

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	2,154	3,264	4,211
2010 Total Population	1,949	3,084	4,025
2017 Total Population	1,922	3,099	4,059
2017 Group Quarters	0	0	7
2022 Total Population	1,901	3,086	4,049
2017-2022 Annual Rate	-0.22%	-0.08%	-0.05%
2017 Total Daytime Population	2,439	3,264	5,616
Workers	1,521	1,707	3,517
Residents	918	1,557	2,099
Household Summary			
2000 Households	1,001	1,504	1,989
2000 Average Household Size	2.15	2.17	2.11
2010 Households	957	1,477	1,969
2010 Average Household Size	2.04	2.09	2.04
2017 Households	943	1,482	1,984
2017 Average Household Size	2.04	2.09	2.04
2022 Households	931	1,473	1,976
2022 Average Household Size	2.04	2.10	2.05
2017-2022 Annual Rate	-0.26%	-0.12%	-0.08%
2010 Families	596	962	1,290
2010 Average Family Size	2.54	2.55	2.48
2017 Families	581	957	1,287
2017 Average Family Size	2.55	2.55	2.49
2022 Families	570	946	1,275
2022 Average Family Size	2.56	2.56	2.50
2017-2022 Annual Rate	-0.38%	-0.23%	-0.19%
Housing Unit Summary			
2000 Housing Units	1,203	1,834	2,442
Owner Occupied Housing Units	58.6%	62.1%	61.5%
Renter Occupied Housing Units	24.6%	20.0%	20.0%
Vacant Housing Units	16.8%	18.0%	18.6%
2010 Housing Units	1,288	2,014	2,693
Owner Occupied Housing Units	52.3%	55.5%	55.1%
Renter Occupied Housing Units	22.0%	17.8%	18.0%
Vacant Housing Units	25.7%	26.7%	26.9%
2017 Housing Units	1,288	2,057	2,768
Owner Occupied Housing Units	49.8%	53.2%	52.8%
Renter Occupied Housing Units	23.4%	18.8%	18.9%
Vacant Housing Units	26.8%	28.0%	28.3%
2022 Housing Units	1,288	2,080	2,811
Owner Occupied Housing Units	48.5%	51.9%	51.4%
Renter Occupied Housing Units	23.8%	18.9%	18.8%
Vacant Housing Units	27.7%	29.2%	29.7%
Median Household Income			
2017	\$56,013	\$60,849	\$61,949
2022	\$66,341	\$73,155	\$73,720
Median Home Value			
2017	\$387,273	\$427,477	\$444,839
2022	\$430,357	\$496,218	\$516,839
Per Capita Income			
2017	\$38,681	\$43,724	\$44,546
2022	\$44,641	\$50,284	\$50,959
Median Age			
2010	54.9	55.5	55.1
2017	57.8	58.4	58.0
2022	59.8	60.5	60.0

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	943	1,482	1,984
<\$15,000	12.9%	11.6%	11.7%
\$15,000 - \$24,999	11.8%	10.5%	10.1%
\$25,000 - \$34,999	6.5%	7.4%	7.6%
\$35,000 - \$49,999	13.5%	12.3%	11.6%
\$50,000 - \$74,999	16.9%	15.7%	15.8%
\$75,000 - \$99,999	15.1%	14.5%	14.0%
\$100,000 - \$149,999	13.0%	13.8%	14.9%
\$150,000 - \$199,999	3.4%	4.0%	3.7%
\$200,000+	7.0%	10.2%	10.5%
Average Household Income	\$80,295	\$92,797	\$93,924
2022 Households by Income			
Household Income Base	931	1,473	1,976
<\$15,000	10.1%	9.0%	9.2%
\$15,000 - \$24,999	9.7%	8.4%	8.1%
\$25,000 - \$34,999	5.5%	6.2%	6.3%
\$35,000 - \$49,999	10.2%	9.4%	9.1%
\$50,000 - \$74,999	19.9%	18.0%	18.1%
\$75,000 - \$99,999	18.2%	17.1%	16.4%
\$100,000 - \$149,999	15.1%	16.2%	17.2%
\$150,000 - \$199,999	3.7%	4.5%	4.1%
\$200,000+	7.8%	11.3%	11.6%
Average Household Income	\$92,701	\$106,831	\$107,694
2017 Owner Occupied Housing Units by Value			
Total	642	1,095	1,461
<\$50,000	0.5%	0.6%	0.9%
\$50,000 - \$99,999	1.6%	1.6%	1.9%
\$100,000 - \$149,999	2.8%	3.1%	3.3%
\$150,000 - \$199,999	3.0%	3.9%	3.9%
\$200,000 - \$249,999	11.7%	10.4%	9.9%
\$250,000 - \$299,999	8.1%	6.7%	6.2%
\$300,000 - \$399,999	25.7%	20.9%	19.1%
\$400,000 - \$499,999	12.1%	10.1%	10.6%
\$500,000 - \$749,999	13.1%	12.6%	11.8%
\$750,000 - \$999,999	9.8%	9.8%	10.0%
\$1,000,000 +	11.7%	20.3%	22.3%
Average Home Value	\$516,822	\$590,342	\$606,999
2022 Owner Occupied Housing Units by Value			
Total	625	1,080	1,446
<\$50,000	0.3%	0.5%	0.6%
\$50,000 - \$99,999	0.8%	0.8%	1.0%
\$100,000 - \$149,999	1.8%	1.9%	1.9%
\$150,000 - \$199,999	1.8%	2.1%	2.1%
\$200,000 - \$249,999	6.7%	5.9%	5.8%
\$250,000 - \$299,999	8.0%	6.6%	6.4%
\$300,000 - \$399,999	26.6%	21.7%	19.8%
\$400,000 - \$499,999	13.4%	11.0%	11.5%
\$500,000 - \$749,999	15.0%	14.4%	13.3%
\$750,000 - \$999,999	11.8%	11.5%	11.6%
\$1,000,000 +	13.8%	23.8%	26.0%
Average Home Value	\$566,120	\$650,624	\$667,749

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	1,947	3,083	4,025
0 - 4	4.1%	3.7%	3.7%
5 - 9	4.4%	4.1%	4.1%
10 - 14	4.3%	4.2%	4.3%
15 - 24	8.4%	8.3%	8.3%
25 - 34	5.9%	5.9%	6.2%
35 - 44	8.6%	8.4%	8.7%
45 - 54	14.6%	14.7%	14.7%
55 - 64	17.8%	18.8%	18.9%
65 - 74	18.7%	19.0%	18.4%
75 - 84	10.6%	10.2%	10.0%
85 +	2.7%	2.8%	2.8%
18 +	84.2%	85.0%	84.8%
2017 Population by Age			
Total	1,924	3,100	4,060
0 - 4	3.6%	3.3%	3.3%
5 - 9	3.9%	3.4%	3.4%
10 - 14	3.8%	3.8%	3.9%
15 - 24	8.2%	7.7%	7.9%
25 - 34	6.7%	6.6%	6.9%
35 - 44	6.8%	6.7%	6.9%
45 - 54	12.4%	12.6%	12.6%
55 - 64	17.9%	18.9%	18.8%
65 - 74	21.2%	22.1%	21.7%
75 - 84	12.0%	11.4%	11.0%
85 +	3.5%	3.5%	3.6%
18 +	86.2%	87.1%	86.9%
2022 Population by Age			
Total	1,902	3,086	4,046
0 - 4	3.6%	3.2%	3.2%
5 - 9	3.7%	3.1%	3.2%
10 - 14	3.6%	3.5%	3.6%
15 - 24	7.6%	7.2%	7.3%
25 - 34	7.4%	6.8%	7.1%
35 - 44	6.8%	6.8%	7.2%
45 - 54	10.1%	10.3%	10.4%
55 - 64	17.1%	18.4%	18.4%
65 - 74	21.8%	22.9%	22.5%
75 - 84	14.6%	14.1%	13.5%
85 +	3.7%	3.7%	3.7%
18 +	86.9%	87.8%	87.7%
2010 Population by Sex			
Males	861	1,413	1,871
Females	1,088	1,671	2,154
2017 Population by Sex			
Males	855	1,434	1,904
Females	1,067	1,665	2,155
2022 Population by Sex			
Males	848	1,436	1,909
Females	1,053	1,650	2,140

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	1,949	3,084	4,025
White Alone	82.8%	86.0%	85.8%
Black Alone	13.7%	11.0%	10.9%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	0.7%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.2%	1.0%	1.2%
Two or More Races	1.4%	1.2%	1.2%
Hispanic Origin	2.6%	2.3%	2.7%
Diversity Index	33.1	28.2	29.1
2017 Population by Race/Ethnicity			
Total	1,921	3,098	4,058
White Alone	81.9%	85.2%	85.1%
Black Alone	14.0%	11.2%	11.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	1.3%	1.5%
Two or More Races	1.6%	1.3%	1.3%
Hispanic Origin	3.2%	2.8%	3.4%
Diversity Index	35.3	30.2	31.1
2022 Population by Race/Ethnicity			
Total	1,900	3,085	4,047
White Alone	81.9%	85.3%	85.1%
Black Alone	13.9%	11.2%	11.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	0.6%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	1.3%	1.5%
Two or More Races	1.6%	1.3%	1.3%
Hispanic Origin	3.3%	2.9%	3.4%
Diversity Index	35.4	30.2	31.2
2010 Population by Relationship and Household Type			
Total	1,949	3,084	4,025
In Households	100.0%	100.0%	99.8%
In Family Households	79.0%	80.7%	81.0%
Householder	30.4%	31.0%	30.9%
Spouse	23.6%	25.2%	25.3%
Child	21.5%	20.8%	20.8%
Other relative	2.3%	2.3%	2.4%
Nonrelative	1.3%	1.3%	1.5%
In Nonfamily Households	21.0%	19.3%	18.8%
In Group Quarters	0.0%	0.0%	0.2%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.0%	0.0%	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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2017 Population 25+ by Educational Attainment			
Total	1,547	2,534	3,311
Less than 9th Grade	1.0%	1.1%	1.4%
9th - 12th Grade, No Diploma	6.7%	6.0%	5.9%
High School Graduate	21.3%	21.1%	20.6%
GED/Alternative Credential	2.1%	2.1%	2.4%
Some College, No Degree	19.9%	20.0%	19.6%
Associate Degree	7.9%	7.4%	6.9%
Bachelor's Degree	21.0%	21.2%	21.7%
Graduate/Professional Degree	20.1%	21.2%	21.5%
2017 Population 15+ by Marital Status			
Total	1,704	2,774	3,631
Never Married	19.6%	18.3%	17.8%
Married	58.8%	61.5%	62.0%
Widowed	9.9%	9.5%	9.6%
Divorced	11.7%	10.7%	10.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.6%	97.7%
Civilian Unemployed (Unemployment Rate)	2.5%	2.5%	2.3%
2017 Employed Population 16+ by Industry			
Total	1,016	1,565	1,978
Agriculture/Mining	0.3%	1.7%	2.0%
Construction	6.2%	5.9%	5.8%
Manufacturing	3.3%	3.5%	4.0%
Wholesale Trade	0.0%	0.4%	0.6%
Retail Trade	15.6%	12.7%	11.4%
Transportation/Utilities	4.0%	4.4%	6.2%
Information	1.5%	1.5%	1.4%
Finance/Insurance/Real Estate	10.2%	10.0%	9.0%
Services	52.2%	54.2%	54.8%
Public Administration	6.5%	5.8%	5.0%
2017 Employed Population 16+ by Occupation			
Total	1,016	1,564	1,978
White Collar	63.8%	64.0%	64.2%
Management/Business/Financial	9.9%	12.0%	13.2%
Professional	19.5%	21.5%	22.0%
Sales	16.3%	15.6%	14.9%
Administrative Support	18.0%	15.0%	14.1%
Services	22.5%	22.1%	21.3%
Blue Collar	13.7%	13.8%	14.5%
Farming/Forestry/Fishing	0.0%	0.6%	0.7%
Construction/Extraction	5.0%	4.8%	4.3%
Installation/Maintenance/Repair	1.8%	2.6%	2.7%
Production	1.7%	1.3%	1.8%
Transportation/Material Moving	5.2%	4.5%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	1,949	3,084	4,025
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	4.2%
Rural Population	100.0%	100.0%	95.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	956	1,477	1,969
Households with 1 Person	33.6%	30.3%	29.7%
Households with 2+ People	66.4%	69.7%	70.3%
Family Households	62.3%	65.1%	65.5%
Husband-wife Families	48.6%	53.1%	53.2%
With Related Children	10.5%	11.2%	11.7%
Other Family (No Spouse Present)	13.8%	12.0%	12.3%
Other Family with Male Householder	2.9%	3.0%	3.1%
With Related Children	1.7%	1.6%	1.6%
Other Family with Female Householder	10.9%	9.0%	9.1%
With Related Children	6.7%	5.3%	5.4%
Nonfamily Households	4.1%	4.6%	4.8%
All Households with Children	18.9%	18.4%	19.1%
Multigenerational Households	2.1%	2.1%	2.3%
Unmarried Partner Households	4.9%	5.1%	5.1%
Male-female	4.1%	4.2%	4.3%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	957	1,479	1,971
1 Person Household	33.5%	30.2%	29.7%
2 Person Household	43.3%	46.2%	46.1%
3 Person Household	12.7%	12.1%	12.1%
4 Person Household	7.2%	7.9%	8.1%
5 Person Household	2.3%	2.4%	2.7%
6 Person Household	0.7%	0.9%	1.0%
7 + Person Household	0.2%	0.3%	0.4%
2010 Households by Tenure and Mortgage Status			
Total	957	1,477	1,969
Owner Occupied	70.4%	75.7%	75.4%
Owned with a Mortgage/Loan	45.0%	47.3%	46.9%
Owned Free and Clear	25.4%	28.4%	28.5%
Renter Occupied	29.6%	24.3%	24.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,288	2,014	2,693
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	4.9%
Rural Housing Units	100.0%	100.0%	95.1%

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.

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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Silver & Gold (9A)	Silver & Gold (9A)
2.	Old and Newcomers (8F)	Golden Years (9B)	Golden Years (9B)
3.	Silver & Gold (9A)	Old and Newcomers (8F)	Old and Newcomers (8F)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,966,101	\$3,495,297	\$4,734,562
Average Spent	\$2,084.94	\$2,358.50	\$2,386.37
Spending Potential Index	97	109	110
Education: Total \$	\$1,400,800	\$2,320,536	\$3,096,025
Average Spent	\$1,485.47	\$1,565.81	\$1,560.50
Spending Potential Index	102	108	107
Entertainment/Recreation: Total \$	\$2,903,391	\$5,359,817	\$7,287,876
Average Spent	\$3,078.89	\$3,616.61	\$3,673.32
Spending Potential Index	99	116	118
Food at Home: Total \$	\$4,606,989	\$8,429,042	\$11,448,554
Average Spent	\$4,885.46	\$5,687.61	\$5,770.44
Spending Potential Index	97	113	115
Food Away from Home: Total \$	\$3,055,251	\$5,519,889	\$7,491,821
Average Spent	\$3,239.93	\$3,724.62	\$3,776.12
Spending Potential Index	97	112	113
Health Care: Total \$	\$5,369,336	\$10,235,900	\$13,934,240
Average Spent	\$5,693.89	\$6,906.82	\$7,023.31
Spending Potential Index	102	123	126
HH Furnishings & Equipment: Total \$	\$1,798,853	\$3,335,841	\$4,545,686
Average Spent	\$1,907.59	\$2,250.90	\$2,291.17
Spending Potential Index	98	116	118
Personal Care Products & Services: Total \$	\$757,550	\$1,380,017	\$1,872,316
Average Spent	\$803.34	\$931.19	\$943.71
Spending Potential Index	101	117	119
Shelter: Total \$	\$15,515,996	\$27,347,201	\$36,867,101
Average Spent	\$16,453.87	\$18,452.90	\$18,582.21
Spending Potential Index	101	114	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,324,762	\$4,387,533	\$5,966,384
Average Spent	\$2,465.28	\$2,960.55	\$3,007.25
Spending Potential Index	105	126	128
Travel: Total \$	\$1,999,763	\$3,649,841	\$4,949,386
Average Spent	\$2,120.64	\$2,462.78	\$2,494.65
Spending Potential Index	102	119	120
Vehicle Maintenance & Repairs: Total \$	\$991,273	\$1,848,123	\$2,516,824
Average Spent	\$1,051.19	\$1,247.05	\$1,268.56
Spending Potential Index	98	116	118

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Golden Years (9B)	58.4%	Population	1,922	1,901
Old and Newcomers (8F)	24.0%	Households	943	931
Silver & Gold (9A)	17.6%	Families	581	570
Top Tier (1A)	0.0%	Median Age	57.8	59.8
Professional Pride (1B)	0.0%	Median Household Income	\$56,013	\$66,341
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,084.94	\$1,966,101
Men's		97	\$412.07	\$388,581
Women's		100	\$742.16	\$699,858
Children's		85	\$285.30	\$269,039
Footwear		95	\$438.18	\$413,205
Watches & Jewelry		105	\$124.12	\$117,043
Apparel Products and Services (1)		102	\$83.11	\$78,375
Computer				
Computers and Hardware for Home Use		99	\$171.50	\$161,724
Portable Memory		96	\$5.09	\$4,797
Computer Software		102	\$11.77	\$11,102
Computer Accessories		103	\$18.57	\$17,511
Entertainment & Recreation		99	\$3,078.89	\$2,903,391
Fees and Admissions		102	\$651.06	\$613,946
Membership Fees for Clubs (2)		108	\$227.64	\$214,666
Fees for Participant Sports, excl. Trips		104	\$103.36	\$97,469
Tickets to Theatre/Operas/Concerts		109	\$64.64	\$60,953
Tickets to Movies/Museums/Parks		96	\$74.18	\$69,951
Admission to Sporting Events, excl. Trips		100	\$56.06	\$52,860
Fees for Recreational Lessons		93	\$124.36	\$117,276
Dating Services		101	\$0.82	\$772
TV/Video/Audio		99	\$1,274.73	\$1,202,072
Cable and Satellite Television Services		101	\$956.10	\$901,599
Televisions		99	\$117.95	\$111,225
Satellite Dishes		91	\$1.32	\$1,244
VCRs, Video Cameras, and DVD Players		96	\$6.27	\$5,916
Miscellaneous Video Equipment		96	\$9.26	\$8,729
Video Cassettes and DVDs		93	\$14.22	\$13,411
Video Game Hardware/Accessories		90	\$26.15	\$24,655
Video Game Software		91	\$14.03	\$13,229
Streaming/Downloaded Video		94	\$24.08	\$22,704
Rental of Video Cassettes and DVDs		92	\$13.98	\$13,185
Installation of Televisions		109	\$0.97	\$912
Audio (3)		97	\$86.41	\$81,481
Rental and Repair of TV/Radio/Sound Equipment		99	\$4.01	\$3,781
Pets		97	\$575.76	\$542,941
Toys/Games/Crafts/Hobbies (4)		92	\$111.29	\$104,949
Recreational Vehicles and Fees (5)		92	\$93.64	\$88,305
Sports/Recreation/Exercise Equipment (6)		91	\$155.85	\$146,965
Photo Equipment and Supplies (7)		96	\$53.28	\$50,239
Reading (8)		106	\$132.47	\$124,919
Catered Affairs (9)		101	\$30.81	\$29,054
Food		97	\$8,125.39	\$7,662,240
Food at Home		97	\$4,885.46	\$4,606,989
Bakery and Cereal Products		98	\$648.20	\$611,254
Meats, Poultry, Fish, and Eggs		96	\$1,096.87	\$1,034,344
Dairy Products		97	\$517.96	\$488,436
Fruits and Vegetables		99	\$962.57	\$907,702
Snacks and Other Food at Home (10)		96	\$1,659.87	\$1,565,253
Food Away from Home		97	\$3,239.93	\$3,055,251
Alcoholic Beverages		102	\$566.31	\$534,030

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Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$7,412.82	\$6,990,291
Value of Retirement Plans	108	\$26,240.64	\$24,744,920
Value of Other Financial Assets	110	\$1,433.90	\$1,352,167
Vehicle Loan Amount excluding Interest	91	\$2,465.44	\$2,324,914
Value of Credit Card Debt	98	\$570.99	\$538,445
Health			
Nonprescription Drugs	101	\$129.03	\$121,680
Prescription Drugs	104	\$402.74	\$379,780
Eyeglasses and Contact Lenses	100	\$94.07	\$88,708
Home			
Mortgage Payment and Basics (11)	97	\$8,397.36	\$7,918,715
Maintenance and Remodeling Services	105	\$2,046.97	\$1,930,296
Maintenance and Remodeling Materials (12)	93	\$376.26	\$354,813
Utilities, Fuel, and Public Services	98	\$4,928.70	\$4,647,761
Household Furnishings and Equipment			
Household Textiles (13)	100	\$95.38	\$89,947
Furniture	98	\$561.41	\$529,407
Rugs	108	\$25.03	\$23,608
Major Appliances (14)	96	\$308.66	\$291,062
Housewares (15)	100	\$94.71	\$89,310
Small Appliances	100	\$48.47	\$45,706
Luggage	103	\$12.19	\$11,492
Telephones and Accessories	96	\$66.13	\$62,365
Household Operations			
Child Care	90	\$428.67	\$404,240
Lawn and Garden (16)	102	\$428.58	\$404,148
Moving/Storage/Freight Express	103	\$65.92	\$62,160
Housekeeping Supplies (17)	99	\$705.06	\$664,868
Insurance			
Owners and Renters Insurance	101	\$519.87	\$490,237
Vehicle Insurance	98	\$1,156.77	\$1,090,832
Life/Other Insurance	101	\$433.03	\$408,346
Health Insurance	102	\$3,708.44	\$3,497,061
Personal Care Products (18)	98	\$460.26	\$434,026
School Books and Supplies (19)	95	\$146.30	\$137,960
Smoking Products	92	\$382.41	\$360,610
Transportation			
Payments on Vehicles excluding Leases	92	\$2,061.58	\$1,944,072
Gasoline and Motor Oil	93	\$2,590.69	\$2,443,019
Vehicle Maintenance and Repairs	98	\$1,051.19	\$991,273
Travel			
Airline Fares	104	\$530.06	\$499,842
Lodging on Trips	103	\$538.21	\$507,536
Auto/Truck Rental on Trips	100	\$26.31	\$24,809
Food and Drink on Trips	101	\$499.02	\$470,578

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Silver & Gold (9A)	38.3%	Population	3,099	3,086
Golden Years (9B)	37.2%	Households	1,482	1,473
Old and Newcomers (8F)	15.2%	Families	957	946
Rural Resort Dwellers (6E)	8.9%	Median Age	58.4	60.5
Exurbanites (1E)	0.3%	Median Household Income	\$60,849	\$73,155
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,358.50	\$3,495,297
Men's		110	\$463.67	\$687,166
Women's		115	\$849.79	\$1,259,387
Children's		94	\$314.92	\$466,717
Footwear		107	\$495.88	\$734,899
Watches & Jewelry		117	\$139.28	\$206,420
Apparel Products and Services (1)		116	\$94.94	\$140,708
Computer				
Computers and Hardware for Home Use		111	\$192.13	\$284,731
Portable Memory		107	\$5.67	\$8,404
Computer Software		112	\$12.89	\$19,108
Computer Accessories		118	\$21.26	\$31,506
Entertainment & Recreation		116	\$3,616.61	\$5,359,817
Fees and Admissions		115	\$730.11	\$1,082,022
Membership Fees for Clubs (2)		123	\$259.51	\$384,599
Fees for Participant Sports, excl. Trips		119	\$118.46	\$175,551
Tickets to Theatre/Operas/Concerts		120	\$71.50	\$105,967
Tickets to Movies/Museums/Parks		106	\$82.03	\$121,563
Admission to Sporting Events, excl. Trips		110	\$61.61	\$91,311
Fees for Recreational Lessons		102	\$136.18	\$201,826
Dating Services		100	\$0.81	\$1,205
TV/Video/Audio		117	\$1,494.96	\$2,215,534
Cable and Satellite Television Services		119	\$1,134.44	\$1,681,237
Televisions		112	\$133.21	\$197,421
Satellite Dishes		109	\$1.58	\$2,337
VCRs, Video Cameras, and DVD Players		109	\$7.09	\$10,506
Miscellaneous Video Equipment		108	\$10.40	\$15,419
Video Cassettes and DVDs		109	\$16.59	\$24,584
Video Game Hardware/Accessories		98	\$28.54	\$42,295
Video Game Software		99	\$15.28	\$22,651
Streaming/Downloaded Video		105	\$26.76	\$39,654
Rental of Video Cassettes and DVDs		104	\$15.91	\$23,573
Installation of Televisions		128	\$1.14	\$1,693
Audio (3)		112	\$99.67	\$147,709
Rental and Repair of TV/Radio/Sound Equipment		108	\$4.35	\$6,454
Pets		120	\$716.59	\$1,061,988
Toys/Games/Crafts/Hobbies (4)		104	\$126.57	\$187,575
Recreational Vehicles and Fees (5)		114	\$115.84	\$171,678
Sports/Recreation/Exercise Equipment (6)		105	\$179.71	\$266,333
Photo Equipment and Supplies (7)		109	\$60.49	\$89,643
Reading (8)		125	\$157.03	\$232,714
Catered Affairs (9)		116	\$35.31	\$52,330
Food		112	\$9,412.23	\$13,948,931
Food at Home		113	\$5,687.61	\$8,429,042
Bakery and Cereal Products		113	\$752.74	\$1,115,555
Meats, Poultry, Fish, and Eggs		112	\$1,279.61	\$1,896,381
Dairy Products		113	\$605.12	\$896,783
Fruits and Vegetables		114	\$1,110.76	\$1,646,153
Snacks and Other Food at Home (10)		113	\$1,939.39	\$2,874,170
Food Away from Home		112	\$3,724.62	\$5,519,889
Alcoholic Beverages		115	\$637.02	\$944,060

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	145	\$9,010.10	\$13,352,969
Value of Retirement Plans	129	\$31,297.36	\$46,382,693
Value of Other Financial Assets	144	\$1,866.95	\$2,766,814
Vehicle Loan Amount excluding Interest	111	\$3,035.51	\$4,498,624
Value of Credit Card Debt	111	\$648.36	\$960,868
Health			
Nonprescription Drugs	123	\$156.57	\$232,034
Prescription Drugs	130	\$505.37	\$748,952
Eyeglasses and Contact Lenses	119	\$112.45	\$166,649
Home			
Mortgage Payment and Basics (11)	114	\$9,858.12	\$14,609,741
Maintenance and Remodeling Services	129	\$2,497.41	\$3,701,167
Maintenance and Remodeling Materials (12)	117	\$473.90	\$702,316
Utilities, Fuel, and Public Services	116	\$5,848.60	\$8,667,623
Household Furnishings and Equipment			
Household Textiles (13)	114	\$109.02	\$161,571
Furniture	113	\$648.57	\$961,187
Rugs	119	\$27.58	\$40,880
Major Appliances (14)	120	\$385.59	\$571,449
Housewares (15)	119	\$113.24	\$167,816
Small Appliances	114	\$55.23	\$81,856
Luggage	113	\$13.43	\$19,904
Telephones and Accessories	108	\$75.05	\$111,226
Household Operations			
Child Care	95	\$454.34	\$673,335
Lawn and Garden (16)	129	\$539.55	\$799,612
Moving/Storage/Freight Express	114	\$73.17	\$108,434
Housekeeping Supplies (17)	118	\$840.64	\$1,245,835
Insurance			
Owners and Renters Insurance	126	\$650.85	\$964,556
Vehicle Insurance	116	\$1,360.42	\$2,016,149
Life/Other Insurance	120	\$514.55	\$762,567
Health Insurance	122	\$4,473.38	\$6,629,549
Personal Care Products (18)	113	\$530.32	\$785,928
School Books and Supplies (19)	106	\$163.87	\$242,848
Smoking Products	113	\$469.11	\$695,225
Transportation			
Payments on Vehicles excluding Leases	110	\$2,471.13	\$3,662,210
Gasoline and Motor Oil	112	\$3,098.38	\$4,591,803
Vehicle Maintenance and Repairs	116	\$1,247.05	\$1,848,123
Travel			
Airline Fares	117	\$598.29	\$886,661
Lodging on Trips	120	\$630.42	\$934,277
Auto/Truck Rental on Trips	117	\$30.87	\$45,744
Food and Drink on Trips	118	\$581.32	\$861,513

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Retail Goods and Services Expenditures

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Silver & Gold (9A)	39.0%	Population	4,059	4,049
Golden Years (9B)	27.8%	Households	1,984	1,976
Old and Newcomers (8F)	17.5%	Families	1,287	1,275
Rural Resort Dwellers (6E)	10.1%	Median Age	58.0	60.0
Exurbanites (1E)	5.0%	Median Household Income	\$61,949	\$73,720
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,386.37	\$4,734,562
Men's		111	\$468.71	\$929,916
Women's		116	\$859.49	\$1,705,237
Children's		96	\$320.26	\$635,388
Footwear		108	\$502.08	\$996,135
Watches & Jewelry		118	\$140.21	\$278,167
Apparel Products and Services (1)		117	\$95.62	\$189,719
Computer				
Computers and Hardware for Home Use		112	\$194.46	\$385,814
Portable Memory		108	\$5.76	\$11,431
Computer Software		112	\$12.97	\$25,737
Computer Accessories		119	\$21.54	\$42,733
Entertainment & Recreation		118	\$3,673.32	\$7,287,876
Fees and Admissions		116	\$735.69	\$1,459,609
Membership Fees for Clubs (2)		124	\$260.75	\$517,334
Fees for Participant Sports, excl. Trips		121	\$119.74	\$237,561
Tickets to Theatre/Operas/Concerts		120	\$71.63	\$142,118
Tickets to Movies/Museums/Parks		108	\$83.01	\$164,686
Admission to Sporting Events, excl. Trips		111	\$62.08	\$123,169
Fees for Recreational Lessons		103	\$137.67	\$273,131
Dating Services		100	\$0.81	\$1,610
TV/Video/Audio		118	\$1,515.67	\$3,007,084
Cable and Satellite Television Services		121	\$1,149.88	\$2,281,370
Televisions		113	\$134.76	\$267,359
Satellite Dishes		112	\$1.63	\$3,230
VCRs, Video Cameras, and DVD Players		111	\$7.22	\$14,316
Miscellaneous Video Equipment		109	\$10.50	\$20,825
Video Cassettes and DVDs		111	\$16.94	\$33,613
Video Game Hardware/Accessories		99	\$28.97	\$57,474
Video Game Software		100	\$15.54	\$30,834
Streaming/Downloaded Video		106	\$27.23	\$54,025
Rental of Video Cassettes and DVDs		106	\$16.22	\$32,184
Installation of Televisions		130	\$1.16	\$2,311
Audio (3)		114	\$101.23	\$200,845
Rental and Repair of TV/Radio/Sound Equipment		109	\$4.38	\$8,698
Pets		123	\$734.46	\$1,457,174
Toys/Games/Crafts/Hobbies (4)		106	\$128.83	\$255,598
Recreational Vehicles and Fees (5)		117	\$118.89	\$235,871
Sports/Recreation/Exercise Equipment (6)		107	\$183.71	\$364,478
Photo Equipment and Supplies (7)		111	\$61.34	\$121,701
Reading (8)		127	\$159.12	\$315,688
Catered Affairs (9)		117	\$35.62	\$70,672
Food		114	\$9,546.56	\$18,940,376
Food at Home		115	\$5,770.44	\$11,448,554
Bakery and Cereal Products		115	\$762.52	\$1,512,830
Meats, Poultry, Fish, and Eggs		114	\$1,298.65	\$2,576,516
Dairy Products		115	\$613.95	\$1,218,074
Fruits and Vegetables		115	\$1,124.13	\$2,230,282
Snacks and Other Food at Home (10)		115	\$1,971.20	\$3,910,852
Food Away from Home		113	\$3,776.12	\$7,491,821
Alcoholic Beverages		116	\$642.66	\$1,275,042

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114 S Talbot St, Saint Michaels, Maryland, 21663
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	147	\$9,086.98	\$18,028,560
Value of Retirement Plans	130	\$31,674.29	\$62,841,792
Value of Other Financial Assets	147	\$1,911.71	\$3,792,827
Vehicle Loan Amount excluding Interest	114	\$3,116.28	\$6,182,706
Value of Credit Card Debt	112	\$655.26	\$1,300,038
Health			
Nonprescription Drugs	125	\$159.29	\$316,031
Prescription Drugs	133	\$515.07	\$1,021,905
Eyeglasses and Contact Lenses	121	\$114.39	\$226,941
Home			
Mortgage Payment and Basics (11)	116	\$10,006.95	\$19,853,790
Maintenance and Remodeling Services	131	\$2,537.10	\$5,033,606
Maintenance and Remodeling Materials (12)	120	\$484.77	\$961,779
Utilities, Fuel, and Public Services	118	\$5,939.14	\$11,783,249
Household Furnishings and Equipment			
Household Textiles (13)	116	\$110.49	\$219,221
Furniture	115	\$658.46	\$1,306,381
Rugs	119	\$27.62	\$54,789
Major Appliances (14)	123	\$395.58	\$784,823
Housewares (15)	121	\$115.18	\$228,520
Small Appliances	116	\$55.85	\$110,802
Luggage	114	\$13.50	\$26,793
Telephones and Accessories	110	\$76.23	\$151,248
Household Operations			
Child Care	95	\$455.46	\$903,639
Lawn and Garden (16)	132	\$551.53	\$1,094,233
Moving/Storage/Freight Express	116	\$73.90	\$146,615
Housekeeping Supplies (17)	120	\$854.33	\$1,694,993
Insurance			
Owners and Renters Insurance	128	\$663.68	\$1,316,745
Vehicle Insurance	117	\$1,381.55	\$2,741,000
Life/Other Insurance	122	\$521.95	\$1,035,545
Health Insurance	124	\$4,543.99	\$9,015,283
Personal Care Products (18)	114	\$537.95	\$1,067,283
School Books and Supplies (19)	107	\$165.88	\$329,115
Smoking Products	115	\$480.28	\$952,880
Transportation			
Payments on Vehicles excluding Leases	113	\$2,527.87	\$5,015,287
Gasoline and Motor Oil	114	\$3,163.89	\$6,277,148
Vehicle Maintenance and Repairs	118	\$1,268.56	\$2,516,824
Travel			
Airline Fares	118	\$603.09	\$1,196,524
Lodging on Trips	122	\$638.64	\$1,267,057
Auto/Truck Rental on Trips	119	\$31.47	\$62,432
Food and Drink on Trips	119	\$589.43	\$1,169,426

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114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

114 S Talbot St, Saint Michaels, Maryland, 21663 3
 114 S Talbot St, Saint Michaels, Maryland, 21663
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.78600
 Longitude: -76.22433

Data for all businesses in area	5 minutes				10 minutes				15 minutes			
Total Businesses:	189				214				345			
Total Employees:	1,575				1,693				3,184			
Total Residential Population:	1,922				3,099				4,059			
Employee/Residential Population Ratio (per 100 Residents)	82				55				78			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	2.1%	60	3.8%	5	2.3%	70	4.1%	8	2.3%	81	2.5%
Construction	8	4.2%	39	2.5%	11	5.1%	50	3.0%	21	6.1%	118	3.7%
Manufacturing	8	4.2%	31	2.0%	9	4.2%	35	2.1%	13	3.8%	125	3.9%
Transportation	5	2.6%	37	2.3%	7	3.3%	42	2.5%	12	3.5%	52	1.6%
Communication	1	0.5%	4	0.3%	2	0.9%	8	0.5%	2	0.6%	13	0.4%
Utility	0	0.0%	2	0.1%	1	0.5%	3	0.2%	2	0.6%	21	0.7%
Wholesale Trade	4	2.1%	14	0.9%	4	1.9%	14	0.8%	7	2.0%	27	0.8%
Retail Trade Summary	71	37.6%	605	38.4%	76	35.5%	628	37.1%	102	29.6%	1,121	35.2%
Home Improvement	1	0.5%	5	0.3%	2	0.9%	6	0.4%	2	0.6%	34	1.1%
General Merchandise Stores	2	1.1%	4	0.3%	2	0.9%	5	0.3%	4	1.2%	148	4.6%
Food Stores	5	2.6%	46	2.9%	5	2.3%	55	3.2%	9	2.6%	161	5.1%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.5%	3	0.2%	2	0.9%	4	0.2%	4	1.2%	10	0.3%
Apparel & Accessory Stores	5	2.6%	14	0.9%	5	2.3%	14	0.8%	6	1.7%	19	0.6%
Furniture & Home Furnishings	6	3.2%	41	2.6%	6	2.8%	44	2.6%	9	2.6%	53	1.7%
Eating & Drinking Places	22	11.6%	390	24.8%	23	10.7%	397	23.4%	28	8.1%	522	16.4%
Miscellaneous Retail	30	15.9%	101	6.4%	31	14.5%	103	6.1%	40	11.6%	173	5.4%
Finance, Insurance, Real Estate Summary	17	9.0%	110	7.0%	18	8.4%	113	6.7%	31	9.0%	218	6.8%
Banks, Savings & Lending Institutions	2	1.1%	11	0.7%	2	0.9%	12	0.7%	4	1.2%	30	0.9%
Securities Brokers	2	1.1%	4	0.3%	2	0.9%	4	0.2%	5	1.4%	19	0.6%
Insurance Carriers & Agents	3	1.6%	7	0.4%	3	1.4%	7	0.4%	5	1.4%	38	1.2%
Real Estate, Holding, Other Investment Offices	10	5.3%	88	5.6%	11	5.1%	89	5.3%	16	4.6%	131	4.1%
Services Summary	58	30.7%	579	36.8%	68	31.8%	636	37.6%	120	34.8%	1,141	35.8%
Hotels & Lodging	13	6.9%	205	13.0%	16	7.5%	232	13.7%	17	4.9%	238	7.5%
Automotive Services	0	0.0%	0	0.0%	1	0.5%	1	0.1%	2	0.6%	11	0.3%
Motion Pictures & Amusements	5	2.6%	8	0.5%	6	2.8%	14	0.8%	8	2.3%	29	0.9%
Health Services	4	2.1%	39	2.5%	4	1.9%	40	2.4%	12	3.5%	198	6.2%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.6%	11	0.3%
Education Institutions & Libraries	3	1.6%	89	5.7%	3	1.4%	89	5.3%	4	1.2%	131	4.1%
Other Services	33	17.5%	238	15.1%	40	18.7%	260	15.4%	75	21.7%	524	16.5%
Government	6	3.2%	95	6.0%	6	2.8%	95	5.6%	14	4.1%	266	8.4%
Unclassified Establishments	7	3.7%	0	0.0%	9	4.2%	0	0.0%	13	3.8%	2	0.1%
Totals	189	100.0%	1,575	100.0%	214	100.0%	1,693	100.0%	345	100.0%	3,184	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

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.

Business Summary

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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	0	0.0%	0	0.0%	1	0.5%	2	0.1%	1	0.3%	4	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	2	0.1%	1	0.5%	3	0.2%	1	0.3%	6	0.2%
Construction	8	4.2%	39	2.5%	11	5.1%	50	3.0%	23	6.7%	134	4.2%
Manufacturing	11	5.8%	51	3.2%	12	5.6%	57	3.4%	16	4.6%	143	4.5%
Wholesale Trade	4	2.1%	14	0.9%	4	1.9%	14	0.8%	7	2.0%	27	0.8%
Retail Trade	45	23.8%	191	12.1%	49	22.9%	207	12.2%	70	20.3%	574	18.0%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	1	0.5%	2	0.1%	1	0.3%	4	0.1%
Furniture & Home Furnishings Stores	3	1.6%	22	1.4%	3	1.4%	24	1.4%	6	1.7%	32	1.0%
Electronics & Appliance Stores	1	0.5%	3	0.2%	1	0.5%	3	0.2%	2	0.6%	6	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	5	0.3%	2	0.9%	6	0.4%	2	0.6%	34	1.1%
Food & Beverage Stores	4	2.1%	41	2.6%	5	2.3%	50	3.0%	8	2.3%	155	4.9%
Health & Personal Care Stores	2	1.1%	8	0.5%	2	0.9%	8	0.5%	4	1.2%	20	0.6%
Gasoline Stations	1	0.5%	2	0.1%	2	0.9%	3	0.2%	2	0.6%	6	0.2%
Clothing & Clothing Accessories Stores	8	4.2%	32	2.0%	9	4.2%	34	2.0%	11	3.2%	42	1.3%
Sport Goods, Hobby, Book, & Music Stores	3	1.6%	6	0.4%	3	1.4%	6	0.4%	4	1.2%	34	1.1%
General Merchandise Stores	2	1.1%	4	0.3%	2	0.9%	5	0.3%	4	1.2%	148	4.6%
Miscellaneous Store Retailers	18	9.5%	52	3.3%	19	8.9%	53	3.1%	22	6.4%	78	2.4%
Nonstore Retailers	2	1.1%	14	0.9%	2	0.9%	14	0.8%	4	1.2%	14	0.4%
Transportation & Warehousing	4	2.1%	9	0.6%	6	2.8%	11	0.6%	9	2.6%	18	0.6%
Information	2	1.1%	8	0.5%	3	1.4%	13	0.8%	5	1.4%	27	0.8%
Finance & Insurance	7	3.7%	23	1.5%	7	3.3%	24	1.4%	14	4.1%	87	2.7%
Central Bank/Credit Intermediation & Related Activities	2	1.1%	11	0.7%	2	0.9%	12	0.7%	4	1.2%	30	0.9%
Securities, Commodity Contracts & Other Financial	2	1.1%	4	0.3%	2	0.9%	4	0.2%	5	1.4%	19	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.6%	7	0.4%	3	1.4%	7	0.4%	5	1.4%	38	1.2%
Real Estate, Rental & Leasing	12	6.3%	88	5.6%	13	6.1%	90	5.3%	19	5.5%	129	4.1%
Professional, Scientific & Tech Services	9	4.8%	46	2.9%	11	5.1%	54	3.2%	26	7.5%	221	6.9%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.6%	13	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%
Administrative & Support & Waste Management & Remediation	7	3.7%	83	5.3%	9	4.2%	96	5.7%	14	4.1%	125	3.9%
Educational Services	2	1.1%	86	5.5%	2	0.9%	86	5.1%	4	1.2%	129	4.1%
Health Care & Social Assistance	7	3.7%	69	4.4%	8	3.7%	72	4.3%	19	5.5%	255	8.0%
Arts, Entertainment & Recreation	7	3.7%	85	5.4%	7	3.3%	91	5.4%	9	2.6%	105	3.3%
Accommodation & Food Services	36	19.0%	598	38.0%	39	18.2%	632	37.3%	46	13.3%	763	24.0%
Accommodation	13	6.9%	205	13.0%	16	7.5%	232	13.7%	17	4.9%	238	7.5%
Food Services & Drinking Places	23	12.2%	393	25.0%	24	11.2%	400	23.6%	29	8.4%	525	16.5%
Other Services (except Public Administration)	15	7.9%	88	5.6%	18	8.4%	96	5.7%	34	9.9%	169	5.3%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	1	0.5%	1	0.1%	2	0.6%	6	0.2%
Public Administration	6	3.2%	95	6.0%	6	2.8%	95	5.6%	14	4.1%	266	8.4%
Unclassified Establishments	7	3.7%	0	0.0%	9	4.2%	0	0.0%	13	3.8%	0	0.0%
Total	189	100.0%	1,575	100.0%	214	100.0%	1,693	100.0%	345	100.0%	3,184	100.0%

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