

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 38.774309, -76.055585

27-Oct-2020

110690-Shoppes at Easton

Easton, MD

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2019 Estimated Population	5,901	18,258	21,956	38,395
	2019 Daytime Population	9,088	27,987	29,680	44,001
	2024 Population Forecast	6,086	18,859	22,680	39,697
	2010 Census Population	5,858	18,208	21,997	38,422
	2000 Census Population	4,838	14,452	17,930	34,132
	1990 Census Population	4,287	12,833	15,748	30,625
	Historical Annual Growth, 1990 to 2000	1.22%	1.20%	1.31%	1.09%
	Historical Annual Growth, 2000 to 2010	1.93%	2.34%	2.07%	1.19%
	Estimated Annual Growth, 2010 to 2019	0.08%	0.03%	-0.02%	-0.01%
	Projected Annual Growth, 2019 to 2024	0.62%	0.65%	0.65%	0.67%
HOUSEHOLDS	2019 Estimated Households	2,396	7,684	9,258	16,137
	2024 Households Forecast	2,473	7,941	9,568	16,692
	2010 Census Households	2,378	7,666	9,281	16,148
	2000 Census Households	2,083	6,153	7,575	14,240
	1990 Census Households	1,787	5,386	6,512	12,383
	Historical Annual Growth, 1990 to 2000	1.54%	1.34%	1.52%	1.41%
	Historical Annual Growth, 2000 to 2010	1.33%	2.22%	2.05%	1.27%
	Estimated Annual Growth, 2010 to 2019	0.08%	0.02%	-0.02%	-0.01%
	Projected Annual Growth, 2019 to 2024	0.64%	0.66%	0.66%	0.68%
	2019 % Households With Children	30%	27%	26%	24%
2019 Persons per Household	2.39	2.33	2.33	2.36	
INCOME 2019	HH Income \$500,000 or more	0.64%	1.12%	1.36%	1.45%
	HH Income \$250,000 to \$499,999	0.74%	1.35%	1.66%	1.76%
	HH Income \$200,000 to \$249,999	1.72%	3.12%	3.83%	4.07%
	HH Income \$175,000 to \$199,999	2.00%	2.23%	2.51%	3.76%
	HH Income \$150,000 to \$174,999	3.96%	4.41%	4.69%	4.52%
	HH Income \$100,000 to \$149,999	11.56%	13.65%	14.43%	16.10%
	HH Income \$75,000 to \$99,999	14.39%	12.43%	12.76%	13.46%
	HH Income \$50,000 to \$74,999	15.99%	17.95%	17.29%	17.17%
	HH Income \$35,000 to \$49,999	16.25%	15.32%	14.90%	13.27%
	HH Income \$25,000 to \$34,999	15.34%	12.03%	11.22%	9.89%
	HH Income \$15,000 to \$24,999	9.24%	8.03%	7.58%	7.00%
	HH Income \$0 to \$14,999	8.18%	8.36%	7.76%	7.55%
	Average Household Income	\$70,477	\$83,334	\$90,830	\$99,773
Median Household Income	\$51,461	\$57,200	\$59,892	\$66,116	
Per Capita Income	\$29,487	\$35,635	\$38,770	\$42,214	
2000 Average Household Income	\$46,734	\$52,000	\$57,426	\$63,920	
2000 Median Household Income	\$35,533	\$37,325	\$39,714	\$43,651	
WRKPLACE 2019	Workplace Establishments	373	1,101	1,142	1,560
	Workplace Employees (Full Time Employees)	5,507	16,549	17,099	21,266

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POPULATION BY AGE 2019				
Count of Pop 0 to 4 years	355	1,018	1,176	1,898
Count of Pop 5 to 14 years	659	1,914	2,215	3,585
Count of Pop 14 to 22 years	604	1,830	2,167	3,627
Count of Pop 22 to 30 years	580	1,715	2,074	3,627
Count of Pop 30 to 45 years	1,093	3,080	3,521	5,587
Count of Pop 45 to 60 years	1,161	3,444	4,152	7,403
Count of Pop 60 to 75 years	948	3,239	4,109	8,016
Count of Pop 75+ years	500	2,018	2,544	4,653
Population 0 to 4 Years	6.02%	5.57%	5.35%	4.94%
Population 5 to 13 Years	11.18%	10.48%	10.09%	9.34%
Population 14 to 21 Years	10.23%	10.03%	9.87%	9.45%
Population 22 to 29 Years	9.83%	9.39%	9.45%	9.45%
Population 30 to 44 Years	18.52%	16.87%	16.03%	14.55%
Population 45 to 59 Years	19.68%	18.86%	18.91%	19.28%
Population 60 to 74 Years	16.07%	17.74%	18.71%	20.88%
Population 74 Years Plus	8.47%	11.05%	11.59%	12.12%
Median Age	40.0	42.8	44.2	47.1
GENDER 2019				
Male Population	2,823	8,644	10,417	18,371
Female Population	3,078	9,614	11,540	20,024
RACE 2019				
2019 Estimated Population	5,901	18,258	21,956	38,395
White	75.07%	76.48%	78.26%	80.87%
Black or African American	14.04%	14.72%	13.73%	12.99%
Asian or Pacific Islander	2.23%	1.86%	1.79%	1.33%
Other Races	8.65%	6.94%	6.21%	4.80%
HISPANIC				
2019 Hispanic Population	653	1,807	1,887	2,255
2019 Hispanic Population %	11.07%	9.90%	8.60%	5.87%
2024 Hispanic Population Forecast	672	1,862	1,945	2,327
2024 Hispanic Population % Projected	11.04%	9.87%	8.58%	5.86%
2000 Hispanic Population %	2.63%	3.73%	3.31%	2.08%
1990 Hispanic Population %	0.05%	0.44%	0.58%	0.44%
EDUCATION (AGE 25+) 2019				
Adult Population (25 Years or Older)	4,068	12,854	15,620	27,920
Elementary	6.23%	4.80%	4.58%	3.90%
Some High School	8.45%	8.78%	7.91%	6.77%
High School Graduate	27.65%	26.28%	26.19%	27.60%
Some College	23.57%	21.75%	20.94%	18.99%
Associates Degree	8.80%	7.27%	7.26%	7.69%
Bachelors Degree	13.91%	16.82%	18.05%	18.82%
Graduate Degree	11.38%	14.30%	15.06%	16.23%
% College (4+)	25.29%	31.12%	33.12%	35.05%
HOUSING 2019				
Total Housing Units	2,629	8,426	10,219	18,631
Owner Occupied Percent	51.21%	57.55%	60.10%	62.18%
Renter Occupied Percent	39.91%	33.65%	30.50%	24.44%
Vacant Housing Percent	8.88%	8.80%	9.40%	13.38%

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HOMES BUILT BY YEAR 2019				
Homes Built 2010 or later	0.05%	0.35%	0.32%	0.20%
Homes Built 2000 to 2009	15.74%	21.42%	20.77%	17.33%
Homes Built 1990 to 1999	12.12%	14.26%	14.56%	14.80%
Homes Built 1980 to 1989	15.09%	17.02%	17.38%	16.40%
Homes Built 1970 to 1979	18.03%	15.41%	15.33%	15.45%
Homes Built 1960 to 1979	8.58%	6.78%	7.15%	7.91%
Homes Built 1950 to 1959	7.22%	9.67%	9.97%	9.18%
Homes Built 1940 to 1949	3.79%	2.49%	2.27%	3.05%
Homes Built 1939 or earlier	19.39%	12.60%	12.25%	15.68%
HOME VALUE (OWNER OCCUPIED) 2019				
Property Value \$1,000,000 or more	1.25%	3.60%	6.17%	9.84%
Property Value \$750,000 to \$999,999	2.71%	4.37%	6.00%	7.50%
Property Value \$500,000 to \$749,999	7.69%	10.58%	11.32%	12.73%
Property Value \$400,000 to \$499,999	17.39%	19.81%	18.53%	16.36%
Property Value \$300,000 to \$399,999	36.18%	28.63%	25.60%	22.59%
Property Value \$200,000 to \$299,999	25.51%	23.26%	21.49%	19.40%
Property Value \$150,000 to \$199,999	6.79%	4.62%	4.99%	5.31%
Property Value \$100,000 to \$149,999	1.06%	2.08%	2.30%	2.73%
Property Value \$60,000 to \$99,999	0.00%	1.00%	1.32%	1.32%
Property Value \$40,000 to \$59,999	0.04%	0.44%	0.51%	0.47%
Property Value \$0 to \$39,999	1.39%	1.60%	1.76%	1.74%
Median Home Value	\$342,058	\$359,347	\$368,834	\$384,221
Median Rent per Month (Census 2000)	\$557	\$518	\$523	\$538
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019				
Employed Civilian Population 16+ by Occupation	2,995	8,942	10,831	19,361
Managerial/Executive	20.05%	18.25%	18.19%	18.63%
Professional Specialty	26.44%	24.54%	25.17%	24.56%
Healthcare Support	4.09%	3.64%	3.32%	3.03%
Sales	7.92%	11.11%	10.58%	9.64%
Office & Administrative Support	9.31%	11.13%	11.37%	10.77%
Protective Service	1.37%	1.85%	1.93%	2.17%
Food Preparation	8.10%	6.62%	6.20%	5.64%
Building Maintenance & Cleaning	6.48%	6.00%	5.77%	5.13%
Personal Care	2.01%	2.62%	2.49%	2.46%
Farming, Fishing, & Forestry	0.00%	0.00%	0.08%	0.65%
Construction	7.74%	7.95%	8.39%	9.63%
Production & Transportation	6.49%	6.29%	6.52%	7.67%
Percent White Collar	67.81%	68.67%	68.62%	66.64%
Percent Blue Collar	32.19%	31.33%	31.38%	33.36%
Median Employee Salary	46,705	46,542	46,641	46,333
Average Employee Salary	57,583	57,422	57,413	56,128
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	107	268	311	602
2019 Estimated Unemployed (Age 16 and Up)	67	199	226	438
2019 Estimated Unemployed Rate (Age 16 and Up)	1.88%	2.06%	2.06%	2.18%

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TRANSPORTATION TO WORK 2019				
Drive to Work Alone	81.98%	80.38%	81.20%	81.60%
Drive to Work Carpool	8.50%	11.48%	10.78%	8.95%
Travel to Work by Public Transportation	0.27%	0.24%	0.23%	0.53%
Drive to Work on Motorcycle	0.00%	0.00%	0.00%	0.01%
Drive to Work on Bicycle	0.53%	0.30%	0.25%	0.29%
Walk to Work	2.13%	2.01%	1.79%	1.76%
Other Means	0.28%	0.28%	0.41%	0.41%
Work at Home	6.30%	4.88%	4.98%	6.23%
TRAVEL TIME TO WORK 2019				
Travel Time in Less than 5 minutes	3.55%	4.27%	4.55%	4.72%
Travel to Work in 5 to 9 minutes	25.77%	22.13%	20.34%	15.10%
Travel to Work in 10 to 14 minutes	21.12%	22.54%	22.04%	18.06%
Travel to Work in 15 to 19 minutes	6.99%	8.10%	8.97%	12.71%
Travel to Work in 20 to 29 minutes	17.90%	14.70%	14.98%	17.81%
Travel to Work in 30 to 44 minutes	8.09%	10.58%	11.55%	12.92%
Travel to Work in 45 to 59 minutes	3.66%	5.38%	5.21%	6.30%
Travel to Work in 60 minutes or more	12.92%	12.29%	12.36%	12.38%
Average Travel Time to Work	17.8	18.8	19.7	21.5
SPENDING PATTERNS 2019				
Grocery Store Market Basket Weekly Per Capita Spending	\$52.32	\$52.75	\$53.07	\$53.89
Apparel and Related Services	\$12.51	\$12.68	\$12.84	\$13.05
Transportation	\$79.59	\$80.80	\$81.70	\$82.51
Healthcare	\$35.84	\$36.79	\$37.17	\$37.66
Entertainment	\$20.04	\$20.51	\$20.83	\$21.26
LIFESTYLE SEGMENTATION 2019				
Category A - Crème de la Crème	0	0	0	0
Category B - Urban Cliff Climbers	0	0	0	0
Category C - Urban Cliff Dwellers	956	1,487	1,487	1,487
Category D - Seasoned Urban Dwellers	0	0	0	0
Category E - Thriving Alone	0	1,317	1,371	2,144
Category F - Going it Alone	1,551	2,283	2,557	3,452
Category G - Struggling Alone	0	1,998	1,998	1,998
Category H - Single in the Suburbs	0	0	0	0
Category I - Married in the Suburbs	3,089	4,922	5,000	5,000
Category J - Retired in the Suburbs	142	3,150	3,150	3,150
Category K - Living with Nature	0	0	0	2,231
Category L - Working with Nature	0	1,465	4,151	12,854
Category M - Harlem Gateway	0	0	0	0
Category N - Espaniola	0	0	0	0
Category O - Specialties	0	1,268	1,874	5,701

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