

Montrose Crossing Shopping Center
12055 Rockville Pike, Rockville, Maryland, 20852
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.05471
Longitude: -77.11775

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	18,467	132,706	304,387
2010 Total Population	21,401	145,696	335,316
2018 Total Population	26,822	157,953	360,742
2018 Group Quarters	736	2,011	5,131
2023 Total Population	29,319	164,854	376,835
2017-2022 Annual Rate	1.80%	0.86%	0.88%
2018 Total Daytime Population	50,143	184,989	407,946
Workers	38,213	113,288	236,882
Residents	11,930	71,701	171,064
Household Summary			
2000 Households	8,294	51,699	117,709
2000 Average Household Size	2.14	2.52	2.54
2010 Households	9,997	55,572	127,605
2010 Average Household Size	2.07	2.59	2.59
2018 Households	12,698	60,237	136,729
2018 Average Household Size	2.05	2.59	2.60
2023 Households	13,941	62,917	142,667
2023 Average Household Size	2.05	2.59	2.61
2017-2022 Annual Rate	1.89%	0.87%	0.85%
2010 Families	4,998	34,773	83,245
2010 Average Family Size	2.85	3.18	3.15
2018 Families	6,176	37,013	87,767
2018 Average Family Size	2.88	3.24	3.21
2023 Families	6,730	38,405	90,961
2023 Average Family Size	2.89	3.25	3.24
2017-2022 Annual Rate	1.73%	0.74%	0.72%
Housing Unit Summary			
2000 Housing Units	8,749	53,257	121,490
Owner Occupied Housing Units	32.2%	66.7%	68.2%
Renter Occupied Housing Units	62.6%	30.4%	28.7%
Vacant Housing Units	5.2%	2.9%	3.1%
2010 Housing Units	10,988	58,838	135,029
Owner Occupied Housing Units	31.4%	61.5%	63.8%
Renter Occupied Housing Units	59.6%	32.9%	30.7%
Vacant Housing Units	9.0%	5.6%	5.5%
2018 Housing Units	13,580	63,164	143,423
Owner Occupied Housing Units	27.8%	58.0%	61.2%
Renter Occupied Housing Units	65.7%	37.3%	34.2%
Vacant Housing Units	6.5%	4.6%	4.7%
2023 Housing Units	14,854	65,894	149,469
Owner Occupied Housing Units	28.6%	58.5%	61.4%
Renter Occupied Housing Units	65.3%	37.0%	34.0%
Vacant Housing Units	6.1%	4.5%	4.6%
Median Household Income			
2018	\$89,749	\$99,578	\$105,354
2023	\$104,580	\$109,941	\$116,494
Median Home Value			
2018	\$459,404	\$435,791	\$486,245
2023	\$490,909	\$461,799	\$520,879
Per Capita Income			
2018	\$57,629	\$51,369	\$56,454
2023	\$68,266	\$59,053	\$64,097
Median Age			
2010	37.0	38.9	40.2
2018	38.8	40.3	41.7
2023	39.7	41.4	42.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	12,698	60,237	136,729
<\$15,000	7.5%	5.3%	5.4%
\$15,000 - \$24,999	4.6%	4.0%	4.0%
\$25,000 - \$34,999	5.1%	4.4%	4.3%
\$35,000 - \$49,999	8.6%	7.6%	7.5%
\$50,000 - \$74,999	15.1%	14.4%	13.4%
\$75,000 - \$99,999	14.0%	14.5%	12.3%
\$100,000 - \$149,999	20.8%	21.5%	19.7%
\$150,000 - \$199,999	9.9%	11.2%	11.8%
\$200,000+	14.5%	17.2%	21.5%
Average Household Income	\$120,307	\$133,450	\$147,821
2023 Households by Income			
Household Income Base	13,941	62,917	142,667
<\$15,000	6.2%	4.5%	4.6%
\$15,000 - \$24,999	3.6%	3.1%	3.2%
\$25,000 - \$34,999	3.7%	3.3%	3.2%
\$35,000 - \$49,999	6.2%	5.7%	5.7%
\$50,000 - \$74,999	12.5%	12.0%	11.3%
\$75,000 - \$99,999	14.5%	14.4%	12.4%
\$100,000 - \$149,999	24.3%	24.7%	22.3%
\$150,000 - \$199,999	11.2%	12.3%	12.8%
\$200,000+	18.0%	20.1%	24.5%
Average Household Income	\$142,649	\$153,586	\$168,272
2018 Owner Occupied Housing Units by Value			
Total	3,778	36,662	87,693
<\$50,000	0.7%	0.8%	0.7%
\$50,000 - \$99,999	1.2%	0.5%	1.2%
\$100,000 - \$149,999	2.3%	1.1%	1.9%
\$150,000 - \$199,999	4.5%	2.9%	2.8%
\$200,000 - \$249,999	3.5%	5.0%	4.0%
\$250,000 - \$299,999	6.2%	8.8%	6.7%
\$300,000 - \$399,999	19.7%	24.2%	18.6%
\$400,000 - \$499,999	20.0%	19.0%	16.3%
\$500,000 - \$749,999	23.2%	20.1%	21.0%
\$750,000 - \$999,999	14.7%	12.9%	16.6%
\$1,000,000 +	3.2%	4.0%	7.8%
Average Home Value	\$523,385	\$516,403	\$594,686
2023 Owner Occupied Housing Units by Value			
Total	4,238	38,542	91,824
<\$50,000	0.3%	0.4%	0.4%
\$50,000 - \$99,999	0.6%	0.2%	0.7%
\$100,000 - \$149,999	1.1%	0.5%	1.0%
\$150,000 - \$199,999	2.4%	1.6%	1.7%
\$200,000 - \$249,999	2.3%	3.4%	2.8%
\$250,000 - \$299,999	4.9%	7.3%	5.9%
\$300,000 - \$399,999	18.3%	23.9%	18.3%
\$400,000 - \$499,999	22.1%	20.4%	17.3%
\$500,000 - \$749,999	26.4%	22.2%	22.9%
\$750,000 - \$999,999	17.5%	14.8%	18.5%
\$1,000,000 +	3.5%	4.3%	8.1%
Average Home Value	\$561,828	\$545,595	\$623,824

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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2010 Population by Age			
Total	21,403	145,697	335,315
0 - 4	6.0%	6.3%	6.2%
5 - 9	4.6%	5.8%	6.2%
10 - 14	3.8%	5.5%	6.0%
15 - 24	9.7%	11.0%	10.8%
25 - 34	22.1%	15.5%	13.4%
35 - 44	16.3%	14.8%	14.1%
45 - 54	12.1%	14.7%	14.9%
55 - 64	9.1%	11.5%	12.2%
65 - 74	6.0%	7.0%	7.6%
75 - 84	5.4%	5.2%	5.4%
85 +	5.0%	2.7%	3.0%
18 +	83.1%	78.9%	77.7%
2018 Population by Age			
Total	26,822	157,952	360,742
0 - 4	5.2%	5.5%	5.4%
5 - 9	4.7%	5.8%	6.0%
10 - 14	4.2%	6.0%	6.4%
15 - 24	9.1%	10.1%	10.5%
25 - 34	19.5%	14.5%	12.7%
35 - 44	16.8%	14.4%	13.2%
45 - 54	11.7%	13.3%	13.4%
55 - 64	10.8%	12.9%	13.3%
65 - 74	8.1%	9.1%	9.9%
75 - 84	5.6%	5.3%	5.7%
85 +	4.4%	3.1%	3.4%
18 +	83.7%	79.4%	78.5%
2023 Population by Age			
Total	29,321	164,853	376,835
0 - 4	5.1%	5.4%	5.3%
5 - 9	4.3%	5.4%	5.6%
10 - 14	3.9%	5.7%	6.0%
15 - 24	8.7%	10.0%	10.3%
25 - 34	19.4%	13.9%	12.7%
35 - 44	16.5%	15.0%	13.6%
45 - 54	11.4%	12.9%	12.8%
55 - 64	10.6%	12.5%	12.8%
65 - 74	9.1%	10.1%	10.9%
75 - 84	6.7%	6.1%	6.6%
85 +	4.4%	3.1%	3.4%
18 +	84.5%	80.2%	79.5%
2010 Population by Sex			
Males	10,159	70,458	159,921
Females	11,242	75,238	175,395
2018 Population by Sex			
Males	12,836	76,516	172,844
Females	13,986	81,437	187,898
2023 Population by Sex			
Males	14,021	80,183	181,467
Females	15,299	84,670	195,369

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2010 Population by Race/Ethnicity			
Total	21,400	145,695	335,317
White Alone	57.2%	61.9%	62.3%
Black Alone	8.6%	9.1%	12.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	24.3%	15.0%	13.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.0%	9.3%	7.8%
Two or More Races	3.3%	4.1%	3.9%
Hispanic Origin	15.4%	22.7%	19.0%
Diversity Index	70.9	73.1	70.9
2018 Population by Race/Ethnicity			
Total	26,822	157,954	360,742
White Alone	52.2%	56.9%	57.2%
Black Alone	10.4%	10.4%	13.7%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	26.0%	16.6%	14.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.0%	10.8%	9.2%
Two or More Races	3.8%	4.8%	4.5%
Hispanic Origin	18.3%	26.4%	22.3%
Diversity Index	75.4	77.8	75.9
2023 Population by Race/Ethnicity			
Total	29,320	164,854	376,834
White Alone	48.6%	53.6%	53.9%
Black Alone	11.4%	11.1%	14.5%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	27.6%	17.7%	16.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	11.9%	10.1%
Two or More Races	4.2%	5.2%	4.9%
Hispanic Origin	20.6%	29.2%	24.9%
Diversity Index	78.2	80.6	78.9
2010 Population by Relationship and Household Type			
Total	21,401	145,696	335,316
In Households	96.7%	98.7%	98.5%
In Family Households	68.3%	80.0%	81.6%
Householder	23.1%	23.9%	24.8%
Spouse	18.2%	18.6%	19.6%
Child	20.9%	27.3%	28.4%
Other relative	4.2%	6.2%	5.5%
Nonrelative	1.8%	4.1%	3.3%
In Nonfamily Households	28.4%	18.7%	16.9%
In Group Quarters	3.3%	1.3%	1.5%
Institutionalized Population	2.8%	0.9%	1.0%
Noninstitutionalized Population	0.6%	0.4%	0.5%

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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2018 Population 25+ by Educational Attainment			
Total	20,625	114,620	258,242
Less than 9th Grade	4.7%	6.8%	5.5%
9th - 12th Grade, No Diploma	3.4%	3.7%	3.5%
High School Graduate	10.0%	13.1%	12.5%
GED/Alternative Credential	1.6%	1.4%	1.3%
Some College, No Degree	10.2%	12.2%	11.7%
Associate Degree	3.6%	4.3%	4.3%
Bachelor's Degree	28.4%	26.2%	25.8%
Graduate/Professional Degree	38.1%	32.3%	35.5%
2018 Population 15+ by Marital Status			
Total	23,063	130,614	296,251
Never Married	37.0%	34.9%	32.8%
Married	46.4%	50.9%	52.8%
Widowed	7.6%	5.3%	5.8%
Divorced	9.0%	8.9%	8.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	96.0%	95.9%
Civilian Unemployed (Unemployment Rate)	4.1%	4.0%	4.1%
2018 Employed Population 16+ by Industry			
Total	15,037	87,543	192,242
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	3.3%	6.4%	5.8%
Manufacturing	1.5%	2.0%	2.1%
Wholesale Trade	1.1%	1.0%	1.0%
Retail Trade	6.0%	6.5%	6.1%
Transportation/Utilities	1.3%	2.1%	2.0%
Information	2.9%	2.6%	2.5%
Finance/Insurance/Real Estate	7.1%	6.5%	6.8%
Services	64.6%	62.3%	62.4%
Public Administration	12.0%	10.4%	11.1%
2018 Employed Population 16+ by Occupation			
Total	15,038	87,545	192,243
White Collar	82.0%	72.0%	73.9%
Management/Business/Financial	22.5%	20.5%	21.2%
Professional	44.0%	34.5%	36.3%
Sales	6.5%	7.6%	7.5%
Administrative Support	9.0%	9.4%	8.8%
Services	12.2%	17.3%	16.6%
Blue Collar	5.9%	10.7%	9.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.4%	4.4%	3.9%
Installation/Maintenance/Repair	1.5%	1.9%	1.6%
Production	0.4%	1.3%	1.3%
Transportation/Material Moving	2.3%	3.0%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	21,401	145,696	335,316
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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2010 Households by Type			
Total	9,997	55,572	127,605
Households with 1 Person	40.9%	29.7%	28.1%
Households with 2+ People	59.1%	70.3%	71.9%
Family Households	50.0%	62.6%	65.2%
Husband-wife Families	39.4%	48.7%	51.5%
With Related Children	17.4%	22.9%	24.1%
Other Family (No Spouse Present)	10.6%	13.8%	13.7%
Other Family with Male Householder	2.9%	3.8%	3.5%
With Related Children	1.1%	1.7%	1.7%
Other Family with Female Householder	7.7%	10.1%	10.2%
With Related Children	4.2%	5.4%	5.7%
Nonfamily Households	9.1%	7.8%	6.7%
All Households with Children	22.8%	30.4%	32.0%
Multigenerational Households	1.9%	3.9%	3.7%
Unmarried Partner Households	4.9%	4.8%	4.3%
Male-female	4.3%	4.0%	3.6%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	9,997	55,573	127,606
1 Person Household	40.9%	29.7%	28.1%
2 Person Household	31.5%	30.9%	31.5%
3 Person Household	13.3%	15.1%	15.4%
4 Person Household	9.1%	12.7%	13.7%
5 Person Household	3.3%	5.8%	6.3%
6 Person Household	1.1%	2.6%	2.6%
7 + Person Household	0.8%	3.1%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	9,997	55,572	127,605
Owner Occupied	34.5%	65.1%	67.5%
Owned with a Mortgage/Loan	26.2%	49.5%	50.7%
Owned Free and Clear	8.4%	15.7%	16.9%
Renter Occupied	65.5%	34.9%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	10,988	58,838	135,029
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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.	Metro Renters (3B)	Pleasantville (2B)	Top Tier (1A)
2.	Enterprising Professionals	Metro Renters (3B)	Pleasantville (2B)
3.	Golden Years (9B)	Top Tier (1A)	Urban Chic (2A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$40,683,415	\$206,467,992	\$516,046,435
Average Spent	\$3,203.92	\$3,427.59	\$3,774.23
Spending Potential Index	147	158	173
Education: Total \$	\$28,192,910	\$152,638,959	\$382,891,766
Average Spent	\$2,220.26	\$2,533.97	\$2,800.37
Spending Potential Index	153	175	193
Entertainment/Recreation: Total \$	\$56,628,334	\$297,775,910	\$749,692,880
Average Spent	\$4,459.63	\$4,943.41	\$5,483.06
Spending Potential Index	138	153	170
Food at Home: Total \$	\$88,845,941	\$451,946,910	\$1,130,505,668
Average Spent	\$6,996.85	\$7,502.81	\$8,268.22
Spending Potential Index	139	149	165
Food Away from Home: Total \$	\$65,336,549	\$328,119,269	\$820,717,284
Average Spent	\$5,145.42	\$5,447.14	\$6,002.51
Spending Potential Index	147	155	171
Health Care: Total \$	\$93,790,740	\$506,444,815	\$1,283,743,115
Average Spent	\$7,386.26	\$8,407.54	\$9,388.96
Spending Potential Index	129	147	164
HH Furnishings & Equipment: Total \$	\$36,849,668	\$193,644,819	\$488,101,843
Average Spent	\$2,902.01	\$3,214.72	\$3,569.85
Spending Potential Index	139	154	171
Personal Care Products & Services: Total \$	\$15,067,000	\$77,803,876	\$196,184,722
Average Spent	\$1,186.56	\$1,291.63	\$1,434.84
Spending Potential Index	143	156	173
Shelter: Total \$	\$320,663,483	\$1,650,383,950	\$4,119,613,436
Average Spent	\$25,253.07	\$27,398.18	\$30,129.77
Spending Potential Index	150	163	179
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,662,346	\$243,393,849	\$621,058,769
Average Spent	\$3,517.27	\$4,040.60	\$4,542.26
Spending Potential Index	141	163	183
Travel: Total \$	\$39,617,624	\$216,945,377	\$549,533,867
Average Spent	\$3,119.99	\$3,601.53	\$4,019.15
Spending Potential Index	145	167	187
Vehicle Maintenance & Repairs: Total \$	\$18,457,325	\$96,952,534	\$243,610,634
Average Spent	\$1,453.56	\$1,609.52	\$1,781.70
Spending Potential Index	135	150	166

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.