



MARYLAND CHILD CARE
RESOURCE NETWORK

CHILD CARE DEMOGRAPHICS • 2023

Wicomico County Report

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.



MARYLAND
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Frequently Requested Child Care Information

Wicomico County's is located in the heart of the Delmarva Peninsula at the intersection of two major highways: U.S. Rt. 50 and U.S. Rt. 13. This unique location allows the county to serve 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 broiler chicken production in Maryland. 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. Wicomico County's higher education institutions, Salisbury University and Wor-Wic Community College are a stabilizing component to the county's economy. The county's private sector industries generate \$3.9 billion in economic output. Top employers include Peninsula Institute for Community Health, Salisbury Rehab & Nursing Center, Jubliant Cadista Pharmaceuticals, Perdue Farms, Salisbury University, and Peninsula Regional Medical Center.

<https://swed.org/wp-content/uploads/2019/08/WicomicoBef20192.pdf>
<https://swed.org/community/>
<https://www.dlir.state.md.us/lmi/emplists/wicomico.shtml>

Child Population 2021

Age Group	Number in age group
0-2 years	3,419
3-4 years	2,720
5 years	1,334
6-8 years	3,627
9-11 years	3,654
Total Children in Households Aged 0-11	14,754

Source: US Bureau of the Census, American Community Survey 2021

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	\$ 17,534	24.50%
Infant ¹	\$8,594	
Preschooler ²	\$8,940	
Food ³	\$ 12,612	17.60%
Housing ⁴	\$ 16,788	23.50%
Taxes ⁵	\$ 7,344	10.30%
Total	\$ 54,278	80.00%

¹ Average cost of full-time care in a family child care home (LOCATE, 2022).

² Average cost of full-time care in a child care center (LOCATE, 2022). 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 2022), U.S. Average, United States Department of Agriculture). ⁴ Based on U.S. Bureau of the Census 2020 median selected owner costs with a mortgage; included mortgage, taxes, insurance and utilities. ⁵ State and local taxes per Comptroller of Maryland (2022), Medicare and FICA taxes per moneychimp.com (2022). Taxes do not reflect Earned Income Credit. ⁶ Current income as shown in the Geolytics Report dated July 2022. 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	\$ 165.28	\$ 232.32
2-4 years	\$ 133.48	\$ 171.92
5 years ¹	\$ 124.58	\$ 151.33
School Age Full ²	\$ 118.65	\$ 145.00
School Age B/A ³	\$ 76.74	\$ 98.75

Source: MFN/LOCATE: Child Care, 6/22.

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.

Population Information

Child Population¹

	2011		2021	
	Wicomico	Maryland	Wicomico	Maryland
0-2 years	3,430	215,677	3,419	210,211
3-4 years	2,767	149,276	2,720	153,201
5 years	1,041	73,189	1,334	73,309
6-8 years	3,564	216,607	3,627	226,304
9-11 years	3,611	224,348	3,654	235,320
Total	14,413	879,097	14,754	898,345

Source: US Bureau of the Census, American Community Survey 2011, 2021

Female Population (selected ages)

Age Group	2011	2021
Aged 20-24	4,793	5,450
Aged 25-29	3,280	3,373
Aged 30-34	2,957	2,965
Total Aged 20-34	11,030	11,788

Source: US Bureau of the Census, American Community Survey 2011, 2021

Work Force Information

Total Population Ages 16+ in Work Force

	Wicomico	Maryland
2011		
Females	28,535	1,706,926
Males	28,357	1,772,418
2021		
Females	27,725	1,624,157
Males	26,696	1,706,122
Change		
Females	-2.8%	-4.8%
Males	-5.9%	-3.7%

Source: US Bureau of the Census, American Community Survey 2011, 2021

* Does not include the population Not in the Labor Force

Females Aged 16+ with Children Under 18

Age Group	2011	2021	Change
Total Children Under 6 years old	6,835	7,381	8.0%
Children Under 6 with all custodial parents working	4,967	5,769	16.1%
Total Children 6-17 years old	13,595	14,174	4.3%
Children 6-17 with all custodial parents working	10,757	12,023	11.8%

Source: US Bureau of the Census, American Community Survey 2011, 2021

Total Population

	Wicomico	Maryland
2021	103,223	6,148,545
2011	97,862	5,736,545
2000	84,644	5,296,486
1990	74,339	4,780,753
1980	65,540	4,216,975

Source: US Bureau of the Census, 1980, 1990, 2000; American community Survey 2011, 2021

Male Population (selected ages)

Age Group	2011	2021
Aged 20-24	4,602	4,666
Aged 25-29	3,167	3,197
Aged 30-34	2,644	2,945
Total Aged 20-34	10,413	10,808

Source: US Bureau of the Census, American Community Survey 2011, 2021

Households

	2011	2021
Total household population	94,280	99,024
Total number of households	36,406	39,452
Average household size	2.59	2.51

Source: US Bureau of the Census, American Community Survey 2011, 2021

Census Information

Families and Poverty

	2011	% in Poverty	2021	% in Poverty	% Change
All Families	24,137		24,931		3.3%
Families Below Poverty Level	2,163	9.0%	2,083	8.4%	-3.7%
All Families with Children Under 5	5,067		4,225		-16.6%
All Families w Children Under 5 Below Poverty Level	975	19.2%	733	17.3%	-24.8%
All Families w Children Under 18	12,466		11,716		-6.0%
All Families w Children Under 18 Below Poverty Level	1,739	13.9%	1,638	14.0%	-5.8%

Source: US Bureau of the Census, American Community Survey 2011, 2021

Children and Poverty

	2011	% in Poverty	2021	% in Poverty	% Change
Total Related Children Under 18	21,563		22,451		4.1%
Total Children Under 18 Below Poverty Level	3,771	17.5%	3,627	16.2%	-3.8%
Total Children Under 5 Below Poverty Level	1,453	23.8%	1,136	18.5%	-21.8%
Children 5-17 Below Poverty Level	2,318	15.0%	2,491	15.3%	7.5%

Source: US Bureau of the Census, American Community Survey 2011, 2021

Educational Attainment for Adults over 25 Years

	Wicomico	% of Adults	Maryland	% of Adults
Total Adults Aged 25 or More	64,993		4,240,795	
High School Graduate or Higher	57,036	87.8%	3,849,442	90.8%
Bachelors Degree or Higher	18,726	28.8%	1,762,482	41.6%

Source: US Bureau of the Census, American Community Survey 2011, 2021

Families

Wicomico	2011	2021	% Change
Total Families	24,137	24,931	3.3%
Total # of All Families with Related Children Under Age 6*	4,790	4,410	-7.9%
Total # of All Families with Related Children Under Age 18	11,137	10,243	-8.0%

Maryland	2011	2021	% Change
Total Families	1,428,101	1,516,689	6.2%
Total # of All Families with Related Children Under Age 6*	269,284	260,117	-3.4%
Total # of All Families with Related Children Under Age 18	656,740	638,539	-2.8%

Source: US Bureau of the Census, American Community Survey 2011, 2021

*Includes Families with children under 6 AND Families with children under 6 and aged 6-17

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	\$64,259
Nonpublic School Teacher Average (Maryland)	\$60,500
Family Child Care Provider (Maryland)	\$41,753
Child Care Center Director (Maryland)	\$41,372
Center Senior Staff/Teacher (Maryland)	\$25,905
Center Aide (Maryland)	\$17,491

¹Maximum teacher salary with Bachelor's and Standard Professional Certificate (SPC). Sources: MSDE, Sept 2022, Association of Independent Maryland Schools (AIMS), 2021-22 school year, and MFN's 2022 Statewide Survey of Family Child Care Providers and Child Care Centers.

Family Income

Median Family Income, 2021

Wicomico	\$77,278
Maryland	\$111,378

Source: US Bureau of the Census, American Community Survey 2011, 2021

Median Household Income¹:

Wicomico	\$63,610
Maryland	\$91,431

Income Distribution	Percent Households	
	Wicomico	Maryland
Under \$25,000	18%	12.3%
\$25,000-\$49,999	22%	14.6%
\$50,000-\$74,999	19%	14.7%
\$75,000 +	41%	58.5%
Total Households	39,452	2,294,270

Source: US Bureau of the Census, American Community Survey 2011, 2021

Housing Information

	Wicomico	%	Maryland	%
Owner-Occupied housing	23,053	58.4%	1,543,719	67.3%
Renter-Occupied housing	16,399	41.6%	750,551	32.7%
Mean Value of Owner-Occupied Housing	\$191,400		\$338,500	
Median Selected Monthly Owner Costs with a Mortgage	\$1,428		\$2,111	
Median Gross Residential Monthly Rent	\$1,105		\$1,485	

Source: US Bureau of the Census, American Community Survey 2011, 2021

Unemployment Rate

	Wicomico	Maryland
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%
2022	4.2%	3.7%

Maryland Department of Labor, 6/2022.

Supply of Regulated Early Childhood Programs and Education

Children's Programs by Type with Capacity/ Enrollment

	# of Programs	Capacity ¹
Family Child Care Providers	81	628
*OCC Licensed Group Programs	38	3,052
8-12 Hour Child Care Centers	29	2,543
Infant/Toddler	20	223
Part-Day	6	N/A
Before/after School (School & Center-Based)	32	2,263
Employer-Sponsored Centers	4	337
Nursery Schools	5	N/A
Private Kindergarten	4	N/A
**Head Start	1	114
***Public Pre-Kindergarten Sites	11	N/A
Total Infant/Toddler	100	377
Youth Camps	0	N/A

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

*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, 6/22; Maryland State Department of Education; Department of Health and Mental Hygiene.

Education

Public and Private Schools (Elementary and Middle)

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

Elementary School Enrollment

	Public	Private*
Pre-Kindergarten	716	74
Kindergarten	1,081	183
Grades 1 - 6	6,517	808
Total	8,314	1,065

Source: MSDE, 2021-22 school year. Enrollment figures are for September 30, 2021. 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, 2022.

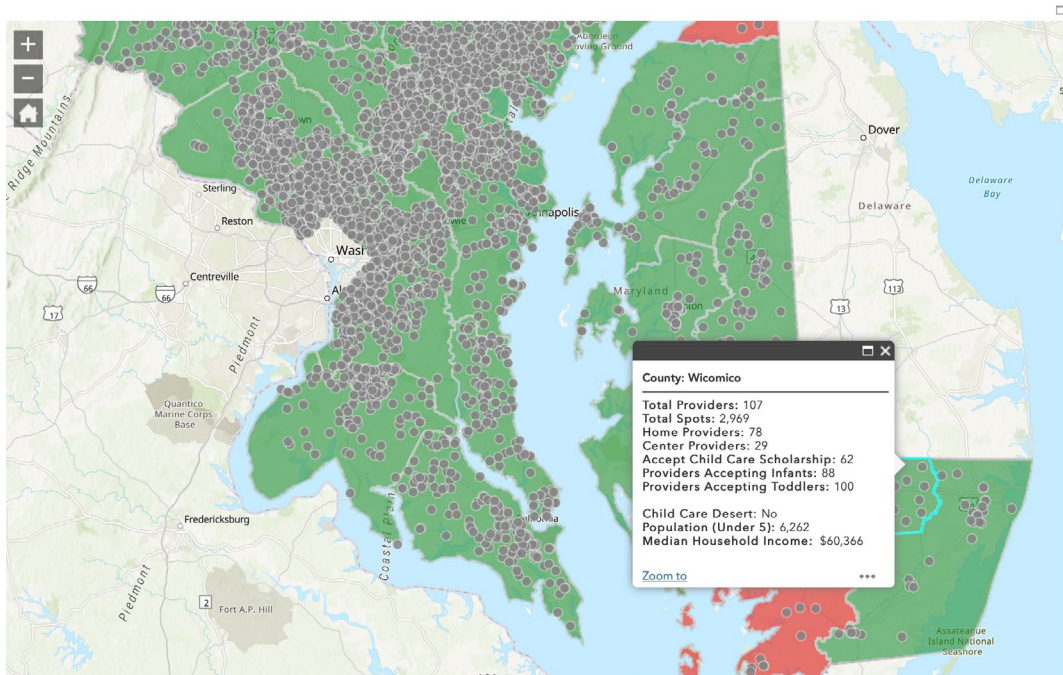
Community/ Zip Code	Family Providers	8-12 Hour % Centers	%	
Delmar 21875	11	13.6%	0	0.0%
Eden 21822	1	1.2%	0	0.0%
Fruitland 21826	7	8.6%	3	10.3%
Hebron 21830	4	4.9%	3	10.3%
Mardela Springs 21837	5	6.2%	0	0.0%
Parsonsborg 21849	4	4.9%	1	3.4%
Pittsville 21850	2	2.5%	1	3.4%
Quantico 21856	0	0.0%	0	0.0%
Salisbury 21801	19	23.5%	11	37.9%
Salisbury 21804	24	29.6%	10	34.5%
Sharptown 21861	1	1.2%	0	0.0%
Willards 21874	3	3.7%	0	0.0%
Totals	81	100.0%	29	100.0%

Source: MFN/LOCATE: Child Care, 6/22.

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

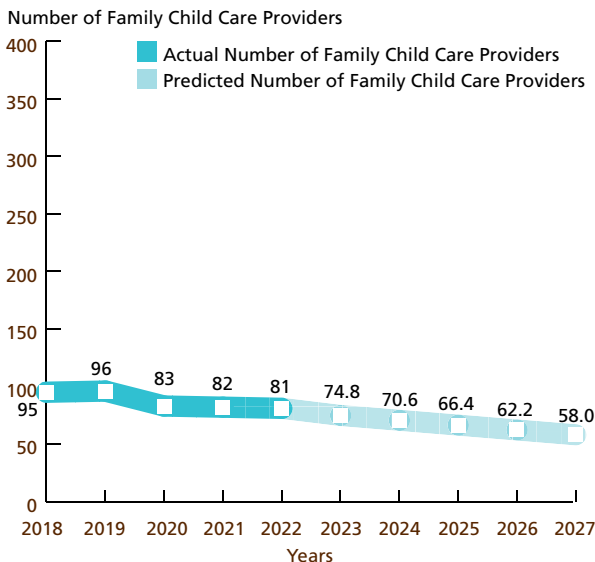
Supply of Regulated Early Childhood Programs and Education

Maryland Family Network and Upfront partnered to create a real-time map of Maryland's child care landscape to identify deserts by county, legislative, and congressional districts. <https://locatesearch.marylandfamilynetwork.org/map>

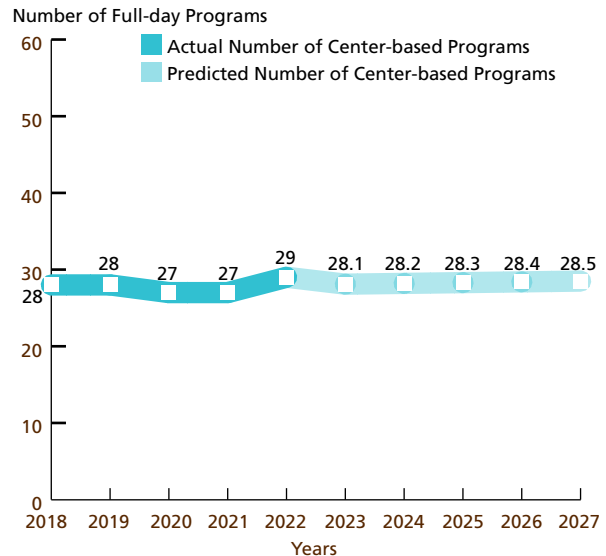


Past and Anticipated Growth Patterns for Family/Center Providers

Family Child Care Providers in Wicomico 2018-2027



Center-based Programs in Wicomico 2018-2027 Full-day (8 to 12 hours)



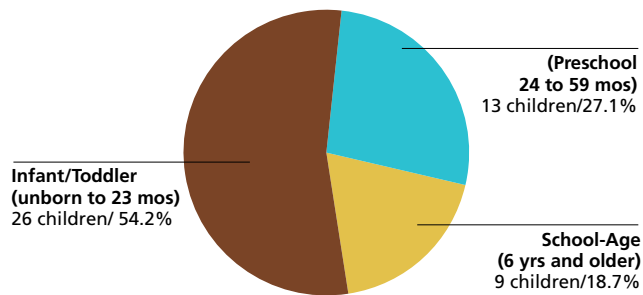
These predictions were generated with the use of the Multiple Regression Analysis and Forecasting template. The predictions generated by the Model do not reflect the effects of current changes to social programs affecting child care.

Source: MFN/LOCATE: Child Care, 6/22.

Demand for Child Care

Children Served by Age

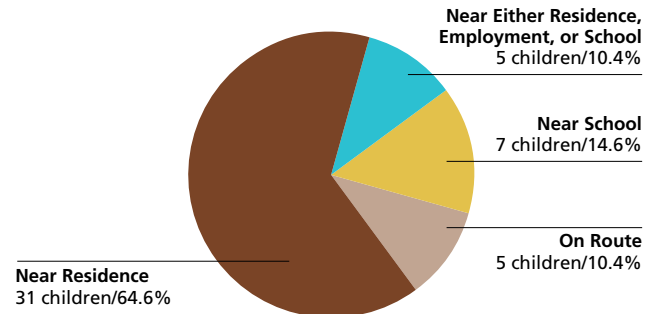
N=48



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).
NOTE: Percentages may not total 100% because of rounding.

Children Served by Locational Preferences for Care

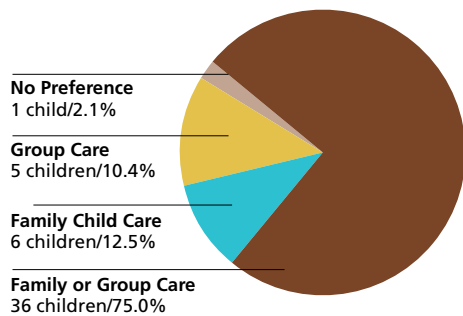
N=48



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).
NOTE: Percentages may not total 100% because of rounding.

Children Served by Type of Care Preferred

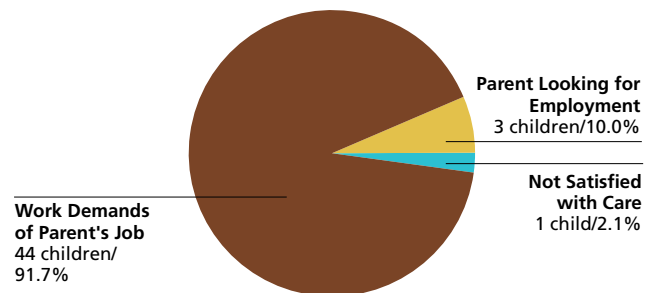
N=48



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).
NOTE: Percentages may not total 100% because of rounding.

Reason Child Care is Needed

N=48



Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).
NOTE: Percentages may not total 100% because of rounding.

Demand for Child Care

Number of Children Served by LOCATE: Child Care
48 children (7/1/21-6/30/22)

Full-time or Part-time Care Needs of Children Served N=48

Full-time: 38 children (79.2%)

Part-time: 8 children (16.7%)

Other*: 2 children (4.2%)

* Includes requests for sick, backup and temporary care.

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).

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
21 (46.7% of all calls)

LOCATE Calls received from parents with children receiving Child Care Scholarship
2 (4.4% of all calls)

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22)

* Formerly Child Care Subsidy Program

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

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

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).

Supply of Child Care

Child Care Scholarship Program (CCS)*

Family Child Care Providers willing to care for CCS children in Wicomico County
42 (51.9% of total family child care providers)

Child Care Centers willing to care for CCS children in Wicomico County
24 (82.8% of total child care centers)

LOCATE: Child Care at Maryland Family Network Baltimore, June 2022.

* Formerly Child Care Subsidy Program

Wicomico County FY22 Allocation (estimated)
\$3,998,803 = 644 full-time 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
51 (63.0% of total family child care providers in Wicomico)

Centers who serve/have served children with special needs
18 (62.1% of total child care centers in Wicomico)

Source: LOCATE: Child Care at Maryland Family Network, Baltimore (7/1/21-6/30/22).

Definitions

The American Community Survey (ACS): An ongoing survey that provides vital information on a yearly basis about our nation and its people. Information from the survey generates data that help determine how more than \$675 billion in federal and state funds are distributed each year. (Census.gov)

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 from the American Community Survey 2017 to 2021.

Current Population Estimates: Current Population Estimates are based on the American Community Survey 2017 to 2021.

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 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.

Income of Households: This includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income.

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 \$27,750 in 2022. (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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Power and Wayne Sts

Salisbury, MD 21804

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