



TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

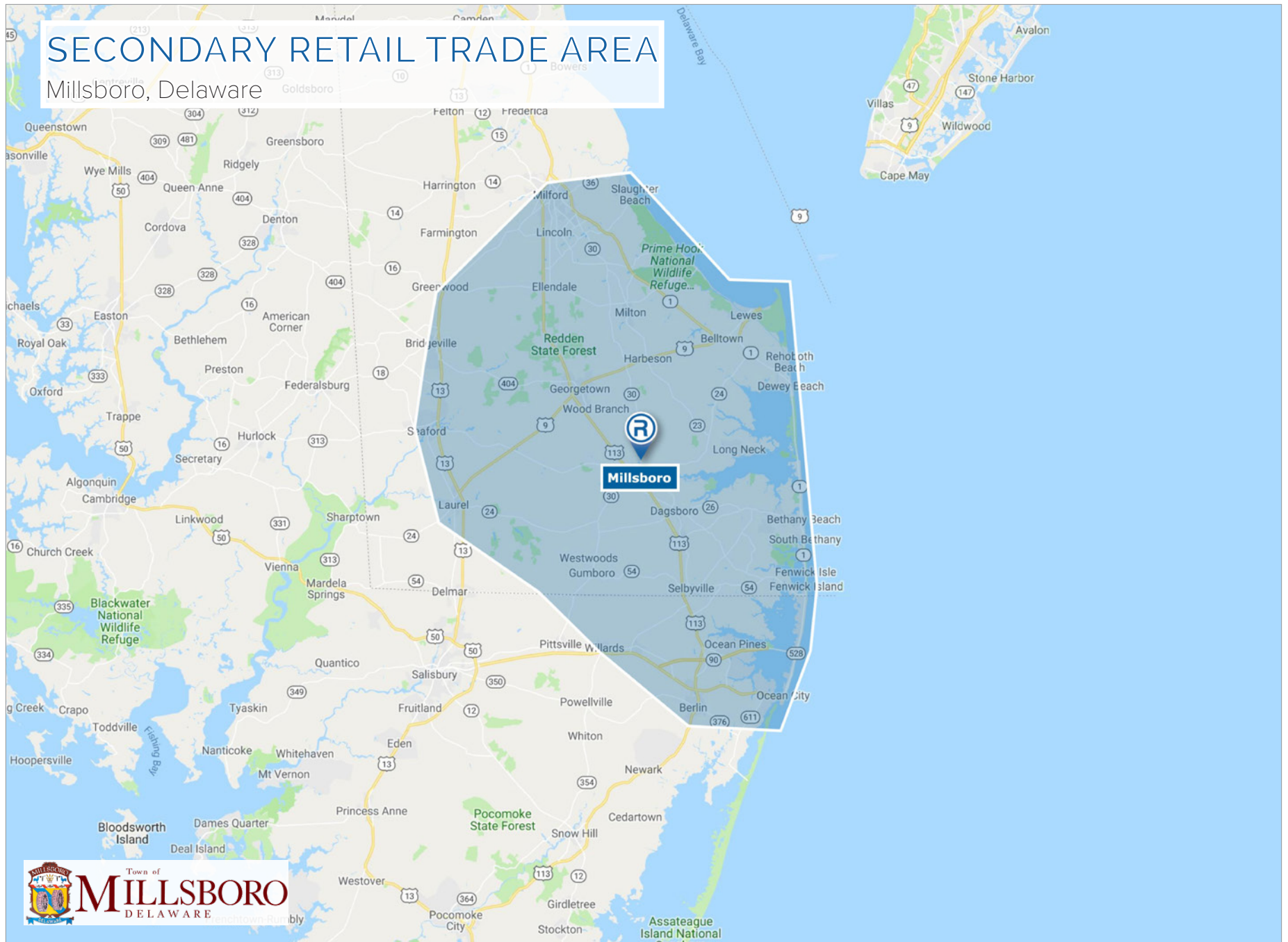
Millsboro, Delaware

Prepared for
Town of Millsboro
August 2019



SECONDARY RETAIL TRADE AREA

Millsboro, Delaware



CONTACT **JAMIE BURK, ASSISTANT TOWN MANAGER**

Town of Millsboro | 322 Wilson Highway | Millsboro, Delaware 19966 | 302.934.8171
jamieb@millsboro.org | www.millsboro.org

SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Millsboro, Delaware

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,548,751,455	\$136,774,963	\$1,411,976,492	0.09
441	Motor vehicle and parts dealers	\$283,245,924	\$19,574,843	\$263,671,081	0.07
4411	Automobile dealers	\$254,369,407	\$14,434,021	\$239,935,386	0.06
4412	Other motor vehicle dealers	\$23,423,802	\$2,428,153	\$20,995,649	0.10
4413	Automotive parts, accessories, and tire stores	\$5,452,715	\$2,712,669	\$2,740,046	0.50
442	Furniture and home furnishings stores	\$15,881,940	\$6,207,799	\$9,674,141	0.39
4421	Furniture stores	\$9,593,797	\$787,235	\$8,806,562	0.08
4422	Home furnishings stores	\$6,288,143	\$5,420,564	\$867,579	0.86
443	Electronics and appliance stores	\$35,241,039	\$542,773	\$34,698,266	0.02
443141	Household appliance stores	\$6,051,360	\$12	\$6,051,348	0.00
443142	Electronics stores	\$29,189,679	\$542,761	\$28,646,918	0.02
444	Building material and garden equipment and supplies dealers	\$87,635,854	\$24,380,375	\$63,255,479	0.28
4441	Building material and supplies dealers	\$75,198,804	\$24,344,493	\$50,854,311	0.32
44411	Home centers	\$42,699,778	\$11,193,816	\$31,505,962	0.26
44412	Paint and wallpaper stores	\$1,919,658	\$176	\$1,919,482	0.00
44413	Hardware stores	\$6,448,093	\$1,673	\$6,446,420	0.00
44419	Other building material dealers	\$24,131,275	\$13,148,828	\$10,982,447	0.54
4442	Lawn and garden equipment and supplies stores	\$12,437,050	\$35,882	\$12,401,168	0.00
44421	Outdoor power equipment stores	\$1,827,763	\$24,649	\$1,803,114	0.01
44422	Nursery, garden center, and farm supply stores	\$10,609,287	\$11,233	\$10,598,054	0.00
445	Food and beverage stores	\$204,616,759	\$14,640,528	\$189,976,231	0.07
4451	Grocery stores	\$186,605,655	\$11,666,439	\$174,939,216	0.06
44511	Supermarkets and other grocery (except convenience) stores	\$178,327,998	\$11,232,932	\$167,095,066	0.06
44512	Convenience stores	\$8,277,657	\$433,507	\$7,844,150	0.05
4452	Specialty food stores	\$7,209,575	\$0	\$7,209,575	0.00
4453	Beer, wine, and liquor stores	\$10,801,529	\$2,974,089	\$7,827,440	0.28

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Millsboro, Delaware

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$168,249,896	\$15,258,492	\$152,991,404	0.09
44611	Pharmacies and drug stores	\$140,606,787	\$13,160,794	\$127,445,993	0.09
44612	Cosmetics, beauty supplies, and perfume stores	\$9,276,218	\$2,096,288	\$7,179,930	0.23
44613	Optical goods stores	\$7,064,751	\$2	\$7,064,749	0.00
44619	Other health and personal care stores	\$11,302,140	\$1,408	\$11,300,732	0.00
447	Gasoline stations	\$140,919,841	\$644,646	\$140,275,195	0.00
448	Clothing and clothing accessories stores	\$49,295,297	\$2,920,392	\$46,374,905	0.06
4481	Clothing stores	\$36,556,867	\$1,767,150	\$34,789,717	0.05
44811	Men's clothing stores	\$1,799,238	\$16	\$1,799,222	0.00
44812	Women's clothing stores	\$6,522,539	\$14	\$6,522,525	0.00
44813	Children's and infants' clothing stores	\$3,058,210	\$20	\$3,058,190	0.00
44814	Family clothing stores	\$21,220,470	\$745,781	\$20,474,689	0.04
44815	Clothing accessories stores	\$1,560,702	\$13	\$1,560,689	0.00
44819	Other clothing stores	\$2,395,708	\$1,021,306	\$1,374,402	0.43
4482	Shoe stores	\$8,968,214	\$1,153,235	\$7,814,979	0.13
4483	Jewelry, luggage, and leather goods stores	\$3,770,216	\$7	\$3,770,209	0.00
44831	Jewelry stores	\$3,117,427	\$0	\$3,117,427	0.00
44832	Luggage and leather goods stores	\$652,789	\$7	\$652,782	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$20,075,009	\$134,000	\$19,941,009	0.01
4511	Sporting goods, hobby, and musical instrument stores	\$16,208,694	\$133,996	\$16,074,698	0.01
45111	Sporting goods stores	\$7,369,848	\$133,981	\$7,235,867	0.02
45112	Hobby, toy, and game stores	\$4,147,772	\$8	\$4,147,764	0.00
45113	Sewing, needlework, and piece goods stores	\$1,714,710	\$7	\$1,714,703	0.00
45114	Musical instrument and supplies stores	\$2,976,365	\$0	\$2,976,365	0.00
4512	Book stores and news dealers	\$3,866,314	\$4	\$3,866,310	0.00

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Millsboro, Delaware

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$179,414,808	\$22,171,237	\$157,243,571	0.12
4522	Department stores	\$33,003,187	\$0	\$33,003,187	0.00
4523	Other general merchandise stores	\$146,411,621	\$22,171,237	\$124,240,384	0.15
453	Miscellaneous store retailers	\$23,113,968	\$1,990,350	\$21,123,618	0.09
4531	Florists	\$2,003,929	\$7	\$2,003,922	0.00
4532	Office supplies, stationery, and gift stores	\$8,506,167	\$850,474	\$7,655,693	0.10
45321	Office supplies and stationery stores	\$2,879,715	\$31,807	\$2,847,908	0.01
45322	Gift, novelty, and souvenir stores	\$5,626,452	\$818,667	\$4,807,785	0.15
4533	Used merchandise stores	\$6,854,141	\$456,221	\$6,397,920	0.07
4539	Other miscellaneous store retailers	\$5,749,730	\$683,648	\$5,066,082	0.12
45391	Pet and pet supplies stores	\$1,163,225	\$15,716	\$1,147,509	0.01
45399	All other miscellaneous store retailers	\$4,586,505	\$667,932	\$3,918,573	0.15
454	Non-store retailers	\$142,863,979	\$7,560,847	\$135,303,132	0.05
722	Food services and drinking places	\$198,197,141	\$20,748,681	\$177,448,460	0.10
7223	Special food services	\$17,696,409	\$483,444	\$17,212,965	0.03
7224	Drinking places (alcoholic beverages)	\$5,085,950	\$29	\$5,085,921	0.00
7225	Restaurants and other eating places	\$175,414,782	\$20,265,208	\$155,149,574	0.12
722511	Full-service restaurants	\$84,981,491	\$10,402,348	\$74,579,143	0.12
722513	Limited-service restaurants	\$74,731,488	\$9,500,589	\$65,230,899	0.13
722514	Cafeterias, grill buffets, and buffets	\$2,787,932	\$21	\$2,787,911	0.00
722515	Snack and nonalcoholic beverage bars	\$12,913,870	\$362,250	\$12,551,620	0.03

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
Population		
2024 Projection	269,451	
2019 Estimate	252,353	
2010 Census	217,879	
2000 Census	175,025	
Growth 2019 - 2024		6.78%
Growth 2010 - 2019		15.82%
Growth 2000 - 2010		24.49%
2019 Est. Population by Single-Classification Race	252,353	
White Alone	199,662	79.12%
Black or African American Alone	29,561	11.71%
Amer. Indian and Alaska Native Alone	1,895	0.75%
Asian Alone	3,319	1.32%
Native Hawaiian and Other Pacific Island Alone	209	0.08%
Some Other Race Alone	11,377	4.51%
Two or More Races	6,330	2.51%
2019 Est. Population by Hispanic or Latino Origin	252,353	
Not Hispanic or Latino	228,512	90.55%
Hispanic or Latino	23,841	9.45%
Mexican	10,259	43.03%
Puerto Rican	2,950	12.37%
Cuban	293	1.23%
All Other Hispanic or Latino	10,340	43.37%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	23,841	
White Alone	9,464	39.70%
Black or African American Alone	778	3.26%
American Indian and Alaska Native Alone	869	3.65%
Asian Alone	47	0.20%
Native Hawaiian and Other Pacific Islander Alone	115	0.48%
Some Other Race Alone	10,986	46.08%
Two or More Races	1,582	6.64%
2019 Est. Pop by Race, Asian Alone, by Category	3,319	
Chinese, except Taiwanese	494	14.88%
Filipino	787	23.71%
Japanese	131	3.95%
Asian Indian	364	10.97%
Korean	204	6.15%
Vietnamese	541	16.30%
Cambodian	21	0.63%
Hmong	0	0.00%
Laotian	76	2.29%
Thai	156	4.70%
All Other Asian Races Including 2+ Category	546	16.45%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	252,353	
Arab	401	0.16%
Czech	410	0.16%
Danish	276	0.11%
Dutch	1,858	0.74%
English	25,322	10.03%
French (except Basque)	2,561	1.02%
French Canadian	556	0.22%
German	25,185	9.98%
Greek	924	0.37%
Hungarian	977	0.39%
Irish	27,084	10.73%
Italian	15,965	6.33%
Lithuanian	306	0.12%
United States or American	19,939	7.90%
Norwegian	760	0.30%
Polish	6,182	2.45%
Portuguese	537	0.21%
Russian	1,454	0.58%
Scottish	2,910	1.15%
Scotch-Irish	1,507	0.60%
Slovak	467	0.19%
Subsaharan African	388	0.15%
Swedish	1,018	0.40%
Swiss	274	0.11%
Ukrainian	769	0.31%
Welsh	1,315	0.52%
West Indian (except Hisp. groups)	1,317	0.52%
Other ancestries	66,830	26.48%
Ancestry Unclassified	44,859	17.78%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	216,185	90.20%
Speak Asian/Pacific Island Language at Home	1,639	0.68%
Speak IndoEuropean Language at Home	4,817	2.01%
Speak Spanish at Home	16,597	6.93%
Speak Other Language at Home	424	0.18%
2019 Est. Population by Age	252,353	
Age 0 - 4	12,690	5.03%
Age 5 - 9	12,970	5.14%
Age 10 - 14	13,250	5.25%
Age 15 - 17	7,822	3.10%
Age 18 - 20	7,121	2.82%
Age 21 - 24	9,625	3.81%
Age 25 - 34	25,317	10.03%
Age 35 - 44	24,480	9.70%
Age 45 - 54	28,460	11.28%
Age 55 - 64	40,426	16.02%
Age 65 - 74	44,238	17.53%
Age 75 - 84	19,429	7.70%
Age 85 and over	6,525	2.59%
Age 16 and over	210,882	83.57%
Age 18 and over	205,621	81.48%
Age 21 and over	198,500	78.66%
Age 65 and over	70,192	27.82%
2019 Est. Median Age		49.87
2019 Est. Average Age		45.93

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Population by Sex	252,353	
Male	122,413	48.51%
Female	129,941	51.49%
2019 Est. Male Population by Age	122,413	
Age 0 - 4	6,451	5.27%
Age 5 - 9	6,573	5.37%
Age 10 - 14	6,769	5.53%
Age 15 - 17	4,018	3.28%
Age 18 - 20	3,707	3.03%
Age 21 - 24	4,984	4.07%
Age 25 - 34	12,674	10.35%
Age 35 - 44	12,170	9.94%
Age 45 - 54	13,877	11.34%
Age 55 - 64	18,485	15.10%
Age 65 - 74	21,038	17.19%
Age 75 - 84	9,224	7.54%
Age 85 and over	2,442	2.00%
2019 Est. Median Age, Male		47.98
2019 Est. Average Age, Male		44.92

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	129,941	
Age 0 - 4	6,239	4.80%
Age 5 - 9	6,397	4.92%
Age 10 - 14	6,481	4.99%
Age 15 - 17	3,804	2.93%
Age 18 - 20	3,414	2.63%
Age 21 - 24	4,641	3.57%
Age 25 - 34	12,644	9.73%
Age 35 - 44	12,310	9.47%
Age 45 - 54	14,583	11.22%
Age 55 - 64	21,941	16.89%
Age 65 - 74	23,200	17.85%
Age 75 - 84	10,205	7.85%
Age 85 and over	4,082	3.14%
2019 Est. Median Age, Female		51.60
2019 Est. Average Age, Female		46.89
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	55,824	26.15%
Males, Never Married	30,609	14.34%
Females, Never Married	25,215	11.81%
Married, Spouse present	107,009	50.14%
Married, Spouse absent	9,511	4.46%
Widowed	16,255	7.62%
Males Widowed	3,748	1.76%
Females Widowed	12,507	5.86%
Divorced	24,844	11.64%
Males Divorced	10,333	4.84%
Females Divorced	14,512	6.80%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,592	4.0%
Some High School, no diploma	16,326	8.6%
High School Graduate (or GED)	59,240	31.4%
Some College, no degree	37,141	19.7%
Associate Degree	16,583	8.8%
Bachelor's Degree	31,305	16.6%
Master's Degree	15,215	8.1%
Professional School Degree	3,537	1.9%
Doctorate Degree	1,938	1.0%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,169	42.58%
High School Graduate	2,841	23.40%
Some College or Associate's Degree	2,559	21.08%
Bachelor's Degree or Higher	1,572	12.95%
Households		
2024 Projection	111,349	
2019 Estimate	104,229	
2010 Census	89,801	
2000 Census	71,586	
Growth 2019 - 2024		6.83%
Growth 2010 - 2019		16.07%
Growth 2000 - 2010		25.45%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	104,229	
Family Households	69,053	66.25%
Nonfamily Households	35,176	33.75%
2019 Est. Group Quarters Population	3,033	
2019 Households by Ethnicity, Hispanic/Latino	5,264	
2019 Est. Households by Household Income	104,229	
Income < \$15,000	7,989	7.67%
Income \$15,000 - \$24,999	7,357	7.06%
Income \$25,000 - \$34,999	8,952	8.59%
Income \$35,000 - \$49,999	14,355	13.77%
Income \$50,000 - \$74,999	20,416	19.59%
Income \$75,000 - \$99,999	13,976	13.41%
Income \$100,000 - \$124,999	10,474	10.05%
Income \$125,000 - \$149,999	7,018	6.73%
Income \$150,000 - \$199,999	6,231	5.98%
Income \$200,000 - \$249,999	2,953	2.83%
Income \$250,000 - \$499,999	3,067	2.94%
Income \$500,000+	1,440	1.38%
2019 Est. Average Household Income		\$89,593
2019 Est. Median Household Income		\$65,668

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,149
Black or African American Alone		\$44,909
American Indian and Alaska Native Alone		\$50,390
Asian Alone		\$91,138
Native Hawaiian and Other Pacific Islander Alone		\$64,256
Some Other Race Alone		\$44,850
Two or More Races		\$50,718
Hispanic or Latino		\$49,185
Not Hispanic or Latino		\$66,701
2019 Est. Family HH Type by Presence of Own Child.	69,053	
Married-Couple Family, own children	14,204	20.57%
Married-Couple Family, no own children	38,839	56.25%
Male Householder, own children	2,175	3.15%
Male Householder, no own children	2,304	3.34%
Female Householder, own children	5,881	8.52%
Female Householder, no own children	5,650	8.18%
2019 Est. Households by Household Size	104,229	
1-person	28,012	26.88%
2-person	42,388	40.67%
3-person	14,730	14.13%
4-person	10,369	9.95%
5-person	5,041	4.84%
6-person	2,074	1.99%
7-or-more-person	1,616	1.55%
2019 Est. Average Household Size		2.39

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	104,229	
Households with 1 or More People under Age 18:	26,227	25.16%
Married-Couple Family	15,878	60.54%
Other Family, Male Householder	2,652	10.11%
Other Family, Female Householder	7,308	27.86%
Nonfamily, Male Householder	277	1.06%
Nonfamily, Female Householder	112	0.43%
Households with No People under Age 18:	78,002	74.84%
Married-Couple Family	37,160	47.64%
Other Family, Male Householder	1,827	2.34%
Other Family, Female Householder	4,227	5.42%
Nonfamily, Male Householder	15,438	19.79%
Nonfamily, Female Householder	19,350	24.81%
2019 Est. Households by Number of Vehicles	104,229	
No Vehicles	4,937	4.74%
1 Vehicle	33,760	32.39%
2 Vehicles	44,322	42.52%
3 Vehicles	14,426	13.84%
4 Vehicles	5,122	4.91%
5 or more Vehicles	1,661	1.59%
2019 Est. Average Number of Vehicles		1.88

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
Family Households		
2024 Projection	73,710	
2019 Estimate	69,053	
2010 Census	59,732	
2000 Census	49,311	
Growth 2019 - 2024		6.74%
Growth 2010 - 2019		15.61%
Growth 2000 - 2010		21.13%
2019 Est. Families by Poverty Status	69,053	
2019 Families at or Above Poverty	63,789	92.38%
2019 Families at or Above Poverty with Children	19,084	27.64%
2019 Families Below Poverty	5,264	7.62%
2019 Families Below Poverty with Children	3,554	5.15%
2019 Est. Pop 16+ by Employment Status	210,882	
Civilian Labor Force, Employed	111,540	52.89%
Civilian Labor Force, Unemployed	5,829	2.76%
Armed Forces	129	0.06%
Not in Labor Force	93,384	44.28%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	110,840	
For-Profit Private Workers	75,274	67.91%
Non-Profit Private Workers	8,122	7.33%
Local Government Workers	1,879	1.70%
State Government Workers	8,068	7.28%
Federal Government Workers	4,882	4.41%
Self-Employed Workers	12,445	11.23%
Unpaid Family Workers	169	0.15%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	110,840	
Architect/Engineer	1,019	0.92%
Arts/Entertainment/Sports	1,355	1.22%
Building Grounds Maintenance	4,386	3.96%
Business/Financial Operations	3,962	3.58%
Community/Social Services	2,084	1.88%
Computer/Mathematical	1,351	1.22%
Construction/Extraction	6,840	6.17%
Education/Training/Library	6,273	5.66%
Farming/Fishing/Forestry	654	0.59%
Food Prep/Serving	6,595	5.95%
Health Practitioner/Technician	8,371	7.55%
Healthcare Support	2,652	2.39%
Maintenance Repair	4,477	4.04%
Legal	1,408	1.27%
Life/Physical/Social Science	684	0.62%
Management	12,418	11.20%
Office/Admin. Support	13,042	11.77%
Production	7,671	6.92%
Protective Services	2,645	2.39%
Sales/Related	13,417	12.11%
Personal Care/Service	3,807	3.44%
Transportation/Moving	5,728	5.17%
2019 Est. Pop 16+ by Occupation Classification	110,840	
White Collar	65,385	58.99%
Blue Collar	24,716	22.30%
Service and Farm	20,739	18.71%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

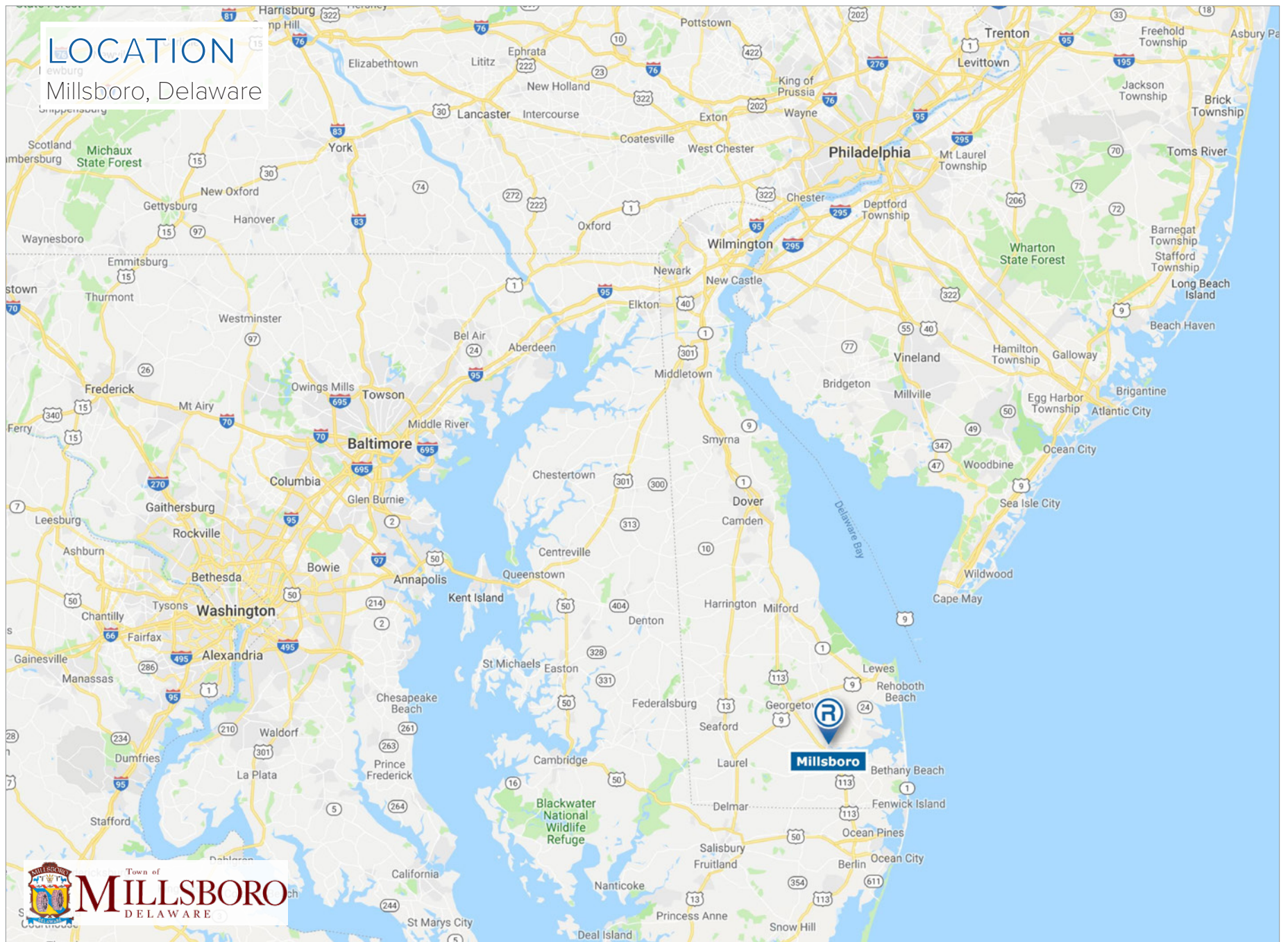
DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	108,917	
Drove Alone	90,026	82.66%
Car Pooled	7,847	7.21%
Public Transportation	1,145	1.05%
Walked	1,990	1.83%
Bicycle	162	0.15%
Other Means	1,104	1.01%
Worked at Home	6,643	6.10%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	28,097	
15 - 29 Minutes	38,121	
30 - 44 Minutes	23,462	
45 - 59 Minutes	6,676	
60 or more Minutes	6,602	
2019 Est. Avg Travel Time to Work in Minutes		27.15
2019 Est. Occupied Housing Units by Tenure	104,229	
Owner Occupied	81,467	78.16%
Renter Occupied	22,762	21.84%
2019 Owner Occ. HUs: Avg. Length of Residence		14.44
2019 Renter Occ. HUs: Avg. Length of Residence		6.73

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	104,229	
Value Less than \$20,000	2,548	3.13%
Value \$20,000 - \$39,999	1,968	2.42%
Value \$40,000 - \$59,999	1,707	2.10%
Value \$60,000 - \$79,999	1,294	1.59%
Value \$80,000 - \$99,999	1,913	2.35%
Value \$100,000 - \$149,999	5,399	6.63%
Value \$150,000 - \$199,999	9,941	12.20%
Value \$200,000 - \$299,999	19,013	23.34%
Value \$300,000 - \$399,999	14,837	18.21%
Value \$400,000 - \$499,999	9,725	11.94%
Value \$500,000 - \$749,999	7,655	9.40%
Value \$750,000 - \$999,999	2,986	3.67%
Value \$1,000,000 or \$1,499,999	1,202	1.48%
Value \$1,500,000 or \$1,999,999	484	0.59%
Value \$2,000,000+	794	0.98%
2019 Est. Median All Owner-Occupied Housing Value		\$282,706
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	96,428	53.45%
1 Unit Detached	14,757	8.18%
2 Units	2,035	1.13%
3 or 4 Units	4,032	2.24%
5 to 19 Units	16,802	9.31%
20 to 49 Units	8,862	4.91%
50 or More Units	10,022	5.56%
Mobile Home or Trailer	27,392	15.19%
Boat, RV, Van, etc.	62	0.03%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	13,543	7.51%
Housing Units Built 2010 to 2014	5,169	2.87%
Housing Units Built 2000 to 2009	44,180	24.49%
Housing Units Built 1990 to 1999	30,021	16.64%
Housing Units Built 1980 to 1989	35,175	19.50%
Housing Units Built 1970 to 1979	25,702	14.25%
Housing Units Built 1960 to 1969	10,914	6.05%
Housing Units Built 1950 to 1959	5,946	3.30%
Housing Units Built 1940 to 1949	3,096	1.72%
Housing Unit Built 1939 or Earlier	6,646	3.68%
2019 Est. Median Year Structure Built		1991



CONTACT JAMIE BURK, ASSISTANT TOWN MANAGER

Town of Millsboro | 322 Wilson Highway | Millsboro, Delaware 19966 | 302.934.8171
jamieb@millsboro.org | www.millsboro.org

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
Population		
2024 Projection	6,533	
2019 Estimate	6,025	
2010 Census	3,877	
2000 Census	2,671	
Growth 2019 - 2024		8.43%
Growth 2010 - 2019		55.40%
Growth 2000 - 2010		45.15%
2019 Est. Population by Single-Classification Race	6,025	
White Alone	4,314	71.60%
Black or African American Alone	962	15.97%
Amer. Indian and Alaska Native Alone	21	0.35%
Asian Alone	218	3.62%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	251	4.17%
Two or More Races	259	4.30%
2019 Est. Population by Hispanic or Latino Origin	6,025	
Not Hispanic or Latino	5,537	91.90%
Hispanic or Latino	488	8.10%
Mexican	181	37.09%
Puerto Rican	70	14.34%
Cuban	23	4.71%
All Other Hispanic or Latino	214	43.85%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	488	
White Alone	165	33.81%
Black or African American Alone	34	6.97%
American Indian and Alaska Native Alone	11	2.25%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	233	47.75%
Two or More Races	45	9.22%
2019 Est. Pop by Race, Asian Alone, by Category	218	
Chinese, except Taiwanese	0	0.00%
Filipino	211	96.79%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	7	3.21%

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	6,025	
Arab	0	0.00%
Czech	1	0.02%
Danish	0	0.00%
Dutch	25	0.42%
English	474	7.87%
French (except Basque)	45	0.75%
French Canadian	10	0.17%
German	598	9.93%
Greek	14	0.23%
Hungarian	0	0.00%
Irish	443	7.35%
Italian	220	3.65%
Lithuanian	0	0.00%
United States or American	827	13.73%
Norwegian	53	0.88%
Polish	67	1.11%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	4	0.07%
Scotch-Irish	56	0.93%
Slovak	57	0.95%
Subsaharan African	31	0.52%
Swedish	23	0.38%
Swiss	0	0.00%
Ukrainian	15	0.25%
Welsh	11	0.18%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,126	35.29%
Ancestry Unclassified	925	15.35%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	4,943	87.86%
Speak Asian/Pacific Island Language at Home	88	1.56%
Speak IndoEuropean Language at Home	14	0.25%
Speak Spanish at Home	581	10.33%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	6,025	
Age 0 - 4	399	6.62%
Age 5 - 9	411	6.82%
Age 10 - 14	396	6.57%
Age 15 - 17	190	3.15%
Age 18 - 20	173	2.87%
Age 21 - 24	226	3.75%
Age 25 - 34	751	12.47%
Age 35 - 44	727	12.07%
Age 45 - 54	624	10.36%
Age 55 - 64	765	12.70%
Age 65 - 74	775	12.86%
Age 75 - 84	388	6.44%
Age 85 and over	200	3.32%
Age 16 and over	4,757	78.95%
Age 18 and over	4,629	76.83%
Age 21 and over	4,456	73.96%
Age 65 and over	1,363	22.62%
2019 Est. Median Age		41.30
2019 Est. Average Age		41.90

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Population by Sex	6,025	
Male	2,718	45.11%
Female	3,307	54.89%
2019 Est. Male Population by Age	2,718	
Age 0 - 4	198	7.29%
Age 5 - 9	203	7.47%
Age 10 - 14	187	6.88%
Age 15 - 17	92	3.39%
Age 18 - 20	87	3.20%
Age 21 - 24	115	4.23%
Age 25 - 34	331	12.18%
Age 35 - 44	325	11.96%
Age 45 - 54	287	10.56%
Age 55 - 64	330	12.14%
Age 65 - 74	342	12.58%
Age 75 - 84	160	5.89%
Age 85 and over	61	2.24%
2019 Est. Median Age, Male		39.41
2019 Est. Average Age, Male		40.20

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	3,307	
Age 0 - 4	201	6.08%
Age 5 - 9	208	6.29%
Age 10 - 14	209	6.32%
Age 15 - 17	98	2.96%
Age 18 - 20	86	2.60%
Age 21 - 24	111	3.36%
Age 25 - 34	420	12.70%
Age 35 - 44	402	12.16%
Age 45 - 54	337	10.19%
Age 55 - 64	435	13.15%
Age 65 - 74	433	13.09%
Age 75 - 84	228	6.90%
Age 85 and over	139	4.20%
2019 Est. Median Age, Female		42.87
2019 Est. Average Age, Female		43.20
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,389	28.82%
Males, Never Married	650	13.49%
Females, Never Married	739	15.34%
Married, Spouse present	2,184	45.32%
Married, Spouse absent	203	4.21%
Widowed	450	9.34%
Males Widowed	136	2.82%
Females Widowed	314	6.52%
Divorced	593	12.31%
Males Divorced	225	4.67%
Females Divorced	368	7.64%

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	241	5.7%
Some High School, no diploma	395	9.3%
High School Graduate (or GED)	1,505	35.6%
Some College, no degree	660	15.6%
Associate Degree	452	10.7%
Bachelor's Degree	678	16.0%
Master's Degree	201	4.8%
Professional School Degree	89	2.1%
Doctorate Degree	9	0.2%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	99	39.60%
High School Graduate	48	19.20%
Some College or Associate's Degree	77	30.80%
Bachelor's Degree or Higher	26	10.40%
Households		
2024 Projection	2,640	
2019 Estimate	2,431	
2010 Census	1,550	
2000 Census	1,128	
Growth 2019 - 2024		8.60%
Growth 2010 - 2019		56.84%
Growth 2000 - 2010		37.41%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	2,431	
Family Households	1,587	65.28%
Nonfamily Households	844	34.72%
2019 Est. Group Quarters Population	172	
2019 Households by Ethnicity, Hispanic/Latino	119	
2019 Est. Households by Household Income	2,431	
Income < \$15,000	278	11.44%
Income \$15,000 - \$24,999	210	8.64%
Income \$25,000 - \$34,999	229	9.42%
Income \$35,000 - \$49,999	349	14.36%
Income \$50,000 - \$74,999	444	18.26%
Income \$75,000 - \$99,999	354	14.56%
Income \$100,000 - \$124,999	261	10.74%
Income \$125,000 - \$149,999	148	6.09%
Income \$150,000 - \$199,999	107	4.40%
Income \$200,000 - \$249,999	38	1.56%
Income \$250,000 - \$499,999	11	0.45%
Income \$500,000+	2	0.08%
2019 Est. Average Household Income		\$69,445
2019 Est. Median Household Income		\$57,588

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$64,184
Black or African American Alone		\$36,798
American Indian and Alaska Native Alone		\$100,000
Asian Alone		\$124,263
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$25,335
Two or More Races		\$72,057
Hispanic or Latino		\$26,989
Not Hispanic or Latino		\$61,162
2019 Est. Family HH Type by Presence of Own Child.	1,587	
Married-Couple Family, own children	353	22.24%
Married-Couple Family, no own children	726	45.75%
Male Householder, own children	65	4.10%
Male Householder, no own children	58	3.66%
Female Householder, own children	234	14.75%
Female Householder, no own children	151	9.52%
2019 Est. Households by Household Size	2,431	
1-person	670	27.56%
2-person	904	37.19%
3-person	373	15.34%
4-person	285	11.72%
5-person	122	5.02%
6-person	50	2.06%
7-or-more-person	27	1.11%
2019 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	2,431	
Households with 1 or More People under Age 18:	754	31.02%
Married-Couple Family	390	51.72%
Other Family, Male Householder	77	10.21%
Other Family, Female Householder	276	36.61%
Nonfamily, Male Householder	6	0.80%
Nonfamily, Female Householder	5	0.66%
Households with No People under Age 18:	1,677	68.98%
Married-Couple Family	688	41.03%
Other Family, Male Householder	47	2.80%
Other Family, Female Householder	109	6.50%
Nonfamily, Male Householder	318	18.96%
Nonfamily, Female Householder	515	30.71%
2019 Est. Households by Number of Vehicles	2,431	
No Vehicles	153	6.29%
1 Vehicle	802	32.99%
2 Vehicles	961	39.53%
3 Vehicles	331	13.62%
4 Vehicles	157	6.46%
5 or more Vehicles	27	1.11%
2019 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
Family Households		
2024 Projection	1,723	
2019 Estimate	1,587	
2010 Census	998	
2000 Census	711	
Growth 2019 - 2024		8.57%
Growth 2010 - 2019		59.02%
Growth 2000 - 2010		40.37%
2019 Est. Families by Poverty Status	1,587	
2019 Families at or Above Poverty	1,375	86.64%
2019 Families at or Above Poverty with Children	490	30.88%
2019 Families Below Poverty	212	13.36%
2019 Families Below Poverty with Children	179	11.28%
2019 Est. Pop 16+ by Employment Status	4,757	
Civilian Labor Force, Employed	2,826	59.41%
Civilian Labor Force, Unemployed	81	1.70%
Armed Forces	0	0.00%
Not in Labor Force	1,850	38.89%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	2,858	
For-Profit Private Workers	2,030	71.03%
Non-Profit Private Workers	121	4.23%
Local Government Workers	42	1.47%
State Government Workers	284	9.94%
Federal Government Workers	186	6.51%
Self-Employed Workers	193	6.75%
Unpaid Family Workers	2	0.07%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	2,858	
Architect/Engineer	20	0.70%
Arts/Entertainment/Sports	4	0.14%
Building Grounds Maintenance	82	2.87%
Business/Financial Operations	89	3.11%
Community/Social Services	39	1.37%
Computer/Mathematical	28	0.98%
Construction/Extraction	207	7.24%
Education/Training/Library	205	7.17%
Farming/Fishing/Forestry	8	0.28%
Food Prep/Serving	145	5.07%
Health Practitioner/Technician	232	8.12%
Healthcare Support	80	2.80%
Maintenance Repair	61	2.13%
Legal	45	1.57%
Life/Physical/Social Science	33	1.16%
Management	192	6.72%
Office/Admin. Support	315	11.02%
Production	96	3.36%
Protective Services	121	4.23%
Sales/Related	379	13.26%
Personal Care/Service	197	6.89%
Transportation/Moving	280	9.80%
2019 Est. Pop 16+ by Occupation Classification	2,858	
White Collar	1,581	55.32%
Blue Collar	644	22.53%
Service and Farm	633	22.15%

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	2,818	
Drove Alone	2,390	84.81%
Car Pooled	169	6.00%
Public Transportation	38	1.35%
Walked	77	2.73%
Bicycle	0	0.00%
Other Means	64	2.27%
Worked at Home	80	2.84%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	640	
15 - 29 Minutes	896	
30 - 44 Minutes	1,004	
45 - 59 Minutes	97	
60 or more Minutes	130	
2019 Est. Avg Travel Time to Work in Minutes		27
2019 Est. Occupied Housing Units by Tenure	2,431	
Owner Occupied	1,538	63.27%
Renter Occupied	893	36.73%
2019 Owner Occ. HUs: Avg. Length of Residence		13.1
2019 Renter Occ. HUs: Avg. Length of Residence		6.3

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	2,431	
Value Less than \$20,000	69	4.49%
Value \$20,000 - \$39,999	41	2.67%
Value \$40,000 - \$59,999	4	0.26%
Value \$60,000 - \$79,999	17	1.11%
Value \$80,000 - \$99,999	28	1.82%
Value \$100,000 - \$149,999	147	9.56%
Value \$150,000 - \$199,999	313	20.35%
Value \$200,000 - \$299,999	521	33.88%
Value \$300,000 - \$399,999	260	16.91%
Value \$400,000 - \$499,999	65	4.23%
Value \$500,000 - \$749,999	46	2.99%
Value \$750,000 - \$999,999	19	1.24%
Value \$1,000,000 or \$1,499,999	1	0.07%
Value \$1,500,000 or \$1,999,999	3	0.20%
Value \$2,000,000+	4	0.26%
2019 Est. Median All Owner-Occupied Housing Value		\$225,409
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	1,082	39.29%
1 Unit Detached	535	19.43%
2 Units	60	2.18%
3 or 4 Units	33	1.20%
5 to 19 Units	592	21.50%
20 to 49 Units	172	6.25%
50 or More Units	39	1.42%
Mobile Home or Trailer	241	8.75%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Millsboro, Delaware

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	549	19.94%
Housing Units Built 2010 to 2014	244	8.86%
Housing Units Built 2000 to 2009	789	28.65%
Housing Units Built 1990 to 1999	391	14.20%
Housing Units Built 1980 to 1989	315	11.44%
Housing Units Built 1970 to 1979	124	4.50%
Housing Units Built 1960 to 1969	133	4.83%
Housing Units Built 1950 to 1959	119	4.32%
Housing Units Built 1940 to 1949	48	1.74%
Housing Unit Built 1939 or Earlier	42	1.53%
2019 Est. Median Year Structure Built		2003

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients' communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.