Market Profile

2-2 Aurora St
2-2 Aurora St, Cambridge, Maryland, 21613
Drive time: 10, 20, 30 minute radii

Population Summary	10 minutes	20 minutes	30 minutes
2010 Total Population	14,043	25,516	52,310
2020 Total Population	14,687	26,121	52,961
2020 Group Quarters	300	427	784
2025 Total Population	15,320	26,885	54,098
2025 Group Quarters	310	438	794
2030 Total Population	15,582	27,226	54,598
2025-2030 Annual Rate	0.34%	0.25%	0.18%
2025 Total Daytime Population	15,302	24,202	58,829
Workers	6,837	9,769	30,708
Residents	8,465	14,433	28,121

Household Summary			
2010 Total Households	5,915	10,640	21,718
2010 Average Household Size	2.31	2.35	2.37
2020 Total Households	6,291	11,011	22,270
2020 Average Household Size	2.29	2.33	2.34
2025 Total Households	6,481	11,251	22,605
2025 Average Household Size	2.32	2.35	2.36
2030 Total Households	6,548	11,332	22,704
2030 Average Household Size	2.33	2.36	2.37
2025-2030 Annual Rate	0.21%	0.14%	0.09%
2025 Families	3,641	6,733	13,697
2025 Average Family Size	3.13	3.06	3.03
2030 Families	3,656	6,735	13,655
2030 Average Family Size	3.16	3.08	3.05
2025-2030 Growth Rate	0.1%	0.0%	-0.1%

Median Household Income			
2025	$47,904	$61,368	$67,026
2030	$52,846	$67,289	$74,764

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	10 minutes	20 minutes	30 minutes
2025	$28,704	$34,239	$38,816
2030	$30,508	$36,412	$41,492

2025 Households by Income			
Household Income Base	6,481	11,251	22,605
<$10,000	13.3%	9.4%	8.2%
$10,000-14,999	7.8%	5.8%	5.4%
$15,000-19,999	5.1%	4.1%	4.1%
$20,000-24,999	3.0%	2.7%	2.6%
$25,000-29,999	5.6%	5.2%	4.3%
$30,000-34,999	3.8%	3.6%	3.2%
$35,000-39,999	5.8%	4.6%	4.1%
$40,000-44,999	3.1%	3.3%	3.0%
$45,000-49,999	4.0%	3.8%	3.7%
$50,000-59,999	6.6%	6.3%	6.0%
$60,000-74,999	9.3%	10.6%	10.3%
$75000-99999	9.7%	11.1%	11.6%
$100,000-124,999	7.0%	8.4%	8.4%
$125,000-149,999	5.2%	7.4%	7.7%
$150000-199999	6.7%	8.3%	9.0%
$200,000-249,999	1.5%	2.1%	3.1%
$250,000-299,999	0.9%	1.2%	1.8%
$300,000-399,999	1.0%	1.3%	2.1%
$400,000-499,999	0.3%	0.4%	0.6%
$500,000+	0.3%	0.4%	0.7%
Average Household Income	$67,414	$81,110	$92,716

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	74	82
Percent of Income for Mortgage	35.6%	31.5%	29.1%
Wealth Index	52	70	84

Median Home Value			
2025	$272,836	$309,304	$311,550
2030	$262,831	$302,428	$308,021

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	10 minutes	20 minutes	30 minutes
Total Owner Occupied Housing Units	3,204	6,942	14,848
<$50,000	6.2%	7.3%	7.1%
$50,000 - $99,999	8.1%	5.2%	4.7%
$100,000 - $149,999	12.2%	8.2%	7.3%
$150,000 - $199,999	8.2%	6.7%	6.5%
$200,000 - $249,999	9.1%	7.7%	7.3%
$250,000 - $299,999	13.7%	12.9%	14.9%
$300,000 - $399,999	19.7%	20.9%	18.0%
$400,000 - $499,999	5.9%	10.9%	11.4%
$500,000 - $749,999	12.3%	12.1%	12.3%
$750,000 - $999,999	3.0%	3.1%	4.1%
$1,000,000 - $1,499,999	0.7%	1.3%	2.4%
$1,500,000 - $1,999,999	0.3%	1.7%	1.8%
$2,000,000 +	0.6%	1.9%	2.1%
Average Home Value	$323,225	$395,785	$419,854

Housing Unit Summary			
2010 Total Housing Units	7,025	12,299	25,150
Owner Occupied Housing Units	51.0%	63.0%	66.0%
Renter Occupied Housing Units	49.0%	37.0%	34.0%
Vacant Housing Units	15.8%	13.5%	13.7%
2020 Housing Units	7,228	12,459	25,293
Owner Occupied Housing Units	47.4%	60.3%	64.4%
Renter Occupied Housing Units	52.6%	39.7%	35.6%
Vacant Housing Units	13.4%	12.8%	12.4%
2025 Housing Units	7,476	12,807	25,808
Owner Occupied Housing Units	49.4%	61.7%	65.7%
Renter Occupied Housing Units	50.6%	38.3%	34.3%
Vacant Housing Units	13.3%	12.2%	12.4%
2030 Total Housing Units	7,535	12,874	25,878
Owner Occupied Housing Units	51.4%	63.3%	67.1%
Renter Occupied Housing Units	48.6%	36.7%	32.9%
Vacant Housing Units	13.1%	12.0%	12.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	10 minutes	20 minutes	30 minutes
Males	7,220	12,839	25,930
Females	8,100	14,046	28,168

Median Age			
2010	39.7	43.0	43.2
2020	41.5	44.7	45.3
2025	41.7	44.6	45.1
2030	42.8	45.5	45.8

2025 Population by Age			
Total	15,320	26,887	54,097
0 - 4	5.8%	5.3%	5.1%
5 - 9	5.8%	5.3%	5.2%
10 - 14	5.9%	5.5%	5.5%
15 - 24	12.2%	11.4%	11.5%
25 - 34	11.9%	11.2%	10.9%
35 - 44	12.1%	11.8%	11.8%
45 - 54	9.7%	9.9%	10.2%
55 - 64	13.1%	13.0%	13.2%
65 - 74	12.7%	13.8%	13.7%
75 - 84	7.9%	9.3%	9.2%
85 +	2.6%	3.2%	3.5%
18 +	78.2%	80.0%	80.5%

2025 Population 15+ by Marital Status			
Total	12,636	22,548	45,580
Never Married	41.3%	35.3%	32.9%
Married	38.0%	44.5%	46.6%
Widowed	7.3%	7.9%	8.2%
Divorced	13.4%	12.3%	12.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	10 minutes	20 minutes	30 minutes
Total	10,771	19,491	39,378
Less than 9th Grade	3.0%	3.7%	3.4%
9th - 12th Grade, No Diploma	8.6%	7.2%	6.8%
High School Graduate	35.6%	33.3%	30.3%
GED/Alternative Credential	4.9%	4.2%	4.0%
Some College, No Degree	17.6%	16.5%	17.2%
Associate Degree	8.4%	8.0%	8.7%
Bachelor's Degree	10.9%	14.4%	15.8%
Graduate/Professional Degree	10.9%	12.7%	13.8%

2020 Population by Race/Ethnicity			
Total	14,687	26,121	52,961
White Alone	46.1%	59.3%	64.0%
Black Alone	41.7%	29.0%	23.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.3%	1.3%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	3.8%	4.8%
Two or More Races	4.0%	3.8%	4.8%
Hispanic Origin	7.6%	7.2%	8.5%
Diversity Index	66.3	61.8	60.4

2025 Population by Race/Ethnicity			
Total	15,321	26,886	54,099
White Alone	45.0%	57.6%	62.4%
Black Alone	41.5%	29.3%	23.1%
American Indian Alone	0.4%	0.5%	0.7%
Asian Alone	1.3%	1.4%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	4.3%	5.4%
Two or More Races	7.1%	6.8%	6.9%
Hispanic Origin	8.8%	8.3%	9.8%
Diversity Index	67.9	63.9	62.9

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation	10 minutes	20 minutes	30 minutes
Total	7,247	13,094	26,996
White Collar	50.3%	55.2%	59.3%
Management/Business/Financial	14.9%	15.9%	17.8%
Professional	19.8%	21.4%	23.4%
Sales	8.6%	9.3%	8.3%
Administrative Support	7.0%	8.6%	9.9%
Services	28.8%	24.2%	22.0%

2025 Employed Pop 16+ by Occupation			
Total	7,247	13,094	26,996
Blue Collar	20.9%	20.6%	18.7%
Farming/Forestry/Fishing	1.7%	1.5%	0.9%
Construction/Extraction	4.7%	5.0%	5.2%
Installation/Maintenance/Repair	1.1%	2.1%	2.1%
Production	6.4%	6.3%	5.4%
Transportation/Material Moving	6.9%	5.7%	5.1%
White Collar	50.3%	55.2%	59.3%
Management/Business/Financial	14.9%	15.9%	17.8%
Professional	19.8%	21.4%	23.4%
Sales	8.6%	9.3%	8.3%
Administrative Support	7.0%	8.6%	9.9%
Services	28.8%	24.2%	22.0%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,247	13,094	26,996
Population 16+ Employed	95.7%	96.5%	97.3%
Population 16+ Unemployment rate	4.3%	3.5%	2.7%
Population 16-24 Employed	14.3%	14.1%	14.1%
Population 16-24 Unemployment rate	4.9%	3.2%	2.7%
Population 25-54 Employed	54.1%	53.8%	54.4%
Population 25-54 Unemployment rate	5.0%	3.8%	2.9%
Population 55-64 Employed	16%	16%	16%
Population 55-64 Unemployment rate	2.3%	4.1%	3.3%
Population 65+ Employed	11%	13%	13%
Population 65+ Unemployment rate	2.8%	1.5%	0.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	10 minutes	20 minutes	30 minutes
Total	6,936	12,641	26,268
Agriculture/Mining	2.2%	2.1%	1.8%
Construction	6.2%	6.8%	7.9%
Manufacturing	9.2%	8.1%	7.4%
Wholesale Trade	1.3%	1.4%	1.7%
Retail Trade	11.5%	11.7%	10.4%
Transportation/Utilities	4.0%	3.7%	4.0%
Information	1%	1%	1%
Finance/Insurance/Real Estate	3.0%	3.9%	4.3%
Services	57.1%	56.4%	56.6%
Public Administration	4.8%	5.2%	5.1%

2025 Consumer Spending			
Apparel & Services: Total $	$9,727,676	$19,579,817	$44,157,259
Average Spent	$1,500.95	$1,740.27	$1,953.43
Spending Potential Index	61	71	80
Education: Total $	$6,948,993	$13,792,020	$31,120,964
Average Spent	$1,072.21	$1,225.85	$1,376.73
Spending Potential Index	60	69	77
Entertainment/Recreation: Total $	$15,485,389	$32,817,577	$76,057,640
Average Spent	$2,389.35	$2,916.86	$3,364.64
Spending Potential Index	58	71	82
Food at Home: Total $	$29,750,944	$61,587,202	$139,641,578
Average Spent	$4,590.49	$5,473.93	$6,177.46
Spending Potential Index	62	74	83
Food Away from Home: Total $	$15,636,983	$32,100,151	$72,832,540
Average Spent	$2,412.74	$2,853.09	$3,221.97
Spending Potential Index	58	69	78
Health Care: Total $	$29,863,342	$64,843,095	$150,865,303
Average Spent	$4,607.83	$5,763.32	$6,673.98
Spending Potential Index	60	75	86
HH Furnishings & Equipment: Total $	$11,005,978	$23,211,595	$53,554,338
Average Spent	$1,698.19	$2,063.07	$2,369.14
Spending Potential Index	58	71	81
Personal Care Products & Services: Total $	$4,072,571	$8,355,690	$19,029,690
Average Spent	$628.39	$742.66	$841.84
Spending Potential Index	60	71	80

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	10 minutes	20 minutes	30 minutes
Shelter: Total $	$102,439,893	$209,282,518	$476,358,268
Average Spent	$15,806.19	$18,601.24	$21,073.14
Spending Potential Index	59	70	79
Support Payments/Gifts in Kind: Total $	$11,946,946	$26,742,659	$63,188,619
Average Spent	$1,843.38	$2,376.91	$2,795.34
Spending Potential Index	56	72	85
Travel: Total $	$12,923,533	$27,483,723	$64,007,309
Average Spent	$1,994.06	$2,442.78	$2,831.56
Spending Potential Index	55	68	78
Vehicle Maintenance & Repairs: Total $	$5,276,782	$11,117,005	$25,617,899
Average Spent	$814.19	$988.09	$1,133.28
Spending Potential Index	60	73	84

Top Tapestry Segment

10 minutes

Independent Cityscapes (A1):

This segment is characterized by low-income, unmarried households living in apartments.

Learn more about this segment...

20 minutes

Burbs and Beyond (K8):

This segment is characterized by affluent, aging population in the scenic West.

Learn more about this segment...

30 minutes

Legacy Hills (K1):

This segment is characterized by aging suburbanites near metro areas with many social service workers.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.