



Market Profile

Shops at Sea Coast
 19238 Coastal Hwy, Rehoboth Bch, Delaware, 19971
 Rings: 1, 3, 5 mile radii

Prepared by Campano Management
 Latitude: 38.72497
 Longitude: -75.12541

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,511	12,879	22,272
2010 Total Population	3,619	17,368	29,523
2014 Total Population	3,955	19,030	32,381
2014 Group Quarters	1	26	188
2019 Total Population	4,340	20,799	35,360
2014-2019 Annual Rate	1.88%	1.79%	1.78%
Household Summary			
2000 Households	1,235	6,244	10,476
2000 Average Household Size	2.03	2.05	2.10
2010 Households	1,853	8,559	14,260
2010 Average Household Size	1.95	2.03	2.06
2014 Households	2,033	9,376	15,640
2014 Average Household Size	1.94	2.03	2.06
2019 Households	2,227	10,222	17,063
2019 Average Household Size	1.95	2.03	2.06
2014-2019 Annual Rate	1.84%	1.74%	1.76%
2010 Families	901	4,563	8,085
2010 Average Family Size	2.53	2.58	2.58
2014 Families	981	4,949	8,795
2014 Average Family Size	2.52	2.59	2.59
2019 Families	1,066	5,355	9,530
2019 Average Family Size	2.53	2.60	2.59
2014-2019 Annual Rate	1.68%	1.59%	1.62%
Housing Unit Summary			
2000 Housing Units	2,256	12,675	21,069
Owner Occupied Housing Units	44.9%	40.4%	41.4%
Renter Occupied Housing Units	9.9%	8.9%	8.4%
Vacant Housing Units	45.3%	50.7%	50.3%
2010 Housing Units	3,288	17,488	28,538
Owner Occupied Housing Units	42.0%	38.8%	40.5%
Renter Occupied Housing Units	14.4%	10.1%	9.4%
Vacant Housing Units	43.6%	51.1%	50.0%
2014 Housing Units	3,489	18,754	30,700
Owner Occupied Housing Units	42.6%	38.9%	40.7%
Renter Occupied Housing Units	15.7%	11.1%	10.3%
Vacant Housing Units	41.7%	50.0%	49.1%
2019 Housing Units	3,727	20,006	32,876
Owner Occupied Housing Units	43.7%	39.9%	41.5%
Renter Occupied Housing Units	16.1%	11.2%	10.4%
Vacant Housing Units	40.2%	48.9%	48.1%
Median Household Income			
2014	\$47,393	\$56,021	\$56,001
2019	\$53,490	\$67,105	\$66,329
Median Home Value			
2014	\$296,207	\$365,458	\$340,919
2019	\$289,968	\$371,804	\$337,207
Per Capita Income			
2014	\$35,035	\$41,061	\$38,582
2019	\$41,758	\$49,392	\$45,858
Median Age			
2010	52.7	54.2	54.8
2014	54.4	55.9	56.3
2019	56.3	57.5	57.9

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2014 Households by Income			
Household Income Base	2,033	9,376	15,640
<\$15,000	10.5%	8.8%	9.0%
\$15,000 - \$24,999	13.3%	11.7%	12.3%
\$25,000 - \$34,999	12.1%	10.6%	10.4%
\$35,000 - \$49,999	16.2%	13.6%	12.8%
\$50,000 - \$74,999	19.1%	16.8%	17.2%
\$75,000 - \$99,999	9.6%	10.6%	11.7%
\$100,000 - \$149,999	8.7%	13.4%	14.0%
\$150,000 - \$199,999	2.8%	4.8%	4.8%
\$200,000+	7.8%	9.7%	7.8%
Average Household Income	\$70,532	\$83,547	\$79,966
2019 Households by Income			
Household Income Base	2,227	10,222	17,063
<\$15,000	9.8%	8.0%	8.2%
\$15,000 - \$24,999	9.3%	8.1%	8.7%
\$25,000 - \$34,999	11.5%	9.7%	9.7%
\$35,000 - \$49,999	16.0%	13.2%	12.5%
\$50,000 - \$74,999	17.2%	14.6%	15.1%
\$75,000 - \$99,999	10.8%	11.4%	12.6%
\$100,000 - \$149,999	10.9%	15.4%	16.2%
\$150,000 - \$199,999	4.8%	7.4%	7.4%
\$200,000+	9.7%	12.1%	9.7%
Average Household Income	\$84,341	\$100,717	\$95,180
2014 Owner Occupied Housing Units by Value			
Total	1,486	7,303	12,491
<\$50,000	1.4%	0.7%	0.8%
\$50,000 - \$99,999	6.9%	4.4%	5.5%
\$100,000 - \$149,999	11.2%	6.0%	7.9%
\$150,000 - \$199,999	10.4%	5.6%	7.6%
\$200,000 - \$249,999	11.0%	8.7%	9.4%
\$250,000 - \$299,999	9.8%	10.0%	10.3%
\$300,000 - \$399,999	18.9%	22.3%	21.1%
\$400,000 - \$499,999	11.0%	16.9%	16.3%
\$500,000 - \$749,999	8.5%	16.5%	14.7%
\$750,000 - \$999,999	7.6%	6.1%	4.5%
\$1,000,000 +	3.2%	2.8%	2.1%
Average Home Value	\$364,704	\$413,640	\$380,905
2019 Owner Occupied Housing Units by Value			
Total	1,628	7,973	13,640
<\$50,000	5.7%	2.9%	3.6%
\$50,000 - \$99,999	7.7%	5.2%	6.5%
\$100,000 - \$149,999	10.4%	5.9%	7.9%
\$150,000 - \$199,999	8.8%	4.9%	6.7%
\$200,000 - \$249,999	9.5%	8.0%	8.7%
\$250,000 - \$299,999	9.6%	10.4%	10.7%
\$300,000 - \$399,999	17.1%	17.7%	16.2%
\$400,000 - \$499,999	11.7%	17.5%	16.7%
\$500,000 - \$749,999	8.1%	17.0%	15.1%
\$750,000 - \$999,999	9.0%	8.4%	6.4%
\$1,000,000 +	2.1%	2.1%	1.5%
Average Home Value	\$352,505	\$413,911	\$378,067

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 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	3,618	17,368	29,526
0 - 4	4.0%	3.5%	3.5%
5 - 9	3.3%	3.6%	3.6%
10 - 14	3.7%	3.9%	3.9%
15 - 24	8.4%	7.2%	7.3%
25 - 34	9.3%	7.9%	7.8%
35 - 44	9.6%	9.8%	9.6%
45 - 54	15.3%	15.2%	14.7%
55 - 64	19.1%	19.9%	19.7%
65 - 74	15.5%	16.7%	17.3%
75 - 84	8.2%	9.0%	9.5%
85 +	3.6%	3.3%	3.2%
18 +	87.1%	86.7%	86.6%
2014 Population by Age			
Total	3,955	19,031	32,381
0 - 4	3.7%	3.3%	3.3%
5 - 9	3.2%	3.6%	3.7%
10 - 14	3.4%	3.6%	3.7%
15 - 24	8.3%	7.1%	6.9%
25 - 34	9.4%	8.1%	7.9%
35 - 44	8.9%	8.9%	8.9%
45 - 54	13.9%	13.8%	13.3%
55 - 64	19.5%	19.9%	19.6%
65 - 74	17.7%	19.0%	19.5%
75 - 84	8.1%	9.1%	9.9%
85 +	3.7%	3.5%	3.5%
18 +	87.8%	87.5%	87.3%
2019 Population by Age			
Total	4,342	20,800	35,360
0 - 4	3.7%	3.3%	3.2%
5 - 9	3.1%	3.4%	3.5%
10 - 14	3.3%	3.5%	3.7%
15 - 24	7.4%	6.4%	6.1%
25 - 34	9.3%	7.9%	7.5%
35 - 44	8.8%	8.8%	9.0%
45 - 54	12.3%	12.1%	11.7%
55 - 64	19.7%	20.0%	19.6%
65 - 74	19.6%	20.5%	21.0%
75 - 84	9.1%	10.3%	10.9%
85 +	3.8%	3.7%	3.7%
18 +	88.2%	87.8%	87.5%
2010 Population by Sex			
Males	1,769	8,462	14,243
Females	1,850	8,906	15,280
2014 Population by Sex			
Males	1,938	9,290	15,660
Females	2,017	9,740	16,720
2019 Population by Sex			
Males	2,138	10,190	17,178
Females	2,201	10,609	18,182

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	3,619	17,368	29,523
White Alone	89.7%	90.0%	90.4%
Black Alone	4.2%	5.0%	4.7%
American Indian Alone	0.4%	0.3%	0.5%
Asian Alone	1.4%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.7%	1.5%
Two or More Races	2.0%	1.5%	1.5%
Hispanic Origin	5.7%	4.2%	3.7%
Diversity Index	28.1	25.3	23.9
2014 Population by Race/Ethnicity			
Total	3,955	19,030	32,379
White Alone	88.6%	89.1%	89.5%
Black Alone	4.1%	5.0%	4.8%
American Indian Alone	0.4%	0.3%	0.5%
Asian Alone	1.7%	1.8%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.0%	1.8%
Two or More Races	2.3%	1.7%	1.8%
Hispanic Origin	7.1%	5.2%	4.6%
Diversity Index	31.6	28.1	26.8
2019 Population by Race/Ethnicity			
Total	4,340	20,798	35,361
White Alone	87.0%	87.7%	88.2%
Black Alone	4.1%	5.0%	4.8%
American Indian Alone	0.4%	0.3%	0.5%
Asian Alone	2.0%	2.2%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	2.7%	2.4%
Two or More Races	2.8%	2.1%	2.1%
Hispanic Origin	9.2%	6.7%	6.1%
Diversity Index	36.8	32.5	30.8
2010 Population by Relationship and Household Type			
Total	3,619	17,368	29,523
In Households	100.0%	99.9%	99.3%
In Family Households	65.5%	69.7%	72.5%
Householder	24.0%	26.2%	27.3%
Spouse	18.1%	20.8%	22.1%
Child	17.5%	17.8%	18.3%
Other relative	3.4%	2.9%	2.9%
Nonrelative	2.6%	1.9%	1.9%
In Nonfamily Households	34.4%	30.2%	26.9%
In Group Quarters	0.0%	0.1%	0.7%
Institutionalized Population	0.0%	0.1%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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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2014 Population 25+ by Educational Attainment			
Total	3,217	15,689	26,723
Less than 9th Grade	1.6%	1.0%	1.6%
9th - 12th Grade, No Diploma	5.3%	5.6%	5.8%
High School Graduate	20.8%	18.7%	21.5%
GED/Alternative Credential	4.0%	2.5%	2.7%
Some College, No Degree	18.8%	18.5%	20.0%
Associate Degree	12.9%	8.4%	8.2%
Bachelor's Degree	22.1%	25.7%	22.6%
Graduate/Professional Degree	14.4%	19.7%	17.7%
2014 Population 15+ by Marital Status			
Total	3,547	17,043	28,947
Never Married	22.6%	24.5%	22.8%
Married	47.7%	51.5%	53.8%
Widowed	11.6%	9.7%	10.3%
Divorced	18.1%	14.3%	13.1%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	96.3%	96.0%
Civilian Unemployed	4.8%	3.7%	4.0%
2014 Employed Population 16+ by Industry			
Total	1,710	8,700	14,546
Agriculture/Mining	0.4%	0.6%	0.8%
Construction	6.0%	5.3%	5.5%
Manufacturing	7.3%	7.2%	6.5%
Wholesale Trade	1.1%	1.1%	0.8%
Retail Trade	12.0%	12.4%	12.7%
Transportation/Utilities	2.5%	2.5%	3.0%
Information	1.7%	1.2%	1.3%
Finance/Insurance/Real Estate	8.2%	8.6%	8.7%
Services	55.7%	56.4%	56.1%
Public Administration	5.0%	4.8%	4.6%
2014 Employed Population 16+ by Occupation			
Total	1,709	8,701	14,547
White Collar	65.2%	69.2%	67.4%
Management/Business/Financial	14.3%	15.9%	16.1%
Professional	26.1%	28.5%	26.9%
Sales	17.4%	15.0%	13.9%
Administrative Support	7.4%	9.8%	10.5%
Services	22.6%	19.0%	19.7%
Blue Collar	12.1%	11.8%	12.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.7%	3.3%	3.3%
Installation/Maintenance/Repair	2.5%	1.7%	2.4%
Production	3.2%	4.1%	4.4%
Transportation/Material Moving	2.6%	2.5%	2.6%

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2010 Households by Type			
Total	1,853	8,560	14,260
Households with 1 Person	36.9%	34.2%	32.7%
Households with 2+ People	63.1%	65.8%	67.3%
Family Households	48.6%	53.3%	56.7%
Husband-wife Families	36.7%	42.5%	45.8%
With Related Children	8.5%	9.1%	9.8%
Other Family (No Spouse Present)	11.9%	10.9%	10.9%
Other Family with Male Householder	3.7%	3.0%	3.1%
With Related Children	1.8%	1.5%	1.5%
Other Family with Female Householder	8.3%	7.8%	7.8%
With Related Children	4.9%	4.4%	4.2%
Nonfamily Households	14.5%	12.5%	10.6%
All Households with Children	15.7%	15.4%	15.9%
Multigenerational Households	2.2%	1.9%	2.1%
Unmarried Partner Households	12.3%	10.6%	9.2%
Male-female	4.6%	4.1%	4.1%
Same-sex	7.6%	6.6%	5.1%
2010 Households by Size			
Total	1,854	8,560	14,260
1 Person Household	36.9%	34.2%	32.7%
2 Person Household	42.2%	45.2%	46.0%
3 Person Household	10.6%	10.1%	10.3%
4 Person Household	6.1%	6.5%	6.8%
5 Person Household	2.5%	2.5%	2.7%
6 Person Household	1.0%	1.0%	0.9%
7 + Person Household	0.7%	0.5%	0.5%
2010 Households by Tenure and Mortgage Status			
Total	1,853	8,559	14,260
Owner Occupied	74.5%	79.3%	81.1%
Owned with a Mortgage/Loan	41.4%	47.6%	46.9%
Owned Free and Clear	33.1%	31.7%	34.2%
Renter Occupied	25.5%	20.7%	18.9%

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