

19791 Coastal Hwy, Rehoboth Beach, Delaware, 19971  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 38.71696  
 Longitude: -75.10976

	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2000 Total Population	5,342	13,714	24,006
2010 Total Population	7,286	18,405	32,170
2020 Total Population	9,176	23,823	43,272
2020 Group Quarters	1	74	191
2025 Total Population	10,245	26,732	48,700
2020-2025 Annual Rate	2.23%	2.33%	2.39%
2020 Total Daytime Population	11,049	29,847	48,594
Workers	5,514	14,781	20,971
Residents	5,535	15,066	27,623
<b>Household Summary</b>			
2000 Households	2,657	6,697	11,168
2000 Average Household Size	2.01	2.03	2.12
2010 Households	3,666	9,187	15,394
2010 Average Household Size	1.99	2.00	2.08
2020 Households	4,695	12,032	20,778
2020 Average Household Size	1.95	1.97	2.07
2025 Households	5,244	13,516	23,411
2025 Average Household Size	1.95	1.97	2.07
2020-2025 Annual Rate	2.24%	2.35%	2.41%
2010 Families	1,828	4,904	8,935
2010 Average Family Size	2.56	2.54	2.59
2020 Families	2,284	6,277	11,889
2020 Average Family Size	2.53	2.53	2.59
2025 Families	2,539	7,022	13,354
2025 Average Family Size	2.53	2.53	2.59
2020-2025 Annual Rate	2.14%	2.27%	2.35%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,530	14,594	22,127
Owner Occupied Housing Units	39.3%	37.6%	42.5%
Renter Occupied Housing Units	8.8%	8.3%	7.9%
Vacant Housing Units	52.0%	54.1%	49.5%
2010 Housing Units	7,918	19,849	30,236
Owner Occupied Housing Units	36.3%	36.3%	41.7%
Renter Occupied Housing Units	10.0%	10.0%	9.2%
Vacant Housing Units	53.7%	53.7%	49.1%
2020 Housing Units	9,710	24,555	38,426
Owner Occupied Housing Units	37.7%	38.8%	44.5%
Renter Occupied Housing Units	10.7%	10.2%	9.6%
Vacant Housing Units	51.6%	51.0%	45.9%
2025 Housing Units	10,806	27,289	42,664
Owner Occupied Housing Units	37.4%	38.7%	44.8%
Renter Occupied Housing Units	11.2%	10.8%	10.1%
Vacant Housing Units	51.5%	50.5%	45.1%
<b>Median Household Income</b>			
2020	\$70,322	\$70,430	\$69,612
2025	\$75,634	\$74,650	\$74,365
<b>Median Home Value</b>			
2020	\$448,126	\$404,843	\$380,937
2025	\$471,467	\$426,417	\$397,405
<b>Per Capita Income</b>			
2020	\$53,531	\$52,322	\$48,937
2025	\$58,400	\$57,006	\$53,537
<b>Median Age</b>			
2010	53.1	54.6	54.7
2020	57.0	58.1	57.8
2025	58.8	60.2	59.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<b>2020 Households by Income</b>			
Household Income Base	4,695	12,032	20,778
<\$15,000	7.8%	7.9%	8.0%
\$15,000 - \$24,999	8.7%	7.6%	6.7%
\$25,000 - \$34,999	8.1%	8.1%	8.7%
\$35,000 - \$49,999	9.5%	10.4%	11.3%
\$50,000 - \$74,999	18.6%	18.6%	18.2%
\$75,000 - \$99,999	11.8%	12.4%	13.1%
\$100,000 - \$149,999	14.9%	16.8%	16.6%
\$150,000 - \$199,999	8.6%	6.9%	6.9%
\$200,000+	12.2%	11.4%	10.4%
Average Household Income	\$107,893	\$105,174	\$102,239
<b>2025 Households by Income</b>			
Household Income Base	5,244	13,516	23,411
<\$15,000	7.2%	7.6%	7.7%
\$15,000 - \$24,999	7.9%	7.0%	6.2%
\$25,000 - \$34,999	7.6%	7.8%	8.3%
\$35,000 - \$49,999	8.8%	9.8%	10.6%
\$50,000 - \$74,999	18.1%	18.0%	17.5%
\$75,000 - \$99,999	12.5%	12.9%	13.7%
\$100,000 - \$149,999	15.7%	17.2%	17.1%
\$150,000 - \$199,999	8.9%	7.1%	7.1%
\$200,000+	13.3%	12.7%	11.8%
Average Household Income	\$117,594	\$114,405	\$111,707
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	3,659	9,518	17,097
<\$50,000	6.6%	6.2%	7.2%
\$50,000 - \$99,999	2.6%	2.3%	2.9%
\$100,000 - \$149,999	2.0%	1.5%	2.2%
\$150,000 - \$199,999	3.5%	3.5%	4.1%
\$200,000 - \$249,999	5.1%	6.4%	6.8%
\$250,000 - \$299,999	4.8%	7.4%	7.5%
\$300,000 - \$399,999	16.7%	21.9%	23.9%
\$400,000 - \$499,999	18.2%	18.1%	18.7%
\$500,000 - \$749,999	18.6%	14.6%	13.6%
\$750,000 - \$999,999	10.0%	7.0%	5.0%
\$1,000,000 - \$1,499,999	7.2%	5.4%	3.9%
\$1,500,000 - \$1,999,999	3.1%	3.3%	2.3%
\$2,000,000 +	1.6%	2.4%	1.9%
Average Home Value	\$562,008	\$536,049	\$478,411
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	4,040	10,570	19,106
<\$50,000	5.5%	5.2%	6.3%
\$50,000 - \$99,999	2.2%	2.0%	2.5%
\$100,000 - \$149,999	1.6%	1.3%	1.9%
\$150,000 - \$199,999	2.8%	2.9%	3.4%
\$200,000 - \$249,999	4.2%	5.4%	5.8%
\$250,000 - \$299,999	3.9%	6.2%	6.4%
\$300,000 - \$399,999	16.4%	22.1%	24.4%
\$400,000 - \$499,999	18.6%	18.7%	19.5%
\$500,000 - \$749,999	20.4%	16.3%	15.4%
\$750,000 - \$999,999	11.0%	7.7%	5.5%
\$1,000,000 - \$1,499,999	7.9%	6.0%	4.4%
\$1,500,000 - \$1,999,999	3.5%	3.7%	2.5%
\$2,000,000 +	1.9%	2.5%	2.1%
Average Home Value	\$596,929	\$565,854	\$505,395

**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	7,286	18,405	32,171
0 - 4	3.6%	3.5%	3.5%
5 - 9	3.5%	3.6%	3.7%
10 - 14	4.0%	3.7%	3.9%
15 - 24	7.4%	7.1%	7.4%
25 - 34	8.8%	8.1%	7.7%
35 - 44	10.0%	9.6%	9.6%
45 - 54	15.9%	15.0%	14.7%
55 - 64	20.1%	19.9%	19.7%
65 - 74	15.8%	16.6%	17.3%
75 - 84	8.1%	9.3%	9.4%
85 +	2.9%	3.5%	3.0%
18 +	87.0%	87.0%	86.4%
<b>2020 Population by Age</b>			
Total	9,176	23,823	43,273
0 - 4	3.1%	3.0%	3.1%
5 - 9	3.1%	3.2%	3.5%
10 - 14	3.4%	3.6%	3.8%
15 - 24	6.3%	6.1%	6.4%
25 - 34	9.1%	8.2%	7.9%
35 - 44	9.0%	8.6%	8.7%
45 - 54	12.4%	11.8%	11.7%
55 - 64	20.7%	19.5%	19.2%
65 - 74	20.1%	20.8%	20.8%
75 - 84	9.6%	10.9%	11.1%
85 +	3.3%	4.3%	3.8%
18 +	88.8%	88.3%	87.4%
<b>2025 Population by Age</b>			
Total	10,243	26,730	48,698
0 - 4	3.0%	2.9%	3.0%
5 - 9	2.9%	3.1%	3.4%
10 - 14	3.3%	3.5%	3.8%
15 - 24	5.9%	5.8%	6.1%
25 - 34	8.1%	7.3%	7.0%
35 - 44	9.5%	9.1%	9.2%
45 - 54	11.3%	10.5%	10.6%
55 - 64	19.1%	17.5%	17.4%
65 - 74	21.3%	21.4%	21.4%
75 - 84	12.2%	14.1%	13.9%
85 +	3.5%	4.8%	4.2%
18 +	89.1%	88.5%	87.6%
<b>2010 Population by Sex</b>			
Males	3,652	8,924	15,507
Females	3,634	9,481	16,663
<b>2020 Population by Sex</b>			
Males	4,615	11,611	20,973
Females	4,561	12,212	22,299
<b>2025 Population by Sex</b>			
Males	5,163	13,031	23,667
Females	5,082	13,700	25,034

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,285	18,406	32,171
White Alone	89.8%	90.3%	90.2%
Black Alone	5.3%	4.6%	4.9%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	1.3%	1.4%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	1.4%
Two or More Races	1.4%	1.6%	1.6%
Hispanic Origin	4.9%	4.2%	3.6%
Diversity Index	26.6	24.8	23.9
<b>2020 Population by Race/Ethnicity</b>			
Total	9,175	23,823	43,272
White Alone	89.0%	89.4%	88.9%
Black Alone	5.1%	4.5%	5.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.7%	1.9%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	2.0%	1.7%
Two or More Races	1.7%	1.9%	1.9%
Hispanic Origin	5.8%	5.0%	4.3%
Diversity Index	29.2	27.4	27.1
<b>2025 Population by Race/Ethnicity</b>			
Total	10,245	26,731	48,701
White Alone	88.2%	88.6%	88.2%
Black Alone	5.1%	4.5%	5.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.0%	2.2%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.5%	2.3%	2.0%
Two or More Races	2.0%	2.2%	2.2%
Hispanic Origin	6.7%	5.7%	5.0%
Diversity Index	31.7	29.8	29.3
<b>2010 Population by Relationship and Household Type</b>			
Total	7,286	18,405	32,170
In Households	100.0%	99.6%	99.4%
In Family Households	66.2%	69.5%	73.7%
Householder	24.5%	26.3%	27.7%
Spouse	19.4%	20.9%	22.4%
Child	17.3%	17.6%	18.7%
Other relative	2.9%	2.8%	2.9%
Nonrelative	2.0%	1.9%	1.9%
In Nonfamily Households	33.7%	30.1%	25.7%
In Group Quarters	0.0%	0.4%	0.6%
Institutionalized Population	0.0%	0.4%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.0%

**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>2020 Population 25+ by Educational Attainment</b>			
Total	7,724	20,029	35,985
Less than 9th Grade	2.0%	1.7%	1.6%
9th - 12th Grade, No Diploma	3.0%	3.3%	3.8%
High School Graduate	23.5%	22.7%	24.7%
GED/Alternative Credential	1.2%	2.0%	2.0%
Some College, No Degree	13.0%	14.5%	15.5%
Associate Degree	7.8%	8.1%	8.8%
Bachelor's Degree	26.0%	25.5%	23.0%
Graduate/Professional Degree	23.5%	22.3%	20.5%
<b>2020 Population 15+ by Marital Status</b>			
Total	8,299	21,484	38,750
Never Married	27.9%	24.9%	22.4%
Married	54.1%	56.0%	59.4%
Widowed	7.1%	7.1%	6.9%
Divorced	10.9%	12.0%	11.2%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,267	10,253	18,320
Population 16+ Employed	85.6%	85.6%	85.8%
Population 16+ Unemployment rate	14.4%	14.4%	14.2%
Population 16-24 Employed	5.7%	7.0%	7.4%
Population 16-24 Unemployment rate	24.0%	23.8%	24.6%
Population 25-54 Employed	52.7%	52.1%	52.3%
Population 25-54 Unemployment rate	14.0%	13.9%	13.1%
Population 55-64 Employed	27.9%	25.9%	24.9%
Population 55-64 Unemployment rate	13.8%	14.0%	14.6%
Population 65+ Employed	13.7%	14.9%	15.4%
Population 65+ Unemployment rate	12.4%	11.9%	11.3%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,654	8,776	15,722
Agriculture/Mining	0.7%	0.9%	0.6%
Construction	7.8%	6.7%	8.7%
Manufacturing	4.7%	5.5%	5.6%
Wholesale Trade	0.5%	1.0%	1.5%
Retail Trade	16.2%	13.8%	14.3%
Transportation/Utilities	1.8%	2.4%	2.9%
Information	1.2%	1.1%	1.2%
Finance/Insurance/Real Estate	10.8%	9.5%	8.1%
Services	52.9%	54.5%	52.6%
Public Administration	3.6%	4.6%	4.5%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,654	8,776	15,722
White Collar	75.9%	74.7%	72.0%
Management/Business/Financial	20.8%	21.1%	19.4%
Professional	27.0%	27.0%	26.2%
Sales	17.3%	15.6%	15.9%
Administrative Support	10.8%	11.0%	10.5%
Services	13.7%	12.4%	13.6%
Blue Collar	10.5%	12.9%	14.5%
Farming/Forestry/Fishing	0.1%	0.4%	0.2%
Construction/Extraction	3.8%	3.5%	4.2%
Installation/Maintenance/Repair	1.1%	2.3%	2.7%
Production	2.7%	2.8%	2.9%
Transportation/Material Moving	2.7%	3.9%	4.4%

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<b>2010 Households by Type</b>			
Total	3,665	9,187	15,394
Households with 1 Person	35.0%	34.6%	31.8%
Households with 2+ People	65.0%	65.4%	68.2%
Family Households	49.9%	53.4%	58.0%
Husband-wife Families	39.6%	42.5%	47.0%
With Related Children	8.8%	8.9%	10.2%
Other Family (No Spouse Present)	10.3%	10.9%	11.0%
Other Family with Male Householder	3.0%	3.0%	3.1%
With Related Children	1.6%	1.5%	1.6%
Other Family with Female Householder	7.2%	7.9%	8.0%
With Related Children	4.2%	4.4%	4.3%
Nonfamily Households	15.1%	12.0%	10.1%
All Households with Children	15.0%	15.2%	16.4%
Multigenerational Households	1.9%	1.9%	2.2%
Unmarried Partner Households	12.3%	10.3%	8.9%
Male-female	4.1%	4.1%	4.2%
Same-sex	8.2%	6.2%	4.7%
<b>2010 Households by Size</b>			
Total	3,664	9,185	15,395
1 Person Household	35.0%	34.6%	31.8%
2 Person Household	44.4%	45.1%	46.3%
3 Person Household	10.3%	10.1%	10.6%
4 Person Household	6.1%	6.4%	7.0%
5 Person Household	2.6%	2.4%	2.9%
6 Person Household	1.0%	0.9%	0.9%
7 + Person Household	0.6%	0.5%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,666	9,187	15,394
Owner Occupied	78.4%	78.5%	81.9%
Owned with a Mortgage/Loan	47.3%	46.6%	47.4%
Owned Free and Clear	31.1%	31.9%	34.4%
Renter Occupied	21.6%	21.5%	18.1%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	98	109	114
Percent of Income for Mortgage	26.6%	24.0%	22.9%
Wealth Index	166	164	160
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,918	19,849	30,236
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.0%	89.4%	84.3%
Rural Housing Units	5.0%	10.6%	15.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,286	18,405	32,170
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	93.4%	85.0%	78.7%
Rural Population	6.6%	15.0%	21.3%

**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.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
2.	Senior Escapes (9D)	Golden Years (9B)	Rural Resort Dwellers (6E)
3.	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)	Golden Years (9B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,392,631	\$28,481,253	\$47,810,053
Average Spent	\$2,426.55	\$2,367.13	\$2,300.99
Spending Potential Index	113	110	107
Education: Total \$	\$8,276,520	\$22,308,528	\$37,168,443
Average Spent	\$1,762.84	\$1,854.10	\$1,788.84
Spending Potential Index	99	104	100
Entertainment/Recreation: Total \$	\$19,005,243	\$46,820,114	\$78,558,730
Average Spent	\$4,047.98	\$3,891.30	\$3,780.86
Spending Potential Index	125	120	116
Food at Home: Total \$	\$31,082,415	\$76,175,115	\$127,621,113
Average Spent	\$6,620.32	\$6,331.04	\$6,142.13
Spending Potential Index	124	119	115
Food Away from Home: Total \$	\$20,721,092	\$51,316,426	\$86,214,275
Average Spent	\$4,413.44	\$4,265.00	\$4,149.31
Spending Potential Index	117	113	110
Health Care: Total \$	\$36,295,154	\$88,051,819	\$148,076,291
Average Spent	\$7,730.60	\$7,318.14	\$7,126.59
Spending Potential Index	134	127	124
HH Furnishings & Equipment: Total \$	\$12,310,724	\$30,519,445	\$51,433,321
Average Spent	\$2,622.09	\$2,536.52	\$2,475.37
Spending Potential Index	120	116	113
Personal Care Products & Services: Total \$	\$5,230,022	\$12,984,122	\$21,834,922
Average Spent	\$1,113.96	\$1,079.13	\$1,050.87
Spending Potential Index	121	117	114
Shelter: Total \$	\$105,394,897	\$266,260,926	\$445,194,144
Average Spent	\$22,448.33	\$22,129.40	\$21,426.23
Spending Potential Index	116	114	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,887,571	\$39,748,714	\$67,257,466
Average Spent	\$3,596.93	\$3,303.58	\$3,236.96
Spending Potential Index	154	141	138
Travel: Total \$	\$14,664,315	\$36,422,140	\$61,259,226
Average Spent	\$3,123.39	\$3,027.11	\$2,948.27
Spending Potential Index	130	126	122
Vehicle Maintenance & Repairs: Total \$	\$6,957,660	\$17,103,357	\$28,611,267
Average Spent	\$1,481.93	\$1,421.49	\$1,377.00
Spending Potential Index	128	123	119

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

19791 Coastal Hwy, Rehoboth Beach, Delaware, 19971  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 38.71696  
 Longitude: -75.10976

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Silver & Gold (9A)	46.9%	Population	9,176	10,245
Senior Escapes (9D)	21.4%	Households	4,695	5,244
Rural Resort Dwellers (6E)	19.7%	Families	2,284	2,539
The Great Outdoors (6C)	10.5%	Median Age	57.0	58.8
Golden Years (9B)	1.5%	Median Household Income	\$70,322	\$75,634
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		113	\$2,426.55	\$11,392,631
Men's		110	\$459.70	\$2,158,309
Women's		125	\$941.72	\$4,421,362
Children's		90	\$286.37	\$1,344,526
Footwear		109	\$521.14	\$2,446,751
Watches & Jewelry		123	\$143.06	\$671,676
Apparel Products and Services (1)		129	\$74.55	\$350,007
<b>Computer</b>				
Computers and Hardware for Home Use		120	\$195.12	\$916,078
Portable Memory		128	\$4.94	\$23,196
Computer Software		114	\$11.08	\$52,017
Computer Accessories		123	\$21.78	\$102,277
<b>Entertainment &amp; Recreation</b>		125	\$4,047.98	\$19,005,243
Fees and Admissions		112	\$805.15	\$3,780,196
Membership Fees for Clubs (2)		114	\$272.75	\$1,280,564
Fees for Participant Sports, excl. Trips		127	\$125.22	\$587,921
Tickets to Theatre/Operas/Concerts		114	\$91.98	\$431,834
Tickets to Movies		108	\$62.02	\$291,187
Tickets to Parks or Museums		118	\$38.65	\$181,472
Admission to Sporting Events, excl. Trips		109	\$68.52	\$321,691
Fees for Recreational Lessons		100	\$145.28	\$682,097
Dating Services		90	\$0.73	\$3,430
TV/Video/Audio		126	\$1,469.73	\$6,900,370
Cable and Satellite Television Services		131	\$1,064.17	\$4,996,295
Televisions		117	\$126.44	\$593,628
Satellite Dishes		144	\$1.69	\$7,951
VCRs, Video Cameras, and DVD Players		115	\$5.98	\$28,092
Miscellaneous Video Equipment		113	\$28.24	\$132,593
Video Cassettes and DVDs		116	\$11.57	\$54,323
Video Game Hardware/Accessories		92	\$26.10	\$122,551
Video Game Software		95	\$15.64	\$73,431
Rental/Streaming/Downloaded Video		108	\$58.19	\$273,194
Installation of Televisions		215	\$2.32	\$10,899
Audio (3)		120	\$127.11	\$596,763
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.27	\$10,650
Pets		139	\$966.52	\$4,537,806
Toys/Games/Crafts/Hobbies (4)		108	\$131.70	\$618,343
Recreational Vehicles and Fees (5)		127	\$197.24	\$926,054
Sports/Recreation/Exercise Equipment (6)		123	\$249.57	\$1,171,722
Photo Equipment and Supplies (7)		97	\$49.60	\$232,872
Reading (8)		135	\$145.34	\$682,380
Catered Affairs (9)		111	\$33.12	\$155,500
<b>Food</b>		121	\$11,033.76	\$51,803,506
Food at Home		124	\$6,620.32	\$31,082,415
Bakery and Cereal Products		123	\$857.01	\$4,023,655
Meats, Poultry, Fish, and Eggs		122	\$1,427.75	\$6,703,304
Dairy Products		129	\$707.86	\$3,323,401
Fruits and Vegetables		124	\$1,296.03	\$6,084,860
Snacks and Other Food at Home (10)		124	\$2,331.67	\$10,947,195
Food Away from Home		117	\$4,413.44	\$20,721,092
Alcoholic Beverages		117	\$727.67	\$3,416,411

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	135	\$32,891.32	\$154,424,730
Value of Retirement Plans	127	\$120,915.19	\$567,696,821
Value of Other Financial Assets	189	\$15,450.69	\$72,540,982
Vehicle Loan Amount excluding Interest	117	\$3,423.15	\$16,071,706
Value of Credit Card Debt	117	\$3,046.50	\$14,303,303
<b>Health</b>			
Nonprescription Drugs	143	\$212.05	\$995,570
Prescription Drugs	145	\$505.85	\$2,374,968
Eyeglasses and Contact Lenses	132	\$123.79	\$581,187
<b>Home</b>			
Mortgage Payment and Basics (11)	125	\$13,047.49	\$61,257,973
Maintenance and Remodeling Services	141	\$3,627.44	\$17,030,851
Maintenance and Remodeling Materials (12)	155	\$855.96	\$4,018,717
Utilities, Fuel, and Public Services	124	\$6,059.02	\$28,447,088
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	116	\$117.77	\$552,907
Furniture	112	\$719.31	\$3,377,147
Rugs	103	\$36.17	\$169,813
Major Appliances (14)	130	\$465.69	\$2,186,407
Housewares (15)	139	\$134.36	\$630,797
Small Appliances	119	\$58.76	\$275,895
Luggage	112	\$16.48	\$77,360
Telephones and Accessories	110	\$97.17	\$456,220
<b>Household Operations</b>			
Child Care	88	\$453.39	\$2,128,653
Lawn and Garden (16)	151	\$736.87	\$3,459,622
Moving/Storage/Freight Express	113	\$68.22	\$320,275
Housekeeping Supplies (17)	133	\$1,034.81	\$4,858,433
<b>Insurance</b>			
Owners and Renters Insurance	137	\$819.27	\$3,846,457
Vehicle Insurance	120	\$2,160.60	\$10,144,001
Life/Other Insurance	124	\$669.65	\$3,143,998
Health Insurance	131	\$4,863.38	\$22,833,572
Personal Care Products (18)	118	\$588.56	\$2,763,268
School Books and Supplies (19)	112	\$165.44	\$776,745
Smoking Products	121	\$486.58	\$2,284,501
<b>Transportation</b>			
Payments on Vehicles excluding Leases	124	\$3,188.64	\$14,970,680
Gasoline and Motor Oil	121	\$2,872.80	\$13,487,812
Vehicle Maintenance and Repairs	128	\$1,481.93	\$6,957,660
<b>Travel</b>			
Airline Fares	125	\$749.76	\$3,520,119
Lodging on Trips	134	\$868.50	\$4,077,600
Auto/Truck Rental on Trips	128	\$36.88	\$173,143
Food and Drink on Trips	129	\$738.11	\$3,465,411

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 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 38.71696  
 Longitude: -75.10976

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Silver & Gold (9A)	38.0%	Population	23,823	26,732
Golden Years (9B)	22.9%	Households	12,032	13,516
Rural Resort Dwellers (6E)	17.3%	Families	6,277	7,022
Senior Escapes (9D)	11.5%	Median Age	58.1	60.2
Exurbanites (1E)	6.1%	Median Household Income	\$70,430	\$74,650
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		110	\$2,367.13	\$28,481,253
Men's		109	\$456.48	\$5,492,415
Women's		120	\$905.12	\$10,890,458
Children's		89	\$284.38	\$3,421,632
Footwear		106	\$509.97	\$6,135,972
Watches & Jewelry		118	\$137.64	\$1,656,028
Apparel Products and Services (1)		127	\$73.53	\$884,749
<b>Computer</b>				
Computers and Hardware for Home Use		116	\$189.50	\$2,280,072
Portable Memory		121	\$4.68	\$56,355
Computer Software		111	\$10.81	\$130,066
Computer Accessories		120	\$21.13	\$254,280
<b>Entertainment &amp; Recreation</b>		120	\$3,891.30	\$46,820,114
Fees and Admissions		113	\$809.61	\$9,741,284
Membership Fees for Clubs (2)		115	\$276.33	\$3,324,841
Fees for Participant Sports, excl. Trips		122	\$120.02	\$1,444,063
Tickets to Theatre/Operas/Concerts		117	\$94.45	\$1,136,449
Tickets to Movies		105	\$60.50	\$727,939
Tickets to Parks or Museums		113	\$37.07	\$445,975
Admission to Sporting Events, excl. Trips		110	\$69.34	\$834,253
Fees for Recreational Lessons		104	\$151.10	\$1,818,050
Dating Services		100	\$0.81	\$9,713
TV/Video/Audio		120	\$1,397.83	\$16,818,690
Cable and Satellite Television Services		125	\$1,008.60	\$12,135,509
Televisions		112	\$120.65	\$1,451,716
Satellite Dishes		134	\$1.57	\$18,934
VCRs, Video Cameras, and DVD Players		109	\$5.69	\$68,500
Miscellaneous Video Equipment		110	\$27.47	\$330,535
Video Cassettes and DVDs		109	\$10.94	\$131,655
Video Game Hardware/Accessories		90	\$25.61	\$308,135
Video Game Software		92	\$15.22	\$183,121
Rental/Streaming/Downloaded Video		103	\$55.68	\$669,898
Installation of Televisions		194	\$2.10	\$25,235
Audio (3)		115	\$121.95	\$1,467,284
Rental and Repair of TV/Radio/Sound Equipment		96	\$2.34	\$28,167
Pets		129	\$898.13	\$10,806,318
Toys/Games/Crafts/Hobbies (4)		105	\$127.49	\$1,533,999
Recreational Vehicles and Fees (5)		127	\$197.60	\$2,377,559
Sports/Recreation/Exercise Equipment (6)		116	\$235.42	\$2,832,576
Photo Equipment and Supplies (7)		99	\$50.71	\$610,100
Reading (8)		131	\$140.53	\$1,690,824
Catered Affairs (9)		114	\$33.97	\$408,764
<b>Food</b>		116	\$10,596.04	\$127,491,541
Food at Home		119	\$6,331.04	\$76,175,115
Bakery and Cereal Products		118	\$822.42	\$9,895,327
Meats, Poultry, Fish, and Eggs		117	\$1,370.23	\$16,486,592
Dairy Products		122	\$673.33	\$8,101,534
Fruits and Vegetables		119	\$1,247.16	\$15,005,845
Snacks and Other Food at Home (10)		118	\$2,217.90	\$26,685,817
Food Away from Home		113	\$4,265.00	\$51,316,426
Alcoholic Beverages		115	\$718.45	\$8,644,351

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	133	\$32,394.79	\$389,774,075
Value of Retirement Plans	126	\$119,790.62	\$1,441,320,796
Value of Other Financial Assets	174	\$14,219.27	\$171,086,303
Vehicle Loan Amount excluding Interest	110	\$3,217.55	\$38,713,521
Value of Credit Card Debt	114	\$2,953.12	\$35,531,937
<b>Health</b>			
Nonprescription Drugs	133	\$197.31	\$2,374,083
Prescription Drugs	135	\$471.11	\$5,668,420
Eyeglasses and Contact Lenses	126	\$118.14	\$1,421,451
<b>Home</b>			
Mortgage Payment and Basics (11)	121	\$12,677.71	\$152,538,161
Maintenance and Remodeling Services	135	\$3,467.83	\$41,724,964
Maintenance and Remodeling Materials (12)	141	\$778.55	\$9,367,481
Utilities, Fuel, and Public Services	118	\$5,748.70	\$69,168,363
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	113	\$114.73	\$1,380,468
Furniture	111	\$709.05	\$8,531,267
Rugs	106	\$37.12	\$446,573
Major Appliances (14)	123	\$440.36	\$5,298,384
Housewares (15)	130	\$125.66	\$1,511,997
Small Appliances	114	\$56.31	\$677,510
Luggage	111	\$16.35	\$196,681
Telephones and Accessories	111	\$98.49	\$1,184,983
<b>Household Operations</b>			
Child Care	91	\$467.75	\$5,628,013
Lawn and Garden (16)	142	\$691.68	\$8,322,265
Moving/Storage/Freight Express	110	\$66.13	\$795,729
Housekeeping Supplies (17)	125	\$971.75	\$11,692,083
<b>Insurance</b>			
Owners and Renters Insurance	128	\$765.80	\$9,214,053
Vehicle Insurance	114	\$2,051.73	\$24,686,445
Life/Other Insurance	120	\$652.04	\$7,845,388
Health Insurance	125	\$4,626.81	\$55,669,766
Personal Care Products (18)	113	\$564.70	\$6,794,428
School Books and Supplies (19)	108	\$159.42	\$1,918,085
Smoking Products	113	\$453.21	\$5,453,041
<b>Transportation</b>			
Payments on Vehicles excluding Leases	115	\$2,962.52	\$35,645,060
Gasoline and Motor Oil	114	\$2,695.14	\$32,427,930
Vehicle Maintenance and Repairs	123	\$1,421.49	\$17,103,357
<b>Travel</b>			
Airline Fares	123	\$736.68	\$8,863,759
Lodging on Trips	130	\$841.62	\$10,126,410
Auto/Truck Rental on Trips	125	\$35.92	\$432,196
Food and Drink on Trips	124	\$712.91	\$8,577,673

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19791 Coastal Hwy, Rehoboth Beach, Delaware, 19971  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 38.71696  
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Silver & Gold (9A)	38.9%	Population	43,272	48,700
Rural Resort Dwellers (6E)	15.3%	Households	20,778	23,411
Golden Years (9B)	13.6%	Families	11,889	13,354
Senior Escapes (9D)	12.8%	Median Age	57.8	59.6
Exurbanites (1E)	7.6%	Median Household Income	\$69,612	\$74,365
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		107	\$2,300.99	\$47,810,053
Men's		105	\$442.26	\$9,189,347
Women's		117	\$880.96	\$18,304,530
Children's		87	\$277.64	\$5,768,737
Footwear		103	\$495.04	\$10,285,852
Watches & Jewelry		115	\$133.96	\$2,783,481
Apparel Products and Services (1)		123	\$71.14	\$1,478,106
<b>Computer</b>				
Computers and Hardware for Home Use		113	\$184.33	\$3,829,998
Portable Memory		118	\$4.56	\$94,824
Computer Software		108	\$10.52	\$218,522
Computer Accessories		117	\$20.66	\$429,307
<b>Entertainment &amp; Recreation</b>		116	\$3,780.86	\$78,558,730
Fees and Admissions		110	\$788.24	\$16,377,988
Membership Fees for Clubs (2)		112	\$268.19	\$5,572,548
Fees for Participant Sports, excl. Trips		120	\$118.19	\$2,455,807
Tickets to Theatre/Operas/Concerts		113	\$91.30	\$1,896,981
Tickets to Movies		103	\$59.23	\$1,230,648
Tickets to Parks or Museums		110	\$36.15	\$751,147
Admission to Sporting Events, excl. Trips		108	\$67.74	\$1,407,405
Fees for Recreational Lessons		101	\$146.67	\$3,047,554
Dating Services		95	\$0.77	\$15,897
TV/Video/Audio		116	\$1,358.96	\$28,236,390
Cable and Satellite Television Services		121	\$978.83	\$20,338,096
Televisions		109	\$117.85	\$2,448,660
Satellite Dishes		132	\$1.54	\$31,938
VCRs, Video Cameras, and DVD Players		107	\$5.58	\$116,006
Miscellaneous Video Equipment		107	\$26.78	\$556,430
Video Cassettes and DVDs		107	\$10.73	\$222,965
Video Game Hardware/Accessories		88	\$24.91	\$517,680
Video Game Software		90	\$14.85	\$308,619
Rental/Streaming/Downloaded Video		101	\$54.43	\$1,130,897
Installation of Televisions		192	\$2.07	\$42,996
Audio (3)		112	\$119.13	\$2,475,369
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.25	\$46,732
Pets		125	\$871.05	\$18,098,592
Toys/Games/Crafts/Hobbies (4)		102	\$124.34	\$2,583,625
Recreational Vehicles and Fees (5)		122	\$189.61	\$3,939,651
Sports/Recreation/Exercise Equipment (6)		114	\$230.85	\$4,796,505
Photo Equipment and Supplies (7)		96	\$49.10	\$1,020,275
Reading (8)		127	\$136.26	\$2,831,131
Catered Affairs (9)		109	\$32.47	\$674,574
<b>Food</b>		113	\$10,291.43	\$213,835,388
Food at Home		115	\$6,142.13	\$127,621,113
Bakery and Cereal Products		115	\$797.08	\$16,561,642
Meats, Poultry, Fish, and Eggs		114	\$1,329.05	\$27,614,919
Dairy Products		118	\$652.38	\$13,555,208
Fruits and Vegetables		116	\$1,209.27	\$25,126,150
Snacks and Other Food at Home (10)		114	\$2,154.36	\$44,763,195
Food Away from Home		110	\$4,149.31	\$86,214,275
Alcoholic Beverages		112	\$699.13	\$14,526,516

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	130	\$31,776.29	\$660,247,766
Value of Retirement Plans	123	\$117,626.55	\$2,444,044,484
Value of Other Financial Assets	170	\$13,928.59	\$289,408,243
Vehicle Loan Amount excluding Interest	108	\$3,164.33	\$65,748,382
Value of Credit Card Debt	111	\$2,877.25	\$59,783,398
<b>Health</b>			
Nonprescription Drugs	129	\$191.51	\$3,979,284
Prescription Drugs	131	\$458.91	\$9,535,136
Eyeglasses and Contact Lenses	122	\$114.46	\$2,378,321
<b>Home</b>			
Mortgage Payment and Basics (11)	119	\$12,446.50	\$258,613,325
Maintenance and Remodeling Services	132	\$3,397.03	\$70,583,558
Maintenance and Remodeling Materials (12)	138	\$761.18	\$15,815,814
Utilities, Fuel, and Public Services	115	\$5,596.48	\$116,283,638
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$111.53	\$2,317,431
Furniture	108	\$689.95	\$14,335,871
Rugs	103	\$36.24	\$753,015
Major Appliances (14)	120	\$431.55	\$8,966,737
Housewares (15)	126	\$122.59	\$2,547,111
Small Appliances	111	\$54.74	\$1,137,406
Luggage	109	\$15.94	\$331,160
Telephones and Accessories	108	\$95.58	\$1,985,866
<b>Household Operations</b>			
Child Care	88	\$453.81	\$9,429,312
Lawn and Garden (16)	138	\$674.78	\$14,020,653
Moving/Storage/Freight Express	107	\$64.35	\$1,337,135
Housekeeping Supplies (17)	122	\$945.84	\$19,652,606
<b>Insurance</b>			
Owners and Renters Insurance	125	\$751.13	\$15,606,971
Vehicle Insurance	111	\$1,996.99	\$41,493,395
Life/Other Insurance	118	\$636.45	\$13,224,059
Health Insurance	122	\$4,505.31	\$93,611,338
Personal Care Products (18)	110	\$549.96	\$11,427,056
School Books and Supplies (19)	106	\$155.72	\$3,235,627
Smoking Products	109	\$436.95	\$9,078,943
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$2,903.32	\$60,325,086
Gasoline and Motor Oil	111	\$2,629.85	\$54,643,070
Vehicle Maintenance and Repairs	119	\$1,377.00	\$28,611,267
<b>Travel</b>			
Airline Fares	120	\$716.65	\$14,890,504
Lodging on Trips	126	\$818.81	\$17,013,182
Auto/Truck Rental on Trips	121	\$35.00	\$727,278
Food and Drink on Trips	121	\$694.72	\$14,434,977

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

19791 Coastal Hwy, Rehoboth Beach, Delaware, 19971  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 38.71696  
 Longitude: -75.10976

Data for all businesses in area	5 minutes				10 minutes				15 minutes			
Total Businesses:	659				2,132				2,622			
Total Employees:	6,435				19,236				24,282			
Total Residential Population:	9,176				23,823				43,272			
Employee/Residential Population Ratio (per 100 Residents)	70				81				56			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	1.4%	38	0.6%	31	1.5%	199	1.0%	52	2.0%	606	2.5%
Construction	39	5.9%	161	2.5%	137	6.4%	623	3.2%	190	7.2%	840	3.5%
Manufacturing	9	1.4%	81	1.3%	30	1.4%	227	1.2%	39	1.5%	343	1.4%
Transportation	12	1.8%	50	0.8%	35	1.6%	140	0.7%	52	2.0%	195	0.8%
Communication	3	0.5%	40	0.6%	8	0.4%	121	0.6%	13	0.5%	204	0.8%
Utility	2	0.3%	12	0.2%	7	0.3%	58	0.3%	10	0.4%	75	0.3%
Wholesale Trade	10	1.5%	46	0.7%	38	1.8%	261	1.4%	46	1.8%	305	1.3%
<b>Retail Trade Summary</b>	<b>243</b>	<b>36.9%</b>	<b>3,260</b>	<b>50.7%</b>	<b>748</b>	<b>35.1%</b>	<b>8,807</b>	<b>45.8%</b>	<b>875</b>	<b>33.4%</b>	<b>10,113</b>	<b>41.6%</b>
Home Improvement	4	0.6%	49	0.8%	20	0.9%	433	2.3%	25	1.0%	472	1.9%
General Merchandise Stores	8	1.2%	334	5.2%	29	1.4%	543	2.8%	36	1.4%	612	2.5%
Food Stores	23	3.5%	367	5.7%	68	3.2%	887	4.6%	75	2.9%	1,080	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	7	1.1%	28	0.4%	29	1.4%	160	0.8%	38	1.4%	232	1.0%
Apparel & Accessory Stores	28	4.2%	225	3.5%	82	3.8%	579	3.0%	88	3.4%	621	2.6%
Furniture & Home Furnishings	14	2.1%	81	1.3%	45	2.1%	280	1.5%	55	2.1%	315	1.3%
Eating & Drinking Places	75	11.4%	1,499	23.3%	251	11.8%	4,411	22.9%	288	11.0%	5,007	20.6%
Miscellaneous Retail	83	12.6%	677	10.5%	224	10.5%	1,514	7.9%	269	10.3%	1,774	7.3%
<b>Finance, Insurance, Real Estate Summary</b>	<b>90</b>	<b>13.7%</b>	<b>781</b>	<b>12.1%</b>	<b>217</b>	<b>10.2%</b>	<b>1,896</b>	<b>9.9%</b>	<b>253</b>	<b>9.6%</b>	<b>2,108</b>	<b>8.7%</b>
Banks, Savings & Lending Institutions	23	3.5%	212	3.3%	47	2.2%	423	2.2%	53	2.0%	465	1.9%
Securities Brokers	10	1.5%	101	1.6%	27	1.3%	246	1.3%	32	1.2%	275	1.1%
Insurance Carriers & Agents	6	0.9%	53	0.8%	22	1.0%	115	0.6%	25	1.0%	123	0.5%
Real Estate, Holding, Other Investment Offices	52	7.9%	416	6.5%	121	5.7%	1,112	5.8%	143	5.5%	1,245	5.1%
<b>Services Summary</b>	<b>208</b>	<b>31.6%</b>	<b>1,874</b>	<b>29.1%</b>	<b>719</b>	<b>33.7%</b>	<b>6,368</b>	<b>33.1%</b>	<b>894</b>	<b>34.1%</b>	<b>8,839</b>	<b>36.4%</b>
Hotels & Lodging	20	3.0%	228	3.5%	65	3.0%	903	4.7%	77	2.9%	1,085	4.5%
Automotive Services	6	0.9%	33	0.5%	23	1.1%	110	0.6%	28	1.1%	129	0.5%
Motion Pictures & Amusements	18	2.7%	341	5.3%	66	3.1%	740	3.8%	78	3.0%	888	3.7%
Health Services	28	4.2%	268	4.2%	121	5.7%	1,846	9.6%	144	5.5%	3,117	12.8%
Legal Services	7	1.1%	35	0.5%	22	1.0%	112	0.6%	25	1.0%	131	0.5%
Education Institutions & Libraries	5	0.8%	116	1.8%	17	0.8%	417	2.2%	24	0.9%	621	2.6%
Other Services	123	18.7%	852	13.2%	405	19.0%	2,240	11.6%	518	19.8%	2,867	11.8%
<b>Government</b>	<b>5</b>	<b>0.8%</b>	<b>91</b>	<b>1.4%</b>	<b>30</b>	<b>1.4%</b>	<b>528</b>	<b>2.7%</b>	<b>38</b>	<b>1.4%</b>	<b>642</b>	<b>2.6%</b>
<b>Unclassified Establishments</b>	<b>29</b>	<b>4.4%</b>	<b>2</b>	<b>0.0%</b>	<b>132</b>	<b>6.2%</b>	<b>10</b>	<b>0.1%</b>	<b>160</b>	<b>6.1%</b>	<b>13</b>	<b>0.1%</b>
<b>Totals</b>	<b>659</b>	<b>100.0%</b>	<b>6,435</b>	<b>100.0%</b>	<b>2,132</b>	<b>100.0%</b>	<b>19,236</b>	<b>100.0%</b>	<b>2,622</b>	<b>100.0%</b>	<b>24,282</b>	<b>100.0%</b>

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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.



19791 Coastal Hwy, Rehoboth Beach, Delaware, 19971  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 38.71696  
 Longitude: -75.10976

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	2	0.3%	4	0.1%	6	0.3%	33	0.2%	8	0.3%	335	1.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	0.2%	7	0.1%	4	0.2%	25	0.1%	5	0.2%	36	0.1%
Construction	43	6.5%	189	2.9%	150	7.0%	703	3.7%	207	7.9%	939	3.9%
Manufacturing	10	1.5%	87	1.4%	33	1.5%	217	1.1%	41	1.6%	329	1.4%
Wholesale Trade	9	1.4%	43	0.7%	36	1.7%	255	1.3%	43	1.6%	297	1.2%
Retail Trade	163	24.7%	1,740	27.0%	484	22.7%	4,326	22.5%	572	21.8%	5,031	20.7%
Motor Vehicle & Parts Dealers	7	1.1%	26	0.4%	25	1.2%	140	0.7%	33	1.3%	201	0.8%
Furniture & Home Furnishings Stores	8	1.2%	58	0.9%	32	1.5%	211	1.1%	38	1.4%	230	0.9%
Electronics & Appliance Stores	3	0.5%	16	0.2%	9	0.4%	50	0.3%	11	0.4%	60	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.6%	49	0.8%	20	0.9%	431	2.2%	25	1.0%	471	1.9%
Food & Beverage Stores	21	3.2%	375	5.8%	64	3.0%	905	4.7%	73	2.8%	1,109	4.6%
Health & Personal Care Stores	13	2.0%	77	1.2%	32	1.5%	184	1.0%	38	1.4%	217	0.9%
Gasoline Stations	1	0.2%	2	0.0%	4	0.2%	20	0.1%	6	0.2%	31	0.1%
Clothing & Clothing Accessories Stores	33	5.0%	252	3.9%	103	4.8%	660	3.4%	111	4.2%	710	2.9%
Sport Goods, Hobby, Book, & Music Stores	8	1.2%	69	1.1%	30	1.4%	183	1.0%	40	1.5%	224	0.9%
General Merchandise Stores	8	1.2%	334	5.2%	29	1.4%	543	2.8%	36	1.4%	612	2.5%
Miscellaneous Store Retailers	50	7.6%	479	7.4%	121	5.7%	994	5.2%	141	5.4%	1,160	4.8%
Nonstore Retailers	7	1.1%	3	0.0%	15	0.7%	4	0.0%	21	0.8%	7	0.0%
Transportation & Warehousing	8	1.2%	42	0.7%	24	1.1%	110	0.6%	37	1.4%	167	0.7%
Information	6	0.9%	64	1.0%	25	1.2%	226	1.2%	33	1.3%	325	1.3%
Finance & Insurance	40	6.1%	368	5.7%	98	4.6%	790	4.1%	113	4.3%	869	3.6%
Central Bank/Credit Intermediation & Related Activities	23	3.5%	211	3.3%	46	2.2%	412	2.1%	52	2.0%	453	1.9%
Securities, Commodity Contracts & Other Financial	11	1.7%	104	1.6%	30	1.4%	263	1.4%	36	1.4%	293	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	6	0.9%	53	0.8%	22	1.0%	115	0.6%	25	1.0%	123	0.5%
Real Estate, Rental & Leasing	55	8.3%	397	6.2%	128	6.0%	1,065	5.5%	152	5.8%	1,202	5.0%
Professional, Scientific & Tech Services	46	7.0%	179	2.8%	153	7.2%	740	3.8%	195	7.4%	947	3.9%
Legal Services	8	1.2%	41	0.6%	23	1.1%	119	0.6%	27	1.0%	139	0.6%
Management of Companies & Enterprises	1	0.2%	22	0.3%	5	0.2%	53	0.3%	6	0.2%	55	0.2%
Administrative & Support & Waste Management & Remediation	19	2.9%	96	1.5%	65	3.0%	354	1.8%	99	3.8%	479	2.0%
Educational Services	10	1.5%	135	2.1%	29	1.4%	470	2.4%	38	1.4%	679	2.8%
Health Care & Social Assistance	35	5.3%	465	7.2%	150	7.0%	2,253	11.7%	181	6.9%	3,708	15.3%
Arts, Entertainment & Recreation	12	1.8%	323	5.0%	56	2.6%	742	3.9%	72	2.7%	922	3.8%
Accommodation & Food Services	98	14.9%	1,741	27.1%	324	15.2%	5,361	27.9%	375	14.3%	6,141	25.3%
Accommodation	20	3.0%	228	3.5%	65	3.0%	903	4.7%	77	2.9%	1,085	4.5%
Food Services & Drinking Places	78	11.8%	1,513	23.5%	259	12.1%	4,458	23.2%	297	11.3%	5,056	20.8%
Other Services (except Public Administration)	66	10.0%	440	6.8%	203	9.5%	1,014	5.3%	251	9.6%	1,229	5.1%
Automotive Repair & Maintenance	3	0.5%	25	0.4%	17	0.8%	86	0.4%	21	0.8%	100	0.4%
Public Administration	5	0.8%	90	1.4%	27	1.3%	490	2.5%	32	1.2%	580	2.4%
Unclassified Establishments	29	4.4%	2	0.0%	132	6.2%	10	0.1%	160	6.1%	13	0.1%
<b>Total</b>	<b>659</b>	<b>100.0%</b>	<b>6,435</b>	<b>100.0%</b>	<b>2,132</b>	<b>100.0%</b>	<b>19,236</b>	<b>100.0%</b>	<b>2,622</b>	<b>100.0%</b>	<b>24,282</b>	<b>100.0%</b>

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