

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	16,674	118,775	278,770
2010 Total Population	18,293	130,916	312,012
2019 Total Population	21,571	142,074	337,384
2019 Group Quarters	570	2,109	4,615
2024 Total Population	22,653	146,547	348,978
2017-2022 Annual Rate	0.98%	0.62%	0.68%
2019 Total Daytime Population	38,761	186,765	392,564
Workers	29,114	122,494	234,607
Residents	9,647	64,271	157,957
<b>Household Summary</b>			
2000 Households	6,855	45,554	105,822
2000 Average Household Size	2.35	2.55	2.59
2010 Households	7,680	50,012	117,354
2010 Average Household Size	2.31	2.58	2.62
2019 Households	9,211	54,548	126,461
2019 Average Household Size	2.28	2.57	2.63
2024 Households	9,677	56,257	130,511
2024 Average Household Size	2.28	2.57	2.64
2017-2022 Annual Rate	0.99%	0.62%	0.63%
2010 Families	4,257	31,867	77,962
2010 Average Family Size	3.04	3.15	3.16
2019 Families	4,983	34,039	82,898
2019 Average Family Size	3.02	3.17	3.20
2024 Families	5,227	34,950	85,264
2024 Average Family Size	3.03	3.18	3.21
2017-2022 Annual Rate	0.96%	0.53%	0.56%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,124	46,860	109,217
Owner Occupied Housing Units	33.2%	66.6%	69.6%
Renter Occupied Housing Units	63.0%	30.6%	27.2%
Vacant Housing Units	3.8%	2.8%	3.1%
2010 Housing Units	8,400	52,838	124,050
Owner Occupied Housing Units	28.9%	60.9%	64.4%
Renter Occupied Housing Units	62.5%	33.7%	30.2%
Vacant Housing Units	8.6%	5.3%	5.4%
2019 Housing Units	9,976	57,068	132,448
Owner Occupied Housing Units	24.5%	57.1%	61.4%
Renter Occupied Housing Units	67.9%	38.4%	34.0%
Vacant Housing Units	7.7%	4.4%	4.5%
2024 Housing Units	10,461	58,717	136,422
Owner Occupied Housing Units	24.7%	57.5%	62.2%
Renter Occupied Housing Units	67.8%	38.3%	33.5%
Vacant Housing Units	7.5%	4.2%	4.3%
<b>Median Household Income</b>			
2019	\$79,790	\$102,898	\$106,247
2024	\$88,244	\$111,545	\$115,621
<b>Median Home Value</b>			
2019	\$405,422	\$476,662	\$519,345
2024	\$434,887	\$497,423	\$550,304
<b>Per Capita Income</b>			
2019	\$45,124	\$55,366	\$57,395
2024	\$51,227	\$61,377	\$63,067
<b>Median Age</b>			
2010	36.4	39.3	40.3
2019	37.9	40.7	41.9
2024	38.9	41.6	42.7

**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.

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	9,211	54,548	126,461
<\$15,000	7.9%	5.1%	5.1%
\$15,000 - \$24,999	5.3%	4.1%	4.2%
\$25,000 - \$34,999	7.0%	4.7%	4.8%
\$35,000 - \$49,999	9.4%	7.2%	7.5%
\$50,000 - \$74,999	16.7%	13.9%	13.0%
\$75,000 - \$99,999	15.5%	13.2%	12.0%
\$100,000 - \$149,999	20.7%	20.5%	19.0%
\$150,000 - \$199,999	8.4%	12.6%	12.6%
\$200,000+	9.3%	18.7%	21.8%
Average Household Income	\$105,581	\$143,991	\$152,986
<b>2024 Households by Income</b>			
Household Income Base	9,677	56,257	130,511
<\$15,000	6.6%	4.3%	4.3%
\$15,000 - \$24,999	4.3%	3.4%	3.5%
\$25,000 - \$34,999	6.4%	4.3%	4.3%
\$35,000 - \$49,999	8.4%	6.3%	6.6%
\$50,000 - \$74,999	15.2%	12.4%	11.8%
\$75,000 - \$99,999	15.3%	12.7%	11.6%
\$100,000 - \$149,999	22.4%	21.1%	19.5%
\$150,000 - \$199,999	10.5%	14.5%	14.3%
\$200,000+	11.1%	21.0%	24.1%
Average Household Income	\$119,744	\$159,667	\$168,476
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,440	32,610	81,371
<\$50,000	0.1%	0.6%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.9%
\$100,000 - \$149,999	1.3%	0.5%	1.5%
\$150,000 - \$199,999	1.2%	1.7%	2.5%
\$200,000 - \$249,999	3.0%	3.8%	3.7%
\$250,000 - \$299,999	8.5%	6.5%	5.8%
\$300,000 - \$399,999	35.2%	23.4%	17.6%
\$400,000 - \$499,999	13.6%	17.4%	15.1%
\$500,000 - \$749,999	19.5%	26.7%	26.4%
\$750,000 - \$999,999	13.8%	13.1%	15.5%
\$1,000,000 +	2.0%	5.1%	7.9%
Average Home Value	\$522,234	\$556,735	\$605,494
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,582	33,761	84,816
<\$50,000	0.0%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.8%	0.2%	0.9%
\$150,000 - \$199,999	0.8%	0.8%	1.5%
\$200,000 - \$249,999	2.1%	2.5%	2.5%
\$250,000 - \$299,999	6.9%	5.3%	5.0%
\$300,000 - \$399,999	34.0%	22.8%	17.2%
\$400,000 - \$499,999	15.4%	18.5%	16.2%
\$500,000 - \$749,999	21.0%	28.0%	27.8%
\$750,000 - \$999,999	15.5%	14.0%	15.5%
\$1,000,000 +	1.7%	6.2%	9.7%
Average Home Value	\$538,715	\$585,405	\$638,623

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

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	18,293	130,914	312,012
0 - 4	6.6%	6.1%	6.2%
5 - 9	5.1%	5.8%	6.3%
10 - 14	4.5%	5.5%	6.1%
15 - 24	10.7%	11.0%	10.9%
25 - 34	20.6%	15.3%	13.3%
35 - 44	16.2%	14.6%	14.1%
45 - 54	12.4%	14.9%	15.0%
55 - 64	9.0%	11.7%	12.1%
65 - 74	5.4%	7.3%	7.6%
75 - 84	4.6%	5.2%	5.5%
85 +	5.0%	2.6%	3.0%
18 +	80.9%	79.0%	77.6%
<b>2019 Population by Age</b>			
Total	21,570	142,075	337,381
0 - 4	5.7%	5.3%	5.4%
5 - 9	5.2%	5.6%	5.9%
10 - 14	4.9%	6.1%	6.6%
15 - 24	9.1%	10.0%	10.5%
25 - 34	19.2%	14.4%	12.4%
35 - 44	17.1%	14.3%	13.2%
45 - 54	11.7%	13.0%	13.3%
55 - 64	10.6%	13.2%	13.4%
65 - 74	7.6%	9.5%	10.1%
75 - 84	4.8%	5.6%	5.9%
85 +	4.0%	3.0%	3.4%
18 +	81.7%	79.7%	78.4%
<b>2024 Population by Age</b>			
Total	22,653	146,549	348,975
0 - 4	5.6%	5.3%	5.4%
5 - 9	4.9%	5.3%	5.6%
10 - 14	4.6%	5.6%	5.9%
15 - 24	8.9%	10.0%	10.3%
25 - 34	18.4%	13.9%	12.3%
35 - 44	17.3%	14.9%	13.6%
45 - 54	11.7%	12.7%	12.7%
55 - 64	10.3%	12.5%	12.8%
65 - 74	8.5%	10.3%	10.9%
75 - 84	5.8%	6.4%	6.9%
85 +	4.0%	3.1%	3.5%
18 +	82.4%	80.4%	79.4%
<b>2010 Population by Sex</b>			
Males	8,777	63,319	148,915
Females	9,516	67,597	163,097
<b>2019 Population by Sex</b>			
Males	10,436	68,795	161,642
Females	11,135	73,279	175,742
<b>2024 Population by Sex</b>			
Males	10,950	71,086	167,614
Females	11,704	75,461	181,364

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	18,293	130,915	312,012
White Alone	53.3%	62.1%	61.5%
Black Alone	8.1%	9.1%	11.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	26.5%	16.3%	14.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.8%	8.0%	7.8%
Two or More Races	3.6%	4.0%	3.9%
Hispanic Origin	17.1%	20.5%	19.0%
Diversity Index	74.1	71.7	71.4
<b>2019 Population by Race/Ethnicity</b>			
Total	21,571	142,073	337,385
White Alone	46.5%	56.1%	55.7%
Black Alone	10.2%	10.7%	13.4%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	28.6%	18.3%	16.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.9%	9.6%	9.3%
Two or More Races	4.2%	4.8%	4.6%
Hispanic Origin	21.7%	24.7%	22.8%
Diversity Index	79.7	77.4	77.0
<b>2024 Population by Race/Ethnicity</b>			
Total	22,653	146,547	348,977
White Alone	43.2%	53.0%	52.6%
Black Alone	10.9%	11.4%	14.2%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	29.8%	19.3%	17.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.0%	10.6%	10.2%
Two or More Races	4.5%	5.1%	4.9%
Hispanic Origin	24.2%	27.4%	25.2%
Diversity Index	81.8	80.0	79.6
<b>2010 Population by Relationship and Household Type</b>			
Total	18,293	130,916	312,012
In Households	97.1%	98.4%	98.5%
In Family Households	73.4%	80.3%	82.3%
Householder	23.2%	24.4%	25.0%
Spouse	18.4%	19.2%	19.7%
Child	23.9%	27.2%	28.6%
Other relative	5.1%	5.8%	5.6%
Nonrelative	2.7%	3.7%	3.3%
In Nonfamily Households	23.7%	18.1%	16.2%
In Group Quarters	2.9%	1.6%	1.5%
Institutionalized Population	2.4%	1.1%	1.0%
Noninstitutionalized Population	0.5%	0.5%	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.

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

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	16,185	103,702	241,706
Less than 9th Grade	6.9%	6.2%	5.6%
9th - 12th Grade, No Diploma	4.8%	3.8%	3.6%
High School Graduate	11.3%	11.8%	11.7%
GED/Alternative Credential	1.2%	1.2%	1.3%
Some College, No Degree	11.6%	12.3%	12.4%
Associate Degree	4.3%	5.1%	5.0%
Bachelor's Degree	27.5%	27.5%	26.8%
Graduate/Professional Degree	32.5%	32.1%	33.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	18,157	117,960	277,091
Never Married	35.9%	33.4%	31.5%
Married	46.5%	52.5%	54.0%
Widowed	7.5%	5.7%	6.0%
Divorced	10.2%	8.5%	8.4%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.8%	95.7%	96.0%
Civilian Unemployed (Unemployment Rate)	4.2%	4.3%	4.0%
<b>2019 Employed Population 16+ by Industry</b>			
Total	12,098	78,995	182,113
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.6%	6.6%	6.6%
Manufacturing	1.4%	2.5%	2.4%
Wholesale Trade	1.1%	1.1%	1.0%
Retail Trade	5.5%	5.9%	6.1%
Transportation/Utilities	2.0%	2.5%	2.6%
Information	2.6%	2.4%	2.4%
Finance/Insurance/Real Estate	5.9%	6.5%	6.8%
Services	63.2%	59.7%	59.4%
Public Administration	12.5%	12.6%	12.6%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	12,098	78,995	182,111
White Collar	74.3%	73.2%	73.7%
Management/Business/Financial	17.3%	20.3%	21.2%
Professional	40.6%	35.5%	35.1%
Sales	7.7%	7.5%	7.9%
Administrative Support	8.8%	9.9%	9.4%
Services	17.8%	16.8%	16.5%
Blue Collar	7.9%	10.0%	9.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.5%	4.5%	4.5%
Installation/Maintenance/Repair	1.1%	1.6%	1.4%
Production	1.4%	1.4%	1.3%
Transportation/Material Moving	1.9%	2.6%	2.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	18,293	130,916	312,012
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	7,681	50,012	117,353
Households with 1 Person	35.9%	28.7%	27.1%
Households with 2+ People	64.1%	71.3%	72.9%
Family Households	55.4%	63.7%	66.4%
Husband-wife Families	43.9%	50.3%	52.4%
With Related Children	21.4%	23.1%	24.6%
Other Family (No Spouse Present)	11.5%	13.5%	14.0%
Other Family with Male Householder	3.3%	3.6%	3.6%
With Related Children	1.3%	1.6%	1.7%
Other Family with Female Householder	8.3%	9.9%	10.4%
With Related Children	4.9%	5.3%	5.9%
Nonfamily Households	8.7%	7.6%	6.5%
All Households with Children	27.8%	30.4%	32.6%
Multigenerational Households	3.0%	3.8%	3.9%
Unmarried Partner Households	4.5%	4.6%	4.3%
Male-female	3.8%	3.9%	3.5%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	7,680	50,011	117,356
1 Person Household	35.9%	28.7%	27.1%
2 Person Household	29.8%	31.9%	31.6%
3 Person Household	15.4%	15.6%	15.7%
4 Person Household	11.2%	12.8%	14.0%
5 Person Household	4.4%	5.8%	6.4%
6 Person Household	1.8%	2.5%	2.7%
7 + Person Household	1.5%	2.8%	2.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,680	50,012	117,354
Owner Occupied	31.7%	64.4%	68.1%
Owned with a Mortgage/Loan	24.0%	49.2%	51.2%
Owned Free and Clear	7.6%	15.2%	16.9%
Renter Occupied	68.3%	35.6%	31.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,400	52,838	124,050
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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.

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

Congressional Plaza  
154 Congressional Ln, Rockville, Maryland, 20852  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.06298  
Longitude: -77.12801

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
<b>2.</b>	Enterprising Professionals	Pleasantville (2B)	Enterprising Professionals
<b>3.</b>	Pleasantville (2B)	Metro Renters (3B)	Pleasantville (2B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$24,430,070	\$189,988,989	\$464,387,931
Average Spent	\$2,652.27	\$3,482.97	\$3,672.18
Spending Potential Index	124	163	171
Education: Total \$	\$19,017,658	\$161,797,891	\$393,230,968
Average Spent	\$2,064.67	\$2,966.16	\$3,109.50
Spending Potential Index	130	186	195
Entertainment/Recreation: Total \$	\$34,854,533	\$283,008,312	\$698,802,601
Average Spent	\$3,784.01	\$5,188.24	\$5,525.83
Spending Potential Index	116	159	169
Food at Home: Total \$	\$55,747,023	\$436,159,379	\$1,074,049,444
Average Spent	\$6,052.22	\$7,995.88	\$8,493.13
Spending Potential Index	117	155	164
Food Away from Home: Total \$	\$41,762,868	\$322,287,167	\$789,520,102
Average Spent	\$4,534.02	\$5,908.32	\$6,243.19
Spending Potential Index	123	161	170
Health Care: Total \$	\$58,437,358	\$479,399,130	\$1,199,479,322
Average Spent	\$6,344.30	\$8,788.57	\$9,484.97
Spending Potential Index	107	148	160
HH Furnishings & Equipment: Total \$	\$22,628,528	\$182,269,116	\$451,494,942
Average Spent	\$2,456.69	\$3,341.44	\$3,570.23
Spending Potential Index	115	157	167
Personal Care Products & Services: Total \$	\$9,653,472	\$76,290,190	\$189,795,563
Average Spent	\$1,048.04	\$1,398.59	\$1,500.82
Spending Potential Index	118	158	169
Shelter: Total \$	\$217,180,640	\$1,722,794,716	\$4,217,607,319
Average Spent	\$23,578.40	\$31,583.10	\$33,351.05
Spending Potential Index	127	171	180
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,248,208	\$212,370,373	\$533,644,461
Average Spent	\$2,741.09	\$3,893.28	\$4,219.83
Spending Potential Index	111	157	170
Travel: Total \$	\$25,048,452	\$208,967,476	\$519,770,016
Average Spent	\$2,719.41	\$3,830.89	\$4,110.12
Spending Potential Index	121	171	183
Vehicle Maintenance & Repairs: Total \$	\$11,849,196	\$94,740,857	\$234,460,433
Average Spent	\$1,286.42	\$1,736.83	\$1,854.01
Spending Potential Index	112	152	162

**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.