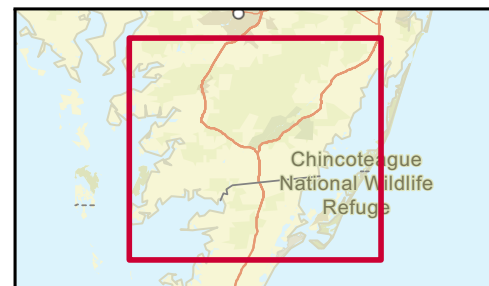
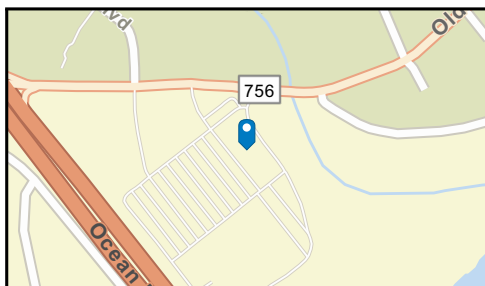
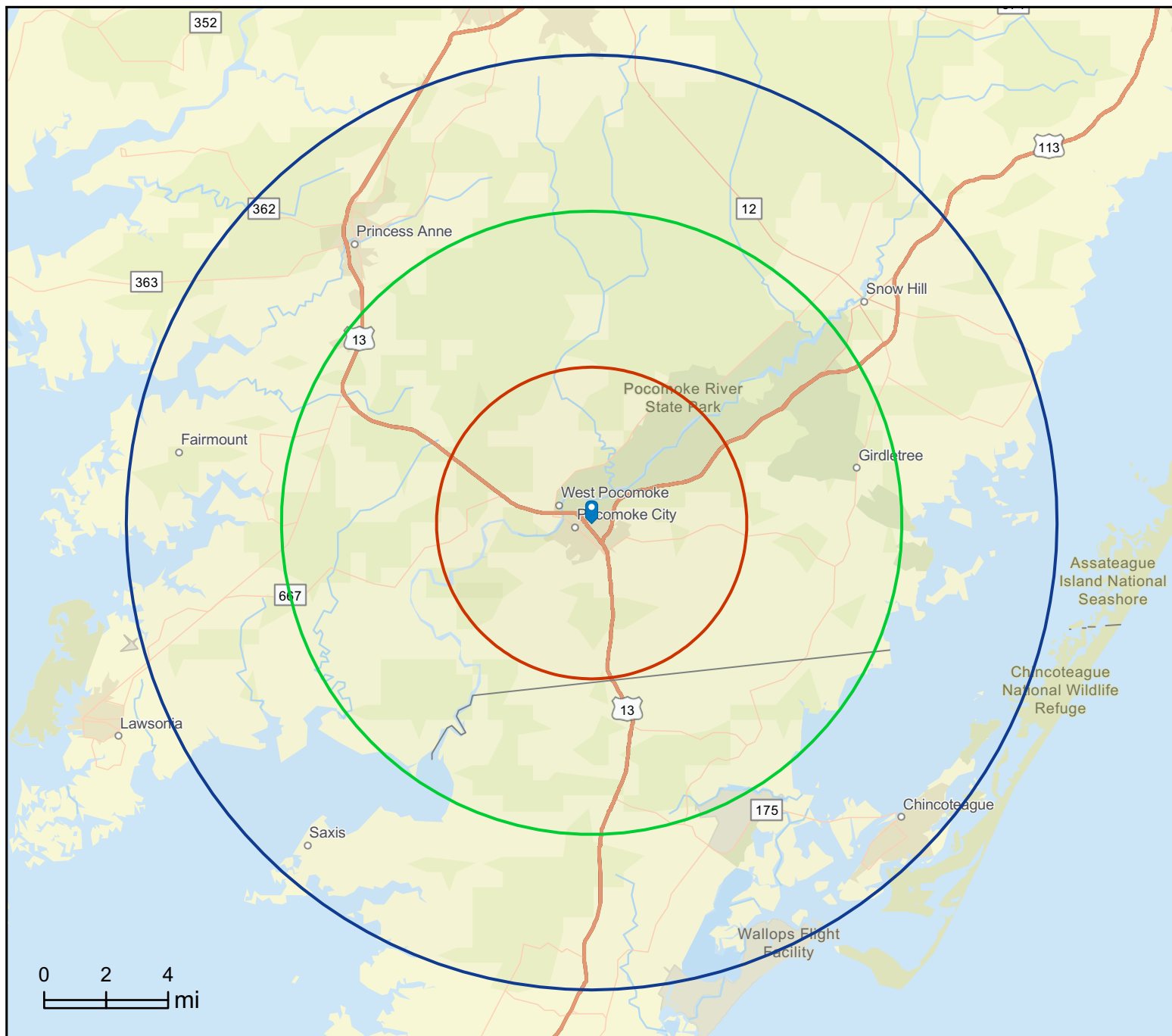


Site Map

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

Prepared by Esri
Latitude: 38.07421
Longitude: -75.55400



Community Profile

East Town Plaza
 2132 Old Snow Hill Rd, Pocomoke City, Maryland, 21851
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	5 miles	10 miles	15 miles
Population Summary			
2010 Total Population	7,025	18,076	41,814
2020 Total Population	6,934	18,504	41,222
2020 Group Quarters	94	3,597	5,191
2024 Total Population	6,965	18,478	41,266
2024 Group Quarters	94	3,589	5,187
2029 Total Population	6,876	18,266	40,786
2024-2029 Annual Rate	-0.26%	-0.23%	-0.23%
2024 Total Daytime Population	6,330	13,967	37,915
Workers	2,783	5,831	17,736
Residents	3,547	8,136	20,179
Household Summary			
2010 Households	2,823	6,068	15,067
2010 Average Household Size	2.46	2.37	2.37
2020 Total Households	2,818	6,337	15,381
2020 Average Household Size	2.43	2.35	2.34
2024 Households	2,898	6,429	15,497
2024 Average Household Size	2.37	2.32	2.33
2029 Households	2,924	6,455	15,520
2029 Average Household Size	2.32	2.27	2.29
2024-2029 Annual Rate	0.18%	0.08%	0.03%
2010 Families	1,924	4,078	9,769
2010 Average Family Size	2.96	2.89	2.89
2024 Families	1,833	4,122	9,706
2024 Average Family Size	3.08	2.88	2.95
2029 Families	1,836	4,110	9,654
2029 Average Family Size	3.02	2.84	2.92
2024-2029 Annual Rate	0.03%	-0.06%	-0.11%
Housing Unit Summary			
2000 Housing Units	3,047	7,259	19,504
Owner Occupied Housing Units	59.7%	65.2%	57.8%
Renter Occupied Housing Units	30.8%	25.0%	22.9%
Vacant Housing Units	9.6%	9.8%	19.3%
2010 Housing Units	3,254	7,973	21,666
Owner Occupied Housing Units	56.5%	52.7%	46.8%
Renter Occupied Housing Units	30.3%	23.5%	22.7%
Vacant Housing Units	13.2%	23.9%	30.5%
2020 Housing Units	3,193	8,696	22,366
Owner Occupied Housing Units	55.9%	51.1%	46.6%
Renter Occupied Housing Units	32.3%	21.8%	22.1%
Vacant Housing Units	11.8%	28.4%	31.5%
2024 Housing Units	3,261	8,841	22,710
Owner Occupied Housing Units	58.0%	52.1%	47.4%
Renter Occupied Housing Units	30.9%	20.6%	20.8%
Vacant Housing Units	11.1%	27.3%	31.8%
2029 Housing Units	3,302	8,917	22,784
Owner Occupied Housing Units	59.8%	53.2%	48.6%
Renter Occupied Housing Units	28.8%	19.2%	19.5%
Vacant Housing Units	11.4%	27.6%	31.9%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024

Community Profile

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	5 miles	10 miles	15 miles
2024 Households by Income			
Household Income Base	2,898	6,429	15,496
<\$15,000	10.9%	9.6%	13.5%
\$15,000 - \$24,999	15.1%	12.4%	10.9%
\$25,000 - \$34,999	9.8%	11.9%	11.3%
\$35,000 - \$49,999	16.9%	14.5%	12.7%
\$50,000 - \$74,999	11.7%	15.5%	16.2%
\$75,000 - \$99,999	13.6%	13.6%	12.6%
\$100,000 - \$149,999	12.5%	14.0%	13.2%
\$150,000 - \$199,999	6.4%	5.8%	5.8%
\$200,000+	3.0%	2.9%	3.9%
Average Household Income	\$70,529	\$72,223	\$73,602
2029 Households by Income			
Household Income Base	2,924	6,455	15,519
<\$15,000	10.4%	9.1%	12.9%
\$15,000 - \$24,999	13.0%	10.8%	9.6%
\$25,000 - \$34,999	8.6%	11.0%	10.5%
\$35,000 - \$49,999	15.3%	13.2%	11.5%
\$50,000 - \$74,999	11.5%	14.7%	15.1%
\$75,000 - \$99,999	15.0%	14.3%	13.1%
\$100,000 - \$149,999	14.3%	15.7%	14.6%
\$150,000 - \$199,999	7.9%	7.2%	7.4%
\$200,000+	4.1%	4.0%	5.3%
Average Household Income	\$81,744	\$82,514	\$84,587
2024 Owner Occupied Housing Units by Value			
Total	1,891	4,606	10,762
<\$50,000	6.3%	6.0%	7.1%
\$50,000 - \$99,999	7.1%	5.2%	5.8%
\$100,000 - \$149,999	14.5%	15.3%	14.6%
\$150,000 - \$199,999	23.0%	19.5%	15.4%
\$200,000 - \$249,999	8.9%	12.8%	10.9%
\$250,000 - \$299,999	9.3%	8.5%	9.1%
\$300,000 - \$399,999	13.5%	12.2%	14.4%
\$400,000 - \$499,999	4.7%	5.2%	7.5%
\$500,000 - \$749,999	7.9%	10.1%	10.1%
\$750,000 - \$999,999	1.3%	1.7%	3.0%
\$1,000,000 - \$1,499,999	2.0%	1.5%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	1.1%	1.8%	0.9%
Average Home Value	\$293,929	\$316,998	\$310,588
2029 Owner Occupied Housing Units by Value			
Total	1,974	4,745	11,067
<\$50,000	6.3%	5.7%	6.9%
\$50,000 - \$99,999	3.8%	3.1%	3.8%
\$100,000 - \$149,999	7.4%	10.1%	9.6%
\$150,000 - \$199,999	14.7%	13.5%	10.5%
\$200,000 - \$249,999	7.1%	10.5%	8.7%
\$250,000 - \$299,999	8.8%	7.9%	7.8%
\$300,000 - \$399,999	15.9%	13.2%	15.6%
\$400,000 - \$499,999	7.3%	7.7%	10.3%
\$500,000 - \$749,999	16.0%	17.2%	16.8%
\$750,000 - \$999,999	5.6%	4.6%	5.8%
\$1,000,000 - \$1,499,999	5.1%	3.9%	2.6%
\$1,500,000 - \$1,999,999	0.6%	0.5%	0.3%
\$2,000,000 +	1.4%	2.3%	1.3%
Average Home Value	\$423,378	\$421,940	\$398,534

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024

Community Profile

East Town Plaza
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Rings: 5, 10, 15 mile radii

Prepared by Esri
Latitude: 38.07421
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	5 miles	10 miles	15 miles
Median Household Income			
2024	\$46,816	\$51,992	\$51,897
2029	\$54,734	\$58,078	\$57,177
Median Home Value			
2024	\$197,816	\$215,297	\$232,453
2029	\$311,981	\$295,442	\$316,734
Per Capita Income			
2024	\$29,045	\$25,201	\$27,999
2029	\$34,402	\$29,218	\$32,553
Median Age			
2010	41.1	40.4	39.4
2020	42.0	41.8	42.3
2024	42.7	42.1	42.6
2029	44.1	42.8	43.4
2020 Population by Age			
Total	6,934	18,504	41,222
0 - 4	5.6%	4.1%	4.3%
5 - 9	6.9%	4.8%	5.1%
10 - 14	6.7%	4.9%	5.4%
15 - 24	12.0%	11.8%	13.8%
25 - 34	11.2%	15.2%	12.7%
35 - 44	10.7%	13.0%	11.5%
45 - 54	11.4%	12.0%	11.2%
55 - 64	15.2%	15.3%	15.4%
65 - 74	11.4%	11.7%	12.4%
75 - 84	6.0%	5.3%	5.9%
85 +	2.9%	2.0%	2.1%
18 +	76.7%	83.1%	81.8%
2024 Population by Age			
Total	6,964	18,480	41,267
0 - 4	5.5%	4.0%	4.3%
5 - 9	6.1%	4.4%	4.7%
10 - 14	6.3%	4.7%	5.1%
15 - 24	12.0%	12.0%	13.9%
25 - 34	11.1%	14.7%	12.5%
35 - 44	11.5%	13.7%	12.2%
45 - 54	11.0%	11.4%	10.6%
55 - 64	14.2%	13.7%	14.1%
65 - 74	12.4%	12.7%	13.3%
75 - 84	6.8%	6.4%	6.9%
85 +	3.1%	2.2%	2.3%
18 +	78.1%	83.9%	82.7%
2029 Population by Age			
Total	6,877	18,265	40,785
0 - 4	5.4%	4.0%	4.3%
5 - 9	5.5%	4.1%	4.3%
10 - 14	5.5%	4.3%	4.7%
15 - 24	11.1%	11.4%	13.5%
25 - 34	11.6%	15.2%	12.8%
35 - 44	11.8%	13.9%	12.4%
45 - 54	10.9%	11.5%	10.7%
55 - 64	12.4%	12.0%	12.6%
65 - 74	14.2%	13.5%	13.9%
75 - 84	8.0%	7.6%	8.2%
85 +	3.4%	2.5%	2.7%
18 +	79.8%	84.9%	83.7%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024

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	5 miles	10 miles	15 miles
2020 Population by Sex			
Males	3,263	10,587	21,513
Females	3,671	7,917	19,709
2024 Population by Sex			
Males	3,318	10,665	21,773
Females	3,647	7,813	19,493
2029 Population by Sex			
Males	3,245	10,511	21,451
Females	3,630	7,754	19,334
2010 Population by Race/Ethnicity			
Total	7,024	18,076	41,813
White Alone	60.0%	57.3%	57.9%
Black Alone	35.3%	39.0%	37.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	0.8%	1.2%
Two or More Races	2.2%	1.7%	2.0%
Hispanic Origin	2.2%	2.2%	3.0%
Diversity Index	53.5	54.0	54.9
2020 Population by Race/Ethnicity			
Total	6,934	18,504	41,222
White Alone	54.9%	56.1%	57.6%
Black Alone	35.6%	35.9%	33.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	1.7%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	2.1%	2.4%
Two or More Races	5.5%	4.2%	4.6%
Hispanic Origin	3.8%	3.6%	4.2%
Diversity Index	60.0	58.5	58.7
2024 Population by Race/Ethnicity			
Total	6,965	18,478	41,266
White Alone	55.3%	55.9%	57.3%
Black Alone	34.6%	35.5%	33.6%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	1.9%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.3%	2.6%
Two or More Races	5.8%	4.4%	4.8%
Hispanic Origin	3.8%	3.8%	4.6%
Diversity Index	60.1	59.1	59.5
2029 Population by Race/Ethnicity			
Total	6,874	18,266	40,786
White Alone	53.8%	54.3%	55.8%
Black Alone	35.5%	36.5%	34.4%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	2.0%	1.5%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.5%	2.8%
Two or More Races	6.1%	4.7%	5.2%
Hispanic Origin	4.0%	4.1%	4.9%
Diversity Index	61.3	60.3	60.7

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024

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	5 miles	10 miles	15 miles
2020 Population by Relationship and Household Type			
Total	6,934	18,504	41,222
In Households	98.6%	80.6%	87.4%
Householder	40.1%	33.9%	37.3%
Opposite-Sex Spouse	15.4%	15.3%	16.1%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.6%	2.2%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.2%	20.1%	21.6%
Adopted Child	0.4%	0.3%	0.4%
Stepchild	1.1%	1.0%	1.1%
Grandchild	3.5%	2.7%	2.8%
Brother or Sister	1.2%	0.8%	0.9%
Parent	1.2%	0.9%	0.9%
Parent-in-law	0.1%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.7%	1.0%	1.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.5%	1.7%	2.0%
In Group Quarters	1.4%	19.4%	12.6%
Institutionalized	1.0%	18.2%	9.0%
Noninstitutionalized	0.4%	1.2%	3.6%
2024 Population 25+ by Educational Attainment			
Total	4,881	13,826	29,667
Less than 9th Grade	1.0%	2.8%	2.5%
9th - 12th Grade, No Diploma	7.1%	11.0%	9.0%
High School Graduate	33.2%	34.1%	31.8%
GED/Alternative Credential	2.7%	7.3%	6.3%
Some College, No Degree	27.6%	20.1%	19.0%
Associate Degree	7.3%	7.6%	8.7%
Bachelor's Degree	14.8%	11.4%	14.8%
Graduate/Professional Degree	6.3%	5.8%	7.9%
2024 Population 15+ by Marital Status			
Total	5,719	16,039	35,418
Never Married	31.7%	39.4%	37.1%
Married	50.0%	44.8%	45.9%
Widowed	8.7%	5.6%	6.8%
Divorced	9.7%	10.2%	10.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,638	7,410	18,462
Population 16+ Employed	95.6%	96.3%	96.2%
Population 16+ Unemployment rate	4.4%	3.7%	3.8%
Population 16-24 Employed	13.1%	12.9%	13.9%
Population 16-24 Unemployment rate	9.0%	8.1%	10.0%
Population 25-54 Employed	53.1%	52.4%	53.0%
Population 25-54 Unemployment rate	5.5%	3.8%	3.3%
Population 55-64 Employed	19.0%	20.7%	20.5%
Population 55-64 Unemployment rate	0.0%	1.0%	1.4%
Population 65+ Employed	14.9%	14.0%	12.6%
Population 65+ Unemployment rate	1.3%	2.6%	2.5%

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2024 Employed Population 16+ by Industry			
Total	3,479	7,139	17,752
Agriculture/Mining	4.8%	4.6%	3.2%
Construction	9.7%	12.5%	8.3%
Manufacturing	8.6%	8.2%	8.0%
Wholesale Trade	0.7%	1.6%	1.5%
Retail Trade	12.1%	11.2%	9.5%
Transportation/Utilities	2.6%	4.1%	4.1%
Information	1.0%	0.9%	1.0%
Finance/Insurance/Real Estate	6.6%	5.6%	3.9%
Services	47.2%	44.4%	51.2%
Public Administration	6.8%	6.9%	9.4%
2024 Employed Population 16+ by Occupation			
Total	3,480	7,139	17,752
White Collar	54.9%	55.8%	54.7%
Management/Business/Financial	13.8%	15.4%	13.2%
Professional	22.7%	21.1%	22.9%
Sales	10.0%	9.2%	7.2%
Administrative Support	8.5%	10.0%	11.4%
Services	20.8%	19.2%	21.6%
Blue Collar	24.3%	24.9%	23.7%
Farming/Forestry/Fishing	3.5%	3.2%	2.4%
Construction/Extraction	7.4%	7.0%	5.1%
Installation/Maintenance/Repair	1.8%	3.3%	3.3%
Production	3.2%	4.0%	5.0%
Transportation/Material Moving	8.4%	7.5%	7.8%
2020 Households by Type			
Total	2,818	6,337	15,381
Married Couple Households	39.1%	44.9%	43.3%
With Own Children <18	12.1%	11.7%	11.7%
Without Own Children <18	27.0%	33.3%	31.6%
Cohabiting Couple Households	6.6%	6.9%	6.8%
With Own Children <18	2.8%	2.7%	2.7%
Without Own Children <18	3.8%	4.1%	4.1%
Male Householder, No Spouse/Partner	18.5%	18.2%	18.8%
Living Alone	12.7%	12.8%	13.5%
65 Years and over	5.8%	5.9%	5.8%
With Own Children <18	1.1%	1.2%	1.3%
Without Own Children <18, With Relatives	3.4%	3.1%	2.9%
No Relatives Present	1.4%	1.2%	1.1%
Female Householder, No Spouse/Partner	35.8%	30.0%	31.0%
Living Alone	16.6%	15.7%	16.5%
65 Years and over	10.6%	9.4%	9.3%
With Own Children <18	10.1%	6.6%	6.2%
Without Own Children <18, With Relatives	8.1%	6.9%	7.3%
No Relatives Present	1.1%	0.8%	1.0%
2020 Households by Size			
Total	2,818	6,337	15,381
1 Person Household	29.3%	28.5%	30.0%
2 Person Household	33.5%	37.9%	36.7%
3 Person Household	15.5%	14.5%	14.1%
4 Person Household	11.1%	10.4%	10.5%
5 Person Household	5.6%	5.1%	4.9%
6 Person Household	3.4%	2.4%	2.4%
7 + Person Household	1.5%	1.2%	1.3%

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	5 miles	10 miles	15 miles
2020 Households by Tenure and Mortgage Status			
Total	2,818	6,337	15,381
Owner Occupied	63.4%	70.1%	67.8%
Owned with a Mortgage/Loan	38.5%	40.2%	38.6%
Owned Free and Clear	24.9%	29.9%	29.2%
Renter Occupied	36.6%	29.9%	32.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	97	90
Percent of Income for Mortgage	26.4%	25.9%	28.0%
Wealth Index	58	61	65
2020 Housing Units By Urban/ Rural Status			
Total	3,193	8,696	22,366
Urban Housing Units	0.0%	0.5%	29.4%
Rural Housing Units	100.0%	99.5%	70.6%
2020 Population By Urban/ Rural Status			
Total	6,934	18,504	41,222
Urban Population	0.0%	1.0%	22.6%
Rural Population	100.0%	99.0%	77.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024

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	5 miles	10 miles	15 miles
Top 3 Tapestry Segments			
1.	The Great Outdoors (6C)	Rural Resort Dwellers (6E)	Rural Resort Dwellers (6E)
2.	Metro Fusion (11C)	The Great Outdoors (6C)	Salt of the Earth (6B)
3.	Family Foundations (12A)	Rooted Rural (10B)	Rooted Rural (10B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$4,306,916	\$9,439,645	\$23,248,990
Average Spent	\$1,486.17	\$1,468.29	\$1,500.23
Spending Potential Index	62	62	63
Education: Total \$	\$2,840,640	\$6,063,652	\$15,042,486
Average Spent	\$980.21	\$943.17	\$970.67
Spending Potential Index	57	55	56
Entertainment/Recreation: Total \$	\$7,572,233	\$17,507,493	\$42,883,642
Average Spent	\$2,612.92	\$2,723.21	\$2,767.22
Spending Potential Index	64	67	68
Food at Home: Total \$	\$13,990,528	\$31,904,751	\$77,771,999
Average Spent	\$4,827.65	\$4,962.63	\$5,018.52
Spending Potential Index	66	68	69
Food Away from Home: Total \$	\$7,039,788	\$15,899,094	\$38,856,798
Average Spent	\$2,429.19	\$2,473.03	\$2,507.38
Spending Potential Index	62	64	64
Health Care: Total \$	\$15,732,085	\$36,784,903	\$89,540,727
Average Spent	\$5,428.60	\$5,721.71	\$5,777.94
Spending Potential Index	71	74	75
HH Furnishings & Equipment: Total \$	\$5,928,201	\$13,697,738	\$33,563,256
Average Spent	\$2,045.62	\$2,130.62	\$2,165.79
Spending Potential Index	65	67	68
Personal Care Products & Services: Total \$	\$1,740,588	\$3,937,724	\$9,666,741
Average Spent	\$600.62	\$612.49	\$623.78
Spending Potential Index	60	62	63
Shelter: Total \$	\$46,033,083	\$103,690,297	\$257,212,431
Average Spent	\$15,884.43	\$16,128.53	\$16,597.56
Spending Potential Index	60	60	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,750,614	\$16,061,584	\$39,010,016
Average Spent	\$2,329.40	\$2,498.30	\$2,517.26
Spending Potential Index	66	71	72
Travel: Total \$	\$5,279,669	\$12,100,021	\$29,934,765
Average Spent	\$1,821.83	\$1,882.10	\$1,931.65
Spending Potential Index	60	62	64
Vehicle Maintenance & Repairs: Total \$	\$2,860,694	\$6,656,658	\$16,273,898
Average Spent	\$987.13	\$1,035.41	\$1,050.13
Spending Potential Index	67	70	71

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 10, 2024