

Pike & Rose
11580 Old Georgetown Rd, Rockville, Maryland, 20852
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.04884
Longitude: -77.11804

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,077	132,095	308,868
2010 Total Population	17,507	144,539	335,595
2019 Total Population	22,122	156,329	359,906
2019 Group Quarters	651	1,984	5,071
2024 Total Population	23,825	161,077	372,084
2017-2022 Annual Rate	1.49%	0.60%	0.67%
2019 Total Daytime Population	53,112	182,669	423,849
Workers	43,158	112,187	256,170
Residents	9,954	70,482	167,679
Household Summary			
2000 Households	6,992	51,694	119,302
2000 Average Household Size	2.06	2.51	2.54
2010 Households	8,560	55,258	127,488
2010 Average Household Size	1.97	2.58	2.59
2019 Households	11,005	59,783	136,512
2019 Average Household Size	1.95	2.58	2.60
2024 Households	11,869	61,520	141,182
2024 Average Household Size	1.95	2.59	2.60
2017-2022 Annual Rate	1.52%	0.57%	0.68%
2010 Families	4,137	34,815	83,212
2010 Average Family Size	2.75	3.17	3.16
2019 Families	5,138	37,012	87,374
2019 Average Family Size	2.75	3.20	3.20
2024 Families	5,524	37,958	89,689
2024 Average Family Size	2.75	3.21	3.21
2017-2022 Annual Rate	1.46%	0.51%	0.52%
Housing Unit Summary			
2000 Housing Units	7,300	53,211	122,957
Owner Occupied Housing Units	41.3%	67.2%	67.9%
Renter Occupied Housing Units	54.5%	30.0%	29.1%
Vacant Housing Units	4.2%	2.9%	3.0%
2010 Housing Units	9,175	58,405	134,918
Owner Occupied Housing Units	40.1%	62.3%	63.8%
Renter Occupied Housing Units	53.2%	32.3%	30.7%
Vacant Housing Units	6.7%	5.4%	5.5%
2019 Housing Units	11,796	62,508	143,190
Owner Occupied Housing Units	33.2%	58.9%	60.9%
Renter Occupied Housing Units	60.1%	36.7%	34.4%
Vacant Housing Units	6.7%	4.4%	4.7%
2024 Housing Units	12,658	64,193	147,796
Owner Occupied Housing Units	33.7%	59.5%	61.0%
Renter Occupied Housing Units	60.1%	36.4%	34.5%
Vacant Housing Units	6.2%	4.2%	4.5%
Median Household Income			
2019	\$94,915	\$103,613	\$107,408
2024	\$105,701	\$112,194	\$116,743
Median Home Value			
2019	\$564,846	\$482,769	\$532,691
2024	\$595,909	\$510,420	\$563,241
Per Capita Income			
2019	\$65,301	\$55,954	\$59,687
2024	\$73,599	\$61,930	\$65,573
Median Age			
2010	40.0	39.1	40.4
2019	41.5	40.6	41.8
2024	42.6	41.7	42.5

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	11,005	59,783	136,512
<\$15,000	7.1%	4.7%	5.2%
\$15,000 - \$24,999	4.7%	3.8%	4.1%
\$25,000 - \$34,999	5.9%	4.7%	4.7%
\$35,000 - \$49,999	8.3%	7.5%	7.4%
\$50,000 - \$74,999	14.1%	14.1%	12.8%
\$75,000 - \$99,999	11.8%	13.0%	11.9%
\$100,000 - \$149,999	20.7%	20.6%	18.7%
\$150,000 - \$199,999	11.0%	12.3%	12.5%
\$200,000+	16.3%	19.4%	22.7%
Average Household Income	\$131,518	\$146,080	\$157,344
2024 Households by Income			
Household Income Base	11,869	61,520	141,182
<\$15,000	5.9%	3.9%	4.3%
\$15,000 - \$24,999	3.7%	3.1%	3.4%
\$25,000 - \$34,999	5.4%	4.2%	4.2%
\$35,000 - \$49,999	7.3%	6.6%	6.5%
\$50,000 - \$74,999	12.4%	12.6%	11.7%
\$75,000 - \$99,999	11.6%	12.4%	11.6%
\$100,000 - \$149,999	22.2%	21.2%	19.3%
\$150,000 - \$199,999	13.0%	14.1%	14.1%
\$200,000+	18.6%	21.8%	24.9%
Average Household Income	\$148,129	\$161,902	\$172,804
2019 Owner Occupied Housing Units by Value			
Total	3,910	36,823	87,216
<\$50,000	0.6%	0.7%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	0.9%
\$100,000 - \$149,999	0.6%	0.5%	1.4%
\$150,000 - \$199,999	1.7%	2.3%	2.2%
\$200,000 - \$249,999	1.5%	4.6%	3.5%
\$250,000 - \$299,999	3.9%	6.9%	5.4%
\$300,000 - \$399,999	14.7%	22.3%	17.4%
\$400,000 - \$499,999	18.1%	15.2%	15.2%
\$500,000 - \$749,999	34.1%	26.9%	24.5%
\$750,000 - \$999,999	17.4%	13.0%	16.1%
\$1,000,000 +	6.1%	6.0%	9.0%
Average Home Value	\$615,247	\$566,210	\$635,464
2024 Owner Occupied Housing Units by Value			
Total	4,262	38,174	90,099
<\$50,000	0.2%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.6%
\$100,000 - \$149,999	0.3%	0.2%	0.9%
\$150,000 - \$199,999	0.8%	1.2%	1.3%
\$200,000 - \$249,999	0.8%	3.1%	2.4%
\$250,000 - \$299,999	2.7%	5.7%	4.6%
\$300,000 - \$399,999	12.9%	21.8%	17.0%
\$400,000 - \$499,999	18.6%	16.3%	16.3%
\$500,000 - \$749,999	36.0%	28.4%	25.5%
\$750,000 - \$999,999	20.5%	13.9%	16.0%
\$1,000,000 +	6.1%	7.1%	11.0%
Average Home Value	\$641,633	\$596,868	\$670,286

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	17,504	144,541	335,594
0 - 4	5.1%	6.4%	6.2%
5 - 9	4.0%	5.9%	6.2%
10 - 14	3.7%	5.6%	6.1%
15 - 24	9.1%	10.8%	10.8%
25 - 34	20.0%	15.1%	13.3%
35 - 44	14.8%	14.9%	14.1%
45 - 54	12.7%	14.8%	14.9%
55 - 64	10.9%	11.7%	12.3%
65 - 74	7.2%	7.0%	7.6%
75 - 84	6.6%	5.1%	5.4%
85 +	5.9%	2.7%	3.0%
18 +	84.7%	78.6%	77.7%
2019 Population by Age			
Total	22,122	156,330	359,908
0 - 4	4.4%	5.5%	5.4%
5 - 9	4.0%	5.9%	5.9%
10 - 14	4.0%	6.3%	6.5%
15 - 24	8.9%	10.0%	10.5%
25 - 34	18.2%	13.9%	12.5%
35 - 44	15.2%	14.3%	13.1%
45 - 54	11.6%	13.2%	13.1%
55 - 64	12.0%	13.0%	13.4%
65 - 74	9.8%	9.4%	10.2%
75 - 84	6.9%	5.5%	5.9%
85 +	5.1%	3.1%	3.4%
18 +	85.4%	78.9%	78.6%
2024 Population by Age			
Total	23,825	161,077	372,083
0 - 4	4.3%	5.5%	5.4%
5 - 9	3.8%	5.6%	5.7%
10 - 14	3.8%	5.8%	5.9%
15 - 24	8.6%	10.1%	10.4%
25 - 34	17.7%	13.2%	12.6%
35 - 44	15.1%	14.7%	13.6%
45 - 54	11.4%	12.9%	12.6%
55 - 64	11.2%	12.4%	12.8%
65 - 74	10.6%	10.3%	11.0%
75 - 84	8.3%	6.3%	6.8%
85 +	5.2%	3.2%	3.4%
18 +	85.9%	79.6%	79.4%
2010 Population by Sex			
Males	8,121	69,705	160,316
Females	9,386	74,834	175,279
2019 Population by Sex			
Males	10,386	75,563	172,830
Females	11,736	80,766	187,076
2024 Population by Sex			
Males	11,172	78,026	179,266
Females	12,653	83,051	192,818

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2010 Population by Race/Ethnicity			
Total	17,506	144,538	335,596
White Alone	65.5%	63.5%	63.3%
Black Alone	7.6%	8.6%	11.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	20.1%	14.7%	13.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.4%	8.7%	7.8%
Two or More Races	3.0%	4.1%	3.8%
Hispanic Origin	11.2%	21.5%	18.8%
Diversity Index	61.9	71.4	70.1
2019 Population by Race/Ethnicity			
Total	22,122	156,328	359,907
White Alone	58.6%	57.8%	57.7%
Black Alone	9.9%	10.0%	13.3%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	23.1%	16.5%	14.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	10.3%	9.4%
Two or More Races	3.7%	4.8%	4.6%
Hispanic Origin	14.5%	25.7%	22.8%
Diversity Index	69.4	77.0	75.9
2024 Population by Race/Ethnicity			
Total	23,826	161,078	372,083
White Alone	55.1%	54.8%	54.7%
Black Alone	10.9%	10.7%	14.0%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	24.7%	17.4%	15.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	11.3%	10.3%
Two or More Races	4.0%	5.2%	4.9%
Hispanic Origin	16.6%	28.4%	25.3%
Diversity Index	72.7	79.7	78.6
2010 Population by Relationship and Household Type			
Total	17,507	144,539	335,595
In Households	96.4%	98.7%	98.5%
In Family Households	66.2%	80.2%	81.6%
Householder	23.4%	24.1%	24.8%
Spouse	19.1%	18.9%	19.7%
Child	19.2%	27.4%	28.4%
Other relative	3.2%	5.9%	5.4%
Nonrelative	1.3%	3.9%	3.3%
In Nonfamily Households	30.1%	18.5%	16.9%
In Group Quarters	3.6%	1.3%	1.5%
Institutionalized Population	3.4%	1.0%	1.0%
Noninstitutionalized Population	0.3%	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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2019 Population 25+ by Educational Attainment			
Total	17,408	113,050	257,946
Less than 9th Grade	2.6%	6.3%	5.4%
9th - 12th Grade, No Diploma	2.4%	3.6%	3.5%
High School Graduate	8.5%	11.5%	11.3%
GED/Alternative Credential	1.6%	1.2%	1.2%
Some College, No Degree	11.4%	12.5%	11.9%
Associate Degree	3.6%	4.7%	4.8%
Bachelor's Degree	30.9%	27.7%	26.9%
Graduate/Professional Degree	38.9%	32.5%	35.1%
2019 Population 15+ by Marital Status			
Total	19,385	128,673	295,876
Never Married	33.2%	33.4%	31.5%
Married	47.8%	52.2%	54.0%
Widowed	9.2%	5.6%	5.9%
Divorced	9.8%	8.9%	8.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	95.8%	95.9%
Civilian Unemployed (Unemployment Rate)	3.3%	4.2%	4.1%
2019 Employed Population 16+ by Industry			
Total	12,282	87,124	194,806
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	2.9%	6.5%	6.5%
Manufacturing	2.3%	2.2%	2.2%
Wholesale Trade	0.5%	1.0%	1.0%
Retail Trade	4.3%	5.9%	5.9%
Transportation/Utilities	1.5%	2.3%	2.5%
Information	2.9%	2.5%	2.5%
Finance/Insurance/Real Estate	7.2%	6.8%	6.8%
Services	61.2%	59.8%	59.5%
Public Administration	17.0%	12.8%	13.0%
2019 Employed Population 16+ by Occupation			
Total	12,280	87,128	194,807
White Collar	85.3%	73.4%	74.3%
Management/Business/Financial	24.6%	20.8%	21.6%
Professional	46.7%	35.0%	35.9%
Sales	5.5%	8.0%	7.7%
Administrative Support	8.5%	9.6%	9.2%
Services	9.6%	16.5%	16.0%
Blue Collar	5.1%	10.0%	9.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	1.1%	4.6%	4.4%
Installation/Maintenance/Repair	0.6%	1.5%	1.4%
Production	1.3%	1.5%	1.3%
Transportation/Material Moving	2.0%	2.4%	2.6%
2010 Population By Urban/ Rural Status			
Total Population	17,507	144,539	335,595
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	8,560	55,259	127,488
Households with 1 Person	43.0%	29.3%	28.0%
Households with 2+ People	57.0%	70.7%	72.0%
Family Households	48.3%	63.0%	65.3%
Husband-wife Families	39.3%	49.4%	51.8%
With Related Children	15.3%	23.4%	24.3%
Other Family (No Spouse Present)	9.0%	13.6%	13.5%
Other Family with Male Householder	2.3%	3.7%	3.5%
With Related Children	0.9%	1.7%	1.7%
Other Family with Female Householder	6.7%	9.9%	10.0%
With Related Children	3.4%	5.4%	5.6%
Nonfamily Households	8.6%	7.7%	6.7%
All Households with Children	19.7%	30.9%	32.0%
Multigenerational Households	1.4%	3.7%	3.6%
Unmarried Partner Households	4.8%	4.7%	4.3%
Male-female	4.2%	3.9%	3.5%
Same-sex	0.6%	0.8%	0.8%
2010 Households by Size			
Total	8,561	55,260	127,487
1 Person Household	43.0%	29.3%	28.0%
2 Person Household	33.0%	31.1%	31.5%
3 Person Household	11.9%	15.3%	15.4%
4 Person Household	8.0%	13.0%	13.7%
5 Person Household	2.7%	5.8%	6.3%
6 Person Household	0.9%	2.6%	2.6%
7 + Person Household	0.4%	2.9%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	8,560	55,258	127,488
Owner Occupied	42.9%	65.8%	67.5%
Owned with a Mortgage/Loan	32.4%	49.9%	50.5%
Owned Free and Clear	10.5%	15.9%	17.1%
Renter Occupied	57.1%	34.2%	32.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,175	58,405	134,918
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.

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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Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
2.	Golden Years (9B)	Pleasantville (2B)	Pleasantville (2B)
3.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$36,312,827	\$210,552,686	\$515,448,734
Average Spent	\$3,299.67	\$3,521.95	\$3,775.85
Spending Potential Index	154	164	176
Education: Total \$	\$28,181,353	\$179,605,060	\$440,032,715
Average Spent	\$2,560.78	\$3,004.28	\$3,223.40
Spending Potential Index	161	189	202
Entertainment/Recreation: Total \$	\$51,881,434	\$314,865,103	\$775,444,890
Average Spent	\$4,714.35	\$5,266.80	\$5,680.42
Spending Potential Index	144	161	174
Food at Home: Total \$	\$82,491,960	\$484,252,977	\$1,189,123,198
Average Spent	\$7,495.86	\$8,100.18	\$8,710.76
Spending Potential Index	145	157	168
Food Away from Home: Total \$	\$62,000,331	\$357,276,229	\$875,645,845
Average Spent	\$5,633.83	\$5,976.22	\$6,414.42
Spending Potential Index	153	163	175
Health Care: Total \$	\$87,235,523	\$535,185,516	\$1,326,466,320
Average Spent	\$7,926.90	\$8,952.14	\$9,716.85
Spending Potential Index	134	151	164
HH Furnishings & Equipment: Total \$	\$33,656,303	\$203,183,695	\$500,213,587
Average Spent	\$3,058.27	\$3,398.69	\$3,664.25
Spending Potential Index	143	159	172
Personal Care Products & Services: Total \$	\$14,357,790	\$84,844,504	\$209,853,872
Average Spent	\$1,304.66	\$1,419.21	\$1,537.26
Spending Potential Index	147	160	173
Shelter: Total \$	\$322,159,049	\$1,912,609,705	\$4,685,645,335
Average Spent	\$29,273.88	\$31,992.53	\$34,324.05
Spending Potential Index	158	173	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,898,268	\$236,958,259	\$594,430,646
Average Spent	\$3,534.60	\$3,963.64	\$4,354.42
Spending Potential Index	143	160	176
Travel: Total \$	\$37,240,023	\$233,156,133	\$576,640,488
Average Spent	\$3,383.92	\$3,900.04	\$4,224.10
Spending Potential Index	151	174	188
Vehicle Maintenance & Repairs: Total \$	\$17,793,689	\$105,809,575	\$260,389,817
Average Spent	\$1,616.87	\$1,769.89	\$1,907.45
Spending Potential Index	141	155	167

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.

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