Market Profile

110 W Market St, Snow Hill, Maryland, 21863
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.17673
Longitude: -75.39407

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,293	3,292	4,105
2020 Total Population	2,183	3,133	3,911
2020 Group Quarters	220	268	269
2022 Total Population	2,146	3,077	3,845
2022 Group Quarters	220	268	269
2027 Total Population	2,132	3,046	3,802
2022-2027 Annual Rate	-0.13%	-0.20%	-0.22%
2022 Total Daytime Population	2,731	3,474	4,259
Workers	1,450	1,766	2,174
Residents	1,281	1,708	2,085
Household Summary			
2010 Households	882	1,202	1,553
2010 Average Household Size	2.22	2.40	2.38
2020 Total Households	889	1,202	1,543
2020 Average Household Size	2.21	2.38	2.36
2022 Households	880	1,188	1,526
2022 Average Household Size	2.19	2.36	2.34
2027 Households	882	1,185	1,518
2027 Average Household Size	2.17	2.34	2.33
2022-2027 Annual Rate	0.05%	-0.05%	-0.11%
2010 Families	572	791	1,049
2010 Average Family Size	2.74	2.95	2.88
2022 Families	546	749	989
2022 Average Family Size	2.79	2.99	2.92
2027 Families	545	744	980
2027 Average Family Size	2.76	2.97	2.90
2022-2027 Annual Rate	-0.04%	-0.13%	-0.18%
Housing Unit Summary			
2000 Housing Units	991	1,320	1,675
Owner Occupied Housing Units	56.1%	59.5%	63.2%
Renter Occupied Housing Units	33.5%	31.3%	27.7%
Vacant Housing Units	10.4%	9.2%	9.1%
2010 Housing Units	1,018	1,369	1,765
Owner Occupied Housing Units	51.4%	55.4%	59.7%
Renter Occupied Housing Units	35.3%	32.5%	28.3%
Vacant Housing Units	13.4%	12.2%	12.0%
2020 Housing Units	1,043	1,385	1,767
Vacant Housing Units	14.8%	13.2%	12.7%
2022 Housing Units	1,038	1,378	1,761
Owner Occupied Housing Units	53.4%	57.4%	61.2%
Renter Occupied Housing Units	31.3%	28.9%	25.4%
Vacant Housing Units	15.2%	13.8%	13.3%
2027 Housing Units	1,048	1,383	1,761
Owner Occupied Housing Units	55.1%	58.9%	62.4%
Renter Occupied Housing Units	29.1%	26.8%	23.9%
Vacant Housing Units	15.8%	14.3%	13.8%
Median Household Income			
2022	$41,743	$46,182	$53,847
2027	$43,933	$50,807	$61,179
Median Home Value			
2022	$198,321	$216,237	$238,699
2027	$248,828	$258,031	$270,020
Per Capita Income			
2022	$26,123	$28,889	$31,923
2027	$28,992	$32,461	$36,290
Median Age			
2010	41.7	42.5	43.3
2022	44.3	45.3	46.2
2027	43.2	44.3	45.6

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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2022 Households by Income			
Household Income Base	880	1,188	1,526
<$15,000	12.5%	11.6%	10.3%
$15,000 - $24,999	15.5%	13.8%	11.8%
$25,000 - $34,999	12.2%	11.4%	10.0%
$35,000 - $49,999	18.5%	16.4%	14.3%
$50,000 - $74,999	16.5%	17.0%	17.0%
$75,000 - $99,999	6.1%	7.7%	10.3%
$100,000 - $149,999	8.0%	10.5%	13.5%
$150,000 - $199,999	7.8%	7.9%	8.7%
$200,000+	3.2%	3.7%	4.2%
Average Household Income	$67,997	$73,329	$80,632
2027 Households by Income			
Household Income Base	882	1,185	1,518
<$15,000	11.7%	10.7%	9.3%
$15,000 - $24,999	14.9%	13.2%	11.1%
$25,000 - $34,999	12.2%	11.4%	9.6%
$35,000 - $49,999	16.7%	13.9%	11.7%
$50,000 - $74,999	14.9%	15.4%	15.5%
$75,000 - $99,999	7.0%	8.6%	11.4%
$100,000 - $149,999	10.8%	13.7%	16.5%
$150,000 - $199,999	8.4%	8.9%	9.8%
$200,000+	3.5%	4.2%	5.1%
Average Household Income	$74,690	$81,787	$91,014
2022 Owner Occupied Housing Units by Value			
Total	554	791	1,077
<$50,000	2.3%	2.1%	1.9%
$50,000 - $99,999	11.9%	10.1%	7.8%
$100,000 - $149,999	12.5%	12.0%	11.3%
$150,000 - $199,999	24.2%	21.6%	18.6%
$200,000 - $249,999	11.6%	12.3%	13.6%
$250,000 - $299,999	21.3%	20.7%	20.4%
$300,000 - $399,999	9.4%	8.3%	8.4%
$400,000 - $499,999	3.6%	5.2%	6.5%
$500,000 - $749,999	2.7%	5.1%	8.0%
$750,000 - $999,999	0.7%	2.3%	3.7%
$1,000,000 - $1,499,999	0.0%	0.0%	0.1%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$223,919	$250,253	$280,949
2027 Owner Occupied Housing Units by Value			
Total	577	814	1,098
<$50,000	2.9%	2.6%	2.2%
$50,000 - $99,999	9.0%	7.7%	5.9%
$100,000 - $149,999	8.8%	8.4%	7.5%
$150,000 - $199,999	18.5%	16.3%	13.7%
$200,000 - $249,999	11.1%	11.2%	11.7%
$250,000 - $299,999	25.0%	23.7%	22.4%
$300,000 - $399,999	13.5%	11.9%	11.4%
$400,000 - $499,999	6.1%	7.7%	9.2%
$500,000 - $749,999	4.3%	7.2%	11.0%
$750,000 - $999,999	1.0%	3.2%	4.9%
$1,000,000 - $1,499,999	0.0%	0.0%	0.0%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$254,491	$285,627	$319,713

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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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,294	3,293	4,107
0 - 4	5.8%	5.6%	5.3%
5 - 9	5.3%	5.3%	5.4%
10 - 14	5.4%	5.6%	5.7%
15 - 24	14.3%	13.8%	13.4%
25 - 34	12.1%	11.5%	10.8%
35 - 44	11.2%	11.4%	11.6%
45 - 54	15.5%	15.9%	16.2%
55 - 64	13.0%	13.6%	14.2%
65 - 74	8.7%	9.0%	9.3%
75 - 84	5.1%	5.1%	5.1%
85 +	3.4%	3.2%	2.9%
18 +	79.3%	79.4%	79.5%
2022 Population by Age			
Total	2,147	3,075	3,844
0 - 4	5.1%	4.9%	4.7%
5 - 9	6.0%	5.8%	5.6%
10 - 14	5.4%	5.4%	5.4%
15 - 24	11.4%	11.0%	10.6%
25 - 34	12.3%	12.0%	11.6%
35 - 44	10.4%	10.5%	10.7%
45 - 54	12.7%	12.7%	12.7%
55 - 64	13.8%	14.5%	15.2%
65 - 74	12.0%	12.6%	13.2%
75 - 84	7.6%	7.6%	7.4%
85 +	3.2%	3.0%	2.8%
18 +	80.3%	80.9%	81.2%
2027 Population by Age			
Total	2,130	3,047	3,800
0 - 4	5.1%	4.9%	4.7%
5 - 9	5.5%	5.4%	5.3%
10 - 14	6.4%	6.2%	6.0%
15 - 24	10.9%	10.5%	10.1%
25 - 34	12.8%	12.0%	11.2%
35 - 44	11.4%	11.7%	12.1%
45 - 54	10.7%	10.7%	10.9%
55 - 64	12.8%	13.1%	13.7%
65 - 74	12.7%	13.6%	14.4%
75 - 84	8.6%	8.7%	8.7%
85 +	3.2%	3.1%	2.9%
18 +	79.9%	80.3%	80.9%
2010 Population by Sex			
Males	1,193	1,693	2,088
Females	1,100	1,599	2,017
2022 Population by Sex			
Males	1,090	1,552	1,927
Females	1,056	1,525	1,918
2027 Population by Sex			
Males	1,091	1,547	1,917
Females	1,041	1,499	1,884

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2010 Population by Race/Ethnicity			
Total	2,294	3,293	4,105
White Alone	54.2%	58.3%	63.5%
Black Alone	41.6%	37.8%	32.9%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.2%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.6%	0.6%
Two or More Races	2.0%	2.0%	1.9%
Hispanic Origin	2.5%	2.3%	2.1%
Diversity Index	55.5	53.8	50.9
2020 Population by Race/Ethnicity			
Total	2,183	3,133	3,911
White Alone	54.6%	58.5%	63.5%
Black Alone	34.6%	31.7%	27.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.4%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.5%	2.1%
Two or More Races	6.4%	5.9%	5.5%
Hispanic Origin	4.5%	4.1%	3.7%
Diversity Index	61.3	58.8	55.1
2022 Population by Race/Ethnicity			
Total	2,146	3,076	3,844
White Alone	54.3%	58.2%	63.2%
Black Alone	34.4%	31.5%	27.5%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.4%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.8%	2.3%
Two or More Races	6.7%	6.2%	5.7%
Hispanic Origin	4.6%	4.2%	3.7%
Diversity Index	61.7	59.3	55.5
2027 Population by Race/Ethnicity			
Total	2,131	3,045	3,802
White Alone	54.6%	58.3%	63.3%
Black Alone	34.1%	31.3%	27.3%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.4%	1.2%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.8%	2.4%
Two or More Races	6.7%	6.2%	5.8%
Hispanic Origin	4.6%	4.2%	3.8%
Diversity Index	61.8	59.3	55.6
2010 Population by Relationship and Household Type			
Total	2,294	3,292	4,105
In Households	85.2%	87.5%	89.9%
In Family Households	70.4%	72.9%	75.8%
Householder	23.3%	24.2%	25.4%
Spouse	13.7%	15.3%	17.1%
Child	28.0%	28.0%	28.0%
Other relative	3.4%	3.3%	3.2%
Nonrelative	2.0%	2.1%	2.1%
In Nonfamily Households	14.8%	14.5%	14.1%
In Group Quarters	14.8%	12.5%	10.1%
Institutionalized Population	13.7%	11.6%	9.3%
Noninstitutionalized Population	1.1%	0.9%	0.8%

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

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2022 Population 25+ by Educational Attainment			
Total	1,545	2,243	2,835
Less than 9th Grade	3.9%	3.6%	3.2%
9th - 12th Grade, No Diploma	10.6%	9.7%	9.0%
High School Graduate	39.9%	38.9%	37.7%
GED/Alternative Credential	2.8%	2.7%	2.6%
Some College, No Degree	18.3%	18.1%	17.9%
Associate Degree	4.4%	5.5%	6.6%
Bachelor's Degree	14.0%	14.8%	15.6%
Graduate/Professional Degree	6.0%	6.8%	7.5%
2022 Population 15+ by Marital Status			
Total	1,792	2,582	3,241
Never Married	36.3%	33.5%	30.9%
Married	43.5%	47.0%	50.6%
Widowed	8.5%	8.4%	8.2%
Divorced	11.7%	11.1%	10.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	877	1,305	1,712
Population 16+ Employed	95.1%	95.3%	95.6%
Population 16+ Unemployment rate	4.9%	4.7%	4.4%
Population 16-24 Employed	10.7%	10.7%	10.7%
Population 16-24 Unemployment rate	6.3%	5.7%	5.4%
Population 25-54 Employed	54.4%	54.7%	54.9%
Population 25-54 Unemployment rate	6.4%	5.7%	4.8%
Population 55-64 Employed	23.5%	23.3%	23.2%
Population 55-64 Unemployment rate	3.0%	3.7%	4.3%
Population 65+ Employed	11.4%	11.3%	11.2%
Population 65+ Unemployment rate	0.0%	0.7%	2.1%
2022 Employed Population 16+ by Industry			
Total	834	1,244	1,636
Agriculture/Mining	0.0%	0.2%	0.8%
Construction	1.2%	2.7%	4.3%
Manufacturing	7.0%	6.3%	5.5%
Wholesale Trade	1.0%	1.2%	1.3%
Retail Trade	15.8%	14.6%	13.8%
Transportation/Utilities	4.3%	5.1%	5.6%
Information	0.4%	0.9%	1.3%
Finance/Insurance/Real Estate	3.5%	3.5%	3.5%
Services	55.6%	53.6%	51.7%
Public Administration	11.4%	11.6%	12.2%
2022 Employed Population 16+ by Occupation			
Total	834	1,244	1,635
White Collar	51.2%	52.0%	53.3%
Management/Business/Financial	10.1%	10.3%	10.8%
Professional	19.8%	21.1%	22.4%
Sales	8.5%	8.0%	7.8%
Administrative Support	12.8%	12.6%	12.3%
Services	30.7%	28.1%	25.1%
Blue Collar	18.1%	19.9%	21.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	1.2%	1.6%	2.1%
Installation/Maintenance/Repair	1.3%	2.3%	3.2%
Production	7.3%	6.2%	5.1%
Transportation/Material Moving	8.3%	9.8%	11.0%

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2010 Households by Type			
Total	882	1,202	1,554
Households with 1 Person	30.7%	30.0%	28.4%
Households with 2+ People	69.3%	70.0%	71.6%
Family Households	64.9%	65.8%	67.5%
Husband-wife Families	38.3%	41.3%	45.7%
With Related Children	13.5%	14.3%	15.6%
Other Family (No Spouse Present)	26.4%	24.5%	21.8%
Other Family with Male Householder	5.2%	4.8%	4.3%
With Related Children	2.5%	2.2%	2.1%
Other Family with Female Householder	21.2%	19.6%	17.4%
With Related Children	15.1%	13.7%	11.9%
Nonfamily Households	4.4%	4.2%	4.1%
All Households with Children	31.6%	30.9%	30.1%
Multigenerational Households	5.6%	5.4%	5.0%
Unmarried Partner Households	6.5%	6.4%	6.2%
Male-female	5.9%	5.8%	5.7%
Same-sex	0.6%	0.6%	0.5%
2010 Households by Size			
Total	882	1,203	1,553
1 Person Household	30.7%	29.9%	28.5%
2 Person Household	32.5%	33.7%	35.1%
3 Person Household	18.8%	18.3%	17.9%
4 Person Household	9.6%	9.8%	10.2%
5 Person Household	5.6%	5.6%	5.7%
6 Person Household	1.8%	1.7%	1.7%
7 + Person Household	0.9%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	882	1,203	1,553
Owner Occupied	59.3%	63.0%	67.9%
Owned with a Mortgage/Loan	38.2%	40.1%	43.1%
Owned Free and Clear	21.0%	22.9%	24.8%
Renter Occupied	40.7%	37.0%	32.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	92	95	101
Percent of Income for Mortgage	25.0%	24.7%	23.4%
Wealth Index	53	62	73
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,018	1,369	1,765
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	100.0%	100.0%
2010 Population By Urban/ Rural Status			
Total Population	2,293	3,292	4,105
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	100.0%	100.0%

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

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Top 3 Tapestry Segments			
1.	Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
2.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
3.	Comfortable Empty Nesters (5A)	Salt of the Earth (6B)	Salt of the Earth (6B)
2022 Consumer Spending			
Apparel & Services: Total $	$1,362,019	$1,979,127	$2,785,848
Average Spent	$1,547.75	$1,665.93	$1,825.59
Spending Potential Index	64	69	76
Education: Total $	$936,889	$1,372,342	$1,971,153
Average Spent	$1,064.65	$1,155.17	$1,291.71
Spending Potential Index	54	59	66
Entertainment/Recreation: Total $	$2,246,744	$3,281,357	$4,599,397
Average Spent	$2,553.12	$2,762.09	$3,014.02
Spending Potential Index	70	75	82
Food at Home: Total $	$3,728,611	$5,417,582	$7,570,709
Average Spent	$4,237.06	$4,560.25	$4,961.15
Spending Potential Index	68	74	80
Food Away from Home: Total $	$2,425,596	$3,521,449	$4,951,998
Average Spent	$2,756.36	$2,964.18	$3,245.08
Spending Potential Index	64	69	75
Health Care: Total $	$4,627,388	$6,742,051	$9,430,124
Average Spent	$5,258.40	$5,675.13	$6,179.64
Spending Potential Index	74	80	87
HH Furnishings & Equipment: Total $	$1,473,320	$2,152,012	$3,046,374
Average Spent	$1,674.23	$1,811.46	$1,996.31
Spending Potential Index	65	71	78
Personal Care Products & Services: Total $	$594,489	$864,046	$1,215,564
Average Spent	$675.56	$727.31	$796.57
Spending Potential Index	66	71	78
Shelter: Total $	$12,360,281	$17,947,546	$25,348,042
Average Spent	$14,045.77	$15,107.36	$16,610.77
Spending Potential Index	61	66	73
Support Payments/Cash Contributions/Gifts in Kind: Total $	$1,530,093	$2,240,559	$3,182,990
Average Spent	$1,738.74	$1,885.99	$2,085.84
Spending Potential Index	64	69	77
Travel: Total $	$1,564,878	$2,291,171	$3,270,748
Average Spent	$1,778.27	$1,928.60	$2,143.35
Spending Potential Index	62	67	75
Vehicle Maintenance & Repairs: Total $	$778,490	$1,131,353	$1,580,522
Average Spent	$884.65	$952.32	$1,035.73
Spending Potential Index	70	76	82

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.

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