

Market Profile

904 E Pulaski Hwy, Elkton, Maryland, 21921
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 39.60356
 Longitude: -75.79466

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	6,329	16,321	31,240
2020 Total Population	6,195	16,874	32,407
2020 Group Quarters	53	214	639
2025 Total Population	6,188	17,453	33,031
2025 Group Quarters	53	216	645
2030 Total Population	6,131	17,662	33,797
2025-2030 Annual Rate	-0.18%	0.24%	0.46%
2025 Total Daytime Population	6,165	18,206	35,722
Workers	3,233	9,121	19,000
Residents	2,932	9,085	16,722
Household Summary			
2010 Households	2,315	5,918	11,171
2010 Average Household Size	2.70	2.71	2.73
2020 Total Households	2,389	6,360	11,861
2020 Average Household Size	2.57	2.62	2.68
2025 Households	2,436	6,710	12,343
2025 Average Household Size	2.52	2.57	2.62
2030 Households	2,442	6,876	12,801
2030 Average Household Size	2.49	2.54	2.59
2025-2030 Annual Rate	0.05%	0.49%	0.73%
2010 Families	1,620	4,145	7,847
2010 Average Family Size	3.18	3.21	3.22
2025 Families	1,584	4,465	8,351
2025 Average Family Size	2.99	3.08	3.13
2030 Families	1,578	4,556	8,624
2030 Average Family Size	2.96	3.04	3.09
2025-2030 Annual Rate	-0.08%	0.40%	0.65%
Housing Unit Summary			
2000 Housing Units	2,098	5,026	9,435
Owner Occupied Housing Units	70.2%	64.6%	62.3%
Renter Occupied Housing Units	26.3%	30.9%	32.3%
Vacant Housing Units	3.6%	4.5%	5.4%
2010 Housing Units	2,426	6,206	11,751
Owner Occupied Housing Units	60.8%	62.9%	61.2%
Renter Occupied Housing Units	34.7%	32.5%	33.9%
Vacant Housing Units	4.6%	4.6%	4.9%
2020 Housing Units	2,503	6,671	12,503
Owner Occupied Housing Units	59.7%	60.7%	59.8%
Renter Occupied Housing Units	35.7%	34.6%	35.0%
Vacant Housing Units	4.6%	4.7%	5.2%
2025 Housing Units	2,545	6,992	12,948
Owner Occupied Housing Units	62.5%	64.0%	63.2%
Renter Occupied Housing Units	33.2%	32.0%	32.1%
Vacant Housing Units	4.3%	4.0%	4.7%
2030 Housing Units	2,561	7,145	13,378
Owner Occupied Housing Units	63.9%	65.3%	63.5%
Renter Occupied Housing Units	31.4%	30.9%	32.1%
Vacant Housing Units	4.6%	3.8%	4.3%

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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2025 Households by Income			
Household Income Base	2,436	6,710	12,343
<\$15,000	5.5%	8.1%	7.4%
\$15,000 - \$24,999	3.4%	5.5%	5.0%
\$25,000 - \$34,999	6.2%	7.4%	7.3%
\$35,000 - \$49,999	15.1%	10.4%	9.7%
\$50,000 - \$74,999	14.2%	13.6%	13.6%
\$75,000 - \$99,999	11.6%	12.3%	13.0%
\$100,000 - \$149,999	18.9%	16.6%	17.0%
\$150,000 - \$199,999	16.8%	14.5%	13.6%
\$200,000+	8.1%	11.7%	13.5%
Average Household Income	\$103,552	\$107,305	\$112,151
2030 Households by Income			
Household Income Base	2,442	6,876	12,801
<\$15,000	4.7%	7.3%	6.5%
\$15,000 - \$24,999	2.7%	4.6%	4.1%
\$25,000 - \$34,999	5.3%	6.4%	6.2%
\$35,000 - \$49,999	13.6%	9.2%	8.6%
\$50,000 - \$74,999	12.6%	12.2%	12.0%
\$75,000 - \$99,999	11.2%	11.5%	12.3%
\$100,000 - \$149,999	19.9%	16.7%	16.9%
\$150,000 - \$199,999	19.9%	17.0%	15.6%
\$200,000+	10.2%	15.1%	17.8%
Average Household Income	\$113,242	\$118,835	\$124,928
2025 Owner Occupied Housing Units by Value			
Total	1,590	4,474	8,189
<\$50,000	6.4%	4.4%	4.3%
\$50,000 - \$99,999	4.6%	2.0%	1.2%
\$100,000 - \$149,999	3.6%	2.6%	1.7%
\$150,000 - \$199,999	11.8%	8.4%	6.9%
\$200,000 - \$249,999	7.1%	5.1%	6.2%
\$250,000 - \$299,999	16.9%	12.9%	10.1%
\$300,000 - \$399,999	22.5%	33.0%	31.6%
\$400,000 - \$499,999	10.9%	18.2%	21.9%
\$500,000 - \$749,999	6.4%	8.9%	12.9%
\$750,000 - \$999,999	1.9%	0.8%	0.6%
\$1,000,000 - \$1,499,999	2.1%	1.0%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	5.8%	2.9%	1.9%
Average Home Value	\$435,704	\$403,650	\$403,970
2030 Owner Occupied Housing Units by Value			
Total	1,637	4,666	8,501
<\$50,000	4.8%	3.7%	4.0%
\$50,000 - \$99,999	2.8%	1.1%	0.7%
\$100,000 - \$149,999	1.8%	1.1%	0.7%
\$150,000 - \$199,999	6.5%	4.5%	3.6%
\$200,000 - \$249,999	4.3%	3.3%	4.1%
\$250,000 - \$299,999	13.1%	9.3%	6.9%
\$300,000 - \$399,999	18.1%	26.0%	23.3%
\$400,000 - \$499,999	16.9%	26.3%	30.0%
\$500,000 - \$749,999	15.6%	17.1%	21.4%
\$750,000 - \$999,999	2.5%	1.0%	0.9%
\$1,000,000 - \$1,499,999	2.6%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	10.8%	5.2%	3.5%
Average Home Value	\$597,480	\$501,858	\$486,071

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.

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Median Household Income			
2025	\$85,271	\$83,769	\$87,038
2030	\$99,942	\$96,764	\$100,752
Median Home Value			
2025	\$299,254	\$344,655	\$362,051
2030	\$391,414	\$403,303	\$422,576
Per Capita Income			
2025	\$40,435	\$41,661	\$42,044
2030	\$44,720	\$46,754	\$47,459
Median Age			
2010	34.1	35.4	34.9
2020	37.9	38.7	37.6
2025	38.4	39.1	38.3
2030	39.4	39.9	39.3
2020 Population by Age			
Total	6,195	16,874	32,407
0 - 4	6.1%	6.1%	5.9%
5 - 9	5.7%	5.8%	6.2%
10 - 14	6.1%	6.7%	7.0%
15 - 24	12.9%	12.9%	13.5%
25 - 34	15.5%	13.9%	14.1%
35 - 44	12.7%	12.6%	12.8%
45 - 54	13.8%	14.2%	14.1%
55 - 64	14.1%	13.5%	13.2%
65 - 74	8.5%	9.0%	8.4%
75 - 84	3.6%	3.9%	3.6%
85 +	1.0%	1.3%	1.2%
18 +	78.4%	77.1%	76.6%
2025 Population by Age			
Total	6,187	17,454	33,031
0 - 4	5.8%	5.8%	5.7%
5 - 9	6.2%	6.2%	6.0%
10 - 14	5.5%	5.7%	6.1%
15 - 24	11.9%	12.4%	12.5%
25 - 34	15.6%	14.2%	15.1%
35 - 44	13.5%	13.2%	13.3%
45 - 54	12.3%	12.6%	12.6%
55 - 64	13.2%	13.6%	13.3%
65 - 74	10.2%	9.9%	9.4%
75 - 84	4.7%	5.1%	4.7%
85 +	1.0%	1.3%	1.3%
18 +	79.2%	78.5%	78.6%
2030 Population by Age			
Total	6,132	17,662	33,797
0 - 4	5.7%	5.7%	5.6%
5 - 9	5.6%	5.7%	5.6%
10 - 14	6.1%	6.1%	6.0%
15 - 24	11.1%	10.9%	11.1%
25 - 34	14.2%	14.3%	15.4%
35 - 44	15.3%	14.3%	14.5%
45 - 54	11.7%	11.8%	11.9%
55 - 64	12.0%	12.5%	12.3%
65 - 74	11.0%	10.7%	10.3%
75 - 84	5.7%	6.1%	5.7%
85 +	1.5%	1.8%	1.6%
18 +	79.4%	79.2%	79.6%

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2020 Population by Sex			
Males	3,016	8,133	15,831
Females	3,179	8,741	16,576
2025 Population by Sex			
Males	3,057	8,528	16,364
Females	3,131	8,925	16,667
2030 Population by Sex			
Males	3,034	8,626	16,721
Females	3,096	9,037	17,076
2010 Population by Race/Ethnicity			
Total	6,330	16,322	31,240
White Alone	75.0%	73.8%	74.3%
Black Alone	15.7%	16.4%	15.8%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	3.2%	4.3%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.0%	1.9%
Two or More Races	3.2%	3.1%	3.2%
Hispanic Origin	6.9%	5.7%	5.6%
Diversity Index	48.6	48.7	48.1
2020 Population by Race/Ethnicity			
Total	6,195	16,874	32,407
White Alone	64.4%	62.1%	62.5%
Black Alone	19.9%	20.4%	19.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.2%	5.4%	6.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.3%	3.2%	3.2%
Two or More Races	8.9%	8.5%	8.3%
Hispanic Origin	8.3%	8.1%	7.8%
Diversity Index	60.6	62.6	62.4
2025 Population by Race/Ethnicity			
Total	6,188	17,453	33,030
White Alone	60.7%	58.2%	58.7%
Black Alone	22.4%	23.0%	21.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.5%	6.1%	7.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.5%	3.5%	3.5%
Two or More Races	9.4%	8.9%	8.7%
Hispanic Origin	9.0%	8.7%	8.5%
Diversity Index	64.0	66.0	65.7
2030 Population by Race/Ethnicity			
Total	6,132	17,662	33,796
White Alone	58.4%	55.8%	56.6%
Black Alone	23.5%	24.0%	22.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.9%	6.8%	7.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.7%	3.7%	3.7%
Two or More Races	10.1%	9.4%	9.3%
Hispanic Origin	9.7%	9.3%	9.0%
Diversity Index	66.3	68.1	67.7

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.

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2020 Population by Relationship and Household Type			
Total	6,195	16,874	32,407
In Households	99.1%	98.7%	98.0%
Householder	38.2%	37.7%	36.7%
Opposite-Sex Spouse	16.9%	17.1%	16.7%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.1%	2.9%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.1%	28.0%	28.8%
Adopted Child	0.3%	0.5%	0.5%
Stepchild	1.8%	1.6%	1.5%
Grandchild	3.4%	2.9%	2.8%
Brother or Sister	1.2%	1.2%	1.2%
Parent	1.5%	1.5%	1.3%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.5%
Other Relatives	1.3%	1.3%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.0%	2.9%	3.2%
In Group Quarters	0.9%	1.3%	2.0%
Institutionalized	0.6%	0.9%	1.5%
Noninstitutionalized	0.2%	0.4%	0.4%
2025 Population 25+ by Educational Attainment			
Total	4,366	12,196	23,049
Less than 9th Grade	1.1%	2.3%	3.2%
9th - 12th Grade, No Diploma	2.6%	4.5%	3.8%
High School Graduate	31.2%	28.1%	27.0%
GED/Alternative Credential	9.3%	5.8%	5.6%
Some College, No Degree	19.3%	16.5%	16.1%
Associate Degree	9.9%	10.7%	9.2%
Bachelor's Degree	16.9%	21.2%	22.9%
Graduate/Professional Degree	9.7%	10.9%	12.1%
2025 Population 15+ by Marital Status			
Total	5,106	14,355	27,179
Never Married	42.7%	33.2%	35.0%
Married	44.7%	53.5%	51.4%
Widowed	2.9%	3.8%	4.2%
Divorced	9.8%	9.6%	9.5%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,400	8,850	16,979
Population 16+ Employed	97.2%	95.3%	95.9%
Population 16+ Unemployment rate	2.7%	4.7%	4.1%
Population 16-24 Employed	13.3%	13.9%	13.8%
Population 16-24 Unemployment rate	3.1%	8.6%	7.3%
Population 25-54 Employed	63.4%	63.5%	63.5%
Population 25-54 Unemployment rate	2.8%	4.3%	3.9%
Population 55-64 Employed	18.5%	17.7%	17.6%
Population 55-64 Unemployment rate	0.3%	1.4%	1.3%
Population 65+ Employed	4.8%	4.9%	5.2%
Population 65+ Unemployment rate	9.6%	9.1%	6.7%

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2025 Employed Population 16+ by Industry			
Total	3,306	8,438	16,283
Agriculture/Mining	0.3%	0.6%	0.6%
Construction	4.7%	5.0%	5.1%
Manufacturing	10.4%	11.4%	10.7%
Wholesale Trade	3.5%	2.1%	1.7%
Retail Trade	6.4%	5.8%	7.3%
Transportation/Utilities	4.7%	5.0%	5.4%
Information	0.1%	0.1%	1.2%
Finance/Insurance/Real Estate	14.7%	12.6%	12.6%
Services	49.9%	52.6%	51.7%
Public Administration	5.3%	4.9%	3.8%
2025 Employed Population 16+ by Occupation			
Total	3,308	8,438	16,284
White Collar	57.9%	62.4%	62.2%
Management/Business/Financial	12.0%	15.1%	15.9%
Professional	21.7%	26.8%	28.0%
Sales	6.0%	5.7%	6.3%
Administrative Support	18.2%	14.8%	12.0%
Services	16.9%	16.0%	15.3%
Blue Collar	25.2%	21.6%	22.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.6%	3.6%	4.0%
Installation/Maintenance/Repair	3.9%	3.8%	3.9%
Production	4.7%	4.3%	4.4%
Transportation/Material Moving	12.9%	9.8%	10.0%
2020 Households by Type			
Total	2,389	6,360	11,861
Married Couple Households	44.4%	45.3%	45.9%
With Own Children <18	17.2%	18.4%	18.7%
Without Own Children <18	27.2%	26.9%	27.2%
Cohabiting Couple Households	9.0%	8.1%	8.3%
With Own Children <18	3.4%	3.1%	3.3%
Without Own Children <18	5.6%	5.0%	5.0%
Male Householder, No Spouse/Partner	18.3%	17.5%	17.5%
Living Alone	12.1%	11.5%	10.9%
65 Years and over	2.5%	3.1%	2.9%
With Own Children <18	1.7%	1.8%	2.1%
Without Own Children <18, With Relatives	3.6%	3.2%	3.2%
No Relatives Present	1.0%	1.0%	1.4%
Female Householder, No Spouse/Partner	28.3%	29.1%	28.3%
Living Alone	14.7%	14.2%	13.2%
65 Years and over	5.3%	6.1%	5.8%
With Own Children <18	5.1%	6.0%	6.3%
Without Own Children <18, With Relatives	7.5%	7.7%	7.5%
No Relatives Present	0.9%	1.2%	1.3%
2020 Households by Size			
Total	2,389	6,360	11,861
1 Person Household	26.8%	25.7%	24.1%
2 Person Household	30.6%	30.4%	30.7%
3 Person Household	18.0%	18.3%	18.6%
4 Person Household	13.1%	14.3%	15.2%
5 Person Household	6.2%	6.5%	6.9%
6 Person Household	3.3%	3.1%	3.0%
7 + Person Household	2.0%	1.6%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	2,389	6,360	11,861
Owner Occupied	62.6%	63.7%	63.1%
Owned with a Mortgage/Loan	50.9%	52.4%	51.0%
Owned Free and Clear	11.7%	11.3%	12.0%
Renter Occupied	37.4%	36.3%	36.9%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	107	91	90
Percent of Income for Mortgage	22.0%	25.8%	26.0%
Wealth Index	78	89	95
2020 Housing Units By Urban/ Rural Status			
Total	2,503	6,671	12,503
Urban Housing Units	98.3%	98.4%	95.1%
Rural Housing Units	1.7%	1.6%	4.9%
2020 Population By Urban/ Rural Status			
Total	6,195	16,874	32,407
Urban Population	98.0%	98.2%	94.8%
Rural Population	2.0%	1.8%	5.2%

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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Top 3 Tapestry Segments			
1.	Emerging Hub (D1)	Flourishing Families (H1)	Flourishing Families (H1)
2.	Family Bonds (E6)	Independent Cityscapes (A1)	Savvy Suburbanites (L1)
3.	Flourishing Families (H1)	Boomburbs (H2)	Independent Cityscapes (A1)
2025 Consumer Spending			
Apparel & Services: Total \$	\$5,423,513	\$15,563,532	\$29,859,520
Average Spent	\$2,226.40	\$2,319.45	\$2,419.15
Spending Potential Index	91	95	99
Education: Total \$	\$3,724,921	\$10,961,466	\$21,129,999
Average Spent	\$1,529.11	\$1,633.60	\$1,711.90
Spending Potential Index	86	92	96
Entertainment/Recreation: Total \$	\$8,902,111	\$25,368,920	\$48,672,039
Average Spent	\$3,654.40	\$3,780.76	\$3,943.29
Spending Potential Index	89	92	96
Food at Home: Total \$	\$16,107,587	\$46,133,037	\$87,955,053
Average Spent	\$6,612.31	\$6,875.27	\$7,125.91
Spending Potential Index	89	92	96
Food Away from Home: Total \$	\$9,111,679	\$25,806,522	\$49,417,469
Average Spent	\$3,740.43	\$3,845.98	\$4,003.68
Spending Potential Index	91	93	97
Health Care: Total \$	\$16,889,036	\$47,680,839	\$91,050,030
Average Spent	\$6,933.10	\$7,105.94	\$7,376.65
Spending Potential Index	90	92	95
HH Furnishings & Equipment: Total \$	\$6,428,265	\$18,201,294	\$34,984,257
Average Spent	\$2,638.86	\$2,712.56	\$2,834.34
Spending Potential Index	91	93	97
Personal Care Products & Services: Total \$	\$2,331,545	\$6,606,489	\$12,682,471
Average Spent	\$957.12	\$984.57	\$1,027.50
Spending Potential Index	91	94	98
Shelter: Total \$	\$57,265,340	\$164,176,463	\$314,594,763
Average Spent	\$23,507.94	\$24,467.43	\$25,487.71
Spending Potential Index	88	92	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,535,550	\$21,016,325	\$40,376,249
Average Spent	\$3,093.41	\$3,132.09	\$3,271.19
Spending Potential Index	94	95	99
Travel: Total \$	\$7,642,824	\$21,947,360	\$42,442,369
Average Spent	\$3,137.45	\$3,270.84	\$3,438.58
Spending Potential Index	87	91	95
Vehicle Maintenance & Repairs: Total \$	\$3,009,886	\$8,485,143	\$16,217,326
Average Spent	\$1,235.59	\$1,264.55	\$1,313.89
Spending Potential Index	92	94	97

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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 22, 2025