



Maryland Child Care Resource Network

Child Care Demographics

2022

Wicomico County Report

Wicomico County's is strategically located on Maryland's Eastern Shore bordering the Chesapeake Bay on the west and Delaware on the north, the county serves as a hub for commerce, industry, healthcare, education, and transportation. Situated halfway between the Atlantic Ocean and the Chesapeake Bay, cultural, recreational, and civic amenities add to the lure of the Wicomico County lifestyle.

Wicomico is the leader in agricultural production in Maryland and ranks fourth in broiler chicken production. Popular crops include corn, soybeans, wheat, and various vegetables. Additionally, healthcare, educational, and industrial sectors offer stability and a firm foundation to the county's economy. Jubilant Cadista Pharmaceuticals recently announced the addition of 200 new jobs associated with the expansion of the Salisbury headquarters and manufacturing facility. The county's private sector industries generate \$3.9 billion in economic output and major employers include Deer's Head Hospital, Delmarva Power, Jubilant Cadista Pharmaceuticals, Perdue Farms, Salisbury University, and Peninsula Regional Medical Center.

- <http://commerce.maryland.gov/Documents/ResearchDocument/AlleganyBef.pdf> Source: Maryland Department of Commerce, Brief Economic Facts, 2019.
- https://data.bls.gov/cew/apps/table_maker/v4/table_maker.htm#type=1&year=2020&qtr=1&own=5&ind=10&supp=0 Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, March 2020.
- <https://www.dlfr.state.md.us/lmi/emplists/> Source: Maryland Department of Labor, Major Employers List- Workforce Information & Performance, 2020

The Maryland Child Care Resource Network and Maryland Family Network, Inc. are co-publishers of this Wicomico County Report for the Network's Maryland Child Care Demographics Report series. The series includes reports for the State, for each of Maryland's 23 counties and the City of Baltimore.

This publication was produced as a work for hire for the benefit of, and with funds from, the Maryland State Department of Education.

Frequently Requested Child Care Information

Child Population 2010

Age Group	Number in age group
0-1	2,461
2-4	3,681
5-9	6,140
10-11	2,486
Total	14,768

Source: Maryland Department of Planning (MDP), 2010 Census Summary File 1.

Child Care Costs as Compared to Other Major Household Expenses

The estimated current median family income in Wicomico is \$67,815⁶. A family of four that included a couple and two children ages 0-23 months and 2-4 years can be expected to have the following yearly household expenses:

Expense	Cost	% of Income
Child Care		
Infant ¹	\$8,613	
Preschooler ²	\$9,229	
Food ³	\$ 11,396	16.80%
Housing ⁴	\$ 18,072	26.65%
Taxes ⁵	\$ 11,470	16.91%
Total	\$ 58,780	86.67%

¹ Average cost of full-time care in a family child care home (LOCATE, 2021).

² Average cost of full-time care in a child care center (LOCATE, 2021). ³ National average cost of food at home based on a moderate cost plan (Cost of Food at Home Estimated for Food Plans at Four Cost Level, July 2021), U.S. Average, United States Department of Agriculture). ⁴ Based on U.S. Bureau of the Census 2010 median selected owner costs with a mortgage; included mortgage, taxes, insurance and utilities. ⁵ State and local taxes per Comptroller of Maryland (2021), Medicare and FICA taxes per moneychimp.com (2021). Taxes do not reflect Earned Income Credit. ⁶ Current income as shown in the Geolytics Report dated July 2021. This data cannot be compared to previous data.

Average Weekly Cost of Full-time Child Care

Wicomico County	Family Child Care Programs	Child Care Centers
0-23 months	\$ 165.63	\$ 232.45
2-4 years	\$ 134.00	\$ 177.48
5 years ¹	\$ 124.57	\$ 158.55
School Age Full ²	\$ 118.94	\$ 151.82
School Age B/A ³	\$ 77.11	\$ 97.95

Source: MFN/LOCATE: Child Care, 6/21.

¹ Average cost of full time care for a 5 year old. Defined as child being in full time child care or being in kindergarten and out-of-school child care, i.e., holidays, school closures and summers. ² Average cost of full time care for a 6+ school age child (out-of-school child care, i.e., holidays, school closures and summers). ³ Average cost of before and after school child care.

Number of Wicomico Children under 12 with Mothers in the Work Force¹

13,859 – 71.9%² of total 2021 child population under 12 (19,275).

¹ Source: MFN/LOCATE: Child Care. ² Percent based on 2010 census data. Total population number based on Geolytics, Inc. report, 2021.

Population Information

Child Population¹

	2000		2010	
	Wicomico	Maryland	Wicomico	Maryland
0-3 years	3,176	209,218	3,703	217,560
3-4 years	2,141	144,175	2,439	146,928
5 years	1,107	74,546	1,214	72,700
6-9 years	4,823	316,772	4,926	294,168
10-11 years	2,486	162,481	2,486	151,023
Total	13,733	907,192	14,768	882,379

Source: U.S. Bureau of the Census, 2000, 2010.

Female Population (selected ages)

Age Group	2000	2010
20-24	3,556	4,770
25-29	2,533	3,246
30-34	2,876	2,934
Total	8,965	10,950

Source: U.S. Bureau of the Census, 2000, 2010.

Work Force Information

Total Population Ages 16+ in Work Force

	Wicomico	Maryland
2010		
Female	24,865	1,570,193
Male	27,073	1,623,215
2000		
Female	22,182	1,351,034
Male	22,633	1,418,491
Change		
Female	12.1 %(+)	16.2% (+)
Male	19.6% (+)	14.4% (+)

Source: U.S. Bureau of the Census, 2000, 2010 American Community Survey (ACS).

Females (16+) with Children

Age Group	2000	2010	Change
Total females (16+) with children under 6	2,368	6,681	N/A*
Total females (16+) with children under 6 in the work force	1,817	N/A*	N/A*
Total females (16+) with children 6-17	6,153	13,673	N/A*
Total females (16+) with children 6-17 in the work force	5,127	N/A*	N/A*

Source: U.S. Bureau of the Census, 2010 ACS.
* Comparable data not available for 2010 census.

Total Population

	Wicomico	Maryland
2010	98,733	5,773,552
2000	84,644	5,296,486
1995	79,400	5,046,079
1990	74,339	4,780,753
1980	65,540	4,216,975

Source: U.S. Bureau of the Census, 2010, 2000, 1990, 1980.

Male Population (selected ages)

Age Group	2000	2010
20-24	3,252	4,567
25-29	2,345	3,089
30-34	2,610	2,775
Total	8,207	10,431

Source: U.S. Bureau of the Census, 2000, 2010.

Households

	2000	2010
Total household population	81,500	94,330
Total # of households	32,218	37,220
Average household size	2.53	2.53

Source: U.S. Bureau of the Census, 2000, 2010.

Census Information

Families and Poverty

	2000	%	2010	%	%Change
All Families	21,781	100%	24,172	100%	11.0%(+)
Families Below Poverty Level	1,905	8.7%	2,828	11.7%	48.5%(+)
All Families w/Children Under 6**	2,269	N/A*	2,423	100%	N/A*
Families w/Children Under 5 Below Poverty Level	778	N/A*	N/A*	22.9%	N/A*
All Families w/Children Under 18	10,395	100%	10,488	100%	0.9%(+)
Families w/Children Under 18 Below Poverty Level	1,538	14.8%	1,856	17.7%	20.7%(+)

Source: U.S. Bureau of the Census, 2000, 2010. Prepared by MDP.
*Comparable data not available from 2010 Census.

Educational Attainment

	Wicomico	%Adult Pop. Over 25 Yrs	Maryland	%Adult Pop. Over 25 Yrs
High School Grad or Higher	52,336	84.4%	3,410,847	88.1%
Bachelor's Degree or Higher	16,096	26.0%	1,396,843	36.1%

Source: U.S. Bureau of the Census, 2010 ACS.

Children and Poverty

	2000	%	2010	%	%Change
Total Related Children Under 18	18,504	100%	18,992	100%	2.6%(+)
Total Children Under 18 Below Poverty Level	3,302	17.8%	5,071	26.7%	53.6%(+)
Total Children Under 5 Below Poverty Level	970	21.4%	N/A*	44.1%	N/A*
Total Children 5-17 Below Poverty Level	2,332	16.7%	N/A*	19.7%	N/A*

Source: U.S. Bureau of the Census, 2000, 2010. Prepared by MDP.
*Comparable data not available from 2010 Census.

Families

Wicomico

	Total	Total # of All Families With Related Children Under Age 6	Total # of All Families With Related Children Under Age 18
2000	21,781	2,269	10,395
2010	24,172	2,874	11,833
Change	11.0%(+)	26.7%(+)	13.8%(+)

Maryland

	Total	Total # of All Families With Related Children Under Age 6	Total # of All Families With Related Children Under Age 18
2000	1,359,318	150,011	662,172
2010	1,447,002	170,870	728,045
Change	6.5%(+)	13.9%(+)	9.9%(+)

Source: U.S. Bureau of the Census, 2000, 2010. Prepared by MDP.

Income, Unemployment and Housing Information

Annual Wage Rate Information

Public School Teacher Salary (Wicomico County) ¹	\$73,603
Public School Teacher Salary Average (MD) ¹	\$63,849
Nonpublic School Teacher Average (Maryland)	\$60,500
Family Child Care Provider (Maryland)	\$41,177
Child Care Center Director (Maryland)	\$40,539
Center Senior Staff/Teacher (Maryland)	\$25,537
Center Aide (Maryland)	\$17,889

¹Maximum teacher salary with Bachelor's and Standard Professional Certificate (SPC). Sources: MSDE, Sept 2021, Association of Independent Maryland Schools (AIMS), 2020-21 school year, and MFN's 2021 Statewide Survey of Family Child Care Providers and Child Care Centers.

Family Income

Median Family Income, 2010 Census

Wicomico	\$58,427
Maryland	\$83,137

Source: U.S. Bureau of the Census, 2010 ACS.

Median Household Income¹:

Wicomico	\$57,189
Maryland	\$85,454

Income Distribution	Percent Households	
	Wicomico	Maryland
under \$25,000	20.3%	13.2%
\$25,000 - \$49,999	24.3%	16.0%
\$50,000 - \$74,999	19.2%	15.3%
\$75,000 +	36.2%	55.5%

Source: ¹GeoLytics, Inc. report, 2021. U.S. Bureau of the Census, 2015-2019 American Community Survey 5-Year Estimates. Data is not directly comparable to 2010 or earlier reports.

NOTE: Percentages may not total 100% because of rounding.

Unemployment Rate

	Wicomico	Maryland
2000	4.2%	3.4%
2001	4.8%	4.0%
2002	3.8%	3.9%
2003	4.4%	4.1%
2004	3.7%	3.9%
2005	3.8%	3.9%
2006	4.9%	3.7%
2007	3.6%	3.6%
2008	5.1%	4.5%
2009	7.7%	7.1%
2010	8.2%	7.3%
2011	8.5%	7.2%
2012	7.8%	6.5%
2013	7.4%	6.2%
2014	6.4%	5.6%
2015	6.8%	5.0%
2016	5.5%	4.5%
2017	6.0%	4.3%
2018	5.4%	4.5%
2019	4.7%	3.9%
2020	8.5%	8.3%
2021	6.6%	6.7%

Maryland Department of Labor, Licensing and Regulation (DLLR) 6/2021.

Housing Information

	Wicomico	Maryland
Owner-Occupied housing	22,040 (62%)	1,426,267 (67%)
Renter-Occupied housing	13,264 (38%)	701,172 (33%)

Note: Percentage is based on total occupied housing units.

	Wicomico	Maryland
Mean value of Owner-Occupied Housing	\$192,000	\$301,400
Median Selected Monthly Owner Costs With a Mortgage	\$1,506	\$2,016
Median Gross Residential Monthly Rent	\$899	\$1,131

Source: U.S. Bureau of the Census 2010 ACS.

Supply of Regulated Early Childhood Programs and Education

Children's Programs by Type with Capacity/ Enrollment

	# of Programs	Capacity ¹
Family Child Care Providers	82	640
*OCC Licensed Group Programs	40	3,101
8-12 Hour Child Care Centers	27	2,348
Infant/Toddler	20	374
Part-Day	6	N/A
Before/after School (School & Center-Based)	35	2,390
Employer-Sponsored Centers	4	317
Nursery Schools	7	N/A
Private Kindergarten	5	N/A
**Head Start	1	114
***Public Pre-Kindergarten Sites	10	N/A

¹Some providers may still be closed due to COVID 19 considerations.

²Public Pre K Closure due to COVID-19.

*Note: Numbers do not total because facilities may have more than one type of program. Unless otherwise indicated, all programs are privately funded.

** Federally funded programs which include Head Start, Early Head Start and Home-based Head Start.

***State funded.

Source: MFN/LOCATE Child Care, 6/21; Maryland State Department of Education; Department of Health and Mental Hygiene.

Education

Public and Private Schools (Elementary and Middle)

	Public	Private*
Elementary Schools	16	1
Middle Schools	3	0
Combined	2	8

Elementary School Enrollment

	Public	Private*
Pre-Kindergarten	470	181
Kindergarten	943	222
Grades 1 - 6	6,603	817
Total	8,016	1,220

Source: MSDE, 2020-21 school year. Enrollment figures are for September 30, 2020. Private schools include MSDE approved schools and those operated by a tax-exempt religious organization which hold a letter of exemption from approval in accordance with State law.

*Self reported data from Maryland Nonpublic Schools as reported to MSDE.*Self reported data from Maryland Nonpublic Schools as reported to MSDE.

Density of Family Providers and Center Programs by Community/Zip Code

The following chart shows the number of registered family child care providers and licensed full-day child care centers in Wicomico as of June 30, 2021.

Community/ Zip Code	Family Providers	8-12 Hour %	Centers	%
Delmar 21875	9	11.0	0	0.0
Eden 21822	1	1.2	0	0.0
Fruitland 21826	7	8.5	3	11.1
Hebron 21830	5	6.1	3	11.1
Mardela Springs 21837	4	4.9	0	0.0
Parsonburg 21849	4	4.9	1	3.7
Pittsville 21850	2	2.4	1	3.7
Salisbury 21801	22	26.8	10	37.0
Salisbury 21804	23	28.0	9	33.3
Sharptown 21861	1	1.2	0	0.0
Willards 21874	4	4.9	0	0.0
Totals	82	100.0%	27	100.0%

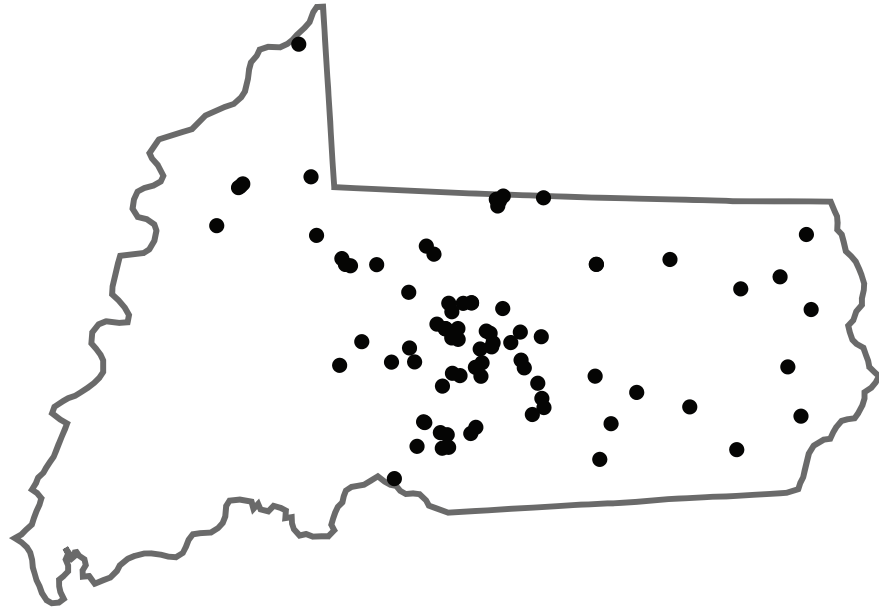
Source: MFN/LOCATE: Child Care, 6/21.

NOTE: Percentages may not total 100% because of rounding.

Supply of Regulated Child Care

Density of Regulated Family Child Care Homes in Wicomico County

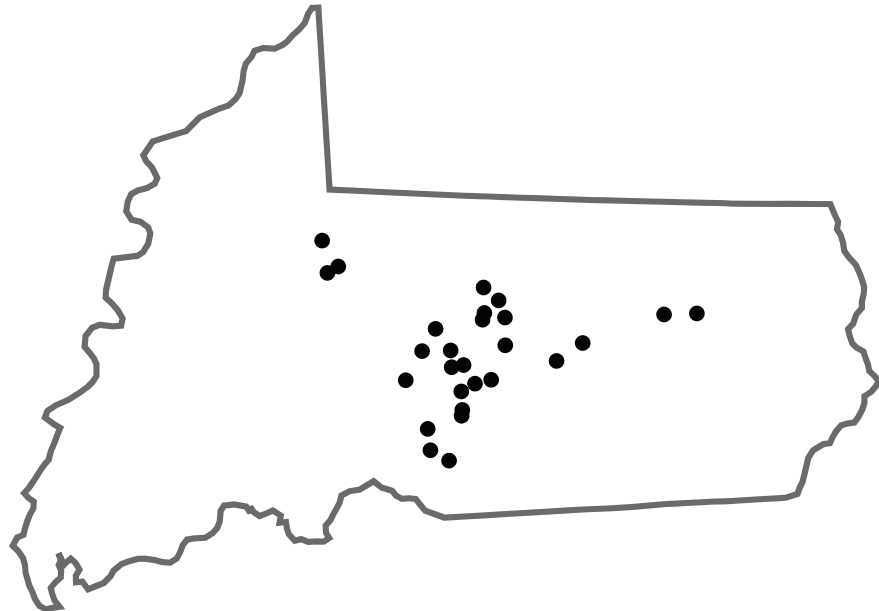
1 dot = 1 home



Source: MFN/LOCATE: Child Care, 6/21.

Density of Licensed 8-12 Hour Child Care Centers in Wicomico County

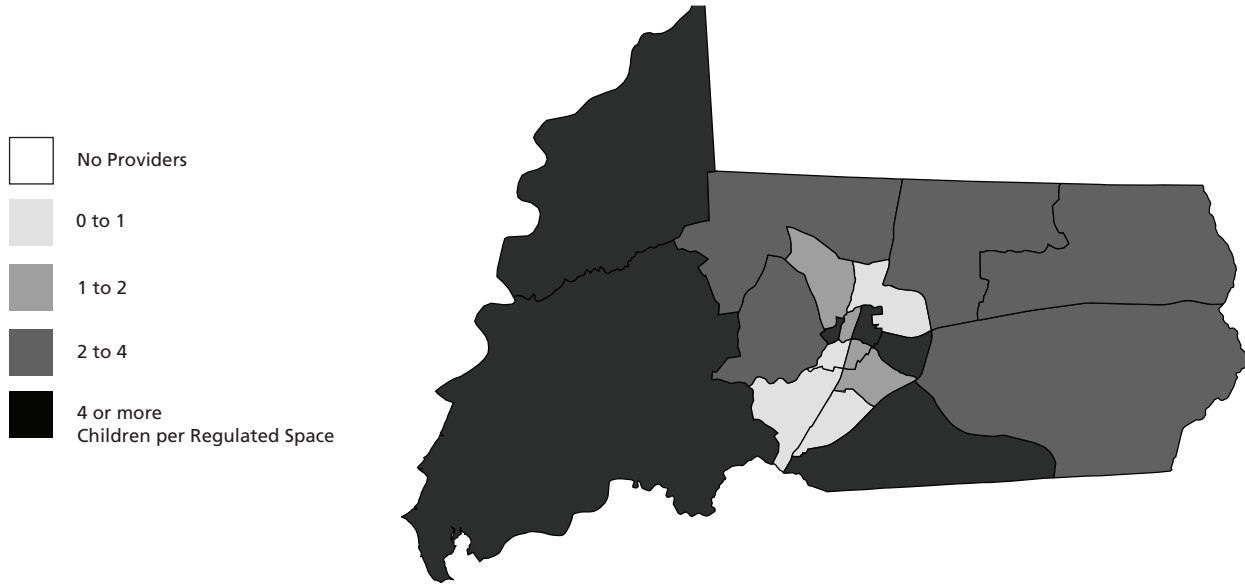
1 dot = 1 center



Source: MFN/LOCATE: Child Care, 6/21.

Supply of Regulated Child Care

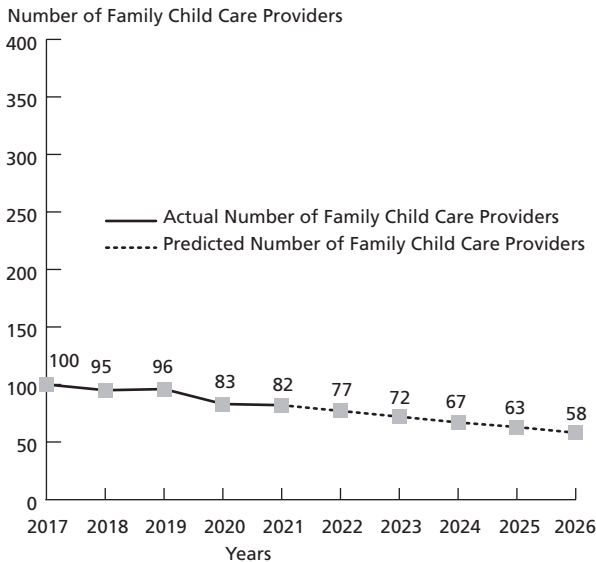
Number of Children 0-5 Years Per Regulated Child Care Space by Census Tract



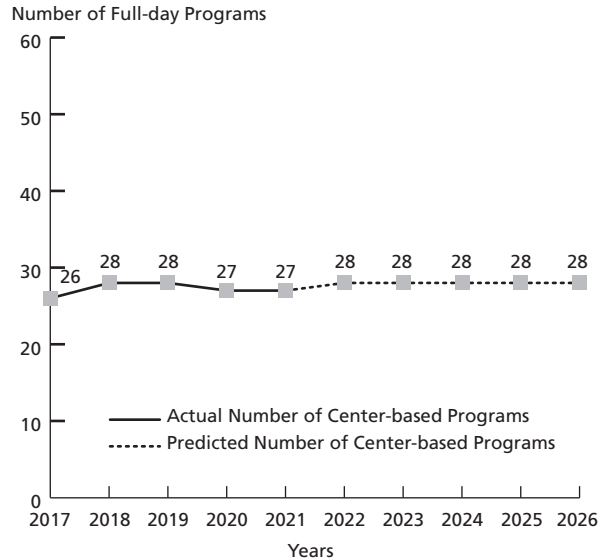
This map is based on census tracts defined by the U.S. Bureau of the Census. It does not accurately delineate land/water boundaries in some census tracts. Sources: U.S. Bureau of the Census, 2010. MFN/LOCATE: Child Care, 6/21.

Past and Anticipated Growth Patterns for Family/Center Providers

Family Child Care Providers in Wicomico 2017-2026



Center-based Programs in Wicomico 2017-2026 Full-day (8 to 12 hours)



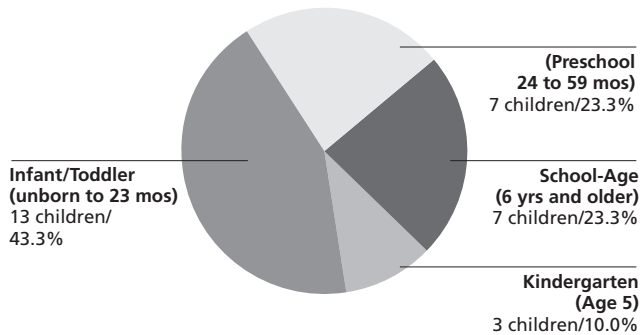
These predictions were generated with the use of the Multiple Regression Analysis and Forecasting template. The predictions generated by the Model do not reflect the effects of current changes to social programs affecting child care. Source: MFN/LOCATE: Child Care, 6/21.



Demand for Child Care

Children Served by Age

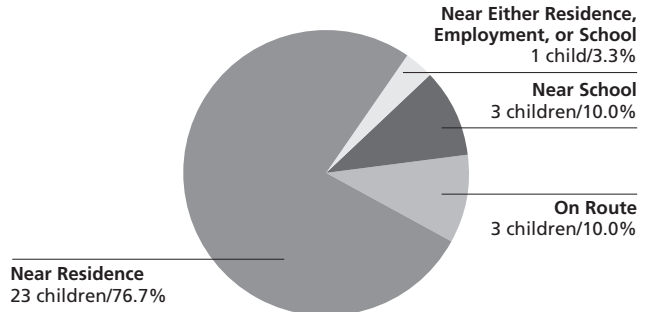
N=30



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).
NOTE: Percentages may not total 100% because of rounding.

Children Served by Locational Preferences for Care

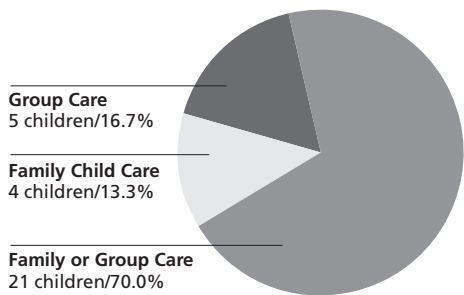
N=30



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).
NOTE: Percentages may not total 100% because of rounding.

Children Served by Type of Care Preferred

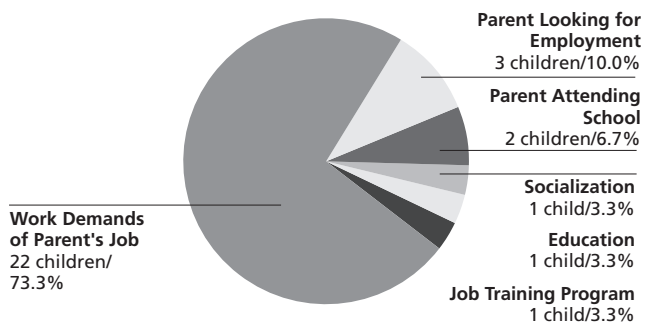
N=30



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).
NOTE: Percentages may not total 100% because of rounding.

Reason Child Care is Needed

N=30



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).
NOTE: Percentages may not total 100% because of rounding.

Demand for Child Care

Number of Children Served by LOCATE: Child Care
30 children (7/1/20-6/30/21)

Full-time or Part-time Care Needs of Children Served N=30

Full-time: 27 children (90.0%)

Part-time: 3 children (10.0%)

* Includes requests for sick, backup and temporary care.
Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).
NOTE: Percentages may not total 100% because of rounding.

Child Care Scholarship Program (CCS)*

LOCATE Calls received from parents with children eligible for Child Care Scholarship
16 (53.3% of all calls)

LOCATE Calls received from parents with children receiving Child Care Scholarship
5 (16.7% of all calls)

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21)
* Formerly Child Care Subsidy Program

Major Reasons Parents Could Not Find Child Care in Wicomico County

Reason	Count
Cost	2

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).

Major Factors Important to Parents Who Found Child Care in Wicomico County

Factor	Count
Caregiver	6
Proximity to home, work, school	4
Educational program	3
Environment	2
Escort	2
Cost	1

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).

Supply of Child Care

Child Care Scholarship Program (CCS)*

Family Child Care Providers willing to care for CCS children in Wicomico County
44 (53.7% of total family child care providers)

Child Care Centers willing to care for CCS children in Wicomico County
25 (92.6% of total child care centers)

LOCATE: Child Care at Maryland Family Network Baltimore, June 2021.
* Formerly Child Care Subsidy Program

Wicomico County FY21 Allocation (estimated)
\$4,213,055 = 698 estimated number of children enrolled

Source: Maryland State Department of Education, Office of Child Care.

Special Needs Child Care

Family providers who serve/have served children with special needs
55 (67.1% of total family child care providers in Wicomico)

Centers who serve/have served children with special needs
18 (66.7% of total child care centers in Wicomico)

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/20-6/30/21).

Definitions

Before/After-School Care: School-Age child care offers care to children enrolled in Kindergarten or above. Care is provided before and/or after school and during school holidays/vacations. Programs are licensed by the Office of Child Care. Programs may operate from a school building or other licensed facility.

Census of Population and Housing: There are two versions of the Census questionnaire: a short form which asks a limited number of population and housing questions of all households, and a long form questionnaire which asks additional social and economic questions of a sample of all households. The user should note that data obtained from a sample are subject to sampling variability, and that there are limitations to many of these data.

Child Care: The care or supervision of a child when the child's parent has given the child's care over to another for some portion of a 24-hour-day as a supplement to the parent's primary care of the child. (OCC)

Child Care Center: Child care provided in a facility that, for part or all of the day, provides care to children in the absence of the parent. Centers are licensed by the Office of Child Care.

Child Care Scholarship Program (CCS)*: Provides financial assistance to eligible families in securing care for their children in registered family child care homes or licensed child care centers while parents/guardians are attending school, working, or in job training.

Children with Special Needs: Children who, because of a disability or other special educational, developmental, physical, emotional, behavioral, or medical condition, require additional care, or whose activities are restricted by a certain condition. (OCC)

Current Median Family Income: Current median family income is the value shown in a Geolytics report dated July 2021.

Current Population Estimates: Current population estimates are based on GeoLytics, Inc. Reports.

Educational Attainment: The highest level of school completed or the highest degree received. Educational attainment figures were used for persons over 25 years of age. (U.S. Bureau of the Census)

Employer-Sponsored Centers: A child care center located on-site or off-site which is sponsored by a corporation, business, or other employer. Employees are given priority for enrollment slots.

Family Child Care: The care given to a child younger than 13 years old or to a developmentally disabled person younger than 21 years old, in place of parental care for less than 24 hours a day, in a residence other than the child's residence and for which the provider is paid. Regulations allow a family child care provider to care for as many as eight children at any time. (OCC)

Family Household Income: Family includes a householder and one or more persons living in the same household who are related to the householder by birth, marriage, or adoption. A household can contain only one family for purposes of census tabulations. (U.S. Bureau of the Census)

Head Start: Project Head Start provides comprehensive developmental services for children from low-income families. Head Start is comprised of four components including Education, Health, Parent Involvement, and Social Services. Head Start Centers serve children from age 3 to school entry age from income eligible families.

Infant/Toddler: In the State of Maryland, "infant" means a child under 18 months old. "Toddler" means a child 18 months old or older but younger than 2 years old. (OCC) MFN reports "infant" as a child birth through 23 months of age.

Kindergarten: An instructional program for children who are 5 years old by September 1st of each academic year. Programs may be operated by a private or public school. Kindergarten is the year of school which precedes entrance to first grade.

Nursery Schools: An instructional program approved or exempted by the Maryland State Department of Education for children who are two through four years old. The maximum length of the program is 6 hours per day, however most operate only a few hours per day and may meet only two or three times per week for a nine month period.

Owner Costs with Mortgage (Selected Monthly): The sum of payments for mortgages, deeds of trust, contracts to purchase, or similar debts on the property; real estate taxes; fire hazard, and flood insurance on the property; utilities; and fuels. It also includes, where appropriate, the monthly condominium fees or mobile home costs. A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for. (U.S. Bureau of the Census)

Definitions

Part Day: A program regulated by OCC with an educational focus for children one or two years before entering kindergarten. These programs are usually 2-3 hrs/day, 2-3 days/week, nine months/year.

Pre-Kindergarten: These are publicly funded pre-kindergarten programs for eligible 4-year-old children administered by local boards of education or qualified vendors. The programs have the overall goal of providing learning experiences to help children develop and maintain school readiness skills necessary for successful school performance. Local school systems shall enroll all 4-year-old applicants from economically disadvantaged or homeless families.

Poverty Level: The poverty guideline for a family of four persons was \$26,500 in 2021. (U.S. Department of Health and Human Services, Jan 2021)

Renter Occupied Gross Monthly Rent: Monthly contract rent plus the estimated average monthly cost of utilities and fuels, if these are paid by the renter. All occupied housing units which are not owner-occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied. (U.S. Bureau of the Census)

Unemployment Rate: Civilians 16 years old and over are classified unemployed if they (1) were neither “at work” nor “with a job but not at work” during the reference week, and (2) were looking for work during the last four weeks, and (3) were available to accept a job. Also included were civilians who did not work at all during the reference week and were waiting to be called back to a job from which they had been laid off. (U.S. Bureau of the Census)

The Maryland Child Care Resource Network is a public/private partnership designed to expand and improve child care delivery in Maryland. Maryland Family Network manages the Network and operates as its Statewide Coordinating Entity. Funding for this publication was made available by Maryland Family Network, the Maryland State Department of Education, and Maryland's business community.

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For information regarding technical assistance and training for the child care community, contact:

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