

Quince Orchard Shopping Center  
608 Quince Orchard Rd, Gaithersburg, Maryland, 20878  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.14191  
Longitude: -77.22118

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	13,201	126,520	245,149
2010 Total Population	13,643	137,777	288,145
2019 Total Population	16,669	155,605	313,559
2019 Group Quarters	33	925	1,758
2024 Total Population	17,596	166,169	328,235
2017-2022 Annual Rate	1.09%	1.32%	0.92%
2019 Total Daytime Population	26,486	151,422	296,306
Workers	19,050	80,180	153,573
Residents	7,436	71,242	142,733
<b>Household Summary</b>			
2000 Households	5,158	46,532	87,361
2000 Average Household Size	2.56	2.69	2.78
2010 Households	5,116	49,825	102,141
2010 Average Household Size	2.67	2.75	2.80
2019 Households	6,136	55,996	110,477
2019 Average Household Size	2.71	2.76	2.82
2024 Households	6,432	59,932	115,621
2024 Average Household Size	2.73	2.76	2.82
2017-2022 Annual Rate	0.95%	1.37%	0.91%
2010 Families	3,309	33,737	73,103
2010 Average Family Size	3.23	3.27	3.28
2019 Families	3,951	37,296	78,054
2019 Average Family Size	3.29	3.32	3.32
2024 Families	4,143	39,550	81,148
2024 Average Family Size	3.31	3.33	3.34
2017-2022 Annual Rate	0.95%	1.18%	0.78%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,321	48,498	90,476
Owner Occupied Housing Units	34.6%	57.9%	66.4%
Renter Occupied Housing Units	62.3%	38.0%	30.2%
Vacant Housing Units	3.0%	4.1%	3.4%
2010 Housing Units	5,377	52,544	106,860
Owner Occupied Housing Units	34.1%	58.4%	64.7%
Renter Occupied Housing Units	61.1%	36.5%	30.9%
Vacant Housing Units	4.9%	5.2%	4.4%
2019 Housing Units	6,368	58,572	114,768
Owner Occupied Housing Units	37.1%	54.5%	61.7%
Renter Occupied Housing Units	59.3%	41.1%	34.6%
Vacant Housing Units	3.6%	4.4%	3.7%
2024 Housing Units	6,653	62,348	119,753
Owner Occupied Housing Units	38.3%	56.1%	62.7%
Renter Occupied Housing Units	58.4%	40.0%	33.9%
Vacant Housing Units	3.3%	3.9%	3.5%
<b>Median Household Income</b>			
2019	\$65,535	\$85,613	\$100,027
2024	\$75,886	\$97,342	\$108,187
<b>Median Home Value</b>			
2019	\$386,721	\$365,847	\$419,279
2024	\$409,470	\$404,179	\$456,960
<b>Per Capita Income</b>			
2019	\$32,821	\$40,837	\$45,966
2024	\$37,541	\$46,315	\$51,246
<b>Median Age</b>			
2010	32.9	34.8	35.9
2019	34.1	36.5	37.3
2024	34.3	36.9	37.8

**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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<b>2019 Households by Income</b>			
Household Income Base	6,136	55,996	110,477
<\$15,000	10.7%	5.8%	5.1%
\$15,000 - \$24,999	7.4%	4.8%	3.9%
\$25,000 - \$34,999	8.4%	6.6%	5.2%
\$35,000 - \$49,999	12.2%	9.3%	7.8%
\$50,000 - \$74,999	16.2%	17.1%	15.1%
\$75,000 - \$99,999	13.4%	13.1%	12.9%
\$100,000 - \$149,999	15.9%	19.9%	20.4%
\$150,000 - \$199,999	8.3%	10.7%	12.7%
\$200,000+	7.6%	12.8%	17.0%
Average Household Income	\$89,162	\$113,224	\$130,313
<b>2024 Households by Income</b>			
Household Income Base	6,432	59,932	115,621
<\$15,000	8.9%	4.8%	4.3%
\$15,000 - \$24,999	6.3%	3.9%	3.2%
\$25,000 - \$34,999	8.0%	6.0%	4.7%
\$35,000 - \$49,999	11.3%	8.2%	7.0%
\$50,000 - \$74,999	15.0%	15.4%	13.5%
\$75,000 - \$99,999	13.4%	12.7%	12.4%
\$100,000 - \$149,999	17.4%	20.8%	20.7%
\$150,000 - \$199,999	10.2%	12.5%	14.3%
\$200,000+	9.6%	15.6%	19.8%
Average Household Income	\$102,746	\$128,167	\$145,319
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,361	31,918	70,778
<\$50,000	0.9%	1.5%	1.1%
\$50,000 - \$99,999	3.0%	1.8%	1.0%
\$100,000 - \$149,999	5.6%	3.9%	2.5%
\$150,000 - \$199,999	1.9%	5.5%	4.2%
\$200,000 - \$249,999	3.0%	9.1%	7.2%
\$250,000 - \$299,999	8.4%	13.8%	10.2%
\$300,000 - \$399,999	31.3%	22.0%	20.7%
\$400,000 - \$499,999	18.9%	15.7%	15.4%
\$500,000 - \$749,999	25.9%	19.9%	26.2%
\$750,000 - \$999,999	0.5%	5.3%	8.0%
\$1,000,000 +	0.2%	1.0%	2.6%
Average Home Value	\$413,538	\$418,762	\$479,407
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,545	34,990	75,031
<\$50,000	0.4%	0.8%	0.6%
\$50,000 - \$99,999	1.8%	1.1%	0.6%
\$100,000 - \$149,999	3.0%	2.2%	1.4%
\$150,000 - \$199,999	2.1%	3.7%	2.7%
\$200,000 - \$249,999	3.8%	7.0%	5.4%
\$250,000 - \$299,999	8.1%	12.3%	9.2%
\$300,000 - \$399,999	28.9%	22.2%	20.8%
\$400,000 - \$499,999	19.3%	16.9%	16.4%
\$500,000 - \$749,999	31.0%	25.4%	30.0%
\$750,000 - \$999,999	0.7%	6.5%	9.3%
\$1,000,000 +	0.2%	1.1%	2.8%
Average Home Value	\$444,303	\$459,366	\$512,007

**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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<b>2010 Population by Age</b>			
Total	13,643	137,776	288,146
0 - 4	8.4%	7.8%	7.3%
5 - 9	6.8%	6.7%	7.1%
10 - 14	5.9%	6.3%	6.9%
15 - 24	13.0%	12.2%	12.1%
25 - 34	20.0%	17.3%	15.2%
35 - 44	14.8%	15.6%	15.8%
45 - 54	13.2%	15.0%	16.1%
55 - 64	9.5%	10.7%	11.1%
65 - 74	4.9%	4.8%	4.9%
75 - 84	2.7%	2.4%	2.3%
85 +	0.9%	1.3%	1.1%
18 +	75.4%	75.3%	74.4%
<b>2019 Population by Age</b>			
Total	16,670	155,603	313,560
0 - 4	7.3%	6.8%	6.5%
5 - 9	7.0%	6.9%	6.9%
10 - 14	6.7%	7.0%	7.2%
15 - 24	12.6%	11.4%	11.5%
25 - 34	18.0%	15.4%	14.4%
35 - 44	15.4%	15.4%	15.0%
45 - 54	11.9%	13.2%	13.9%
55 - 64	10.3%	11.8%	12.5%
65 - 74	6.7%	7.3%	7.7%
75 - 84	3.0%	3.1%	3.1%
85 +	1.1%	1.6%	1.3%
18 +	75.6%	75.7%	75.6%
<b>2024 Population by Age</b>			
Total	17,594	166,167	328,235
0 - 4	7.4%	6.9%	6.6%
5 - 9	6.7%	6.5%	6.5%
10 - 14	6.2%	6.6%	6.6%
15 - 24	11.7%	11.3%	11.2%
25 - 34	19.5%	15.8%	14.9%
35 - 44	15.1%	15.4%	15.3%
45 - 54	11.8%	12.8%	13.1%
55 - 64	9.8%	11.1%	11.9%
65 - 74	7.2%	8.2%	8.7%
75 - 84	3.5%	3.9%	4.0%
85 +	1.1%	1.6%	1.4%
18 +	76.3%	76.3%	76.5%
<b>2010 Population by Sex</b>			
Males	6,737	66,839	139,433
Females	6,906	70,938	148,712
<b>2019 Population by Sex</b>			
Males	8,284	75,658	152,019
Females	8,386	79,947	161,540
<b>2024 Population by Sex</b>			
Males	8,747	80,835	159,204
Females	8,849	85,334	169,031

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<b>2010 Population by Race/Ethnicity</b>			
Total	13,644	137,777	288,145
White Alone	40.7%	49.7%	51.4%
Black Alone	24.2%	18.6%	17.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	15.1%	16.0%	19.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	13.5%	10.4%	7.3%
Two or More Races	5.9%	4.8%	4.4%
Hispanic Origin	28.4%	24.3%	18.7%
Diversity Index	85.3	80.6	77.0
<b>2019 Population by Race/Ethnicity</b>			
Total	16,669	155,604	313,560
White Alone	34.0%	43.5%	45.2%
Black Alone	26.7%	20.5%	19.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	16.2%	17.5%	20.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.0%	12.5%	9.0%
Two or More Races	6.5%	5.4%	5.1%
Hispanic Origin	33.0%	28.7%	22.7%
Diversity Index	88.1	84.5	81.5
<b>2024 Population by Race/Ethnicity</b>			
Total	17,595	166,169	328,235
White Alone	31.5%	40.7%	42.1%
Black Alone	27.2%	21.1%	20.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	16.4%	18.3%	21.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.5%	13.6%	10.0%
Two or More Races	6.8%	5.7%	5.4%
Hispanic Origin	35.9%	31.1%	25.0%
Diversity Index	89.2	86.1	83.4
<b>2010 Population by Relationship and Household Type</b>			
Total	13,643	137,777	288,145
In Households	100.0%	99.3%	99.4%
In Family Households	82.7%	84.1%	86.3%
Householder	24.3%	24.5%	25.4%
Spouse	16.3%	17.8%	19.3%
Child	30.6%	31.2%	32.6%
Other relative	7.2%	6.7%	6.0%
Nonrelative	4.4%	3.9%	3.0%
In Nonfamily Households	17.2%	15.3%	13.1%
In Group Quarters	0.0%	0.7%	0.6%
Institutionalized Population	0.0%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.2%	0.2%

**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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,080	105,516	212,895
Less than 9th Grade	9.4%	7.3%	5.1%
9th - 12th Grade, No Diploma	7.8%	5.5%	4.2%
High School Graduate	15.8%	13.8%	12.4%
GED/Alternative Credential	1.2%	1.8%	1.5%
Some College, No Degree	12.5%	14.7%	14.5%
Associate Degree	6.2%	6.6%	6.6%
Bachelor's Degree	24.9%	25.8%	27.4%
Graduate/Professional Degree	22.1%	24.5%	28.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,175	123,304	249,097
Never Married	35.6%	34.3%	32.4%
Married	52.4%	52.3%	54.9%
Widowed	3.0%	3.8%	3.9%
Divorced	8.9%	9.5%	8.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	95.4%	95.9%
Civilian Unemployed (Unemployment Rate)	4.5%	4.6%	4.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	9,427	86,007	173,984
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	9.2%	7.5%	6.1%
Manufacturing	2.9%	3.3%	3.5%
Wholesale Trade	1.5%	1.5%	1.5%
Retail Trade	10.1%	7.9%	8.0%
Transportation/Utilities	4.5%	4.2%	3.7%
Information	1.8%	2.3%	2.4%
Finance/Insurance/Real Estate	6.8%	5.9%	6.5%
Services	55.2%	58.1%	57.6%
Public Administration	7.7%	9.0%	10.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	9,427	86,007	173,984
White Collar	61.9%	67.6%	72.4%
Management/Business/Financial	15.9%	18.5%	20.7%
Professional	26.7%	29.7%	31.9%
Sales	8.5%	8.1%	8.4%
Administrative Support	10.9%	11.4%	11.4%
Services	20.6%	18.7%	16.1%
Blue Collar	17.5%	13.7%	11.4%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	7.2%	5.1%	4.0%
Installation/Maintenance/Repair	2.4%	2.2%	1.9%
Production	1.9%	2.0%	1.9%
Transportation/Material Moving	5.7%	4.3%	3.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,643	137,777	288,145
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

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<b>2010 Households by Type</b>			
Total	5,117	49,824	102,141
Households with 1 Person	27.8%	25.3%	22.2%
Households with 2+ People	72.2%	74.7%	77.8%
Family Households	64.7%	67.7%	71.6%
Husband-wife Families	43.3%	49.1%	54.4%
With Related Children	22.7%	25.7%	29.2%
Other Family (No Spouse Present)	21.3%	18.6%	17.1%
Other Family with Male Householder	6.2%	4.9%	4.4%
With Related Children	3.4%	2.7%	2.4%
Other Family with Female Householder	15.1%	13.7%	12.7%
With Related Children	10.3%	8.7%	8.1%
Nonfamily Households	7.5%	6.9%	6.2%
All Households with Children	37.0%	37.7%	40.1%
Multigenerational Households	4.2%	4.8%	5.0%
Unmarried Partner Households	6.7%	5.7%	5.1%
Male-female	6.2%	5.1%	4.4%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	5,116	49,826	102,140
1 Person Household	27.8%	25.3%	22.2%
2 Person Household	28.1%	28.4%	28.8%
3 Person Household	17.5%	17.9%	18.7%
4 Person Household	13.5%	15.0%	17.0%
5 Person Household	7.2%	7.4%	7.8%
6 Person Household	3.2%	3.2%	3.2%
7 + Person Household	2.5%	2.8%	2.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,116	49,825	102,141
Owner Occupied	35.8%	61.5%	67.6%
Owned with a Mortgage/Loan	30.7%	54.3%	59.9%
Owned Free and Clear	5.1%	7.3%	7.7%
Renter Occupied	64.2%	38.5%	32.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,377	52,544	106,860
Housing Units Inside Urbanized Area	100.0%	99.9%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.8%

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
<b>2.</b>	Metro Fusion (11C)	International Marketplace	Professional Pride (1B)
<b>3.</b>	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,978,190	\$158,962,342	\$356,814,258
Average Spent	\$2,278.06	\$2,838.82	\$3,229.76
Spending Potential Index	106	133	151
Education: Total \$	\$10,254,579	\$120,085,115	\$277,686,248
Average Spent	\$1,671.22	\$2,144.53	\$2,513.52
Spending Potential Index	105	135	158
Entertainment/Recreation: Total \$	\$19,710,164	\$228,681,948	\$518,862,845
Average Spent	\$3,212.22	\$4,083.90	\$4,696.57
Spending Potential Index	98	125	144
Food at Home: Total \$	\$32,570,097	\$367,300,164	\$818,705,696
Average Spent	\$5,308.03	\$6,559.40	\$7,410.64
Spending Potential Index	103	127	143
Food Away from Home: Total \$	\$23,763,791	\$271,533,568	\$610,589,490
Average Spent	\$3,872.85	\$4,849.16	\$5,526.85
Spending Potential Index	105	132	150
Health Care: Total \$	\$33,641,996	\$391,231,949	\$884,601,240
Average Spent	\$5,482.72	\$6,986.78	\$8,007.11
Spending Potential Index	92	118	135
HH Furnishings & Equipment: Total \$	\$12,969,622	\$151,268,554	\$342,708,760
Average Spent	\$2,113.69	\$2,701.42	\$3,102.08
Spending Potential Index	99	127	145
Personal Care Products & Services: Total \$	\$5,561,642	\$64,296,175	\$145,698,769
Average Spent	\$906.40	\$1,148.23	\$1,318.82
Spending Potential Index	102	130	149
Shelter: Total \$	\$122,703,698	\$1,394,272,288	\$3,124,767,602
Average Spent	\$19,997.34	\$24,899.50	\$28,284.33
Spending Potential Index	108	135	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,009,803	\$164,861,934	\$377,592,055
Average Spent	\$2,283.21	\$2,944.17	\$3,417.83
Spending Potential Index	92	119	138
Travel: Total \$	\$13,935,676	\$165,196,970	\$379,132,499
Average Spent	\$2,271.13	\$2,950.16	\$3,431.78
Spending Potential Index	101	131	153
Vehicle Maintenance & Repairs: Total \$	\$6,796,525	\$77,847,670	\$175,280,543
Average Spent	\$1,107.65	\$1,390.24	\$1,586.58
Spending Potential Index	97	122	139

**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.