

Federal Plaza
1776 E Jefferson St, Rockville, Maryland, 20852
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.05744
Longitude: -77.12627

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,899	124,069	287,488
2010 Total Population	17,568	136,400	321,285
2019 Total Population	21,820	147,946	345,829
2019 Group Quarters	575	2,123	5,028
2024 Total Population	23,235	152,598	356,742
2017-2022 Annual Rate	1.26%	0.62%	0.62%
2019 Total Daytime Population	45,298	186,844	396,295
Workers	35,577	120,168	234,662
Residents	9,721	66,676	161,633
Household Summary			
2000 Households	6,309	47,931	109,646
2000 Average Household Size	2.27	2.54	2.57
2010 Households	7,781	52,324	121,280
2010 Average Household Size	2.19	2.57	2.61
2019 Households	9,894	56,980	130,246
2019 Average Household Size	2.15	2.56	2.62
2024 Households	10,534	58,747	134,154
2024 Average Household Size	2.15	2.56	2.62
2017-2022 Annual Rate	1.26%	0.61%	0.59%
2010 Families	4,099	33,169	80,036
2010 Average Family Size	2.95	3.14	3.16
2019 Families	5,037	35,409	84,562
2019 Average Family Size	2.94	3.17	3.20
2024 Families	5,358	36,356	86,683
2024 Average Family Size	2.94	3.18	3.21
2017-2022 Annual Rate	1.24%	0.53%	0.50%
Housing Unit Summary			
2000 Housing Units	6,556	49,314	113,087
Owner Occupied Housing Units	29.9%	66.6%	69.1%
Renter Occupied Housing Units	66.4%	30.6%	27.8%
Vacant Housing Units	3.8%	2.8%	3.0%
2010 Housing Units	8,589	55,253	128,268
Owner Occupied Housing Units	29.7%	61.2%	64.0%
Renter Occupied Housing Units	60.9%	33.5%	30.5%
Vacant Housing Units	9.4%	5.3%	5.4%
2019 Housing Units	10,772	59,560	136,391
Owner Occupied Housing Units	26.5%	57.6%	61.0%
Renter Occupied Housing Units	65.3%	38.1%	34.5%
Vacant Housing Units	8.2%	4.3%	4.5%
2024 Housing Units	11,429	61,263	140,238
Owner Occupied Housing Units	27.1%	58.0%	61.4%
Renter Occupied Housing Units	65.1%	37.9%	34.3%
Vacant Housing Units	7.8%	4.1%	4.3%
Median Household Income			
2019	\$84,460	\$102,895	\$107,138
2024	\$94,777	\$111,503	\$116,466
Median Home Value			
2019	\$537,349	\$480,313	\$531,832
2024	\$565,878	\$503,672	\$561,790
Per Capita Income			
2019	\$53,180	\$55,461	\$58,442
2024	\$59,778	\$61,470	\$64,139
Median Age			
2010	36.8	39.2	40.3
2019	38.5	40.7	41.9
2024	39.5	41.6	42.6

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	9,894	56,980	130,246
<\$15,000	8.0%	5.1%	5.0%
\$15,000 - \$24,999	4.8%	4.0%	4.2%
\$25,000 - \$34,999	7.1%	4.8%	4.8%
\$35,000 - \$49,999	8.9%	7.2%	7.4%
\$50,000 - \$74,999	15.0%	13.9%	13.0%
\$75,000 - \$99,999	13.9%	13.2%	11.9%
\$100,000 - \$149,999	20.8%	20.5%	18.9%
\$150,000 - \$199,999	9.4%	12.4%	12.6%
\$200,000+	12.1%	18.9%	22.3%
Average Household Income	\$117,138	\$144,132	\$155,131
2024 Households by Income			
Household Income Base	10,534	58,747	134,154
<\$15,000	6.8%	4.3%	4.2%
\$15,000 - \$24,999	3.8%	3.3%	3.4%
\$25,000 - \$34,999	6.5%	4.3%	4.3%
\$35,000 - \$49,999	7.9%	6.4%	6.5%
\$50,000 - \$74,999	13.5%	12.4%	11.7%
\$75,000 - \$99,999	13.7%	12.7%	11.6%
\$100,000 - \$149,999	22.3%	21.2%	19.5%
\$150,000 - \$199,999	11.5%	14.4%	14.2%
\$200,000+	13.9%	21.2%	24.5%
Average Household Income	\$131,659	\$159,844	\$170,532
2019 Owner Occupied Housing Units by Value			
Total	2,859	34,299	83,145
<\$50,000	0.3%	0.7%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.9%
\$100,000 - \$149,999	0.6%	0.5%	1.5%
\$150,000 - \$199,999	1.2%	1.9%	2.3%
\$200,000 - \$249,999	1.9%	4.2%	3.5%
\$250,000 - \$299,999	6.4%	6.7%	5.5%
\$300,000 - \$399,999	18.6%	22.5%	17.3%
\$400,000 - \$499,999	16.7%	16.7%	14.8%
\$500,000 - \$749,999	29.0%	27.4%	25.7%
\$750,000 - \$999,999	18.6%	13.0%	16.2%
\$1,000,000 +	4.4%	5.3%	8.6%
Average Home Value	\$609,045	\$558,095	\$621,868
2024 Owner Occupied Housing Units by Value			
Total	3,095	35,541	86,074
<\$50,000	0.1%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.7%
\$100,000 - \$149,999	0.3%	0.2%	0.9%
\$150,000 - \$199,999	0.6%	1.0%	1.4%
\$200,000 - \$249,999	1.1%	2.8%	2.5%
\$250,000 - \$299,999	4.6%	5.5%	4.7%
\$300,000 - \$399,999	17.3%	22.0%	16.9%
\$400,000 - \$499,999	17.8%	17.8%	16.0%
\$500,000 - \$749,999	31.1%	28.8%	26.7%
\$750,000 - \$999,999	20.9%	13.9%	16.3%
\$1,000,000 +	4.1%	6.4%	10.5%
Average Home Value	\$627,884	\$587,454	\$655,731

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	17,568	136,404	321,284
0 - 4	6.2%	6.2%	6.2%
5 - 9	5.0%	5.8%	6.3%
10 - 14	4.4%	5.5%	6.1%
15 - 24	9.9%	10.9%	10.8%
25 - 34	21.1%	15.3%	13.3%
35 - 44	16.1%	14.7%	14.1%
45 - 54	12.2%	14.9%	15.0%
55 - 64	9.1%	11.7%	12.2%
65 - 74	5.6%	7.2%	7.6%
75 - 84	4.9%	5.2%	5.5%
85 +	5.4%	2.6%	3.0%
18 +	81.7%	78.9%	77.6%
2019 Population by Age			
Total	21,820	147,946	345,828
0 - 4	5.3%	5.4%	5.4%
5 - 9	4.8%	5.7%	5.9%
10 - 14	4.6%	6.1%	6.5%
15 - 24	9.0%	10.1%	10.5%
25 - 34	19.6%	14.3%	12.4%
35 - 44	16.6%	14.3%	13.2%
45 - 54	11.5%	13.1%	13.2%
55 - 64	10.9%	13.1%	13.4%
65 - 74	8.1%	9.4%	10.1%
75 - 84	5.4%	5.6%	5.9%
85 +	4.3%	3.0%	3.5%
18 +	82.9%	79.6%	78.5%
2024 Population by Age			
Total	23,236	152,598	356,742
0 - 4	5.2%	5.3%	5.4%
5 - 9	4.5%	5.4%	5.6%
10 - 14	4.3%	5.6%	5.9%
15 - 24	8.7%	10.0%	10.4%
25 - 34	19.0%	13.8%	12.5%
35 - 44	16.6%	14.8%	13.6%
45 - 54	11.3%	12.8%	12.7%
55 - 64	10.6%	12.5%	12.8%
65 - 74	9.0%	10.3%	10.9%
75 - 84	6.6%	6.4%	6.9%
85 +	4.3%	3.1%	3.5%
18 +	83.6%	80.3%	79.5%
2010 Population by Sex			
Males	8,365	65,921	153,511
Females	9,203	70,479	167,774
2019 Population by Sex			
Males	10,483	71,603	165,902
Females	11,337	76,343	179,927
2024 Population by Sex			
Males	11,157	73,992	171,596
Females	12,079	78,606	185,146

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2010 Population by Race/Ethnicity			
Total	17,569	136,400	321,285
White Alone	56.6%	62.3%	62.3%
Black Alone	7.9%	9.1%	11.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	25.4%	16.0%	14.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	8.1%	7.7%
Two or More Races	3.2%	4.0%	3.9%
Hispanic Origin	14.9%	20.7%	18.8%
Diversity Index	70.7	71.7	70.7
2019 Population by Race/Ethnicity			
Total	21,819	147,947	345,829
White Alone	50.3%	56.4%	56.6%
Black Alone	9.9%	10.6%	13.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	27.8%	18.0%	16.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.6%	9.7%	9.3%
Two or More Races	3.9%	4.8%	4.6%
Hispanic Origin	18.6%	24.8%	22.7%
Diversity Index	76.3	77.3	76.5
2024 Population by Race/Ethnicity			
Total	23,236	152,598	356,741
White Alone	47.1%	53.3%	53.5%
Black Alone	10.6%	11.3%	13.9%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	29.1%	19.0%	17.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.5%	10.7%	10.2%
Two or More Races	4.1%	5.1%	4.9%
Hispanic Origin	20.9%	27.5%	25.2%
Diversity Index	78.7	80.0	79.1
2010 Population by Relationship and Household Type			
Total	17,568	136,400	321,285
In Households	96.8%	98.5%	98.5%
In Family Households	70.9%	80.1%	82.0%
Householder	23.3%	24.3%	24.9%
Spouse	18.8%	19.1%	19.7%
Child	22.4%	27.3%	28.5%
Other relative	4.4%	5.8%	5.5%
Nonrelative	2.0%	3.7%	3.3%
In Nonfamily Households	25.9%	18.3%	16.5%
In Group Quarters	3.2%	1.5%	1.5%
Institutionalized Population	2.5%	1.0%	1.0%
Noninstitutionalized Population	0.7%	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.

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2019 Population 25+ by Educational Attainment			
Total	16,649	107,767	247,792
Less than 9th Grade	4.5%	6.2%	5.6%
9th - 12th Grade, No Diploma	3.8%	3.8%	3.5%
High School Graduate	8.7%	11.6%	11.5%
GED/Alternative Credential	1.4%	1.2%	1.2%
Some College, No Degree	10.6%	12.3%	12.1%
Associate Degree	3.7%	4.9%	4.9%
Bachelor's Degree	30.0%	27.7%	27.0%
Graduate/Professional Degree	37.2%	32.3%	34.3%
2019 Population 15+ by Marital Status			
Total	18,607	122,655	284,151
Never Married	33.4%	33.3%	31.6%
Married	48.1%	52.4%	54.0%
Widowed	8.3%	5.7%	6.0%
Divorced	10.2%	8.6%	8.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.7%	96.0%
Civilian Unemployed (Unemployment Rate)	3.6%	4.3%	4.0%
2019 Employed Population 16+ by Industry			
Total	12,259	82,501	186,729
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.2%	6.5%	6.6%
Manufacturing	1.9%	2.4%	2.3%
Wholesale Trade	1.1%	1.1%	1.0%
Retail Trade	4.1%	5.9%	6.0%
Transportation/Utilities	1.2%	2.5%	2.5%
Information	3.1%	2.5%	2.5%
Finance/Insurance/Real Estate	6.2%	6.7%	6.8%
Services	62.4%	59.7%	59.4%
Public Administration	14.9%	12.7%	12.8%
2019 Employed Population 16+ by Occupation			
Total	12,260	82,500	186,727
White Collar	80.0%	73.4%	74.1%
Management/Business/Financial	20.3%	20.7%	21.3%
Professional	44.9%	35.2%	35.6%
Sales	6.4%	7.8%	7.8%
Administrative Support	8.4%	9.7%	9.3%
Services	13.2%	16.7%	16.2%
Blue Collar	6.9%	9.9%	9.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.8%	4.4%	4.4%
Installation/Maintenance/Repair	1.1%	1.5%	1.3%
Production	1.3%	1.4%	1.3%
Transportation/Material Moving	1.6%	2.5%	2.6%
2010 Population By Urban/ Rural Status			
Total Population	17,568	136,400	321,285
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%

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2010 Households by Type			
Total	7,781	52,324	121,281
Households with 1 Person	38.8%	28.9%	27.4%
Households with 2+ People	61.2%	71.1%	72.6%
Family Households	52.7%	63.4%	66.0%
Husband-wife Families	42.5%	49.8%	52.3%
With Related Children	19.8%	23.1%	24.6%
Other Family (No Spouse Present)	10.2%	13.6%	13.7%
Other Family with Male Householder	2.9%	3.6%	3.5%
With Related Children	1.1%	1.7%	1.7%
Other Family with Female Householder	7.3%	9.9%	10.2%
With Related Children	4.1%	5.3%	5.7%
Nonfamily Households	8.6%	7.7%	6.6%
All Households with Children	25.2%	30.5%	32.4%
Multigenerational Households	2.2%	3.8%	3.7%
Unmarried Partner Households	4.5%	4.7%	4.3%
Male-female	3.8%	3.9%	3.5%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	7,782	52,324	121,281
1 Person Household	38.8%	28.9%	27.4%
2 Person Household	30.7%	31.6%	31.6%
3 Person Household	14.0%	15.5%	15.6%
4 Person Household	10.3%	12.9%	13.9%
5 Person Household	3.9%	5.8%	6.4%
6 Person Household	1.5%	2.6%	2.6%
7 + Person Household	0.9%	2.7%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	7,781	52,324	121,280
Owner Occupied	32.8%	64.6%	67.7%
Owned with a Mortgage/Loan	25.2%	49.4%	50.8%
Owned Free and Clear	7.6%	15.3%	17.0%
Renter Occupied	67.2%	35.4%	32.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,589	55,253	128,268
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)	Top Tier (1A)	Top Tier (1A)
	2. Enterprising Professionals	Pleasantville (2B)	Pleasantville (2B)
	3. Laptops and Lattes (3A)	Metro Renters (3B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$29,230,928	\$198,615,890	\$485,139,527
Average Spent	\$2,954.41	\$3,485.71	\$3,724.79
Spending Potential Index	138	163	174
Education: Total \$	\$22,513,345	\$168,797,001	\$411,307,310
Average Spent	\$2,275.45	\$2,962.39	\$3,157.93
Spending Potential Index	143	186	198
Entertainment/Recreation: Total \$	\$41,449,210	\$295,968,759	\$729,647,558
Average Spent	\$4,189.33	\$5,194.26	\$5,602.07
Spending Potential Index	128	159	171
Food at Home: Total \$	\$66,199,659	\$456,299,526	\$1,121,235,027
Average Spent	\$6,690.89	\$8,008.06	\$8,608.59
Spending Potential Index	129	155	166
Food Away from Home: Total \$	\$49,995,439	\$337,093,264	\$824,902,023
Average Spent	\$5,053.11	\$5,915.99	\$6,333.42
Spending Potential Index	138	161	172
Health Care: Total \$	\$69,265,365	\$501,919,489	\$1,251,377,147
Average Spent	\$7,000.74	\$8,808.70	\$9,607.80
Spending Potential Index	118	148	162
HH Furnishings & Equipment: Total \$	\$26,997,596	\$190,770,998	\$471,411,908
Average Spent	\$2,728.68	\$3,348.03	\$3,619.40
Spending Potential Index	128	157	170
Personal Care Products & Services: Total \$	\$11,559,926	\$79,832,027	\$198,118,707
Average Spent	\$1,168.38	\$1,401.05	\$1,521.11
Spending Potential Index	132	158	172
Shelter: Total \$	\$257,633,812	\$1,801,725,808	\$4,405,935,735
Average Spent	\$26,039.40	\$31,620.32	\$33,827.80
Spending Potential Index	141	171	183
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,296,489	\$222,266,073	\$557,697,743
Average Spent	\$3,062.11	\$3,900.77	\$4,281.88
Spending Potential Index	123	157	173
Travel: Total \$	\$29,798,437	\$218,616,497	\$542,576,795
Average Spent	\$3,011.77	\$3,836.72	\$4,165.78
Spending Potential Index	134	171	186
Vehicle Maintenance & Repairs: Total \$	\$14,117,762	\$99,280,703	\$245,120,288
Average Spent	\$1,426.90	\$1,742.38	\$1,881.98
Spending Potential Index	125	152	165

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.