687 Fyreglasses and Contact Lenses 63 \$57.39 \$59,689 Home Wortgage Payment and Basics (11) 63 \$5,420.90 \$5,464,270 Maintenance and Remodeling Services 61 \$1,177.39 \$1,184,797 \$1,184,797 Muintenance and Remodeling Services 66 \$242.61 \$244,552 \$1,184,795 Muintenance and Remodeling Services 66 \$37.24 \$37.66,807 Household Ternishings and Equipment \$242,51 \$43,765 Moiser Appliances (14) 64 \$205.38 \$207,023 Rugs 63 \$51.27 \$63,706 Furinture \$55 \$7.71	Financial			
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Vehicle Loan Amount excluding Interest 65 \$1,771.26 \$1,785.429 Value of Credit Card Debt 65 \$381.29 \$384,336 Monprescription Drugs 64 \$81.25 \$\$81,902 Prescription Drugs 63 \$243.14 \$245,087 Eveglesses and Contact Lenses 63 \$59.39 \$59,895 Home With Maintenance and Remodeling Meterials (12) 61 \$1,75.39 \$1,184,797 Maintenance and Remodeling Meterials (12) 60 \$242.61 \$244,4552 Utilities, Fuel, and Public Services 66 \$52.70 \$63,320.05 \$3,346,605 Household Textilis (13) 66 \$52.70 \$63,276,423 \$32,693 Mugr Appliances (14) 64 \$205.38 \$207,023 \$60,708 Small Applances (14) 64 \$205.38 \$207,023 \$60,708 Small Applances (14) 65 \$312.73 \$315,236 \$32,493 Household Depresions 2 \$445,75 \$46,125 Household Spresions 65 \$312.43 \$32,49	Value of Retirement Plans	58		
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Housewares (15) 63 \$60.23 \$60,708 Small Appliances 67 \$32.43 \$32,693 Luggage 65 \$7.71 \$7,768 Telephones and Accessories 65 \$44.72 \$45,076 Household Operations 65 \$312.73 \$315,236 Child Care 65 \$312.73 \$315,236 Lawn and Garden (16) 65 \$44.72 \$463,953 Moving/Storage/Freight Express 72 \$45.75 \$461,12 Housekeeping Supplies (17) 65 \$460.27 \$463,953 Insurance 67 \$784.60 \$790,880 Life/Other Insurance 67 \$784.60 \$790,880 Life/Other Insurance 67 \$784.60 \$790,880 Life/Other Insurance 67 \$103.42 \$104,245 Personal Care Products (18) 66 \$309.64 \$311,14 School Books and Supplies (19) 67 \$103.42 \$1,404,245 Smoking Products 63 \$263.40 \$265,512	Rugs	63	\$14.65	\$14,765
Small Appliances 67 \$32.43 \$32,693 Luggage 65 \$7.71 \$7,768 Telephones and Accessories 65 \$7.71 \$7,768 Household Operations 5 \$44.72 \$\$45,076 Household Operations 65 \$312.73 \$315,236 Lawn and Garden (16) 61 \$253.69 \$255,722 Moving/Storage/Freight Express 72 \$46.12 \$463.953 Housekeeping Supplies (17) 65 \$460.27 \$463.953 Insurance 60 \$310.80 \$313.284 Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 67 \$103.81 \$263.774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 67 \$103.42 \$104,455 School Books and Supplies (19) 67 \$103.42 \$1489,316 Gasoline and Motor Oil 67 \$1,489,316 \$1489,316 Payments on Vehicles excluding Leases 66 \$1,477.50 <td< td=""><td>Major Appliances (14)</td><td>64</td><td>\$205.38</td><td>\$207,023</td></td<>	Major Appliances (14)	64	\$205.38	\$207,023
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Telephones and Accessories 65 \$44.72 \$45,076 Household Operations Child Care 65 \$312.73 \$315,236 Lawn and Garden (16) 61 \$253.69 \$255,721 Moving/Storage/Freight Express 72 \$45.75 \$446.12 Housekeeping Supplies (17) 65 \$460.27 \$463,953 Insurance 60 \$310.80 \$313,284 Owners and Renters Insurance 60 \$310.80 \$313,284 Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$311,214 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products \$104,245 \$306,812 \$104,245 School Books and Supplies (19) 67 \$103.42 \$104,245 School Books and Supplies (19) 67 \$1,856.45 \$1,871,297 Payments on Vehicles excluding Leases 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67<	Small Appliances	67	\$32.43	\$32,693
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Lawn and Garden (16) 61 \$253.69 \$255,722 Moving/Storage/Freight Express 72 \$45.75 \$46,112 Housekeeping Supplies (17) 65 \$460.27 \$463,953 Insurance 0 \$310.80 \$313,284 Owners and Renters Insurance 60 \$310.80 \$790,880 Vehicle Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263,40 \$265,512 Tansportation 67 \$103.42 \$104,245 Gasoline and Motor Oil 67 \$1,456.45 \$1,489,316 Gasoline and Motor Oil 67 \$103.42 \$104,245 Vehicle Maintenance and Repairs 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$103.612 \$1,489,316 Mirline Fares 64 \$328.19 <td>Household Operations</td> <td></td> <td></td> <td></td>	Household Operations			
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Housekeeping Supplies (17) 65 \$460.27 \$463,953 Insurance 60 \$310.80 \$313,284 Owners and Renters Insurance 60 \$310.80 \$313,284 Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.00 \$265,512 Transportation 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 66 \$1,070,774 \$705,774 Travel 61 \$328.19 \$330,812 Lodging on Trips 64 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Lawn and Garden (16)	61	\$253.69	\$255,722
Insurance 60 \$310.80 \$313,284 Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 64 \$328.19 \$330,812 Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 64 \$328.19 \$333,812 Auto/Truck Rental on Trips 64 \$321,13 \$323,699	Moving/Storage/Freight Express	72	\$45.75	\$46,112
Owners and Renters Insurance 60 \$310.80 \$313,284 Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Housekeeping Supplies (17)	65	\$460.27	\$463,953
Vehicle Insurance 67 \$784.60 \$790,880 Life/Other Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 63 \$263.40 \$265,512 Payments on Vehicles excluding Leases 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel Intrine Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Insurance			
Life/Other Insurance 61 \$260.69 \$262,774 Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Owners and Renters Insurance	60	\$310.80	\$313,284
Health Insurance 64 \$2,327.24 \$2,345,857 Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 7 \$328.19 \$330,812 Airline Fares 64 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Vehicle Insurance	67	\$784.60	\$790,880
Personal Care Products (18) 66 \$309.64 \$312,114 School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation 7 \$1,477.50 \$1,489,316 Payments on Vehicles excluding Leases 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 7 \$328.19 \$330,812 Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Life/Other Insurance	61	\$260.69	\$262,774
School Books and Supplies (19) 67 \$103.42 \$104,245 Smoking Products 63 \$263.40 \$265,512 Transportation	Health Insurance	64	\$2,327.24	\$2,345,857
Smoking Products63\$263.40\$265,512Transportation9Payments on Vehicles excluding Leases66\$1,477.50\$1,489,316Gasoline and Motor Oil67\$1,856.45\$1,871,297Vehicle Maintenance and Repairs65\$700.17\$705,774TravelÁirline Fares64\$328.19\$330,812Lodging on Trips61\$321.13\$323,699Auto/Truck Rental on Trips64\$16.98\$17,113	Personal Care Products (18)	66	\$309.64	\$312,114
TransportationPayments on Vehicles excluding Leases66\$1,477.50\$1,489,316Gasoline and Motor Oil67\$1,856.45\$1,871,297Vehicle Maintenance and Repairs65\$700.17\$705,774TravelAirline Fares64\$328.19\$330,812Lodging on Trips61\$321.13\$323,699Auto/Truck Rental on Trips64\$16.98\$17,113	School Books and Supplies (19)	67	\$103.42	\$104,245
Payments on Vehicles excluding Leases 66 \$1,477.50 \$1,489,316 Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Smoking Products	63	\$263.40	\$265,512
Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 64 \$328.19 \$330,812 Airline Fares 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Transportation			
Gasoline and Motor Oil 67 \$1,856.45 \$1,871,297 Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 50 \$30,812 \$330,812 Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Payments on Vehicles excluding Leases	66	\$1,477.50	\$1,489,316
Vehicle Maintenance and Repairs 65 \$700.17 \$705,774 Travel 5 \$30,812 \$330,812 Airline Fares 64 \$328.19 \$330,812 Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Gasoline and Motor Oil	67		
Travel 64 \$328.19 \$330,812 Airline Fares 61 \$321.13 \$323,699 Lodging on Trips 64 \$16.98 \$17,113	Vehicle Maintenance and Repairs	65		
Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Travel			
Lodging on Trips 61 \$321.13 \$323,699 Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Airline Fares	64	\$328.19	\$330,812
Auto/Truck Rental on Trips 64 \$16.98 \$17,113	Lodging on Trips			
		64	\$16.98	
		63		\$313,264

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Georgetown, Delaware Ring: 3 mile radius Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

				Longitude: -/5.4019/
Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Front Porches (8E)	35.8%	Population	9,684	10,079
Barrios Urbanos (7D)	32.1%	Households	2,838	2,959
The Great Outdoors (6C)	17.2%	Families	1,945	2,025
Midlife Constants (5E)	14.9%	Median Age	31.5	32.5
Top Tier (1A)	0.0%	Median Household Income	\$43,565	\$51,430
- F - X - 7		Spending Potential	Average Amount	1- /
		Index	Spent	Total
Apparel and Services		72	\$1,554.31	\$4,411,136
Men's		71	\$300.82	\$853,716
Women's		71	\$527.88	\$1,498,120
Children's		75	\$249.96	\$709,387
Footwear		73	\$335.76	\$952,889
Watches & Jewelry		70	\$83.09	\$235,821
Apparel Products and Services (1)		70	\$56.80	\$161,203
Computer				1 - 7
Computers and Hardware for Home Use	2	73	\$125.79	\$356,983
Portable Memory	-	72	\$3.83	\$10,870
Computer Software		72	\$8.43	\$23,928
Computer Accessories		73	\$13.15	\$37,309
Entertainment & Recreation		73	\$2,231.68	\$6,333,501
Fees and Admissions		70	\$443.33	\$1,258,165
Membership Fees for Clubs (2)		68	\$143.91	\$408,422
Fees for Participant Sports, excl. Trip	s	70	\$69.66	\$197,700
Tickets to Theatre/Operas/Concerts	•	69	\$40.79	\$115,771
Tickets to Movies/Museums/Parks		74	\$57.27	\$162,539
Admission to Sporting Events, excl.	Frips	66	\$36.71	\$104,169
Fees for Recreational Lessons		71	\$94.38	\$267,841
Dating Services		75	\$0.61	\$1,722
TV/Video/Audio		73	\$940.14	\$2,668,109
Cable and Satellite Television Service	es	73	\$696.92	\$1,977,849
Televisions		73	\$87.52	\$248,389
Satellite Dishes		77	\$1.11	\$3,142
VCRs, Video Cameras, and DVD Play	ers	74	\$4.85	\$13,772
Miscellaneous Video Equipment		70	\$6.68	\$18,958
Video Cassettes and DVDs		75	\$11.50	\$32,651
Video Game Hardware/Accessories		73	\$21.46	\$60,917
Video Game Software		73	\$11.35	\$32,215
Streaming/Downloaded Video		74	\$18.87	\$53,564
Rental of Video Cassettes and DVDs		76	\$11.65	\$33,073
Installation of Televisions		70	\$0.62	\$1,760
Audio (3)		72	\$64.49	\$183,032
Rental and Repair of TV/Radio/Sound	l Equipment	77	\$3.10	\$8,786
Pets		71	\$422.46	\$1,198,938
Toys/Games/Crafts/Hobbies (4)		73	\$88.00	\$249,743
Recreational Vehicles and Fees (5)		68	\$69.63	\$197,621
Sports/Recreation/Exercise Equipment	(6)	70	\$119.29	\$338,533
Photo Equipment and Supplies (7)		71	\$39.16	\$111,131
Reading (8)		71	\$89.04	\$252,698
Catered Affairs (9)		68	\$20.63	\$58,561
Food		73	\$6,079.74	\$17,254,310
Food at Home		73	\$3,686.18	\$10,461,374
Bakery and Cereal Products		73	\$482.13	\$1,368,276
Meats, Poultry, Fish, and Eggs		74	\$847.21	\$2,404,383
Dairy Products		73	\$386.99	\$1,098,279
Fruits and Vegetables	\	74	\$717.73	\$2,036,917
Snacks and Other Food at Home (10)	73 72	\$1,252.12	\$3,553,520
Food Away from Home Alcoholic Beverages		69	\$2,393.56 \$385.84	\$6,792,935 \$1,095,005
AILUIIUIIL DEVELAYES		69	\$385.84	\$1,095,005

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.



Georgetown, Delaware Ring: 3 mile radius

Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

	Spending Potential	Average Amount	
	Index	Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	65	\$4,028.09	\$11,431,727
Value of Retirement Plans	66	\$16,060.98	\$45,581,050
Value of Other Financial Assets	66	\$856.27	\$2,430,092
Vehicle Loan Amount excluding Interest	74	\$2,001.43	\$5,680,063
Value of Credit Card Debt	72	\$418.62	\$1,188,055
Health			
Nonprescription Drugs	72	\$91.66	\$260,128
Prescription Drugs	72	\$278.95	\$791,650
Eyeglasses and Contact Lenses	71	\$66.77	\$189,485
Home			
Mortgage Payment and Basics (11)	71	\$6,091.31	\$17,287,124
Maintenance and Remodeling Services	69	\$1,346.21	\$3,820,535
Maintenance and Remodeling Materials (12)	70	\$282.16	\$800,773
Utilities, Fuel, and Public Services	74	\$3,702.83	\$10,508,645
Household Furnishings and Equipment			
Household Textiles (13)	72	\$68.64	\$194,788
Furniture	72	\$411.05	\$1,166,567
Rugs	69	\$16.03	\$45,502
Major Appliances (14)	73	\$233.12	\$661,591
Housewares (15)	71	\$67.11	\$190,455
Small Appliances	73	\$35.45	\$100,605
Luggage	70	\$8.34	\$23,673
Telephones and Accessories	71	\$49.07	\$139,264
Household Operations	70	+225.00	+050.076
Child Care	70	\$335.09	\$950,976
Lawn and Garden (16)	70	\$293.73	\$833,599
Moving/Storage/Freight Express	75	\$48.24	\$136,918
Housekeeping Supplies (17)	72	\$514.34	\$1,459,699
Insurance	70	tact an	
Owners and Renters Insurance	70	\$361.35	\$1,025,516
Vehicle Insurance	74	\$867.94	\$2,463,213
Life/Other Insurance	69	\$295.11	\$837,516
Health Insurance	72	\$2,624.31	\$7,447,782
Personal Care Products (18)	72	\$339.88	\$964,581
School Books and Supplies (19)	73 71	\$112.47	\$319,185
Smoking Products	/1	\$297.65	\$844,719
Transportation	74		
Payments on Vehicles excluding Leases Gasoline and Motor Oil	74	\$1,657.78	\$4,704,766
	74 73	\$2,064.68 \$778.82	\$5,859,574
Vehicle Maintenance and Repairs	/3	\$778.82	\$2,210,277
Travel Airline Fares	70	43EE 00	\$1,010,034
	68	\$355.90 \$358.62	\$1,010,034
Lodging on Trips Auto/Truck Rental on Trips	71	\$358.62	\$1,017,752 \$52,832
Food and Drink on Trips	71	\$18.62	\$978,025
	70	\$344.02	\$970,025

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Georgetown, Delaware Ring: 5 mile radius Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

Top Tapestry Segments	Percent	Demographic Summary	2017	202
The Great Outdoors (6C)	31.9%	Population	15,935	16,8
Front Porches (8E)	23.6%	Households	4,621	4,9
Barrios Urbanos (7D)	20.3%	Families	3,245	3,4
Midlife Constants (5E)	10.1%	Median Age	34.2	35
Green Acres (6A)	7.5%	Median Household Income	\$48,256	\$54,8
		Spending Potential	Average Amount	. ,
		Index	Spent	Tot
pparel and Services		76	\$1,630.69	\$7,535,4
Men's		75	\$316.65	\$1,463,2
Women's		75	\$561.03	\$2,592,5
Children's		76	\$253.82	\$1,172,8
Footwear		76	\$255.82	
				\$1,620,5
Watches & Jewelry		74	\$88.36	\$408,3
Apparel Products and Services (1)		74	\$60.13	\$277,8
Computer				
Computers and Hardware for Home Us	e	76	\$131.41	\$607,2
Portable Memory		75	\$3.97	\$18,3
Computer Software		75	\$8.69	\$40,1
Computer Accessories		77	\$13.95	\$64,4
Intertainment & Recreation		77	\$2,408.03	\$11,127,4
Fees and Admissions		74	\$470.59	\$2,174,5
Membership Fees for Clubs (2)		73	\$154.32	\$713,1
Fees for Participant Sports, excl. Trip	ns.	75	\$74.61	\$344,7
Tickets to Theatre/Operas/Concerts	55	73	\$43.70	\$201,9
Tickets to Movies/Museums/Parks		73	\$58.94	\$272,3
Admission to Sporting Events, excl.	Trinc	70	\$39.09	
	mps	70	•	\$180,6
Fees for Recreational Lessons			\$99.34	\$459,0
Dating Services		73	\$0.59	\$2,7
TV/Video/Audio		78	\$999.30	\$4,617,7
Cable and Satellite Television Servic	es	78	\$745.34	\$3,444,2
Televisions		76	\$91.18	\$421,3
Satellite Dishes		79	\$1.15	\$5,3
VCRs, Video Cameras, and DVD Play	/ers	77	\$5.04	\$23,2
Miscellaneous Video Equipment		75	\$7.19	\$33,2
Video Cassettes and DVDs		80	\$12.16	\$56,2
Video Game Hardware/Accessories		75	\$21.95	\$101,4
Video Game Software		74	\$11.46	\$52,9
Streaming/Downloaded Video		76	\$19.52	\$90,1
Rental of Video Cassettes and DVDs		78	\$11.94	\$55,1
Installation of Televisions		78	\$0.69	\$3,1
Audio (3)		77	\$68.60	\$316,9
Rental and Repair of TV/Radio/Soun	d Equipment	77	\$3.10	\$14,3
Pets		79	\$473.17	\$2,186,5
Toys/Games/Crafts/Hobbies (4)		77	\$93.71	\$433,0
Recreational Vehicles and Fees (5)		79	\$80.36	\$371,3
Sports/Recreation/Exercise Equipment	(6)	76	\$129.88	\$600,1
Photo Equipment and Supplies (7)	(0)	75	\$41.62	\$192,3
Reading (8)		78	\$97.47	\$450,4
		73	\$21.92	
Catered Affairs (9)		72		\$101,2
Food			\$6,430.36	\$29,714,7
Food at Home		77	\$3,902.21	\$18,032,0
Bakery and Cereal Products		77	\$512.01	\$2,365,9
Meats, Poultry, Fish, and Eggs		78	\$892.10	\$4,122,4
Dairy Products		77	\$413.08	\$1,908,8
Fruits and Vegetables		77	\$755.82	\$3,492,6
Snacks and Other Food at Home (10))	77	\$1,329.20	\$6,142,2
Food Away from Home		76	\$2,528.15	\$11,682,6
Alcoholic Beverages		74	\$411.70	\$1,902,4

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Georgetown, Delaware Ring: 5 mile radius Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

Spending Potential Index Average Amount Spending Potential Financial Total Value of Stock/Bonds/Mutual Funds 74 494,566,50 \$21,10,008 Value of Stock/Bonds/Mutual Funds 75 \$18,81,11.06 \$594,14,850,067 Value of Other Financial Asets 76 \$291,11.41 \$49,566,50 Value of Other Financial Asets 76 \$291,11.41 \$49,596,669 Value of Cordet Card Debt 77 \$448,07 \$2,070,513 Health 79 \$100.71 \$445,389 Prescription Drugs 79 \$100.71 \$445,389 Prescription Drugs 79 \$100.71 \$435,544 Evgelasses and Contart Lenses 77 \$3,264,05 \$18,137,881 Household Furnishings and Equipment 79 \$3,364,05 \$18,17,881 Household Furnishings and Equipment 76 \$72,57 \$335,11,81 Household Furnishings and Equipment 74 \$151,52 \$237,080 Household Furnishings and Equipment 74 \$151,52 \$327,308 Household Furnishings and Accessorie				
Financial value of Stocks/Bond/Nutual Funds 74 \$4,866.50 \$21,101,08 Value of Other Financial Assets 76 \$391,14 \$4,80,067 Value of Other Financial Assets 76 \$391,14 \$4,80,067 Vehicle Can Amount excluding Interest 79 \$2,13,31 \$9,996,669 Value of Credit Card Debt 77 \$2,40,73,31 \$465,389 Prescription Drugs 79 \$310,72 \$1,435,844 Eyeglasses and Contact Lenses 77 \$73,10 \$337,812 Home 78 \$6,683.03 \$30,882,266 Maintenance and Remodeling Services 78 \$1,510.43 \$6,597,178 Home 79 \$322,121 \$1,414,86,641 Utilities, Fuel, and Public Services 78 \$1,510.43 \$6,597,178 Household Texrilising and Equipment \$2,200,202 \$33,85511 Household Texrilising and Equipment \$37,55 \$173,553 Household Texrilising and Equipment \$37,55 \$173,553 Household Texrilising and Equip		Spending Potential	Average Amount	
Value of Stocks/Bonds/Mutual Funds 74 \$4,566.50 \$21,101,005 Value of Retirement Plans 75 \$18,211.06 \$584,153,328 Value of Other Financial Assets 76 \$991,14 \$4,580,067 Vehicle Loan Amount excluding Interest 79 \$2,163.31 \$9,996,669 Value of Credit Card Debt 77 \$448.07 \$2,2070,513 Heath	et a statu	Index	Spent	Total
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Health Nonprescription Drugs 79 \$100.71 \$465,389 Prescription Drugs 80 \$310.72 \$1,435,844 Eyeglasses and Contact Lenses 77 \$73.10 \$337,812 Home	5			
Nanprescription Drugs 79 \$100.71 \$465,389 Prescription Drugs 80 \$310.72 \$1,435,644 Eveglases and Contact Lenses 77 \$723.10 \$337,612 Montgage Payment and Basics (11) 78 \$6,683.03 \$30,882,266 Maintenance and Remodeling Services 79 \$321.71 \$1,486,641 Utilities, Fuel, and Public Services 79 \$3,964.05 \$18,817,881 Household Textiles (13) 76 \$72.82 \$336,511 Furniture 76 \$433.25 \$2,002,027 Rugs 74 \$11.17 \$79,3555 Mousehold Textiles (13) 76 \$72.82 \$336,511 Furniture 76 \$433.25 \$2,002,027 Rugs 74 \$11.17 \$79,3555 Major Appliances (14) 80 \$256.47 \$1,185,125 Housewares (15) 76 \$72.82 \$337,361 Edam Agridences 74 \$8.76 \$440,486 Telephones and Accessories 74 \$8.75 \$1,54,298<		//	\$448.07	\$2,070,513
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Auto/Truck Rental on Trips 76 \$20.03 \$92,561	Airline Fares		\$380.14	\$1,756,642
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	Food and Drink on Trips	76	\$374.97	\$1,732,750

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Georgetown, Delaware Ring: 5 mile radius

(1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, 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 civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.

(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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Georgetown, Delaware Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 38.69723 Longitude: -75.40197

Data for all businesses in area Total Businesses:	1 mile 270			3 miles 664				5 miles 813				
		2,642	1			8,91				10,66		
Total Employees:						-						
Total Residential Population:	3,865		9,684				15,935					
Employee/Residential Population Ratio (per 100 Residents)	Dusins	68	E un u l a		Dusing	92	Energia		Dusin	67	Ensel	
by SIC Codes	Busine Number	Percent	Emplo Number	Percent	Busine Number	Percent	Emplo Number	-	Busine Number	Percent	Emplo Number	Percent
Agriculture & Mining	4	1.5%	19	0.7%	7	1.1%	32	0.4%	13	1.6%	52	0.5%
Construction	16	5.9%	77	2.9%	41	6.2%	336	3.8%	61	7.5%	519	4.9%
Manufacturing	6	2.2%	50	1.9%	23	3.5%	1,214	13.6%	28	3.4%	1,349	12.6%
Transportation	3	1.1%	21	0.8%	12	1.8%	96	1.1%	16	2.0%	130	1.2%
Communication	2	0.7%	8	0.3%	4	0.6%	21	0.2%	4	0.5%	29	0.3%
Utility	1	0.4%	8	0.3%	2	0.3%	13	0.2%	2	0.2%	21	0.2%
Wholesale Trade	7	2.6%	38	1.4%	14	2.1%	156	1.8%	20	2.5%	210	2.0%
	7	2.070	50	1.470	14	2.170	150	1.0 /0	20	2.570	210	2.07
Retail Trade Summary	56	20.7%	646	24.5%	107	16.1%	1,074	12.1%	127	15.6%	1,232	11.6%
Home Improvement	4	1.5%	33	1.2%	6	0.9%	49	0.5%	7	0.9%	54	0.5%
General Merchandise Stores	2	0.7%	55	2.1%	4	0.6%	74	0.8%	5	0.6%	90	0.8%
Food Stores	6	2.2%	136	5.1%	12	1.8%	195	2.2%	14	1.7%	223	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	11	4.1%	146	5.5%	19	2.9%	219	2.5%	23	2.8%	246	2.3%
Apparel & Accessory Stores	5	1.9%	36	1.4%	6	0.9%	49	0.5%	7	0.9%	52	0.5%
Furniture & Home Furnishings	2	0.7%	5	0.2%	3	0.5%	9	0.1%	4	0.5%	21	0.2%
Eating & Drinking Places	12	4.4%	158	6.0%	26	3.9%	306	3.4%	30	3.7%	344	3.2%
Miscellaneous Retail	15	5.6%	77	2.9%	32	4.8%	172	1.9%	38	4.7%	202	1.9%
Finance, Insurance, Real Estate Summary	24	8.9%	245	9.3%	56	8.4%	482	5.4%	63	7.7%	521	4.9%
Banks, Savings & Lending Institutions	9	3.3%	127	4.8%	18	2.7%	258	2.9%	20	2.5%	273	2.6%
Securities Brokers	2	0.7%	16	0.6%	6	0.9%	31	0.3%	7	0.9%	34	0.3%
Insurance Carriers & Agents	6	2.2%	71	2.7%	12	1.8%	120	1.3%	13	1.6%	126	1.2%
Real Estate, Holding, Other Investment Offices	7	2.6%	31	1.2%	20	3.0%	72	0.8%	23	2.8%	89	0.8%
Services Summary	123	45.6%	1,281	48.5%	259	39.0%	2,480	27.8%	322	39.6%	3,213	30.1%
Hotels & Lodging	2	0.7%	. 22	0.8%	4	0.6%	. 58	0.7%	6	0.7%	. 66	0.6%
Automotive Services	10	3.7%	25	0.9%	20	3.0%	87	1.0%	26	3.2%	113	1.1%
Motion Pictures & Amusements	5	1.9%	8	0.3%	12	1.8%	81	0.9%	18	2.2%	128	1.2%
Health Services	27	10.0%	400	15.1%	43	6.5%	544	6.1%	50	6.2%	617	5.8%
Legal Services	9	3.3%	75	2.8%	31	4.7%	257	2.9%	33	4.1%	269	2.5%
Education Institutions & Libraries	5	1.9%	385	14.6%	15	2.3%	643	7.2%	19	2.3%	1,043	9.8%
Other Services	64	23.7%	365	13.8%	133	20.0%	810	9.1%	169	20.8%	975	9.1%
Government	21	7.8%	234	8.9%	121	18.2%	2,987	33.5%	136	16.7%	3,368	31.6%
Unclassified Establishments	7	2.6%	16	0.6%	17	2.6%	20	0.2%	21	2.6%	21	0.2%
Totals	270	100.0%	2,642	100.0%	664	100.0%	8,911	100.0%	813	100.0%	10,666	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017. 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.



Georgetown, Delaware Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 38.69723

Longitude: -75.40197

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percen
Agriculture, Forestry, Fishing & Hunting	1	0.4%	3	0.1%	1	0.2%	3	0.0%	4	0.5%	13	0.19
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09
Utilities	1	0.4%	8	0.3%	2	0.3%	13	0.1%	2	0.2%	17	0.2
Construction	17	6.3%	81	3.1%	43	6.5%	352	4.0%	63	7.7%	543	5.19
Manufacturing	5	1.9%	45	1.7%	20	3.0%	1,181	13.3%	23	2.8%	1,313	12.39
Wholesale Trade	7	2.6%	38	1.4%	13	2.0%	155	1.7%	19	2.3%	208	2.00
Retail Trade	43	15.9%	481	18.2%	81	12.2%	762	8.6%	97	11.9%	882	8.39
Motor Vehicle & Parts Dealers	10	3.7%	135	5.1%	16	2.4%	207	2.3%	19	2.3%	228	2.19
Furniture & Home Furnishings Stores	1	0.4%	2	0.1%	1	0.2%	2	0.0%	2	0.2%	12	0.19
Electronics & Appliance Stores	2	0.7%	6	0.2%	4	0.6%	13	0.1%	5	0.6%	16	0.20
Bldg Material & Garden Equipment & Supplies Dealers	4	1.5%	33	1.2%	6	0.9%	49	0.5%	7	0.9%	54	0.59
Food & Beverage Stores	6	2.2%	132	5.0%	13	2.0%	190	2.1%	15	1.8%	216	2.09
Health & Personal Care Stores	3	1.1%	34	1.3%	7	1.1%	59	0.7%	8	1.0%	69	0.60
Gasoline Stations	1	0.4%	11	0.4%	2	0.3%	13	0.1%	3	0.4%	18	0.20
Clothing & Clothing Accessories Stores	5	1.9%	39	1.5%	7	1.1%	53	0.6%	8	1.0%	56	0.59
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	4	0.2%	1	0.2%	6	0.1%	2	0.2%	8	0.19
General Merchandise Stores	2	0.7%	55	2.1%	4	0.6%	74	0.8%	5	0.6%	90	0.80
Miscellaneous Store Retailers	8	3.0%	30	1.1%	17	2.6%	71	0.8%	20	2.5%	80	0.80
Nonstore Retailers	0	0.0%	0	0.0%	3	0.5%	25	0.3%	4	0.5%	34	0.39
Transportation & Warehousing	3	1.1%	8	0.3%	10	1.5%	67	0.8%	13	1.6%	101	0.99
Information	4	1.5%	16	0.6%	11	1.7%	69	0.8%	13	1.6%	82	0.80
Finance & Insurance	17	6.3%	214	8.1%	36	5.4%	409	4.6%	40	4.9%	433	4.19
Central Bank/Credit Intermediation & Related Activities	9	3.3%	127	4.8%	18	2.7%	258	2.9%	20	2.5%	273	2.69
Securities, Commodity Contracts & Other Financial	2	0.7%	16	0.6%	6	0.9%	31	0.3%	7	0.9%	34	0.30
Insurance Carriers & Related Activities; Funds, Trusts &	6	2.2%	71	2.7%	12	1.8%	120	1.3%	13	1.6%	126	1.29
Real Estate, Rental & Leasing	11	4.1%	30	1.1%	29	4.4%	85	1.0%	34	4.2%	101	0.99
Professional, Scientific & Tech Services	25	9.3%	172	6.5%	65	9.8%	454	5.1%	76	9.3%	501	4.79
Legal Services	10	3.7%	82	3.1%	32	4.8%	266	3.0%	34	4.2%	279	2.69
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.09
Administrative & Support & Waste Management & Remediation	5	1.9%	17	0.6%	11	1.7%	43	0.5%	16	2.0%	58	0.59
Educational Services	7	2.6%	387	14.6%	16	2.4%	637	7.1%	22	2.7%	1,040	9.80
Health Care & Social Assistance	43	15.9%	516	19.5%	74	11.1%	864	9.7%	88	10.8%	978	9.29
Arts, Entertainment & Recreation	3	1.1%	8	0.3%	11	1.7%	87	1.0%	14	1.7%	130	1.20
Accommodation & Food Services	15	5.6%	188	7.1%	31	4.7%	372	4.2%	36	4.4%	419	3.99
Accommodation	2	0.7%	22	0.8%	4	0.6%	58	0.7%	6	0.7%	66	0.69
Food Services & Drinking Places	13	4.8%	165	6.2%	27	4.1%	314	3.5%	31	3.8%	352	3.30
Other Services (except Public Administration)	36	13.3%	180	6.8%	70	10.5%	346	3.9%	95	11.7%	454	4.30
Automotive Repair & Maintenance	6	2.2%	17	0.6%	13	2.0%	74	0.8%	17	2.1%	97	0.99
Public Administration	21	7.8%	234	8.9%	122	18.4%	2,992	33.6%	137	16.9%	3,373	31.60
Unclassified Establishments	7	2.6%	16	0.6%	17	2.6%	20	0.2%	21	2.6%	21	0.20
Total Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esr	270		2,642	100.0%	664	100.0%	8,911	100.0%	813	100.0%	10,666	100.09

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.