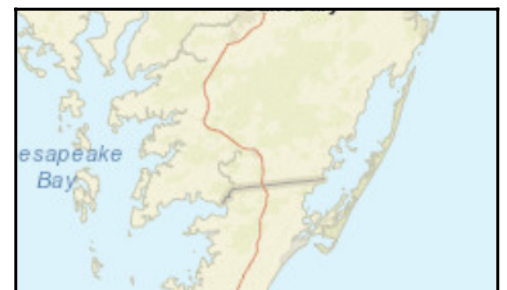
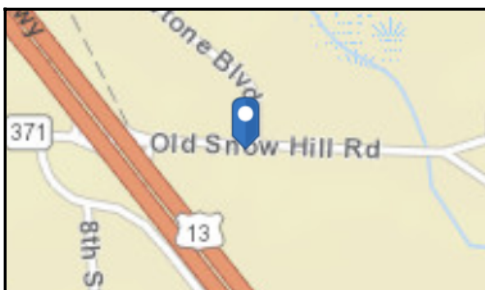
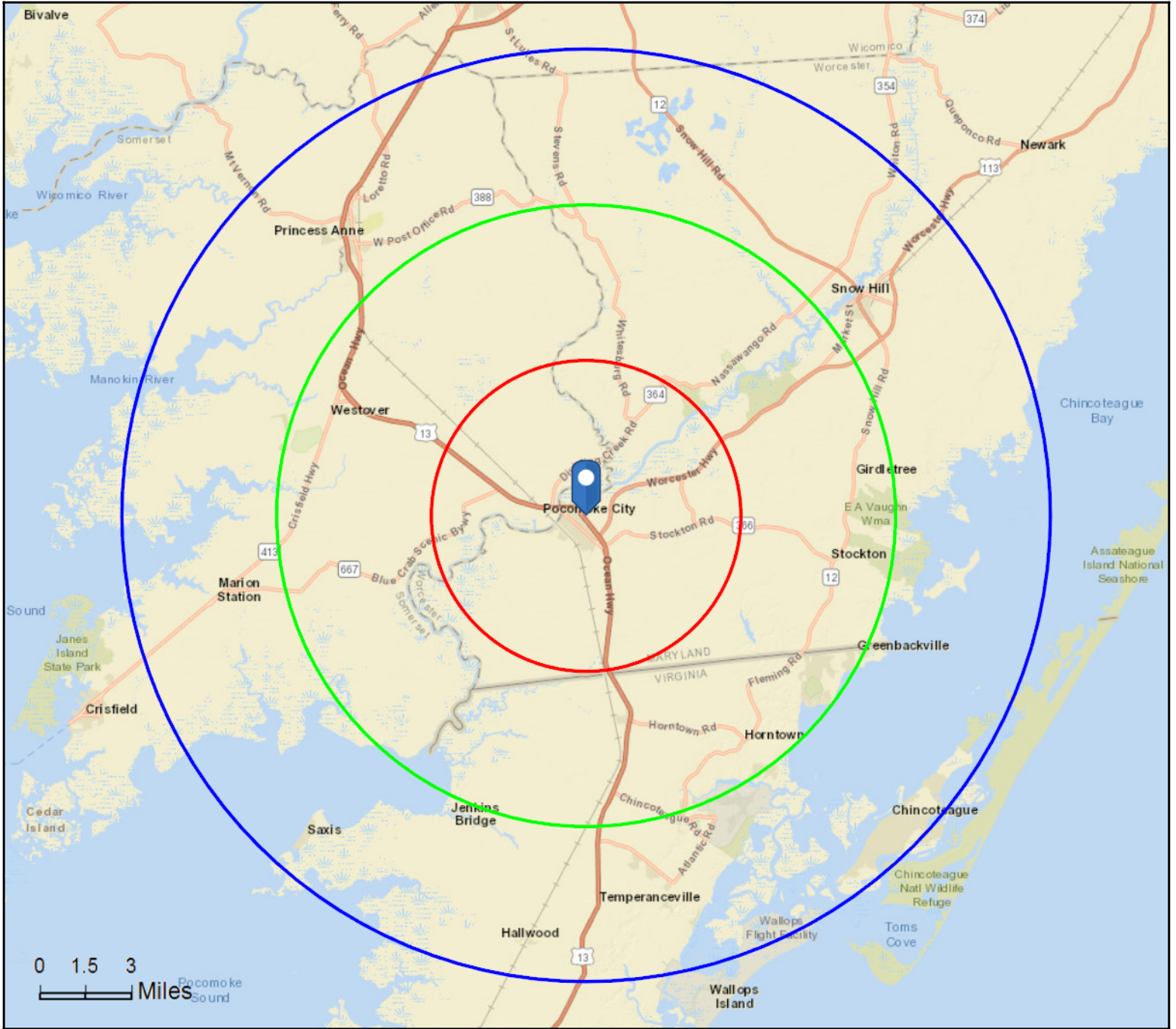


East Town Plaza 2
2132 Old Snow Hill Rd, Pocomoke City, Maryland, 21851
Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 38.07500
Longitude: -75.55615





Community Profile

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	5 miles	10 miles	15 miles
Population Summary			
2000 Total Population	6,848	16,865	43,830
2010 Total Population	6,932	14,841	41,955
2019 Total Population	6,902	14,803	42,165
2019 Group Quarters	82	402	5,769
2024 Total Population	6,880	14,705	42,136
2019-2024 Annual Rate	-0.06%	-0.13%	-0.01%
2019 Total Daytime Population	6,516	13,744	38,167
Workers	2,940	6,171	17,213
Residents	3,576	7,573	20,954
Household Summary			
2000 Households	2,706	6,446	15,712
2000 Average Household Size	2.50	2.55	2.45
2010 Households	2,770	5,979	15,084
2010 Average Household Size	2.47	2.41	2.38
2019 Households	2,767	5,998	15,355
2019 Average Household Size	2.46	2.40	2.37
2024 Households	2,762	5,967	15,352
2024 Average Household Size	2.46	2.40	2.37
2019-2024 Annual Rate	-0.04%	-0.10%	0.00%
2010 Families	1,885	4,069	9,780
2010 Average Family Size	2.99	2.90	2.90
2019 Families	1,859	4,032	9,824
2019 Average Family Size	3.00	2.91	2.90
2024 Families	1,845	3,991	9,768
2024 Average Family Size	3.00	2.91	2.91
2019-2024 Annual Rate	-0.15%	-0.20%	-0.11%
Housing Unit Summary			
2000 Housing Units	2,997	6,982	19,479
Owner Occupied Housing Units	59.3%	66.6%	57.8%
Renter Occupied Housing Units	31.0%	25.7%	22.9%
Vacant Housing Units	9.7%	7.7%	19.3%
2010 Housing Units	3,198	7,605	21,696
Owner Occupied Housing Units	56.1%	55.0%	46.8%
Renter Occupied Housing Units	30.5%	23.6%	22.7%
Vacant Housing Units	13.4%	21.4%	30.5%
2019 Housing Units	3,342	7,864	22,420
Owner Occupied Housing Units	48.7%	49.5%	43.1%
Renter Occupied Housing Units	34.1%	26.8%	25.3%
Vacant Housing Units	17.2%	23.7%	31.5%
2024 Housing Units	3,432	8,037	22,885
Owner Occupied Housing Units	47.7%	48.5%	42.6%
Renter Occupied Housing Units	32.8%	25.7%	24.5%
Vacant Housing Units	19.5%	25.8%	32.9%
Median Household Income			
2019	\$43,668	\$47,274	\$46,465
2024	\$49,580	\$53,981	\$52,516
Median Home Value			
2019	\$161,875	\$167,870	\$174,803
2024	\$193,223	\$196,699	\$214,409
Per Capita Income			
2019	\$26,028	\$27,807	\$24,896
2024	\$29,931	\$32,440	\$28,284
Median Age			
2010	41.1	42.8	39.4
2019	42.8	44.6	40.4
2024	43.8	45.4	41.2

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	2,767	5,998	15,355
<\$15,000	15.0%	12.2%	13.3%
\$15,000 - \$24,999	15.7%	14.1%	13.8%
\$25,000 - \$34,999	10.0%	11.2%	12.5%
\$35,000 - \$49,999	14.2%	14.6%	12.7%
\$50,000 - \$74,999	15.5%	17.8%	17.5%
\$75,000 - \$99,999	8.5%	10.1%	10.9%
\$100,000 - \$149,999	14.1%	12.1%	12.3%
\$150,000 - \$199,999	3.3%	3.9%	3.9%
\$200,000+	3.6%	4.1%	3.0%
Average Household Income	\$65,212	\$68,408	\$65,168
2024 Households by Income			
Household Income Base	2,762	5,967	15,352
<\$15,000	13.0%	10.4%	12.0%
\$15,000 - \$24,999	13.7%	11.7%	11.9%
\$25,000 - \$34,999	9.8%	10.1%	11.4%
\$35,000 - \$49,999	13.8%	13.8%	12.2%
\$50,000 - \$74,999	15.6%	17.8%	17.2%
\$75,000 - \$99,999	9.2%	11.2%	11.9%
\$100,000 - \$149,999	16.2%	14.6%	14.6%
\$150,000 - \$199,999	4.3%	5.3%	5.3%
\$200,000+	4.5%	5.0%	3.6%
Average Household Income	\$74,901	\$79,643	\$74,408
2019 Owner Occupied Housing Units by Value			
Total	1,626	3,894	9,672
<\$50,000	5.0%	6.3%	7.8%
\$50,000 - \$99,999	22.6%	18.6%	16.7%
\$100,000 - \$149,999	17.7%	17.6%	16.4%
\$150,000 - \$199,999	19.7%	20.8%	18.4%
\$200,000 - \$249,999	8.2%	8.6%	9.0%
\$250,000 - \$299,999	9.8%	10.1%	10.8%
\$300,000 - \$399,999	6.4%	9.3%	10.1%
\$400,000 - \$499,999	7.3%	5.0%	6.2%
\$500,000 - \$749,999	1.7%	1.8%	2.6%
\$750,000 - \$999,999	0.3%	0.5%	0.9%
\$1,000,000 - \$1,499,999	1.4%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$205,335	\$211,957	\$221,614
2024 Owner Occupied Housing Units by Value			
Total	1,638	3,900	9,746
<\$50,000	3.9%	4.8%	6.1%
\$50,000 - \$99,999	18.4%	14.6%	13.0%
\$100,000 - \$149,999	13.3%	13.1%	12.1%
\$150,000 - \$199,999	16.7%	18.6%	16.2%
\$200,000 - \$249,999	8.7%	9.0%	8.9%
\$250,000 - \$299,999	12.4%	12.1%	12.5%
\$300,000 - \$399,999	10.4%	13.3%	14.0%
\$400,000 - \$499,999	10.2%	7.7%	9.0%
\$500,000 - \$749,999	2.9%	3.2%	4.5%
\$750,000 - \$999,999	0.6%	0.9%	1.5%
\$1,000,000 - \$1,499,999	2.6%	1.8%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.7%	0.5%
Average Home Value	\$251,816	\$263,109	\$271,458

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

East Town Plaza 2
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Prepared by Esri
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	5 miles	10 miles	15 miles
2010 Population by Age			
Total	6,932	14,841	41,953
0 - 4	6.2%	6.0%	5.1%
5 - 9	6.5%	5.8%	5.0%
10 - 14	7.1%	6.0%	4.9%
15 - 24	12.9%	12.9%	18.6%
25 - 34	10.5%	10.4%	11.7%
35 - 44	11.7%	11.7%	11.7%
45 - 54	16.0%	16.4%	15.1%
55 - 64	12.6%	13.8%	12.6%
65 - 74	8.2%	9.5%	8.5%
75 - 84	5.9%	5.5%	5.0%
85 +	2.3%	2.0%	1.8%
18 +	75.8%	78.2%	81.7%
2019 Population by Age			
Total	6,902	14,803	42,166
0 - 4	5.8%	5.5%	4.6%
5 - 9	5.8%	5.7%	4.9%
10 - 14	5.9%	5.6%	4.9%
15 - 24	11.4%	10.8%	16.4%
25 - 34	12.7%	12.1%	12.9%
35 - 44	10.7%	10.8%	11.2%
45 - 54	12.4%	12.7%	12.1%
55 - 64	15.1%	16.0%	14.2%
65 - 74	11.5%	12.3%	11.2%
75 - 84	5.9%	6.2%	5.5%
85 +	2.9%	2.4%	2.1%
18 +	78.8%	80.1%	82.8%
2024 Population by Age			
Total	6,879	14,708	42,136
0 - 4	5.8%	5.3%	4.5%
5 - 9	5.7%	5.6%	4.8%
10 - 14	5.7%	5.8%	5.1%
15 - 24	10.5%	10.3%	16.4%
25 - 34	11.7%	10.6%	11.6%
35 - 44	12.1%	12.0%	12.2%
45 - 54	11.1%	11.3%	11.1%
55 - 64	14.0%	14.9%	13.1%
65 - 74	13.3%	14.0%	12.4%
75 - 84	7.2%	7.6%	6.7%
85 +	3.0%	2.5%	2.2%
18 +	79.2%	79.9%	82.7%
2010 Population by Sex			
Males	3,201	7,152	21,694
Females	3,731	7,689	20,261
2019 Population by Sex			
Males	3,181	7,169	21,837
Females	3,721	7,634	20,328
2024 Population by Sex			
Males	3,178	7,157	21,929
Females	3,702	7,548	20,208

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	5 miles	10 miles	15 miles
2010 Population by Race/Ethnicity			
Total	6,933	14,841	41,955
White Alone	59.8%	64.1%	58.0%
Black Alone	35.5%	31.4%	37.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.9%	1.2%
Two or More Races	2.2%	2.0%	2.0%
Hispanic Origin	2.2%	2.4%	3.0%
Diversity Index	53.6	51.4	55.0
2019 Population by Race/Ethnicity			
Total	6,902	14,803	42,166
White Alone	59.0%	63.0%	56.7%
Black Alone	34.9%	31.1%	37.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.0%	1.7%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	1.1%	1.4%
Two or More Races	2.8%	2.7%	2.6%
Hispanic Origin	2.7%	2.9%	3.4%
Diversity Index	55.5	53.3	56.6
2024 Population by Race/Ethnicity			
Total	6,880	14,706	42,136
White Alone	58.9%	62.6%	56.0%
Black Alone	33.8%	30.5%	37.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.5%	2.1%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.0%	1.2%	1.5%
Two or More Races	3.3%	3.1%	3.1%
Hispanic Origin	3.1%	3.2%	3.7%
Diversity Index	56.6	54.5	57.8
2010 Population by Relationship and Household Type			
Total	6,932	14,841	41,955
In Households	98.8%	97.2%	85.5%
In Family Households	83.9%	82.2%	69.6%
Householder	27.1%	27.3%	23.3%
Spouse	17.1%	18.8%	16.3%
Child	33.5%	30.0%	24.7%
Other relative	3.5%	3.4%	3.1%
Nonrelative	2.7%	2.6%	2.1%
In Nonfamily Households	14.9%	15.1%	15.9%
In Group Quarters	1.2%	2.8%	14.5%
Institutionalized Population	1.0%	1.9%	9.3%
Noninstitutionalized Population	0.2%	0.9%	5.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	4,910	10,741	29,150
Less than 9th Grade	4.5%	3.7%	4.1%
9th - 12th Grade, No Diploma	9.9%	10.7%	11.9%
High School Graduate	31.1%	34.0%	32.5%
GED/Alternative Credential	5.6%	5.0%	7.0%
Some College, No Degree	18.4%	18.3%	18.5%
Associate Degree	4.5%	4.6%	5.5%
Bachelor's Degree	18.1%	17.3%	13.9%
Graduate/Professional Degree	7.9%	6.4%	6.5%
2019 Population 15+ by Marital Status			
Total	5,695	12,332	36,071
Never Married	35.5%	30.6%	39.8%
Married	40.6%	49.7%	42.9%
Widowed	12.6%	10.1%	7.6%
Divorced	11.2%	9.7%	9.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.9%	95.9%
Civilian Unemployed (Unemployment Rate)	2.5%	2.1%	4.1%
2019 Employed Population 16+ by Industry			
Total	3,374	7,222	18,022
Agriculture/Mining	3.2%	3.6%	2.8%
Construction	9.2%	9.5%	6.6%
Manufacturing	5.4%	10.4%	8.3%
Wholesale Trade	2.5%	2.3%	2.1%
Retail Trade	12.4%	10.3%	11.0%
Transportation/Utilities	3.2%	3.4%	4.5%
Information	1.0%	0.9%	1.0%
Finance/Insurance/Real Estate	3.0%	3.4%	2.8%
Services	47.8%	43.8%	49.5%
Public Administration	12.4%	12.2%	11.5%
2019 Employed Population 16+ by Occupation			
Total	3,376	7,222	18,023
White Collar	60.3%	55.8%	54.4%
Management/Business/Financial	11.8%	12.3%	10.4%
Professional	20.3%	20.8%	21.4%
Sales	10.3%	7.6%	8.1%
Administrative Support	17.9%	15.1%	14.4%
Services	19.7%	19.1%	22.9%
Blue Collar	20.1%	25.0%	22.7%
Farming/Forestry/Fishing	1.1%	1.3%	1.6%
Construction/Extraction	4.9%	5.0%	3.9%
Installation/Maintenance/Repair	3.2%	3.8%	3.6%
Production	6.2%	7.5%	5.4%
Transportation/Material Moving	4.7%	7.4%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	6,932	14,841	41,955
Population Inside Urbanized Area	0.0%	0.1%	0.7%
Population Inside Urbanized Cluster	61.4%	31.5%	34.5%
Rural Population	38.6%	68.4%	64.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,769	5,979	15,084
Households with 1 Person	27.6%	27.2%	29.6%
Households with 2+ People	72.4%	72.8%	70.4%
Family Households	68.1%	68.1%	64.8%
Husband-wife Families	43.1%	46.9%	45.3%
With Related Children	16.8%	16.9%	15.6%
Other Family (No Spouse Present)	25.0%	21.2%	19.6%
Other Family with Male Householder	5.5%	5.5%	4.9%
With Related Children	2.9%	2.9%	2.7%
Other Family with Female Householder	19.4%	15.7%	14.7%
With Related Children	13.7%	10.3%	9.5%
Nonfamily Households	4.3%	4.7%	5.6%
All Households with Children	33.7%	30.6%	28.4%
Multigenerational Households	5.1%	4.6%	4.2%
Unmarried Partner Households	6.8%	6.8%	6.6%
Male-female	6.4%	6.3%	6.1%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	2,770	5,978	15,083
1 Person Household	27.6%	27.2%	29.6%
2 Person Household	32.8%	35.9%	35.9%
3 Person Household	17.5%	16.8%	16.0%
4 Person Household	13.2%	12.3%	11.1%
5 Person Household	5.6%	4.9%	4.7%
6 Person Household	2.3%	1.9%	1.8%
7 + Person Household	1.0%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,770	5,979	15,084
Owner Occupied	64.8%	69.9%	67.3%
Owned with a Mortgage/Loan	41.4%	41.6%	38.7%
Owned Free and Clear	23.4%	28.3%	28.6%
Renter Occupied	35.2%	30.1%	32.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,198	7,605	21,696
Housing Units Inside Urbanized Area	0.0%	0.0%	0.5%
Housing Units Inside Urbanized Cluster	60.2%	26.5%	20.4%
Rural Housing Units	39.8%	73.4%	79.1%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	The Great Outdoors (6C)	Rural Resort Dwellers (6E)	Salt of the Earth (6B)
2.	Metro Fusion (11C)	The Great Outdoors (6C)	Rural Resort Dwellers (6E)
3.	Family Foundations (12A)	Rooted Rural (10B)	Rooted Rural (10B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$4,455,115	\$9,775,027	\$24,072,185
Average Spent	\$1,610.09	\$1,629.71	\$1,567.71
Spending Potential Index	75	76	73
Education: Total \$	\$3,031,787	\$6,440,348	\$16,515,008
Average Spent	\$1,095.69	\$1,073.75	\$1,075.55
Spending Potential Index	69	67	67
Entertainment/Recreation: Total \$	\$6,993,621	\$16,670,901	\$40,120,738
Average Spent	\$2,527.51	\$2,779.41	\$2,612.88
Spending Potential Index	77	85	80
Food at Home: Total \$	\$11,375,785	\$26,377,261	\$63,661,248
Average Spent	\$4,111.23	\$4,397.68	\$4,145.96
Spending Potential Index	79	85	80
Food Away from Home: Total \$	\$7,689,963	\$17,211,817	\$42,300,849
Average Spent	\$2,779.17	\$2,869.59	\$2,754.86
Spending Potential Index	76	78	75
Health Care: Total \$	\$13,027,789	\$31,914,052	\$76,508,182
Average Spent	\$4,708.27	\$5,320.78	\$4,982.62
Spending Potential Index	79	90	84
HH Furnishings & Equipment: Total \$	\$4,427,559	\$10,103,619	\$24,614,151
Average Spent	\$1,600.13	\$1,684.50	\$1,603.01
Spending Potential Index	75	79	75
Personal Care Products & Services: Total \$	\$1,809,899	\$4,007,511	\$9,905,455
Average Spent	\$654.10	\$668.14	\$645.10
Spending Potential Index	74	75	73
Shelter: Total \$	\$37,858,827	\$82,519,604	\$202,284,908
Average Spent	\$13,682.26	\$13,757.85	\$13,173.88
Spending Potential Index	74	74	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,209,747	\$12,094,425	\$29,550,131
Average Spent	\$1,882.81	\$2,016.41	\$1,924.46
Spending Potential Index	76	81	78
Travel: Total \$	\$4,459,441	\$10,102,631	\$24,599,490
Average Spent	\$1,611.65	\$1,684.33	\$1,602.05
Spending Potential Index	72	75	71
Vehicle Maintenance & Repairs: Total \$	\$2,466,116	\$5,809,728	\$14,165,691
Average Spent	\$891.26	\$968.61	\$922.55
Spending Potential Index	78	85	81

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.