

## Market Profile

433-473 Augustine Herman Hwy  
 433-473 Augustine Herman Hwy, Elkton, Maryland, 21921  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.58494  
 Longitude: -75.82305

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,240	21,908	50,700
2020 Total Population	3,251	22,088	52,706
2020 Group Quarters	113	619	672
2022 Total Population	3,262	22,030	52,850
2022 Group Quarters	113	619	672
2027 Total Population	3,618	22,123	52,835
2022-2027 Annual Rate	2.09%	0.08%	-0.01%
2022 Total Daytime Population	3,323	24,092	51,160
Workers	1,540	12,178	25,142
Residents	1,783	11,914	26,018
<b>Household Summary</b>			
2010 Households	1,209	7,840	18,323
2010 Average Household Size	2.57	2.71	2.73
2020 Total Households	1,212	8,121	19,460
2020 Average Household Size	2.59	2.64	2.67
2022 Total Households	1,220	8,135	19,569
2022 Average Household Size	2.58	2.63	2.67
2027 Total Households	1,363	8,214	19,691
2027 Average Household Size	2.57	2.62	2.65
2022-2027 Annual Rate	2.24%	0.19%	0.12%
2010 Families	817	5,429	13,208
2010 Average Family Size	3.13	3.20	3.18
2022 Families	799	5,482	13,781
2022 Average Family Size	3.22	3.17	3.15
2027 Families	889	5,518	13,814
2027 Average Family Size	3.21	3.16	3.13
2022-2027 Annual Rate	2.16%	0.13%	0.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	903	7,243	15,611
Owner Occupied Housing Units	65.9%	60.1%	67.4%
Renter Occupied Housing Units	29.0%	33.7%	26.5%
Vacant Housing Units	5.1%	6.2%	6.1%
2010 Housing Units	1,262	8,410	19,430
Owner Occupied Housing Units	63.2%	59.2%	66.9%
Renter Occupied Housing Units	32.6%	34.0%	27.4%
Vacant Housing Units	4.2%	6.8%	5.7%
2020 Housing Units	1,301	8,797	20,616
Vacant Housing Units	6.8%	7.7%	5.6%
2022 Housing Units	1,318	8,853	20,799
Owner Occupied Housing Units	70.6%	58.0%	66.9%
Renter Occupied Housing Units	21.9%	33.9%	27.2%
Vacant Housing Units	7.4%	8.1%	5.9%
2027 Housing Units	1,407	8,966	20,968
Owner Occupied Housing Units	65.6%	57.3%	67.0%
Renter Occupied Housing Units	31.3%	34.3%	27.0%
Vacant Housing Units	3.1%	8.4%	6.1%
<b>Median Household Income</b>			
2022	\$70,915	\$65,934	\$88,101
2027	\$74,835	\$71,400	\$99,355
<b>Median Home Value</b>			
2022	\$249,057	\$247,405	\$307,872
2027	\$279,213	\$270,039	\$334,666
<b>Per Capita Income</b>			
2022	\$37,897	\$34,059	\$42,635
2027	\$44,107	\$38,694	\$48,828
<b>Median Age</b>			
2010	36.1	35.9	36.1
2022	36.7	36.9	37.7
2027	36.9	37.4	38.3

**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 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	1,220	8,135	19,569
<\$15,000	11.2%	12.4%	8.2%
\$15,000 - \$24,999	11.2%	12.0%	7.3%
\$25,000 - \$34,999	5.4%	5.9%	5.2%
\$35,000 - \$49,999	5.4%	8.1%	6.3%
\$50,000 - \$74,999	18.9%	16.1%	14.4%
\$75,000 - \$99,999	10.0%	12.0%	14.5%
\$100,000 - \$149,999	16.3%	17.4%	20.1%
\$150,000 - \$199,999	11.1%	9.1%	12.2%
\$200,000+	10.2%	6.8%	11.7%
Average Household Income	\$103,618	\$91,763	\$116,194
<b>2027 Households by Income</b>			
Household Income Base	1,363	8,214	19,691
<\$15,000	10.5%	11.3%	7.2%
\$15,000 - \$24,999	9.6%	10.4%	6.2%
\$25,000 - \$34,999	6.7%	7.5%	5.4%
\$35,000 - \$49,999	7.8%	8.0%	5.3%
\$50,000 - \$74,999	15.5%	14.3%	12.4%
\$75,000 - \$99,999	6.5%	11.3%	13.8%
\$100,000 - \$149,999	13.2%	17.4%	20.6%
\$150,000 - \$199,999	16.9%	10.9%	14.9%
\$200,000+	13.3%	8.8%	14.2%
Average Household Income	\$120,113	\$103,685	\$132,203
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	931	5,136	13,907
<\$50,000	0.0%	3.5%	2.9%
\$50,000 - \$99,999	0.9%	1.7%	0.9%
\$100,000 - \$149,999	7.2%	5.8%	3.8%
\$150,000 - \$199,999	14.1%	19.6%	10.5%
\$200,000 - \$249,999	28.5%	20.4%	12.9%
\$250,000 - \$299,999	18.2%	19.2%	16.6%
\$300,000 - \$399,999	18.8%	17.9%	30.6%
\$400,000 - \$499,999	7.2%	5.5%	12.3%
\$500,000 - \$749,999	4.7%	4.4%	8.2%
\$750,000 - \$999,999	0.3%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	1.1%	0.5%
Average Home Value	\$285,703	\$291,459	\$332,415
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	923	5,142	14,039
<\$50,000	0.0%	3.9%	2.9%
\$50,000 - \$99,999	0.7%	1.4%	0.7%
\$100,000 - \$149,999	4.7%	4.1%	2.7%
\$150,000 - \$199,999	9.6%	14.4%	7.2%
\$200,000 - \$249,999	23.8%	18.2%	10.6%
\$250,000 - \$299,999	19.3%	20.1%	15.1%
\$300,000 - \$399,999	23.6%	21.6%	31.4%
\$400,000 - \$499,999	10.4%	7.7%	16.1%
\$500,000 - \$749,999	7.2%	5.9%	11.5%
\$750,000 - \$999,999	0.4%	0.7%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	1.7%	0.7%
Average Home Value	\$317,208	\$324,202	\$364,303

**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.

March 22, 2023



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<b>2010 Population by Age</b>			
Total	3,239	21,907	50,698
0 - 4	7.8%	7.3%	6.9%
5 - 9	8.4%	7.3%	7.5%
10 - 14	7.6%	7.2%	7.7%
15 - 24	11.5%	13.5%	13.3%
25 - 34	13.1%	13.5%	13.0%
35 - 44	15.3%	15.0%	16.2%
45 - 54	12.3%	14.4%	15.4%
55 - 64	8.9%	10.9%	10.9%
65 - 74	6.5%	5.7%	5.4%
75 - 84	5.3%	3.6%	2.7%
85 +	3.4%	1.6%	1.1%
18 +	71.9%	73.9%	73.4%
<b>2022 Population by Age</b>			
Total	3,261	22,028	52,850
0 - 4	7.6%	6.6%	6.1%
5 - 9	7.5%	6.7%	6.5%
10 - 14	7.4%	6.8%	6.8%
15 - 24	11.9%	12.4%	12.1%
25 - 34	13.6%	15.0%	14.8%
35 - 44	13.6%	13.4%	13.3%
45 - 54	12.4%	12.6%	13.8%
55 - 64	10.5%	12.0%	12.8%
65 - 74	7.4%	8.7%	8.7%
75 - 84	4.9%	4.0%	3.7%
85 +	3.4%	1.8%	1.3%
18 +	72.9%	76.1%	76.6%
<b>2027 Population by Age</b>			
Total	3,619	22,124	52,836
0 - 4	7.3%	6.5%	6.2%
5 - 9	7.7%	6.5%	6.3%
10 - 14	7.6%	6.7%	6.6%
15 - 24	11.7%	11.8%	11.1%
25 - 34	13.1%	14.7%	14.3%
35 - 44	13.1%	14.2%	14.8%
45 - 54	13.3%	12.1%	12.3%
55 - 64	10.5%	11.4%	12.6%
65 - 74	7.5%	9.1%	9.4%
75 - 84	5.2%	5.1%	4.9%
85 +	3.2%	1.9%	1.4%
18 +	73.1%	76.4%	77.1%
<b>2010 Population by Sex</b>			
Males	1,466	10,724	24,940
Females	1,774	11,184	25,760
<b>2022 Population by Sex</b>			
Males	1,492	10,850	25,934
Females	1,770	11,180	26,916
<b>2027 Population by Sex</b>			
Males	1,675	10,936	25,929
Females	1,943	11,187	26,906

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	3,240	21,908	50,700
White Alone	83.9%	79.8%	77.1%
Black Alone	9.6%	12.5%	13.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.5%	2.3%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.4%	1.9%	1.6%
Two or More Races	3.4%	3.2%	2.8%
Hispanic Origin	4.4%	5.5%	4.8%
Diversity Index	34.5	41.5	44.0
<b>2020 Population by Race/Ethnicity</b>			
Total	3,251	22,088	52,706
White Alone	75.7%	69.5%	66.1%
Black Alone	12.5%	15.9%	16.2%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	1.1%	2.4%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	3.2%	2.7%
Two or More Races	8.4%	8.7%	7.8%
Hispanic Origin	6.3%	7.7%	6.8%
Diversity Index	47.5	55.6	58.5
<b>2022 Population by Race/Ethnicity</b>			
Total	3,263	22,030	52,849
White Alone	75.1%	68.8%	65.2%
Black Alone	12.6%	16.0%	16.4%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	1.1%	2.4%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	3.4%	2.8%
Two or More Races	8.8%	9.1%	8.1%
Hispanic Origin	6.4%	7.9%	7.0%
Diversity Index	48.3	56.5	59.6
<b>2027 Population by Race/Ethnicity</b>			
Total	3,618	22,124	52,835
White Alone	75.6%	68.8%	64.1%
Black Alone	12.2%	16.0%	16.6%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	1.1%	2.4%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	3.4%	2.9%
Two or More Races	8.8%	9.2%	8.5%
Hispanic Origin	6.1%	7.8%	7.0%
Diversity Index	47.4	56.5	60.7
<b>2010 Population by Relationship and Household Type</b>			
Total	3,240	21,908	50,699
In Households	95.9%	96.8%	98.5%
In Family Households	81.8%	82.8%	85.5%
Householder	24.7%	25.0%	25.8%
Spouse	16.3%	17.0%	19.3%
Child	34.7%	33.7%	34.2%
Other relative	3.4%	3.7%	3.5%
Nonrelative	2.8%	3.4%	2.7%
In Nonfamily Households	14.1%	14.0%	13.0%
In Group Quarters	4.1%	3.2%	1.5%
Institutionalized Population	3.7%	2.4%	1.0%
Noninstitutionalized Population	0.4%	0.8%	0.4%

**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	2,140	14,884	36,156
Less than 9th Grade	3.1%	4.1%	2.4%
9th - 12th Grade, No Diploma	5.6%	8.7%	5.4%
High School Graduate	30.9%	30.8%	26.7%
GED/Alternative Credential	3.2%	4.3%	3.1%
Some College, No Degree	23.0%	19.2%	17.7%
Associate Degree	3.8%	6.9%	8.8%
Bachelor's Degree	19.3%	15.5%	20.9%
Graduate/Professional Degree	11.2%	10.5%	15.0%
<b>2022 Population 15+ by Marital Status</b>			
Total	2,531	17,615	42,557
Never Married	36.1%	35.8%	33.2%
Married	39.9%	43.8%	50.2%
Widowed	11.2%	6.6%	5.2%
Divorced	12.8%	13.9%	11.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,569	10,541	28,132
Population 16+ Employed	95.5%	95.5%	95.8%
Population 16+ Unemployment rate	4.5%	4.5%	4.2%
Population 16-24 Employed	15.3%	14.8%	13.4%
Population 16-24 Unemployment rate	3.4%	5.5%	8.9%
Population 25-54 Employed	67.6%	64.9%	64.6%
Population 25-54 Unemployment rate	5.1%	4.9%	3.8%
Population 55-64 Employed	12.3%	15.3%	16.9%
Population 55-64 Unemployment rate	3.7%	2.9%	2.3%
Population 65+ Employed	4.9%	5.0%	5.1%
Population 65+ Unemployment rate	0.0%	1.0%	1.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,499	10,070	26,958
Agriculture/Mining	0.8%	0.5%	0.3%
Construction	9.3%	9.3%	7.5%
Manufacturing	7.7%	8.2%	8.7%
Wholesale Trade	1.4%	2.1%	1.9%
Retail Trade	12.0%	12.0%	10.0%
Transportation/Utilities	4.7%	6.9%	6.5%
Information	0.3%	1.2%	1.4%
Finance/Insurance/Real Estate	9.1%	7.4%	9.8%
Services	49.5%	47.3%	48.8%
Public Administration	5.1%	5.1%	5.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,498	10,070	26,958
White Collar	56.3%	55.2%	64.5%
Management/Business/Financial	11.2%	13.3%	18.9%
Professional	27.3%	24.8%	28.3%
Sales	8.1%	7.1%	6.7%
Administrative Support	9.7%	10.1%	10.6%
Services	21.3%	17.7%	15.4%
Blue Collar	22.3%	27.1%	20.1%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	2.7%	6.1%	4.8%
Installation/Maintenance/Repair	4.7%	3.2%	3.1%
Production	6.4%	5.7%	4.2%
Transportation/Material Moving	8.2%	12.0%	7.8%

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<b>2010 Households by Type</b>			
Total	1,209	7,841	18,323
Households with 1 Person	28.1%	24.7%	21.4%
Households with 2+ People	71.9%	75.3%	78.6%
Family Households	67.6%	69.2%	72.1%
Husband-wife Families	44.8%	47.2%	53.8%
With Related Children	25.6%	22.7%	27.3%
Other Family (No Spouse Present)	22.7%	22.0%	18.3%
Other Family with Male Householder	4.5%	6.0%	5.3%
With Related Children	3.0%	4.0%	3.4%
Other Family with Female Householder	18.1%	16.0%	13.0%
With Related Children	13.1%	11.4%	9.0%
Nonfamily Households	4.3%	6.0%	6.5%
All Households with Children	41.9%	38.7%	40.3%
Multigenerational Households	4.8%	5.8%	5.1%
Unmarried Partner Households	6.1%	8.6%	7.5%
Male-female	5.9%	8.0%	6.8%
Same-sex	0.2%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,209	7,839	18,323
1 Person Household	28.1%	24.7%	21.4%
2 Person Household	26.2%	30.1%	30.7%
3 Person Household	18.9%	17.9%	18.8%
4 Person Household	15.2%	15.2%	17.3%
5 Person Household	7.4%	7.1%	7.2%
6 Person Household	2.3%	3.0%	3.0%
7 + Person Household	1.8%	2.0%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,209	7,841	18,323
Owner Occupied	65.9%	63.5%	70.9%
Owned with a Mortgage/Loan	54.3%	50.5%	58.3%
Owned Free and Clear	11.7%	13.0%	12.6%
Renter Occupied	34.1%	36.5%	29.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	125	115	127
Percent of Income for Mortgage	18.5%	19.8%	18.4%
Wealth Index	97	81	119
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,262	8,410	19,430
Housing Units Inside Urbanized Area	82.9%	86.2%	85.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	17.2%	13.8%	14.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,240	21,908	50,700
Population Inside Urbanized Area	82.0%	87.1%	86.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	18.0%	12.9%	13.5%

**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.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Front Porches (8E)	Front Porches (8E)	Bright Young Professionals (8C)
3.		Bright Young Professionals (8C)	Professional Pride (1B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,875,503	\$17,229,121	\$51,956,108
Average Spent	\$2,356.97	\$2,117.90	\$2,655.02
Spending Potential Index	98	88	110
Education: Total \$	\$2,400,875	\$14,418,283	\$42,519,625
Average Spent	\$1,967.93	\$1,772.38	\$2,172.81
Spending Potential Index	100	90	111
Entertainment/Recreation: Total \$	\$4,363,537	\$25,862,198	\$78,638,585
Average Spent	\$3,576.67	\$3,179.13	\$4,018.53
Spending Potential Index	97	87	109
Food at Home: Total \$	\$7,211,958	\$43,626,336	\$130,541,620
Average Spent	\$5,911.44	\$5,362.79	\$6,670.84
Spending Potential Index	95	87	108
Food Away from Home: Total \$	\$5,137,584	\$30,648,253	\$92,782,359
Average Spent	\$4,211.13	\$3,767.46	\$4,741.29
Spending Potential Index	98	87	110
Health Care: Total \$	\$8,245,005	\$49,297,000	\$149,866,359
Average Spent	\$6,758.20	\$6,059.86	\$7,658.36
Spending Potential Index	95	86	108
HH Furnishings & Equipment: Total \$	\$3,117,591	\$18,314,795	\$56,180,612
Average Spent	\$2,555.40	\$2,251.36	\$2,870.90
Spending Potential Index	100	88	112
Personal Care Products & Services: Total \$	\$1,219,826	\$7,281,807	\$22,039,615
Average Spent	\$999.86	\$895.12	\$1,126.25
Spending Potential Index	98	88	110
Shelter: Total \$	\$27,433,244	\$164,212,216	\$491,764,548
Average Spent	\$22,486.27	\$20,185.89	\$25,129.77
Spending Potential Index	98	88	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,301,341	\$19,262,597	\$60,532,776
Average Spent	\$2,706.02	\$2,367.87	\$3,093.30
Spending Potential Index	100	87	114
Travel: Total \$	\$3,554,508	\$20,559,884	\$63,551,114
Average Spent	\$2,913.53	\$2,527.34	\$3,247.54
Spending Potential Index	101	88	113
Vehicle Maintenance & Repairs: Total \$	\$1,489,462	\$8,943,645	\$27,168,256
Average Spent	\$1,220.87	\$1,099.40	\$1,388.33
Spending Potential Index	97	87	110

**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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