

9719 Ocean Gtwy, Easton, Maryland, 21601  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.81643  
 Longitude: -76.05938

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	755	8,592	20,363
2020 Total Population	682	8,627	20,690
2020 Group Quarters	0	54	449
2022 Total Population	670	8,496	20,525
2022 Group Quarters	0	54	449
2027 Total Population	661	8,392	20,484
2022-2027 Annual Rate	-0.27%	-0.25%	-0.04%
2022 Total Daytime Population	1,065	13,984	27,492
Workers	685	9,785	16,613
Residents	380	4,199	10,879
<b>Household Summary</b>			
2010 Households	378	3,471	8,631
2010 Average Household Size	1.99	2.46	2.32
2020 Total Households	357	3,603	8,888
2020 Average Household Size	1.91	2.38	2.28
2022 Total Households	352	3,558	8,836
2022 Average Household Size	1.90	2.37	2.27
2027 Total Households	349	3,531	8,862
2027 Average Household Size	1.89	2.36	2.26
2022-2027 Annual Rate	-0.17%	-0.15%	0.06%
2010 Families	241	2,233	5,449
2010 Average Family Size	2.46	3.03	2.87
2022 Total Families	213	2,208	5,385
2022 Average Family Size	2.43	2.99	2.88
2027 Total Families	211	2,185	5,383
2027 Average Family Size	2.41	2.97	2.86
2022-2027 Annual Rate	-0.19%	-0.21%	-0.01%
<b>Housing Unit Summary</b>			
2000 Housing Units	410	3,351	7,755
Owner Occupied Housing Units	74.9%	56.0%	58.4%
Renter Occupied Housing Units	16.3%	37.1%	34.6%
Vacant Housing Units	8.8%	6.9%	7.0%
2010 Housing Units	424	3,809	9,539
Owner Occupied Housing Units	70.3%	57.3%	58.9%
Renter Occupied Housing Units	18.9%	33.8%	31.6%
Vacant Housing Units	10.8%	8.9%	9.5%
2020 Housing Units	399	3,870	9,675
Vacant Housing Units	10.5%	6.9%	8.1%
2022 Housing Units	396	3,843	9,667
Owner Occupied Housing Units	72.0%	56.4%	57.8%
Renter Occupied Housing Units	16.9%	36.2%	33.6%
Vacant Housing Units	11.1%	7.4%	8.6%
2027 Housing Units	396	3,843	9,693
Owner Occupied Housing Units	71.7%	56.5%	58.6%
Renter Occupied Housing Units	16.4%	35.4%	32.8%
Vacant Housing Units	11.9%	8.1%	8.6%
<b>Median Household Income</b>			
2022	\$78,746	\$68,301	\$77,501
2027	\$83,444	\$76,041	\$82,772
<b>Median Home Value</b>			
2022	\$350,847	\$324,340	\$355,681
2027	\$392,157	\$339,838	\$368,061
<b>Per Capita Income</b>			
2022	\$52,888	\$37,656	\$43,579
2027	\$57,604	\$42,205	\$48,677
<b>Median Age</b>			
2010	47.9	39.6	43.5
2022	50.7	41.2	45.6
2027	50.0	41.9	46.4

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	352	3,558	8,836
<\$15,000	6.2%	13.0%	11.2%
\$15,000 - \$24,999	7.7%	7.4%	5.7%
\$25,000 - \$34,999	3.1%	6.7%	6.0%
\$35,000 - \$49,999	5.1%	7.3%	6.3%
\$50,000 - \$74,999	24.7%	19.6%	18.5%
\$75,000 - \$99,999	15.3%	16.6%	17.1%
\$100,000 - \$149,999	19.6%	16.3%	18.9%
\$150,000 - \$199,999	6.0%	7.1%	7.9%
\$200,000+	11.9%	6.0%	8.4%
Average Household Income	\$114,432	\$89,754	\$103,178
<b>2027 Households by Income</b>			
Household Income Base	349	3,531	8,862
<\$15,000	5.4%	12.3%	10.0%
\$15,000 - \$24,999	5.2%	5.9%	4.3%
\$25,000 - \$34,999	2.3%	5.0%	4.4%
\$35,000 - \$49,999	3.7%	5.6%	4.9%
\$50,000 - \$74,999	25.2%	20.1%	18.8%
\$75,000 - \$99,999	19.5%	18.3%	19.3%
\$100,000 - \$149,999	20.3%	17.9%	20.2%
\$150,000 - \$199,999	6.0%	8.0%	8.6%
\$200,000+	12.3%	6.9%	9.4%
Average Household Income	\$123,998	\$100,119	\$114,660
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	285	2,167	5,590
<\$50,000	2.5%	1.2%	0.8%
\$50,000 - \$99,999	7.0%	2.8%	1.4%
\$100,000 - \$149,999	3.9%	2.7%	1.6%
\$150,000 - \$199,999	4.6%	3.2%	2.2%
\$200,000 - \$249,999	13.0%	18.6%	13.1%
\$250,000 - \$299,999	8.8%	14.8%	12.3%
\$300,000 - \$399,999	20.7%	28.0%	33.4%
\$400,000 - \$499,999	0.4%	8.1%	12.6%
\$500,000 - \$749,999	15.8%	10.0%	7.9%
\$750,000 - \$999,999	16.5%	8.2%	10.2%
\$1,000,000 - \$1,499,999	6.0%	1.9%	2.2%
\$1,500,000 - \$1,999,999	0.4%	0.3%	1.7%
\$2,000,000 +	1.1%	0.3%	0.7%
Average Home Value	\$491,696	\$399,042	\$455,371
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	284	2,172	5,678
<\$50,000	2.5%	1.1%	0.7%
\$50,000 - \$99,999	6.0%	2.5%	1.2%
\$100,000 - \$149,999	3.2%	2.5%	1.4%
\$150,000 - \$199,999	3.5%	2.8%	2.0%
\$200,000 - \$249,999	10.9%	17.2%	12.0%
\$250,000 - \$299,999	7.4%	13.7%	11.5%
\$300,000 - \$399,999	18.0%	25.6%	31.2%
\$400,000 - \$499,999	0.4%	9.1%	13.9%
\$500,000 - \$749,999	17.6%	11.5%	8.5%
\$750,000 - \$999,999	21.5%	10.9%	12.2%
\$1,000,000 - \$1,499,999	7.7%	2.4%	2.6%
\$1,500,000 - \$1,999,999	0.4%	0.3%	2.0%
\$2,000,000 +	1.1%	0.4%	0.8%
Average Home Value	\$549,296	\$428,236	\$482,434

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	755	8,593	20,364
0 - 4	5.2%	6.3%	5.7%
5 - 9	5.0%	6.8%	6.2%
10 - 14	5.6%	6.8%	5.9%
15 - 24	9.7%	12.5%	11.1%
25 - 34	9.0%	11.6%	10.9%
35 - 44	11.1%	14.3%	12.2%
45 - 54	15.1%	15.3%	14.0%
55 - 64	13.0%	11.3%	12.7%
65 - 74	13.1%	8.1%	10.3%
75 - 84	9.5%	4.9%	7.0%
85 +	3.7%	2.1%	4.1%
18 +	80.8%	75.9%	78.5%
<b>2022 Population by Age</b>			
Total	669	8,495	20,524
0 - 4	4.5%	5.5%	5.0%
5 - 9	4.6%	5.7%	5.2%
10 - 14	5.4%	6.7%	6.0%
15 - 24	9.4%	12.1%	10.6%
25 - 34	10.5%	12.3%	11.1%
35 - 44	10.0%	12.4%	11.4%
45 - 54	11.5%	13.3%	11.9%
55 - 64	14.9%	12.6%	13.0%
65 - 74	12.7%	10.4%	12.4%
75 - 84	11.5%	6.5%	8.8%
85 +	4.9%	2.5%	4.6%
18 +	82.8%	78.4%	80.3%
<b>2027 Population by Age</b>			
Total	660	8,390	20,483
0 - 4	4.7%	5.5%	5.0%
5 - 9	4.8%	5.4%	5.1%
10 - 14	5.0%	5.7%	5.4%
15 - 24	9.4%	12.3%	10.6%
25 - 34	10.3%	12.7%	10.7%
35 - 44	11.1%	12.0%	11.5%
45 - 54	9.4%	12.4%	11.4%
55 - 64	14.7%	12.5%	12.3%
65 - 74	13.0%	10.6%	12.9%
75 - 84	12.6%	8.0%	10.0%
85 +	5.0%	2.8%	5.0%
18 +	82.3%	79.5%	81.0%
<b>2010 Population by Sex</b>			
Males	355	4,125	9,610
Females	400	4,467	10,754
<b>2022 Population by Sex</b>			
Males	315	4,066	9,717
Females	355	4,430	10,808
<b>2027 Population by Sex</b>			
Males	311	4,009	9,678
Females	350	4,383	10,806

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	754	8,593	20,364
White Alone	87.4%	74.1%	76.3%
Black Alone	6.8%	15.3%	15.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.3%	2.8%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.9%	5.7%	4.3%
Two or More Races	1.3%	1.9%	2.0%
Hispanic Origin	6.0%	10.5%	8.3%
Diversity Index	31.8	53.1	48.4
<b>2020 Population by Race/Ethnicity</b>			
Total	682	8,627	20,690
White Alone	80.1%	66.4%	69.5%
Black Alone	7.2%	14.8%	13.5%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	1.0%	2.3%	1.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.9%	8.8%	7.5%
Two or More Races	5.1%	6.9%	7.1%
Hispanic Origin	10.6%	14.6%	12.8%
Diversity Index	47.1	64.3	60.3
<b>2022 Population by Race/Ethnicity</b>			
Total	670	8,495	20,525
White Alone	79.6%	65.8%	68.9%
Black Alone	7.2%	14.7%	13.4%
American Indian Alone	0.9%	0.8%	0.6%
Asian Alone	1.0%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.0%	9.1%	7.8%
Two or More Races	5.4%	7.2%	7.4%
Hispanic Origin	10.9%	15.0%	13.2%
Diversity Index	48.1	65.1	61.1
<b>2027 Population by Race/Ethnicity</b>			
Total	662	8,392	20,485
White Alone	79.5%	65.7%	68.8%
Black Alone	7.3%	14.7%	13.4%
American Indian Alone	0.9%	0.8%	0.6%
Asian Alone	1.1%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.0%	9.1%	7.8%
Two or More Races	5.3%	7.3%	7.4%
Hispanic Origin	10.9%	15.1%	13.2%
Diversity Index	48.0	65.2	61.2
<b>2010 Population by Relationship and Household Type</b>			
Total	754	8,593	20,363
In Households	100.0%	99.5%	98.2%
In Family Households	81.4%	82.2%	79.5%
Householder	28.2%	25.9%	26.4%
Spouse	22.0%	18.5%	19.5%
Child	25.1%	30.1%	27.1%
Other relative	3.3%	4.3%	3.7%
Nonrelative	2.9%	3.3%	2.8%
In Nonfamily Households	18.6%	17.4%	18.7%
In Group Quarters	0.0%	0.5%	1.8%
Institutionalized Population	0.0%	0.3%	1.7%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	510	5,948	15,020
Less than 9th Grade	1.6%	5.5%	3.8%
9th - 12th Grade, No Diploma	2.7%	6.9%	5.9%
High School Graduate	32.2%	25.4%	22.6%
GED/Alternative Credential	6.7%	4.4%	3.2%
Some College, No Degree	12.0%	15.3%	16.7%
Associate Degree	15.3%	10.7%	8.6%
Bachelor's Degree	12.2%	18.3%	20.9%
Graduate/Professional Degree	17.5%	13.4%	18.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	574	6,980	17,187
Never Married	16.4%	29.6%	27.1%
Married	56.6%	48.9%	53.8%
Widowed	7.7%	7.2%	8.6%
Divorced	19.3%	14.3%	10.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	308	4,473	10,033
Population 16+ Employed	95.5%	97.1%	96.9%
Population 16+ Unemployment rate	4.9%	2.9%	3.1%
Population 16-24 Employed	10.2%	13.7%	12.0%
Population 16-24 Unemployment rate	6.2%	4.3%	9.9%
Population 25-54 Employed	59.2%	64.3%	61.7%
Population 25-54 Unemployment rate	2.2%	1.6%	1.7%
Population 55-64 Employed	20.4%	15.5%	16.6%
Population 55-64 Unemployment rate	0.0%	1.7%	1.9%
Population 65+ Employed	9.9%	6.4%	9.7%
Population 65+ Unemployment rate	23.7%	14.0%	5.2%
<b>2022 Employed Population 16+ by Industry</b>			
Total	294	4,342	9,719
Agriculture/Mining	0.0%	0.5%	0.6%
Construction	8.8%	10.1%	11.2%
Manufacturing	4.4%	7.2%	5.9%
Wholesale Trade	4.4%	1.8%	1.1%
Retail Trade	12.2%	11.1%	10.1%
Transportation/Utilities	3.7%	5.2%	4.2%
Information	0.0%	3.4%	3.6%
Finance/Insurance/Real Estate	18.4%	9.0%	8.7%
Services	42.9%	45.4%	47.8%
Public Administration	4.8%	6.4%	6.8%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	292	4,342	9,716
White Collar	67.7%	64.4%	68.2%
Management/Business/Financial	22.4%	20.3%	23.1%
Professional	20.7%	22.1%	24.6%
Sales	11.9%	10.8%	10.6%
Administrative Support	12.6%	11.2%	9.9%
Services	14.3%	13.5%	13.4%
Blue Collar	17.3%	22.1%	18.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.8%	8.9%	7.5%
Installation/Maintenance/Repair	6.5%	2.4%	1.9%
Production	1.7%	4.1%	2.8%
Transportation/Material Moving	3.4%	6.7%	6.2%

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<b>2010 Households by Type</b>			
Total	378	3,471	8,632
Households with 1 Person	31.5%	29.3%	31.0%
Households with 2+ People	68.5%	70.7%	69.0%
Family Households	63.8%	64.3%	63.1%
Husband-wife Families	50.0%	45.7%	46.8%
With Related Children	16.7%	20.6%	17.6%
Other Family (No Spouse Present)	13.8%	18.6%	16.3%
Other Family with Male Householder	4.0%	4.9%	4.2%
With Related Children	2.9%	3.1%	2.5%
Other Family with Female Householder	9.8%	13.7%	12.2%
With Related Children	6.1%	8.8%	7.9%
Nonfamily Households	4.8%	6.3%	5.9%
All Households with Children	26.2%	33.0%	28.5%
Multigenerational Households	3.2%	3.8%	3.1%
Unmarried Partner Households	5.6%	7.2%	6.3%
Male-female	5.0%	6.5%	5.7%
Same-sex	0.5%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	378	3,472	8,632
1 Person Household	31.5%	29.3%	31.0%
2 Person Household	38.4%	33.0%	36.2%
3 Person Household	13.8%	15.0%	13.4%
4 Person Household	10.3%	12.4%	11.2%
5 Person Household	3.4%	6.2%	5.1%
6 Person Household	1.6%	2.6%	1.9%
7 + Person Household	1.1%	1.4%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	378	3,471	8,631
Owner Occupied	78.8%	62.9%	65.1%
Owned with a Mortgage/Loan	42.3%	45.8%	45.2%
Owned Free and Clear	36.5%	17.1%	19.9%
Renter Occupied	21.2%	37.1%	34.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	104	97	101
Percent of Income for Mortgage	23.5%	25.0%	24.2%
Wealth Index	153	87	107
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	424	3,809	9,539
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	50.0%	78.3%	76.6%
Rural Housing Units	50.0%	21.7%	23.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	755	8,592	20,363
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	50.3%	78.3%	76.8%
Rural Population	49.7%	21.7%	23.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Old and Newcomers (8F)	Old and Newcomers (8F)
2.	Old and Newcomers (8F)	Workday Drive (4A)	Retirement Communities (9E)
3.		Midlife Constants (5E)	Comfortable Empty Nesters (5A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$921,355	\$7,384,783	\$20,782,194
Average Spent	\$2,617.49	\$2,075.54	\$2,351.99
Spending Potential Index	109	86	98
Education: Total \$	\$678,007	\$5,624,871	\$16,269,883
Average Spent	\$1,926.16	\$1,580.91	\$1,841.32
Spending Potential Index	98	81	94
Entertainment/Recreation: Total \$	\$1,467,364	\$11,339,972	\$32,149,042
Average Spent	\$4,168.65	\$3,187.18	\$3,638.42
Spending Potential Index	114	87	99
Food at Home: Total \$	\$2,436,538	\$18,889,044	\$53,636,454
Average Spent	\$6,921.98	\$5,308.89	\$6,070.22
Spending Potential Index	112	86	98
Food Away from Home: Total \$	\$1,628,246	\$13,111,159	\$36,953,193
Average Spent	\$4,625.70	\$3,684.98	\$4,182.12
Spending Potential Index	107	85	97
Health Care: Total \$	\$3,002,629	\$22,323,473	\$64,499,339
Average Spent	\$8,530.20	\$6,274.16	\$7,299.61
Spending Potential Index	120	89	103
HH Furnishings & Equipment: Total \$	\$1,007,583	\$7,943,881	\$22,569,276
Average Spent	\$2,862.45	\$2,232.68	\$2,554.24
Spending Potential Index	112	87	100
Personal Care Products & Services: Total \$	\$399,738	\$3,166,852	\$9,110,717
Average Spent	\$1,135.62	\$890.07	\$1,031.09
Spending Potential Index	111	87	101
Shelter: Total \$	\$8,495,135	\$68,810,625	\$197,194,485
Average Spent	\$24,133.91	\$19,339.69	\$22,317.17
Spending Potential Index	105	84	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,107,500	\$8,682,010	\$25,022,091
Average Spent	\$3,146.31	\$2,440.14	\$2,831.83
Spending Potential Index	116	90	104
Travel: Total \$	\$1,101,317	\$8,786,290	\$25,433,689
Average Spent	\$3,128.74	\$2,469.45	\$2,878.42
Spending Potential Index	109	86	100
Vehicle Maintenance & Repairs: Total \$	\$506,187	\$3,967,452	\$11,135,285
Average Spent	\$1,438.03	\$1,115.08	\$1,260.22
Spending Potential Index	114	89	100

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

9719 Ocean Gtwy, Easton, Maryland, 21601  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.81643  
 Longitude: -76.05938

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Midlife Constants (5E)	93.5%	Population	670	661
Old and Newcomers (8F)	6.5%	Households	352	349
	0.0%	Families	213	211
	0.0%	Median Age	50.7	50.0
	0.0%	Median Household Income	\$78,746	\$83,444
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,617.49	\$921,355
Men's		107	\$492.10	\$173,220
Women's		112	\$941.83	\$331,524
Children's		102	\$361.55	\$127,266
Footwear		108	\$615.10	\$216,515
Watches & Jewelry		111	\$162.55	\$57,218
Apparel Products and Services (1)		111	\$66.45	\$23,389
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$198.76	\$69,965
Portable Memory		112	\$5.52	\$1,942
Computer Software		105	\$11.46	\$4,033
Computer Accessories		114	\$23.43	\$8,248
<b>Entertainment &amp; Recreation</b>		114	\$4,168.65	\$1,467,364
Fees and Admissions		104	\$876.49	\$308,526
Membership Fees for Clubs (2)		107	\$301.39	\$106,089
Fees for Participant Sports, excl. Trips		107	\$140.04	\$49,294
Tickets to Theatre/Operas/Concerts		110	\$100.73	\$35,457
Tickets to Movies		98	\$62.08	\$21,853
Tickets to Parks or Museums		104	\$40.16	\$14,137
Admission to Sporting Events, excl. Trips		106	\$77.70	\$27,352
Fees for Recreational Lessons		96	\$152.88	\$53,815
Dating Services		109	\$1.50	\$528
TV/Video/Audio		116	\$1,547.14	\$544,593
Cable and Satellite Television Services		120	\$1,100.72	\$387,455
Televisions		107	\$136.91	\$48,194
Satellite Dishes		110	\$1.97	\$695
VCRs, Video Cameras, and DVD Players		112	\$6.23	\$2,192
Miscellaneous Video Equipment		115	\$20.23	\$7,121
Video Cassettes and DVDs		106	\$9.21	\$3,241
Video Game Hardware/Accessories		107	\$35.18	\$12,382
Video Game Software		107	\$19.51	\$6,867
Rental/Streaming/Downloaded Video		106	\$84.39	\$29,706
Installation of Televisions		83	\$0.70	\$248
Audio (3)		105	\$128.28	\$45,153
Rental and Repair of TV/Radio/Sound Equipment		113	\$3.80	\$1,338
Pets		120	\$995.61	\$350,453
Toys/Games/Crafts/Hobbies (4)		111	\$145.84	\$51,336
Recreational Vehicles and Fees (5)		119	\$152.78	\$53,779
Sports/Recreation/Exercise Equipment (6)		110	\$226.20	\$79,622
Photo Equipment and Supplies (7)		105	\$54.88	\$19,319
Reading (8)		116	\$136.28	\$47,972
Catered Affairs (9)		101	\$33.66	\$11,848
<b>Food</b>		110	\$11,547.68	\$4,064,784
Food at Home		112	\$6,921.98	\$2,436,538
Bakery and Cereal Products		112	\$893.58	\$314,540
Meats, Poultry, Fish, and Eggs		112	\$1,503.58	\$529,259
Dairy Products		112	\$694.88	\$244,598
Fruits and Vegetables		110	\$1,320.90	\$464,957
Snacks and Other Food at Home (10)		112	\$2,509.05	\$883,184
Food Away from Home		107	\$4,625.70	\$1,628,246
Alcoholic Beverages		110	\$783.33	\$275,731

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	115	\$35,843.21	\$12,616,810
Value of Retirement Plans	117	\$133,498.33	\$46,991,413
Value of Other Financial Assets	130	\$12,700.22	\$4,470,477
Vehicle Loan Amount excluding Interest	112	\$3,629.72	\$1,277,660
Value of Credit Card Debt	112	\$3,514.92	\$1,237,253
<b>Health</b>			
Nonprescription Drugs	124	\$217.65	\$76,613
Prescription Drugs	131	\$495.71	\$174,491
Eyeglasses and Contact Lenses	117	\$128.64	\$45,283
<b>Home</b>			
Mortgage Payment and Basics (11)	112	\$13,566.69	\$4,775,474
Maintenance and Remodeling Services	114	\$3,712.61	\$1,306,839
Maintenance and Remodeling Materials (12)	118	\$824.75	\$290,311
Utilities, Fuel, and Public Services	115	\$6,508.32	\$2,290,927
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	108	\$124.38	\$43,782
Furniture	110	\$798.07	\$280,921
Rugs	117	\$41.75	\$14,697
Major Appliances (14)	114	\$489.01	\$172,133
Housewares (15)	113	\$112.70	\$39,672
Small Appliances	110	\$65.53	\$23,066
Luggage	106	\$20.21	\$7,114
Telephones and Accessories	113	\$128.34	\$45,175
<b>Household Operations</b>			
Child Care	97	\$583.97	\$205,559
Lawn and Garden (16)	123	\$703.38	\$247,591
Moving/Storage/Freight Express	99	\$79.66	\$28,039
Housekeeping Supplies (17)	115	\$1,016.09	\$357,665
<b>Insurance</b>			
Owners and Renters Insurance	123	\$876.54	\$308,543
Vehicle Insurance	111	\$2,346.16	\$825,849
Life/Other Insurance	119	\$815.43	\$287,032
Health Insurance	120	\$5,620.67	\$1,978,476
Personal Care Products (18)	111	\$627.95	\$221,038
School Books and Supplies (19)	105	\$156.22	\$54,988
Smoking Products	120	\$523.82	\$184,383
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$3,345.06	\$1,177,460
Gasoline and Motor Oil	110	\$3,021.32	\$1,063,503
Vehicle Maintenance and Repairs	114	\$1,438.03	\$506,187
<b>Travel</b>			
Airline Fares	104	\$740.95	\$260,814
Lodging on Trips	112	\$902.89	\$317,818
Auto/Truck Rental on Trips	105	\$65.65	\$23,110
Food and Drink on Trips	110	\$743.42	\$261,683

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9719 Ocean Gtwy, Easton, Maryland, 21601  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.81643  
 Longitude: -76.05938

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Old and Newcomers (8F)	47.4%	Population	8,496	8,392
Workday Drive (4A)	27.3%	Households	3,558	3,531
Midlife Constants (5E)	20.0%	Families	2,208	2,185
Green Acres (6A)	4.8%	Median Age	41.2	41.9
Exurbanites (1E)	0.5%	Median Household Income	\$68,301	\$76,041
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$2,075.54	\$7,384,783
Men's		86	\$398.64	\$1,418,359
Women's		87	\$730.85	\$2,600,376
Children's		85	\$301.01	\$1,070,982
Footwear		86	\$486.88	\$1,732,302
Watches & Jewelry		86	\$125.11	\$445,152
Apparel Products and Services (1)		84	\$50.28	\$178,884
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$162.37	\$577,715
Portable Memory		87	\$4.30	\$15,304
Computer Software		86	\$9.35	\$33,266
Computer Accessories		93	\$18.97	\$67,503
<b>Entertainment &amp; Recreation</b>		87	\$3,187.18	\$11,339,972
Fees and Admissions		85	\$718.90	\$2,557,845
Membership Fees for Clubs (2)		86	\$243.53	\$866,462
Fees for Participant Sports, excl. Trips		89	\$116.32	\$413,878
Tickets to Theatre/Operas/Concerts		85	\$78.34	\$278,728
Tickets to Movies		87	\$55.02	\$195,750
Tickets to Parks or Museums		86	\$33.05	\$117,607
Admission to Sporting Events, excl. Trips		86	\$63.04	\$224,307
Fees for Recreational Lessons		80	\$128.48	\$457,123
Dating Services		82	\$1.12	\$3,990
TV/Video/Audio		87	\$1,164.31	\$4,142,624
Cable and Satellite Television Services		86	\$791.89	\$2,817,537
Televisions		89	\$113.58	\$404,125
Satellite Dishes		95	\$1.70	\$6,056
VCRs, Video Cameras, and DVD Players		90	\$5.02	\$17,860
Miscellaneous Video Equipment		85	\$15.05	\$53,550
Video Cassettes and DVDs		92	\$7.98	\$28,381
Video Game Hardware/Accessories		89	\$29.10	\$103,555
Video Game Software		92	\$16.76	\$59,629
Rental/Streaming/Downloaded Video		92	\$73.35	\$260,994
Installation of Televisions		81	\$0.68	\$2,420
Audio (3)		88	\$106.48	\$378,859
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.71	\$9,657
Pets		87	\$718.26	\$2,555,573
Toys/Games/Crafts/Hobbies (4)		90	\$118.13	\$420,313
Recreational Vehicles and Fees (5)		84	\$107.20	\$381,429
Sports/Recreation/Exercise Equipment (6)		89	\$182.66	\$649,896
Photo Equipment and Supplies (7)		89	\$46.69	\$166,111
Reading (8)		89	\$104.26	\$370,962
Catered Affairs (9)		81	\$26.98	\$96,007
<b>Food</b>		86	\$8,993.87	\$32,000,204
Food at Home		86	\$5,308.89	\$18,889,044
Bakery and Cereal Products		85	\$679.06	\$2,416,079
Meats, Poultry, Fish, and Eggs		85	\$1,138.64	\$4,051,266
Dairy Products		85	\$530.95	\$1,889,131
Fruits and Vegetables		85	\$1,021.53	\$3,634,593
Snacks and Other Food at Home (10)		87	\$1,938.72	\$6,897,975
Food Away from Home		85	\$3,684.98	\$13,111,159
Alcoholic Beverages		86	\$609.80	\$2,169,660

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**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	91	\$28,145.16	\$100,140,462
Value of Retirement Plans	89	\$100,950.23	\$359,180,907
Value of Other Financial Assets	88	\$8,615.22	\$30,652,963
Vehicle Loan Amount excluding Interest	89	\$2,904.01	\$10,332,466
Value of Credit Card Debt	87	\$2,730.25	\$9,714,216
<b>Health</b>			
Nonprescription Drugs	89	\$156.77	\$557,792
Prescription Drugs	91	\$343.82	\$1,223,323
Eyeglasses and Contact Lenses	87	\$96.21	\$342,324
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$10,229.90	\$36,397,997
Maintenance and Remodeling Services	85	\$2,774.33	\$9,871,079
Maintenance and Remodeling Materials (12)	85	\$595.05	\$2,117,173
Utilities, Fuel, and Public Services	86	\$4,888.87	\$17,394,615
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	86	\$99.20	\$352,938
Furniture	87	\$632.10	\$2,249,026
Rugs	87	\$31.23	\$111,105
Major Appliances (14)	87	\$374.31	\$1,331,811
Housewares (15)	88	\$87.68	\$311,950
Small Appliances	87	\$52.16	\$185,588
Luggage	88	\$16.67	\$59,304
Telephones and Accessories	88	\$99.81	\$355,117
<b>Household Operations</b>			
Child Care	84	\$508.78	\$1,810,246
Lawn and Garden (16)	86	\$491.90	\$1,750,178
Moving/Storage/Freight Express	87	\$70.44	\$250,637
Housekeeping Supplies (17)	87	\$767.10	\$2,729,353
<b>Insurance</b>			
Owners and Renters Insurance	88	\$624.04	\$2,220,338
Vehicle Insurance	87	\$1,833.18	\$6,522,447
Life/Other Insurance	87	\$597.58	\$2,126,197
Health Insurance	88	\$4,126.91	\$14,683,543
Personal Care Products (18)	87	\$490.30	\$1,744,491
School Books and Supplies (19)	86	\$127.37	\$453,178
Smoking Products	88	\$383.28	\$1,363,721
<b>Transportation</b>			
Payments on Vehicles excluding Leases	88	\$2,595.61	\$9,235,193
Gasoline and Motor Oil	85	\$2,338.74	\$8,321,239
Vehicle Maintenance and Repairs	89	\$1,115.08	\$3,967,452
<b>Travel</b>			
Airline Fares	85	\$605.81	\$2,155,483
Lodging on Trips	86	\$693.83	\$2,468,636
Auto/Truck Rental on Trips	86	\$54.03	\$192,224
Food and Drink on Trips	86	\$584.93	\$2,081,185

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9719 Ocean Gtwy, Easton, Maryland, 21601  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 38.81643  
 Longitude: -76.05938

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Old and Newcomers (8F)	24.3%	Population	20,525	20,484
Retirement Communities (9E)	18.4%	Households	8,836	8,862
Comfortable Empty Nesters (5A)	13.6%	Families	5,385	5,383
Workday Drive (4A)	12.1%	Median Age	45.6	46.4
Midlife Constants (5E)	8.2%	Median Household Income	\$77,501	\$82,772
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		98	\$2,351.99	\$20,782,194
Men's		99	\$458.44	\$4,050,768
Women's		100	\$839.35	\$7,416,524
Children's		91	\$322.40	\$2,848,747
Footwear		96	\$548.04	\$4,842,461
Watches & Jewelry		97	\$142.40	\$1,258,245
Apparel Products and Services (1)		101	\$60.64	\$535,838
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$185.38	\$1,638,036
Portable Memory		99	\$4.87	\$42,990
Computer Software		98	\$10.65	\$94,128
Computer Accessories		105	\$21.45	\$189,547
<b>Entertainment &amp; Recreation</b>		99	\$3,638.42	\$32,149,042
Fees and Admissions		99	\$832.99	\$7,360,341
Membership Fees for Clubs (2)		101	\$283.90	\$2,508,509
Fees for Participant Sports, excl. Trips		105	\$136.88	\$1,209,451
Tickets to Theatre/Operas/Concerts		101	\$92.93	\$821,154
Tickets to Movies		97	\$61.25	\$541,244
Tickets to Parks or Museums		96	\$36.88	\$325,860
Admission to Sporting Events, excl. Trips		100	\$73.06	\$645,599
Fees for Recreational Lessons		92	\$146.80	\$1,297,136
Dating Services		94	\$1.29	\$11,389
TV/Video/Audio		100	\$1,331.63	\$11,766,310
Cable and Satellite Television Services		100	\$920.48	\$8,133,401
Televisions		99	\$126.28	\$1,115,853
Satellite Dishes		101	\$1.81	\$16,036
VCRs, Video Cameras, and DVD Players		100	\$5.56	\$49,113
Miscellaneous Video Equipment		101	\$17.73	\$156,681
Video Cassettes and DVDs		100	\$8.72	\$77,024
Video Game Hardware/Accessories		94	\$30.92	\$273,172
Video Game Software		98	\$17.75	\$156,816
Rental/Streaming/Downloaded Video		99	\$79.21	\$699,861
Installation of Televisions		104	\$0.87	\$7,658
Audio (3)		98	\$119.34	\$1,054,452
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.97	\$26,241
Pets		99	\$817.68	\$7,224,989
Toys/Games/Crafts/Hobbies (4)		98	\$128.56	\$1,135,934
Recreational Vehicles and Fees (5)		96	\$122.78	\$1,084,854
Sports/Recreation/Exercise Equipment (6)		97	\$199.10	\$1,759,291
Photo Equipment and Supplies (7)		99	\$51.44	\$454,511
Reading (8)		105	\$123.41	\$1,090,408
Catered Affairs (9)		93	\$31.09	\$274,741
<b>Food</b>		98	\$10,252.34	\$90,589,648
Food at Home		98	\$6,070.22	\$53,636,454
Bakery and Cereal Products		98	\$777.99	\$6,874,315
Meats, Poultry, Fish, and Eggs		97	\$1,303.94	\$11,521,572
Dairy Products		98	\$609.98	\$5,389,753
Fruits and Vegetables		98	\$1,178.46	\$10,412,868
Snacks and Other Food at Home (10)		99	\$2,199.86	\$19,437,947
Food Away from Home		97	\$4,182.12	\$36,953,193
Alcoholic Beverages		100	\$713.07	\$6,300,693

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	110	\$34,054.68	\$300,907,119
Value of Retirement Plans	106	\$120,353.73	\$1,063,445,543
Value of Other Financial Assets	113	\$11,064.55	\$97,766,381
Vehicle Loan Amount excluding Interest	98	\$3,190.75	\$28,193,499
Value of Credit Card Debt	99	\$3,108.25	\$27,464,540
<b>Health</b>			
Nonprescription Drugs	102	\$179.35	\$1,584,711
Prescription Drugs	105	\$399.38	\$3,528,887
Eyeglasses and Contact Lenses	100	\$110.60	\$977,237
<b>Home</b>			
Mortgage Payment and Basics (11)	98	\$11,891.28	\$105,071,351
Maintenance and Remodeling Services	101	\$3,301.75	\$29,174,255
Maintenance and Remodeling Materials (12)	96	\$676.50	\$5,977,596
Utilities, Fuel, and Public Services	98	\$5,558.43	\$49,114,281
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	98	\$112.64	\$995,274
Furniture	98	\$713.75	\$6,306,693
Rugs	102	\$36.28	\$320,587
Major Appliances (14)	100	\$427.66	\$3,778,777
Housewares (15)	101	\$101.12	\$893,508
Small Appliances	98	\$58.70	\$518,664
Luggage	100	\$19.08	\$168,555
Telephones and Accessories	102	\$116.26	\$1,027,254
<b>Household Operations</b>			
Child Care	91	\$547.26	\$4,835,559
Lawn and Garden (16)	102	\$582.77	\$5,149,376
Moving/Storage/Freight Express	97	\$78.45	\$693,179
Housekeeping Supplies (17)	100	\$883.79	\$7,809,193
<b>Insurance</b>			
Owners and Renters Insurance	101	\$719.97	\$6,361,687
Vehicle Insurance	97	\$2,059.16	\$18,194,761
Life/Other Insurance	101	\$693.84	\$6,130,788
Health Insurance	102	\$4,799.91	\$42,412,009
Personal Care Products (18)	99	\$559.56	\$4,944,261
School Books and Supplies (19)	95	\$141.24	\$1,248,033
Smoking Products	96	\$417.91	\$3,692,675
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,869.22	\$25,352,426
Gasoline and Motor Oil	95	\$2,610.18	\$23,063,544
Vehicle Maintenance and Repairs	100	\$1,260.22	\$11,135,285
<b>Travel</b>			
Airline Fares	100	\$711.31	\$6,285,110
Lodging on Trips	101	\$812.01	\$7,174,904
Auto/Truck Rental on Trips	100	\$62.65	\$553,575
Food and Drink on Trips	100	\$678.28	\$5,993,255

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9719 Ocean Gtwy, Easton, Maryland, 21601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.81643  
Longitude: -76.05938

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	84		1,123		1,820							
Total Employees:	1,200		13,098		21,165							
Total Residential Population:	670		8,496		20,525							
Employee/Residential Population Ratio (per 100 Residents)	179		154		103							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	4.8%	35	2.9%	25	2.2%	1,154	8.8%	40	2.2%	1,337	6.3%
Construction	11	13.1%	72	6.0%	85	7.6%	540	4.1%	132	7.3%	791	3.7%
Manufacturing	6	7.1%	323	26.9%	28	2.5%	895	6.8%	39	2.1%	1,046	4.9%
Transportation	4	4.8%	29	2.4%	32	2.8%	214	1.6%	47	2.6%	291	1.4%
Communication	0	0.0%	0	0.0%	4	0.4%	24	0.2%	9	0.5%	59	0.3%
Utility	1	1.2%	8	0.7%	8	0.7%	159	1.2%	11	0.6%	199	0.9%
Wholesale Trade	4	4.8%	43	3.6%	25	2.2%	213	1.6%	39	2.1%	323	1.5%
Retail Trade Summary	16	19.0%	362	30.2%	238	21.2%	3,786	28.9%	327	18.0%	4,620	21.8%
Home Improvement	2	2.4%	92	7.7%	18	1.6%	470	3.6%	24	1.3%	506	2.4%
General Merchandise Stores	0	0.0%	0	0.0%	9	0.8%	586	4.5%	10	0.5%	617	2.9%
Food Stores	2	2.4%	7	0.6%	27	2.4%	565	4.3%	35	1.9%	638	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	5	6.0%	70	5.8%	24	2.1%	302	2.3%	30	1.6%	492	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	11	1.0%	50	0.4%	16	0.9%	61	0.3%
Furniture & Home Furnishings	1	1.2%	2	0.2%	21	1.9%	79	0.6%	30	1.6%	121	0.6%
Eating & Drinking Places	4	4.8%	155	12.9%	60	5.3%	1,293	9.9%	86	4.7%	1,563	7.4%
Miscellaneous Retail	3	3.6%	36	3.0%	67	6.0%	441	3.4%	98	5.4%	622	2.9%
Finance, Insurance, Real Estate Summary	5	6.0%	35	2.9%	131	11.7%	981	7.5%	185	10.2%	1,421	6.7%
Banks, Savings & Lending Institutions	1	1.2%	3	0.2%	27	2.4%	197	1.5%	36	2.0%	340	1.6%
Securities Brokers	0	0.0%	0	0.0%	23	2.0%	140	1.1%	32	1.8%	192	0.9%
Insurance Carriers & Agents	2	2.4%	25	2.1%	23	2.0%	233	1.8%	30	1.6%	271	1.3%
Real Estate, Holding, Other Investment Offices	2	2.4%	7	0.6%	58	5.2%	412	3.1%	86	4.7%	618	2.9%
Services Summary	25	29.8%	222	18.5%	410	36.5%	3,886	29.7%	774	42.5%	9,167	43.3%
Hotels & Lodging	1	1.2%	10	0.8%	10	0.9%	176	1.3%	16	0.9%	263	1.2%
Automotive Services	4	4.8%	20	1.7%	29	2.6%	132	1.0%	41	2.3%	168	0.8%
Motion Pictures & Amusements	1	1.2%	15	1.2%	16	1.4%	103	0.8%	26	1.4%	167	0.8%
Health Services	3	3.6%	34	2.8%	66	5.9%	1,228	9.4%	215	11.8%	4,159	19.7%
Legal Services	1	1.2%	4	0.3%	23	2.0%	123	0.9%	37	2.0%	222	1.0%
Education Institutions & Libraries	1	1.2%	7	0.6%	13	1.2%	306	2.3%	24	1.3%	836	3.9%
Other Services	15	17.9%	134	11.2%	253	22.5%	1,819	13.9%	414	22.7%	3,352	15.8%
Government	7	8.3%	64	5.3%	56	5.0%	1,001	7.6%	80	4.4%	1,615	7.6%
Unclassified Establishments	3	3.6%	6	0.5%	81	7.2%	244	1.9%	137	7.5%	295	1.4%
Totals	84	100.0%	1,200	100.0%	1,123	100.0%	13,098	100.0%	1,820	100.0%	21,165	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

9719 Ocean Gtwy, Easton, Maryland, 21601  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.81643  
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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	1	1.2%	5	0.4%	9	0.8%	1,020	7.8%	13	0.7%	1,128	5.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.2%	24	0.1%
Utilities	1	1.2%	8	0.7%	5	0.4%	41	0.3%	7	0.4%	53	0.3%
Construction	11	13.1%	76	6.3%	91	8.1%	595	4.5%	139	7.6%	890	4.2%
Manufacturing	5	6.0%	229	19.1%	26	2.3%	696	5.3%	39	2.1%	836	3.9%
Wholesale Trade	4	4.8%	43	3.6%	25	2.2%	213	1.6%	39	2.1%	323	1.5%
Retail Trade	12	14.3%	205	17.1%	171	15.2%	2,430	18.6%	233	12.8%	2,983	14.1%
Motor Vehicle & Parts Dealers	5	6.0%	68	5.7%	19	1.7%	274	2.1%	23	1.3%	458	2.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	14	1.2%	65	0.5%	20	1.1%	99	0.5%
Electronics & Appliance Stores	0	0.0%	2	0.2%	7	0.6%	17	0.1%	9	0.5%	21	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	2	2.4%	92	7.7%	18	1.6%	470	3.6%	24	1.3%	506	2.4%
Food & Beverage Stores	1	1.2%	6	0.5%	21	1.9%	511	3.9%	29	1.6%	584	2.8%
Health & Personal Care Stores	1	1.2%	2	0.2%	18	1.6%	122	0.9%	25	1.4%	214	1.0%
Gasoline Stations	0	0.0%	2	0.2%	5	0.4%	28	0.2%	7	0.4%	34	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	14	1.2%	61	0.5%	21	1.2%	75	0.4%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	9	0.8%	110	0.8%	14	0.8%	136	0.6%
General Merchandise Stores	0	0.0%	0	0.0%	9	0.8%	586	4.5%	10	0.5%	617	2.9%
Miscellaneous Store Retailers	2	2.4%	33	2.8%	28	2.5%	186	1.4%	43	2.4%	239	1.1%
Nonstore Retailers	0	0.0%	0	0.0%	7	0.6%	0	0.0%	10	0.5%	1	0.0%
Transportation & Warehousing	4	4.8%	28	2.3%	26	2.3%	195	1.5%	37	2.0%	262	1.2%
Information	1	1.2%	95	7.9%	13	1.2%	288	2.2%	25	1.4%	369	1.7%
Finance & Insurance	3	3.6%	28	2.3%	72	6.4%	568	4.3%	97	5.3%	802	3.8%
Central Bank/Credit Intermediation & Related Activities	1	1.2%	3	0.2%	26	2.3%	196	1.5%	35	1.9%	339	1.6%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	23	2.0%	140	1.1%	32	1.8%	192	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	2	2.4%	25	2.1%	23	2.0%	233	1.8%	30	1.6%	271	1.3%
Real Estate, Rental & Leasing	3	3.6%	13	1.1%	67	6.0%	421	3.2%	93	5.1%	552	2.6%
Professional, Scientific & Tech Services	7	8.3%	71	5.9%	113	10.1%	996	7.6%	169	9.3%	1,289	6.1%
Legal Services	1	1.2%	4	0.3%	26	2.3%	134	1.0%	41	2.3%	238	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.4%	24	0.2%	8	0.4%	99	0.5%
Administrative & Support & Waste Management & Remediation	3	3.6%	42	3.5%	43	3.8%	310	2.4%	69	3.8%	448	2.1%
Educational Services	1	1.2%	7	0.6%	16	1.4%	300	2.3%	26	1.4%	823	3.9%
Health Care & Social Assistance	4	4.8%	48	4.0%	87	7.7%	1,544	11.8%	264	14.5%	5,307	25.1%
Arts, Entertainment & Recreation	1	1.2%	16	1.3%	13	1.2%	89	0.7%	27	1.5%	171	0.8%
Accommodation & Food Services	5	6.0%	165	13.8%	75	6.7%	1,521	11.6%	106	5.8%	1,880	8.9%
Accommodation	1	1.2%	10	0.8%	10	0.9%	176	1.3%	16	0.9%	263	1.2%
Food Services & Drinking Places	4	4.8%	155	12.9%	64	5.7%	1,345	10.3%	90	4.9%	1,617	7.6%
Other Services (except Public Administration)	9	10.7%	49	4.1%	132	11.8%	609	4.6%	211	11.6%	1,029	4.9%
Automotive Repair & Maintenance	3	3.6%	19	1.6%	24	2.1%	119	0.9%	35	1.9%	150	0.7%
Public Administration	7	8.3%	64	5.3%	57	5.1%	1,009	7.7%	80	4.4%	1,620	7.7%
Unclassified Establishments	3	3.6%	6	0.5%	79	7.0%	227	1.7%	135	7.4%	277	1.3%
<b>Total</b>	<b>84</b>	<b>100.0%</b>	<b>1,200</b>	<b>100.0%</b>	<b>1,123</b>	<b>100.0%</b>	<b>13,098</b>	<b>100.0%</b>	<b>1,820</b>	<b>100.0%</b>	<b>21,165</b>	<b>100.0%</b>

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