

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,071	36,773	65,866
2020 Total Population	4,606	38,828	69,949
2020 Group Quarters	28	820	3,504
2022 Total Population	4,641	40,061	71,051
2022 Group Quarters	28	820	3,504
2027 Total Population	4,705	41,090	72,082
2022-2027 Annual Rate	0.27%	0.51%	0.29%
2022 Total Daytime Population	4,991	51,562	82,370
Workers	2,743	31,787	46,827
Residents	2,248	19,775	35,543
Household Summary			
2010 Households	1,812	14,250	24,918
2010 Average Household Size	2.22	2.47	2.48
2020 Total Households	2,025	15,350	27,109
2020 Average Household Size	2.26	2.48	2.45
2022 Total Households	2,051	15,748	27,525
2022 Average Household Size	2.25	2.49	2.45
2027 Total Households	2,079	16,177	27,982
2027 Average Household Size	2.25	2.49	2.45
2022-2027 Annual Rate	0.27%	0.54%	0.33%
2010 Families	1,056	8,055	15,024
2010 Average Family Size	2.78	3.03	3.01
2022 Total Families	1,131	8,592	16,016
2022 Average Family Size	2.90	3.13	3.05
2027 Total Families	1,140	8,828	16,248
2027 Average Family Size	2.90	3.13	3.04
2022-2027 Annual Rate	0.16%	0.54%	0.29%
Housing Unit Summary			
2000 Housing Units	1,713	13,445	22,670
Owner Occupied Housing Units	63.1%	48.3%	55.5%
Renter Occupied Housing Units	33.0%	46.1%	39.0%
Vacant Housing Units	3.9%	5.5%	5.5%
2010 Housing Units	1,922	15,678	27,475
Owner Occupied Housing Units	58.6%	41.2%	48.6%
Renter Occupied Housing Units	35.6%	49.7%	42.1%
Vacant Housing Units	5.7%	9.1%	9.3%
2020 Housing Units	2,169	16,867	29,591
Vacant Housing Units	6.6%	9.0%	8.4%
2022 Housing Units	2,203	17,351	30,159
Owner Occupied Housing Units	59.3%	37.4%	43.3%
Renter Occupied Housing Units	33.8%	53.4%	48.0%
Vacant Housing Units	6.9%	9.2%	8.7%
2027 Housing Units	2,225	17,745	30,641
Owner Occupied Housing Units	61.1%	39.0%	44.6%
Renter Occupied Housing Units	32.4%	52.2%	46.8%
Vacant Housing Units	6.6%	8.8%	8.7%
Median Household Income			
2022	\$53,519	\$50,246	\$54,499
2027	\$59,526	\$55,212	\$60,723
Median Home Value			
2022	\$191,202	\$204,632	\$221,033
2027	\$213,876	\$226,979	\$245,004
Per Capita Income			
2022	\$29,396	\$27,276	\$30,853
2027	\$33,400	\$31,186	\$35,565
Median Age			
2010	39.6	31.9	33.0
2022	41.2	34.7	35.2
2027	42.4	36.0	36.6

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.

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	2,051	15,748	27,525
<\$15,000	7.2%	8.1%	8.7%
\$15,000 - \$24,999	11.8%	13.2%	11.9%
\$25,000 - \$34,999	15.7%	15.2%	13.0%
\$35,000 - \$49,999	10.3%	13.1%	11.9%
\$50,000 - \$74,999	23.5%	19.4%	18.4%
\$75,000 - \$99,999	14.7%	11.6%	12.0%
\$100,000 - \$149,999	12.6%	13.9%	15.1%
\$150,000 - \$199,999	2.1%	2.8%	3.9%
\$200,000+	2.0%	2.6%	5.2%
Average Household Income	\$67,699	\$68,709	\$79,315
2027 Households by Income			
Household Income Base	2,079	16,177	27,982
<\$15,000	6.7%	7.3%	7.9%
\$15,000 - \$24,999	11.1%	11.7%	10.7%
\$25,000 - \$34,999	12.0%	14.2%	12.2%
\$35,000 - \$49,999	7.9%	11.3%	10.1%
\$50,000 - \$74,999	25.0%	19.1%	17.6%
\$75,000 - \$99,999	16.9%	12.6%	12.8%
\$100,000 - \$149,999	15.4%	16.7%	17.3%
\$150,000 - \$199,999	2.6%	3.6%	4.8%
\$200,000+	2.4%	3.4%	6.7%
Average Household Income	\$76,831	\$78,474	\$91,314
2022 Owner Occupied Housing Units by Value			
Total	1,307	6,492	13,061
<\$50,000	1.4%	4.0%	4.8%
\$50,000 - \$99,999	5.1%	7.2%	5.5%
\$100,000 - \$149,999	22.0%	15.3%	11.0%
\$150,000 - \$199,999	26.1%	21.5%	20.2%
\$200,000 - \$249,999	16.4%	21.5%	20.0%
\$250,000 - \$299,999	15.3%	15.2%	18.7%
\$300,000 - \$399,999	4.6%	7.1%	10.0%
\$400,000 - \$499,999	1.0%	1.6%	3.1%
\$500,000 - \$749,999	0.5%	2.9%	3.6%
\$750,000 - \$999,999	7.3%	2.2%	1.7%
\$1,000,000 - \$1,499,999	0.3%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$248,108	\$240,320	\$254,640
2027 Owner Occupied Housing Units by Value			
Total	1,360	6,917	13,656
<\$50,000	1.5%	4.6%	5.4%
\$50,000 - \$99,999	5.3%	6.3%	4.7%
\$100,000 - \$149,999	18.2%	11.7%	8.0%
\$150,000 - \$199,999	20.4%	16.7%	15.6%
\$200,000 - \$249,999	16.0%	19.9%	18.1%
\$250,000 - \$299,999	17.9%	17.8%	20.7%
\$300,000 - \$399,999	6.5%	10.0%	12.9%
\$400,000 - \$499,999	1.4%	2.3%	4.2%
\$500,000 - \$749,999	1.1%	5.4%	5.9%
\$750,000 - \$999,999	10.9%	3.2%	2.4%
\$1,000,000 - \$1,499,999	0.5%	2.2%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$286,277	\$277,368	\$288,087

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.



Market Profile

222 Phillip Morris Dr, Salisbury, Maryland, 21804
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.36724
 Longitude: -75.55557

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	4,071	36,774	65,867
0 - 4	6.1%	6.7%	6.4%
5 - 9	5.3%	6.0%	6.0%
10 - 14	4.8%	5.4%	5.6%
15 - 24	14.0%	21.7%	21.7%
25 - 34	15.0%	14.1%	12.6%
35 - 44	11.5%	11.1%	10.9%
45 - 54	13.5%	12.5%	13.0%
55 - 64	12.1%	9.9%	10.9%
65 - 74	8.5%	6.0%	6.6%
75 - 84	6.5%	4.3%	4.4%
85 +	2.7%	2.2%	2.0%
18 +	80.8%	78.3%	78.4%
2022 Population by Age			
Total	4,643	40,061	71,051
0 - 4	5.5%	6.1%	5.9%
5 - 9	5.4%	5.7%	5.7%
10 - 14	5.2%	5.5%	5.6%
15 - 24	10.1%	17.1%	17.5%
25 - 34	14.9%	16.0%	15.0%
35 - 44	13.7%	12.1%	11.5%
45 - 54	10.8%	10.0%	10.1%
55 - 64	12.3%	10.9%	11.4%
65 - 74	11.5%	8.8%	9.5%
75 - 84	7.3%	5.0%	5.3%
85 +	3.3%	2.7%	2.4%
18 +	81.1%	79.4%	79.7%
2027 Population by Age			
Total	4,703	41,091	72,083
0 - 4	5.3%	6.2%	5.9%
5 - 9	5.4%	5.7%	5.6%
10 - 14	5.4%	5.5%	5.6%
15 - 24	11.1%	16.8%	17.2%
25 - 34	11.7%	14.4%	13.3%
35 - 44	14.8%	13.2%	13.2%
45 - 54	11.2%	10.1%	10.0%
55 - 64	11.9%	9.9%	10.2%
65 - 74	11.6%	9.3%	9.9%
75 - 84	8.2%	6.1%	6.5%
85 +	3.5%	2.7%	2.5%
18 +	81.1%	79.6%	79.8%
2010 Population by Sex			
Males	1,899	17,321	30,906
Females	2,172	19,452	34,960
2022 Population by Sex			
Males	2,213	19,065	33,734
Females	2,427	20,996	37,317
2027 Population by Sex			
Males	2,251	19,540	34,285
Females	2,454	21,551	37,797

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	4,072	36,772	65,866
White Alone	75.0%	60.4%	62.8%
Black Alone	17.5%	30.9%	29.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	2.4%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	3.0%	2.4%
Two or More Races	3.0%	3.0%	2.7%
Hispanic Origin	3.9%	6.6%	5.5%
Diversity Index	44.9	59.4	56.8
2020 Population by Race/Ethnicity			
Total	4,606	38,828	69,949
White Alone	60.5%	47.0%	51.6%
Black Alone	26.1%	36.7%	33.5%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	3.2%	2.7%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.3%	5.4%	4.4%
Two or More Races	6.6%	7.5%	6.7%
Hispanic Origin	5.6%	9.6%	8.1%
Diversity Index	60.6	69.8	67.1
2022 Population by Race/Ethnicity			
Total	4,640	40,061	71,053
White Alone	60.1%	46.8%	51.2%
Black Alone	26.1%	36.6%	33.5%
American Indian Alone	0.3%	0.6%	0.5%
Asian Alone	3.2%	2.7%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.5%	5.6%	4.6%
Two or More Races	6.8%	7.7%	6.9%
Hispanic Origin	5.7%	9.7%	8.2%
Diversity Index	61.1	70.1	67.5
2027 Population by Race/Ethnicity			
Total	4,706	41,090	72,082
White Alone	57.9%	44.9%	49.2%
Black Alone	26.8%	36.8%	33.9%
American Indian Alone	0.3%	0.7%	0.6%
Asian Alone	3.3%	2.8%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.1%	6.3%	5.3%
Two or More Races	7.6%	8.5%	7.7%
Hispanic Origin	6.0%	10.2%	8.6%
Diversity Index	63.2	71.5	69.1
2010 Population by Relationship and Household Type			
Total	4,071	36,773	65,866
In Households	98.9%	95.9%	93.8%
In Family Households	75.1%	70.0%	71.5%
Householder	25.5%	22.0%	22.8%
Spouse	17.4%	12.9%	14.6%
Child	25.7%	27.2%	27.4%
Other relative	3.6%	4.2%	3.8%
Nonrelative	2.9%	3.5%	2.9%
In Nonfamily Households	23.8%	25.9%	22.4%
In Group Quarters	1.1%	4.1%	6.2%
Institutionalized Population	0.2%	1.3%	1.5%
Noninstitutionalized Population	0.9%	2.8%	4.7%

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

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

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	3,424	26,215	46,422
Less than 9th Grade	1.5%	4.5%	4.6%
9th - 12th Grade, No Diploma	3.8%	7.9%	7.9%
High School Graduate	28.9%	30.0%	28.2%
GED/Alternative Credential	1.8%	3.2%	3.6%
Some College, No Degree	23.0%	18.9%	17.5%
Associate Degree	12.8%	9.5%	8.5%
Bachelor's Degree	17.5%	14.5%	16.7%
Graduate/Professional Degree	10.8%	11.4%	13.0%
2022 Population 15+ by Marital Status			
Total	3,894	33,077	58,875
Never Married	38.9%	45.7%	44.1%
Married	43.1%	35.9%	38.6%
Widowed	6.7%	6.6%	6.6%
Divorced	11.3%	11.8%	10.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,502	21,528	37,532
Population 16+ Employed	96.3%	95.4%	95.6%
Population 16+ Unemployment rate	3.7%	4.6%	4.4%
Population 16-24 Employed	10.9%	19.0%	17.9%
Population 16-24 Unemployment rate	16.6%	11.1%	11.2%
Population 25-54 Employed	60.2%	58.7%	58.4%
Population 25-54 Unemployment rate	2.4%	3.5%	3.5%
Population 55-64 Employed	18.8%	14.7%	15.4%
Population 55-64 Unemployment rate	0.9%	1.8%	1.6%
Population 65+ Employed	10.1%	7.6%	8.4%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
2022 Employed Population 16+ by Industry			
Total	2,410	20,548	35,886
Agriculture/Mining	0.2%	0.9%	1.3%
Construction	7.3%	6.2%	6.2%
Manufacturing	18.2%	10.6%	9.6%
Wholesale Trade	1.5%	1.1%	1.6%
Retail Trade	11.5%	12.2%	12.3%
Transportation/Utilities	3.6%	5.7%	6.0%
Information	2.2%	1.2%	1.4%
Finance/Insurance/Real Estate	2.9%	3.6%	3.5%
Services	47.0%	53.5%	53.1%
Public Administration	5.5%	4.8%	5.2%
2022 Employed Population 16+ by Occupation			
Total	2,409	20,548	35,889
White Collar	59.3%	52.8%	54.9%
Management/Business/Financial	14.9%	10.6%	12.0%
Professional	21.0%	20.9%	22.0%
Sales	12.0%	10.0%	9.4%
Administrative Support	11.3%	11.3%	11.4%
Services	15.7%	22.4%	20.6%
Blue Collar	24.9%	24.8%	24.5%
Farming/Forestry/Fishing	0.2%	0.7%	0.7%
Construction/Extraction	4.0%	4.4%	4.6%
Installation/Maintenance/Repair	2.5%	3.1%	3.2%
Production	9.7%	7.9%	6.9%
Transportation/Material Moving	8.5%	8.8%	9.2%

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

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,812	14,251	24,917
Households with 1 Person	32.0%	29.2%	27.8%
Households with 2+ People	68.0%	70.8%	72.2%
Family Households	58.3%	56.5%	60.3%
Husband-wife Families	39.6%	33.2%	38.6%
With Related Children	13.2%	13.3%	15.4%
Other Family (No Spouse Present)	18.7%	23.4%	21.7%
Other Family with Male Householder	4.7%	5.3%	4.8%
With Related Children	2.3%	3.1%	2.8%
Other Family with Female Householder	13.9%	18.0%	16.9%
With Related Children	9.2%	12.8%	11.9%
Nonfamily Households	9.7%	14.3%	11.9%
All Households with Children	25.1%	29.8%	30.6%
Multigenerational Households	3.1%	4.1%	4.1%
Unmarried Partner Households	8.6%	9.3%	8.4%
Male-female	7.7%	8.5%	7.7%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	1,812	14,249	24,919
1 Person Household	32.0%	29.2%	27.8%
2 Person Household	36.1%	32.2%	33.2%
3 Person Household	15.5%	16.9%	17.1%
4 Person Household	10.0%	12.8%	13.1%
5 Person Household	3.8%	5.0%	5.2%
6 Person Household	1.7%	2.2%	2.2%
7 + Person Household	0.9%	1.7%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	1,812	14,250	24,918
Owner Occupied	62.2%	45.4%	53.6%
Owned with a Mortgage/Loan	43.3%	32.0%	37.7%
Owned Free and Clear	18.9%	13.4%	15.8%
Renter Occupied	37.8%	54.6%	46.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	109	110
Percent of Income for Mortgage	18.8%	21.5%	21.4%
Wealth Index	48	49	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,922	15,678	27,475
Housing Units Inside Urbanized Area	99.9%	95.4%	91.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	4.5%	8.3%
2010 Population By Urban/ Rural Status			
Total Population	4,071	36,773	65,866
Population Inside Urbanized Area	99.9%	95.4%	91.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	4.6%	8.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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



Market Profile

222 Phillip Morris Dr, Salisbury, Maryland, 21804
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.36724
Longitude: -75.55557

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Front Porches (8E)	Front Porches (8E)
2.	Midlife Constants (5E)	Old and Newcomers (8F)	Old and Newcomers (8F)
3.	Parks and Rec (5C)	Metro Fusion (11C)	Parks and Rec (5C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$3,227,392	\$25,700,762	\$51,330,214
Average Spent	\$1,573.57	\$1,632.00	\$1,864.86
Spending Potential Index	65	68	77
Education: Total \$	\$2,562,525	\$21,376,366	\$42,053,313
Average Spent	\$1,249.40	\$1,357.40	\$1,527.82
Spending Potential Index	64	69	78
Entertainment/Recreation: Total \$	\$4,939,717	\$37,654,926	\$76,164,851
Average Spent	\$2,408.44	\$2,391.09	\$2,767.12
Spending Potential Index	66	65	75
Food at Home: Total \$	\$8,337,356	\$65,258,136	\$130,349,350
Average Spent	\$4,065.02	\$4,143.90	\$4,735.67
Spending Potential Index	66	67	76
Food Away from Home: Total \$	\$5,704,327	\$45,678,768	\$90,946,064
Average Spent	\$2,781.24	\$2,900.61	\$3,304.13
Spending Potential Index	64	67	77
Health Care: Total \$	\$9,761,472	\$72,313,290	\$147,767,970
Average Spent	\$4,759.37	\$4,591.90	\$5,368.50
Spending Potential Index	67	65	76
HH Furnishings & Equipment: Total \$	\$3,423,812	\$26,285,681	\$53,381,050
Average Spent	\$1,669.34	\$1,669.14	\$1,939.37
Spending Potential Index	65	65	76
Personal Care Products & Services: Total \$	\$1,386,889	\$10,776,264	\$21,650,926
Average Spent	\$676.20	\$684.29	\$786.59
Spending Potential Index	66	67	77
Shelter: Total \$	\$30,454,943	\$243,473,166	\$482,722,310
Average Spent	\$14,848.83	\$15,460.58	\$17,537.60
Spending Potential Index	65	68	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,688,505	\$26,854,416	\$55,089,102
Average Spent	\$1,798.39	\$1,705.26	\$2,001.42
Spending Potential Index	66	63	74
Travel: Total \$	\$3,770,722	\$28,867,401	\$58,785,043
Average Spent	\$1,838.48	\$1,833.08	\$2,135.70
Spending Potential Index	64	64	74
Vehicle Maintenance & Repairs: Total \$	\$1,728,395	\$13,324,907	\$26,794,954
Average Spent	\$842.71	\$846.13	\$973.48
Spending Potential Index	67	67	77

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.