

Courthouse Center
12 N Washington St, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.08469
Longitude: -77.15294

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,588	83,928	262,985
2010 Total Population	16,913	100,246	297,356
2019 Total Population	18,142	111,294	325,587
2019 Group Quarters	407	2,087	3,941
2024 Total Population	18,721	116,590	340,428
2017-2022 Annual Rate	0.63%	0.93%	0.90%
2019 Total Daytime Population	26,932	168,068	359,653
Workers	18,844	116,374	208,232
Residents	8,088	51,694	151,421
Household Summary			
2000 Households	5,521	30,846	96,844
2000 Average Household Size	2.54	2.64	2.67
2010 Households	6,708	38,275	110,229
2010 Average Household Size	2.46	2.56	2.66
2019 Households	7,231	42,716	120,759
2019 Average Household Size	2.45	2.56	2.66
2024 Households	7,462	44,760	126,292
2024 Average Household Size	2.45	2.56	2.66
2017-2022 Annual Rate	0.63%	0.94%	0.90%
2010 Families	4,059	26,079	74,659
2010 Average Family Size	3.08	3.07	3.18
2019 Families	4,279	28,661	80,325
2019 Average Family Size	3.10	3.09	3.21
2024 Families	4,389	29,861	83,470
2024 Average Family Size	3.12	3.10	3.23
2017-2022 Annual Rate	0.51%	0.82%	0.77%
Housing Unit Summary			
2000 Housing Units	5,689	31,665	100,245
Owner Occupied Housing Units	67.8%	67.1%	66.7%
Renter Occupied Housing Units	29.2%	30.3%	29.9%
Vacant Housing Units	3.0%	2.6%	3.4%
2010 Housing Units	7,092	40,357	116,051
Owner Occupied Housing Units	58.4%	60.0%	62.9%
Renter Occupied Housing Units	36.2%	34.8%	32.1%
Vacant Housing Units	5.4%	5.2%	5.0%
2019 Housing Units	7,518	44,641	125,933
Owner Occupied Housing Units	55.2%	55.5%	59.3%
Renter Occupied Housing Units	41.0%	40.2%	36.6%
Vacant Housing Units	3.8%	4.3%	4.1%
2024 Housing Units	7,704	46,632	131,227
Owner Occupied Housing Units	55.9%	56.2%	60.2%
Renter Occupied Housing Units	40.9%	39.8%	36.0%
Vacant Housing Units	3.1%	4.0%	3.8%
Median Household Income			
2019	\$97,610	\$110,636	\$104,100
2024	\$106,987	\$119,854	\$113,194
Median Home Value			
2019	\$488,533	\$582,670	\$507,904
2024	\$520,873	\$603,596	\$541,627
Per Capita Income			
2019	\$50,937	\$59,526	\$54,462
2024	\$57,260	\$65,303	\$60,095
Median Age			
2010	39.3	40.0	39.3
2019	40.8	41.6	40.8
2024	41.4	42.2	41.5

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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2019 Households by Income			
Household Income Base	7,231	42,716	120,759
<\$15,000	7.2%	5.1%	5.2%
\$15,000 - \$24,999	5.0%	3.4%	4.2%
\$25,000 - \$34,999	4.3%	4.2%	4.9%
\$35,000 - \$49,999	7.4%	6.6%	7.5%
\$50,000 - \$74,999	12.3%	12.6%	13.8%
\$75,000 - \$99,999	14.8%	12.3%	12.1%
\$100,000 - \$149,999	20.1%	20.0%	19.3%
\$150,000 - \$199,999	13.1%	13.6%	12.5%
\$200,000+	15.7%	22.2%	20.6%
Average Household Income	\$127,915	\$155,295	\$146,602
2024 Households by Income			
Household Income Base	7,462	44,760	126,292
<\$15,000	6.0%	4.4%	4.3%
\$15,000 - \$24,999	4.3%	2.9%	3.4%
\$25,000 - \$34,999	3.7%	3.8%	4.4%
\$35,000 - \$49,999	6.6%	5.9%	6.7%
\$50,000 - \$74,999	11.1%	11.3%	12.5%
\$75,000 - \$99,999	14.2%	11.7%	11.7%
\$100,000 - \$149,999	20.9%	20.2%	19.8%
\$150,000 - \$199,999	15.1%	15.2%	14.1%
\$200,000+	18.2%	24.7%	23.0%
Average Household Income	\$143,812	\$170,231	\$161,753
2019 Owner Occupied Housing Units by Value			
Total	4,150	24,758	74,656
<\$50,000	0.9%	0.4%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	1.0%
\$100,000 - \$149,999	0.6%	0.5%	1.7%
\$150,000 - \$199,999	1.4%	1.2%	2.3%
\$200,000 - \$249,999	3.2%	1.5%	3.7%
\$250,000 - \$299,999	5.2%	3.1%	6.5%
\$300,000 - \$399,999	20.2%	15.6%	17.8%
\$400,000 - \$499,999	20.7%	15.3%	15.2%
\$500,000 - \$749,999	33.3%	37.0%	28.1%
\$750,000 - \$999,999	11.2%	18.1%	14.6%
\$1,000,000 +	2.7%	6.0%	6.6%
Average Home Value	\$538,461	\$624,942	\$582,634
2024 Owner Occupied Housing Units by Value			
Total	4,310	26,202	79,047
<\$50,000	0.3%	0.1%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.2%	0.2%	1.0%
\$150,000 - \$199,999	0.7%	0.6%	1.5%
\$200,000 - \$249,999	1.9%	0.9%	2.6%
\$250,000 - \$299,999	4.0%	2.5%	5.5%
\$300,000 - \$399,999	18.9%	14.1%	17.2%
\$400,000 - \$499,999	20.8%	15.4%	16.1%
\$500,000 - \$749,999	36.5%	39.1%	30.4%
\$750,000 - \$999,999	13.7%	19.5%	14.7%
\$1,000,000 +	2.4%	6.4%	8.0%
Average Home Value	\$564,232	\$646,521	\$614,543

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.

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2010 Population by Age			
Total	16,911	100,244	297,355
0 - 4	5.9%	5.9%	6.2%
5 - 9	5.7%	6.3%	6.3%
10 - 14	4.8%	6.1%	6.3%
15 - 24	11.5%	10.7%	11.3%
25 - 34	15.8%	13.7%	13.9%
35 - 44	15.0%	14.7%	14.3%
45 - 54	15.4%	15.5%	15.3%
55 - 64	11.7%	12.2%	11.9%
65 - 74	6.9%	7.5%	7.1%
75 - 84	4.9%	4.9%	4.9%
85 +	2.5%	2.6%	2.5%
18 +	80.2%	77.8%	77.2%
2019 Population by Age			
Total	18,140	111,295	325,586
0 - 4	5.2%	5.2%	5.5%
5 - 9	5.4%	5.8%	6.0%
10 - 14	5.3%	6.5%	6.6%
15 - 24	9.9%	10.3%	10.7%
25 - 34	15.4%	12.8%	13.0%
35 - 44	14.7%	13.9%	13.6%
45 - 54	13.5%	13.6%	13.4%
55 - 64	13.3%	13.5%	13.2%
65 - 74	9.0%	9.9%	9.5%
75 - 84	5.3%	5.6%	5.4%
85 +	3.0%	2.9%	3.0%
18 +	80.9%	78.8%	78.2%
2024 Population by Age			
Total	18,723	116,590	340,428
0 - 4	5.2%	5.2%	5.5%
5 - 9	5.2%	5.6%	5.7%
10 - 14	4.8%	5.8%	6.0%
15 - 24	9.6%	10.1%	10.5%
25 - 34	15.4%	13.1%	13.0%
35 - 44	15.1%	14.2%	14.1%
45 - 54	12.9%	13.0%	12.8%
55 - 64	12.6%	12.9%	12.7%
65 - 74	9.8%	10.6%	10.4%
75 - 84	6.3%	6.5%	6.2%
85 +	3.1%	3.1%	3.0%
18 +	81.8%	79.8%	79.1%
2010 Population by Sex			
Males	8,149	48,277	142,919
Females	8,764	51,969	154,437
2019 Population by Sex			
Males	8,738	53,639	156,632
Females	9,404	57,655	168,955
2024 Population by Sex			
Males	9,034	56,200	163,973
Females	9,687	60,391	176,455

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2010 Population by Race/Ethnicity			
Total	16,912	100,246	297,355
White Alone	59.4%	63.3%	58.6%
Black Alone	11.6%	8.5%	11.5%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	18.6%	19.5%	17.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.0%	4.7%	7.7%
Two or More Races	4.1%	3.6%	3.9%
Hispanic Origin	16.0%	13.3%	19.2%
Diversity Index	70.8	65.7	73.2
2019 Population by Race/Ethnicity			
Total	18,141	111,294	325,586
White Alone	52.9%	56.3%	52.6%
Black Alone	13.4%	10.3%	13.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	21.0%	22.7%	20.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.4%	6.0%	9.2%
Two or More Races	4.9%	4.3%	4.6%
Hispanic Origin	19.8%	16.9%	23.0%
Diversity Index	76.7	72.7	78.4
2024 Population by Race/Ethnicity			
Total	18,722	116,589	340,427
White Alone	49.4%	52.6%	49.5%
Black Alone	14.2%	11.2%	13.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	22.3%	24.3%	21.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.3%	6.7%	10.1%
Two or More Races	5.3%	4.7%	5.0%
Hispanic Origin	22.3%	19.2%	25.3%
Diversity Index	79.5	76.0	80.8
2010 Population by Relationship and Household Type			
Total	16,913	100,246	297,356
In Households	97.7%	97.9%	98.8%
In Family Households	77.0%	82.3%	83.3%
Householder	23.9%	25.9%	25.1%
Spouse	18.4%	21.2%	19.8%
Child	26.4%	28.4%	29.2%
Other relative	5.2%	4.5%	5.8%
Nonrelative	3.1%	2.3%	3.4%
In Nonfamily Households	20.7%	15.6%	15.4%
In Group Quarters	2.3%	2.1%	1.2%
Institutionalized Population	1.3%	1.4%	0.8%
Noninstitutionalized Population	1.0%	0.7%	0.4%

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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2019 Population 25+ by Educational Attainment			
Total	13,450	80,353	231,819
Less than 9th Grade	5.1%	4.0%	5.8%
9th - 12th Grade, No Diploma	4.6%	3.2%	3.9%
High School Graduate	10.2%	9.0%	11.8%
GED/Alternative Credential	1.1%	1.1%	1.3%
Some College, No Degree	14.0%	11.1%	12.6%
Associate Degree	6.8%	5.2%	5.2%
Bachelor's Degree	27.5%	28.9%	26.9%
Graduate/Professional Degree	30.8%	37.6%	32.4%
2019 Population 15+ by Marital Status			
Total	15,253	91,815	266,610
Never Married	34.2%	30.2%	31.8%
Married	49.1%	55.7%	54.4%
Widowed	6.6%	5.8%	5.4%
Divorced	10.1%	8.3%	8.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.3%	96.2%	95.8%
Civilian Unemployed (Unemployment Rate)	4.7%	3.8%	4.2%
2019 Employed Population 16+ by Industry			
Total	10,184	60,510	177,116
Agriculture/Mining	0.4%	0.2%	0.1%
Construction	6.4%	4.7%	6.5%
Manufacturing	2.6%	2.6%	2.8%
Wholesale Trade	1.1%	1.3%	1.2%
Retail Trade	6.6%	5.4%	6.5%
Transportation/Utilities	2.8%	2.4%	2.9%
Information	2.2%	2.6%	2.3%
Finance/Insurance/Real Estate	5.9%	6.7%	6.7%
Services	60.1%	60.7%	59.1%
Public Administration	11.9%	13.4%	11.6%
2019 Employed Population 16+ by Occupation			
Total	10,182	60,511	177,115
White Collar	74.1%	79.6%	73.3%
Management/Business/Financial	21.1%	22.5%	20.8%
Professional	35.8%	40.2%	34.7%
Sales	7.3%	7.7%	8.1%
Administrative Support	9.9%	9.2%	9.7%
Services	16.7%	13.6%	16.4%
Blue Collar	9.2%	6.8%	10.3%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	3.7%	2.8%	4.4%
Installation/Maintenance/Repair	1.4%	1.1%	1.6%
Production	1.3%	1.1%	1.4%
Transportation/Material Moving	2.4%	1.7%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	16,913	100,246	297,356
Population Inside Urbanized Area	100.0%	99.7%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.3%

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2010 Households by Type			
Total	6,708	38,274	110,229
Households with 1 Person	30.9%	25.3%	25.9%
Households with 2+ People	69.1%	74.7%	74.1%
Family Households	60.5%	68.1%	67.7%
Husband-wife Families	46.5%	55.7%	53.4%
With Related Children	20.9%	26.0%	25.5%
Other Family (No Spouse Present)	14.0%	12.4%	14.3%
Other Family with Male Householder	3.8%	3.1%	3.8%
With Related Children	1.6%	1.4%	1.9%
Other Family with Female Householder	10.3%	9.3%	10.6%
With Related Children	5.6%	5.2%	6.1%
Nonfamily Households	8.6%	6.5%	6.4%
All Households with Children	28.4%	32.9%	33.9%
Multigenerational Households	3.5%	3.3%	4.1%
Unmarried Partner Households	5.2%	4.0%	4.4%
Male-female	4.4%	3.4%	3.7%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	6,708	38,274	110,228
1 Person Household	30.9%	25.3%	25.9%
2 Person Household	31.3%	33.2%	31.2%
3 Person Household	16.2%	16.9%	16.5%
4 Person Household	11.9%	14.8%	14.6%
5 Person Household	5.1%	6.0%	6.5%
6 Person Household	2.4%	2.3%	2.8%
7 + Person Household	2.2%	1.5%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	6,708	38,275	110,229
Owner Occupied	61.7%	63.3%	66.2%
Owned with a Mortgage/Loan	49.0%	49.6%	51.2%
Owned Free and Clear	12.7%	13.7%	15.1%
Renter Occupied	38.3%	36.7%	33.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,092	40,357	116,051
Housing Units Inside Urbanized Area	100.0%	99.7%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	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.

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Top 3 Tapestry Segments			
1.	City Lights (8A)	Enterprising Professionals	Enterprising Professionals
2.	Trendsetters (3C)	Top Tier (1A)	Top Tier (1A)
3.	Retirement Communities	Pleasantville (2B)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$22,477,769	\$159,663,576	\$429,215,949
Average Spent	\$3,108.53	\$3,737.79	\$3,554.32
Spending Potential Index	145	174	166
Education: Total \$	\$18,580,338	\$135,475,945	\$353,616,719
Average Spent	\$2,569.54	\$3,171.55	\$2,928.28
Spending Potential Index	161	199	184
Entertainment/Recreation: Total \$	\$33,336,205	\$238,661,246	\$639,254,211
Average Spent	\$4,610.18	\$5,587.16	\$5,293.64
Spending Potential Index	141	171	162
Food at Home: Total \$	\$52,431,600	\$365,823,395	\$991,094,853
Average Spent	\$7,250.95	\$8,564.08	\$8,207.21
Spending Potential Index	140	166	159
Food Away from Home: Total \$	\$38,299,616	\$272,425,185	\$731,923,835
Average Spent	\$5,296.59	\$6,377.59	\$6,061.03
Spending Potential Index	144	174	165
Health Care: Total \$	\$56,982,868	\$404,803,771	\$1,097,230,539
Average Spent	\$7,880.36	\$9,476.63	\$9,086.12
Spending Potential Index	133	160	153
HH Furnishings & Equipment: Total \$	\$21,377,948	\$154,399,931	\$416,154,339
Average Spent	\$2,956.43	\$3,614.57	\$3,446.16
Spending Potential Index	139	170	162
Personal Care Products & Services: Total \$	\$9,044,510	\$65,135,835	\$175,710,509
Average Spent	\$1,250.80	\$1,524.86	\$1,455.05
Spending Potential Index	141	172	164
Shelter: Total \$	\$206,227,209	\$1,439,884,470	\$3,852,680,359
Average Spent	\$28,519.87	\$33,708.32	\$31,903.88
Spending Potential Index	154	182	172
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,065,514	\$179,676,571	\$482,151,004
Average Spent	\$3,466.40	\$4,206.31	\$3,992.67
Spending Potential Index	140	170	161
Travel: Total \$	\$24,469,081	\$177,845,558	\$472,199,641
Average Spent	\$3,383.91	\$4,163.44	\$3,910.26
Spending Potential Index	151	186	174
Vehicle Maintenance & Repairs: Total \$	\$11,260,303	\$79,865,797	\$215,896,705
Average Spent	\$1,557.23	\$1,869.69	\$1,787.83
Spending Potential Index	136	163	156

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.